Business Manager's report to The Watermark Committee

July 2022

1. Building Maintenance & Security

The never-ending battle of building maintenance continues with more repairs to doors and windows pending. We are now also investigating the solar panels as they appear to have stopped feeding into the building.

We are seeing the issues with teenagers rise again with a number of incidents where police assistance has been required. The police have been incredibly helpful and cooperative and it appears we are not the only victims in Ivybridge. The increasing youth presence on the premises we believe is mostly down to the community college locking the majority of their bathroom facilities throughout the day meaning the students are looking for additional facilities throughout the day as they're not readily accessible at the school.

2. New Coffee Machine

The new coffee machine and grinder are now here and in-use! The reduction of time waiting for the machine to re-pressurise has increased service time in the coffee shop and the coffee tastes and look much better. The team are all incredibly excited and happy with the purchase and would like to offer thanks to the council for approving the funds.

3. Events

Platinum Jubilee Weekend – A very successful Platinum Jubilee was delivered to the community. Starting with a very well attended run of the newest Downton Abbey film (including a sold-out Sunday lunch) followed by a bank holiday weekend of jubilee afternoon teas. Lots of positive feedback received.

Richard Digance – Sadly not as well attended however the split made the lower ticket sales a little more favourable. Although we took less than we hoped on the bar, with a small audience, the spend per head figure was higher than we had anticipated which also helped.

Los Pacaminos – Sadly not as well attended as we had originally hoped despite a large marketing campaign on both print and social media. An audience of just over 50% capacity with added costs of technical support and security mean we have just about broken even with the bar being the saving grace with a healthy take. Those who did attend all seemed to enjoy the event and we received some positive feedback from customers and artistes.

We will shortly be working on a schedule of in-house produced events in an effort to reduce events costs but maximise the financial gain.

4. Financial performance

The table below represents final figures for month 2.

	2019-2020	2021-2022	2022-2023
Information Centre	£641	£120	(-£339)
Room Hire	£4,499	£1,236	£2,310
Cinema	£241	£706	£3,210
Live Artists	£678	(-£1,232)	£828
Catering	£568	(-£4,564)	(-£1,263)
Bar	£1,463	(-£252)	£1,044
Buildings	(-£18,808)	(-£6,813)	(-£20,440)
Business Centre	£3,063	£4,414	£3,194
Total	(-£7,655)	(-£6,385)	(-£11,486)

We've recently invested in some new information centre stock to widen our offerings to the slowly growing tourism and leisure trade coming back into Ivybridge. As we enter the summer months we're seeing an increasing number of walking holiday visitors looking for maps and guide books. Although this has impacted the figures and put us at a £340 deficit in the respective cost centre, I am confident this will have a positive impact as we move into holiday season.

Room Hire revenue has grown since last year and we're sat at roughly half of the last pre-pandemic trading year which with the introduction of many online meeting and training course platforms, I see as a very positive position to be in. We have lots in the diary for the rest of the year and for the next meeting, I will prepare and estimated income based on all future bookings up until the end of the financial year to get an idea of how we might look towards year end.

The deficit in catering is greater than we would like and we're now working hard to reduce that to help bring the bottom line up. The biggest area of the deficit is salaries although we do have an additional member of staff within the department now whose is budgeted for within a different cost centre. However, we have seen a slight decline in coffee shop sales – presumably due to the summer months and rise in cost of living (which is also having a large impact on our cost of sales).

Ross Bibby Business Manager