

<b>Committee/Panel:</b>	Sir George Staunton Country Park Joint Management Committee
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<b>Title:</b>	Final Accounts 2012/13
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**Contact name:** Jane Lovett, Deputy Finance Business Partner, Hampshire County Council

**Tel:** 01962 847518      **Email:** Jane.Lovett@hants.gov.uk

## 1. Introduction

- 1.1. This report presents the financial outturn position for Sir George Staunton Country Park for 2012/13.
- 1.2. The Park made a deficit of £1,900 during 2012/13. This when compared with the revised budget contribution of £16,300 is an overall reduction of £18,200.
- 1.3. The overall deficit position is £82,100 at 31 March 2013.
- 1.4. Expenditure was well controlled and £32,900 lower than budgeted. Savings were achieved in the employees and premises areas, with expenditure on transport and supplies and services higher than originally planned. Reasons for these variances are set out in section 2 of this report.
- 1.5. Income was the main reason for the targeted contribution to reserves not being achieved and was £51,100 (6.65%) lower than projected. The income from entrance charges, sales and other charges were all below anticipated levels. These are also further explained in Section 2 below.

## 2. 2012/13 Revenue

- 2.1. The tables below compare the outturn in 2012/13 with the 2012/13 revised budget and the outturn in 2011/12. Appendix A summarises the total position and Appendix B breaks this down by section.
- 2.2. Expenditure for the Ornamental Farm, Gift Shop and Catering all exceeded budgeted expenditure, all other sections of the park were kept within the budget level as detailed in Table 1 below. The Ornamental Farm overspend of £19,800 more than budgeted. This overspend was mainly due to was caused by a one-

off adjustment to correct the overstated value of the farm animals stock account. The Gift Shop also overspent by £8,100 due to an increase in the cost of sales during the year.

2011/12		2012/13		
Outturn		Revised Budget	Outturn	Variance
365,006	Management	377,200	358,015	19,185
115,074	Ornamental Farm	113,600	133,425	(19,825)
86,224	Landscaped Gardens & Parkland	96,300	81,708	14,592
103,308	Gardens & Glasshouses	100,000	97,126	2,874
80,113	Education & Community	114,700	99,654	15,046
68,046	Gift Shop	70,700	78,830	(8,130)
70,067	Membership & Entrance	80,600	71,464	9,136
391	Conference & Events	200	105	95
7,718	Catering	6,500	6,548	(48)
<b>895,947</b>	<b>TOTAL</b>	<b>959,800</b>	<b>926,875</b>	<b>32,925</b>

Table 1: Expenditure by activity

- 2.3. The breakdown of expenditure by category is detailed in Table 2. The overall costs of running the Park were £32,900 lower than budgeted, although the total running costs have increased by 3.45% from 2011/12.
- 2.4. Employees and premises costs were lower than budgeted, partially offset by higher than expected costs of transport and supplies & services.

2011/12		2012/13		
Outturn		Revised Budget	Outturn	Variance
553,054	Employees	568,400	539,750	28,650
82,429	Premises	98,700	85,747	12,953
44,602	Transport and Plant	44,600	48,508	(3,908)
215,862	Supplies and Services	248,100	252,870	(4,770)
<b>895,947</b>	<b>TOTAL</b>	<b>959,800</b>	<b>926,875</b>	<b>32,925</b>

Table 2: Expenditure by category

- 2.5. Employee costs were underspent mainly due to the fixed pension costs for past service not being charged to the JMC and being funded centrally by the County Council.
- 2.6. The premises budget was not fully required, the most significant reasons being lower than expected costs of grounds maintenance (£7,000) and contract cleaning (£3,600). Some of the planned grounds maintenance works could not be carried out due to the wet weather, as ground conditions were not suitable for plant and equipment.
- 2.7. Transport costs were higher than forecast by £3,900, £3,000 of which is attributable to the repair of the mule, which had sustained significant damage and required extensive repairs.
- 2.8. The supplies and services budget resulted in a net overspend of £4,800. £18,700 was incurred on the Ornamental Farm to write off of the overstated value of the stock, fortunately this is a non-recurring cost. This was offset by £15,800 of grant funding for Educational Community Projects which will be spent in 2013/14 and charges from credit card companies for direct debit payments for memberships. A saving was also made against the provision for a catering loss, which the Park has not had to incur and was met by HC3s the County's catering service.
- 2.9. Table 3 below, shows the income figures for 2012/13 and highlights that the Park did not meet the income levels targeted in the revised budget. Although income overall increased in 2012/13 by £19,400 (2.14%) it was £51,000 lower than budgeted. Partner contributions were £18,100 lower than in 2011/12.

