

File Ref 31LDRWAT109889



2B Climbing Ltd,
32 Carn Glas Way,
Gracedieu Road,
Waterford.



26th August, 2019

Dear Mr. Tuohy,

We wish to appeal the decision of the LCDC as communicated to us on the 1st August, 2019. The grounds for the decision and that of the evaluating committee were 'concerns of the financial viability of the project'.

We were in the first instance informed by Ms. Claire Connors by email on 31st May, 2019 of the following 2 issues:

1. 'Finances considered very stretched in terms of the matching elements'.
Our understanding of the process was that we were required to only show match funding for the project. Not only that, we were advised that we needed to prove through bank records etc that we did not have sufficient personal funds to proceed with the project without Leader funding.
2. 'No provision for a reserve should the project struggle in the first two years'. The actual application form for Leader funding does not include a section on reserves. In addition the need to show reserves was never mentioned during our pre application meetings with our facilitator.

On foot of Claire's email of 31st May we met with Jimmy Taffe and Claire and these issues were discussed, primarily the reserves. Whilst we were advised again that reserves were the primary concern a number of other issues were mentioned which gave rise to us feeling that our application had not been fully presented/understood. Namely:

- The suggestion that we should provide testimonials. These were already included in our application.
- The comparison of The Warehouse to facilities like Dunmore East and Rathgormack Climbing Club (no comparison between us and these facilities)
- The perception that we would be 'busy on a rainy day but what about the rest of the year. We had gone to great lengths to provide documentation in our application showing that the sport is an Olympic sport. We had also provided a breakdown of revenue for the year through our sales forecast table in our business plan. This clearly showed streams of income for the year.

At the end of the meeting it was emphasised again that reserves was the primary problem. We asked if an email from a relative willing to provide us with access to financial reserves would suffice. We were told it would and an email from Mrs. C. Smith was submitted that same day (see attached).

That evening we received a further email from Claire pointing out that 'finances were considered of grave concern in that there was little provision should the business struggle in the critical commencement period'. Surely this is yet another reference to reserves. Having provided the above referenced email from Mrs. C. Smith we feel we addressed the issue raised at the meeting.

The email from Claire also mentioned that the 'specialised nature of the activity' was an issue and that 'a person might try it once and not as a routine experience therefore the interest to the general public might be limiting'. We feel we had addressed any issues in relation to this viewpoint of climbing being of a specialised nature in our application, through our actual figures, through our breakdown of sales forecast, through our references on the growth of climbing as a whole, through the continued success of other climbing facilities, through our children's climbing club growing to be the biggest in the country, through our inductions and general membership increasing year on year. These figures not happen by people trying it once and not returning. It should be obvious that people do not get to compete at Olympic level by trying something once. Our governing body, Mountaineering Ireland would also find this view objectionable.

We voiced our concerns about these issues in our email to Claire on 6th June, 2019 (see attached email with the supporting documentation which we asked her to present to the Evaluation Committee at their meeting on Monday 10th June, 2019).

Our application was then referred to the LCDC which upheld the decision of the Evaluation Committee.

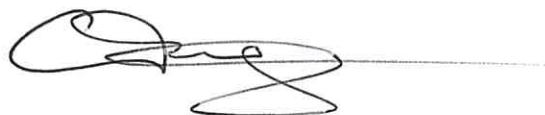
We feel we have satisfied all concerns in relation to the correspondence received throughout the process and we would be grateful if you would review our application.

Please do not hesitate to contact for further information,

Kinds regards,



Rachel Smith and Catherine Feeney





----- Original message -----

From: Claire Connors <Claire.Connors@wlp.ie>

Date: 31/05/2019 15:45 (GMT+00:00)

To: Rachel Smith <originalrachelsmith@gmail.com>, '2B Climbing' <warehouseclimbing@outlook.ie>

Subject: Decision of the Evaluation Committee

Dear Rachel and Catherine,

It is with deep regret I write to confirm that the Evaluation Committee did not recommend your project for approval to the Local Community Development Committee (LCDC) on the basis that the finances were considered very stretched in terms of the matching element and there was no provision for a reserve should the project struggle in the first two years.

You can appeal this decision if you can provide solid evidence that you have access to the necessary reserves that would support the business in the first two difficult years of operation.

