

DRAFT BUSINESS PLAN FOR THE ALMONRY WEDDING VENUE

AIMS

To provide facilities for 'boutique' weddings (up to 40 guests)

- To market and showcase the heritage of the Almonry
- To make a positive contribution to the Almonry's finances

The plan is for three years. Apart from the initial cost of a 3-year licence (likely to be abolished?) the main costs are those of marketing the venue. A local photographer (Darren Buss) has volunteered to take photographs for a brochure at no cost and to set up a social media site and a dedicated website.

Income depends on the number of weddings booked. There are other wedding venues available in Battle, but the only comparable small venue is the Pilgrims' Rest which provides a full service for £3900 in the winter and £6000 in the summer.

The Working Group proposes a range of fees as follows:

Ceremony only £750

Reception only £1550

Ceremony plus reception £2250

The Three-Year Business Plan below assumes that although the Law Commission's Wedding Review recommends the abolition of the Wedding Venue Licence Fee this cost will still apply. Each ceremony will incur an administration cost of 15%, paid to a wedding organiser. This will reduce the income from each wedding accordingly. The modest projection is of two weddings in the second year, rising to three in the third year. On this basis it is likely that the Wedding Venue will be in profit by the third year.

3 YEAR INCOME AND EXPENDITURE PROJECTION

EXPENDITURE				INCOME			
YEAR	ITEM	NOTES	£	YEAR	Number of Weddings	NOTES	£
2022 – 23	Marketing	500 A3 folded brochures	160	2022 – 23	0		
		Website	100				
		Other advertising	100				
Subtotal			360	Subtotal	0		0
2023 -24	Wedding Venue licence	Three Year Licence for two rooms	2645	2023 -24	1	Ceremony only cost	637.50
	Marketing	500 A3 folded brochures	160		1	Ceremony plus reception	1912.50
		Website	100				
		Other advertising	100				
Subtotal			3005	Subtotal	2		2540.00
2024-25	Marketing	500 A3 folded brochures	160	2024-25	1	Ceremony only	637.50
		Website	100		1	Reception only	1275.00
		Other advertising	100		1	Ceremony plus reception	1912.50
Subtotal			360		3		3824.00
TOTAL			3725				6364.00