

## Wrexham AFC Limited Outline Financial Budgets for Season 2012/13

	<b>2012/13</b>	<b>%</b>
	<b>Forecast</b>	<b>Turnover</b>
<b>Turnover</b>		
Matchday	1,031,750	62%
Football Income	463,048	28%
Gold Bond	37,267	2%
Donations	15,000	1%
Youth Team	39,760	2%
Centre for Excellence	88,750	5%
	<b>1,675,574</b>	<b>100%</b>
<b>Variable Costs</b>		
Matchday	177,660	11%
Football Costs	125,300	7%
Football Income Costs	73,328	4%
Gold Bond	16,770	1%
Centre for Excellence	25,445	2%
	<b>418,504</b>	<b>25%</b>
<b>Gross Profit</b>	<b>1,257,071</b>	<b>75%</b>
<b>Gross Profit %</b>	<b>75%</b>	
<b>Overheads and Wages</b>	1,454,883	87%
<b>Operating Profit (EBITDA)</b>	<b>(197,812)</b>	<b>(12%)</b>
Depreciation	(7,855)	
Interest	871	
<b>Profit before Taxation</b>	<b>(204,796)</b>	
Corporation Tax	-	
<b>Profit after Taxation</b>	<b>(204,796)</b>	
Dividends	-	
<b>Net Profit</b>	<b>(204,796 )</b>	

### **Turnover Assumptions:**

- Matchday turnover based on the following:
  - Average attendance of 3,800 for the season
  - Average paying customer per game 2,250 at £10.09 per person excluding VAT
  - No income for FA Cup or FA Trophy matches
  - Selling of match, matchball and programme sponsorships
  - Selling of six private boxes
  - An average of 80 hospitality covers sold per game
  - Programme sales reflects 2011/12 performance
- Football turnover is based on the following assumptions:
  - League disbursement to match season 2011/12
  - Sponsorships including shirt and shirt sponsorships
  - Advertising including ground boards and programme advertising
  - Club shop income based on when WST ran the Club Shop
  - TV income for two home matches and two away matches
  - Web site income based on season 2011/12 royalties
  - Away travel income
- Gold Bond income is based on current membership of 600 rising to 800 by the end of the season
- Donations are based on money received from supporters groups
- Youth Team income is money received from the YTS scheme
- Centre for Excellence income is based on confirmed transfer fees and historical fund raising

**Variable Cost Assumptions:**

- Matchday costs based on season 2011/12 averages and include:
  - Stewards and gatemen
  - Police costs
  - St John's Ambulance
  - Match officials
  - Match filming
  - Ticketing system
  - Programme purchases
  - Matchday Hospitality
- Football costs based on season 2011/12 averages and include:
  - Player's kit for first team and youth team
  - Player's medical fees
  - Player's accommodation
  - Player away travel
  - Medical consumables
  - Player's food
  - Scouting expenses
  - Reserve and Youth team costs
  - Competition fees
- Football income costs relate to the club shop and away travel and calculated by achieving a gross margin from turnover
- Gold Bond costs relate to commission paid and operating costs charged by Blackpool FC
- Centre for Excellence Costs are based on historical information and cover:
  - Administration expenses, including CRB checks
  - Technical programme, including match officials, transport to away games and training equipment, playing kit

**Overheads and wages assumptions:**

- Overheads cover the following costs:
  - Facility hire of the Racecourse and Colliers Park
  - General and motor insurance
  - Travel and subsistence
  - Office costs, including telephone and postage
  - Professional fees
  - Donation to the Football Foundation
  - Marketing costs
- Wages costs cover the following areas:
  - First Team
  - First Team Management
  - Youth team
  - Centre for Excellence full and part time employees
  - Commercial and administration staff

**Depreciation and interest charges:**

- Depreciation charges are based on a proposed club shop fit out and the write off of transfer fees paid

**Net loss:**

- Based on the above assumptions Wrexham AFC Limited is forecasted to lose £204,796 after depreciation and interest

**Analysing performance**

- We will provide a detailed analysis of the above at the AGM as part of outlining the budgets
- We will provide regular updates throughout season 2012/13 in the form of presentations at members meetings that will analyse the actual performance to the proposed budget
- This will also allow us to consult you as supporters on the areas that you feel are the most important as we will return Wrexham AFC Limited to a break even position