Regards,

Claire

Claire Connors,
Oifigeach Tionscadail/Project Officer,
Waterford Leader Partnership Ltd.,
Presentation Building,
Mitchell St,
Dungarvan,

Co. Waterford.

X35 DE98

T: 058-51505

M:087 2311062

Email:claire.connors@wlp.ie

Facebook: Waterford Leader Partnership Ltd.

Charities Regulatory Authority No.20070748

F: <https://www.facebook.com/WaterfordLeaderPartnership>

T: <https://twitter.com/wlpleader>

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Tá an ríomhphost seo agus aon iatán a ghabhann leis rúnda agus is d' úsáid an té/na ndaoine a bhfuil sé seolta chuige/chucu, amháin é. D'fhéadfadh an t-ábhar a bheith faoi réir ag pribhléid dhlíthúil agus ghairmiúil. Mura seolaí ainmnithe nó ceaptha an ríomhphost seo tú, níor chóir duit an teachtaireacht seo, nó aon mhír de, a úsáid, a scaoileadh, a chóipeáil, a scaipeadh nó a choimeád. Más amhlaidh go bhfuair tú an ríomhphost seo trí earráid nó trí dhearmad, iarrtar ort sin a chur in iúl don seoltóir láithreach bonn, le do thoil agus aon chóip den ríomhphost seo a scríosadh ó do chóra(i)s ríomhaireachta.



----- Original message -----

From: Claire Connors <Claire.Connors@wlp.ie>

Date: 05/06/2019 17:21 (GMT+00:00)

To: 2B Climbing <warehouseclimbing@outlook.ie>

Subject: RE: Letter re funding in support of working capital for TheWarehouseClimbing Gym

Hi Rachel,

That's great. Thank you for following up on that so quickly.

Regards,

Claire

From: 2B Climbing <warehouseclimbing@outlook.ie>

Sent: Wednesday 5 June 2019 16:32

To: Claire Connors <Claire.Connors@wlp.ie>

Subject: FW: Letter re funding in support of working capital for TheWarehouseClimbing Gym

Hi Claire,

Please see attached email from my mum re funds and working capital. She is posting the original this afternoon and hopefully I will have it in the morning but we hope the email will do in the meantime.

Thanks,

Rachel

Sent from [Mail](#) for Windows 10

From: [Rachel Smith](#)

Sent: Wednesday 5 June 2019 16:27

To: [Rachel Smith](#)

Subject: FW: Letter re funding in support of working capital for TheWarehouseClimbing Gym

Sent from [Mail](#) for Windows 10

From: [Carmel and Michael Smith](#)

Sent: Wednesday 5 June 2019 16:14

To: originalrachelsmith@gmail.com

Subject: FW: Letter re funding in support of working capital for The WarehouseClimbing Gym

From: Rachel Smith <originalrachelsmith@gmail.com>

Sent: 05 June 2019 15:30

To: mbsmith@eircom.net

Subject: Letter re funding in support of working capital for The Warehouse Climbing Gym

To Whom It May Concern

Please be advised that I am in a position to provide the sum of up to €40,000 as available working capital in support of The Warehouse Climbing Gym. This provision of funds will not in any way leave me personally financially disadvantaged. Please see previous bank statements provided in support of this Leader application as proof of available funds.

Yours sincerely,

Carmel Smith

'Aoibneas'

Rockey Valley Drive

Carrigoona Commons West

Kilmacanogue

Co. Wicklow

Sent from [Mail](#) for Windows 10



----- Original message -----

From: Claire Connors <Claire.Connors@wlp.ie>

Date: 05/06/2019 17:20 (GMT+00:00)

To: 2B Climbing <warehouseclimbing@outlook.ie>

Subject: Letter as discussed

Hi Rachel and Catherine,

Please find attached letter as promised following our earlier meeting.

Kind regards,

Claire

Claire Connors,

Oifigeach Tionscadail/Project Officer,

Waterford Leader Partnership Ltd.,

Presentation Building,

Mitchell St,

Dungarvan,

Co. Waterford.

X35 DE98

T: 058-51505

M:087 2311062

Email: claire.connors@wlp.ie

Facebook: Waterford Leader Partnership Ltd.

