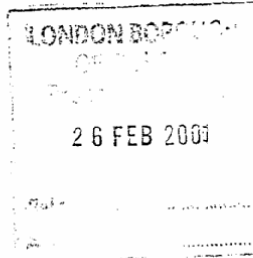


WARE.

PRIORY CHARITY BUDGETS 2002/2003

	Actual	Actual	Actual	Budget	Anticipated	Budget
	1998/99	1999/2000	2000/2001	2001/02	2001/02	2002/03
(1) PRIORY MAIN BUILDING						
Expenditure						
1 Employees & Nat. Insce.	5171.21	6207.02	7946.20	57300.00	60000.00	63000.00
2 Superannuation	0.00	0.00	0.00	0.00	1750.00	2100.00
3 Rates	5286.07	3273.20	9782.03	4500.00	4700.00	4800.00
4 Water & Sewer	1189.69	1450.34	1172.15	1350.00	1200.00	1350.00
5 Catering/Meetings & Events	2101.86	0.00	1788.90	0.00	0.00	
6 Electricity	9985.46	12174.45	12225.26	14500.00	12500.00	13000.00
7 Insurance	6391.83	6558.20	7138.32	7500.00	7500.00	7750.00
8 Equip. Tools & Materials	1924.58	2018.66	2041.81	2250.00	2000.00	2250.00
9 Gas	3465.79	5117.98	2521.48	3700.00	4000.00	4100.00
0 Wedding Fair/Promotions	0.00	433.10	2032.77	3000.00	3000.00	4000.00
1 Contract Cleaning	8807.27	9442.60	7739.82	7500.00	8000.00	12000.00
2 Contracted Services	1763.74	1364.32	951.77	1900.00	1800.00	2000.00
3 Hire of Equipment	0.00	2224.00	100.00	0.00	0.00	0.00
4 Refund of rent	0.00	0.00	1569.59	0.00	0.00	0.00
5 Repair/Maintenance Main Bldg.	10032.34	7303.43	13085.87	10000.00	10000.00	10000.00
6 Repair/Maint. Timber Annexe	1154.54	2600.56	91.13	2500.00	500.00	1000.00
7 Repair/Maintenance Plant	2603.81	2981.40	3496.82	2400.00	3000.00	2500.00
8 Fire	1671.70	3307.90	637.94	750.00	1800.00	1500.00
9 Security	2102.12	4855.71	17807.24	10000.00	16000.00	17500.00
0 Refunds of Hall Bookings	717.43	444.25	1309.90	0.00	1000.00	500.00
Total Expenditure	64369.44	71757.12	93439.00	129150.00	138750.00	149350.00
(2) PRIORY MAIN BUILDING						
Income						
Rent & Serv. Charge Ware T.C.	16000.00	16650.00	17000.00	17500.00	17500.00	18000.00
Rent Flat/Lord Wake Suite	1018.32	0.00	0.00	0.00	0.00	
Public Rooms Priory	52621.67	57264.30	61019.69	70000.00	75000.00	77000.00
Timber Annexe	2922.80	3272.63	3365.75	4200.00	2500.00	3000.00
Piano Use	157.45	212.75	212.75	0.00	150.00	0.00
Catering/Meetings & Events	2146.21	0.00	0.00	0.00	0.00	0.00
Catering Commission	7480.21	12779.92	10747.66	19000.00	19000.00	22000.00
E.H.D.C. S/ Charge (Blg.Green)	201.69	304.56	298.71	300.00	100.00	300.00
Civil Marriages	7431.00	8635.00	9320.00	11000.00	8500.00	10000.00
Electricity Tenants	2741.92	4431.50	3600.53	5500.00	4000.00	4300.00
Water Tenants	196.00	588.52	145.60	150.00	250.00	275.00
Gas Tenants	1074.41	1578.25	1162.80	1000.00	1200.00	1250.00
Fastpath/Service Charge	2634.76	4689.36	3220.32	3700.00	4500.00	4000.00
Fastpath Office Rent	10774.02	18622.72	16550.00	16550.00	16550.00	16550.00
C.H.C. Office Rent	14625.00	15750.00	11812.50	16750.00	16750.00	16750.00
C.H.C. Service Charge	4517.32	4798.78	4764.06	5000.00	5000.00	6000.00
Chamber of Trade Service Charge	221.28	0.00	0.00	0.00	0.00	
Repairs	0.00	0.00	0.00	0.00	0.00	
Restaurant Rent	4911.16	12500.00	2500.00	0.00	0.00	
Wedding Fair	740.00	630.00	3039.79	0.00	1500.00	1500.00
Insurance Claim	1322.90	677.00	0.00	0.00	1109.00	
Rate Rebate	0.00	1362.01	142.59	0.00	5676.00	
Interest on overdue payments	0.00	186.78	0.00	0.00	0.00	
Grant	0.00	0.00	500.00	0.00	0.00	
Total Income	133738.12	164934.08	149402.75	170650.00	179285.00	180925.00
Net Deficit (Credit) c/fwd to Summary	-69368.68	-93176.96	-55963.75	-41500.00	-40535.00	-31575.00

