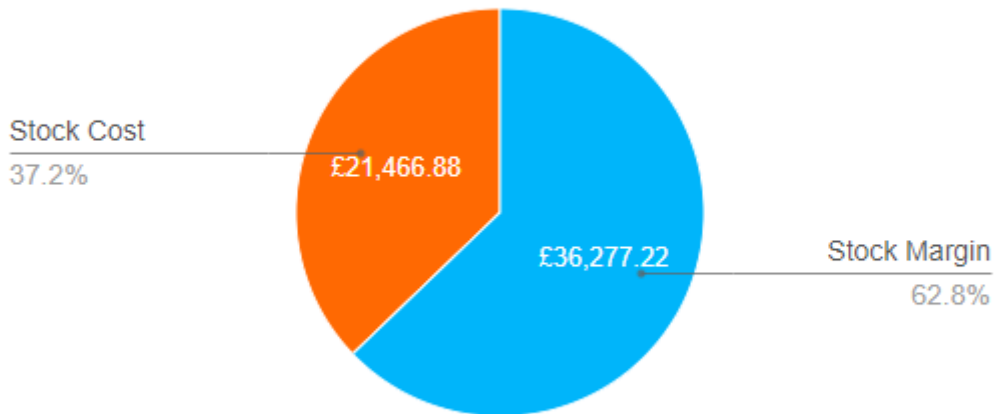


## F & E June 2022 / Agenda item 6b

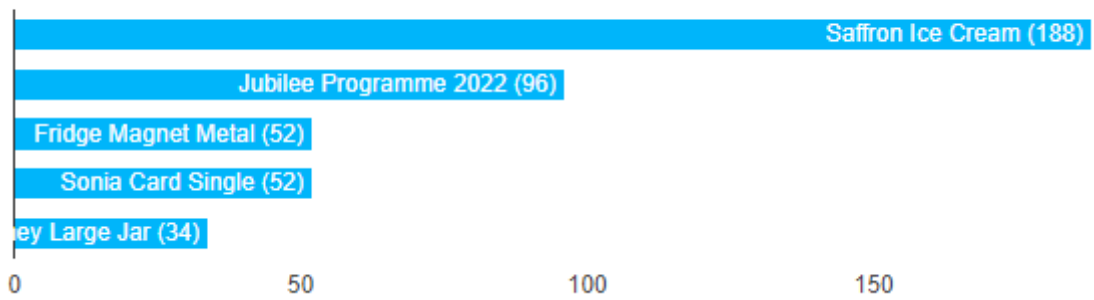
### April to May 2022 TIC Report to Committee

1. New items of stock include a range of bird, bat and bug boxes made by the team at the Community Shed. These will be branded as Bridge End Garden goods and labelled as made by the Community Shed. The TIC is now also stocking spectacular crocus earrings!
2. The new Saffron Story leaflet is now backed up with a new interpretation board affixed to the Town Hall in Market Street. Plans for Saffron Day on 16<sup>th</sup> October are being refined by the Heritage Development Group
3. Tickets are selling fairly steadily for the Audley End Concerts (Tom Jones, Elbow and Simple Minds, also the Bootleg Beatles/Counterfeit Stones).
4. Saffron Walden now features in the "Great Days Out Around Cambridge" leaflet. This will last for 2 years and will be widely distributed in the region. (The TIC marketing budget was used to include Saffron Walden.)
5. Please keep adding positive reviews of the TIC on Trip Advisor (as well as reviews of Saffron Walden attractions). [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)
6. The TIC is now selling wooden pens.
7. Awards: the TIC will enter this year's East of England Tourism Awards.
8. Foodbank: A further £2000 Food support funding has just been secured from ECC. The TIC will continue to liaise with the Foodbank to oversee spending of the funds.
9. Public Transport: cancellations of buses are frequent. The public is advised to check [www.stephensonsofessex.com](http://www.stephensonsofessex.com) on the day of travel. Non internet users can ask the TIC to do this for them.
10. In-person feedback from TIC customers about the Platinum Jubilee events was very positive.
11. Trip to Bad Wildungen in September: the group now numbers 12 people, as follows: The Mayor and Mayoress, Cllr James and Sheila de Vries, Cllr Paul Fairhurst, Margaret Fairhurst, Mark Starte (Tourism Rep), Henry Rowe, Rob McCarthy and Pete Edwards (all representing the business community), John Bagley (Bridge End Garden), Sarah Taylor (photographer), two people from Fairycroft House still to be announced (representing arts and culture).
12. Steampunk Weekend: The Ministry of Steampunk will be visiting Saffron Walden on Friday 17<sup>th</sup> June for an initial look round and to make preliminary plans with the Town Council.
13. E shop report: see report below
14.
  - TIC Google star rating: 4.8 out of 5
  - Social Media: Followers on Twitter: 4455
  - Followers on Facebook: 2.8K
  - Followers on Instagram: 1698

## Graphs for April to May 2022 Inclusive



### Best Sellers



E-Shop Sales for April and May 2022 inclusive.

<b>£312.32</b> gross sales in this period
<b>£5.12</b> average gross daily sales
<b>£289.85</b> net sales in this period
<b>£4.75</b> average net daily sales
<b>4</b> orders placed
<b>7</b> items purchased
<b>£0.00</b> refunded 0 orders (0 items)
<b>£22.47</b> charged for shipping
<b>£0.00</b> worth of coupons used