

Gauge O Guild Summer Show Report from 11th June 2022

Well done to Kevin Day for organising our Summer event at The Dome in Doncaster on 11th June. Kevin took over from Tony Kell just before Covid so although he has been in post for two years helping with other events, this was his first chance to put his show manager skills into action. The weather was very kind to us and 736 visitors came to see the layouts, watch demonstrations and buy lots of goodies from the traders. Many of the 736 visitors brought partners or children so we know we exceeded 750 attendees. Two young operators were seen in action on Dawes Road helping Richard Boothby and we had a lot of positive feedback about all of the layouts Kevin chose. The demonstrators and traders were kept busy and once again members said how good it was to be back at face to face events.

We are also very pleased to say that the anticipated deficit was not as great as we expected. At the end of May 2022, I wrote to all members who we have email addresses for and to all traders explaining the financial challenges now facing our shows. At that time, we anticipated a deficit of £3500 for direct (essential costs) but thanks to a lot of negotiation, good footfall, good bring and buy income and a healthy number of traders, some of whom bought extras, this came down to -£263 for direct costs and -£1234 when indirect costs are included. There are still a couple of transactions to be reviewed but this would make minimal difference and has had to roll on into the next half year accounting period.

I would like to acknowledge that two layouts and some committee members did not claim any expenses which although not expected of them, was greatly appreciated.

Thank you to all who attended and if you could not attend, please watch the highlights video here: <https://youtu.be/B2VhN1CdJxl>

Summer Show 2022	
Account	£
Ticket Sales	4244
Trade Stands	4879
Bring & Buy Commission	1693
Total Income	10816
Venue Costs	5429
Hotel Costs	1488
Meals	907
Layout & Demo costs	511
Advertising & Marketing	500
Administration	807
Travel	1257
Insurance	180
Direct Costs	11079
Income minus direct costs	-263
Indirect costs	
Hotels	369
Travel	602
Total indirect costs	971
Final outcome	-1234