Heritage Lottery Fund



24 February 2001

Stephen Twigg M.P.,
House of Commons,
Westminster,
London SW1

Visit to Broomfield House

As agreed, I am writing following our site visit to Broomfield yesterday. Firstly, thank you so much for finding the time to be there along with all the other key players involved with the project. It was very interesting to see the site – the house, stable block and park and I enjoyed very much my tour. However, while I had appreciated the significance of the house and its surroundings, it was quite an eye-opener for me to see first hand the nature and extent of the substantial devastation caused by the fires.

I have since thought carefully about the project and spoken to a few colleagues at HLF. The project has potential as a possible recipient of Heritage Lottery Fund grant monies: it is a building and site of historic interest and heritage value; as a restored and fully-fitted out building it would be an important focal point in the area – indeed, hopefully the subject of revived civic pride; there is a clear need for the project in that it is in a heavily-populated area with limited leisure facilities; its proximity to the baroque lakes and park increases its attractiveness and potential for community use.

The 'downside' (if I may put it as such) is that, given the scale of damage and the likely cost of restoration, costs are likely to be very high – possibly far higher than the £3m estimated. This will raise value for money questions for HLF during assessment: in terms of cost versus the conservation and public access benefits that will accrue from the project. Arguably the project itself raises policy issues for HLF because much of the work, due to the devastation of the fire, will be to do with re-creation of heritage. The other critical issue is the Business Plan and whether, without an endowment, the building and its associated activities can be self-supporting in the long term future. It will not be easy to raise the necessary partnership funding and you should be aware that funding will have to be in place prior to the project starting. Moreover, we are not convinced that it is appropriate for the Stable Block scheme and the house to be rolled into one as a grant eligible scheme.

In short, I believe that you and your colleagues have a major challenge ahead of you, and you must proceed with caution and be realistic about what needs to be done simply to get on the starting blocks for this project. It is vital that the local authority

cont'd/2

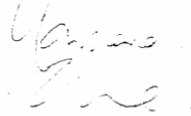
7 Holbein Place London SW1W 8NR Telephone 020 7591 6000 Fax 020 7591 6001

Textphone 020 7591 6255 www.hlf.org.uk

Administered by the Trustees of the National Heritage Memorial Fund

remain involved (financially and possibly operationally). I would also strongly recommend that you set out to attract not just one major funder but two of three. This will give funders confidence - and also provide you with confidence as well as options.

We are sorry that this is not an altogether encouraging letter and, while we are not 'closing the door', we feel that it is important for you to be aware of the key issues from our perspective and at this early stage. I came away with a strong sense of the commitment of the team which is an important early ingredient for success. I wish you all well with the project and if you or the project team wish to discuss matters further with me please do not hesitate to contact me.



