

GUILDEX 2022

There were teething problems which is to be expected with a new venue but there are solutions.

First and foremost, thank you to everyone who helped make Guildex happen in 2022. Our members and traders were extremely pleased that our big two-day show was back for the first time since 2019.

1. Ticket sales

Advanced internet

519 Member

112 Non-Member

Advanced postal

38 Member

3 Non Member

Door sales

522 Member

364 Non Member

Total: 1558

There are always some people who purchase a ticket but cannot come due to unforeseen circumstances and there will be many who brought a partner and or children under the age of 16 so footfall so footfall will be more than the ticket sales. For Example, there is a lovely photograph showing a family of four enjoying Kirtley Bridge on the Guildex page in the Events Menu on the Guild website.

By comparison

The figures in 2019 were:

1498 Members

504 Non-Members

2002 Total

There are three main theories about the drop-in numbers

On-going fear of Covid

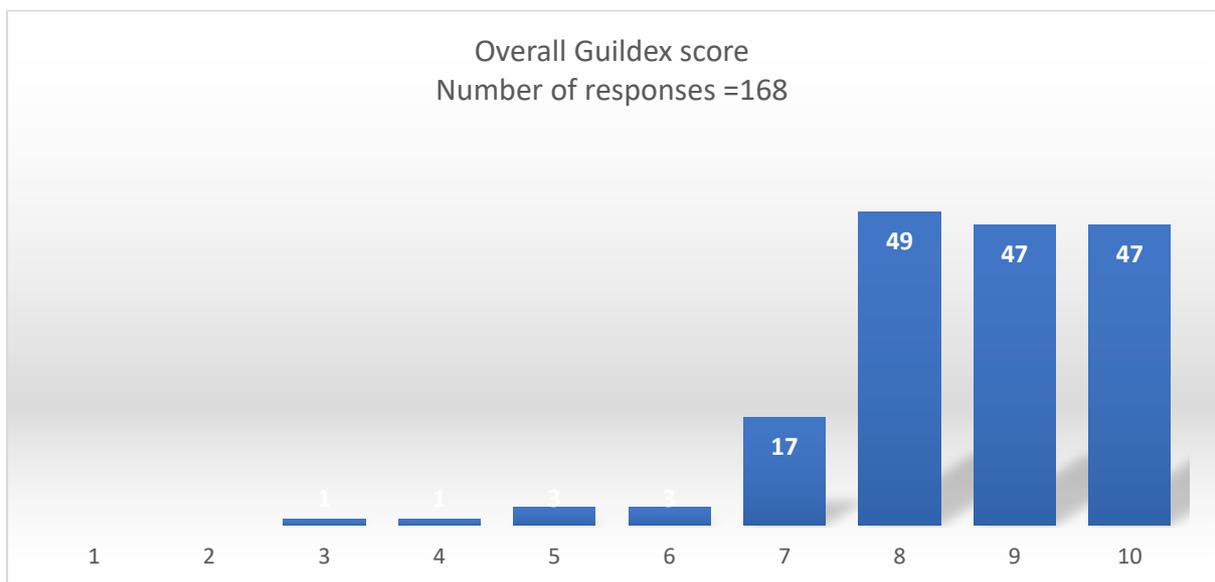
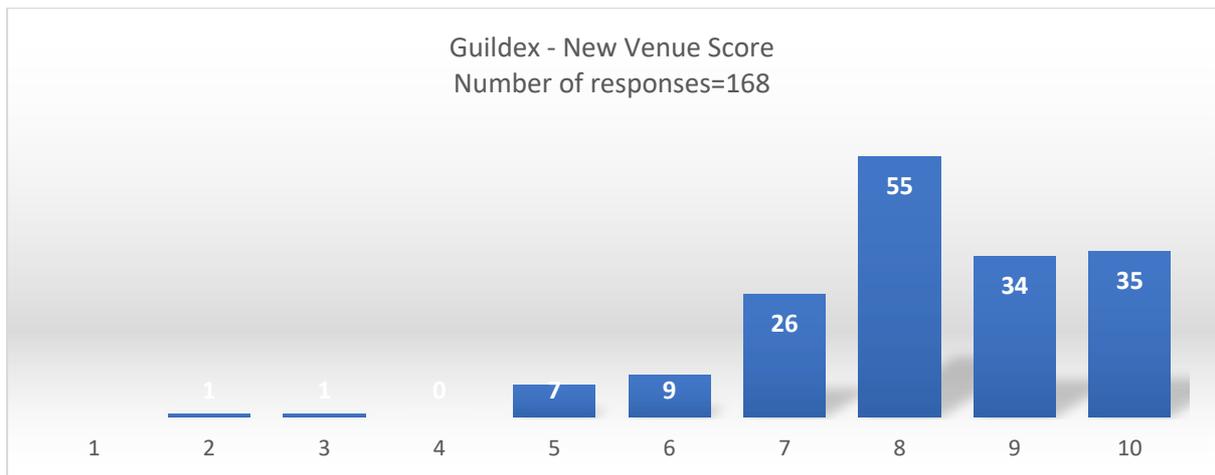
Concerns about the economy

