

# YEAR 1

## YEAR 2 YEAR 3

Combined P&L													
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Total
<b>Income</b>													0
Core Income	16,001	12,085	23,399	12,160	13,410	30,766	12,992	13,727	25,679	14,189	14,854	61,069	250,331
Net profit from trading	3,425	3,338	2,236	2,460	2,861	2,797	3,597	4,471	4,415	3,569	3,569	3,569	40,308
<b>Sub total</b>	<b>19,426</b>	<b>15,423</b>	<b>25,635</b>	<b>14,620</b>	<b>16,270</b>	<b>33,564</b>	<b>16,588</b>	<b>18,198</b>	<b>30,095</b>	<b>17,758</b>	<b>18,423</b>	<b>64,638</b>	<b>290,639</b>
<b>Expenditure</b>													
Core Employment Costs	17,647	17,647	17,647	17,647	17,647	17,647	17,647	17,647	17,647	17,647	17,647	17,647	211,761
Staff training & recruitment	200	200	200	200	200	200	200	200	200	200	200	238	2,438
Exhibition & Project costs	1,985	1,985	1,985	1,985	1,985	1,985	1,985	1,985	1,985	1,985	1,985	2,005	23,840
													0
<b>Sub Total</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,832</b>	<b>19,890</b>	<b>238,039</b>
<b>Other Overheads</b>													
Utilities & Premises costs	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Cleaning	725	725	725	725	725	725	725	725	725	725	725	725	8,700
Insurance	257	257	257	257	257	257	257	257	257	257	260	260	3,090
IT	333	333	333	333	333	333	333	333	333	333	333	337	4,000
Telephone	139	139	139	139	139	139	139	139	139	139	139	141	1,670
Admin Costs	375	375	375	375	375	375	375	375	375	375	375	375	4,500
Sundry costs inc. cleaning materials	85	85	85	85	85	85	85	85	85	85	85	95	1,030
Professional Fees	257	257	257	257	257	257	257	257	257	257	257	263	3,090
Membership & subscriptions	85	85	85	85	85	85	85	85	85	85	85	95	1,030
Travel	129	129	129	129	129	129	129	129	129	129	129	131	1,550
Hospitality & subsistence	83	83	83	83	83	83	83	83	83	83	83	87	1,000
Maintenance & Repairs	167	167	167	167	167	167	167	167	167	167	167	163	2,000
Conferences etc.	83	83	83	83	83	83	83	83	83	83	83	87	1,000
Licences	125	125	125	125	125	125	125	125	125	125	125	125	1,500
Marketing & Development	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Bank Charges	54	54	54	54	54	54	54	54	54	54	54	53	647
<b>Sub Total</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,397</b>	<b>5,400</b>	<b>5,437</b>	<b>64,807</b>
<b>Total Expenditure</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,229</b>	<b>25,232</b>	<b>25,327</b>	<b>302,846</b>
<b>Profit / Loss</b>	<b>-5,802</b>	<b>-9,806</b>	406	<b>-10,608</b>	<b>-8,958</b>	8,335	<b>-8,640</b>	<b>-7,030</b>	4,866	<b>-7,471</b>	<b>-6,809</b>	39,311	<b>-12,207</b>

Y2	Y3
273,207	292,200
47,345	53,972
320,552	346,172
218,114	224,657
2,462	2,488
28,520	29,138
249,096	256,283
15,450	15,914
9,135	9,592
3,183	3,278
4,000	5,000
1,720	1,772
3,000	3,250
1,061	1,093
3,183	3,278
1,061	1,093
1,600	1,650
600	618
3,500	5,000
1,250	1,500
525	541
15,000	15,000
666	686
64,934	69,265
314,030	325,548
6,523	20,624

