

Summary of facts and figures in the Collier Report

Completed December 2012

The project has two key concepts :

Marina and Visitor attractions
with two hubs: The Pier Piazza and the Sea Pavilion

The estimated annual income comes from : Marina, Visitors and Rents

Costs of project :

1. Collier figures based on the Gifford Report

Infrastructure : £32 million
Marina : £2.9m
Project fees : £3.2m
Additional : 1.0m
Total for structure : £40million

This does not include vehicle access and parking for 200 at the marina - regarded as critical by Collier

This does not include boat lifting for winter – also regarded by Collier as critical.

2. Additional Costs from Collier

Hotels	: £4.3	
Aquarium	:£3.8	
Restaurants	:£1.8	
Cinema	:£3.1	
Total for Pier Piazza		£13.2million
Hotel/spa	£6.3m	
Casino	£1.3m	
Marina	£0.4	
Boutiques	£1.3	
Total for Sea Pavilion		£9.2 million
Kiosks	£0.1m	
Water sports	£0.4m	
Boat tours	£0	
Cycle hire	£0	
Play park	£0.3m	
Ticket offices	£0.2.m	
Function pav	£1.0m	
Other	£1.0m	
Total for Rented property		£3.0million

Therefore total estimated costs =£66 million plus cost of vehicle road, marina carpark and boat lifting facility for winter.

Annual Profits

3 sources of income : Marina, Visitors and Rents

1. Marina

i) Annual berths

Projected annual charges : £300 per metre per boat (based on average 10 metre boat)
cp Ramsgate £205, Gillingham £149 and Swale £148 and
275 berths at estimated likely 80% occupancy = 220 boats
220 Annual boats @ £3000 = £660,000 - in Report : £528,000

ii) Visitors berths

- estimated as 86 per day x 175 days @ £15 per day
▪ Total in Report : £375, 000

iii) Commercial berths

Total income £23,000

iv) Fuel sales

Total income £ 45,000

v) Landing charges

- estimated 99,000 annually @£2.0 ea Total :£ 165,000

Total income from marina £ 1.1million

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2. Visitor Profits

i) Admission charges

Estimated 750,000 annual visitors @ £7.50 per adult Total : £4.5million
And 30,000 @ £30 annually Total: £0.8million

Total after concessions £3.8 million

ii) Other visitor profits

150 Functions @£2,500	£0.4m
274 in playpark per day @ £5	£0.5m
Festival	£0.4m
Parking on marina – 200 per day @£10	£0.6
Fishing – 25 a day @£5	£38,000

Total £2million

Total profits from visitors :£ 5.8million

2. Annual Profits from Rentals

2 restaurants	£4.3m
2 cinemas	£16,250
1 casino	£200,000
1 marina clubhouse	£60,000
10 boutiques	£150,000
Kiosks	£45,000
Watersports centre	£30,000
Boat ticket sales	£10,000

Hotels

Based on annual estimated turnover of:

120 budget rooms @£75 @68% occupancy = 81 rooms per night = £6075

70 rooms @£200 @ 62% occupancy = 43 rooms per night = £8600

Total Rental profit : £810,000

Aquarium

Based on 200,000 visitors annually @£14 with concessions =annual turnover£1.6million

Total Rent @ 12% = £196,000

Cycles – (100 day = £233,000 @rent 15% = profit in rental)

Total rent £ 35,000

3 Adrenaline attractions (7,300 per year @£8 = £46,000)

Total rental @ 20% = £ 9,000

Gross profits summary

Profits

1. marina	£1.1million
2. rents	£2.1million
3. visitors	£5.6million

total £8.8million

Costs

Annual Salaries £800,000

Overheads £250,000

Depreciations £130,000

total £1.1 million

Total profits after costs £7.7million

Staff and employment

Piazza Z: c. 72

Sea pav c 76

Marina c 29

Other c 34

Festival 3