Charities Regulatory Authority No.20070748

F: <https://www.facebook.com/WaterfordLeaderPartnership>

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Tá an ríomhphost seo agus aon iatán a ghabhann leis rúnda agus is d'úsáid an té/na ndaoine a bhfuil sé seolta chuige/chucu, amháin é. D'fhéadfadh an t-ábhar a bheith faoi réir ag pribhléid dhlíthúil agus ghairmiúil. Mura seolaí ainmnithe nó ceaptha an ríomhphost seo tú, níor chóir duit an teachtaireacht seo, nó aon mhír de, a úsáid, a scaoileadh, a chóipeáil, a scaipeadh nó a choimeád. Más amhlaidh go bhfuair tú an ríomhphost seo trí earráid nó trí dhearmad, iarrtar ort sin a chur in iúl don seoltóir láithreach bonn, le do thoil agus aon chóip den ríomhphost seo a scríosadh ó do chóra(i)s ríomhaireachta.

Seiceáladh gach iatán le scanóir aimsithe víreas agus ceaptar iad a bheith saor ó víreas. Iarrtar ort áfach, a dheimhniú go ndéanfar gach teachtaireacht a scanadh ar fhaitíos víris, mar nach féidir aon dliteanas a ghlacadh maidir le haon ionfhabhtú nó damáiste a dhéantar do do chóras ríomhaireachta tríd an ríomhphost seo a fháil.

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Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

31LDRWAT109889

Ms. Rachel Smith,
2B Climbing,
32 Carn Glas Way,
Gracedieu Rd,
Waterford.

www.wlp.ie info@wlp.ie

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5th June 2019

Dear Rachel and Catherine,

I write to inform you of the decision of the evaluation committee who met recently to discuss your project. Unfortunately, they did not recommend your project for approval on the basis that the finances were considered of grave concern in that there was little provision should the business struggle in the critical commencement period.

The very specialised nature of the activity was also considered an issue given that a person might try it once and not as a routine experience therefore the interest to the general public might be limiting.

We have another evaluation meeting scheduled for this coming Monday 10th June so if you could submit any additional information to support the issues raised by 4.30pm tomorrow we will then forward it to the evaluation committee in advance of their meeting.

Yours sincerely,


Claire Connors

*Páirc Ghnó an Leasa Mhoir,
Lios Mór, Co. Phort Láirge.*

Lismore Business Park,
Lismore, Co. Waterford.

T 058 54646 F 058 54126

*Áras na Toirbhirte, Sráid an Mhisteálaigh,
Dún Garbhán, Co. Phort Láirge.*

The Presentation Building, Mitchell St.,
Dungarvan, Co. Waterford.

T 058 44077 F 058 45238

*f/ch Ionad Nano Nagle,
Carraig na Siúire, Co. Thiobraid Árann.*

c/o The Nano Nagle Centre,
Carrick-on-Suir, Co. Tipperary

T 051 649516 F 051 649517

Directors: Eleanor Burns; Micheál Cosgrove; James Coughlan; Paul Flynn; Peter Kiely; Donal Lehane; Peter McLoughlin; Cliona Mhic Ghiolla Chuda; John Moloney; Donal Murphy; John O'Donnell; Michael J Walsh (Chairperson) and Mary Walsh.
Waterford Leader Partnership CLG. Charitable Status: CHY 18451 **CRO Number:** 189661 **CRA:** 20070748



An Roinn Ealaíon, Oidhreacht,
Gnóthaí Réigiúnacha, Tuisithe agus Gaeltachta
Department of Arts, Heritage,
Regional, Rural and Gaeltacht Affairs



Working under contract for the
Department of Social Protection



From: 2B Climbing <warehouseclimbing@outlook.ie>

Sent: Thursday 6 June 2019 13:21

To: Claire Connors <Claire.Connors@wlp.ie>

Subject: Additional information for the evaluation committee on Monday 10th, 2019

Hi Claire,

Please find attached some additional information for the evaluation committee meeting on Monday.

We feel we can easily satisfy the committee's concerns regarding the working capital which seemed to be the main concern.

However, following yesterday's meeting and having had time to digest the points raised by yourself and Jimmy we have some concerns over how our project was conveyed to the committee and whether or not they read/understood the nature of the business. We put considerable effort into the supporting documentation provided with our application in order to explain the nature of the sport and the business model it follows. The information we are attaching is really us reiterating information already contained in the application.

