

hampshire fa

Commercial opportunities

v17



Background



Hampshire FA is one of the largest County Football Associations in the Country with over 5,000 teams competing every week in local football, 15,000 volunteers involved in the game, 50,000 diverse players of all ages and 1,600 referees in the county. As a not-for-profit organisation we have an annual turnover

in excess of £1m with any surplus reinvested back into the grassroots game in the county.

Hampshire FA provides the opportunity for perspective partners to access and contact the heart of the local community. Football in this Country is going through a huge change in culture. Whilst

traditional methods of business such as governance and rules are still in existence, Hampshire FA is a leading provider of Football Development Initiatives, which are delivered through courses, workshops and taster sessions. Since becoming incorporated in April 2000, Hampshire FA is now far more commercially

astute and recognises the need for marketing and strategic planning to secure the long term future of the game in our county. Hampshire FA is a Limited Company by Guarantee and a non-profit making organization. Therefore, any year end surplus is ploughed back into the game through development activities such as coaching, facility investment and youth football to name but a few. There are many opportunities for partnerships to be formed with local organisations and outside agencies through marketing and sponsorship.

We operate over 30 County Cup competitions and over 5,000 teams are playing each week; there are also 1,800 adult small sided teams playing in structured competitions. We offer advertising in our County Handbook, our Virtual Networks Magazine, our monthly Networks e-magazine (which is circulated to a database of 12k+ people in the county), Cup Final programmes and on our dynamic website, HampshireFA.

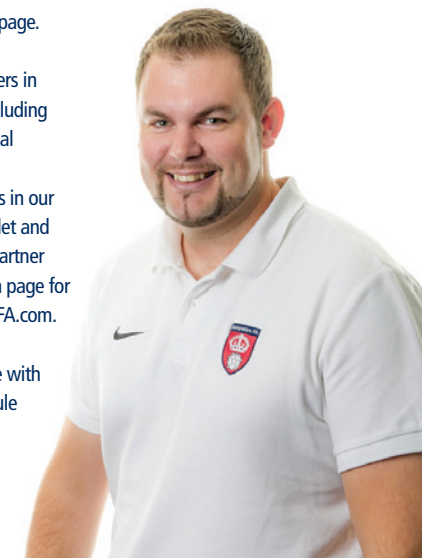
com which attracts over 1,300 separate visitors a day and this figure continues to rise. Each partner receives their own dedicated website page on HampshireFA.com with the logo advertised on our Commercial page. Hampshire FA operates 4 different social media sites including YouTube, Facebook, LinkedIn and Twitter. As part of the package offered to new and existing partners, each partner receives 2 scheduled social media tweets every week on Hampshire FA's Twitter page.

We advertise our partners in various publications including a logo in the Commercial Opportunities booklet, advertisements of offers in our Member Benefits Booklet and also announce a new partner with a dedicated splash page for 2 weeks on HampshireFA.com.

To network and engage with our partners, we schedule quarterly commercial networking meetings, inviting our partners to attend, network

and exchange contacts in an informal setting.

In November 2015, Hampshire FA was shortlisted for the 'Best Business Serving Football – up to £2m turnover award', by the Football Business Awards. Hampshire FA is committed to ensuring that all partners receive maximum exposure and recognition of being a supporter.



For further details please contact Neil Cassar, Chief Executive, Hampshire FA, direct on 01256 853024 or via email at Neil.Cassar@HampshireFA.com



Do you know

How Hampshire FA supports grassroots football?



Participation

Hampshire FA is a not-for-profit organisation which runs grassroots football in Hampshire. Football remains the most popular sport in Hampshire and the contribution that grassroots football can make to building stronger communities, improving health, reducing crime and tackling obesity is clear.

OVER 60,000
DIVERSE PLAYERS



OVER 3,500 TEAMS



1,800
ADULT SMALL SIDED TEAMS



Who's Involved

An army of volunteers ensures that football is played across Hampshire each week. Hampshire FA is committed to creating a culture of continuous improvement and working towards higher standards of service delivery to support football in Hampshire.

