

Success Story

The finance team keeping a clean sheet with Sage

Doncaster Rovers F.C. tell us how Sage gives them the accuracy they need for the numbers off the pitch.

“It doesn’t just give me the information that I want, it gives me the detail that I need.”

Matt Evans

Finance Director, Doncaster Rovers



Kicking off with a new software

When Finance Director Matt Evans joined Club Doncaster, he was instantly drawn to their family atmosphere. Spanning Doncaster Rovers, Doncaster Belles and The Dons rugby team, a software that could cover all three entities was needed. Sage 50 Accounts was versatile enough to do so.



Getting to grips with Sage 50 Accounts

Despite being in the accounting business since he was 18, Matt was completely new to Sage. Any concerns were soon put to rest when requested customisations were taken on board and developed until it was the right fit for Club Doncaster.

Sage

Company
Doncaster Rovers

Location
UK

Industry
Hospitality

Sage Products
Sage 50 Accounts



About Doncaster Rovers

A member of the English Football League (EFL), Doncaster Rovers F.C. recently celebrated a promotion of the men’s team to League 1, but the business thrives beyond the pitch, with ~200 staff on payroll including permanent, event staff, and the players of both football teams and the rugby team.



About EFL

The English Football League (EFL) brings together 72 clubs, millions of fans and the places they call home. Football clubs don’t just bring fans together, they power local suppliers behind the scenes. We’ve partnered with the EFL to support the unsung heroes; the local businesses behind the badge.



“I want to just get better. I want people to be able to trust my figures to the penny. That’s what I want to develop.”

Matt Evans

Finance Director, Doncaster Rovers

Accuracy you can rely on

Though time saving is a bonus, the real benefit Doncaster Rovers have reaped from Sage is through its efficiency and accuracy. As they pointed out, it is inaccuracies that take the time to be remedied, so getting things right first is the real time saver.

An ever-improving formation

The finance team has had Sage 50 accounts implemented for some time, but they still find support there when they need it. When adaptations were needed to the system, though initial attempts didn’t work straight away, they didn’t give up until the changes had been made, making Sage even more valuable to Doncaster Rovers with its ability to constantly adapt.

Getting help way before the final whistle

With previous experience of accounting software support desks working on a three-hour call back model, the Doncaster Rovers team are thrilled to find that when they call up with an issue, someone is on the other end of the phone who can more often than not work to fix it for them.



“The time savings are great, but it’s the efficiency and accuracy that are important to me.”

Matt Evans

Finance Director, Doncaster Rovers

Day-to-day adaptations

Coming from workplaces where software was rigid, Matt has found the extra functionality of Sage 50 Accounts to be adaptable to the needs of the club. Stressing that these little things are what make his day-to-day job so much more efficient.

Right to the penny

With the club already thriving, the finance team are aiming for accuracy over growth. With Sage 50 Accounts, they’re confident they’ll maintain their consistency.



Sage

© 2025 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.