

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b><u>BUSINESS (DEVELOPMENT SERVICES)</u></b>				
S1035 CHRISTMAS ILLUMINATIONS	44,211	25,700	32,200	32,400
S1240 MARKETS + MOPS	(21,718)	(21,100)	(23,000)	(23,200)
S1249 EVENTS MANAGEMENT	282,816	257,500	369,200	259,200
S2004 LOCAL LOTTERY	-	(15,000)	-	-
S2005 ADVERTISING INCOME	-	-	-	(15,000)
S2100 ORGANISATIONAL DEVELOPMENT	-	30,000	30,000	30,000
S3170 KENILWORTH PUBLIC SERVICE CENTRE	44,565	78,600	79,600	81,400
S3550 TOURISM	135,157	129,900	129,300	129,300
S3600 ECONOMIC DEVELOPMENT	185,392	164,600	165,500	156,600
S3650 ECONOMIC REGENERATION	73,888	66,300	79,700	80,800
S3660 ENTERPRISE DEVELOPMENT	84,233	114,100	130,100	142,200
S3676 26 HAMILTON TERRACE	(25,249)	(18,800)	(29,000)	(20,500)
<b>TOTAL BUSINESS (DEV SERVS) PORTFOLIO</b>	<b>803,295</b>	<b>811,800</b>	<b>963,600</b>	<b>853,200</b>
<b><u>SUBJECTIVE ANALYSIS:</u></b>				
<b><u>EXPENDITURE:</u></b>				
Employees	311,594	336,400	319,400	331,200
Premises	195,852	139,100	154,100	156,300
Transport	3,129	6,600	8,400	6,900
Supplies and Services	401,563	358,000	436,500	330,000
Third Party Payments	33,460	51,200	81,500	51,500
Support Services	309,145	315,900	317,300	326,400
Capital Charges	52,457	129,000	161,100	162,800
<b>TOTAL EXPENDITURE</b>	<b>1,307,200</b>	<b>1,336,200</b>	<b>1,478,300</b>	<b>1,365,100</b>
<b><u>INCOME:</u></b>				
Other Grants and Contributions	(4,842)	(19,200)	(6,600)	(4,200)
Sales	-	-	-	-
Other Income	(39,867)	(51,400)	(29,800)	(29,800)
Fees and Charges	(57,917)	(48,900)	(57,500)	(63,800)
Rents	(353,279)	(356,900)	(372,800)	(366,100)
Recharges	(48,000)	(48,000)	(48,000)	(48,000)
<b>TOTAL INCOME</b>	<b>(503,905)</b>	<b>(524,400)</b>	<b>(514,700)</b>	<b>(511,900)</b>
<b>NET COST OF BUSINESS SERVICES</b>	<b>803,295</b>	<b>811,800</b>	<b>963,600</b>	<b>853,200</b>

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b><u>S1035 CHRISTMAS ILLUMINATIONS</u></b>				
<b>DIRECT EXPENDITURE</b>				
Premises	1,943	-	-	-
Supplies and Services	76,989	59,700	59,700	59,700
<b>TOTAL DIRECT EXPENDITURE</b>	<b>78,932</b>	<b>59,700</b>	<b>59,700</b>	<b>59,700</b>
<b>DIRECT INCOME</b>				
Other Income	(36,852)	(36,400)	(29,800)	(29,800)
<b>TOTAL DIRECT INCOME</b>	<b>(36,852)</b>	<b>(36,400)</b>	<b>(29,800)</b>	<b>(29,800)</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>42,080</b>	<b>23,300</b>	<b>29,900</b>	<b>29,900</b>
Support Services	2,131	2,400	2,300	2,500
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>44,211</b>	<b>25,700</b>	<b>32,200</b>	<b>32,400</b>

Christmas lights displays have been developed in the three town centres of Royal Leamington Spa, Warwick and Kenilworth. A small budget is also included for a grant to Whitnash Town Council to help fund the cost of their lights display.

Warwick District Council contributes about one third to the cost of the displays in Warwick and Kenilworth and about 25% to the cost of the Royal Leamington Spa lights display. The balance of the funding is secured from the Town Councils and the private sector. BID Leamington (Business Improvement District) holds the contract to erect the lights throughout Royal Leamington Spa town centre, both in and outside of the BID area.

