

# Sustainability Plan

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## Current Problems

Severe cash flow problems have been apparent for some time and the current economic climate has further exacerbated our problems because of late payments from tenants. We are suffering from increased creditor pressure and the situation needs to be addressed as quickly as possible.

Two contributing factors generated this situation:

*Revenue levels:*

When the original service charges were formulated estimates of cost were used that, with hindsight, did not reflect an accurate situation. This created a significant shortfall in recoveries.

The initial push to try to fill the building as quickly as possible caused a number of contracts to be negotiated on a lost leader basis; this means that we are also under recovering rent in some areas.

From a commercial standpoint, SME's are benefiting from the situation while the smaller developing companies suffer. The organisation was created to help small creative organisations so the situation is being redressed by this plan.

*Ability to source finance:*

The Storey as a Company Limited by Guarantee (Not for profit) does not have the same level of access to the normal commercial finance market. We do not have any capital assets to speak of; our lease is too short to capitalise. We have a very weak balance sheet because of this and because of our current shortfall in revenue.

Therefore, we need to create sustainability.

## Action Plan

We will increase revenue to the correct levels and by doing so resurrect the original business model of covering our cost base with realistic service charges and building a surplus from rent.

*Revenue Assumptions:*

We will reclaim under-payment of service charge for financial year 2010/2011 over the next 12-month period from all tenants. The lease documents currently in place allow for this. We have calculated a total reclaim of £50,000.00

All existing tenants are now paying an increased Service Charge, this charge may further be increased to cover predicted rise in operating costs in future years.

We will significantly increase occupancy by January 2012, with estimated occupancy of 95% by 15<sup>th</sup> January, based on current demand. We are currently in negotiation with two potential tenants; a letter of intent has already been received for 2500 sq ft from a local company and a large overseas company looking to open in the UK has expressed strong interest in our building and Lancaster.

The above measures will allow the Storey to build sustainability for the near future. The increased service charge will cover most of the operating costs while the rent will build a surplus for ongoing maintenance and development of the building.

We are still however left with an immediate problem until the backlog of creditors has been cleared, and this cannot be done quickly enough without external support.

We also need to make savings if we are to be truly sustainable and in making those savings look towards reducing our energy costs. We have instigated an investigation into ways of controlling and reducing these costs.

***Cost Savings:***

One of our biggest costs and potential wins is Utility Costs

**Gas:** Implementation of advanced monitoring and control systems.

Potential reduction in billing because of overcharging on rate that has recently been identified by monitoring system.

We are increasing the monitoring points for heating zones so that gas consumption can be better controlled.

**Electricity:** Improved remote monitoring for accuracy in the allocation of costs.

Identification of incorrect usage (computers left on overnight)

Reduced consumption tariff; building has larger supply than it needs.

We aim to reduce our consumption by 30% in the next 6 months

## **Economic impact of Storey**

**Moshen** - A small company in the mobile application market that are developing into an SME. They have grown from five people in the last 12 months to 20 and are still growing; they expect to exceed 30 employees in the next 6 months. Recently they have signed a 6 million pound contract with the Football Association to launch a new mobile application globally. They have formed alliances with a number of organisations within the building including Litfest, helping to develop a publishing application.

**Hotfoot and Azullo** – Still relatively small with four members of staff but they have recently been awarded £50,000.00 from the North West Fund 4 Creative and Digital based on a new product development for e commerce web sites that is being used by Volvo and Money Supermarket with interest being shown from a number of blue chip clients. They will start to grow their team early next year.

**Fat Media**- A major success story in the North West and still growing, now employing 35 people they are currently are largest tenant.

**PROUD** ~ The Storey in partnership with Lancaster University has been awarded Interreg IVB funding for 3 years to carry out a research project with co design techniques to create Innovation in the community and stimulate economic growth via the creation of new business entities in Lancaster. There are three themes, Place, Process, and People. The Storey is a full partner and the UK is the only country to have two full partners as part of this bid. PROUD will gain the Storey international recognition and will also raise the profile of Lancaster as a true Creative Hub in Europe.

**AHRC** – Again working with the University and as part of a consortium The Storey has been successful and the consortium has been awarded a 4.8 million pound grant to set up a Knowledge Exchange Hub called the Creative Exchange. Lancaster University is the lead partner and the consortium includes Newcastle University, The Royal College of Art, The BBC and The Sharp Project.