## YEAR 1

CORE INCOME	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Total
<b>Revenue grants</b>													0
CCC	7,366	7,366	7,367	7,366	7,366	7,367	7,366	7,366	7,367	7,366	7,366	7,371	88,400
ACW	0	0	11,941	0	0	11,940	0	0	11,940	0	0	11,940	47,762
CTC	4,500	0	0	0	0	0	0	0	0	0	0	0	4,500
Private Trusts & Foundations	0	0	0	0	0	6,000	0	0	0	0	0	35,000	41,000
Private Trusts & Foundations- MY	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Sub Total</b>	<b>11,866</b>	<b>7,366</b>	<b>19,308</b>	<b>7,366</b>	<b>7,366</b>	<b>25,307</b>	<b>7,366</b>	<b>7,366</b>	<b>19,307</b>	<b>7,366</b>	<b>7,366</b>	<b>54,311</b>	<b>181,662</b>
<b>Venue Hire</b>													
Studios & artists resource room	169	169	245	291	291	291	306	306	383	383	383	383	3,600
Education room	212	212	212	318	318	318	318	318	318	353	353	353	3,600
Café & exhibition space	600	600	600	600	1,200	1,200	1,200	1,200	1,800	1,800	1,800	1,800	14,400
Meeting room	150	150	150	300	300	300	300	300	300	450	450	450	3,600
<b>Sub Total</b>	<b>1,130</b>	<b>1,130</b>	<b>1,207</b>	<b>1,509</b>	<b>2,109</b>	<b>2,109</b>	<b>2,124</b>	<b>2,124</b>	<b>2,801</b>	<b>2,986</b>	<b>2,986</b>	<b>2,986</b>	<b>25,200</b>
<b>Other Income</b>													
Membership & Individual donations	100	100	100	400	400	400	500	500	500	500	500	500	4,500
Commission on sales of artistic work	250	250	130	135	200	200	130	135	200	200	135	135	2,100
Creative Learning Income	1,632	1,632	1,632	1,728	1,728	1,728	1,776	1,776	1,776	1,968	1,968	1,968	21,317
Workshops	1,022	1,606	1,022	1,022	1,606	1,022	1,095	1,825	1,095	1,168	1,898	1,168	15,552
<b>Sub Total</b>	<b>3,005</b>	<b>3,589</b>	<b>2,885</b>	<b>3,286</b>	<b>3,935</b>	<b>3,351</b>	<b>3,502</b>	<b>4,237</b>	<b>3,572</b>	<b>3,837</b>	<b>4,502</b>	<b>3,772</b>	<b>43,469</b>
<b>Total Core Income</b>	<b>16,001</b>	<b>12,085</b>	<b>23,399</b>	<b>12,160</b>	<b>13,410</b>	<b>30,766</b>	<b>12,992</b>	<b>13,727</b>	<b>25,679</b>	<b>14,189</b>	<b>14,854</b>	<b>61,069</b>	<b>250,331</b>

## YEAR 2 YEAR 3

	Y2	Y3
	88,400	88,400
	47,762	47,762
	4,500	4,500
	56,000	66,000
	0	0
	196,662	206,662
	3,600	3,600
	3,600	3,600
	14,400	14,400
	3,600	3,600
	25,200	25,200
	7,500	11,500
	2,800	2,940
	22,383	23,503
	18,662	22,395
	51,345	60,338
	273,207	292,200

RETAIL	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Total
<b>Total Gallery only Visitors</b>	<b>2,744</b>	<b>2,654</b>	<b>2,584</b>	<b>2,874</b>	<b>2,994</b>	<b>2,904</b>	<b>3,178</b>	<b>3,278</b>	<b>3,228</b>	<b>3,573</b>	<b>3,573</b>	<b>3,573</b>	<b>37,157</b>
Net spend per head	10.00	10.00	10.00	11.00	11.00	11.00	12.00	12.00	12.00	12.50	12.50	12.50	
Uptake percentage	15%	15%	5%	5%	8%	8%	10%	15%	15%	8%	8%	8%	
Income	4,116	3,981	1,292	1,581	2,470	2,396	3,814	5,900	5,810	3,350	3,350	3,350	41,409
Cost of Sales (£)	-2,470	-2,389	-775	-948	-1,482	-1,437	-2,288	-3,540	-3,486	-2,010	-2,010	-2,010	-24,845
Cost of Sales (%)	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	
Gross Profit (£)	1,646	1,592	517	632	988	958	1,525	2,360	2,324	1,340	1,340	1,340	16,564
Gross Profit (%)	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
Profit (£) After Costs	1,646	1,592	517	632	988	958	1,525	2,360	2,324	1,340	1,340	1,340	16,564

	Y2	Y3
	40,873	44,960
	12.50	13.00
	10%	11%
	51,091	64,293
	-30,655	-38,576
	60%	60%
	20,436	25,717
	40%	40%
	20,436	25,717

