

**Sir George Staunton Country Park Joint Management Committee**

**28 February 2011**

**Item 6**

**Staunton Shop Report**

**Report of the Treasurer**

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**1 Introduction**

- 1.1 This report re-presents the budget for the shop at Staunton Country Park as requested by Members at the last JMC in November 2010.

**2 Background**

- 2.1 The shop at Staunton is the first point of contact for visitors to Staunton Country Park. Visitors have to either purchase their entrance ticket or show their membership details to the staff who are behind the counter. If visitors wish to buy guides to the Park's facilities and attractions, or feed for the animals, they do so through the shop staff.
- 2.2 There are 2.95 (FTEs) full time equivalents employed through the shop budget. This comprises the shop manager (1.0 fte) and four shop assistants (1.95fte). In addition, there are a number of temporary and seasonal staff who supplement the staffing numbers at times of peak volume (eg, school holidays and busy weekends). The staffing budget in 2010/11 is £77,300.
- 2.3 The staff who are employed in the shop undertake a variety of activities and tasks which are not directly relevant to the retail operation of the shop. It has been estimated that the staff employed in the shop spend approximately 30% to 40% of their time dealing with shop-related activities, such as ordering goods, checking stock, selling items and reconciling the till figures.
- 2.4 The remainder of their time is occupied on the various other tasks such as
- \* providing information for the visitor
  - \* first aid
  - \* phone queries
  - \* general office and administration duties
  - \* cleaning duties in the shop, offices and tea rooms
- 2.5 Non-retail costs borne by the shop budget include minor premises and equipment maintenance, and consumables. These totalled £10,500 in the 2010/11 budget.

- 2.6 The budgeted income for the shop is totally dependent upon visitor numbers, as there are no sales made remotely (eg, via the internet or telephone). Fewer visitors means lower sales. Hence, the 2010/11 income coded to the shop will be low when compared to previous years.
- 2.7 Shop income comes in two categories
- retail (sales of gifts , books, stationery and confectionary), which is the main source of income for the shop, and
  - other sales (which includes some estate produce, and miscellaneous charges). In previous years these sales (totalling over £40k) have been allocated to shop income, due mainly to the fact that such income was rung through the till. This year these categories of income have been credited to the Farm, the Gardens or the Parkland.
- 2.8 The shop profit is calculated as the difference between the gross expenditure (staff, premises, equipment, maintenance, consumables and stock purchases net of opening and closing stock) and the gross income (retail and other sales).

### 3 The New Presentation

- 3.1 Members indicated that they would like to see the shop figure presented without the overhead costs (ie, staff, premises, equipment, maintenance and consumables). These costs will be shown in the Management column of the finance report.
- 3.2 The figures shown under the Shop column will then be trading figures, ie the cost of goods sold and the total retail sales.
- 3.3 This will have no effect on the total figure for the Park, but will make the Management figure look heavy, and show the shop making a profit, as seen in the table below which shows the current forecast outturn figures.

	Current Presentation			Proposed Presentation		
	Managem't	Shop	Total	Managem't	Shop	Total
	£	£	£	£	£	£
Employees	164,200	74,200	238,400	238,400		238,400
Premises	77,700		77,700	77,700		77,700
Transport	33,200	100	33,300	33,300		33,300
Supplies	74,800	51,900	1265,700	76,300	50,400	126,700
<b>Tot Expend</b>	<b>349,900</b>	<b>126,200</b>	<b>476,100</b>	<b>425,700</b>	<b>50,400</b>	<b>476,100</b>
Sales	20,700	92,700	113,400	34,100	79,300	113,400
Partners	245,808		245,808	245,808		245,808
<b>Tot Income</b>	<b>266,508</b>	<b>92,700</b>	<b>359,208</b>	<b>279,808</b>	<b>79,300</b>	<b>359,208</b>
<i>Net Exp</i>	83,392	33,500	116,892	145,792	-28,900	116,892
<b>Profit/(Loss)</b>		<b>(36.1%)</b>			<b>36.4%</b>	

Table 1: Alternative Presentation

3.4 The 2010/11 forecast outturn for the whole Park is shown in the original presentation in Appendix A, and in the alternative presentation in Appendix B for comparative purposes.