We were alarmed to hear reference made to Dunmore East Adventure Centre and Rathgormack Climbing Club (of which Rachel was a member for many years). These two are not even remotely in the same market as the business we have proposed. They are so far removed from what a modern climbing centre run as a business is, that we feel our project may have misunderstood by the committee.

Again, the comments that its something 'you go to once to give it a try' or 'I understand you would be busy on a rainy day but what about the rest of the year' have raised serious concerns for us. We have reattached our table with sources of income for the committee but again this is information that was already submitted. It clearly shows how we plan to sustain income throughout the year. This is not a rainy day activity, it is an Olympic sport. We are not an activity centre (e.g. Run a Muck style).

There was also mention of testimonials from interested parents and climbing members. Again these were already submitted.

Also there seemed to be some ambiguity over whether or not this was an appeal process. Our understanding now is that this is not an appeal and that that avenue will still be open to us if we are turned down on Monday.

In our absence on Monday we would be grateful if you would be in a position to explain to the committee the nature of the business which is not comparable to the examples discussed at the meeting with you and Jimmy. We are asking to be compared with the other dedicated climbing walls around the country.

If there is any clarification required on any of the documentation provided or if you can provide anything further for the committee please do not hesitate to ask us.

Rachel and Catherine.

Sent from [Mail](#) for Windows 10



----- Original message -----

From: Claire Connors <Claire.Connors@wlp.ie>

Date: 06/06/2019 15:27 (GMT+00:00)

To: 2B Climbing <warehouseclimbing@outlook.ie>

Subject: RE: Additional information for the evaluation committee on Monday 10th, 2019

Hi Catherine and Rachel,

Thank you for all the information you have now submitted to address concerns raised by the evaluation committee.

There is no need to be 'alarmed' by reference to other activity centres in the county such as Dunmore East and the Rathgormack Climbing Centre. These two projects were only mentioned in discussion yesterday as we had supported both initiatives in the past. As Jimmy stated, he did not read your project information and therefore is not fully informed on the project.

The Evaluation Committee did indeed receive all your project information and a very long discussion took place which concluded in the concerns raised that we brought to your attention.

As confirmed yesterday, this is not an appeal process yet. You have been given the opportunity to submit more supporting documentation.

I will revert following the meeting on Monday.

Regards,

Claire



----- Original message -----

From: Rachel Smith <warehouseclimbing@outlook.ie>
Date: 06/06/2019 14:23 (GMT+00:00)
To: Claire Connors <Claire.Connors@wlp.ie>
Subject: Attachments

Hi Claire,

Could you please include the three attachments for consideration by the Evaluation Committee on Monday as well as the email from my mum yesterday re the working capital. If you need originals of bank statements please let us know or if you feel there is anything else that needs to be addressed.

Thanks again,

Rachel and Catherine

Sent from [Mail](#) for Windows 10

Further to your email regarding our Leader application for The Warehouse Climbing Gym please see the following details that may help to explain our model further.

1. Working Capital:

- Please see email (original signed letter has been posted) from Carmel Smith verifying access of up to €40,000 in respect of working capital.
- Please also see bank details provided by Catherine Feeney verifying further funds available of €10,000.

Available working capital = €50,000

Given our previous experience in this industry we can accurately forecast the cost of running the business each month, so this working capital is required for the scenario that revenue is interrupted or takes longer than expected to reach projected levels over the first year. With the cost run rate of approximately €6000 per month this reserve will sustain the business for a minimum of 8 months.

2. Concerns about 'Niche Market'/Staffing etc.

Over the last 15 years there has been an explosion in the popularity of climbing as a sport, with numbers regularly climbing increasing by 15 – 20% each year. It is one of the fastest growing sports both in Ireland and around the world. It has grown from a niche pursuit to being an official Olympic sport. It has morphed from an outdoor pursuit to an indoor sport.

We are not entering this business naively, our first hand experience, combined with information from owners at the other walls have been vital in our business planning. Our sales forecasts are based on actual figures, with a reduction built in, in order to give us time to grow. Throughout the year we have classes, and when these cease for summer months, we have camps to continue our revenue stream. Throughout the year we continue to have members, tasters, parties, inductions, lead classes, in house competitions. We are not an activity centre, hoping to merely make money on a rainy day, we have scheduled activities running year round, as is the norm with climbing walls.

