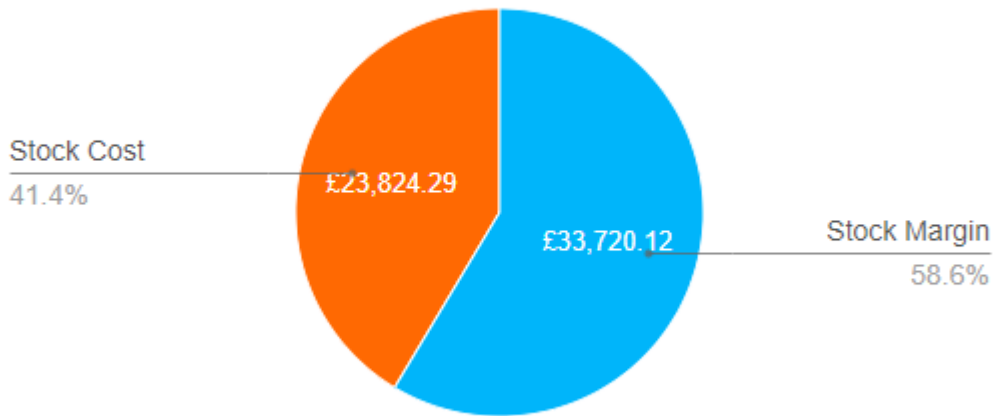


### July to November 2021 TIC Report to Committee

1. Seasonal sales at the TIC are going well, with Christmas cards, calendars, Christmas puddings, sweets and biscuits all selling well.
2. TIC staff continue to shop for the Foodbank using the remaining amount from the £3000 ECC Lockdown Support Funding. Due to lifting issues the purchased food is now collected and delivered to the Foodbank by the Ops Team.
3. The TIC nominated Saffron Walden Market's Manager and Market Team for NABMA Awards. The Market Team (including staff from the Ops Team, Town Council Admin staff and TIC) won and the trophy was collected at the Markets Conference in Stratford upon Avon by Terry. The TIC also generated enthusiasm for Love Your Local Market fortnight and took multiple photos which formed the basis for an advert in the Walden Local.
4. The TIC have started voting for Saffron Walden market in the Britain's Favourite Market Awards – and encourage all Councillors to do the same, on a daily basis. A lot of press coverage is given to the winner. <https://nabma.com/vote-for-britains-favourite-market-2022/>
5. The TIC has won a Classic Novo Award in the BEST Growth Hub Novo Awards 2021. BEST stands for Business Essex, Southend and Thurrock. Of over 100 applicants, 32 were shortlisted for awards.
6. 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](https://www.tripadvisor.co.uk/Attraction_Review-g315967-d23596849-Reviews-Saffron_Walden_Tourist_Information_Centre-Saffron_Walden_Essex_England.html)
7. The TIC has printed out, and given out, multiple changed bus timetables following recent changes. It has also compiled a combined station journeys timetable.
8. The TIC has applied for two awards in the East of England Tourism Awards. (Customer Service Excellence and Resilience and Innovation). We are currently through to the second round in both categories!
9. The Saffron Gold Moorcroft Vase has been a great success with 50 vases now sold, making a profit for the TIC of £5208.51. Full credit to Judith for coming up with this idea. The TIC has trialled the sales of two other Moorcroft plaques, Fireworks and A Century of Service (100 years of RBL), but these have not generated the same level of interest.
10. The TIC's Pavement Licence has now expired. A dialogue now needs to take place with the BID as they hold a licence for the majority of the Market Square & UDC will not issue two licences for the same space.
11. The TIC sold £5043.00 worth of Audley End Concert Tickets this summer, earning a commission of £327.79. Sales were lower this year as we were only asked to sell tickets with a 6 week lead time (normally it is with a 5 month lead time)
12. Paul Bellany has produced a wonderful promotional video of the Market. Please do have a look if you haven't already; it can be found at the bottom of our homepage and has had 849 views at the time of writing [www.visitsaffronwalden.gov.uk](http://www.visitsaffronwalden.gov.uk)

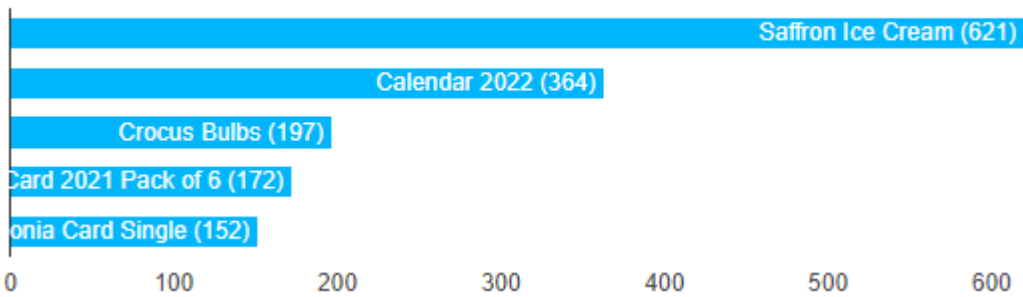
13. We continue to work with James de Vries on marketing of our e-shop products. James has recently undertaken a Facebook paid advertising campaign to sell our Moorcroft pieces. Results to be reported at the next meeting. Our sincere thanks to James for his time and support on this.
14. The annual website advertising renewal process has now been completed. This relates to Hotels, B&Bs, Restaurants etc who pay to have a page on our website. The net income at the time of writing is £3265.83. The annual maintenance cost from Tela is £1250.00, so this means a profit for this year of £2015.83
15. The TIC is helping to arrange an official trip to our twin town of Bad Wildungen in September 2022. This is aimed at being a visit involving the Town Council along with members of the community. The costs of the trip will be funded by the individuals themselves.
16. The TIC has started selling wooden baubles for the Mayor's Appeal 'Memory Tree'. Takings to date are: £227.00
17. The sales of Hornsea Pottery 'Saffronware' have seen a resurgence, probably due to its autumnal colouring; sales have included a breakfast hamper with Saffronware cups, saucers and bowls, and a range of breakfast food from Saffron Wholefoods. We were also asked to source specific items from the range for a customer which we were able to do, refurbishing the lids and then selling them on for a significant profit. The same customer has asked us to source another item and wants to pay us to refurbish lids of other Saffronware items in her collection.
18. We have worked in conjunction with Saffron Wholefoods and local designer Phil Clements to produce mulling spices for sale in the run up to Christmas.
19. We continue to receive comments every day on the attractive, well-stocked shop floor.
20. The operations team carried out a refit of our poster display areas in the windows using slatwall fittings; this made the areas much more efficient, spacious, eye-catching and safe.
21. E shop report: see report below
22. Click it Local report: see report below.
23. July footfall figure: 9291. August footfall figure: 11969. September footfall figure: 10096  
October: 9963. November: 9893

**Graphs for July to November 2021 Inclusive**



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**Best Sellers**



**E-Shop Sales July to November 2021 Inclusive**

|   |
|---|
| <b>£5,397.16</b><br>gross sales in this period  |
| <b>£1,079.43</b><br>average gross monthly sales |
| <b>£5,297.36</b><br>net sales in this period    |
| <b>£1,059.47</b><br>average net monthly sales   |
| <b>90</b><br>orders placed                      |
| <b>211</b><br>items purchased                   |
| <b>£288.99</b><br>refunded 5 orders (19 items)  |
| <b>£99.80</b><br>charged for shipping           |
| <b>£0.00</b><br>worth of coupons used           |

**Click it Local Sales July to October Inclusive 2021**

No Sales