

MakeItYork

Make It York: Summary of financial performance April to November 2015

	ACTUAL YTD	BUDGET YTD	VARIANCE YTD
INCOME			
CYC Funding	£615,000	£645,000	(£30,000)
Visit York activity	£1,248,000	£1,282,000	(£34,000)
City centre activity	£776,000	£559,000	£217,000
External grants	£25,000	£59,000	(£34,000)
Other income	£123,000	£40,000	£83,000
TOTAL INCOME :	£2,787,000	£2,585,000	£202,000
DIRECT COSTS			
Consumer staff costs	£491,000	£460,000	(£31,000)
Business staff costs	£234,000	£305,000	£73,000
Other direct costs	£1,648,000	£1,465,000	(£183,000)
OVERHEADS			
Other staff costs	£178,000	£154,000	(£24,000)
Establishment costs	£163,000	£164,000	£1,000
Depreciation	£18,000	£1,000	(£17,000)
Corporation tax	£0	£0	£0
TOTAL COSTS :	£2,731,000	£2,549,000	(£182,000)
SURPLUS/DEFICIT:	£56,000	£36,000	£20,000

Financial summary : notes

1. The Make It York (MIY) budget was put together in December 2014, prior to the SLA and creation of the operational business plan, and is an amalgam of (a) a number of budgets from CYC (b) the Visit York accounts and (c) the Science City York accounts. The first operational year of MIY was always going to be a test with regard to the new budget. For the full year, MIY is budgeted to make a small surplus of £15k on turnover of £3.8 million.
2. The numbers presented here are for the first 8 months of trading, April to November. The accounts are published every 2 months so the next set of numbers for December and January will be out in late February. MIY will be moving to monthly accounts for the 2016/17 financial year.
3. Encouragingly, MIY is ahead of budget YTD by £20k, although this has been achieved in a different way than originally forecast. Revenue is up on budget by £202k but costs are also up by £182,000.
4. CYC funding is lower than budget (£30k) because for the first 3 months of MIY, CYC were still paying some staff directly. Staff were transferred under TUPE in July. Also, there is a £50k shortfall on money coming across for Science City York.
5. Visit York revenue is down on revenue by just over 2% because of under-performance on the Visitor Information Centre, the York Pass and website advertising. Commissions on hotel bookings is a particular issue as the market has changed substantially.
6. City centre revenue is well ahead of budget now (+217k) as a result of a successful Christmas market (about a third of the revenue falls in November) and because we have shown Illuminating York revenue as part of the city centre activity (there is a corresponding cost).
7. The £34k deficit referred to as 'external grants' relates to some funding generated by Visit York in 2014/15 that was budgeted through into this year but will not be repeated. There is a consequent £59k saving in 'other direct costs' meaning that this has no impact on the bottom line. However, some new external funding of £25k has been generated.
8. The £83k surplus of 'other income' relates to sponsorship and new revenue streams opened up by Make It York.
9. Consumer staff costs are over budget largely because 2 staff have been taken on who were unbudgeted (a sponsorship manager and a graphic artist) but will effectively pay for themselves by savings and revenue achieved elsewhere. For example, the salary of the graphic artist is below the external agency costs previously spent by VY, CYC and SCY.
10. Business staff costs are under budget because for 3 months some staff were still being paid by CYC (see point 4) and because some vacancies were filled later in the financial year. Other direct costs are £183k above budget, reflecting the additional activity around Christmas and Illuminating York.
11. With regard to overheads, other staff costs were under-estimated in the budget and also the cost of setting up MIY was overlooked, hence the depreciation charge (IT, office furniture etc.)
12. A reforecast done in December shows MIY coming in slightly ahead of budget. Reduced revenue as a result of the flooding may impact on this. However, everyone at MIY is focussed on making sure that the original budget is achieved.