OVER 15,000
VOLUNTEERS



1,500
QUALIFIED REFEREES



14,436
NEW COACHES SINCE 2002



Youth & Schools

Football in schools is administered by Hampshire Schools FA and Hampshire FA provides support to players looking to join a local club. The FA Lidl Skills Programme provides football physical literacy sessions for 5-11 year olds in Hampshire

COMMUNITY COACH HAS DELIVERED 273 SESSIONS, IN 81 SCHOOLS & ENGAGED 4,913 PARTICIPANTS IN THE 2017/18 SEASON

OVER 1000
YOUTH MINI SOCCER TEAMS



80% YOUTH CLUBS
HAVE CHARTER STANDARD STATUS



FOOTBALL LEADERSHIP PROGRAMME HAS 42 GRASSROOTS FOOTBALL PROJECTS WITH 400+ STUDENTS DELIVERING IN THE COUNTY

27
FA CHARTER STANDARD COMMUNITY CLUBS



NEW
#playon
STRATEGY LAUNCHED FOR 2018/19 SEASON



80%
OF TEAMS PLAYING IN CHARTER STANDARD LEAGUES



92%
OF CLUBS AFFILIATED ONLINE THROUGH THE WHOLE GAME SYSTEM

40
RESPECT LEAGUES

OVER 20
HAMPSHIRE FA OFFICIAL MEDIA PARTNERS PROMOTING THE GRASSROOTS GAME



6 HAMPSHIRE FA STUDENT MEDIA PROJECTS COMPLETED IN 2017/18 SEASON



NEW
HAMPSHIRE FA GRASSROOTS COACH MONTHLY VLOGS LAUNCHED

Marketing & Communications

Hampshire FA places a strong emphasis on marketing & communications; as such we have developed the media model with different tiers. Particular focus is recognising media agencies or freelancers as official media partners of the association.

181
FEMALE TEAMS



OVER 3,000
FEMALE PLAYERS



28
WILDCATS CENTRES IN HAMPSHIRE WITH 500+ FEMALES PLAYERS

Women's Football

The FA took over the women's game in 1993 and it has gone from strength to strength in Hampshire with participation at its highest ever level and more females becoming qualified referees and coaches.

NEW
EQUALITY ACTION PLAN LAUNCHED AND DELIVERED BY INCLUSION ADVISORY GROUP

HAMPSHIRE FA COMMUNITY TRUST HAS INVESTED OVER 20K INTO COMMUNITY PROJECTS

83
DISABILITY TEAMS



Equality & Inclusion

Hampshire FA has an established Inclusion Advisory Group that focuses on engaging all communities, embedding positive interventions to address any gaps in provision. Hampshire FA's charity, the Hampshire FA Community Trust supports 3 key objectives including disability football, inclusion and cohesion, and community coaching.

COUNTY FUTSAL
LEAGUE WITH

10

ADULT MALE
TEAMS

26+ HAMPSHIRE FA
LICENSED
WALKING
FOOTBALL
CLUBS WITH
800+
ACTIVE
PLAYERS



3
COUNTY FLEXI
LEAGUES WITH
27 TEAMS

OVER 28
CUP COMPETITIONS



395
CLUB WELFARE
OFFICERS

**11 EDUCATION
WORKSHOPS
DELIVERED
TO 70 CLUBS
WITH 119
PARTICIPANTS
ENGAGED**

FOOTBALL
FOUNDATION
HAS INVESTED
**OVER £18M IN
GRANTS AND
OVER £41M IN
PROJECTS SINCE 2004**

NEW
£1.5M MULTISPORT
FACILITY LAUNCHED
IN HAVANT & OPERATED
BY HAMPSHIRE FA



**OVER
£75,000**
PER YEAR INVESTED INTO
THE GRASSROOTS GAME
BY OUR COMMERCIAL
PARTNERS



Recreational

The FA recognises that different people want to play football at different times, in different formats and for different amounts of time. Hampshire FA works to ensure that there are opportunities for players to get involved and stay involved in ways that suit them.

Operations & Governance

Hampshire FA governs, regulates, promotes and protects grassroots football in Hampshire. We have a workforce of 24 staff, led by Chief Executive Neil Cassar and an army of volunteers.

Facilities & Funding

Local authorities are critical to the development of grassroots football in Hampshire with large proportions of the pitch and facilities in the County owned by the public sector. Hampshire FA works with local authorities to keep facilities open, allowing leagues and clubs to continue.