The Council's Business Support and Events Team works with the Christmas Lights committees to organise the switch-on events,

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b>S1240 MARKETS + MOPS</b>				
<b>DIRECT EXPENDITURE</b>				
Premises	5,496	4,700	4,700	4,700
Supplies and Services	986	600	600	600
Third Party Payments	6,087	7,900	7,900	7,900
<b>TOTAL DIRECT EXPENDITURE</b>	<b>12,569</b>	<b>13,200</b>	<b>13,200</b>	<b>13,200</b>
<b>DIRECT INCOME</b>				
Fees and Charges	(6,147)	(8,200)	(8,200)	(8,200)
Rents	(30,792)	(31,000)	(31,000)	(31,000)
<b>TOTAL DIRECT INCOME</b>	<b>(36,939)</b>	<b>(39,200)</b>	<b>(39,200)</b>	<b>(39,200)</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>(24,370)</b>	<b>(26,000)</b>	<b>(26,000)</b>	<b>(26,000)</b>
Support Services	2,652	4,900	3,000	2,800
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>(21,718)</b>	<b>(21,100)</b>	<b>(23,000)</b>	<b>(23,200)</b>

The Business Support and Events team is responsible for managing and developing markets in Warwick District.

The Council licences the operation of the following open-air markets:

Kenilworth	- held every Thursday at Abbey End
Warwick	- held every Saturday at Warwick Market Place (except during the Mop Fair)

The market contractor pays a rent to the Council based on the number of stalls at each market.

The market contractor also operates monthly Farmers' Markets in Royal Leamington Spa and Warwick.

Warwick Mop Fair began when King Edward III granted a legal charter that it be held in the town centre, at a time when the stone version of the castle was being built. Many significant towns in the area also have similar charters. Each year these towns have fairground attractions in their town centres and surrounding streets.

Warwick Mop is held every year on the Friday and Saturday following the 12th day of October, with the 'Runaway Mop' held the following Friday and Saturday.

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b><u>S1249 EVENTS MANAGEMENT</u></b>				
<b>DIRECT EXPENDITURE</b>				
Employees	153,605	158,700	156,100	163,500
Transport	1,254	2,900	2,900	2,900
Supplies and Services	125,005	114,800	176,500	84,800
Third Party Payments	2,412	1,000	31,000	1,000
<b>TOTAL DIRECT EXPENDITURE</b>	<b>282,276</b>	<b>277,400</b>	<b>366,500</b>	<b>252,200</b>
<b>DIRECT INCOME</b>				
Other Grants and Contributions	(4,842)	(19,200)	(6,600)	(4,200)
Other Income	(115)	-	-	-
Fees and Charges	(25,730)	(26,300)	(23,300)	(23,300)
<b>TOTAL DIRECT INCOME</b>	<b>(30,687)</b>	<b>(45,500)</b>	<b>(29,900)</b>	<b>(27,500)</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>251,589</b>	<b>231,900</b>	<b>336,600</b>	<b>224,700</b>
Support Services	79,227	73,600	80,600	82,500
Recharges	(48,000)	(48,000)	(48,000)	(48,000)
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>282,816</b>	<b>257,500</b>	<b>369,200</b>	<b>259,200</b>

The Business Support and Events team provide administrative and logistical support for the calendar of events held within the District. This includes major events held within the towns and sporting / leisure activities on open spaces or park land. The team are also responsible for organising events run by Warwick District Council including the Christmas light switch on events in Kenilworth, Warwick and Royal Leamington Spa.

**S2004 LOCAL LOTTERY**

<b>DIRECT EXPENDITURE</b>				
Supplies and Services	-	-	-	-
<b>TOTAL DIRECT EXPENDITURE</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>DIRECT INCOME</b>				
Other Income	-	(15,000)	-	-
<b>TOTAL DIRECT INCOME</b>	<b>-</b>	<b>(15,000)</b>	<b>-</b>	<b>-</b>
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>-</b>	<b>(15,000)</b>	<b>-</b>	<b>-</b>

The Council is looking to start up its own Lottery to generate funds for good causes.

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b><u>S2005 ADVERTISING INCOME</u></b>				
<b>DIRECT INCOME</b>				
Fees and Charges	-	-	-	(15,000)
<b>TOTAL DIRECT INCOME</b>	-	-	-	(15,000)
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	-	-	-	(15,000)

The Council is looking at ways to generate additional advertising revenue.