Our roll will be to act as a link to the Creative Industries and as a catalyst between the academic organisations and the commercial organisations in our area.

## Notes on Financial Calculation

The figures for 2011 to 2012 reflect the current trading situation to October 2011. From that point the figures are projected on known costs and revenues.

The figures for 2012 to 2013 include our new resident who will be in place by 15<sup>th</sup> January. The figures during this year also include the expected reduction in utility costs as per current negotiation with our supply companies.

The figures for 2013 to 2014 have been adjusted using the current rate of inflation and where possible when renegotiation is possible for revenues from our client base.

All the figures for the three years include the correct assumption for the recovery of service charges and allow for the under recovery within the year 2010 to 2011. They also assume that all tenants will be paying the correct service charge from the beginning of 2011 to 2012. There has also been an adjustment made for under charging of rent, which will be pursued, although it will not affect the figures significantly if rejected by the clients in question. The capital funding released from Lancaster City Council has been reduced to reflect the actual amount now received to date and we are assuming that there will be a reduced recovery from Lancaster City Council based on the support being deducted from the under recovery of service charges.

As will be noted from the cash flow forecast we will need support in the region of £90,000 and I have included an interest bearing loan of that amount assuming a rate of interest of 10 percent on a simple interest basis for a three year period. As can be seen from the cash flow forecast this is very doable.

Also included in the cash flow as a total is the current outstanding debt to the city council. This is reflected in the opening balance prior to April 2011 together with charges since raised.









**BALANCE SHEET FORECAST**

	Opening Actual £	Apr-11 Actual £	May-11 Actual £	Jun-11 Actual £	Jul-11 Actual £	Aug-11 Actual £	Sep-11 Actual £	Oct-11 Actual £	Nov-11 Proj. £	Dec-11 Proj. £	Jan-12 Proj. £	Feb-12 Proj. £	Mar-12 Proj. £
<b>FIXED ASSETS</b>													
Leasedhold property improvements	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608
Furniture and fittings	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732
Computer equipment	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348
Accumulated Depreciation	-13,191	-13,712	-14,234	-14,755	-15,276	-15,797	-16,319	-16,840	-17,361	-17,882	-18,404	-18,925	-18,925
	25,018	24,497	23,976	23,454	22,933	22,412	21,891	21,369	20,848	20,327	19,805	19,284	18,763
<b>CURRENT ASSETS</b>													
Bank	209	0	0	0	0	0	0	0	0	0	0	0	0
Trade Debtors	75,848	0	2,696	5,979	7,737	6,250	3,875	16,915	16,689	4,786	4,566	3,566	3,866
Other Debtors	0	0	2,101	3,390	2,267	4,868	7,410	2,149	3,760	5,383	1,535	2,948	4,309
	76,057	0	4,797	9,369	10,004	11,118	11,285	19,064	20,449	10,169	6,101	6,514	8,175
<b>CREDITORS DUE WITHIN ONE YEAR</b>													
Bank	0	82,087	74,422	81,588	77,382	85,140	94,276	97,981	105,389	97,568	91,176	86,555	82,375
Trade Creditors	158,404	0	14,103	9,860	16,564	18,806	18,400	15,772	13,161	13,238	12,885	12,063	11,711
Other Creditors	0	0	2,569	2,340	2,339	2,494	2,746	2,625	2,766	2,700	2,700	2,700	2,700
	158,404	82,087	91,094	93,788	96,285	106,440	115,422	116,378	121,316	113,506	106,761	101,318	96,786
<b>NET CURRENT ASSETS</b>													
CREDITORS DUE AFTER ONE YEAR	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL NET ASSETS</b>	-57,329	-57,590	-62,321	-60,965	-63,348	-72,910	-82,246	-75,945	-80,019	-83,010	-80,854	-75,520	-69,848
<b>CAPITAL &amp; RESERVES</b>													
Capital	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329
Retained Earnings	0	-261	-4,992	-3,636	-6,019	-15,581	-24,917	-18,616	-22,690	-25,681	-23,525	-18,191	-12,519
	-57,329	-57,590	-62,321	-60,965	-63,348	-72,910	-82,246	-75,945	-80,019	-83,010	-80,854	-75,520	-69,848