-1

CAFÉ & CATERING	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Total
<b>Total Visitors</b>	<b>4,744</b>	<b>4,654</b>	<b>4,584</b>	<b>4,874</b>	<b>4,994</b>	<b>4,904</b>	<b>5,178</b>	<b>5,278</b>	<b>5,228</b>	<b>5,573</b>	<b>5,573</b>	<b>5,573</b>	<b>61,157</b>
Net spend per head	3.75	3.75	3.75	3.75	3.75	3.75	4.00	4.00	4.00	4.00	4.00	4.00	
Uptake percentage	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
Income	7,116	6,981	6,876	7,311	7,491	7,356	8,285	8,445	8,365	8,917	8,917	8,917	94,976
Sales with venue hires (incl above)													0
Cost of Sales (£)	-2,846	-2,792	-2,750	-2,924	-2,996	-2,942	-3,314	-3,378	-3,346	-3,567	-3,567	-3,567	-37,990
Cost of Sales (%)	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
Gross Profit (£)	4,270	4,189	4,126	4,387	4,495	4,414	4,971	5,067	5,019	5,350	5,350	5,350	56,985
Gross Profit (%)	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	
General costs	-356	-349	-344	-366	-375	-368	-414	-422	-418	-446	-446	-446	-4,749
Staff Costs	-2,135	-2,094	-2,063	-2,193	-2,247	-2,207	-2,485	-2,533	-2,509	-2,675	-2,675	-2,675	-28,493
Profit (£) After Costs	1,779	1,745	1,719	1,828	1,873	1,839	2,071	2,111	2,091	2,229	2,229	2,229	23,744

	Y2	Y3
	67,273	67,273
	4.00	4.20
	40%	40%
	107,636	113,018
	-43,055	-45,207
	40%	40%
	64,582	67,811
	60%	60%
	-5,382	-5,651
	-32,291	-33,905
	26,909	28,255

TOTALS FROM TRADING	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Total
Income	11,232	10,962	8,168	8,892	9,961	9,752	12,098	14,345	14,175	12,266	12,266	12,266	136,385
Cost of Sales (£)	-5,316	-5,181	-3,526	-3,873	-4,478	-4,380	-5,602	-6,918	-6,832	-5,577	-5,577	-5,577	-62,836
Gross Profit (£)	5,916	5,781	4,642	5,019	5,483	5,372	6,496	7,427	7,343	6,690	6,690	6,690	73,549
Equipment & Hire Costs	-356	-349	-344	-366	-375	-368	-414	-422	-418	-446	-446	-446	-4,749
Staff Costs	-2,135	-2,094	-2,063	-2,193	-2,247	-2,207	-2,485	-2,533	-2,509	-2,675	-2,675	-2,675	-28,493
Profit After costs (£)	3,425	3,338	2,236	2,460	2,861	2,797	3,597	4,471	4,415	3,569	3,569	3,569	40,308

	Y2	Y3
	158,727	177,311
	-73,709	-83,783
	85,018	93,528
	-5,382	-5,651
	-32,291	-33,905
	47,345	53,972

## YEAR 1

STAFFING												
	Posts	Hours	Scale	Hrly Rate	Gross	Oncosts	Total					Total
<b>Existing Structure &amp; Posts (CCC)</b>												0
Oriel Myddin Gallery Manager	1	37.00	H		29,357	9,342	38,699					38,699
Gallery Assistant	1	30.00	D		15,096	3,892	18,988					18,988
Community Arts Co-ordinator	1	22.50	D		7,403	2,097	9,501					9,501
Arts Education and Research Officer	1	22.50	F		14,201	4,443	18,644					18,644
Attendants	4	48.00	B+8%	10	21,089	3,032	24,121					24,121
<b>Sub Total</b>	8	160.00		10	87,146	22,806	109,953					109,953
<b>New Structure &amp; Posts (Trust)</b>												
Creative/Artistic Director	1	37.00			31,000	8,060	39,060					39,060
Mktg & Comms officer	1	30.00			21,060	2,403	23,463					23,463
Bus Dev & fundraising lead	1	37.00			28,000	3,598	31,598					31,598
Admin assistant	1	15.00			8,000	915	8,915					8,915
Visitor services supervisor	1	22.50			15,795	1,802	17,597					17,597
Venue staff	x	120.70		10			32,161					32,161
Venue staff - catering	x	See above	% excl from venue staff				28,493					28,493
Learning & Participation lead	1	30.00			18,720	4,867	23,587					23,587
Outreach and Participation Coordinator	2	45.00			28,080	7,300	35,380					35,380
Tech support												0
Building support												0
<b>Total Staffing costs</b>	8	337			150,655	28,945	240,254					240,254
Catering salaries incl in trading account												28,493
Core employment costs to P&L												<b>211,761</b>