Jane Stancliffe
Senior Grants Officer, London Team
Direct Line 0207 591 6132

Cc Keith Moss, LB of Enfield
Paddy Pugh, English Heritage
Audrey Kirby

1

STAFFING COSTS - BROOMFIELD HOUSE OPTION 1

	Post	FTEs	Grade	Spinal Point	Payscale Mid-point	Shift Allowance per Week?	Estimated Pay per FTE	Estimated Shift Allowance ?	Estimates
a)	Manager	1	PO1	37	32,106.00		32,106.00		32,106.00
	Duty Manager	0	SO1	30	26,735.00		0.00		0.00
	Reception Staff	2	Sc4	20	19,728.00	18.28	39,456.00	950.56	40,406.56
	Switchboard Staff	1	Sc5	20	19,728.00	18.28	19,728.00	950.56	20,678.56
	Porters/Bar Staff	4	Manual Grd 3	6	14,312.00	18.28	57,248.00	950.56	58,198.56
	Total	8					148,538.00	2,851.68	151,389.56
b)	Manager	1	PO2	41	35,798.00		35,798.00		35,798.00
	Duty Manager	0	SO1	30	26,735.00		0.00		0.00
	Reception Staff	2	Sc5	24	22,129.00	18.28	44,258.00	950.56	45,208.56
	Switchboard Staff	1	Sc5	24	22,129.00	18.28	22,129.00	950.56	23,079.56
	Porters/Bar Staff	4	Manual Grd 4	7	14,708.00	18.28	59,832.00	950.56	59,782.56
	Total	8					161,017.00	2,851.68	163,868.68
c)	Manager	1	SM1	45	39,343.00		39,343.00		39,343.00
	Duty Manager	0	SO1	30	26,735.00		0.00		0.00
	Reception Staff	2	Sc5	27	24,223.00	18.28	48,446.00	950.56	49,396.56
	Switchboard Staff	1	Sc6	27	24,223.00	18.28	24,223.00	950.56	25,173.56
	Porters/Bar Staff	4	Manual Grd 5	8	15,104.00	18.28	60,416.00	950.56	61,366.56
	Total	8					172,428.00	2,851.68	175,279.68

2

STAFFING COSTS - BROOMFIELD HOUSE OPTION 2

	Post	FTEs	Grade	Spinal Point	Payscale Mid-point	Shift Allowance per Week?	Estimated Pay per FTE	Estimated Shift Allowance ?	Estimates
a)	Manager	1	PO1	37	32,106.00		32,106.00		32,106.00
	Duty Manager	2	SO1	30	26,735.00		53,470.00		53,470.00
	Reception Staff	2	Sc4	20	19,728.00	18.28	39,456.00	950.56	40,406.56
	Switchboard Staff	2	Sc5	20	19,728.00	18.28	39,456.00	950.56	40,406.56
	Porters/Bar Staff	10	Manual Grd 3	6	14,312.00	18.28	143,120.00	950.56	144,070.56
	Total	17					307,608.00	2,851.68	310,459.68
b)	Manager	1	PO2	41	35,798.00		35,798.00		35,798.00
	Duty Manager	2	SO1	30	26,735.00		53,470.00		53,470.00
	Reception Staff	2	Sc5	24	22,129.00	18.28	44,258.00	950.56	45,208.56
	Switchboard Staff	2	Sc5	24	22,129.00	18.28	44,258.00	950.56	45,208.56
	Porters/Bar Staff	10	Manual Grd 4	7	14,708.00	18.28	147,080.00	950.56	148,030.56
	Total	17					324,864.00	2,851.68	327,715.68
c)	Manager	1	SM1	45	39,343.00		39,343.00		39,343.00
	Duty Manager	2	SO1	30	26,735.00		53,470.00		53,470.00
	Reception Staff	2	Sc5	27	24,223.00	18.28	48,446.00	950.56	49,396.56
	Switchboard Staff	2	Sc6	27	24,223.00	18.28	48,446.00	950.56	49,396.56
	Porters/Bar Staff	10	Manual Grd 5	8	15,104.00	18.28	151,040.00	950.56	151,990.56
	Total	17					340,745.00	2,851.68	343,596.68

AVENUE HOUSE
EAST END ROAD, FINCHLEY, LONDON N3
TELEPHONE: 020-8346 7812

ROOM LETTING RATES
(1 MAY 2000 - 31 MARCH 2001)

ROOM	MAXIMUM SEATED CAPACITY (CINEMA STYLE)	WEEKDAY HOURLY RATE	WEEKEND HOURLY RATE
ROOM 1 (12m x 7m) 'THE DRAWING ROOM' 84 sqm	70	£32	£60
ROOM 2 (9m x 5m) 'THE SALON' 45 sqm	30	£28	£50
THE DRAWING ROOM AND THE SALON	100	£55	£100
ROOM 4 (9m x 4.5m) 'THE DINING ROOM' 40.5 sqm	30	£25	£40
ROOM 10 (12m x 7m) 'THE STEPHENS ROOM' 84 sqm	69	£32	£45
ROOM 12 (6m x 4m) 24 sqm	15	£10	£10
ROOM 13 (6m x 4m) 24 sqm	20	£10	£10

WEDDING CEREMONIES CAN BE CONDUCTED IN ROOMS 1, 2 OR 4 AT A COST OF £200 PER CEREMONY.