## BALANCE SHEET 2012/13

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BALANCE SHEET FORECAST

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	Opening Actual £	Apr-13 Proj. £	May-13 Proj. £	Jun-13 Proj. £	Jul-13 Proj. £	Aug-13 Proj. £	Sep-13 Proj. £	Oct-13 Proj. £	Nov-13 Proj. £	Dec-13 Proj. £	Jan-14 Proj. £	Feb-14 Proj. £	Mar-14 Proj. £	
<b>FIXED ASSETS</b>														
Leasehold property improvements	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608	9,608
Furniture and fittings	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732	15,732
Computer equipment	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348	12,348
Accumulated Depreciation	-23,615	-23,908	-24,201	-24,495	-24,788	-25,081	-25,374	-25,668	-25,961	-26,254	-26,547	-26,840	-27,133	-27,133
<b>CURRENT ASSETS</b>														
Bank	54,609	61,389	64,655	63,329	72,276	71,931	66,976	76,363	78,128	81,063	88,539	92,708	94,108	94,108
Trade Debtors	4,400	6,808	7,596	6,776	8,576	7,076	5,076	6,076	5,576	5,576	5,276	4,276	4,576	4,576
Other Debtors	3,845	1,233	3,516	4,774	2,015	4,865	6,159	1,552	3,004	4,307	1,268	2,755	4,119	4,119
	62,854	69,430	75,767	74,879	82,867	83,872	78,211	83,991	86,708	90,946	95,083	99,739	102,803	102,803
<b>CREDITORS DUE WITHIN ONE YEAR</b>														
Trade Creditors	12,182	12,030	19,080	12,196	17,514	23,124	12,676	14,639	13,969	12,970	14,439	13,616	13,616	13,616
Other Creditors	2,700	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841
LCC Support	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
	44,882	44,871	51,921	45,037	50,355	55,965	45,517	47,480	46,810	45,811	45,811	47,280	47,280	43,616
<b>NET CURRENT ASSETS</b>	17,972	24,559	23,846	29,842	32,512	27,907	32,694	36,511	39,898	45,135	49,272	52,459	59,187	59,187
<b>CREDITORS DUE AFTER ONE YEAR</b>														
LCC Support	32,500	30,000	27,500	25,000	22,500	20,000	17,500	15,000	12,500	10,000	7,500	5,000	2,500	2,500
	32,500	30,000	27,500	25,000	22,500	20,000	17,500	15,000	12,500	10,000	7,500	5,000	2,500	2,500
<b>TOTAL NET ASSETS</b>	-455	8,339	9,833	18,035	22,912	20,514	27,508	33,531	39,125	46,569	52,913	58,307	67,242	67,242
<b>CAPITAL &amp; RESERVES</b>														
Capital	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329	-57,329
Retained Earnings	56,874	65,668	67,162	75,364	80,241	77,843	84,837	90,860	96,454	103,898	110,242	115,636	124,571	124,571
	-455	8,339	9,833	18,035	22,912	20,514	27,508	33,531	39,125	46,569	52,913	58,307	67,242	67,242



## CASH FLOW FORECAST

	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total
	Actual £	Proj. £	Proj. £	Proj. £	Proj. £	Proj. £	Act/Proj. £						
<b>RECEIPTS</b>													
Invoiced Sales	62,990	14,202	14,843	18,223	18,200	19,288	18,274	31,027	23,932	27,146	25,846	292,241	
Other Income	31,043	0	0	0	0	0	0	0	0	0	0	0	31,043
Other Assets/Lab's In	1,617	0	0	3,390	0	0	7,410	0	5,383	0	0	0	17,800
	95,650	14,202	14,843	21,613	18,200	19,288	25,684	18,270	31,027	29,315	27,146	25,846	341,084
<b>PAYMENTS</b>													
Invoiced Costs	169,257	0	12,904	8,520	15,224	17,466	17,060	13,424	10,813	10,655	10,302	9,480	295,105
Staff salaries	5,888	5,888	5,888	5,888	7,720	7,720	8,785	8,785	8,785	8,785	8,785	8,785	91,702
Overdraft Interest													
Main Account	454	649	648	659	675	744	798	844	842	783	738	701	8,535
Sub-Total	454	649	648	659	675	744	798	844	842	783	738	701	8,535
PAYE/NI	2,347	0	2,569	2,340	2,359	2,494	2,746	2,625	2,766	2,700	2,700	2,700	28,326
	177,946	6,537	22,009	17,407	25,958	28,424	29,389	25,678	23,206	22,923	22,525	21,666	423,668
NET CASH FLOW	-82,296	7,655	-7,166	4,206	-7,758	-9,136	-3,705	-7,408	7,821	6,392	4,621	4,180	-82,584
OPENING BANK	209	-82,087	-74,422	-81,588	-77,382	-85,140	-94,276	-97,981	-105,389	-97,568	-91,176	-86,555	209
CLOSING BANK	-82,087	-74,422	-81,588	-77,382	-85,140	-94,276	-97,581	-105,389	-97,568	-91,176	-86,555	-82,375	-82,375