Bespoke Commercial Packages Available

Hampshire FA is one of the most commercial county football associations in England; working with over 30+ commercial organisations, we strive to ensure that our beautiful game has the funding to develop, sustain and progress, with all investments going into grassroots football in Hampshire. At Hampshire FA,

we have a broad range of opportunities available for companies of all sizes. If an opportunity does not meet your company's requirements and you would like to discuss an opportunity with us, our door is open for business.

We can arrange initial meetings to discuss your ideas and/or can arrange an

informal discussion over the phone or by email. We look for ways to engage with businesses and welcome the opportunity of discussing them with you. Please contact the Hampshire FA Business, Marketing & Communications team for further details at Communications@HampshireFA.com



Opportunity: Hampshire FA Supporters Club Member



BSA REGAL



Hampshire FA can offer an exclusive opportunity to become a member of its Supporters Club. With over 25 companies already signed up, the Supporters Club offers a unique opportunity to access the heart of the football community in Hampshire through advertising, commercial and promotional activities direct to key stakeholders including leagues, clubs, referees, players and volunteers.

Members of the Supporters Club also benefit from being recognised and heralded as true supporters of grassroots football and our national game.

Supporters Club benefits include:

- Extensive website coverage through HampshireFA.com including your own website section, website and social media links
- x2 tweets per week

advertising your company via Hampshire FA's Twitter page

- Website link to your website
- Opportunity to be included in a maximum of one mailshot during the season
- Complimentary Senior Cup Final Tickets x 5
- 2x Hospitality Lounge passes for the Senior Cup Final
- Half page mono advert - Senior Cup Final programme
- Half page mono advert - all other County Cup Final programmes
- Full page mono advert - County FA Handbook
- Ball Sponsor for a nominated Hampshire FA Cup Final
- Entry into a monthly draw for Portsmouth, Southampton and AFC Bournemouth match tickets with additional England tickets where possible
- 10% discount on all Hampshire FA education courses

- Opportunity to be included in offer brochure to HFA stakeholders to promote business, products and services
- x2 complimentary tickets (buffet meal also available) for the Hampshire FA Grassroots Football Awards
- Targeted partner banners in articles highlighting products
- 20% off suite bookings at Front Lawn with free tea/coffee for meetings and events

The price for this exclusive opportunity is £500 per year and we can further offer a 3-year option at £1,250 (payable in three annual instalments) which represents a cost saving of £250.

Opportunity: Net A Piece Of Hampshire History



The Construction Partnership

Alan R.A.	John Hart	GK Soccer	Eastleigh & District Referees Society	Hampshire County Referees Association	Robin Osborne	Loddon Sports Junior F.C.	Basingstoke & District Football League	Peter Housman Youth League	Tony Hart	Berry E Hughes	Harry R Cornish	IOW FA	Martin Oliver	Southampton F.A.
Southampton F.C.	Trayhams Supplies Ltd	Hampshire C.T.L.	Wessex Rayford	Alan & Carm Robinson	Bishops Waltham Dymocote	Phil Ahern	Roger Moon Penny Hewitt	John Benfield	Laurance Jones	Peter J Rayford	Bournemouth Football Association	Bournemouth Howard Saturday League	Bournemouth Howard Sunday League	Lee Duffy
Trayhams Sports Ltd	Portsmouth Referees Society	Peter Sewton	Aron Rusby	Debra Sewton	Haze Valley Sunday Football League	H.C.W.F.L.	Comptons	Bruce Channon	Jim Pearson	Eastleigh & District Men Soccer League	Basingstoke & District Youth Development Council	UK Office Systems	Simon Nethercott	Eric Casper
A Plan Insurance	James Pinner	Portsmouth Royal Dockyard Football League	David Armstrong Promotions	Eric & Anna Tremayne	Charlotte Brown	Nail Cossar	James Duthie	Jackie Ellen	James Lisher	Darren Parker	Madison Be Stroud	Dale Yorrey	Nelly Whitman	Kathryn Hobbs
Paul Cradan	Neils Rogers	Chris Smith	Sasha Nicholas	Brian Le Breton	Gary Pruitt	New Aldershot Town (Council)	Aldershot District Football League	Bernard Curnish	North East Hants Youth League	Jon Woolson	Nick Tatpin	Aldershot Football Association	David Jefferson	Portsmouth Royal Dockyard Football League
IOW Sunday Youth League	Portsmouth Football Association	Portsmouth Sunday Football League	Basingstoke & District Football League	Aldershot & District Sunday Football League	Peter J Butler	Zoe Hampshire League	Andrew & District Football League	Les Scott	North Hants FA	Aquasound				

Thura K T Win J P

E J Ward

There are still squares available on Hampshire FA's Net a Piece of Hampshire's History project which appears in the reception of Hampshire FA's headquarters in Basingstoke in the form of a wall painting of a goal net. Each square of the net is available to 'sponsor' for just £50 each.