**S2100 ORGANISATIONAL DEVELOPMENT**

<b>DIRECT EXPENDITURE</b>				
Third Party Payments	-	30,000	30,000	30,000
<b>TOTAL DIRECT EXPENDITURE</b>	-	<b>30,000</b>	<b>30,000</b>	<b>30,000</b>
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	-	<b>30,000</b>	<b>30,000</b>	<b>30,000</b>

Following a service redesign and an internal restructure, the corporate project work of the former Organisational Development team was transferred to the Policy and Projects division within Business (Development Services).

The budget above is in respect of a Performance Management Review..

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b><u>S3170 KENILWORTH PUBLIC SERVICE CENTRE</u></b>				
<b>DIRECT EXPENDITURE</b>				
Premises	64,673	49,700	52,300	53,500
Supplies and Services	996	1,500	1,500	600
Third Party Payments	3,801	9,200	9,500	9,500
<b>TOTAL DIRECT EXPENDITURE</b>	<b>69,470</b>	<b>60,400</b>	<b>63,300</b>	<b>63,600</b>
<b>DIRECT INCOME</b>				
Fees and Charges	(307)	-	-	-
Rents	(39,818)	(42,300)	(42,300)	(42,300)
<b>TOTAL DIRECT INCOME</b>	<b>(40,125)</b>	<b>(42,300)</b>	<b>(42,300)</b>	<b>(42,300)</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>29,345</b>	<b>18,100</b>	<b>21,000</b>	<b>21,300</b>
Support Services	14,754	11,600	20,200	22,400
Capital Charges	466	48,900	38,400	37,700
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>44,565</b>	<b>78,600</b>	<b>79,600</b>	<b>81,400</b>

Kenilworth Public Service Centre was opened by His Royal Highness the Duke of Gloucester on 7 June 2012. The Centre was named Jubilee House in honour of the Queen's Diamond Jubilee.

The Centre provides accommodation for Kenilworth Library, Kenilworth Town Council, the Police's Safer Neighbourhood Team, Kenilworth's MP and Warwick District Council staff amongst others.

**S3550 TOURISM**

<b>DIRECT EXPENDITURE</b>				
Supplies and Services	117,012	110,300	110,300	110,300
Third Party Payments	-	500	500	500
<b>TOTAL DIRECT EXPENDITURE</b>	<b>117,012</b>	<b>110,800</b>	<b>110,800</b>	<b>110,800</b>
Support Services	18,145	19,100	18,500	18,500
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>135,157</b>	<b>129,900</b>	<b>129,300</b>	<b>129,300</b>

The tourism industry is an important sector of the economy in Warwick District and is an important element of the Corporate Strategy vision as "...a great place to live, work and visit."

The Council supports the industry through its status as a founding member of the Destination Management Organisation, Shakespeare's England Ltd. The company has developed a destination management plan to guide the development of the industry in the sub region.

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b><u>S3600 ECONOMIC DEVELOPMENT</u></b>				
<b>DIRECT EXPENDITURE</b>				
Employees	44,295	50,700	50,100	52,600
Transport	175	1,000	1,000	1,000
Supplies and Services	43,493	31,200	43,200	31,200
Third Party Payments	14,341	-	-	-
<b>TOTAL DIRECT EXPENDITURE</b>	<b>102,304</b>	<b>82,900</b>	<b>94,300</b>	<b>84,800</b>
<b>DIRECT INCOME</b>				
Other Income	(2,900)	-	-	-
<b>TOTAL DIRECT INCOME</b>	<b>(2,900)</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>99,404</b>	<b>82,900</b>	<b>94,300</b>	<b>84,800</b>
Support Services	85,988	81,700	71,200	71,800
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>185,392</b>	<b>164,600</b>	<b>165,500</b>	<b>156,600</b>

Economic Development provides strategic support for the promotion of the District for business relocation, business retention and business expansion. Advice is provided in sourcing external funding and support is provided for the promotion of business investment within the District.

**S3650 ECONOMIC REGENERATION**

<b>DIRECT EXPENDITURE</b>				
Supplies and Services	854	-	-	-
<b>TOTAL DIRECT EXPENDITURE</b>	<b>854</b>	<b>-</b>	<b>-</b>	<b>-</b>
Support Services	73,034	66,300	79,700	80,800
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>73,888</b>	<b>66,300</b>	<b>79,700</b>	<b>80,800</b>

Management support is provided for various regeneration projects within Warwick District, including:

- Spencer Yard - North Hall and West Wing
- Althorpe Enterprise Hub
- Court Street Creative Arches

