

**Report to:** Events and Town Centre  
Management Committee



**Report Ref:** E1910  
**Meeting Date:** 30<sup>th</sup> September 2019  
**Agenda Item:** 11  
**Prepared By:** Town Clerk

**Subject:** Draft Committee Budget 2020/21

---

## **1.0 BACKGROUND**

The committee is required to set its draft budget for the financial year 2020/21. This draft budget will then be referred to the Finance Committee which will recommend a full budget to Full Council.

The draft budget is split into three sections covering the previous (2018/19) financial year, current financial year and the next financial year, which starts on 1<sup>st</sup> April 2020. The 2018 column shows actual spend against budget. The 2019 column shows the current budget (total), actual spend year to date, project spend by year end and commitments. The EMR and Carried Forward budgets are not used.

## **2.0 COST CENTRE COMMENTARY**

### **401 CHRISTMAS EVENTS**

4112 Print

The budget is projected to exceed budget and a commensurate budget has been placed for 2020. This follows the committee decision in 2018 to produce an annual Christmas what's on guide to promote all events taking place in the town during the festive period which results in an additional print cost.

4180 External Contractors

This includes the costs of the staging for the switch on, hire of bins and road sweeping after the event, traffic management and the installation of the grotto.

4255 Events Costs

This budget includes the costs of the Crib Service, first aid cover, parade and other costs associated with the switch on event. The projected and 2020 budgets presume the committee agree the revised format of the parade and the purchase of the sleigh.

4256 Lantern Parade

In 2018 the committee took the decision that the event would take place alternate years, budget is therefore included for a 2020 event.

### **402 CHRISTMAS MARKET**

A fairly straight forward cost centre.

Projected budget for print is for signage at the event. As stall fees were increased in 2019 it is not proposed that they be increased again for 2020. The donations received / donations budgets are the park and ride collection and sharing the donations received with organisations which undertake the collection on our behalf.

#### **403 CHRISTMAS LIGHTS**

##### 1300 Sponsorship Income

The council has two sponsors of the Christmas Lights for the three years of the current scheme and secured a sponsor for the Christmas Tree on an annual basis.

##### 1320 Sales / Service Provision

This is the income from providing shop front Christmas trees.

##### 1999 Misc Income

The income in the current year is from the sale of old Christmas festoon lighting.

##### 4174 Utilities

The Christmas Lights are on unmetered connections; Scottish Power charge based on anticipated usage based on the lighting units and the number of hours of illumination. Last year was the first year on the new connections and the projected and next year budgets are based on 2018.

##### 4180 External Contractors

The council is in the second year of a three year contract for Christmas lighting. This budget also includes the provision of a town centre Christmas tree.

The current year figures include the repair to a cable which was severed by a strimmer. This cable has now been encased in metal tubing to prevent it happening again.

##### 4615 Shop Christmas Trees

Principal cost is the purchase and installation of the trees, covered fully by the income received. Also includes the purchase of replacement lights as needed.

##### 4999 Misc Costs

The costs to date were the eBay selling fees for the sale of the old festoon lighting and the projection includes the cost of sponsor banners for the town centre Christmas Tree.

#### **415 TOWN CENTRE MANAGEMENT**

##### 1315 Advertising Income

Income from the sale of adverts on the annual town centre maps.

#### 4090 Professional Fees

This new budget is to enable the council to undertake a proper programme of benchmarking in 2020. As reported by the Town Centre Manager, a model relying on volunteers has failed to provide sufficient consistency and coverage. This budget covers approximately 48 hours of time.

#### 4112 Print

This budget is for the design and print of the annual town centre maps, covered by advertising income.

#### 4300 Marketing and Publicity

This new budget is to enable the council to take advantage of opportunities to promote and market the town to visitors. This could be through traditional print media or through sponsored adverts on social media. It would provide a budget for supporting ad hoc initiatives which are developed to promote the town centre.