THERE ARE CONCESSIONARY RATES FOR CHARITIES AND PHILANTHROPIC SOCIETIES.

THERE WILL BE A £30 DEPOSIT THAT WILL BE NON-REFUNDABLE IF ROOMS ARE NOT LEFT IN A CLEAN AND TIDY CONDITION. THE DEPOSIT WILL ALSO BE WITHHELD IN THE EVENT OF CANCELLATION OF BOOKING OR IF THE ROOM IS OCCUPIED LONGER THAN THE AGREED TIMES.

BROOMFIELD HOUSE - ASSUMPTIONS IN BUDGETS
Assumptions - Income and Expenditure Projections

1. Cost Basis

Initial budget to be prepared for first fully operational year (probably Year 2) but at current year prices (2002/03.) Costs to be adjusted subsequently to take account of time needed to build up to full time operation, and projected opening date 2004/05.

2. Opening Hours

The House and its facilities should be open and staffed adequately for the following hours:

Mon - Fri.	9.00am - 10.30pm
Sat	9.00am - 11.30pm
Sun.	10.00am - 10.00pm

Total- Weekdays - 13hrs 30mins x 5	= 67hrs 30mins
Sat	= 14hrs 30mins
Sun	= 12hrs
Total	94hrs

3. Café Income

Concession fee of £20,000 p.a. rising to £40,000 p.a. within 18-24 months if fully fitted-out café provided forecast by Turpin Smale (2001/02 prices)

Approx:-	Year 1	£20,000p.a.	Year 3	£40,000
	Year 2	£30,000		

Working assumption £35K p.a. at start of yr 3.

4. Weddings and Social Functions Income

Weddings - Marriage Room is Rm. 5 on second floor, receptions in Annexe. Where only marriage being done, Wedding Room can be hired for 1hr only for just a ceremony, or for 2 hours with drinks served in room after the ceremony
Wedding Season (May-Sept inc. - 5 months) - 2 weddings and receptions p.w. - Friday afternoon and Saturday = £1,000 each x 48 / 2 marriage only p.w. on Sat.

= 1 ceremony only, 1hr @ £200 x 24	
and 1 ceremony + drinks (2hrs) x 24 at £350.	
Out-of-Season (Oct-April inc. - 7 months) - 3 weddings and receptions per month (Sat) £1K each x 21 /	
3 marriage only per month; 1 ceremony only (1hr) £200 x 7 / 2 ceremony + drinks (2hrs) £350 each x 14	
Wedding + reception	48 + 21 = 69 x £1,000 = 69,000
Wedding + drinks	24 + 14 = 38 x £ 350 = 13,300
Wedding only	24 + 7 = 31 x £ 200 = 6,200
Total p.a.	£88,500

NB - when weddings / receptions going on other parts of House will not be able to be used - which??
 Income is contribution to house costs - i.e. not wholly profit, but is net of food and drink costs

Social Functions - e.g. silver wedding parties, Christmas parties, Barmitzvahs
 Assume 1 per fortnight during wedding season - mid-week or Sunday = 12 p.w. out-of-season (weekends when no weddings / midweek) = 30
 Assume produce contribution of £500 for House (?)
 = 12 + 30 = 42 x £500 = £21,200 p.a.
 Assume take place in Annexe

5. Education & Training Room

Community Room 6 is a dedicated education and training room
 Assume 1 school part a week during term = 28 pupils x £4 p.h. x 30 weeks = £3,360 p.a.
 Assume 2 other training events p.w. = 20 people x 2 x 46 weeks = 1,840 people sessions x nominal payment of £4 per session = £7,360 p.a.
 Total annual income = £10,720 (assumed costs of providing this will substantially outweigh income)

