

Appendix 1 Somerset Tourism Partnership Budget 2009/10

<u>Description</u>	<u>Annual Budget</u>	<u>Actual</u>	<u>Remaining Budget</u>
Employment of 'Fresh' PR Agency	£20,000.00	9,889.40	£10,110.60
Distribution of 2008 / 9 brochures	£50,000.00	£43,064.19	£6,935.81
Marketing campaign, group organisers activity, newsletters and general media activity	£65,000.00	£45,944.00	£19,056.00
Design and print of 2009 Jewel of the South West brochure	£100,000.00	£98,000.00	£2,000.00
Promotions and PR Total	£235,000.00	£196,897.59	£38,102.41
Hosting of 3rd annual tourism conference	£4,000.00		£4,000.00
Private Sector Coms Total	£4,000.00	£0.00	£4,000.00
One to one Advisory Visits	£5,750.00	£250.00	£5,500.00
GTBS Promotional Material	£3,000.00	£0.00	£3,000.00
Food & Drink (Local Produce)	£4,000.00	£0.00	£4,000.00
PR Plan – identifying PR stories from GTBS businesses	£0.00	£0.00	£0.00
STP Training (Management Group / Sub Groups)	£0.00	£0.00	£0.00
Waste/recycling (liason with SWP)	£1,500.00	£0.00	£1,500.00
Carbon Foot-printing research	£0.00	£0.00	£0.00
Car Free itineraries	£2,000.00	£0.00	£2,000.00
Match Funding / pump priming	3750		£2,000.00
Sustainability Sub Group Total	£20,000.00	£250.00	£19,750.00
			£0.00
Training Activity	£10,950.00	£4,375.88	£6,574.12

Visitor Survey	£35,000.00	£14,000.00	£21,000.00
District Breakdown of brochure conversion research	£300.00	£300.00	£0.00
Annual survey & feedback from Somerset Tourism businesses	£3,000.00		£3,000.00
Research Total	£35,000.00	£14,300.00	£20,700.00
Coordinator re-charge from TDBC			
Admin Assistant		£2,422.29	-£2,422.29
Training Skills Coordinator Salary	£14,040.00	£7,207.19	£6,832.81
Misc	£1,000.00	£488.35	£511.65
Other Costs Total	£15,040.00	£10,117.83	£4,922.17
Gross Expenditure	£319,990.00	£225,941.30	£94,048.70
Local Authorities	£180,000.00		£180,000.00
Somerset Brochure Income	£100,000.00	£100,000.00	£0.00
08 / 09 roll over	£79,398.00		£79,398.00
Total Income	£359,398.00		£359,398.00
Net Expenditure			-£133,456.70