

Rye Heritage Centre Update: April/May 2018

Notes on Income

In order to monitor whether the RHC income is on track to achieve the 2018/2019 FY budget, the annual total income figure has been divided into monthly percentage targets.

Approximately 80% of the centres income is generated between the seven peak trading months of April-October inclusive, with the remaining 20% generated in the off-peak season (November-March)

The monthly targets set are as follows:

Month	Target takings	Target % of Budget	Actual Takings	2017-2018 takings	2016-2017 takings
April 2018	11790	9	11892.65	10810	12933
May 2018	14410	11	14189.77	10789	14212
June 2018	15720	12	-	13440	15195
July 2018	19650	15	-	15150	15440
August 2018	20960	16	-	15550	16298
September 2018	14410	11	-	12969	11573
October 2018	11790	9	-	9037	9778
November 2018	5240	4	-	3077	2725
December 2018	2620	2	-	1757	1530
January 2019	1310	1	-	1345	1060
February 2019	5240	4	-	4015	2988
March 2019	7860	6	-	7486	7425
TOTAL:	131000	100	26082.53	105425	111157

Note: All figures for all years are for income from all sources (till takings and BACS), exclude VAT where appropriate, and are rounded to the nearest £

- **Visitor numbers in April and May picked up after a poor spring.** May half term was particularly busy for families. It would be beneficial to the Centre to reinstall a visitor counter device to accurately monitor visitor numbers and 'conversion' (the number of visitors that make a purchase of some kind)
- **Group visits by international schools were at a peak.**
 - 45 separate schools/groups attended in April, and 45 in May. Over 95% of these had booked in advance.
 - The centres busiest day for Town Model bookings was Wednesday 30th May, with 196 Dutch students divided into 6 shows, two German schools, an international adult tour company group and lots of shows for the general public in between!
 - The booking form and deposit scheme is working well to both bring in revenue in advance of a group visit vis BACS payments and encourage prompt communication and attendance. The cancellation rate for group/school has fallen from 21% last year to 2 cancellations and 2 rescheduled visits.

- The situation is different for cruise ship visits. The cruise companies have continued to block book multiple show slots at the start of the season and have subsequently cancelled 19 out of a possible 28 slots. However, communication has been much better, with at least 24 hours' notice via email, so the Town Model show can be made available to the general public with less disruption and confusion for staff. The tours that have been taken up have also been better attended. I have worked hard with the cruise operators to boost how they market the excursion to encourage higher on-board sales and will continue to work with them to provide marketing materials and logistical information to grow this area.
- **Guided tours and Ghost Walks have grown, but have been an area of difficulty:**
 - *Rye History Walks* ceased operation, which left bookings that need to be honoured. An alternative guide came forward and bookings were taken for them to lead. However, this potential guide then became unavailable due to other work commitments, so these bookings also had to be covered.
 - Staff in the centre have covered some of these walks, one was covered by the Town Crier, and another is to be covered by a retired tour guide.
 - Both Centre staff and the Town Crier have expressed an interest in leading historical guided walks, so moving forward, we will be looking to keep Guided Walks as an in-house enterprise, staffing levels permitting. This would be aimed at groups of no more than 10-12 for centre staff, and up to 25 for the Town Crier. There is real demand amongst visitors for guided walks of Rye, which is currently unmet.
 - Ghost Walks are now running once a month throughout the year. Attendance has been lower than over the winter, but promotion has been limited. There is more opportunity to promote these via posters distributed around the town that has not yet happened.
 - A real area of opportunity would be to allow access to the Town Hall attic as part of a Ghost Walk - this would be a real draw!
- **Town Model figures have increased:**
 - The Town Model has taken £1415 more through the till in April/May than the same period last year. There are more visitors attending the Centre with the express purpose of viewing the show, having heard about it either from their accommodation providers or via leaflets/social media.
 - We are running a 2 for 1 admission deal with Stagecoach buses through Visit 1066 attractions group this summer and will also be running a 2 for 1 deal with Southern Rail - again, organized by Visit 1066 attractions.
 - **The model is in real need of a thorough maintenance and conservation programme.** Some repairs and paint touch-ups were undertaken in February 2018 prior to reopening, but these were minimal due to time restraints. A list of tasks, materials and time requirements will be produced this summer, with the hope of dedicating some time over the winter to this task. The centre is lucky enough to have several keen crafters and artists on the team, who are very keen to undertake this work.
- **Retail sales**
 - All areas of retail sales are slower than in previous seasons, in line with wider patterns in the UK economy. As April/May has been the peak of the student group visits, the 'UK and London' gifts category sales have been strong. Sales in this category are expected to