6. Room Hire

Will not mix community and business use - each use-type to have own days
Community Group Hire - hire rooms on Monday, Thursday & Friday (half day only on Fri. when wedding on) Also, Saturday and Sunday
Educational / Community-based training - take place on Mondays/Tuesdays and Fridays only, also Saturday & Sunday

Business Hire - hire rooms on Tuesday and Wednesday

Different rates for community and business - see draft tariff, attached
Investigate expressing private sector hire charges as rate per head, like Regis serviced offices do, but for 1st budget use hourly rates

Room 5 and annexe unavailable for general hire as taken for weddings, social events, cultural events, etc. on basis described above
 Also - when weddings taking place, remainder of upstairs can not be let
See schedule showing uses cross-referenced, as attached (KM supplying)
 Assume achieve lets for 55% of potential hire-hours available, taking into account pre-emption for weddings etc. + implications of incompatible uses.

Room	Capacity	Monday - Friday inc.		Saturday & Sunday			
		9 am - 6 p.m. Community* £ p.h.	Business** £ p.h.	6 pm - 10 p.m. Community* £ p.h.	Business** £ p.h.		
Upstairs: Room 3	8 seated	10	22	10	18	10	16
Room 4	8 seated	10	18	10	16	10	14
Room 5	70 seated lecture	30	48	28	40	28	40
Room 6	Education Room	n/a	n/a				
Downstairs: Room 1	30 seated	16	25	16	24	16	25
Room 2	30 seated	16	25	16	24	16	25
Room 1 & 2 Together		28	45	30	43	30	45
Annexe	150 seated	25	55	30	55	30	55
Per half day - i.e. all morn / aft/ or eve		50	100	60	120	70	110

PROPOSED ROOM HIRE CHARGES

* hire of equipment not inc.- needs calculating ** rates to include equipment as standard / look at increasing rates through inc. tea and coffee, etc.

June 2002

BROOMFIELD HOUSE - CONSOLIDATED INCOME PROJECTIONS			
Ex VAT			
	Optimistic	Realistic	Pessimistic
Café Concession	42,928	26,596	15,543
Main House Community Use	189,585	127,748	82,515
Conservatory Function Room	140,640	103,125	75,700
Total Income	373,153	257,469	173,758
19.6.02			

Page 1

Broomfield House
3 Year Income Projections
Realistic

Year 1	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Main House Community Use Income	5400	6600	7800	7800	7800	7800	6000	4800	6750	5100	5400	5400	76650
Café Income	2000	2500	3250	3750	4250	3500	2000	1100	846	900	1000	1500	26596
Conservatory Function Room Income	3600	5400	6600	6600	6600	6600	5400	4800	5475	3600	3600	3600	61875
TOTAL													165121

Year 2	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Main House Community Use Income	9000	11000	13000	13000	13000	13000	10000	8000	11248	8500	9000	9000	127748
Café Income	2000	2500	3250	3750	4250	3500	2000	1100	846	900	1000	1500	26596
Conservatory Function Room Income	6000	9000	11000	11000	11000	11000	9000	8000	9125	6000	6000	6000	103125
TOTAL													257469

Year 3	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Main House Community Use Income	9360	11440	13520	13520	13520	13520	10400	8320	11700	8840	9360	9360	132860
Café Income	2080	2600	3380	3900	4420	3640	2080	1144	880	936	1040	1560	27660
Conservatory Function Room Income	6240	9360	11440	11440	11440	11440	9360	8320	9490	6240	6240	6240	107250
TOTAL													267770

Broomfield House – Conservatory Function Room Budget Assumptions

- The Conservatory Function Room will be managed by The Trust given its integral position within Broomfield House. A list of preferred caterers will be selected who will agree commission rates payable to The Trust.
- The bar could be run by The Trust (as was previously done at Forty Hall) but we have assumed the liquor operation will be handled by the caterer for the purpose of this analysis.
- Self-contained Function Suite with dedicated entrance per Option 6 Plan dated 25.4.02 and capacity to seat 150
- Public entertainment and liquor licenses with access to, and use of, terraced lawn area
- The Functions Occupancy % is supported by the 46% occupancy achieved at Forty Hall with over 60 weddings a year. The business is likely to comprise weddings, barmitzvaahs, Christmas parties, dances, parties and business meetings.
- The Room Hire Fee compares to the £636 per day achieved at Forty Hall in 1999/2000 although it has not been established whether this includes or excludes VAT.
- Kitchen area in separate building opposite Function Room entrance fitted to good commercial kitchen standard with utility connections and extract ventilation but with no equipment (outside caterers to supply). The Caterer commission will depend to some extent on the level of equipment and services permanently provided on site.
- Forced air ventilation or comfort cooling
- No allocation or apportionment of costs to Function Room given nature of room hire and caterer commission arrangements. The costs would include:
 - Electricity
 - Hot & Cold Water
 - Use of toilets
 - Insurance
 - Security
 - Pest Control
 - Window Cleaning
 - Rates
 - Maintenance
 - Cleaning
 - Waste Removal
 - Set up and Breakdown charges

