

**Cobtree Manor Estate Charity
Committee****20th July 2017**

Is the final decision on the recommendations in this report to be made at this meeting?

Yes**Cobtree Manor Park Visitor Centre/Café Update. July 2017**

Final Decision-Maker	Cobtree Manor Estate Charity Committee
Lead Head of Service	Head of Regeneration and Economic Development
Lead Officer and Report Author	Jason Taylor – Leisure Manager
Classification	Public
Wards affected	Boxley

This report makes the following recommendations to this Committee:

1. The Committee is asked to note the contents of Visitor Centre/Café Update.

This report relates to the following corporate priorities:

- Keeping Maidstone Borough an attractive place for all -
- Ensuring that there are good leisure and culture facilities

Timetable

Meeting	Date
Cobtree Manor Estate Charity Committee	20 th July 2017

Cobtree Manor Park Visitor Centre/Café Update. July 2017

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

1.1 The information in the report is to update the committee on the performance of the Cobtree Manor Park Visitor Centre/Cafe as agreed at the Committee on 3rd August 2016 meeting.

1.2 Within this report is a table which shows the financial performance of the Visitor Centre/ Café since it opened in August 2015, and another which shows the financial prediction for the remainder of this financial year.

2. INTRODUCTION AND BACKGROUND

2.1 The Cobtree Manor Visitor Centre/ Café first opened in August 2015.

2.2 Below is a breakdown of the month on month café/ visitor centre costs and income from when the facility opened to the current time.

	Salaries	Agency	Total Staff Costs	Catering provisions	Staff & Catering Prov. Total	Average Service Costs	Total Costs	Total Sales	Outcome
Aug-15	2392	5719	8111	4709	12820	2844	15664	13591	29,255
Sep-15	3822	6485	10307	6562	16869	2844	19713	-16349	3,364
Oct-15	3179	9883	13062	8766	21828	2844	24672	-18972	5,700
Nov-15	2768	7725	10493	8471	18964	2844	21808	-8729	13,079
Dec-15	3159	7779	10938	3949	14887	2844	17731	-9730	8,001
Jan-16	2205	6344	8549	1314	9863	2844	12707	-8367	4,340
Feb-16	3584	7727	11311	5029	16340	2844	19184	-12392	6,792
Mar-16	6064	5191	11255	2625	13880	2844	16724	-14082	2,642
	27173	56853	84026	41425	125451	22752	148203	-75030	73,173
Apr-16	6185	5314	11499	8393	19892	3286	23178	-21027	2,151
May-16	6403	4118	10521	6464	16985	3286	20271	-19805	466
Jun-16	8024	2403	10427	11493	21920	3286	25206	-19818	5,388
Jul-16	9632	854	10486	11704	22190	3286	25476	-36492	-11,016
Aug-16	10674	3526	14200	7535	21735	3286	25021	-32848	-7,827
Sep-16	12667	2133	14800	17293	32093	3286	35379	-21179	14,200
Oct-16	10672	453	11126	15058	26184	3286	29470	-21605	7,864
Nov-16	9726	47	9773	10162	19935	3286	23221	-10942	12,279
Dec-16	7287	0	7287	3081	10368	3286	13654	-11888	1,766
Jan-17	10828	0	10828	1151	11979	3286	15265	-10100	5,165
Feb-17	6303	0	6303	5894	12197	3286	15483	-13935	1,548
Mar-17	8424	0	8424	5171	13395	3286	16881	-14485	2,396
	106826	18849	125674	103399	229073	39432	268505	-234124	34,381
Apr-17	11498	0	11498	14595	26093	2389	28482	-34384	-5,902
May-17	7837	389	8226	8950	17176	2389	19565	-22599	-3,034
Jun-17	7881	118	7999	8237	16236	2389	18625	-21724	-3,099

2.3 It can be seen in the table above that the first three months of this financial year has seen a considerable improvement on previous performance. This is due to a number of reasons:

2.4 Increase in prices of 15% from April 1st 2017.

2.5 Streamlining of staff rotas and reducing staff numbers at quieter times.

2.6 Agency staff only being used to cover emergencies such as staff sickness.

2.7 More competitive supplier costs through supplier negotiations.

2.8 The opening of a second point of sale at peak times which has not only increased sales but also reduced customer waiting times.