<b>2011/12</b>			<b>2012/13</b>	
<b>Outturn</b>		<b>Revised Budget</b>	<b>Outturn</b>	<b>Variance</b>
226,599	Partner Contributions	208,471	208,471	0
76,824	Other Grants & Sponsorship	114,900	75,796	39,104
133,469	Sales	130,700	142,733	(12,033)
11,972	Catering	7,000	14,320	(7,320)
394,398	Entrance Charges	445,900	414,198	31,702
62,325	Other Fees and Charges	69,100	69,490	(390)
<b>905,587</b>	<b>TOTAL</b>	<b>976,071</b>	<b>925,008</b>	<b>51,063</b>

Table 3: Income by category

- 2.10. Grants and Sponsorship income was £39,100 lower than projected. Landscaped Gardens & Parkland did not receive £29,000 worth of anticipated

grants, which are attributable to work they carry out. The main reduction in funding was £18,000 due from the Single Payment Scheme (Single Farm Payment) and £9,400 from Higher Level Stewardship Scheme for capital works. Education received all its anticipated grants in year, of which £12,000 of funding was carried forward to 2013/14 as match funding for projects that were not fully completed in 2012/13. Additional grant funding of £2,500 was received for Staunton Live from Havant Borough Council and the Navigators Research Council.

- 2.11. The budgeted sales target was exceeded by £12,000. The Ornamental Farm made an additional £8,900 in the sales of animals and feed and an additional £3,900 was made in wood sales. This additional income was offset by a small under achievement in shop sales.
- 2.12. Catering income exceeded the budgeted figure by £7,300 due to a contribution of £8,000 from HC3S towards utility and maintenance costs of running the tearooms.
- 2.13. Income received from entrance charges was £31,700 below the anticipated level. Income from the Park membership scheme was on budget, however both the Cultural All Pass and daily entrance charges were both under budget. This can partly be attributed to the weather conditions during 2012/13 and partly the increased take up of memberships, which has reduced the potential for entrance charge income to be received from repeat one off visits. Although lower than targeted, income from entrance charges was £19,800 higher than 2011/12, a 5% increase.
- 2.14. While the income from entrance charges in 2012/13 was below the levels targeted, it is encouraging that the income generated has improved on last year, particularly in the current economic climate. The revised budget was set with a challenging income target which proved to be unachievable in the weather conditions last year.
- 2.15. A further breakdown of the income and expenditure for the Shop is contained in Appendix C. Whilst income from sales underachieved by £1,300, the cost of purchasing the goods to sell was over budget by £8,700, therefore causing the overall reduction in the anticipated net income.
- 2.16. Visitor numbers have continued to rise in 2012/13, increasing from 134,000 in 2011/12 to 140,700 in 2012/13, a 5% increase.
- 2.17. The increase in visitor numbers will not necessarily be matched by the same percentage increase in income. The rise in Park membership sales suggests a proportion of the visitor numbers will comprise repeat visitors with memberships. These visitors produces no additional entrance charge income although may impact on 'secondary spend'.

- 2.18. The membership sales has increased by around 1,500 in 2012/13 from 4,300 in 2011/12 to 5,800 in 2012/13.
- 2.19. Members visits increased from 26,500 to 31,800, an increase of 5,300 visits in 2012/13. This indicates that on average a member uses Staunton five times per year.

### **3. Recommendation**

- 3.1. That the JMC endorse the content of this report.

