

| | Actual Current Mth | Actual Year To Date | Current Annual Bud | Variance Annual Total | Committed Expenditure | Funds Available | % Spent |
|--|-----------------------|------------------------|-----------------------|--------------------------|--------------------------|--------------------|---------|
| 480 Tourism & Marketing | | | | | | | |
| 6007 Grove House Recharge | 0 | 0 | 392 | 392 | | 392 | 0.0% |
| 6008 Grove Lodge Recharges | 0 | 0 | 270 | 270 | | 270 | 0.0% |
| 6009 HQ recharges | 0 | 0 | 360 | 360 | | 360 | 0.0% |
| Tourism & Marketing :- Indirect Expenditure | 0 | 0 | 1,022 | 1,022 | 0 | 1,022 | 0.0% |
| Net Expenditure | 0 | 0 | (1,022) | (1,022) | | | |
| 481 Tourism Love Weston / Dest Mar | | | | | | | |
| 1040 VIC Advertising Income | 500 | 10,579 | 20,000 | 9,421 | | | 52.9% |
| Tourism Love Weston / Dest Mar :- Income | 500 | 10,579 | 20,000 | 9,421 | | | 52.9% |
| 4000 Staffing Costs | 3,974 | 29,974 | 31,482 | 1,508 | | 1,508 | 95.2% |
| 4039 Advertising & Marketing | (38) | 1,528 | 25,000 | 23,472 | | 23,472 | 6.1% |
| 4041 Fees, Subs and Conferences | 0 | 0 | 1,100 | 1,100 | | 1,100 | 0.0% |
| 4062 Tourism-Love Weston website | 36 | 17,730 | 11,500 | (6,230) | | (6,230) | 154.2% |
| 4107 IT Support & Upgrade | 104 | 1,079 | 0 | (1,079) | | (1,079) | 0.0% |
| 4209 TIC -equipment purchase | 17 | 0 | 0 | 0 | | 0 | 0.0% |
| 6000 Admin Salaries Recharge | 0 | 0 | 9,834 | 9,834 | | 9,834 | 0.0% |
| 6005 Admin Overhead Recharge | 0 | 1,972 | 2,911 | 939 | | 939 | 67.7% |
| 6007 Grove House Recharge | 42 | 430 | 1,046 | 616 | | 616 | 41.1% |
| 6008 Grove Lodge Recharges | 22 | 352 | 270 | (82) | | (82) | 130.4% |
| Tourism Love Weston / Dest Mar :- Indirect Expenditure | 4,158 | 53,065 | 83,143 | 30,078 | 0 | 30,078 | 63.8% |
| Net Income over Expenditure | (3,658) | (42,486) | (63,143) | (20,657) | | | |
| 482 Tourism VIC costs | | | | | | | |
| 1040 VIC Advertising Income | 0 | 0 | 1,200 | 1,200 | | | 0.0% |
| 1043 VIC Retail/Shop Income | 0 | 1,117 | 16,500 | 15,383 | | | 6.8% |
| 1044 VIC Ticket sales | 0 | 0 | 2,000 | 2,000 | | | 0.0% |
| Tourism VIC costs :- Income | 0 | 1,117 | 19,700 | 18,583 | | | 5.7% |
| 4000 Staffing Costs | 0 | 78,753 | 53,093 | (25,660) | | (25,660) | 148.3% |
| 4013 Training | 0 | 136 | 1,283 | 1,147 | | 1,147 | 10.6% |
| 4014 P P E / Health & Safety | 0 | 537 | 1,000 | 463 | | 463 | 53.7% |
| 4031 Equipment - Rental | 22 | 418 | 1,956 | 1,538 | | 1,538 | 21.4% |
| 4034 Equipment Repairs | 0 | 1,507 | 1,000 | (507) | | (507) | 150.7% |
| 4035 Telephone | 125 | 1,425 | 335 | (1,090) | | (1,090) | 425.2% |
| 4036 Stationery | 3 | 22 | 500 | 478 | | 478 | 4.3% |
| 4039 Advertising & Marketing | 0 | 260 | 1,000 | 740 | | 740 | 26.0% |
| 4119 Notice Boards | 0 | 0 | 1,700 | 1,700 | | 1,700 | 0.0% |

