



Princes Risborough Cricket Club Bar and Pavilion Report 2010 Season

Bar sales increased by 23% over the previous year from £6815 to £8405 with a decrease of 1% in gross margin.

Sales of Keg Beer and Lager were flat (and the beer at times) meaning we had to buy smaller barrels at added cost to mitigate the problem whilst not increasing prices. The fact that we had to throw a certain amount away did not help our gross margin. Worst offender was the bitter Worthington Cream Flow, which we replaced by Rebellion a cask beer in a Keg (22pints) this seems to have been a success with very little wastage. Unfortunately this meant we had to drop our local company Chiltern Brewery as the Rebellion has a longer life and a limited amount of cooling available. Our range of bottled beers and soft drinks sold well and helped to keep up our gross margin.

Sales on match days, once again, were poor (you will have to take my word for that) averaging under £100 per day. As in the previous year sales on colts nights provided by far the best takings achieved, along with the other fund raising events, to name a few Fun Day, Race night, and Junior colts tournament, which always seems to be forgotten when fund raising is talked about.

Staffing of the bar, particularly on match days, was again very difficult. It again was left to the few, very few, again to run the bar and lock up, also to make sure the dressing rooms and toilets, pavilion area and kitchen were in a fit state for when our opponents arrived, for over 20 odd weeks of the season.

Again the hot summer, whilst it helped sales, did not help keeping our bar in best condition, it gets too hot despite using fans in effort to reduce the temperature. Lucky we have a Cooler cabinet courtesy of Steve Greaves.

The club should thank those few members who did the bar and help close the pavilion at the end of the sessions, without being asked, they shall remain nameless, they know who they are.

In May the pavilion was broken into, doors were damaged and Bar Stock taken. The cost of the break in was recovered through our insurance. After this event a Security System was installed to increase the security of the premises.

Looking forward to next year the position of the bar will probably not change so we will be left with the same temperature problem. We will again purchase items for re-sale from the best source available and not single source allowing us to set a price list that is fair and competitive for club members. The Bar prices for the next season cannot be set at this point as we have VAT increases plus products increases which are not yet to hand. We will again look at the Keg and Draught beer market to see if there is anything better out there to suit us on offer. The usual problem will be low turnover.

The bar is one of the main income streams for the club and should realistically be looking at least £10,000 to £12,000 in sales, that would go a long way to paying off the loan for the nets. One area that should be looked at would be greater use of the pavilion during the close season. The Management Committee would surely be interested in any ideas that members could come up with.

The Club has run without an appointed Bar and Pavilion secretary for some seasons now. It is important this situation is rectified to ease the workload of the Chairman, who has taken on many of the duties along with his important work in other areas of club management; it needs a member to put themselves forward to fill this important position.

Michael Witney