Your name (or company name) will then be on the wall permanently, so that visitors, stakeholders and the like will be able to see

your continued support. All proceeds will be donated to the Hampshire FA Community Trust which supports a wealth of very worthwhile initiatives including disability football, community coaching and social inclusion.

If you would like to take part in this scheme, please contact the Hampshire FA Business, Marketing & Communications team for further details at Communications@HampshireFA.com

Opportunity: Grassroots Football Awards Associate Sponsor



The Hampshire FA

Grassroots Football Awards ceremony recognises, rewards and celebrates our army of volunteers in Hampshire for their commitment, dedication, efforts and services to the grassroots game.

The ceremony unites all award winners and is a showcase of the talented workforce who dedicate so much of their own time for others to enjoy the beautiful game. In June 2018, Hampshire FA announced winners for 13 different award categories in front of an audience of 330 people. Our awards ceremony is a dedicated evening filled with entertainment, designed to make our incredible base of volunteers feel special, rewarded and recognised.

We are delighted to present the below commercial package and to welcome an associate sponsor for the Hampshire FA Grassroots Football Awards.

Package includes:

- Full page colour advert in the Hampshire FA Grassroots Football Awards Programme
- Opportunity for banners to be erected at the Hampshire FA Grassroots Football Awards
- Advertisements of company featured on every table at the Hampshire FA Grassroots Football Awards
- Company mentions in every email circulated to award winners and guests with hyperlinks to company webpage

- 2x tickets for company representatives to attend the Hampshire FA Grassroots Football Awards
- Website section dedicated to company featured on the partnerships section of the Hampshire FA website
- Company logo featured across the Hampshire FA Grassroots Football Awards presentations (screen promotions)
- PA announcements on the evening advertising company

The cost of the package is £350.00 +VAT for a 1 year deal.

Opportunity: Official Partners For Refereeing



Referees are a pivotal part of the game both at grassroots and elite level; referees are responsible for enhancing and maintaining high standards across all areas of refereeing. Currently in Hampshire we have a total of 1,607* qualified referees, run on average 12 FA Referee courses per year in support of the 9v9 and 11v11 game at various locations throughout the county and host approximately 20 workshops per year (including assessor, coaching, development, mentor and tutor workshops).

Furthermore, Hampshire FA host two Young Referee Development days per year to provide personal development training to referees from the ages of 14 – 23.

The annual Referees Association FA Event (RAFA) is an annual and pinnacle event for the referees where all registered referees are invited to attend; these evenings include an FA Cup Final Referee providing insight into their own personal refereeing career. In addition, the Referees Youth Council also deliver a session and/or a workshop where audience participation is invited to engage.

Hampshire FA is willing to offer the following benefits as an

exclusive opportunity:

- Banners promoted at Young Referee Development Days + invitation to attend all events.
- Banners promoted at Hampshire FA Cup Final Celebrations + invitation to attend all events
- Website section dedicated to the Organisation + Signature banner created for Referees Department with links to the website page (x4 per year).
- x2 Social Media Tweets per week for the Organisation
- Opportunity to be included in a maximum of two mailshots during the season
- Complimentary Senior Cup Final Tickets x2 with hospitality & x5 without hospitality for the Senior Cup Final
- Full page colour advert to feature in all Cup Final booklets
- Half Page colour advert in the Hampshire FA Senior Cup Final programme
- Organisation promotional leaflets sent to all newly qualified referees in the county.
- Half page mono advert – County FA Handbook
- Banners & promotional material taken to all workshops & courses to promote Organisation
- Emails circulated to all Referees in the county advertising the partnership including all referee courses as hosted by Organisation
- Ball Sponsor for a nominated Hampshire FA Cup Final with hospitality
- Entry into a monthly draw for Portsmouth, Southampton and AFC Bournemouth match tickets and England tickets on occasion.
- Opportunity to be included in offer brochure to Hampshire FA stakeholders to promote business, products and services along with half page mono advert in Hampshire FA's Member Benefits Booklet.
- Opportunity to attend Hampshire FA Commercial Networking events to network with Hampshire FA's Commercial Partners.
- Organisation logo in the Hampshire FA Grassroots Football Awards Booklet + invitation for x2 representatives to attend with hospitality provided.
- Promotions of Organisation at all Club Assistant and Club Referee Workshops as and when hosted by Hampshire FA qualified Referee Tutors.