#### 4625 Coach Friendly Town Scheme

The groundwork for this project is still being undertaken. The budget as drafted presumes the budget will not be spent in the current financial year and will carry over.

### **420 PUMPKIN PATH**

The previous year data for this event is in a single cost code under 450 Other Events. A new cost centre was created for the current financial year.

Next year's budget includes a higher target for sponsorship to reduce the net cost. Donations are collected at the lost child desks on the evening. The event's costs include traffic management, lighting and special effects, characters, first aid cover and marketing costs.

### **430 TOWN AWARDS**

This event takes place as part of the annual town meeting, the budget is covered by sponsorship and includes the provision of refreshments, printing of posters and entry forms and the costs of certificates and engravings.

### **440 MUSIC FESTIVAL**

#### 1300 Sponsorship Income

The working group are targeting an increase in sponsorship for 2020 with the development of specific sponsorship packages. The advertising income budget has been absorbed within this.

#### 1320 Sales / Service Provision

This includes all ticket sales. The budget for next year is lower than 2019 due to the decrease in ticketed events, but includes additional income from stall fees at the two open air events.

#### 4151 Venue Hire Costs

Budget for the hire of St Johns Church and the Little Theatre for the Folk at the Theatre events.

4180 External Contractors

Budget for staging, PA systems etc. Increase on 2019 as, whilst there are fewer ticketed events, there will be a larger stage on the Moor and costs associated with providing stalls and a new event on the heath involving a stage hire.

4255 Events Costs

This budget includes the fees for performers at the event and the provision of workshops and the craft tent. A higher budget is requested to expand the Music on the Moor event and to enable a larger name performer for Saturday's Folk at the Theatre event. The budget also includes the new cost of performers and workshops for the heath event.

4300 Marketing and Publicity

An increased budget is requested to increase the reach of the event and to produce more town council branding for the council's events. A number of ideas are currently being explored to increase the visibility of the event in town.

**445 TASTE KNUTSFORD**

Based on current sales and tours, a conservative profit is projected for the current financial year. This is replicated for the 2020 budget, it is anticipated that as the attraction grows this will be exceeded but considered prudent only to budget a modest profit at this stage.

**450 OTHER EVENTS / PROJECTS**

1201 Makers Market Income

The monthly profit share received from the Makers Market.

1300 Sponsorship Income

Current year relates to sponsorship towards the Bunny Hop, which due to the timing of Easter will fall in the next financial year. Current year relates to sponsorship of Flowers in Wallwood which was unbudgeted. An increased sponsorship target is included in the 2020 budget of £500 for Flowers in Wallwood with £250 for the Bunny Hop.

4090 Professional Fees

This covers the cost of the road closures for the Makers Market (£200 per market) and are covered by the income received.

4257 Commemorative Events

A budget of £2,500 is proposed for the 75<sup>th</sup> anniversary of VE Day celebrations.

4601 Remembrance Sunday

Costs for the annual Remembrance Sunday services, includes the hire of a bugler, refreshments and wreaths. Increased for 2020 to allow for an additional floral wreath for VE Day.

4604 Flowers in Wallwood

A budget of £750 is proposed, reduced by sponsorship to a net spend of £250. This will allow for the scheme to be expanded to include residential homes and community groups as well as the primary schools.

4605 Town Centre Bunting

The cost of installing bunting on the town centre for the summer.

4621 Bunny Hop

Event costs including promotional materials and replacement bunnies (as required).

### **3.0 SUMMARY**

The projections forecast the committee underspending by £961, although this is principally due to the Coach Friendly Town spend being carried over to the following year.

The draft budget requirement for 2020/21 is an increase of £7,635 which broadly is down to:

- a) Increase in Music Festival budget of £2,200
- b) £2,500 budget for VE Day Commemorations
- c) £2,500 budget for the Lantern Parade
- d) £750 budget for benchmarking
- e) £1,000 budget for town centre promotion