

Appendix 2.

VisitWiltshire source and application of funds summary

	2009/10 Budget		2010/11 Budget		2011/12 Plan		2012/13 Plan		2013/14 Plan	
Source of funds										
Wiltshire Council	788,631		787,870	84%	550,000	74%	525,000	68%	500,000	63%
Membership	78,300		100,000	11%	150,000	20%	200,000	26%	245,000	31%
SWT/SWRDA			20,000	2%	15,000	2%	15,000	2%	15,000	2%
Sponsorship			5,000	1%	10,000	1%	15,000	2%	20,000	3%
RDPE / European Funds			15,000	2%	15,000	2%	15,000	2%		0%
Others	23,550		7,500	1%		0%		0%	10,000	1
Total Source of Funds	890,481	100%	935,370	####	740,000	####	770,000	####	790,000	100%
Use of Funds	The percentages below relate to the total Source of Funds shown above									
Marketing	189,910				477,788		503,654		527,775	
Print			60,000							
Distribution			33,000							
Advertising			45,400							
Exhibition and show:			9,600							
Direct mail										
PR			32,000							
TIC's marketing support grants										
Market research			6,000							
Events										
Product developmen			9,000							
Joint promotional activity			4,000							
Website maintenance			45,000							
Update and developmen			21,000							
Online booking projec			5,000							
Seasonal marketing suppor					4,800		4,896		4994	
Funds allocated to marketing activity	189,910	21%	270,000	28%	482,588	65%	508,550	67%	532,769	67%
Marketing employment cos			129,300	14%	163,170	22%	166,434	22%	169762	21%
Marketing related travel/car costs/trainin					4,500	1%	4,500	1%	4750	1%
Gross funds allocated to marketing	189,910	21%	399,300	43%	650,258	88%	679,484	89%	707,280	90%
Less income from marketing activities:										
Income from general marketing activit			2,000		4,000		8,000		12,000	
Income from online booking:			1,000		2,000		3,000		5000	
Total marketing income			3,000		6,000		11,000		17000	
Net funds allocated to marketing	189,910	21%	396,300	42%	644,258	87%	668,484	87%	690,284	87%
Membership development										
a) South and East Region										
Funds allocated to membership development activity										
Membership developmen			3,600		4,000		4,500		4750	
Membership training			5,000		2,500		2,500		2750	
TIC training					2,000		2,000		2250	
Operation of Salisbury Visitor Centre										
Premises and utilities costs:	30,140		20,000							
Centre running expenses:	2,920		7,500							
Traded goods:	31,850		30,000							
Funds allocated to South/East Region	73,910	8%	66,100	7%	8,500	1%	9,000	1%	9750	1%
South East Region employment cos	160,200	18%	166,800	18%	31,821	5%	32,458	4%	33108	4%
South East Region related travel/car cost:					4,050		4,300		4500	
Gross funds allocated to South/East Region	234,110	26%	232,900	25%	44,371	7%	47,758	6%	47,358	6%
Less income from region's activities:										
Sales of traded goods:			74,500							
Accommodation/ticket sales commissio			9,000							
Membership training income			1,500		1,500		2,000		2,500	
Contribution from Salisbury City Council										
Sub total: South/East Region income	87,970		85,000		1,500		2,000		2,500	
Net funds allocated to South/East Region	146,320	16%	147,900	16%	42,871	6%	45,758	6%	44,858	6%