3.5 Comments from Members are welcomed.

#### **4 Recommendation**

4.1 That the report be noted.

4.2 That members advise if the new presentation of the shop figures is acceptable.

2010/11: FORECAST OUTTURN

Management	Operations and Education						Commercial				Total Net Budget	
	Ornamental Farm	Landscaped Gardens & Parkland	Gardens & Glasshouses	Education	Entrance	Total	Gift Shop	Conference and Events	Catering	Total		
£	£	£	£	£	£	£	£	£	£	£	£	
<b>Expenditure</b>												
Employees	164,200	74,600	94,300	86,200	58,700	0	313,800	74,200	0	15,700	89,900	567,900
Premises	77,700	100	3,000	2,400	0	0	5,500	0	0	200	200	83,400
Transport & Plant	33,200	3,100	5,000	5,200	200	0	13,500	100	-2,000	0	-1,900	44,800
Supplies & Services	74,800	29,400	1,400	3,100	4,000	0	37,900	51,900	1,800	7,200	60,900	173,600
Gross Expenditure	349,900	107,200	103,700	96,900	62,900	0	370,700	126,200	(200)	23,100	149,100	869,700
<b>Income</b>												
Entrance Charges							0				0	0
Sales and Other Charges	20,700	30,100	23,700	10,600	75,300	352,000	491,700	92,700	6,900	13,200	112,800	625,200
Partner Contributions	245,808						0				0	245,808
Total Income	266,508	30,100	23,700	10,600	75,300	352,000	491,700	92,700	6,900	13,200	112,800	871,008
<b>Net Expenditure</b>	83,392	77,100	80,000	86,300	(12,400)	(352,000)	(121,000)	33,500	(7,100)	9,900	36,300	(1,308)
<b>Revised Budget:</b>	92,329	69,700	78,400	86,800	21,000	(395,300)	(139,400)	25,200	(12,500)	6,000	18,700	(28,371)
Variance:	8,937	(7,400)	(1,600)	500	33,400	(43,300)	(18,400)	(8,300)	(5,400)	(3,900)	(17,600)	(27,063)

**Funded by**

Hampshire County Council	226,492
East Hampshire District Council	6,102
Havant Borough Council	12,436
Horndean Parish Council	578
Rowlands Castle Parish Council	463
	<u>246,071</u>

**Reserve Account**

Balance at 1 April 2010	(116,773)
add: Interest	0
	<u>(116,773)</u>
less: transfer (to)/from revenue	1,308
Balance at 31 March 2011	<u>(115,465)</u>

2010/11: FORECAST OUTTURN

Management	Operations and Education						Commercial				Total Net Budget	
	Ornamental Farm	Landscaped Gardens & Parkland	Gardens & Glasshouses	Education	Entrance	Total	Gift Shop	Conference and Events	Catering	Total		
£	£	£	£	£	£	£	£	£	£	£	£	
<b>Expenditure</b>												
Employees	238,400	74,600	94,300	86,200	58,700	0	313,800	0	0	15,700	15,700	567,900
Premises	77,700	100	3,000	2,400	0	0	5,500	0	0	200	200	83,400
Transport & Plant	33,300	3,100	5,000	5,200	200	0	13,500	0	-2,000	0	-2,000	44,800
Supplies & Services	76,300	29,400	1,400	3,100	4,000	0	37,900	50,400	1,800	7,200	59,400	173,600
Gross Expenditure	425,700	107,200	103,700	96,900	62,900	0	370,700	50,400	(200)	23,100	73,300	869,700
<b>Income</b>												
Entrance Charges							0				0	0
Sales and Other Charges	34,100	30,100	23,700	10,600	75,300	352,000	491,700	79,300	6,900	13,200	99,400	625,200
Partner Contributions	245,808						0				0	245,808
Total Income	279,908	30,100	23,700	10,600	75,300	352,000	491,700	79,300	6,900	13,200	99,400	871,008
<b>Net Expenditure</b>	145,792	77,100	80,000	86,300	(12,400)	(352,000)	(121,000)	(28,900)	(7,100)	9,900	(26,100)	(1,308)
<b>Revised Budget:</b>	92,329	69,700	78,400	86,800	21,000	(395,300)	(139,400)	25,200	(12,500)	6,000	18,700	(28,371)
Variance:	(53,463)	(7,400)	(1,600)	500	33,400	(43,300)	(18,400)	54,100	(5,400)	(3,900)	44,800	(27,063)

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