**The Back Up Plan**

The Museum have a contract with Highland Castle Entertainment. They will take on the running of the Theatre and the running of the café will be a shared responsibility. However, we do have plans in place if Highland Castle Entertainment were to withdraw at any time in the future.

We have confirmation that both Whyte & Mackay and PSG Marine and Logistic support our application for the Town Hall and are willing to support us financially. If the Kitchen was not up and running at the time of Highland Castle Entertainment withdrawing, we would seek money from these companies in order to bring the kitchen to the required standard.

We have already contacted the Scottish Government and told them of our plans to take over the cinema and they were able to confirm that, as a charity, we would be exempt from screen licence fees (enclosed).

We have already made a link with Paul Taylor, from Eden Court, who has confirmed they would be willing to help us by providing people who could come and train us in the use of film equipment.

We would then be able to work with companies such as Cinema For All where you can get temporary licences to show films for as little as £90 per showing. We would look to businesses to provide a form of corporate sponsorship which would cost them £1,500 per year for a basic sponsorship which would see them have their names on 2 of the seats and allow them to book the seats free when they want or more for better deals which would see their names appear on promotional material or elsewhere in the cinema.

By finding corporate sponsorship for 20 seats on basic sponsorship, we would make £15,000 per year. This would more than cover the building rates. We have included Declaration of Interest proof from 2 companies who would sponsor us in this way. We feel this represents an appetite and did not see the need to get more.

On top of this we would be able to run the place mainly as a cinema and would be able to charge £6 for children, disabled and Seniors and £7 for adults. As it is unlikely our sponsors would want to send people for every screening, on average, we would assume 5 seats might be taken up by our sponsors. This would leave 94 seats available.

Half filling the cinema for each showing, we would make in the region of £305.50 per showing. The money from this would cover the cost of showing each film. It would also allow us to pay 2 people to operate the film and to clean the cinema afterwards (Total maximum £100). This would leave around £100 per showing which can go towards other costs and the running of the Town Hall.

An addition to this would be the amounts we get from operating the café and from hiring out other areas of the building.

I don’t think we need to create a full business plan for the backup as we are set on a contract with Highland Castle Entertainment. However, this does show a more than viable backup to our first choice of plan.