Visit Wiltshire Source and Application of Funds Summary

	2009/10 Budget		2010/11 Budget		2011/12 Plan		2012/13 Plan		2013/14 Plan	
Membership Development										
<u>b) North and West Region</u>										
<u>Funds allocated to membership development activity</u>										
Membership development			3,600		4,000		4,500		4,750	
Membership training			5,000		2,500		2,500		2,750	
TIC training					2,000		2,000		2,250	
<u>Funds allocated to the operation and support of other TICs</u>										
Premises and utilities costs	41,000		40,750							
Centre running expenses	12,070		12,500							
Traded goods	50,500		37,500							
Grants	53,926		39,940							
Funds allocated to North/West Region	157,495	18%	139,290	15%	8,500	1%	9,000	1%	9,750	1%
North West Region employment costs	153,723	17%	161,460	17%	31,821	5%	32,458	4%	33,108	4%
North West Region related travel/car costs					4,050		4,300		4,500	
Gross funds allocated to North/West Region	311,218	27%	300,750	32%	44,371	7%	47,758	6%	47,358	6%
<u>Less income from Region's activities:</u>										
Sales of traded goods	70,000		66,880							
Accommodation/ticket sales commission			2,500							
Membership training income			1,500		1,500		2,000		2,500	
Other										
Sub total: North/West Region income	70,000		70,880		1,500		2,000		2,500	
Net funds allocated to North/West Region	241,218	27%	229,870	25%	42,871	6%	45,758	6%	44,858	6%
<u>Administration</u>										
Premises and utilities costs	1,450		200							
General operation costs			2,000							
Central team staffing	109,932				10,000		10,000		10,000	
Professional fees										
Funds allocated to administration activities	111,386	13%	2,200	0%	10,000	1%	10,000	1%	10,000	1%
Administration employment costs	201,647	23%	159,100	17%		0%		0%		0%
Gross funds allocated to administration	313,033	35%	161,300	17%	10,000	1%	10,000	1%	10,000	1%
Total use of funds	890,481	100%	935,370	###	740,000	###	770,000	###	790,000	100%

Please note that the £39,940 shown is a grant payment to TIC's in the North/West Region and assumes that the changes to the responsibility for running and funding Marlborough and Corsham TIC' will be implemented by September as originally planned Wiltshire Council. From that point any costs associated with running these two TIC's will be carried by Wiltshire Council and not Visit Wiltshire.

Marketing	Item	WC budget	2010/11	2011/12	2012/13
Staff costs	Salaries/NI/Pension	191,987	144,500	154,962	158,061
	Travel expenses	6,010	12,000	4,000	4,000
	Professional membership fees	2,500	1,000		
	Training	1,150	1,500	500	500
Total membership staff costs				159,462	162,561

Per Membership Manager	Item	WC budget	2010/11	2011/12	2012/13
Staff costs	Salaries/NI/Pension	191,987	144,500	29,271	29,857
	Travel expenses	6,010	12,000	3,500	3,750
	Professional membership fees	2,500	1,000		
	Training	1,150	1,500	250	250
	Home working allowances (2)			300	300
Total membership staff costs				33,321	34,157

Administration	Item	WC budget	2010/11	2011/12	2012/13
Staff costs	Salaries/NI/Pension	191,987	144,500	0	0
	Travel expenses	6,010	12,000		
	Professional membership fees	2,500	1,000		
	Training	1,150	1,500		
Subtotal				0	0
Premises	Premises Rental/Hire	10		4,000	4,200
	Business rates			1,800	1,800
	Repairs			1,250	1,500
	Premises insurance	30		1,100	1,250
	Water/electric/gas	80		4,000	4,000
Subtotal				12,150	12,750
Office costs	Computers/IT support			15,000	15,500
	Telephone	1,280	200	5,000	5,500
	Stationery	50		1,000	1,000
	Clothing/uniform				
	Furniture			500	500
	Postage			4,000	5,000
	Accountancy/payroll/audit			4,000	4,000
Subtotal				29,500	31,500
Other	Other Professional Fees		0	2,500	2,500
	Legal Fees	4,090	0	1,000	1,000
	Grants provided by WC - Other	48,466			
	Miscellaneous Costs	11,800	2,000	8,000	4,000
Subtotal				11,500	7,500
Total: admin costs		267,453	161,200	53,150	51,750

Marketing

Chief Exec/Marketing Mgr	54,000	1.00	55,080	6,282	2,754	64,116
Marketing Assistant	25,000	1.00	25,000	2,432	1,250	28,682
Web/IT post	25,000	1.00	25,000	2,432	1,250	28,682
Product Development/Admin	25,000	1.00	25,000	2,432	1,250	28,682
Seasonal marketing admin post	16,000	0.30	4,800	0		4,800
Marketing Total	145,000	4.30	134,880	13,578	6,504	154,962

Membership	2010/11 FTE salary	FTE	2011/12 estimate	NI £	Pension £	Total
Per M/ship development Mgr:	25,000	1.00	25,500	2,496	1,275	29,271

Incr 2010/11 to 2011/12

2%

NI

12.8%

Pension

5.0%

Administration

Admin person	0	1.00	0	0	0	0
---------------------	----------	-------------	----------	----------	----------	----------

Total salary costs**213,504**

231825