The price for this exclusive opportunity is £1.5K +VAT for the year.

*stat as of 15th June

Opportunity: Front Lawn Community Hub – Headline Sponsor



Front Lawn Community Hub is managed by the Hampshire Football Association (FA). The £1.5m project at Front Lawn Recreation Ground, Leigh Park, Havant boasts improved facilities including four changing rooms, toilets and community space - as well as the full state-of-the-art third generation (3G) artificial grass pitch (AGP).

The facilities also include multisport courts: Tennis Courts x3 (x2 are floodlit), Basketball Courts x2 & Netball Courts x2, office building with x2 function rooms, catering facilities, 40 parking spaces and 16 bike racks.

The new community space at Front Lawn is equipped with 2x audio-visual teaching facilities and has free Wi-Fi onsite.

Package includes:

- All Supporters package benefits
- The Technical Suite rebranded to include the Sponsors' name in signage

- Plaque of the company logo featured in the Technical suite
- Free suite hire of the facility (x6 per year - subject to availability) including food and beverages for the sponsor as and when required in the year for meetings and/or other events
- 2x double promo boards to feature round football pitch in sponsor's choice of location and 1x double promo board featured on tennis court fence.
- Free tennis membership on the site for the sponsor and all staff connected to the company (at the discretion of Hampshire FA)
- Free 3x off-peak pitch bookings in the year (subject to availability)
- Company banners erected round the community hub advertising sponsor
- Company stand with leaflets and promotional material advertising company's services displayed in reception
- Extensive promotion on Front Lawn's own website to include logo on the homepage and website page dedicated to sponsor with promo box linking to company's website
- Extensive website promotion on Hampshire FA's website under Partnerships section
- Company signage featured on community hub building (external)
- Company logo featured on all promotional materials produced by Front Lawn staff for competitions, events and workshops hosted at Front Lawn
- Permanent signature banner linking to sponsor's website featured on the emails of all Front Lawn staff
- TV Screen promotions advertising sponsor in the year
- 2x social media tweets per week advertising company on the Front Lawn Twitter page

The cost of the package is £5,000 +VAT for a 1 year deal or £8000 +VAT for a 2 year deal.

Opportunity: Front Lawn Promotional Boards



Fancy advertising your brand at a multisport venue in a bustling part of havant?

Front Lawn recreation ground in Leigh Park, Havant has recently undergone a makeover with £1.5M investment to improve the ground's facilities - which includes four new changing rooms, new toilets and a brand-new community space which also encompasses the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP) in the Borough of Havant.

