

Rye Heritage Centre Update: July 2018

Sales against Budget Tracker updated for July

Month	Target takings	Target % of Budget	Actual Takings	Actual % of Budget	2017-2018 takings	2016-2017 takings
April 2018	11790	9	11892.65	9.07	10810	12933
May 2018	14410	11	14189.77	10.83	10789	14212
June 2018	15720	12	13329.28	10.18	13440	15195
July 2018	18380	15	15275.50	12.02	14873	14794
TOTAL:	60300	47	54687.2	42.1	49912	57134

Z -Read Department Analysis

Sales experienced mixed fortunes in July, but continued to follow patterns observed already this financial year:

The top three areas showing growth are as follows:

Position	Department	Takings 2018 (ex VAT)	Takings 2017 (ex VAT)	Difference to LY (£)
1	Food (Jams, Chutneys, Tea and Biscuits)	1012.62	332.5	+ £680.12
2	Town Model	2931.25	2664.16	+£267.09
3	Local Crafts and Art	306.88	233.35	+£188.40

Note: Town Model figure includes both till takings and invoices raised for BACS payment.

The bottom three areas showing a decline are as follows:

Position	Department	Takings 2018 (ex VAT)	Takings 2017 (ex Vat)	Difference to LY (£)
1	Books and Maps	2102.28	2414.89	-£ 312.61
2	Gifts (all categories)	7340.54	7489.60	-£ 149.06
3	Audio Tours	121	248	-£127

Factors affecting income

- July continued to be incredibly hot, which severely affects the number of visitors wanting to explore Rye itself. Counter staff noticed a dramatic increase in the number of enquiries for directions to beaches and outdoor pursuits in the area, which may explain the unprecedented dip in books and map sales.

- Food gifts continue to grow at an incredible rate: We also managed to introduce the (reasonably) locally produced Simply Ice Cream during the heatwave, and are selling approximately 50 tubs a week.
- The new Guided Walks of Rye led by Paul Goring started in July, and are beginning to build momentum as word gets out. The Heritage Centre receives £2 commission for each person attending the walks, in return for access to the Town hall and help promoting the walks. We have yet to see anyone bringing in a discount voucher for the Town Model Show.
- Audio tours struggled in July- these seem to have been affected by the extreme heat, as visitors did not want to spend time in the hot and stuffy town!
- New art cards and prints from local artists were brought in to expand the range: these are selling steadily. Romney Marsh Ceramic Plaques experienced a surge in sales, and James Dean Pottery continues to sell well.
- **Promotion:** The revamped website was completed this month, and includes up to date information on what the centre offers, a comprehensive list of prices, opening times and events, links to local festivals, contacts and attractions and an easy contact form for queries.

Town Model and Groups:

- Cruise ships and Hastings based language schools brought more group visits than international and school groups this month - communication between the Heritage Centre and the cruise excursion organisers has improved with regards capacity and timing, so that we are better able to capitalize on these visitors. T shirts seem to be a particular hit with cruise passengers, and these are now available in a wider range of sizes, and have been repositioned in the centre to make it easier to find the correct size.
- We were able to promote the Town Model as a nice cool haven from the heat, and the show remained consistently busy

Cost of Sales:

The stock of UK/London gifts continues to be run down whilst we do not have large numbers of international students, and most stock purchasing has been replenishment only of local products such as food, ice cream and ketchup, or of popular lines that need purchasing in bulk such as soft toy sheep and Rye T-shirts. As of the end of July, the total expenditure on stock remains well within budget parameters, whilst maintaining a well-stocked and inviting centre. There is now very little stock held in the stock rooms, with the majority of lines ordered direct to shelf.

Expenditure:

- The alarmingly **high water rates** (£1881.12) was investigated by the General Assistant, and found to be a meter read error by the suppliers - this is now in the process of being refunded.
- The **Electricity bill** is also a concern. It is believed that the 'cold snap' in the spring led to an unexpected increase in heating usage that is now appearing in this financial year's first

quarterly bill. For this winter, we hope to investigate alternative free-standing heaters, as the storage heaters currently in place are not sufficient to adequately heat the centre, and are very expensive to run.

- **Stationary/Sundry items** is running high due to the need to buy new lockboxes for GDPR compliance, a new hoover and a new fridge - all of which were unforeseen expenses.
- **Payroll expenses** are also on budget overall, although National Insurance payments seem to be running higher than anticipated.

- The budget as it stands assumes that the Centre will be closed from November 11th (after Rye Bonfire) until February 9th (start of half term) except for special events and prior bookings. If centre sales continue to not meet budget expectations, we may need to consider closing the centre one day a week in October, early November, February and March to compensate for this. Tuesdays tend to be the quietest day of the week overall, so this could be the best day to go for?

Focus for August:

- **Sales in general:** Although the centre is almost £5000 up on sales over 2017, figures have still not returned to 2016 levels, and are falling short of the targets set within the budget.

Gift sales are still not at a high enough level, and a full meeting to assess how the centre could boost sales was held by the town clerk, the general assistant and myself in July. It was decided to conduct a full walkthrough of the centre to assess the visual merchandising and price points of products with a fresh set of eyes, and this was carried out in August. More details of the results of this will be in the August update, but it is hoped that this will give the sales the extra boost they need.