In relation to costs, the main variables will be wages & insurance. Please **see notes below** regarding same. We have extensive knowledge of this sector. If our wage costs increase beyond forecast, it will be in direct correlation with increased sales, beyond forecast. In relation to insurance, when Rachel was managing Activate for the past 4 years, there were no claims on our insurance. We are aware that we cannot indemnify against all possibilities, however we take our safety statement & risk assessments very seriously (available at your request) & have taken measures to get the best premium possible. We have the necessary reserves in place to combat increases in these costs.

We understand the concept of climbing as a sport/industry may be new to the evaluation committee. We hope that the points highlighted below together with all the supporting documentation we provided with our application outlining the nature of the sport and the growth of the industry from niche to mainstream, will help clarify the viability of the project:

- Climbing centres do not operate in the same way as for example Dunmore East Adventure Centre (a centre we are both familiar with as we work there freelancing). The same staffing levels are not required. Adult climbers for the main part (following an induction session which would be pre-booked) are unsupervised in a climbing centre, similar to a gym scenario. They pay in 2/3 times per week and use the facility on their own.
- Sessions requiring supervision (such as climbing club classes, tasters or inductions for adults) are all pre-booked and as such can be scheduled throughout the day/week in accordance with our low staffing ratios. Again this is the norm in this industry.
- According to the Association of British Climbing Walls (ABC) the numbers of people climbing indoors is growing by 15 – 20% annually. The sport will get another boost when it is show cased as an Olympic Sport in Tokyo 2020. We presume that the evaluation committee is aware that any sport that has achieved Olympic recognition is not something that someone 'might try it once and not as a routine experience' as per response received to our application. This growth is also evidenced by the number of climbing walls which have opened in Ireland within the past 10 years. This trend is continuing. In addition, whilst at Activate running the children's climbing club we experienced annual **growth of 34% from 2018 – 2019**, it is clearly not a once off for many people. The growth of commercially sustainable climbing centres in Ireland over the past 10 years is testimony to this. No other sport is growing at this rate on a global scale. The need for a centre in the South East is an obvious gap in the market as indicted by our map of the distribution of centres in Ireland.
- Please see testimonials provided in our application regarding the geographic gap in the market in the South East. The Warehouse Climbing Gym will fill this gap.
- With regard to any concerns as to how The Warehouse will operate year round please see table 2.2 Business Description and Purpose of the business plan that we submitted in support of our application which we have now reattached.
- We are also reattaching table 10.1 Breakdown of Sales Forecast as we feel this table is the best representation of how revenue will be generated year long. **The figures in this table are conservatively based on actual figures** in Activate. For example, we were averaging 96 children per week in our club classes in Activate. In our figures we have budgeted for 64 per week (a reduction of 1/3 from actual) in the opening year of The Warehouse, as we are aware we will have to rebuild numbers. However, we have not factored in the distinct advantage we will have by being based in Tramore in terms of summer sales of taster sessions. We are unique in this area, as no other climbing wall in the country benefits from tourists to the extent that is available to us.
- Both of us are qualified to the highest qualifications achievable from Mountaineering Ireland and the Mountain Training Association & require no further certification prior to managing the climbing wall.
- Rachel has managed The Wall bouldering gym in Dublin as well as the climbing wall at Activate and is vastly experienced in the industry. The climbing club at Activate was the most successful in the country when it was being coached by us.
- Catherine's previous experience includes over a decade of management and finance positions. In addition she has worked as a climbing coach/instructor for the past 2 ½ years in an extremely fast paced environment.
- With regards to costs in the opening years, our rent is fixed from year 2 to year 5 (market value rent review only occurring at the end of year 5). We both come from a climbing background where we work for the minimum wage. For the first 2 years we are taking

wages of €200 per week, whilst working 60-70 hours per week. It is the accepted nature of the climbing industry, & indeed for start up business.

- Re insurance, our comparable wall is Suas, Co. Clare. They are operating for 2 years & have been very helpful in providing information. Their insurance premium is €6,349 p.a., we have budgeted for €10,080 (60% increase) as we are aware the market is changing. We have also joined the Irish Association of Adventure Tourism in order to access potentially cheaper premiums through group schemes, and gain the best possible guidance & advice.

