

Cairngorms Business Partnership Budget 2011-2012

Income	Marketing & PR	Website	Customer Services	Business Tourism	Events & festivals	Park Aware	Customer Feedback	Barometer & Surveys	Benchmarking	Sector Dev	Advocacy	Panoramas	Parki	What's On	CBP Operations	TOTAL	
Membership Fees	30000	5000	0	0	0	0	0	0	0	0	10000	0	0	0	10000	55000	
Web Enhancements	0	4000	0	0	0	0	0	0	0	0	0	0	0	0	0	4000	
Web Services	0	1000	0	0	0	0	0	0	0	0	0	0	0	0	0	1000	
Web adverts	0	1000	0	0	0	0	0	0	0	0	0	0	0	0	0	1000	
Mobile adverts	0	1000	0	0	0	0	0	0	0	0	0	0	0	0	0	1000	
Consultancy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	500	500	
Other	0	0	0	0	0	3000	0	0	0	0	0	0	0	0	0	3000	
CBP income	30000	12000	0	0	0	3000	0	0	0	0	10000	0	0	0	10500	65500	17%
CBP Publications																	
Panorama posters	0	0	0	0	0	0	0	0	0	0	0	1000	0	0	0	1000	
Parki	0	0	0	0	0	0	0	0	0	0	0	0	22000	0	0	22000	
What's On	0	0	0	0	0	0	0	0	0	0	0	0	0	77863	0	77863	
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total Publications	0	0	0	0	0	0	0	0	0	0	0	1000	22000	77863	0	100863	27%
Total CBP Income	30000	12000	0	0	0	3000	0	0	0	0	10000	1000	22000	77863	10500	166363	44%
Funding Support																	
CNPA	32000	2000	3842	1000	0	5000	5000	4000	2500	5000	0	0	0	0	0	60342	16%
HIE	0	2500	0	3000	3000	3000	8000	4000	4000	6625	0	0	0	0	25000	59125	16%
Scot Ent	0	0	0	0	0	2000	2500	2000	2500	0	0	0	0	0	0	9000	2%
Highland Council	0	0	0	0	0	1000	2500	1500	2000	0	0	0	0	0	0	7000	2%
Moray	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%
Aberdeenshire	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%
Angus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%
Perthshire	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%
Visitscotland	44000	4500	0	4250	0	0	0	0	0	0	0	0	0	0	0	52750	14%
CBP	0	0	0	4100	8500	0	0	0	0	0	0	0	0	0	0	12600	3%
Other (SNH, FCS)	0	0	0	0	12500	0	0	0	0	0	0	0	0	0	0	12500	3%
Total Grant Aid	76000	9000	3842	12350	24000	11000	18000	11500	11000	11625	0	0	0	0	25000	213317	56%
Bank Int & Misc Income	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	375	
Total Income	106025	21025	3867	12375	24025	14025	18025	11525	11025	11650	10025	1025	22025	77888	35525	380055	

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Expense																	
Marketing																	
PR	24000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24000
Web	0	9000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9000
Digital	20500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20500
Newsletter	2500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2500
Mobile	7000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7000
Images	4000	0	0	1000	0	0	0	0	0	0	0	0	0	0	0	0	5000
Print & Distribution	19000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19000
Adverts	4000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4000
Shows	4000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4000
Direct Mail	3000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3000
Miscellaneous	0	0	0	7500	0	0	0	0	0	0	0	0	0	0	0	0	7500
Total marketing	88000	9000	0	8500	0	0	0	0	0	0	0	0	0	0	0	0	105500
CBP Publications																	
Sales costs	0	0	0	0	0	0	0	0	0	0	0	100	0	8000	0	0	8100
Print	0	0	0	0	0	0	0	0	0	0	0	200	11000	20000	0	0	31200
Production	0	0	0	0	0	0	0	0	0	0	0	0	0	15000	0	0	15000
Distribution	0	0	0	0	0	0	0	0	0	0	0	0	1000	3000	0	0	4000
Editorial	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Publications Cost	0	0	0	0	0	0	0	0	0	0	0	300	12000	46000	0	0	58300
Destination																	
Contracted Suppliers	0	0	0	0	0	0	7000	7500	7500	0	0	0	0	0	0	0	22000
Survey staff	0	0	0	0	0	0	2000	0	0	0	0	0	0	0	0	0	2000
Suppliers	0	0	0	0	0	5000	5158	0	0	0	0	0	0	0	0	0	10158
Room Hire & Catering	0	0	0	0	0	1000	0	0	0	0	0	0	0	0	0	0	1000
Misc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Destination Cost	0	0	0	0	0	6000	14158	7500	7500	0	0	0	0	0	0	0	35158
Staff																	
	13%	8%	3%	3%	3%	5%	3%	3%	3%	8%	8%	0%	3%	8%	35%	100%	
CBP Staff Costs	15354	9212	3071	3071	3071	6141	3071	3071	3071	9212	9212	0	3071	9212	42990	122829	
Staff Training	188	113	38	38	38	75	38	38	38	113	113	0	38	113	525	1500	
Supply Consultancy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Project staff	0	0	0	0	20100	0	0	0	0	0	0	0	0	0	0	20100	
Total Staff	15541	9325	3108	3108	23208	6216	3108	3108	3108	9325	9325	0	3108	9325	43515	144429	
Revenue Costs																	
Staff Expenses	313	188	63	63	63	125	63	63	63	188	188	0	63	188	875	2500	
Director's Indemnity Insu	188	113	38	38	38	75	38	38	38	113	113	0	38	113	525	1500	
Office P&L insurance	63	38	13	13	13	25	13	13	13	38	38	0	13	38	175	500	
Office Rent	1125	675	225	225	225	225	225	225	675	675	675	0	225	675	3150	9225	
Office Stationery	188	113	38	38	38	38	38	38	113	113	113	0	38	113	525	1538	
Communications	563	338	113	113	113	225	113	113	113	338	338	0	113	338	1575	4500	
Meetings and Room Hir	375	225	75	75	75	150	75	75	75	225	225	0	75	225	1050	3000	
Professional fees	625	375	125	125	125	250	125	125	125	375	375	0	125	375	1750	5000	
IT Equipment	313	188	63	63	63	125	63	63	63	188	188	0	63	188	875	2500	
Misc	625	375	125	125	125	250	125	125	125	375	375	0	125	375	1750	5000	
Total Revenue costs	4375	2625	875	875	875	1488	875	875	1400	2625	2625	0	875	2625	12250	35263	
Total Expenditure	107916	20950	3983	12483	24083	13704	18141	11483	12008	11950	11950	300	15983	57950	55765	378649	
Total Income	106025	21025	3867	12375	24025	14025	18025	11525	11025	11650	10025	1025	22025	77888	35525	380055	
Surplus Deficit	-1891	75	-116	-108	-58	321	-116	42	-983	-300	-1925	725	6042	19938	-20240	1406	