



**Matchday Modelling**

**Ticket Income**

**Season Tickets**

Season Tickets - Price £	ex VAT	inc VAT
Adult	385	462
Concessions - Armed, Senior, Student	191	230
U12	-	-
U16	-	-
U19	-	-
BLANK	-	-

**Season Tickets - Qty**

Adult	1,087
Concessions - Armed, Senior, Student	390
U12	453
U16	270
U19	-
BLANK	-
<b>Total Season Tickets - Qty</b>	<b>2,200</b>
<b>Attendance rate</b>	<b>90%</b>
<b>Total per match attendance</b>	<b>1,980</b>

**Season Tickets - Revenue**

Adult	418,778
Concessions - Armed, Senior, Student	74,593
U12	-
U16	-
U19	-
BLANK	-
<b>Total Season Tickets - Revenue</b>	<b>493,370</b>
<b>Avg Ex VAT Ticket Price</b>	<b>224.3</b>

**Matchday Tickets**

Matchday Tickets - Price £	ex VAT	inc VAT
Adult	16.71	20.05
Concessions - Armed, Senior, Student	6.01	7.21
U12	-	-
U16	-	-
U19	-	-
Comps	-	-

**Matchday Tickets - Qty**

Adult	700
Concessions - Armed, Senior, Student	700
U12	-
U16	-
U19	-
Comps	-
<b>Total Matchday Tickets - Qty</b>	<b>1,400</b>
<b>Attendance rate</b>	<b>99%</b>
<b>Total per match attendance</b>	<b>1,386</b>

**Matchday Tickets - Revenue**

Adult	11,696
Concessions - Armed, Senior, Student	4,206
U12	-
U16	-
U19	-
Comps	-
<b>Total Matchday Tickets - Revenue</b>	<b>15,902</b>
<b>Average Ticket Price (ex VAT)</b>	<b>11.36</b>

# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Cup & Friendly Fixtures

	FA Cup	FA Trophy	Other	Summer Friendlies x3	
Tickets Sold	-	-	-	5,750	Assumption: No cup revenue
Average Ticket Price (ex VAT)	5.83	8.33	8.33	6.25	Assumption: No cup revenue
<b>Ticket Sales Total Net Of VAT</b>	-	-	-	<b>35,938</b>	
<b>Less:</b>					
Home Team Costs	-	-	-	(17,969)	
Away Team Costs	-	-	-	-	
<b>Total Distributable Profits</b>	-	-	-	<b>17,969</b>	
HUFC Share	-	-	-	8,984	

## Attendance

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	FY24	Per Match
Season Ticketholders	5,940	3,960	7,920	-	5,940	5,940	3,960	3,960	7,920	-	-	-	45,540	1,980
Matchday Tickets	4,158	2,772	5,544	-	4,158	4,158	2,772	2,772	5,544	-	-	-	31,878	1,386
Hospitality	363	242	483	-	363	363	242	242	483	-	-	-	2,780	
<b>Total</b>	<b>10,461</b>	<b>6,974</b>	<b>13,947</b>	-	<b>10,461</b>	<b>10,461</b>	<b>6,974</b>	<b>6,974</b>	<b>13,947</b>	-	-	-	<b>80,198</b>	<b>3,366</b>

# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Bars & Kiosks

### Bars

Bar Income		
Avg Spend per Head (ex VAT)	1.10	Per Bleep Analysis
<b>Attendance</b>		
Matchday + Season Ticket Attendees	3,366	[Calc]
Adjustments		
<b>Total Attendance per match</b>	<b>3,366</b>	[Calc]
<b>Bar Income per match</b>	<b>3,694</b>	

Saturday	Non Sat
13	10
SPH	SPH
1.38	0.73
[Per Bleep]	[Per Bleep]

<b>Bar CoS</b>		
Gross Margin	65%	
Marketing Support	261	£6k per season
<b>Bar CoS per match</b>	<b>(1,032)</b>	

<b>Bar Admin Cost</b>		
Wages	(1,116)	£10k bar manager annual costs and £55/shift/head (15 Heads)
Entertainment	-	undry allowance
EPOS	(436)	£47 per month = £25 per match average 20 EPOS across bars + £250 / month Bar Stock Monitoring
Repairs	-	undry allowance
Non Consumables	(203)	Pint Plastic = 5p / glass and £50 misc per match + £100 gas per game
<b>Bar Admin Cost per match</b>	<b>(1,755)</b>	
Bar P/L Per Match	907	20,865

