

APPENDIX (c)

Progress Update
2007 - January

Activity	2006/7 Actual/Committed costs	Budget	Projection	Saving	Additional Income	Responsibility	Notes
Operating Charges							
Core Projects							
Visitor Guide Production	22352	25000	22352	2648		5300 Cypher	Cost saving
Guide Distribution- public (Incorrect budget quote - 16K)	4493	9000	9000	0		Carrier	Final distribution needs to be checked against invoices at year end for 2006 guide
Guide Distribution - WLDTP	0	5000	5000	0		Carrier	Cost includes direct mail campaign for 2006 remaining guides, and direct mail to 2000 database with NEW guides.
Guide Media Campaign	1000	5000	3858	1142		Various	To be used from Jan-Apr media campaign for 2007 guide. Cost includes VAT.
Advert artwork	300	0	300	-300		Cypher	In-Britain/Carlisle/Cumbria Life/JUK Holiday Collection
TVA Production	0	15000	14000	1000		Cypher	Cost saving
TVA Distribution 1	2636	5000	5000	0		AHA	Quote reduced
TVA Distribution 2	136	0	136	-136			
Website							
Development	0	1500	2000	-500		Cypher	Allowance for development due to cost savings
Website Hosting	100	0	100	-100		Cypher	
DMS (stitch+set-up)	0	550	1150	-600		New Vision	Cost is booking/availability feature and page replication for new site at New Vision
PR	6034	12000	12000	0		Osprey	
Press trips (FAM)	140	1000	1000	0		Osprey	
Photography	2000	2000	2000	0		BS	Cost negotiated
Newsletter - Industry	160	500	350	150		Cypher	Cost savings due to newsletter medium used
Advertising and PR	89	2000	600	1400		Various	
Ad Hoc Projects							
Residents Week Exhibitions (WTM+BITF)	1000	2000	1000	1000		Various	Different format to be agreed
Extravaganza	0	1000	300	700		Catering co.	Attendance at two shows Cost saving due to format of AGM changed
Hidden Treasures	1500	0	1500	-1500		CT	Cost agreed by TO - not in original budget
Rail Rover	1000	1000	1000	0		CT	
Group Travel guide	500	0	500	-500	700		Not in original budget
Cycle Network	0	0	2000	-2000	7500		Underspend
Employment Costs							
Staff costs	43050	43050	43050	0			
Recruitment	710	0	710	-710			Not correct in original budget
Training	2269.33	0	2269.33	-2269.33			Not in original budget
Computer Costs							
	749	1600	750	850			Not in original budget
Admin Costs							
CT Management fee	1456	2500	2500	0			
Phone/Stat/Steering							
Gp meals	2223	0	2400	-2400			Not in original budget
Steering group xmas lunch	500	0	500	-500			Not in original budget
MW Consultancy fee	2450	2500	2450	50			Not in original budget-costs moved to cover this cost
Contingency	0	0	1000	-1000			Not in original budget. This is to cover any additional 'unknowns'
TOTAL	96647.33	147200	141775.33	5424.67	13500		
Original Budget	139200						
Joint income 2006	45500	40200		5300			
Website Income 2006							Not yet known
Group travel income	700		500	200			Cost to produce at 500
Underspend - allocated to cycle development	7500		2000	5500			To be carried over if possible for 1- 3 year development on cycle maps

03/01/07

Western Lake District Tourism Partnership - SLA Review 2007