19.6.02

19.6.02

BROOMFIELD HOUSE - MAIN HOUSE COMMUNITY/BUSINESS USE INCOME PROJECTIONS												
REALISTIC	Floor	Sq Metres	Community Hourly Rate incl VAT	Business Hourly Rate incl VAT	Available Hours	Occupancy Factor Realistic	Weekly Income ex VAT	Annual Income ex VAT	Rooms			
	Ground	47	£ 20	£ 40	12	33%	£ 607	£ 31,545	Community Room 1			
	Ground	43	£ 20	£ 40	12	33%	£ 607	£ 31,545	Community Room 2			
	First	18	£ 9	£ 18	12	25%	£ 207	£ 10,754	Community Room 3			
	First	13	£ 9	£ 18	12	25%	£ 207	£ 10,754	Community Room 4			
	First	96	£ 23	£ 46	12	25%	£ 529	£ 27,483	Community Room 5			
	First	24	£ 9	£ 18	12	25%	£ 207	£ 10,754	Community Room 6			
	Commission on Catering Supplied											£ 94
	Total Income to The Trust											£ 127,748
OPTIMISTIC												
	Ground	47	£ 25	£ 50	12	38%	£ 873	£ 45,406	Community Room 1			
	Ground	43	£ 25	£ 50	12	38%	£ 873	£ 45,406	Community Room 2			
	First	18	£ 12	£ 24	12	29%	£ 320	£ 16,633	Community Room 3			
	First	13	£ 12	£ 24	12	29%	£ 320	£ 16,633	Community Room 4			
	First	96	£ 30	£ 60	12	29%	£ 800	£ 41,582	Community Room 5			
	First	24	£ 12	£ 24	12	29%	£ 320	£ 16,633	Community Room 6			
	Commission on Catering Supplied											£ 140
	Total Income to The Trust											£ 189,585
PESSIMISTIC												
	Ground	47	£ 15	£ 30	12	28%	£ 386	£ 20,074	Community Room 1			
	Ground	43	£ 15	£ 30	12	28%	£ 386	£ 20,074	Community Room 2			
	First	18	£ 7	£ 14	12	20%	£ 129	£ 6,691	Community Room 3			
	First	13	£ 7	£ 14	12	20%	£ 129	£ 6,691	Community Room 4			
	First	96	£ 20	£ 40	12	20%	£ 368	£ 19,118	Community Room 5			
	First	24	£ 7	£ 14	12	20%	£ 129	£ 6,691	Community Room 6			
	Commission on Catering Supplied											£ 61
	Total Income to The Trust											£ 82,515

BROOMFIELD HOUSE - CAFÉ CONCESSION**Income Projections ex VAT**

	Optimistic	Realistic	Pessimistic
Days open	364	364	364
Seats inside	32	32	32
Inside area, sq m	100	100	100
Seats outside	100	100	100
Summer "hot" days	70	60	50
Daily seat occupancy	3.5	3	2.5
Average Spend	£ 3.25	£ 2.75	£ 2.25
Ice Cream Sales per hot day	£ 400	£ 300	£ 250
Summer Income (seats outside x hot days x occupancy x average spend plus ice cream sales on hot days)	£ 107,625	£ 67,500	£ 40,625
Rest of Year (seats inside x non-hot days x occupancy x average spend)	£ 107,016	£ 80,256	£ 56,520
Café Concession Annual Sales ex VAT	£ 214,641	£ 147,756	£ 97,145
Concession %	14%	12%	10%
Concession Income to The Trust	£ 30,050	£ 17,731	£ 9,715
Cost recharges (utilities, etc) at 6% of sales	£ 12,878	£ 8,865	£ 5,829
Total Concession Income & Recharges	£ 42,928	£ 26,596	£ 15,543

