

Appendix 4 – Events Project

Five-year projected income and expenditure profile

Income	Year 1	Year 2	Year 3	Year 4	Year 5
1 Event income					
i. Heritage related events	1,850	2,100	2,350	2,600	2,600
ii. Outdoor Theatre productions	1,750	1,800	2,350	2,925	3,425
iii. Concerts and gigs	0	900	1,200	2,250	3,000
iv. Schools activities	1,500	2,250	3,000	3,000	3,000
v. Family games	150	200	250	300	300
vi. Twilight Sessions for young adults	0	500	2,000	4,000	4,000
vii. Activities for older adults	0	300	600	1,000	1,000
viii. Community bookings	0	780	1,560	2,340	3,900
ix. Food related events	0	1,000	1,500	2,000	2,000
x. Wedding receptions	0	3,000	9,000	12,000	12,000
Sub-total	5,250	12,830	23,810	32,415	35,225
2 Other income					
i. Grant support (secured)	30,000				
ii. Grant support (not secured)		15,000	7500		
Total	£35,250	£27,830	£31,310	£32,415	£35,225
Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5
1 Event Coordinator	12,800	12,800	12,800	12,800	12,800
2 Event costs					
i. Occasional staff	1,500	1,500	1,800	2,100	2,100
ii. External contractors	3,000	3,000	3,500	4,000	4,000
iii. Health & safety	750	900	1,200	1,200	1,200
iv. Materials	250	300	350	400	400
v. Cleaning	1000	1000	1000	1000	1000
3 Event marketing and promotion					
i. Advertising	500	500	500	750	750
ii. Promotional materials	600		3,000		
4 Other costs					
i. Re-branding	3,000				
Total	£23,400	£20,000	£24,150	£22,250	£22,250
Profit / loss	£11,850	£7,830	£7160	£10,165	£12,975