5th May. 2019.

To Whom It May Concern

Please be advised that I am in apposition to provide the sum of 40,000euro as available working capital in support of The Warehouse Gym. This provision of funds will not in any way leave me personally disadvantaged. Please see previous bank statements provided in support of this Leader application as proof of available funds.

Yours sincerely,



Carmel Smith

"Aoibneas"

Rocky Valley Drive

Carrigoona Commons West

Kilmscanogue

Co Wicklow

001/0996/2/2

MS CATHERINE FEENEY
32 CARNGLAS WAY
GRACEDIEU ROAD
CO WATERFORD

About You

Account Type:
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Account Number:

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Call: 1890 500 121
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83 Main Street
Midleton
Co Cork

About Your Statement

Statement Date: 07/05/2019
Statement Number: 00055
Page: 2 of 2

Date	Details	Withdrawn	Paid In	Balance	Banking only better!
	Balance B/fwd			1700.00	
14JAN19	INET 24 To 6867	200.00		1500.00	Sign up for eStatements on open24.ie and get your paperless statements online. You will be able to view, print or save your statements from here, so you can keep on top of your money.
15JAN19	INET 24 Fr 6867		200.00	1700.00	
18JAN19	INET 24 Fr 6867		200.00	1900.00	
21JAN19	INET 24 To 6867	300.00		1600.00	
21JAN19	INET 24 To 6867	100.00		1500.00	
22JAN19	INET 24 To 6867	100.00		1400.00	
24JAN19	INET 24 Fr 6867		2600.00	4000.00	
30JAN19	INET 24 To 6867	500.00		3500.00	
30JAN19	INET 24 To 6867	200.00		3300.00	
01FEB19	PTSB Visa 453980	1000.00		2300.00	
07FEB19	INET 24 Fr 6867		800.00	3100.00	This is an eligible deposit under the Deposit Guarantee Scheme. For more information please see the 'Deposit Guarantee Scheme-Depositor Information Sheet' available in branch or on www.permanenttsb.ie
08FEB19	INET 24 To 6867	600.00		2500.00	
15FEB19	INET 24 To 6867	2500.00		0.00	
25FEB19	INET 24 Fr 6867		245.00	245.00	
27FEB19	INET 24 To 6867	245.00		0.00	
27FEB19	INET 24 Fr 7769		500.00	500.00	
28FEB19	INET 24 To 6867	200.00		300.00	
01MAR19	INET 24 To 6867	300.00		0.00	
21MAR19	INET 24 Fr 6867		900.00	900.00	
25MAR19	INET 24 To 6867	200.00		700.00	
25MAR19	PTSB Visa 453980	500.00		200.00	Please let us know if your details have changed. You can drop into your local branch or call 1890 500 121 (or 00353 1 212 4101 from abroad)
27MAR19	INET 24 To 6867	200.00		0.00	
29MAR19	INET 24 Fr 6867		25000.00	25000.00	
29APR19	INET 24 Fr 7646		5000.00	30000.00	
	Overdraft Information:				
	(where applicable)				
	Overdraft Reference Rate				
	Authorised Rate: 15.00%				
	Unauthorised Rate: 12.00%				
	Set-Up Fee: 25.00				
	Renewal Fee: 25.00				
	Closing Balance			30000.00	



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Current balance €228.00

Joe Feeney

Account number: _____

View your BIC and IBAN

Available funds €215.00

Current balance €215.00

Switch Current A/C

Account number: _____

View your BIC and IBAN

Available funds €2,197.57

Current balance €2,587.46

Emergency Fund

Account number: _____

View your BIC and IBAN

Available funds €800.00

Current balance €800.00

Home Account

Account number: _____

View your BIC and IBAN

Available funds €0.00

Current balance €5,000.00

Recent transactions

DATE	DESCRIPTION	MONEY IN (€)	MONEY OUT (€)	BALANCE (€)
29 Apr 19	INET 24 Fr 6867	0.54		5,000.00
29 Apr 19	INET 24 To 0846		5,000.00	4,999.46
29 Apr 19	Early Withdrawal Penalty		0.54	9,999.46
04 Mar 19	HOLIDAYS	40.00		10,000.00

