

The Gauge O Guild Spring Show Report 5th March 2022 in Kettering

Just under 1000 paying visitors @ 990 attended the Spring Show in Kettering but by the time you add any partners who come with a ticket holder, I know we topped 1000. It was certainly very busy and a very nice atmosphere. Much like an O gauge modellers' reunion.

The feedback has been extremely positive from both visitors and traders. Thank you so much for that. I know we had to spend more than planned on buses but on the day, that infrastructure was essential and it worked. Thankfully the car park stewards at Maersk spoke to a neighbouring warehouse on the industrial estate and used their space for additional parking when Maersk was full and, Lawsons Coaches used their initiative to send an extra bus when it became clear that 3 buses were not enough!

Thank you to everyone who helped make the show a success. The highlights video produced by Peter Reynolds and Ian Allen has been shared for members and will go public on 7th April. A very special thank you to Dave Smith, the show manager who spent a long-time planning everything and making it happen.

Having waited a while for invoices from the venue and others which Dave Smith (Show Manager) has been chasing we can now share the financial outcome.
(Detailed on page 2).

The final balance for direct costs which are essential to the event is a deficit of £713. Additional mini buses to and from the overflow car park and railway station account for £650 additional expenditure. Food, table, security and first aid costs have all increased and we spent more than previous years on national magazine advertising @ £415 which was essential, as we promote the Guild and advertise that our shows are back. The indirect costs for other Guild Teams to attend was £1173 but it was felt that after two years of absence due to Covid, it was important for the membership, publications, and technical teams to be available promoting their services.

Onwards to Doncaster
See you on 11th June at The Dome.

Jackie Kneeshaw

Chairman of Events & Trade Manager
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The Gauge O Guild Limited

Kettering 2022 Accounts

Account

Kettering

Ticket Sales	5,962
Trade Stands	6,362
Bring & Buy Commission	1,469
Interest Income	
<i>Total Sales</i>	13,793
Venue Costs	9,553
Hotel Costs	1,033
Meals	954
Layout Costs	831
Advertising & Marketing	415
Administration	582
Travel	1,138
<i>Direct Costs</i>	14,506
<i>Sales less direct costs</i>	713
Guild attendance at shows - Hotels	412
Guild attendance at shows - Travel	761
<i>Total overheads</i>	1,173
	1,886