### Kiosks

<b>Kiosk Income</b>		
Avg Spend per Head (ex VAT)	0.78	Avg match (no local interest, 3pm Sat KO)
<b>Attendance</b>		
Matchday + Season Ticket Attendees	3,366	[Calc]
Adjustments	-	
<b>Total Attendance per match</b>	<b>3,366</b>	[Calc]
<b>Kiosk Income per match</b>	<b>2,620</b>	60251.4

Saturday	Non Sat
13	10
SPH	SPH
0.80	0.75
[Per Bleep]	[Per Bleep]

<b>Kiosk CoS</b>		
Gross Margin	65%	
<b>Kiosk CoS per match</b>	<b>(917)</b>	

<b>Kiosk Admin Costs</b>		
Wages	(654)	10 Staff at £10 / hour for 4.5 hours(based on Northampton Game) + £125/game for manager
EPOS	(349)	£47 per month = £25 per match average 10 EPOS across kiosks
<b>Kiosk Admin Cost per match</b>	<b>(1,003)</b>	
700	Profit Per Match	
16,093	23 Match Season Profit	

# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Hospitality

### Executive Boxes

Executive Boxes - Qty	Per Match	Per Season
Executive Boxes		
No. Of Boxes	3	
Capacity - Heads / box	10	
Seasonal Sales - QTY	2.00	46
Matchday Sales - QTY	0.57	13.0
Marketing Partners - QTY	-	-
<b>Total Quantity</b>	<b>3</b>	<b>59</b>
Attendee Ratio	100%	100%
<b>Total Attendees</b>	<b>26</b>	<b>590</b>

Saturday	Non Sat
13	10

Budget only for Saturday x1 Box Sold (nothing for non Saturday)

Executive Boxes - £	Per Match	Per Season
Executive Boxes		
Seasonal Sales - Price £ (Ex VAT)	525.18	12,079
Matchday Sales - Price £ (ex VAT)	583.33	13,417
Marketing Partners - Price £ (ex VAT)	-	-

Executive Boxes - Income	Per Match	Per Season
Executive Boxes		
Seasonal Sales - Income	1,050.36	24,158
Matchday Sales - Income	330	7,583
Marketing Partners - Income	-	-
<b>Total Executive Box Income</b>	<b>1,380</b>	<b>31,742</b>

Executive - Package Costs	Per Match	Per Season
Executive Boxes		
Catering Cost Per Head	(27.5)	
Catering COGS	(705)	(16,225)
Wages	(218)	(5,023)
Other package costs	(50)	(1,150)
<b>Total Executive Package Costs</b>	<b>(974)</b>	<b>(22,398)</b>
Package margin	29%	29%

Staff Wages	Hospitality Supervisor
Hours	7
No of staff members per box	0.50
No of staff members	1
Rate	£ 8.77
<b>Total</b>	<b>123</b>
	<b>96</b>

# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Maidens

Maidens - Qty	Heads / Match	Heads / Season
Maidens		
Capacity - No. Of Tables	9	
Capacity - No. Of Heads	90	
Seasonal Sales - QTY Heads	20	460
Matchday Sales - QTY Heads	29.6	680
Marketing Partners - QTY Heads	-	-
<b>Total Quantity</b>	<b>50</b>	<b>1,140</b>
Attendee Ratio	100%	100%
<b>Total Attendees</b>	<b>50</b>	<b>1,140</b>

Saturday	Non Sat
13	10
Qty	Qty
50	20

Forms part of Sponsorship and Advertising Expenses

Maidens - £	Per Head / Match	Per Head / Season	Per Match / Table Price	Per Season / Table Price
Maidens				
Seasonal Sales - Price £ (Ex VAT)	49	1,167	489	11,250
Matchday Sales - Price £ (ex VAT)	54	1,246	542	
Marketing Partners - Price £ (ex VAT)	54	1,035	542	12,458

Heads per table	10
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Maidens - Income	Per Match	Per Season
Maidens		
Seasonal Sales - Income	978	22,500
Matchday Sales - Income	1,601	36,833
Marketing Partners - Income	-	-
<b>Total Maidens Income</b>	<b>2,580</b>	<b>59,333</b>

Maidens - Package Costs	Per Match	Per Season
Maidens		
Catering Cost Per Head	(27.50)	
Catering COGS	(1,363)	(31,250)
Wages	(367)	(8,446)
Other package costs	(328)	(7,544)
<b>Total Maidens Package Costs</b>	<b>(2,058)</b>	<b>(47,340)</b>
<b>Package margin</b>	<b>20%</b>	<b>20%</b>

includes £150 Hospitality MC

Staff Wages	
Hours	7
No of heads per staff	20.00
No of staff members	4
Rate	£ 13.12
<b>Total</b>	<b>367</b>