decline with fewer student visits over the summer holidays., with 'Rye Gifts' and 'General Gifts' seeing an increase.

- The changes to the till categories that took place over the winter- with more departments and category breakdowns - are allowing us to better analyse how each range is performing. 'Rye gifts' are selling in similar quantities to 'UK and London Gifts', but the 'General Gift' category (which covers all nautical, historical, and general souvenirs) continues to perform best.
- Local art and food produce have seen significant growth. New ranges include Hastings Ketchup- which is selling particularly well and a new 'Rye' biscuit set. Sussex jams and chutneys are selling very well, and the range will soon be expanded by the introduction of a cult local supplier, Strange Fruits Jams. We are currently arranging to stock Simply Ice cream tubs - hopefully in time for the summer holidays. A small counter top display freezer will be purchased for the shop floor, but we are in need of a stockroom freezer.
- The slow down in visitor spending would indicate that more emphasis on the model as an attraction is important for the future of the centre.

Notes on COGS (cost of goods sold)

- Due to the spring demand for UK and general souvenirs, it has been necessary to make several top up orders from larger national suppliers such as Elgate and SDL. However, these are carefully monitored, and stock holding of these ranges is being kept to a minimum, with stock ordered direct to shelf as far as possible.
- 'Rye' specific souvenirs are required to be ordered in larger quantities. These are being supplied by Carole group (who also supply English Heritage and many heritage sites and museums) and are UK based production as far as possible.
- In order to reduce the risk of us making late/delayed payments to suppliers – and losing sales or preferential payment terms – it would be very much appreciated if more of the online banking signatories could respond swiftly when asked to authorise payments. Jessica Neame is more than happy to run through the procedure if any signatories are uncertain about what they need to do.

Notes on Overheads Expenditure

It is important to note that this early in the financial year, a significant number of the centres overheads have not yet become due for payment or are not yet visible in the QuickBooks accounts.

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- Advertising has several payments yet to become visible on the accounting system. The second half of the 2018 Visit Rye Bay payment will need to be made soon, and a second print run of centre leaflets has been commissioned.
- No accountancy costs have been paid yet, and no utility bills have become due yet.
- There have been several unforeseen expenses already this financial year. The Centre Hoover broke down, and was not able to be repaired, so had to be replaced. A week later, the staff fridge - which had been in the centre since it opened- also broke down and needed replacing.
- Income and expenditure will continue to be monitored closely throughout the financial year, and any necessary adjustments to expenditure made accordingly.

Notes on Staffing

- Spending on basic hours for staff (Payroll costs excluding NI, tax and pension) is within budget.
- National insurance and Pension figures are inclusive of both employers and employee's contributions. Budget figures set include employer's contributions only.
- Staff appraisals have all taken place in late May/early June, and a summary made available to both the Town Clerk and the HR working group.

Other business

- GDPR compliance is taking up a great deal of office/admin time for both myself and Jessica Neame, but the areas to work on have been clearly identified and are being actioned as fast as possible.
- An opportunity has arisen to provide sponsorship for the Rother Youth Football League which is being investigated. Would this make a good potential joint enterprise for the Town Council and the Heritage Centre?
- The centre would also like to be much more involved in local festivals and events, such as the Festival of the Sea and Christmas In Rye but has not yet had the time to focus on planning yet. If any of the councillors who are also involved in these festivals would like to contact me with ideas for how the centre can get involved, please drop me an email.

