

With Regret



MEGA POWER 2010

15 December 2009

www.sandstone-estates.com

Initially some 200 people registered which enabled us to press the 'Go' button on the event. In terms of the admin arrangements that we had planned we then sent out invoices to those that had registered to confirm their participation. There are substantial costs involved in hosting an event like this, not the least of which is a contract to upgrade our line for passenger use.

The receipt of the invoices had a negative effect on those who had registered and nearly 30% cancelled almost immediately. We are currently receiving cancellations at the rate of approximately 2-3 per day and our assessment is that only a very small, very dedicated group of enthusiasts will finally attend.

Where we made a major miscalculation was in assuming that a Registration meant participation. This is far from the truth and we are now in a situation where the event is very non-viable, both from a financial standpoint and from a contractual position. We must guarantee caterers and other vendors a minimum amount of business in order to justify their involvement and it is very likely that we will end up on the wrong side of the fence in terms of these commitments.

Obviously this note is only being sent to those who have not cancelled so we have to assume that you might well have been part of the small minority who would have attended. We hope that you understand that we cannot run such a major event based on such limited participation.

The event is therefore cancelled with immediate effect.

We are too far from urban centres and too far from Europe in particular for us to be able to attract reasonable numbers of people. We will continue to be a private preservation centre and we will certainly open our doors to groups who might want to organise themselves in such a way that we can meet their expectations. Obviously all these things come at a price.

It is obvious to us that the days of public events at Sandstone Estates are over. We have always lost money and our attempt to change our strategy with respect to Mega Power 2010 has also not been successful. We are philosophical about this because we are essentially an organisation that attempts to save Heritage assets rather than use them as entertainment objects.

*Wilfred Mole / Michael Myers
Sandstone Heritage Trust*