

Watermark Manager's report to The Watermark Committee

January 2022

1. General

December was a very busy month for us with a variety of Christmas dinners, live events and cinema. January has arrived and the building is quieter, which we did expect. We've been unable to programme any cinema this month due to room and hall bookings however we have an excellent cinema offering for February which our customers seem very excited about.

The Covid-19 Omicron variant brought a decline in attendees to some events and cinema screenings either due to testing positive or being more careful. We are confident this will be less of a problem as we move into February cinema and more people have gained immunity and received booster vaccinations.

2. Building Maintenance

We are currently still awaiting repairs on the lift and air-conditioning. Since the last meeting we've also had some remedial works carried out on the main kitchen chiller and the central heating pumps. Although many of these repairs carry cost, I am hopeful they will be the last for a while.

On New Year's Day we were victim to some vandalism carried out by local youth. The police have been involved and are recovering costs from the families of the individuals involved meaning we will soon be able to replace the umbrella stands and bases that were damaged.

3. Staffing

No Changes

4. Health and Safety

One on-going first aid investigation involving an elderly lady losing a large amount of blood. First aid provision review is being carried out as part of the investigation.

5. Notable Events

We held a Christmas Sunday lunch in the Beeson Suite on Sunday 5th December as an up-sale product for Andre Rieu. The dinner sold out and the catering team provided an excellent meal for our customers which received many compliments. We are now looking at how this format can be applied throughout the year.

Neil Sands Christmas Memories production very incredibly popular and enjoyed by all attendees. We've got the next Neil Sands performance booked for May and ticket sales are already doing very well.

Mad Dog Mcree was a sold out event at 282 tickets. Although we lose a large percentage of this to pay for the band, we expected a very good night on the bar. Sadly, due to the increase in Covid-19 Omicron Variant numbers, although the event had sold 282 tickets, we had much less attend resulting in a much smaller bar revenue than we had initially imagined.

December cinema has been very successful. A Boy Called Christmas was a big hit with customer and sold very well despite it being available in many homes via Sky Cinema. We also held a Frozen Sing-Along screening between Christmas and new year which was very popular.

After being rescheduled half a dozen times, New Jersey Boys production finally went ahead. A sold out auditorium but sadly only a bar take of roughly £600.

6. Financial performance

	2019-2020	2020-2021	2021-2022
Information Centre	£1,670.00	(-£150.00)	(-£143.00)
Room Hire	£17,245.00	£8,486.00	£5,510.00
Cinema	£7,891.00	(-£7911.00)	£1,160.00
Live Artists	£3,771.00	(-£3,734.00)	(-£2,546.00)
Catering	£8,443.00	(-£17,583.00)	(-£107.00)
Bar	£8,148.00	(-£3,015.00)	£2,012.00
Buildings	(-£82,966.00)	(-£34,348.00)	(-£55,930.00)
Business Centre	£13,256.00	£18,359.00	£15,706.00
Total	(-£22,542.00)	(-£39,895.00)	(-£34,338.00)

In this report I've compared December 2021 against the last two Decembers. At present I feel given the year and challenges we've faced given the covid-19 pandemic, The Watermark is currently in a reasonably good place financially.

There is still an obvious gap that needs filling in the information centre income now the sales of compostable bags have significantly decreased. As a team we're all trying to think of ways to increase sales in the information centre to plug that gap however given most information is readily available free of charge on the internet, it's difficult to find a product that will sell in high volumes.

Room hire is obviously lower due to many businesses still not meeting or holding training courses face to face however we are currently reviewing the booking process, pricing structure and advertising which when completed and implemented in April, will hopefully bring more trade.

The reduction in room hires is having a significant effect on the catering budget however we've got a number of upcoming dinners, functions and weddings which will have a small but positive impact. We are also increasing the Saturday coffee shop opening hours slightly from February to try and capitalise on the lunchtime trading, especially on market days.

Ross Bibby
Business Manager