On average, per week, Front Lawn boasts an attendance

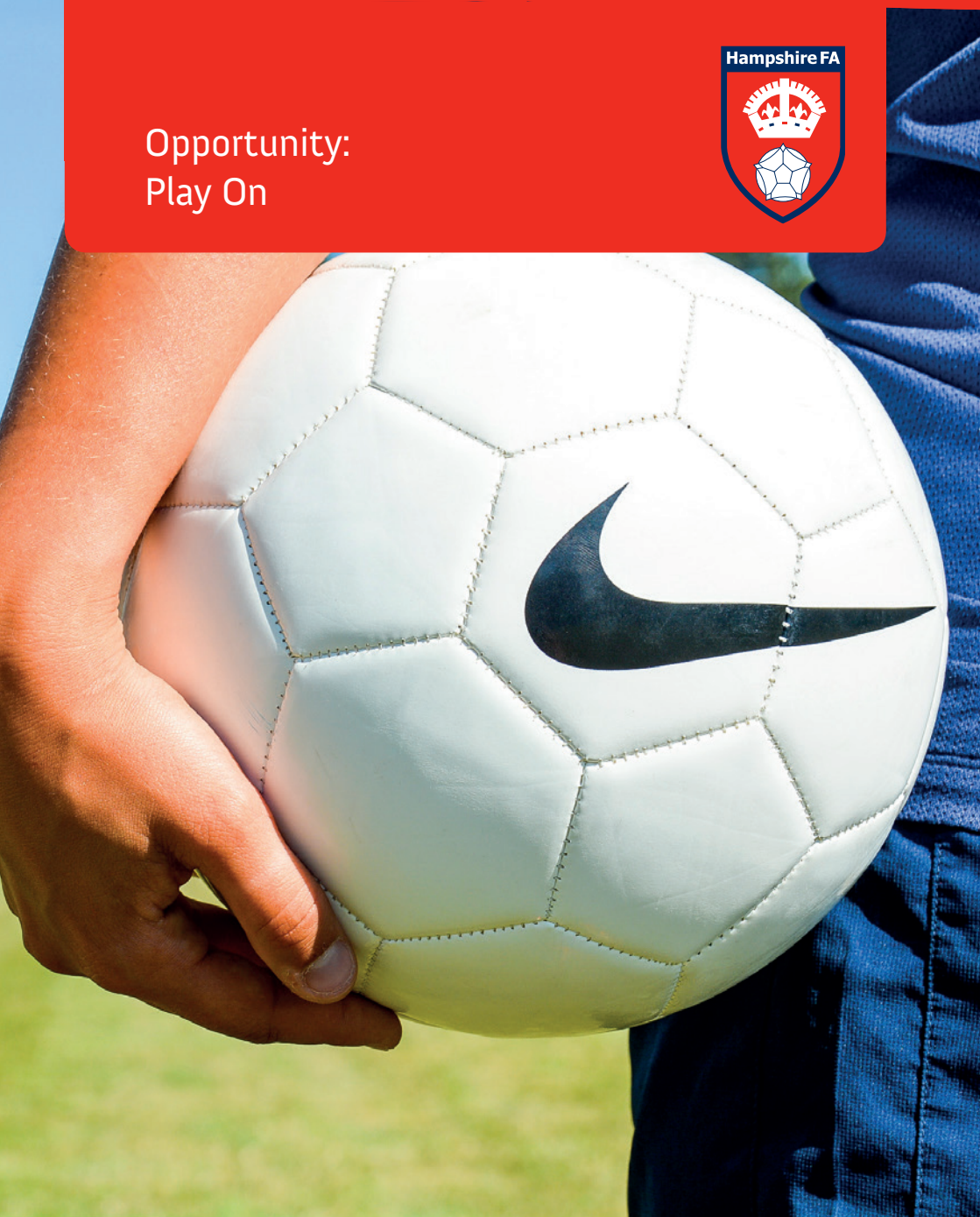
of 850, to include a mixture of players, coaches, spectators and members of the local community.

Hampshire FA operates the site at Front Lawn Recreation Ground and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with football traffic.

Promotional boards available to advertise all year round from as little as £350.00 +VAT.



Opportunity: Play On



Play On was initially launched in 2017 as a Hampshire FA initiative to sustain adult football by matching players to teams based on their preferences upon registration to the website. Play On has recently undergone a rebrand to include a new logo and a newly enhanced website for the 2018/19 football season; the aim is to increase the number of players matched with clubs in order to sustain and ultimately grow the adult game in Hampshire. Play On is designed to combat the decline of adult male teams and to ensure that no teams are at risk of folding. Long term plans include introducing a volunteer section to the site, helping to advertise various positions required to support the club's workforce.

Package includes:

- All Supporters package benefits
- Play On signature banner

created to promote the company (hyperlinked to company website) featured on the Adult Male Football Development Officer and University intern emails

- Branded t-shirts worn by the Hampshire FA Adult Male Football Development Officer and University intern worn at meetings, workshops or related activity which promotes Play On featuring the company logo
- Promotional banner of the company featured across the 'ways to play' page on the Hampshire FA website hyperlinked to the Play On site
- Sponsorship box created advertising the company featured on the homepage of the Play On website
- Company logo featured on homepage of the Play On site (jointly with the Hampshire FA logo and hyperlinked to the company website)

- Company cover photo featured on Hampshire FA's Play On Facebook and Twitter pages for 3 months at launch of partnership
- Invitation of company representatives to attend adult male events in the county hosted by Hampshire FA linked to Play On
- Opportunity for sponsors to also erect banners and distribute promotional material linked to events (exc cup finals).
- Company logo featured on all Hampshire FA Play On posters and other marketing materials relating to Play On
- TV screen promotions at Hampshire FA's HQ promoting company for the duration of 1 week (at launch of partnership)

The cost of the package is £1,000 +VAT for a 1 year deal or £1500 +VAT for a 2 year deal.