NMW + Eers NI + Holiday Accrual

# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Suit Direct Lounge

Suit Direct Lounge - Qty	Heads / Match	Heads / Season
Suit Direct Lounge		
Capacity No. Of Heads	60	
Seasonal Sales - QTY Heads	20	460
Matchday Sales - QTY Heads	25.65	590
Marketing Partners - QTY Heads		-
<b>Total Quantity</b>	<b>46</b>	<b>1,050</b>
Attendee Ratio	100%	100%
<b>Total Attendees</b>	<b>46</b>	<b>1,050</b>

Saturday	Non Sat
13	10
Qty	Qty
30	20

Not all marketing partners, some comps, match officials, prospects (note this is not canabised sales or preventing sales so NOT cross charged)

Suit Direct Lounge - £	Per Head / Match	Per Head / Season
Suit Direct Lounge		
Seasonal Sales - Price £ (Ex VAT)	33	767
Matchday Sales - Price £ (ex VAT)	38	
Marketing Partners - Price £ (ex VAT)	38	

Lounge offer only - welcome drink only

Lounge offer only - welcome drink only

Lounge offer only - welcome drink only

Suit Direct Lounge - Income	Per Match	Per Season
Suit Direct Lounge		
Seasonal Sales - Income	667	15,333
Matchday Sales - Income	962	22,125
Marketing Partners - Income	-	-
<b>Total Suit Direct Lounge Income</b>	<b>1,629</b>	<b>37,458</b>

Suit Direct Lounge - Package Costs	Per Match	Per Season
Suit Direct Lounge		
Catering Cost Per Head	(2.00)	
Catering COGS	(274)	(2,100)
Wages	(275)	(6,335)
Other package costs	(50)	(1,150)
<b>Total Suit Direct Lounge Package Costs</b>	<b>(601)</b>	<b>(9,585)</b>
Package margin	63%	74%

Lounge offer only - welcome drink only

## Hospitality Bars Income

Hospitality Bar Income	Per Match	Per Season
Spend per head	12.50	
<b>Total Hospitality Bar Income</b>	<b>1,511</b>	<b>34,750</b>
Bar COS		
Wet COGS Margin	70.00%	70.00%
Wet COGS	(453)	(10,425)
Bar EPOS	(116)	(2,674)
Bar Wages	-	-
Bar Non Consumables	(100)	(2,300)
<b>Total Hospitality Bar CoS</b>	<b>(670)</b>	<b>(15,399)</b>

Note: Staff in each area take drink orders and fulfil orders

Staff Wages	
Hours	7.00
No of heads per staff	24.00
No of staff members	3
Rate	£ 13.12
<b>Total</b>	<b>275</b>

NMW + Eers NI + Holiday Accrual

# Hartlepool United Football Club

12 Month Budget- FY24

Matchday



## Matchday Sponsorships (Match, Ball, etc.)

Package Type - Price £ ex VAT	Per Match	Per Season	
Match Sponsor	500	11,500	represents income over and above package elements
Ball Sponsor	258	5,942	represents income over and above package elements
Match Programme	117	2,683	represents income over and above package elements
Player of the Match	500	11,500	represents income over and above package elements

Package Type - Qty Sold	Per Match	Per Season
Match Sponsor	0.652	15
Ball Sponsor	0.478	11
Match Programme	0.348	8
Player of the Match	0.522	12

Package Type - Income	Per Match	Per Season
Match Sponsor	326	7,500
Ball Sponsor	124	2,842
Match Programme	41	933
Player of the Match	261	6,000
<b>Total Package Type - Income</b>	<b>751</b>	<b>17,275</b>

£ 1,250 inc VAT. Table of 10 Maidens, pre match prosecco, match top and programme slot  
 £ 700 inc VAT. Table of 6 in maidens, signed ball  
 £ 400 inc VAT. Table of 4 maidens, programme, 3 course meal

# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Programme, Lotto & Matchday Advertising

Programmes Qty	Per Match	Per Season
Sales Qty		
Attendees	3,366	77,418
% Purchases	3.8%	
Matchday Sales Qty	126	2,903
FOC Qty - Hosp	-	-
<b>Total Qty</b>	<b>126</b>	<b>2,903</b>
Price		
Price per programme - £	£ -	

Programme and Lotto Income	Per Match	Per Season
Matchday Income	-	-
Advertising (Seasonal / per match)	24	-
Marketing Partner	-	-
Lotto Sales (net of prize)	300	6,900
<b>Total Income</b>	<b>324</b>	<b>6,900</b>