Detailed Income & Expenditure by Budget Heading 29/03/2023

Month No: 11

Cost Centre Report

| | Actual Current Mth | Actual Year To Date | Current Annual Bud | Variance Annual Total | Committed Expenditure | Funds Available | % Spent |
|---|-----------------------|------------------------|-----------------------|--------------------------|--------------------------|--------------------|---------------|
| 4136 Credit Card Chgs | 18 | 373 | 911 | 538 | | 538 | 40.9% |
| 4151 Catering | 13 | 42 | 0 | (42) | | (42) | 0.0% |
| 4209 TIC -equipment purchase | 43 | 3,388 | 4,000 | 612 | | 612 | 84.7% |
| 4225 VIC Stock | 11 | 495 | 7,000 | 6,505 | | 6,505 | 7.1% |
| 6000 Admin Salaries Recharge | 863 | 11,979 | 0 | (11,979) | | (11,979) | 0.0% |
| 6005 Admin Overhead Recharge | 288 | 548 | 291 | (257) | | (257) | 188.3% |
| 6009 HQ recharges | 26 | 1,205 | 0 | (1,205) | | (1,205) | 0.0% |
| 6030 Operational Staffing Recharge | 2,558 | 22,627 | 36,894 | 14,267 | | 14,267 | 61.3% |
| 6035 Operational Overhead Recharge | 293 | 2,387 | 3,092 | 705 | | 705 | 77.2% |
| Tourism VIC costs :- Indirect Expenditure | <u>4,263</u> | <u>126,101</u> | <u>114,055</u> | <u>(12,046)</u> | <u>0</u> | <u>(12,046)</u> | <u>110.6%</u> |
| Net Income over Expenditure | <u>(4,263)</u> | <u>(124,983)</u> | <u>(94,355)</u> | <u>30,628</u> | | | |
| Grand Totals:- Income | 500 | 11,696 | 39,700 | 28,004 | | | 29.5% |
| Expenditure | 8,421 | 179,166 | 198,220 | 19,054 | 0 | 19,054 | 90.4% |
| Net Income over Expenditure | <u>(7,921)</u> | <u>(167,470)</u> | <u>(158,520)</u> | <u>8,950</u> | | | |
| Movement to/(from) Gen Reserve | <u>(7,921)</u> | <u>(167,470)</u> | | | | | |

| Key Performance Indicators based on 2023/2024 Income Targets | | | | | | |
|---|--------------------------------------|------------------------------|------------------------------|---------------------|--------------------|--|
| | 481/1040 | 482/1040 | 482/1043 | 483/1040 | | |
| | Visit Weston / Destination Marketing | Visitor Information Services | Visitor Information Services | Silica | | |
| | Tourism Website Income | Window Banners | VI Stock Sales | Digital Advertising | Totals | |
| Annually | £ 15,000.00 | £ 1,500.00 | £ 3,000.00 | £ 5,000.00 | £ 24,500.00 | |
| Quarterly* | £ 7,500.00 | £ 750.00 | £ 1,500.00 | £ 2,500.00 | £ 12,250.00 | |
| Monthly** | £ 2,500.00 | £ 250.00 | £ 500.00 | £ 833.33 | £ 4,083.33 | |
| Weekly*** | £ 576.92 | £ 57.69 | £ 115.38 | £ 192.31 | £ 942.31 | |

*Based on 2 quarters

**Based on 6 Months

***Based on 26 weeks

Tourism / information services

Committee Tourism and Leisure
Department Operational Services
Cost Centre 480 - 482

