

Bar Report for 'The Indian Queen', October 15th - 17th, 2008.

Bar Organiser: Alison Sands

Bar Helpers:

Wednesday 15th at St. John's, Richmond: Caroline Slater, Laurence Slater, Neville Bayross, Cedric Lee.

Thursday 16th at Heston Community Hall: Janet Palmer and Mary (from the Hall)

Friday 17th at Isleworth Public Hall: Neville Bayross, Stephanie Elvidge, Carolyn (?)

Refreshments Provided:

Tea and Coffee
Orange and Apple juice in cartons
Still water in individual bottles
Diet Pepsi in cans
Red, white and rose wine by the glass (at Richmond venue only.)

Chocolate covered biscuits, Blue Riband, Penguin, Breakaway, etc.
Crisps.

Sales.

St. John's:	124.10
Heston:	50.40
IPH:	68.30
Total:	<u>£242.80</u>

Expenses.

Temporary Event Notice for Richmond only:	21.00
Wine from Majestic Wine, 6 bottles of red, 4 bottles of white, 2 bottles of rose:	55.38
Drinks and snacks from Tesco and Lidl:	48.47
Total:	<u>£124.75</u>

Gross profit:	£117.95
2 unused bottles sold at cost:	9.48

Total profit: £127.43

Temporary Event Notice.

Last year (see report for La Callisto) it was decided not to serve alcohol at IPH due to the cost of paying for a licensee to attend, as required in the booking terms for IPH. This year the fee for the licensee would have been a flat fee of £200 for several nights or, as a special offer for the one night we had booked IPH, £50 plus VAT, plus the cost of the Temporary Event Notice. This would have worked out at approximately £80:

$$\begin{array}{r} \text{£50} + 17.5\% = \text{£58.75} \\ \text{TEN} \quad \quad = \text{£21.00} \\ \hline \text{£79.75} \end{array}$$

It was decided that this cost would most likely make it unprofitable to serve wine at IPH.

However, at St. John the Divine, in Richmond, we were only required to obtain the TEN at a cost of £21, and therefore it was decided to serve wine at this venue.

At Heston Community Centre it was agreed to serve tea and coffee and soft drinks only as that would be what the audience there would usually have.

Pricing.

As last year the pricing was kept as simple as possible. All non-alcoholic drinks were £1. Wine was charged at £2.50 a glass. Snacks were 20p each, a reduction from 50p charged last year.

Staffing.

As the bar organiser I made trips to various shops to buy supplies beforehand. Volunteers staffed the bar on the three evenings. This was carried out efficiently at all three venues. We were lucky at Heston that the two ladies who run the hall were available and offered to serve the drinks and snacks in the interval, because there were fewer volunteers for that night from within IB.

Due to there being three different venues the bar supplies had to be packed up and loaded into my car at the end of each performance rather than left for use the next night, which created the potential for leaving behind vital equipment or supplies. Fortunately this didn't happen.

N.B. When serving wine at a venue, NEVER rely on the venue having (and being able to locate!) a corkscrew. Pack a Swiss Army tool or buy screw top bottles.

Profitability.

Previous years' bar profits are as follows:

2004:	£34	
2005:	£70	
2006:	£256	Wine was served on all four evenings. No licensee was paid.
2007:	£88	
2008:	£127	Wine was served on one out of three evenings.

It seems to be broadly the case that if wine is served a greater profit can be made provided that the ensuing costs are not excessive, as at IPH.

What was not popular was the Diet Pepsi; very few cans of which were sold. Water, apple juice and orange juice were about equally popular and sold evenly. It is difficult to quantify the number of these that should be bought and again we had some leftovers to be disposed of, possibly to members at subsequent meetings.

There were 8 bottles of wine opened at St. John's. The cost of purchase and the resulting sales justified the expense of the TEN. The TEN actually covered a period of 96 hours so we could have used it at no extra cost had we booked the venue for a further 3 nights, which would have further increased profitability. Two of the remaining 4 unopened bottles were donated to the raffle. The other two were bought at cost by myself and the cost deducted from the expenses claim for bar supplies.

Conclusion.

The average cost of a bottle of the wine was £4.61. At about 4.5 glasses to the bottle the cost per glass to IB was approximately £1. The sale price of £2.50 a glass therefore gave a gross profit of £1.50 per glass.

Apart from at IPH, wine is by far the most profitable drink to serve.

Alison Sands 23rd October, 2008.