**BUSINESS (DEVELOPMENT SERVICES)**

	ACTUAL 2017/18 £	ORIGINAL BUDGET 2018/19 £	LATEST BUDGET 2018/19 £	ORIGINAL BUDGET 2019/20 £
<b>S3660 ENTERPRISE DEVELOPMENT</b>				
<b>DIRECT EXPENDITURE</b>				
Employees	113,694	127,000	113,200	115,100
Premises	116,476	75,000	87,100	88,100
Transport	1,700	2,700	4,500	3,000
Supplies and Services	22,802	24,000	28,800	26,900
Third Party Payments	6,819	2,600	2,600	2,600
<b>TOTAL DIRECT EXPENDITURE</b>	<b>261,491</b>	<b>231,300</b>	<b>236,200</b>	<b>235,700</b>
<b>DIRECT INCOME</b>				
Fees and Charges	(24,298)	(13,000)	(24,600)	(15,900)
Rents	(237,455)	(239,800)	(245,200)	(247,000)
<b>TOTAL DIRECT INCOME</b>	<b>(261,753)</b>	<b>(252,800)</b>	<b>(269,800)</b>	<b>(262,900)</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>(262)</b>	<b>(21,500)</b>	<b>(33,600)</b>	<b>(27,200)</b>
Support Services	32,504	55,500	41,000	44,300
Capital Charges	51,991	80,100	122,700	125,100
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>84,233</b>	<b>114,100</b>	<b>130,100</b>	<b>142,200</b>

**Spencer Yard:** The Phase 1 development of the North Hall and West Wing buildings was completed in May 2006 and has been fully occupied by a number of creative businesses and organisations since that date. Those companies who currently occupy the building are Motionhouse Dance Theatre (West Wing where they have office and dance studio facilities), Oh My! Studio Ltd and Purple Monster.

**Althorpe Enterprise Hub:** Originally funded mainly by capital grant from Advantage West Midlands this project targets new and early stage businesses in the high technology, ITC and creative industries sectors. This job creation project was developed during the period of the Regenesys project to regenerate Leamington Old Town and responded to an identified need to provide small offices and desk space for new businesses. The Centre which opened officially in September 2009 is the hub of the Council's activity to co-ordinate business support to businesses of all types in Warwick District. From 2014 onwards, AEH has been fully let.

**Court Street Creative Arches:** The Arches officially opened in September 2009 and were developed by the Council with match funding from Advantage West Midlands and is part of the Council's CUP programme designed to uplift one of the most run down areas in the District. The accommodation of single or double arches is designed to provide space for creative industries. Current tenants include Progressive Imaging, Codex Digital Ltd, James Sutton Studio and Arch Creatives.

**BUSINESS (DEVELOPMENT SERVICES)**

	<b>ACTUAL</b>	<b>ORIGINAL</b>	<b>LATEST</b>	<b>ORIGINAL</b>
	<b>2017/18</b>	<b>BUDGET</b>	<b>BUDGET</b>	<b>BUDGET</b>
	<b>2017/18</b>	<b>2018/19</b>	<b>2018/19</b>	<b>2019/20</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b><u>S3676 26 HAMILTON TERRACE</u></b>				
<b>DIRECT EXPENDITURE</b>				
Premises	7,264	9,700	10,000	10,000
Supplies and Services	13,426	15,900	15,900	15,900
<b>TOTAL DIRECT EXPENDITURE</b>	<b>20,690</b>	<b>25,600</b>	<b>25,900</b>	<b>25,900</b>
<b>DIRECT INCOME</b>				
Fees and Charges	(1,435)	(1,400)	(1,400)	(1,400)
Rents	(45,214)	(43,800)	(54,300)	(45,800)
<b>TOTAL DIRECT INCOME</b>	<b>(46,649)</b>	<b>(45,200)</b>	<b>(55,700)</b>	<b>(47,200)</b>
<b>NET DIRECT (INCOME) / EXPENDITURE</b>	<b>(25,959)</b>	<b>(19,600)</b>	<b>(29,800)</b>	<b>(21,300)</b>
Support Services	710	800	800	800
<b>NET (INCOME) / EXPENDITURE TO SUMMARY</b>	<b>(25,249)</b>	<b>(18,800)</b>	<b>(29,000)</b>	<b>(20,500)</b>

26 Hamilton Terrace has been refurbished as a digital games incubator hub. The incubator hub provides a multi-occupancy serviced office for small and start-up games companies - a digital version of the Althorpe Enterprise Hub.