Rail strike concerns

One member told me that the usual gang of club members who normally travel with him had decided to give this year a miss because they are genuinely worried about heating and electricity bills over winter and coming to Guildex and seeing so many O gauge goodies would just be too tempting.

2. Feedback

Thank you to members and traders and other exhibitors who have given me feedback. I am still collating the responses from 168 feedback forms returned by members but the key points are included in this report.



The main issues we encountered were:

a. Catering

Our numbers overwhelmed the public side of the catering and they ran out of several items but it is a learning curve for both sides.

I have suggested to the chief executive that perhaps an arrangement can be made in the future that the restaurant do the hot meals and exhibitors' breakfasts and lunches and the farm Shop team do the sandwiches, snacks and tea trolley. I am sure a joint effort can solve the issues we experienced and this is being discussed.

b. Mobile phone signal for card machines and other phone users.

I understand that the booster system in use when we visited in 2019 has, unbeknown to us, been replaced with a different system and it is definitely less powerful. There are three big aerials on the roof of Bingley Hall but I know many traders who had problems are now looking into transferring to a WiFi based card machine which is apparently available on a free upgrade from most suppliers. The only other solution which the Show Ground is exploring is to have their own mobile phone mast. The Chief executive is looking into this but with planning permission required, it may take some time.

c. WiFi for card machines worked well for most after some initial connectivity problems.

Initially, some were trying to use the traders' password to log into the GOG network which we had set up for live streaming and some were having trouble because the password for the SCSG Trader's Network was down as 'Trader2022Jun' not Traders2022Jun (An error on some of the Wifi Address cards). We will ensure everyone gets the correct network name and password in their envelopes in future to avoid confusion

d. Lighting

There were concerns about the main lighting which were resolved by switching on the bigger lighting rigs. Lighting under the balcony beside Annex 3 also needs improving.

e. Seating

Next year, we have been asked to ensure more seating around the hall so that visitors can stop and pause every so often - easily done. More seating around the test tracks can also be provided.

f. The Floor Plan

Members appreciated the wide aisles which are necessary for vehicle entry and exit. Steve will reflect on the way exhibits were laid out in 2022 and may make some changes for 2023 but overall people said the venue works well and we have plenty of room for expansion.

g. Camping and Caravan Space

Some traders and visitors used the caravan / motor home hook ups out the back of Bingley Hall and others were camping down by the Young Farmers toilets towards the Model Engineers site. The showground does provide toilets and showers accessible 24 hours . The feedback was very good and we foresee more visitors and traders using the camping / caravan option next year.

h. A large showcase layout with continuous running

We know members would like to see a large showcase continuous running layout at Guildex and we will endeavour to achieve this next year. Given the economic climate, it is important that we manage the expectations of all layout owners in terms of the expenses they expect and the number of operators they wish to attend but, there have been some discussions about what might be possible in terms of sponsorship or donations to help cover costs in the future.

Another suggestion has also been made that some O gauge clubs might each build 12 feet of modular layout using specific criteria and then two twelve feet contributions can be joined together using some fiddle yard boards to create a large continuous run. It would also enable clubs to showcase their modelling contributions. All ideas will definitely be considered so let me know if your Club would be interested in building 12 feet of layout or if you have other ideas about large layouts that could attend without incurring costs beyond our means.