I am always open to feedback and suggestions on how the centre is performing, and what the council would like to see from the centre moving forward. Please contact me with any suggestions or concerns at ryeheritagecentre@gmail.com

Louisa O'Shaughnessy

Heritage Centre Manager

June 2018

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Rye Heritage Centre

INCOME BY CUSTOMER SUMMARY

February - March, 2018

	INCOME	EXPENDITURES	NET INCOME/(EXPENDITURE)
Albert Einstein Gymnasium	20.83		£20.83
Art Fund - Kent	20.83		£20.83
CLC - Club Langues et Civilisations	7.50		£7.50
CTS Reisen	20.83		£20.83
Embassey Summer	146.25		£146.25
Envol Espace	20.83		£20.83
Espace Europ	20.83		£20.83
Hollenburg Gymnasium	20.83		£20.83
Hospitality Education Language Planning	20.83		£20.83
Louise Weincek	58.33		£58.33
Maria Ward Realschule Schrobenhausen	20.83		£20.83
Norton Knatchbull	20.83		£20.83
Paul Schneider Gymnasium	20.83		£20.83
Rye Community Primary School	40.83		£40.83
Senlac Tours	76.67		£76.67
Till takings	9,870.72		£9,870.72
V.P. Incoming Travel Services Ltd	72.50		£72.50
Verdie Open Class	101.66		£101.66
Viktoria-Luise-Gymnasium	75.00		£75.00
Zonnige Kempen	35.00		£35.00
TOTAL	£10,692.76	£0.00	£10,692.76

Rye Heritage Centre

EXPENDITURES BY SUPPLIER SUMMARY

February - March, 2018

	TOTAL
Abbot Print	2.50
Ahmad Tea	339.73
Artwrite Ltd	39.36
Bargain Box	4.99
BeSure	7.35
Bookers	27.06
Business Stream	45.27
Capability Chris	47.97
Carole Group Ltd	1,846.62
Clarence & Bean	496.40
Countryside Art	374.00
Countryside Books	134.22
Discovery Games UK	35.00
DWD Telecoms	226.75
e-on	1,422.74
East Sussex Pension Fund	820.78
Elgate Products Ltd	2,564.10
Evo Payments International	3.01
Friends of Rye Harbour Nature Reserve	222.00
Gardners Books Ltd	19.26
Gibbons Mannington & Phipps LLP	415.00
Hastings Borough Council	626.00
History Walks by David Clarke	24.00
HM Revenue & Customs	282.61
J M Waste Management	63.75
Jempsons	35.67
Kirsty Doherty	85.00
Louisa O'Shaughnessy	132.66
Love for Local Ltd	127.02
Majestic Wine Merchants	21.64
NatWest	80.92
Outstanding Map Distributors	113.76
Paul Goring	105.00
Post Office	16.26
Printstation	288.00
Romney Marsh Ceramics	96.00
Rye Castle Museum	105.00
Rye DIY	9.99
Rye Heritage	1.12
rye market	3.00
Rye Town Council	793.97
SDL Imports	918.49
South East Art & Framing	70.50
St Michaels Hospice Shop	17.50
The Kent & Sussex Tea & Coffee Company	84.08
Tradition Giftware Ltd	282.60
Ulster Weavers	584.70
Unity Trust	20.40

	TOTAL
Wages	6,871.90
Waitrose	2.08
Wittersham Village Store	0.69
Worldpay	121.31
Yellow Publications	212.82
TOTAL	£21,292.55

