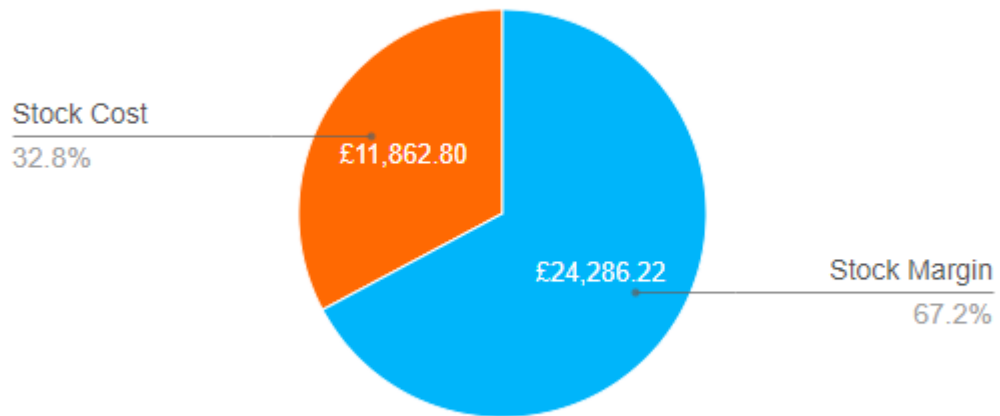


F & E April 2022 / Agenda item 6c
January to March 2022 TIC Report to Committee

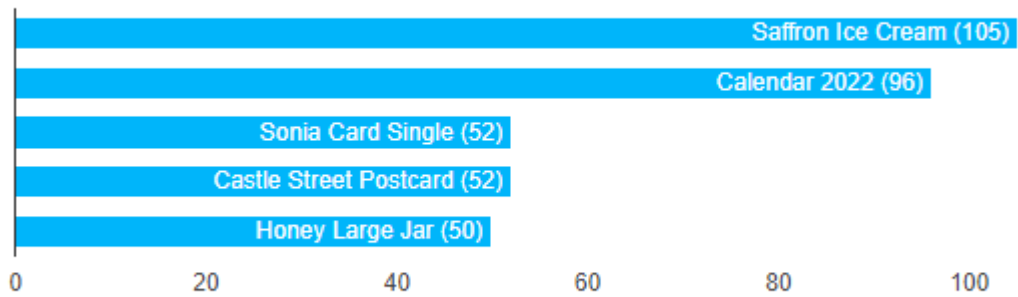
1. The TIC's profit on stock for the year ending 31st March 2022 is £23,779.73, which is about £10,000 up on our annual average and is the most profit the TIC has ever made on stock sales in its 40 + year history. This is due primarily to the Moorcroft vase, which has yielded a profit of £6,148.64 to date. Other new items of stock that helped us achieve this remarkable figure are our new range of biscuits and sweets as well as wine and beer sales. Please see the attached Excel report for a full breakdown.
2. Due to COVID, the TIC team were not able to attend the Excursions exhibition at Twickenham in March. Sarah Lewin from UDC kindly made sure that many Saffron Walden leaflets and information were on display to the coach group organisers who attended.
3. A new leaflet detailing the Saffron Story and its importance to Saffron Walden is now available at the TIC. This leaflet was funded by the Saffron Walden Heritage Development Group as part of their Saffron Story project. Please do pick one up when you are next passing the TIC.
4. Tickets are now on sale for the Audley End Concert season. With a long run in, the TIC will make good commission on these tickets. This year has a very high-profile line-up comprising Tom Jones, Elbow and Simple Minds.
5. The annual website advertising income was £3,363.33. The annual maintenance cost from Tela is £1250.00, so this means a profit for this year of £2113.33. This is separate to the e-shop.
6. The TIC has paid for Saffron Walden to be part of the Great Days Out Around Cambridge leaflet for the coming season. This is a first for Saffron Walden. The leaflet will last for 2 years and is very widely distributed in the region, including within Cambridge itself. This will allow us to promote ourselves to visitors there now that Cambridge TIC has closed.
7. Click it Local selling site, which was launched 18 months ago, has stopped trading in the Uttlesford District.
8. A reminder that the TIC is listed on Trip Advisor (having been recognised as an attraction!) The addition of positive reviews would be welcomed!
https://www.tripadvisor.co.uk/Attraction_Review-g315967-d23596849-Reviews-Saffron_Walden_Tourist_Information_Centre-Saffron_Walden_Essex_England.html
9. The TIC is reviewing its stock lines as the spring/summer season approaches; it awaits a first delivery of wooden garden gifts made by Saffron Walden Community Shed to include bird boxes, bug hotels and bat boxes to be branded jointly for the Men's Shed and Bridge End Garden. It is also researching jewellery with a crocus theme and is in liaison with Coles Puddings about other food lines that can be specially branded for Saffron Walden.
10. Further to previous, the TIC team is working to stop selling gifts and souvenirs made from single-use plastic and is also requesting that suppliers provide an alternative to single-use plastic packaging.

11. The TIC ran a successful promotion during English Tourism Week, giving away specially baked saffron buns with purchases, and organising free promotional tours of Saffron Walden. In many instances the “free bun” offer resulted in new sales; in all cases, the customer was pleased to receive a complementary bun!
12. Awards: in the past 12 months the TIC has won a BEST Growth Hub Novo Classic Award and was one of three runners up in the Customer Excellence category of the East of England Tourism Awards.
13. Platinum Jubilee: The TIC is gathering archive material for a display of the Queen’s connections with Saffron Walden, for the Jubilee Weekend. It has invested in a previously unseen Getty Images photo of the Queen when in Saffron Walden in 1988. NB. Use of the image is restricted to single non-profit display in the Town Hall.
14. Foodbank: Over the last 15 months the TIC has secured £7950 Food Support Funding from ECC and has spent this on food supplies which it has then delivered to the Foodbank, at times with the assistance of the Ops Team.
15. Public Transport: The TIC was instrumental in the reinstatement of the East Street Bus Stop, which had disappeared following work at the Old Police Houses.
16. The TIC worked with the Events Officer to secure ActivAte Funding to put on free Christmas events, including food, for families in need.
17. The TIC continues to act as the SWTC point of contact for the public, for example, selling Mayor’s Raffle Tickets, receiving donations for Ukraine, giving out and taking in Public Consultation documents.
18. We continue to receive comments every day on the attractive, well-stocked shop floor.
19. *E shop report: see report below*
Annual footfall April 2021 to March 2022: 103809
TIC Google star rating: 4.8/5
Social Media: Followers on Twitter: 4383
Followers on Facebook: 2588
Followers on Instagram: 1389

Graphs for January to March 2022 Inclusive



Best Sellers



E-Shop Sales January to March 2022 Inclusive

£1,041.54 gross sales in this period
£11.57 average gross daily sales
£953.69 net sales in this period
£10.60 average net daily sales
44 orders placed
77 items purchased
£14.95 refunded 0 orders (0 items)
£87.85 charged for shipping