Contact jackiegogevents@gmail.com

In Summary:

We have learned a great deal about the new venue but all in all we had positive feedback from visitors. The venue staff were excellent. The catering team were totally overwhelmed by the numbers but we can and will address that. The car parkers and overnight security were extremely good and after an initial hiccup with the courtesy bus that was working well too.

Despite the reduction in numbers, a lot of traders have said they had a really good Guildex.

A special thank you to Steve Robinson, the Show Manager for organising Guildex in a new venue. It is not easy when you have to start with a blank sheet of paper and start liaising with lots of new people and external contractors. A huge thank you to all of the events team, local stewards and other committee members for their help, including the videography and web team for their technical abilities which ensured that the Guildex workshops and a highlights video could be shared

with members. Ian Allen's YouTube report shows the number of views the Guildex videos have already had and next year the team hope to have overcome the equipment glitches they experienced to do some live streaming.

I also want to specifically mention the First Responders from UK Ambulance Transport. We experienced three serious medical events over the weekend plus several other more minor interventions. All of these, small and serious were dealt with speedily and professionally and I am truly grateful that we had competent staff. All of those who did need care from the team have recovered well.

3. Financial Outcome

Please see below the details of the financial outcome with points of note

The Gauge O Guild Limited	
Account	Stafford
Sales for Advertising in Show Guide	1,668
Ticket Sales	14,775
Trade Stands	17,076
Bring & Buy Commission	4,681
Total Sales	38,200
Venue Costs (All costs associated with the venue)	28,296
Hotel Costs (including layouts and demos)	5,072
Meals (including all venue breakfast and lunches)	2,831
Layout and Demo Travel Costs	2,641
Advertising & Marketing (including national magazine adverts, banners, artwork and show guides)	2,062
Administration (printing)	511
Travel (including logistics van hire)	1,462
Insurance	293
Total Direct Costs	43,167
Sales Less Direct Costs	-4,968
Guild attendance at shows - Hotels	1,135
Guild attendance at shows - Travel	576
Total Overheads (Indirect Costs)	1,711
Sales Less Direct and Indirect Costs	-6,679

Financial Report - Points of note.

Hotel prices at Premier Inn Hurricane increased from £45 in 2021 to £61.00 in 2022. Based on the fact we booked 121 room nights that is an increase of £1936 compared to the forecast. Electricity rose from 25p per unit to 55p per unit on 1st September 2022. We used 3025 units so instead of £756.25, our bill was £1663.75 and the price for the electrical drops was originally quoted as £60 per drop and increased to £75 per drop. With twelve drops that is an increase of £180 plus £230 for scissor lift hire which had not been anticipated. The breakfast price rose from £5.00 per head to £7.00 per head and lunches were originally quoted as £6.00 per head and this increased to £8.00 per head. Meals therefore went up by £708. These price rises totalled £3961.

When I wrote to members in May 2022 explaining that event expenditure was rising but we had decided, post Covid, to keep income the same, we said then that Guildex would not break even but the move to Bingley Hall means that the deficit is much less than it would have been if we had stayed at the Telford International Centre.

As members know, we will discuss all options for increasing income and reducing expenditure in 2023 at the October Management Committee. Some people have suggested reducing Guildex to one day but the costs will not reduce significantly and fewer overseas members would attend a one-day show. Traders have been asked, in the past their preference for one day or two day shows and for Guildex, the majority would stick with a two day show because many customers look at products on Saturday but buy on Sunday. Also, although footfall is always lighter on the Sunday, it gives the traders time to network and talk to customers. We have a three-year fixed term contract with the show ground from 2022 to 2024 inclusive and a lot of contracts with external contractors have been fixed for the next two years so, once we reduce any other expenditure possible and increase income, we should at minimum breakeven. The deposit has been paid for 2023 on 2nd & 3rd September with set up on Friday 1st September

Finally, I would like to thank our traders for continuing to support Guild Shows. I know they are also facing increasing costs. The price of basic materials, be it wood, brass or other supplies are increasing, we have recently seen an etching company close and the supply chain for DCC chips and other items is being interrupted following Brexit and due to the war in Ukraine. Please be understanding if your items do not arrive as quickly as you might wish.

Thank you
Jackie Kneeshaw
Chairman of Events
07/10/2022