Rye Heritage Centre
INCOME BY CUSTOMER SUMMARY
 April 2018

	INCOME	EXPENDITURES	NET INCOME/(EXPENDITURE)
College Paul Langevin	20.83		£20.83
CTS Reisen	20.83		£20.83
Embassy Summer	185.00		£185.00
Envol Espace	32.92		£32.92
Espace Europ	22.92		£22.92
Espace-Langues et Decouvertes	20.83		£20.83
Europe Incoming	67.50		£67.50
Hospitality Education Language Planning	82.92		£82.92
Intercruises Shoreside and Port Services	142.92		£142.92
Outline Travel bvba	68.33		£68.33
P G Trips Association	121.25		£121.25
Reiskundig N.L	245.00		£245.00
Reizen Lauwers nv	137.50		£137.50
Rheingauschule	20.83		£20.83
Till takings	10,532.23		£10,532.23
Verdie Open Class	170.84		£170.84
TOTAL	£11,892.65	£0.00	£11,892.65

Rye Heritage Centre

EXPENDITURES BY SUPPLIER SUMMARY

April 2018

	TOTAL
Abbot Print	2.50
ARRCC	44.00
Artwrite Ltd	26.81
B & J Hargreaves	42.25
Bookers	3.75
Carole Group Ltd	328.00
Casa Grande Limited	192.99
Clarence & Bean	191.00
Colemans ABC	63.59
Countryside Art	-32.00
DAA Halsgrove LTD	120.13
Discovery Games UK	35.00
DWD Telecoms	94.16
E F Benson Society	54.51
East Sussex Pension Fund	572.14
Evo Payments International	30.83
Friends of Rye Harbour Nature Reserve	60.00
Geoff Hutchinson	31.20
Geographers A-Z Map Company Ltd	137.82
Greenworks Solutions Ltd	80.00
HM Revenue & Customs	538.77
Its Lolly Limited	16.00
James Dean Pottery	190.45
Jempsons	13.64
Love for Local Ltd	-7.65
NatWest	2.62
Orca Book Services	43.95
Paul Goring	40.00
Paul Raynor Designs	365.00
Post Office	1.40
Romney Marsh Ceramics	104.00
Rother District Council	12,120.00
Rye DIY	7.04
Rye Heritage	1.16
Rye Town Council	300.37
South East Art & Framing	56.00
Tracy Lyn Morgan	10.00
Ulster Weavers	128.10
Unity Trust	23.49
Universal Mail UK	112.00
Viking	148.92
Wages	4,439.50
Worldpay	63.82
Yellow Publications	146.30
TOTAL	£20,943.56

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Rye Heritage Centre
Budget vs Actuals: 2018- 2019 - FY19 P&L
April 2018 to May 2018

	ACTUAL	BUDGET
INCOME		
Bank Interest	£0.11	
Unapplied Cash payment income		
Vatable Sales (models and gifts)	£20,838.90	£104,000.00
Zero sales (books etc.)	£5,243.52	£27,300.00
Total Income	£26,082.53	£131,300.00
COST OF SALES		
Shop Purchases	£6,862.03	£39,833.27
Total Cost of Sales	£6,862.03	£39,833.27
TOTAL	£19,220.50	£91,466.73
EXPENDITURE		
Advertising		£2,230.00
Alarms		£520.00
Bookkeeping and Accountancy Fee		£1,855.00
Cleaning	£271.52	£532.50
Computer costs and website		£647.00
Credit card / Bank charges	£142.61	£1,873.44
Entertainment / Refreshment	£11.24	£250.00
Events - Ghost Tours	£90.00	£1,000.00
Light and Heat		£2,500.00
Membership Fees		£625.00
Music in Store		£465.00
Payroll Expenses	£11,916.16	£56,346.05
Postage HC	£5.64	£50.00
Printing Costs	£23.40	£651.00
Rates	£2,424.00	£12,200.00
Repairs and Renewals - Model		£2,645.00
Repairs and Renewals - Office Equipment		£0.00
Repairs and Renewals - Premises	£64.16	£300.00
Staff Uniform		£80.00
Stationery / Sundry Items	£414.81	£750.00
Telephone / Internet	£188.86	£1,525.00
Water Rates		£215.00
Travel Expenses		£50.00
Exhibition and Fittings		£0.00
Total Expenditure	£15,552.40	£87,309.99
NET OPERATING INCOME	£3,668.10	£4,156.74