Opportunity: Official Partners For Futsal



Futsal is an exciting, fast-paced small sided football game that is widely played across the world and is officially recognised by both UEFA and FIFA.

The nature of the game places a large emphasis on technical skill and ability in situations of high pressure, and is subsequently an

excellent breeding ground for football competencies that can be translated into the 11-a-side format of the game.

Hampshire FA leads an extensive programme of male and female Futsal provisions in the county every year, such as; The FA Youth Futsal Cup, County Futsal Hubs set up in different areas and a County Futsal League that involves new teams looking to participate in futsal for the first

time as well National League teams looking for some extra development.

Today the FA Youth Futsal Festival, now known as the FA Youth Futsal Cup sees 30 youth football clubs across U10/U12/ U14/U16 age groups participate across 3 weeks of futsal.

Hampshire FA runs an FA Youth Futsal Cup every year, which feeds into The FA's National

Futsal Festival with age group competitions at u10, u12, u14 and u16 for both boys and girls teams.

The Hampshire FA Futsal HUBs attract many participants across the county. The sessions look to attract a range of players, males and females, with varying levels of futsal knowledge and experience. The Hampshire FA Futsal HUBs have been established to promote awareness and development of the sport for adult participants across the county. The HUBs have been developed through constant positive relations between County FA and stakeholder, joint partnership between Hampshire FA and Solent University has aided in the development of Futsal participation at the university, with the main aim to drive up the quantity and quality of futsal provision for adults within the county.

The Hampshire FA Futsal HUBs consist of a number of Recreational Futsal sessions taking place in Winchester, Portsmouth, Basingstoke and Southampton. A page has also been set up dedicated to Futsal provision in the county on the Hampshire FA site.

In 2016, the inaugural county Futsal League was launched,

providing a competitive outlet for Futsal teams and hubs. There were both male and female divisions, with 8 teams in total competing for the first titles. For the 2018/19 season, there will be a predicted 100% increase in male teams and 50% increase in female teams. The league has a dedicated FA Full Time page with space for a sponsor banner, and a dedicated Facebook page for video and photograph uploads as well as promotions.

Hampshire FA also holds responsibility for a twelve-team futsal league for students at Southampton Solent University, again with its own FA FullTime and Facebook page.

Hampshire FA is willing to offer the following benefits as an exclusive opportunity:

- Extensive website coverage through HampshireFA.com
- A dedicated website section with social media & website links to our partner's page
- Opportunity to be included in a maximum of two mailshots during the season
- 2x VIP tickets to the Hampshire FA Senior Cup Final
- Half page mono advert to feature in all Cup Final booklets
- Half page mono advert -

Senior Cup Final programme + 30 other county cup final programmes

- Half page mono advert – County FA Handbook
- Ball Sponsor for a nominated Hampshire FA Cup Final
- Entry into a monthly draw for Portsmouth, Southampton, AFC Bournemouth match and England International home matches
- 10% discount on all Hampshire FA education courses
- Official naming rights as Hampshire FA's Futsal Sponsor with the opportunity to advertise articles and deals throughout the year as supported by Hampshire FA + logo advertised on all Futsal publications including team sheets
- Opportunity to attend all Futsal meetings and events held in the county + the opportunity to erect banners at all Hampshire FA Futsal events
- 2x social media tweets scheduled per week promoting your company as part of our social media commercial schedule

The price for this exclusive opportunity is £1K per year +VAT or £1,750 +VAT for 2 years. A payment plan is also available.

Hampshire FA Work With A Number Of Commercial Partners



Opticians & Audiologists



Martins Group



Bluefin

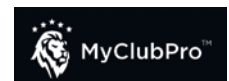


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hampshire fa

Winklebury Football Complex, Winklebury Way,
Basingstoke, Hampshire RG23 8BF

t 01256 853000 f 01256 357973
e info@HampshireFA.com w HampshireFA.com

Company Number 03975817