2.9 Refinement of menus removing unpopular items and labour intensive dishes.

2.10 Introduction of disposable plates. Cups etc. at peak times.

2.11 It should be noted in the table that there has been a slight reduction in the average service cost. The reason for this is that the cost of maintenance to the toilets has been removed and added to the park cost. This is in line with other park toilets. The cost of cleaning the toilets is however still included in with the cleaning of the café.

Predicted Financial Income of the remainder of 2017/18

2.12 Below is a table which shows the predicted outcome for the remainder of the current financial year. The totals at the bottom of the table include income already generated in the first quarter, which are shown in the previous table.

	Salaries	Agency	Total Staff Costs	Catering provisions	Staff & Catering Prov. Total	Average Service Costs	Total Costs	Total Sales	Outcome
Apr-17	11498	0	11498	14595	26093	2389	28482	-34384	-5,902
May-17	7837	389	8226	8950	17176	2389	19565	-22599	-3,034
Jun-17	7881	118	7999	8237	16236	2389	18625	-21724	-3,099
Jul-17					22190	2389	24579	-41966	-17,387
Aug-17					21735	2389	24124	-37776	-13,651
Sep-17					32093	2389	34482	-24356	10,126
Oct-17					26184	2389	28573	-24846	3,726
Nov-17					19935	2389	22324	-12583	9,741
Dec-17					10368	2389	12757	-13671	-914
Jan-18					11979	2389	14368	-11615	2,753
Feb-18					12197	2389	14586	-16025	-1,439
Mar-18					13395	2389	15784	-16658	-874
					229581	28668	258249	-278203	-19,954

2.13 This table is based on the following presumptions:

2.14 The column in green shows the total staff and catering provision costs as being the same as the equivalent months last year. We are not predicting any increase in these costs because we have negotiated more advantageous supplier costs and have streamlined staff costs.

2.15 The column shown in orange makes the assumption that our total sales will increase by 15% over the same months last year. We believe that this is realistic because since last year we have increased our charges by 15% and the actual number of sales has continued to increase year on year.

2.16 The above table shows a predicted profit this financial year of £19,954 for the café. Officers believe that this is a conservative figure for the following reasons:

2.17 Last year there was a delay in the invoicing from suppliers which meant that a considerable amount of goods sold during the summer holidays were not charged for until September. We now have better financial monitoring in place which will prevent this happening this year and should result in September 2017 generating profit unlike last year.

2.18 Through better staff rota processes, staffing levels and costs during the winter months will be greatly reduced. As well as reduced hours it may be prudent to close one or two days during the week in the winter months, which would further reduce costs.

2.19 It is hoped that taking this into account the profit generated could realistically be up to £10,000 greater than that shown in the table above.

External Tender

2.20 As mentioned in the last Cobtree Café/Visitor Centre update Maidstone Borough Council has now run a tender process with a view to externalising the operation of its cafes in Mote Park and at Maidstone Museum. It was indicated in this process that there may be an option to include Cobtree Café in the future. The information from this tender process is being presented to this committee in a separate report.

3. AVAILABLE OPTIONS

3.1 The committee could choose not to note the information contained in this reports, however the committee has requested regular updates on the Café Visitor Centre performance

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

4.1 It is recommended that the information in this report regarding the performance of the Café/ Visitor Centre is noted.

5. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

5.1 The committee has previously resolved to receive regular updates on performance of the Café/ Visitor Centre.

6. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

6.1 Any comments from the Committee will be passed on to the relevant parties.

7. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	The work of the charity links directly to its charitable objects and the corporate priorities of the Council.	Head of Regeneration and Economic Development
Risk Management	Risks to running the estate are dealt with in the annual Estate Risk Management Report.	
Financial	Financial risks are considered in the ongoing finance updates.	Cobtree Finance Officer
Staffing	No implications.	
Legal	No implications.	Deputy Head of the Legal Partnership
Equality Impact Needs Assessment	No implications.	
Environmental/Sustainable Development	No implications.	
Community Safety	No implications.	
Human Rights Act	No implications.	
Procurement	No implications.	
Asset Management	No implications.	

8. REPORT APPENDICES

None

9. BACKGROUND PAPERS

None