| Code | Expenditure heading | Budget 2022 2023 | Budget 2023 2024 | % Increase |
|--|--|-----------------------------|-----------------------------|-----------------------|
| <u>Visit Weston Promotion / Destination Marketing 481</u> | | | | |
| 4000 | Staffing Costs | 31,482 | 53,427 | |
| 4041 | Fees, Subs & Conferences | 1,100 | 250 | |
| 4030 | Equipment Purchase | - | 64 | |
| 4039 | Advertising | 25,000 | 9,000 | |
| 4062 | Visit Weston Website Costs | 11,500 | 11,500 | |
| 4107 | IT Support & Upgrade | - | 1,003 | |
| | Expenditure Total | 69,082 | 75,244 | - |
| 1040 | Tourism Website Income | 20,000 | 15,000 | |
| | Income Total | 20,000 | 15,000 | |
| | Destination Marketing Net Total | - 49,082 | 60,244 | |
| <u>Visitor Information Services 482</u> | | | | |
| 4000 | Staffing Costs (HQ / Wpsark/ Hosts) | 53,093 | 61,137 | |
| 4013 | Training | 1,283 | 1,865 | |
| 4014 | PPE & Health & Safety | 1,000 | 1,000 | |
| 4031 | Equipment Rental * | 1,956 | 1,000 | |
| 4034 | Equipment Repairs | 1,000 | 1,000 | |
| 4119 | Notice Board / Signage | 1,700 | 1,500 | |
| 4136 | Card Machine Charges | 911 | 450 | |
| 4035 | Telephone (mobile) | 335 | 792 | |
| 4036 | Stationery | 500 | 200 | |
| 4039 | Advertising** | 1,000 | 1,000 | |
| 4151 | Catering | - | 75 | |
| 4209 | Equipment Purchase *** | 4,000 | - | |
| 4225 | Stock (HQ & Satelites) | 7,000 | 2,000 | |
| 6000 | Central Serv Sals Recharge | 10,727 | 11,974 | |
| 6005 | Central Serv Overhead Recharge | 2,836 | 3,364 | |
| 6007 | HQ Recharge | 2,169 | 3,129 | |
| 6030 | Ops Serv Sals Recharge | 40,246 | 37,867 | |
| 6035 | Ops Serv Overhead Recharge | 3,389 | 4,579 | |
| | Expenditure Total | 133,145 | 132,932 | |
| 1040 | Window Banners (Wpark & HQ) | 1,200 | 1,500 | |
| 1043 | VI Stock Sales (Wpark & HQ) | 16,500 | 3,000 | |
| 1044 | Ticket Sales | 2,000 | - | |
| | Income Total | 19,700 | 4,500 | |

| | | | |
|---------------------------------|------------|----------------|----------------|
| VIC Net Total | - | 113,445 | 128,432 |
| Silica - 483? | | | |
| 4039 Advertising | - | | |
| 4105 Utilities - Heat & Light | - | 500 | |
| 4109 Alarm System | - | 500 | |
| Silica Expenditure Total | - | 1,000 | |
| 1040 Digital Advertising | - | 5,000 | |
| Silica Income Total | - | 5,000 | |
| Silica Net Total | - - | 4,000 | - |
| Total Expenditure | | 202,227 | 209,176 |
| Total Income | | 39,700 | 24,500 |
| Total Net Costs | | 162,527 | 184,676 |

* Card /Ticket Machine Rental & Garage

*** Information screens for HQ

Tourism & Leisure Committee – 4th April 2023
Park & Play Areas
Report of the Assistant Town Clerk - Operational Services

6. 1 Park & Play Areas Update

- 1) The Operational Grounds Team have been working across our 21 parks and play areas, inspecting and maintaining them.
- 2) They have been repairing entrance gates, swings and have finished installing new metal bins at all of our sites.
- 3) The team are preparing for the Easter Holidays ensuring all equipment is in good working order and sites are clean and litter free. They have also started strimming.
- 4) The annual inspection for play areas has taken place and the team have responded to all findings recorded by the independent play inspector.
- 5) The Team have worked together to cut back vegetation and remove fly tipped waste and litter from Millennium Green, with plans to work with the community to enhance the site in the future.
- 6) WSMTC staff met with Alliance Homes, Big Worle staff and community members at Dartmouth Close to inspect and discuss the future of the play area. An update will be given at the meeting by the Assistant Town Clerk regarding the transfer of this lease.

The Grounds Manager will give a verbal update of works carried out over the past week at the meeting

Members are requested to note the report.

Tourism and Leisure Committee 4th April 2023

7.2 Charges April 2023

Deputy Town Clerk

Members will be aware of the following discussion and resolution made by the Town Council on the 20th March 2023:

Reference from the Tourism & Leisure Committee held on the 14th February 2023

- .1 To approve Tourism Charges
- .2 To approve the revised suggested charges for the Waterpark for 2023/2024

The minute extract from the Tourism & Leisure Committee had been previously circulated.

PROPOSED BY: Councillor John Crockford-Hawley

SECONDED BY: Councillor Jan Holloway

RESOLVED:

1. To approve Tourism Charges for the year 2023/2024.
2. That a price increase of £3 for the Waterpark be approved for the year 2023/2024.

Members are requested to:

Note the resolution

Molly Maher
Senior Development Officer
29/03/2023