### Shifts

Catering	Shift	Hrs	Days per w % Year			Total
Tues - Wed, Sat	11.00 - 2.00		3	3	1	9
	1.00 - 5.00		4	3	1	12
Thursday - Friday	11.00 - 2.00		3	2	1	6
	12.00 - 4.00		4	2	1	8
	4.00 - 8.00		4	2	1	8
Sun (Summer)	11.00 - 4.00		5	1	0.5	2.5
Total hrs						<b>45.5</b>

### Retail (as Catering)

Tues - Wed, Sat	11.00 - 2.00		3	3	1	9
	1.00 - 5.00		4	3	1	12
Thursday - Friday	11.00 - 2.00		3	2	1	6
	12.00 - 4.00		4	2	1	8
	4.00 - 8.00		4	2	1	8
Sun (Summer)	11.00 - 4.00		5	1	0.5	2.5
Total hrs						<b>45.5</b>

91

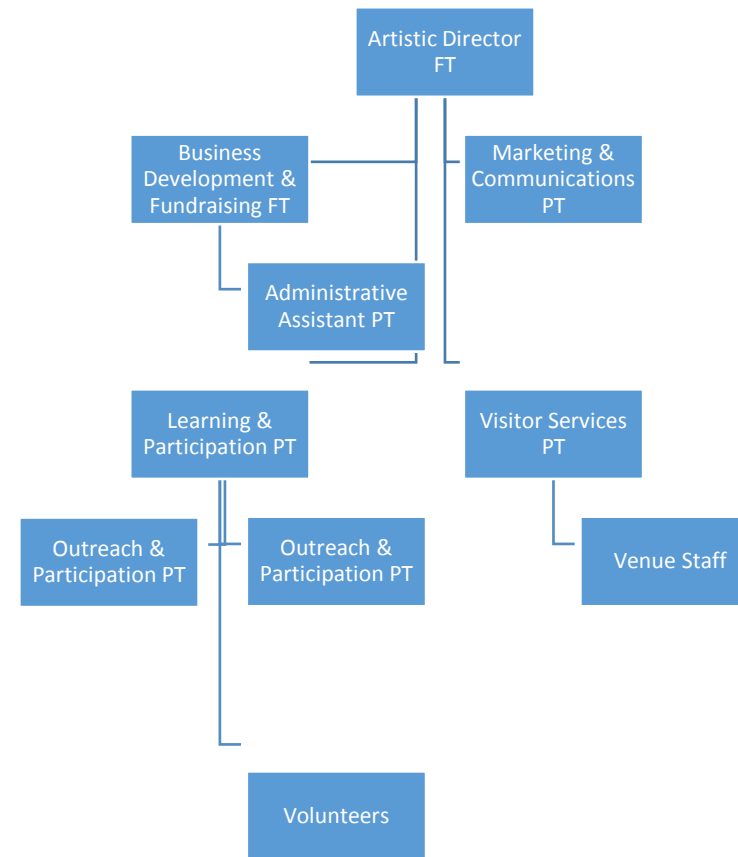
### Galleries

Tues - Wed, Sat	12.00 - 5.00		5	3	0.9	13.5
Thursday - Friday	12 - 4.00		4	2	0.9	7.2
	4.00 - 8.00		4	2	0.9	7.2
Sun (Summer)	12.00 - 4.00		4	1	0.45	1.8

Allowing for 6 weeks closure for exhibition changeovers  
3 Winter, 3 Summer

Total hrs 29.7 **29.7**

**TOTAL** **120.7**



**Fundraising investment**

5%	£1,953.00	Artistic Director
50%	£15,799.00	biz dev (no fundraising) lead
25%	£3,750.00	marketing and development costs
	£21,502.00	total annual investment
6	£129,012.00	projected potential return on investment based on comparable slice ROI
1.9	£41,000.00	actual return projected here in year 1

**ORIEL MYRDDIN GALLERY  
FOOTFALL PROJECTIONS**

**YEAR 1**

Exhibition title: 



