

**Report No. 2**  
**Report to Community & Town Promotions Committee**  
**Income & Expenditure and Draft 2015/16 Budget**

**1. Purpose of the Report**

- 1.1 To present the Income & Expenditure figures to the end of October (attached as Appendix 1).
- 1.2 To provide explanations for activity in each of the cost centres.
- 1.3 To provide information in order to allow the Committee to draw up a draft budget for 2015/16.

**2. Code 4071 – Projects (Expenditure)**

This code is used for Community & Town Promotions projects. So far in 2014/15, £1909 has been spent out of a budget of £2,000.

This is made up of:

Civil War Re-enactment - £1,000.

St Aldhelm's Day Licence - £21.

Plinth for Monk Statue - £850.

Womad costs (poster, postage & book token) - £37.50

The Committee should consider what projects it wants to support in 2015/16 and whether the £2,000 budget is too little or too much to support them.

**3. Code 4145 – Consumable & Stock Purchases TIC (Expenditure)**

This code is used for the purchase of all TIC stock, including leaflets (e.g. Walker's Guides), guides (e.g. Abbey Guides), books, bags and postcards.

The code is also used to pay suppliers who sell items from the cabinets.

So far in 2014/15 only £1,839 out of a budget of £7,000 has been spent. Last year (2013/14), £6,477 was spent through this code.

It could be that the large number of purchases in 2013/14 have left the TIC 'stock-heavy', resulting in less expenditure this year. Nevertheless, this would still indicate that the budget over two years was a little too high.

The Committee should consider whether the £7,000 is appropriate for TIC purchases in 2015/16.

**4. Code 4243 – Promotional Act & Marketing (Expenditure)**

This code is used for costs against the Committee's 'town promotion' remit.

So far in 2014/15 the Committee has spent £605 from a budget of £3,000.

This is made up of:

Photographic Prints (used at Womad) £193.

Visit Wiltshire Membership £412.

The Committee should consider whether the budget of £3,000 is appropriate for promotional activities in 2015/16.

#### **5. Code 4244 – Malmesbury in Bloom (Expenditure)**

This code is used for expenditure for Malmesbury In Bloom and consists of expenses such as plant feed, sponsorship signs, baskets, trays, plaques and prizes etc.

In 2014/15, expenditure against this code is £2,464.

Although the budget is only £1,650, Councillors should be mindful that income from sponsorship approximately makes up the difference.

The Committee should consider whether a budget of £1,650 is adequate for 2015/16.

#### **6. Code 1013 – Malmesbury In Bloom Sponsorship (Income)**

This code is used for income from Sponsorship for Malmesbury In Bloom.

In 2014/15, £275 has been received.

However, £500 was received in February and March 2014 and incorrectly entered onto the 2013/14 financial year, meaning that the true income is £775.

The Committee should consider what level of sponsorship they hope to achieve next year.

Also, it is advised that invoices for 2015/16 sponsorship do not go out until at least mid-March, to avoid them be allocated to the wrong financial year.

#### **7. Code 1015 – TIC Sales**

This code is used for TIC income.

So far in 2014 £4,798 has been received. The Committee projected that it would receive £8,000. This looks to be a fairly accurate estimation based on income so far.

The Committee should consider whether an income of £8,000 is likely in 2015/16.

James Whittleton  
Deputy Town Clerk  
November 2014.