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**CASH FLOW FORECAST**

	Apr-12 Proj. £	May-12 Proj. £	Jun-12 Proj. £	Jul-12 Proj. £	Aug-12 Proj. £	Sep-12 Proj. £	Oct-12 Proj. £	Nov-12 Proj. £	Dec-12 Proj. £	Jan-13 Proj. £	Feb-13 Proj. £	Mar-13 Proj. £	Total Proj. £
<b>RECEIPTS</b>													
Invoiced Sales	25,741	26,109	28,595	27,076	27,376	28,376	26,876	26,776	27,376	23,699	24,699	23,399	316,199
Capital Receipts	90,000	0	0	0	0	0	0	0	0	0	0	0	90,000
Other Assets/Liab's In	4,309	0	0	4,690	0	0	5,774	0	0	0	3,956	0	18,729
	120,050	26,109	28,596	31,766	27,376	28,376	32,650	26,776	27,376	27,655	24,699	23,399	424,928
<b>PAYMENTS</b>													
Invoiced Costs	8,893	8,718	14,828	7,700	12,755	17,871	7,896	9,352	8,953	8,013	8,013	9,130	122,122
Staff salaries	8,785	8,785	8,785	8,785	8,785	8,785	8,785	8,785	8,785	8,785	8,785	8,785	105,420
Loan Payments	0	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	35,750
Overdraft Interest													
Main Account	283	0	0	0	0	0	0	0	0	0	0	0	283
Sub-Total	283	0	0	0	0	0	0	0	0	0	0	0	283
	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	32,400
PAYE/NI	2,700	20,661	23,453	29,553	22,435	27,490	32,506	22,631	24,087	23,688	22,748	22,748	295,975
	99,389	2,656	-867	9,331	-114	-4,230	10,019	2,689	3,688	4,907	1,951	-466	128,953
<b>NET CASH FLOW</b>													
OPENING BANK	-82,375	17,014	19,670	18,803	28,134	28,020	23,790	33,809	33,809	36,498	40,186	45,093	47,044
CLOSING BANK	17,014	19,670	18,803	28,134	28,020	23,790	33,809	36,498	40,186	45,093	47,044	46,578	46,578

## CASH FLOW FORECAST

	Apr-13 Proj. £	May-13 Proj. £	Jun-13 Proj. £	Jul-13 Proj. £	Aug-13 Proj. £	Sep-13 Proj. £	Oct-13 Proj. £	Nov-13 Proj. £	Dec-13 Proj. £	Jan-14 Proj. £	Feb-14 Proj. £	Mar-14 Proj. £
<b>RECEIPTS</b>												
Invoiced Sales	26,553	26,873	29,331	27,711	28,511	29,511	27,011	27,511	28,011	27,011	28,011	26,711
Other Assets/Liab's in	3,845	0	0	4,774	0	0	6,159	0	0	4,307	0	0
	30,398	26,873	29,331	32,485	28,511	29,511	33,170	27,511	28,011	31,318	28,011	26,711
<b>PAYMENTS</b>												
Invoiced Costs	8,424	8,272	15,322	8,203	13,521	19,131	8,448	10,411	9,741	8,507	9,976	
Staff salaries	9,244	9,244	9,244	9,244	9,244	9,244	9,244	9,244	9,244	9,244	9,244	
Loan Payments	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	
PAYE/NI	2,700	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	2,841	
	23,618	23,607	30,657	23,538	28,856	34,466	23,783	25,746	25,076	23,842	25,311	
NET CASH FLOW	6,780	3,266	-1,326	8,947	-345	-4,955	9,387	1,765	2,935	7,476	4,169	1,400
OPENING BANK	54,609	61,389	64,655	63,329	72,276	71,931	66,976	76,363	78,128	81,063	88,539	92,708
CLOSING BANK	61,389	64,655	63,329	72,276	71,931	66,976	76,363	78,128	81,063	88,539	92,708	94,108