Note: Average spend reduced 7.5.02 to reflect 56% decrease in planned café area

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**RESTORATION
OF
BROOMFIELD HOUSE**

Update on September 2001 Report

April 2003

Presented to : Keith Moss
Project Co-ordinator
London Borough of Enfield

Prepared by: Chris Brown FHCIMA
Director
Turpin Smale Foodservice Consultancy

Report Update

1. Over the past 19 months it has been found extremely difficult to reconcile the requirement for the renovated House to be self-supporting with rooms that are for community use. The small size of the rooms, requirements for public access and café circulation space have to be born in mind.
2. The park café will be a popular facility with its outside seating but will only yield a realistic income of £27k a year. We envisage the café requiring a dedicated, compact food preparation and servery space allowing it to cope with the peak summer weekend trade.
3. Function income is a valuable source of income for many venues and a conservatory extension has been planned that would allow dinners and weddings for up to 100 persons to be accommodated. The space was originally conceived to hold 150 diners with a kitchen service area but this has had to be somewhat reduced on account of planning issues.
4. Our original report estimated the minimum car parking requirements for the conservatory option as 75 spaces assuming car occupancy of 2 for a 150-person event. This requirement should be downsized to 50 car spaces in line with the reduced size of the conservatory. We also note the increase from 31 to 40 uncontrolled car bays as a result of Radiomathon no longer being involved. We understand that the shortfall of 10 car parking spaces can be accommodated on the adjacent streets and would refer to JMP Consultants supplementary transport statement.
5. The new 'Orangery' conservatory will not have an adjacent kitchen area although a caterer preparation/storage area will be provided across the entrance road. We have contacted some of the English, Greek, Indian and Jewish caterers currently serving The Decorium and ascertained their views on local function venues and their food service facilities. The lack of kitchen facilities will mean that hot meal service is restricted and the overall appeal of the venue to event caterers will not be as originally forecast. We have adjusted our income projections accordingly.
6. The conservatory will be a highly attractive additional facility with reception area, bar, and cloakroom opening out to a terraced lawn. It will have a separate entrance from the main House but will be linked to allow the most flexible use of the space.

BROOMFIELD HOUSE - CONSOLIDATED INCOME PROJECTIONS			
Ex VAT			
	Optimistic	Realistic	Pessimistic
Café Concession	42,928	26,596	15,543
Main House Community Use	189,585	127,748	82,515
Conservatory Function Room	108,480	75,300	52,740
Total Income	340,993	229,644	150,798
14.4.03 cb/ts			

approx £2.3K down

BROOMFIELD HOUSE - CONSERVATORY FUNCTION ROOM - 100 covers/remote kitchen

Income Projections ex VAT

	Optimistic	Realistic	Pessimistic
Days available	365	365	365
Days hired - Wedding Receptions & Functions	110	100	90
Functions per Week	2.1	1.9	1.7
Functions Occupancy %	30%	27%	25%
Weekend/Peak Room Hire Fee per day	£ 600	£ 500	£ 400
Room Hire Income to The Trust	£ 66,000	£ 50,000	£ 36,000
Capacity	100	100	100
Average Capacity	80	70	60
Food Spend per person	£ 18	£ 16	£ 15
Food Sales	£ 158,400	£ 112,000	£ 81,000
Liquor Spend per person	£ 8	£ 7	£ 6
Liquor Sales	£ 70,400	£ 49,000	£ 32,400
Total Food & Liquor Sales	£ 228,800	£ 161,000	£ 113,400
Commission %	10%	10%	10%
Caterer Commission to The Trust	£ 22,880	£ 16,100	£ 11,340
Community Use Days Available	255	265	275
Community Use Days Rented	140	80	60
Community Use Occupancy % Days Available	55%	30%	22%
Weekday Community Use Daily Rate	£ 140	£ 115	£ 90
Community Use Income to The Trust	£ 19,600	£ 9,200	£ 5,400
Total Income to The Trust	£ 108,480	£ 75,300	£ 52,740

14.4.03 cb/ts

← revised down

← dear

← gone up

why?

gone down