## SIR GEORGE STAUNTON COUNTRY PARK

## Appendix A

## REVENUE PERFORMANCE 2012/13

Outturn 2011/12	Revised Budget 2012/13 £	Outturn 2012/13 £	Variance 2012/13 £	
<b>Expenditure</b>				
553,054	Employees	568,400	539,750	28,650
82,429	Premises	98,700	85,747	12,953
44,602	Transport	44,600	48,508	(3,908)
<u>215,862</u>	Supplies & Services	<u>248,100</u>	<u>252,870</u>	<u>(4,770)</u>
<u>895,947</u>	Gross Expenditure	<u>959,800</u>	<u>926,875</u>	<u>32,925</u>
<b>Income</b>				
394,171	Entrance Charges	445,900	414,198	31,702
<u>294,324</u>	Sales and Other Charges (incl Events)	<u>321,700</u>	<u>302,340</u>	<u>19,360</u>
<u>688,495</u>	Total Income	<u>767,600</u>	<u>716,538</u>	<u>51,062</u>
207,452	<b>Net Expenditure</b>	192,200	210,337	(18,137)
<u>19,147</u>	Transfer to/(from) reserve	<u>16,271</u>	<u>(1,866)</u>	
<u>226,599</u>	Total to be financed by Local Authorities	<u>208,471</u>	<u>208,471</u>	
<b>Funded by</b>				
208,373	Hampshire County Council	191,703	191,703	0
5,754	East Hampshire District Council	5,294	5,294	0
11,727	Havant Borough Council	10,789	10,789	0
545	Horndean Parish Council	501	501	0
<u>200</u>	Rowlands Castle Parish Council	<u>184</u>	<u>184</u>	<u>0</u>
<u>226,599</u>		<u>208,471</u>	<u>208,471</u>	<u>0</u>
<b>Reserve Account</b>				
(99,427)	Balance at 1 April 2007	(80,280)	(80,280)	
0	add: Interest	(994)	0	
<u>(99,427)</u>		<u>(81,275)</u>	<u>(80,280)</u>	
19,147	less: transfer (to)/from revenue	16,271	(1,866)	
<u>(80,280)</u>	Balance at 31 March 2008	<u>(65,004)</u>	<u>(82,146)</u>	

OUTTURN 2012/13

	Management	Operations and Education					Commercial				Total	
	Management & Marketing	Ornamental Farm	Landscaped Gardens & Parkland	Gardens & Glasshouses	Membership & Entrance	Education & Community	Total	Gift Shop Trading	Conference and Events	Catering	Total	Net Budget
	£	£	£	£	£	£	£	£	£	£	£	£
<b>Expenditure</b>												
Employees	165,488	77,320	62,484	77,928	71,464	70,459	359,656	14,605	0	0	14,605	539,750
Premises	72,945	63	8,332	3,943	0	0	12,338	125	0	339	464	85,747
Transport & Plant	31,843	1,216	10,108	5,045	0	269	16,638	27	0	0	27	48,508
Supplies & Services	87,739	54,826	783	10,210	0	28,925	94,745	64,073	105	6,209	70,386	252,870
Gross Expenditure	358,016	133,425	81,708	97,126	71,464	99,654	483,376	78,830	105	6,548	85,483	926,875
<b>Income</b>												
Entrance Charges	0	0	0	0	414,198	0	414,198	0	0	0	0	414,198
Sales and Other Charges	10,256	39,136	43,327	12,665	0	92,694	187,822	84,652	5,290	14,320	104,262	302,340
Partner Contributions	208,471	0	0	0	0	0	0	0	0	0	0	208,471
Total Income	218,727	39,136	43,327	12,665	414,198	92,694	602,020	84,652	5,290	14,320	104,262	925,009
<b>Net Expenditure</b>	139,289	94,289	38,381	84,460	(342,734)	6,960	(118,643)	(5,821)	(5,185)	(7,772)	(18,779)	1,866

Revised Budget:	163,229	83,400	29,800	89,200	(365,300)	3,500	(159,400)	(15,300)	(4,300)	(500)	(20,100)	(16,271)
Variance:	(23,940)	10,889	8,581	(4,740)	22,566	3,460	40,757	9,479	(885)	(7,272)	1,321	18,137

**Funded by**

Hampshire County Council	191,703
East Hampshire District Council	5,294
Havant Borough Council	10,789
Horndean Parish Council	501
Rowlands Castle Parish Council	184
	<u>208,471</u>

**Reserve Account**

Balance at 1 April 2012	(80,280)
add: Interest	0
	<u>(80,280)</u>
less: transfer to/(from) revenue	(1,866)
Balance at 31 March 2013	<u>(82,146)</u>

Shop Detailed Breakdown - 2011/12 and 2012/13

2011/12 Outturn £'s			2012/13 Revised Budget £'s	2012/13 Outturn £'s	2012/13 Variance £'s	2013/14 Budget £'s
13,610	<b>Expenditure</b>	Staff	15,500	14,605	895	18,500
230		Premises	200	125	75	200
0		Transport	0	27	(27)	0
3,889		Equipment & Consumables	3,000	3,315	(315)	3,000
50,317		Stock	52,000	60,758	(8,758)	54,500
<b>68,046</b>	<b>Gross Expenditure</b>		<b>70,700</b>	<b>78,830</b>	<b>(8,130)</b>	<b>76,200</b>
79,992	<b>Income</b>	Sales	86,000	84,652	1,348	90,200
<b>(11,946)</b>	<b>Net Income</b>		<b>(15,300)</b>	<b>(5,821)</b>	<b>(9,479)</b>	<b>(14,000)</b>