A full August update will be provided at the Council meeting on September 3rd

Louisa O'Shaughnessy
Heritage Centre Manager
August 2018

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Rye Heritage Centre

INCOME BY CUSTOMER SUMMARY

May - July, 2018

	INCOME	EXPENDITURES	NET INCOME/(EXPENDITURE)
Anglo Encounter	24.17		£24.17
Beckley C E Primary School	24.17		£24.17
Contacts in Britain	50.00		£50.00
CTS Reisen	16.67		£16.67
Embassey Summer	211.25		£211.25
Envol Espace	39.17		£39.17
Lauren Nunn	20.83		£20.83
Meetings and Events UK Ltd t/a Intercruises Shoreside and Port Services	809.58		£809.58
Norton Knatchbull	187.92		£187.92
Oberschule Habenhausen	48.33		£48.33
P G Trips Association	67.50		£67.50
Rye Museum	60.31		£60.31
Senlac Tours	19.17		£19.17
Till takings	41,122.12		£41,122.12
Verdie Open Class	55.84		£55.84
TOTAL	£42,757.03	£0.00	£42,757.03

Rye Heritage Centre

EXPENDITURES BY SUPPLIER SUMMARY

May - July, 2018

	TOTAL
Ahmad Tea	337.08
Aquatint	298.00
Artwrite Ltd	257.90
Aurora World Ltd	469.45
B & J Hargreaves	84.50
Bargain Box	4.09
BeSure	192.00
Business Stream	1,881.12
Carole Group Ltd	884.92
Casa Grande Limited	500.22
Clarence & Bean	276.00
Colemans ABC	135.93
Colin Bateman	37.25
Countryside Books	17.85
CSP UK	333.34
DAA Halsgrove LTD	103.90
Discovery Games UK	35.00
Domain Support	224.00
Dover District Council - White Cliffs	23.70
DWD Telecoms	284.15
E F Benson Society	28.50
e-on	894.79
East Sussex Pension Fund	1,737.49
Elgate Products Ltd	1,254.46
Evo Payments International	89.13
Friends of Rye Harbour Nature Reserve	298.50
G&S Illustrations	167.50
Gardners Books Ltd	542.82
Geographers A-Z Map Company Ltd	427.17
Gibbons Mannington & Phipps LLP	870.00
Hastings Ketchup Co Ltd	324.00
History Walks by David Clarke	186.00
HM Revenue & Customs	1,730.80
Its Lolly Limited	48.00
J M Waste Management	82.50
James Dean Pottery	588.05
Jempsons	26.53
Jessica Neame	64.16
Judge Sampson Ltd	367.13
Louisa O'Shaughnessy	52.73
Love for Local Ltd	350.62
Morplan	340.00
NatWest	15.25
Orca Book Services	104.38
Outstanding Map Distributors	136.23
Paul Goring	140.00
Paul Raynor Designs	300.00
Philip Mansergh	22.75

	TOTAL
Post Office	2.95
Printstation	208.00
Priscilla Ryan	172.50
PRS for Music	324.00
RMS cash registers	61.80
Romney Marsh Ceramics	384.50
Romney Marsh Historic Churches Trust	40.00
Romney Marsh Wools	369.63
Romney Publishing	123.37
Royal Mail	419.35
Rye Castle Museum	202.50
Rye Cattle Market Car Park	2.00
Rye DIY	15.29
Rye Heritage	4.24
Rye Town Council	588.11
SDL Imports	970.82
Simply Ice Cream	240.00
Smudge	90.30
Strange Fruits	68.00
The Kent & Sussex Tea & Coffee Company	56.00
theRomneyMarsh.net	25.00
Tourism South East	70.00
Tracey Brown	226.50
Ulster Weavers	173.25
Unity Trust	18.00
Universal Mail UK	1,344.00
Wages	14,051.57
Worldpay	7.98
Yellow Publications	532.03
TOTAL	£38,361.58

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

	ACTUAL	BUDGET
INCOME		
Bank Interest	£0.25	
Unapplied Cash payment income		
Vatable Sales (models and gifts)	£41,952.66	£104,000.00
Zero sales (books etc.)	£12,698.02	£27,300.00
Total Income	£54,650.93	£131,300.00
COST OF SALES		
Shop Purchases	£15,668.98	£39,833.27
Total Cost of Sales	£15,668.98	£39,833.27
TOTAL	£38,981.95	£91,466.73
EXPENDITURE		
Advertising	£444.67	£2,230.00
Alarms	£192.00	£520.00
Bookkeeping and Accountancy Fee	£870.00	£1,855.00
Cleaning	£282.33	£532.50
Computer costs and website		£647.00
Credit card / Bank charges	£289.19	£1,873.44
Entertainment / Refreshment	£24.87	£250.00
Events - Ghost Tours	£182.00	£1,000.00
Light and Heat	£894.79	£2,500.00
Membership Fees		£625.00
Music in Store	£324.00	£465.00
Payroll Expenses	£23,935.35	£56,346.05
Postage HC	£9.75	£50.00
Printing Costs	£23.40	£651.00
Rates	£4,848.00	£12,200.00
Repairs and Renewals - Model		£2,645.00
Repairs and Renewals - Office Equipment	£103.46	£0.00
Repairs and Renewals - Premises	£64.16	£300.00
Staff Uniform		£80.00
Stationery / Sundry Items	£712.84	£750.00
Telephone / Internet	£378.31	£1,525.00
Water Rates	£1,881.12	£215.00
Travel Expenses		£50.00
Exhibition and Fittings		£0.00
Total Expenditure	£35,460.24	£87,309.99
NET OPERATING INCOME	£3,521.71	£4,156.74