06/06/2019

Permanent tsb Online Banking

DATE

DESCRIPTION

MONEY IN (€)

MONEY OUT (€)

BALANCE (€)

25 Feb 19

HOLIDAYS

40.00

9,960.00

Switch Current A/C

Account number:

View your BIC and IBAN

Available funds

€30,000.00

Current balance

€30,000.00

Recent transactions

DATE	DESCRIPTION	MONEY IN (€)	MONEY OUT (€)	BALANCE (€)
29 Apr 19	INET 24 Fr 7646	5,000.00		30,000.00
29 Mar 19	INET 24 Fr 6867	25,000.00		25,000.00
27 Mar 19	INET 24 To 6867		200.00	0.00
25 Mar 19	PTSB Visa 453980		500.00	200.00
25 Mar 19	INET 24 To 6867		200.00	700.00

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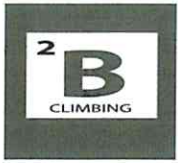
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----- Original message -----

From: warehouseclimbing <warehouseclimbing@outlook.ie>

Date: 06/06/2019 15:15 (GMT+00:00)

To: Claire Connors <Claire.Connors@wlp.ie>

Subject: I am sharing '10.1 Climbing Sales Forecast Year 1.docx' with you

Hi Claire,

While we are aware that the committee may not need to see our bank details etc, can you ensure that the committee does get a copy of the attached Sales Forecast please. I know it was already in our business plan, but it doesn't seem apparent that they looked at it. It shows revenue year round & the source of same. It is the cornerstone of a climbing gym model.

Kind regards,
Catherine and Rachel.

Shared from Word for Android
<https://office.com/getword>

Sent from Samsung tablet.

10.1 Breakdown of Sales Forecast YEAR 1

CLIMBING SALES	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug.	Total
Club Class (40 wks 7classes of 8kids @ €9)	2,016	2,016	2,016	1,512	2,016	2,016	2,016	2,268	2,268	2,016	0	0	20,160
Development Class (28wks 1 class of 8@ €12)	384	288	384	288	288	384	384	288	0	0	0	0	2,688
Inductions (50 wks of 7p/wk @ €12)	336	420	336	336	420	336	336	336	336	336	336	336	4,200
Tasters (52wks of 12p/wk @ €8.50 ea)	306	408	306	306	408	408	408	510	408	510	612	714	5,304
Parties (50wks of 2 p/wk of 10 kids @ €12ea)	240	960	960	1,200	1,200	960	960	1,200	960	960	1,200	1,200	12,000
General Members (50wks of 40 visits p/wk @ €8.50 ea)	1,700	1,700	1,700	1,360	1,700	1,700	1,700	1,700	1,700	680	680	680	17,000
Competitions (4 pr yr x20climbers @ €10ea)	0	0	200	0	0	200	0	0	200	0	0	200	800
School Tours (4 wks x 1 class of 28 students @€12ea)	0	0	0	0	0	0	0	0	336	1,008	0	0	1,344
Rentals (20 % of general member visits @ €3ea)	120	120	120	96	120	120	120	120	120	48	48	48	1,200
Camps (6 wks of 12 kids @ €90 p/wk) + (12 kids x €18 x 2 days)	0	1,080	0	0	0	432	0	1,080	0	0	2,160	2,160	6,912
Lead Lessons (4 climbers/mth @ €40 ea)	160	160	160	160	160	160	160	160	160	160	160	160	1,920
Total Cash Sales	5262	7,152	6,182	5,258	6,312	6,716	6,084	7,662	6,488	5,718	5,196	5,498	73,528

2.2 Business Description and Purpose

The Warehouse will cater for both children and adults, with a bouldering wall of 200sqm (to competition height standards), and a top-rope/lead wall of 100sqm. This will be the largest climbing facility in the South East.

The Warehouse will appeal to both novice and experienced climber's, and will offer a number of dedicated instructor-led classes, for example, children's club, lead climbing, individual coaching, conditioning and cardio, school/transition year students, additional needs groups. Some climbers will also become members and use the walls unsupervised in their own time.

The Warehouse will host competitions in conjunction with Mountaineering Ireland, as well as in-house competitions.

As both Rachel and Catherine have qualifications in route setting, they will keep the routes on the walls updated and fresh for their climbing members.