 Total Annual  
 Exhibition date:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12			
<b>TOTAL EXHIBITION ATTEND</b>	0												<b>0</b>		
monthly	2,000	2000	2000	2250	2250	2250	2500	2500	2500	2750	2750	2750		<b>28,500</b>	
													<b>28,500</b>		
<b>TOTAL CREATIVE LEARNING ATTEND</b>															
Education	130	130	130	140	140	140	145	145	145	150	150	150		<b>1695</b>	2 x Primary (average 30 per class) 2 x Secondary (average 30 per class) 1 x College (10 per class)
Adults	20	20	20	20	20	20	20	20	20	25	25	25		<b>255</b>	half-day workshops 20 x £45 per person
Children & Families	20	20	20	20	20	20	20	20	20	30	30	30		<b>270</b>	drop in activities @£5 per person
	0	0	0	0	0	0	0	0	0	0	0	0		<b>0</b>	
	<b>170</b>	<b>170</b>	<b>170</b>	<b>180</b>	<b>180</b>	<b>180</b>	<b>185</b>	<b>185</b>	<b>185</b>	<b>205</b>	<b>205</b>	<b>205</b>		<b>2220</b>	
<b>TOTAL COMMUNITY ATTEND</b>															
studio users	70	70	70	70	70	70	75	75	75	80	80	80		<b>885</b>	YACS x 20 / ArtLab x 15 @ £45 per person per term each bi weekly
OM w'shops	0	40	0	0	40	0	0	50	0	0	50	0		<b>180</b>	2 day workshop 'seasons' x 3 per year (20 people @ £100 per day = £6000 per year)
other	50	50	0	0	50	0	0	50	0	50	0	50		<b>300</b>	Private View / launches / evening events
	120	160	70	70	160	70	75	175	75	130	130	130		<b>1365</b>	
<b>CATERING ONLY</b>															
Catering only	250	120	120	120	120	120	130	130	130	140	140	140		<b>1660</b>	Walk ins
General	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000		<b>24000</b>	King St Footfall & cross selling from other CCC / cultural venues
	<b>2250</b>	<b>2120</b>	<b>2120</b>	<b>2120</b>	<b>2120</b>	<b>2120</b>	<b>2130</b>	<b>2130</b>	<b>2130</b>	<b>2140</b>	<b>2140</b>	<b>2140</b>		<b>25660</b>	
<b>PARTNERSHIPS</b>															
attends	100	100	100	100	100	100	100	100	100	100	100	100		<b>1200</b>	Strategic partners (5 per day 4 weeks per month)
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>		<b>1200</b>	
<b>HIRES (Attendances)</b>	0														
Studios	20	20	40	40	40	40	40	40	60	60	60	60		<b>520</b>	starting at 1 studio hire 1 person per day
Artists resource room	24	24	24	36	36	36	40	40	40	40	40	40		<b>420</b>	starting at 6 people per week
Education Room	24	24	24	36	36	36	36	36	36	40	40	40		<b>408</b>	starting at 6 people 1 session per week
Café & Exhibition space	30	30	30	30	60	60	60	60	90	90	90	90		<b>720</b>	starting at 1 hire per 30 people accommodated
Meeting Room	6	6	6	12	12	12	12	12	12	18	18	18		<b>144</b>	
	<b>104</b>	<b>104</b>	<b>124</b>	<b>154</b>	<b>184</b>	<b>184</b>	<b>188</b>	<b>188</b>	<b>238</b>	<b>248</b>	<b>248</b>	<b>248</b>		<b>2212</b>	
	<b>4,744</b>	<b>4,654</b>	<b>4,584</b>	<b>4,874</b>	<b>4,994</b>	<b>4,904</b>	<b>5,178</b>	<b>5,278</b>	<b>5,228</b>	<b>5,573</b>	<b>5,573</b>	<b>5,573</b>		<b>61,157</b>	

**BASELINE**

2018-19

24321



	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Year 1	-5802.5	-9805.98	406.4993	-10608.3	-8958.41	8334.882	-8640.3	-7030.44	4865.8619	-7470.9	-6808.779	39310.93	-12207.4
Year 2	543	543	543	543	543	543	543	543	543	543	543	550	6523
Year 3	1718	1718	1718	1718	1718	1718	1718	1718	1718	1718	1718	1726	20624