Programme income is due to Programme Printing Partners  
Advertising is element of Programme where income is to be generated for club. Current staffing levels attention is being paid to higher valuer activities (e.g. Lock-up Partnerships)  
No Cross charges  
Reasonable based on historic matches

Programme and Lotto Expenses	Per Match	Per Season
Programme Design	-	-
Programme Printing - cost/programme	-	-
Programme Printing	-	-
Sundry Matchday Staff Wages	(144)	(3,307)
<b>Total Programme and Lotto Expenses</b>	<b>(144)</b>	<b>(3,307)</b>

Programme Printing Partners incurs all Design and Printing costs  
Programme Printing Partners incurs all Design and Printing costs  
Programme and Lotto Sellers Wages - 4 members of Staff @ 2.5 Hours avg £14.38 including commissions + highest seller bonus

## Misc. Matchday Income

Streaming Income	
Q1	7,500
Q2	7,500
Q3	7,500
Q4	-
<b>Total Streaming Income</b>	<b>22,500</b>

Pdw Mark Maguire (National League) quarterly in season revenues are between £5K and £17K.

Car Park	
	<b>FY24</b>
Seasonal parking passes Qty	-
Price of seasonal pass	96
<b>Season Car Park Pass Income</b>	-
	£186 in Aug 2021, full season estimate basis.
Matchday parking passes Qty	-
Matchday pass - Price	4
<b>Matchday Car Park Pass Income</b>	-

TV & Radio Income (Facility Fees)	
Blank	36,000
<b>Total TV &amp; Radio Income (Facility Fees)</b>	<b>36,000</b>

BT Sport - £6k Home match x2 £2k Away match - 20-21 Season £36K income



# Hartlepool United Football Club

12 Month Budget- FY24  
Matchday



## Matchday Expenses

### Ticket Office & Turnstile Costs

	FY24	
Ticket Office Overheads		
Sundry monthly allowance	(50)	imm
EPOS Costs	(624)	£26 / month / terminal x2 terminals
Venue - monthly subscription cost	(9,252)	£9.6k per year + £0.16 per ticket + £1.50 per season ticket
Ticket Office Manager monthly salary	(1,244)	See Staff Salaries Tab
5% Away Ticket Admin Income	-	assume minimal away tickets in National League
<b>Total Ticket Office Overheads</b>	<b>(11,170)</b>	

### Matchday Staff Costs

Turnstile staff per game	11	HUFC matches have utilised lower turnstile staff numbers however this represents the upper level (e.g. Northampton 19 heads)
Hours per game per operator	2.00	
Hourly rate per game (inc NI etc.)	(11.38)	Averaging Gross Hourly rate of £7.35
Ticket Office casual wage per game	(56.90)	5 hours x2 people @ £10 / hour
<b>Total Matchday Staff Costs</b>	<b>(307)</b>	

### 1-off Costs

Re-stock matchday tickets DEC		Assume minimal ticket stock purchases
Season ticket printing - AUG	(550)	

### Stewarding & Policing Costs

Stewarding & Matchday Safety	Matches	Cost / Match	Total	
High Risk	-	-	-	
Medium Risk	23	(3,643)	(83,789)	Steward Phoenix Eye £3,168 + £225 Safety Officer per match + £230 CCTV Operatives
Low Risk	-	-	-	
<b>Total</b>	<b>23</b>		<b>(83,789)</b>	

Policing	Matches	Cost / Match	Total
C-IR	-	(6,500)	-
B	5	(3,065)	(15,325)
A	8	(1,811)	(14,488)
<b>Total</b>	<b>13</b>	<b>(11,376)</b>	<b>(29,813)</b>

SO = 10 Matches

### Other Matchday Costs

	Per Season	Per Match	
Video & Photography	(1,440)	(63)	20-21 Shutterpress Agreement of £220/month in season - assume £240 / month - ADDITIONAL CUP GAMES COVERED BY ADDITIONAL REVENUE
Match Officials	(14,950)	(650)	£480 National Leagues Fees + Allocation for travel
Matchday Doctors & Ambulance	(10,350)	(450)	Excel Medical £450 / match
BLANK1	-	-	
Cleaning - Matchday	-	-	included with Club O/H
Director Lounge Matchday Hospitality Costs	(12,880)	(560)	£40 per head (food and drink) * 20 heads (home and away)
Subscriptions (Non-Football) (PRS etc.)	(10,340)	(450)	£2k PRS, £6.5k Sky, Adobe £0.7k + Others (ICO, SGSA) £0.3k Docusign
Game Advertising, Marketing and Activation Costs	-	-	
Misc Matchday Costs	(1,610)	(70)	PA Duties £50/match +£20/match sundry