

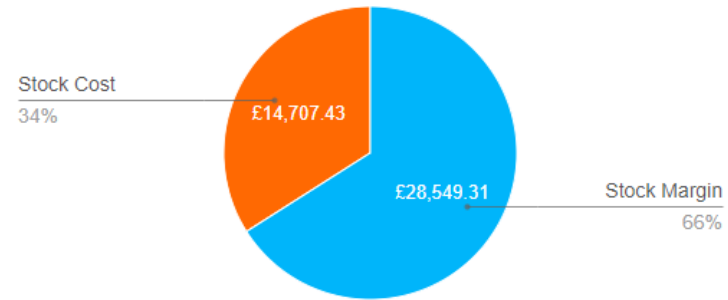
F & E March 2021 / Agenda item 6b

January and February 2020 TIC Report to Committee

1. The TIC has remained closed to personal callers since Christmas, as per Government guidelines. Some staff have been working from the TIC to cover e-shop orders, answer telephone calls and emails, whilst some have worked from home. No more than two staff are on duty at any one time in the TIC and work from a safe distance from each other. All staff have remained busy planning for the future, researching new stock ranges, attending meetings, updating the website etc.
2. We have applied for an alcohol licence from UDC to enable us to sell local wines, spirits and beers. Thanks to Terry Frostick for applying for this. The aim is to sell these drinks as gifts, but also for people to drink in the Market Square should we develop more of a café culture. The following companies have been approached: Saffron Grange in Little Walden, Roughacre Brewery in Castle Camps, English Spirit Company in Great Yeldham and Gt Bardfield vineyard. A commercial drinks display unit has been sourced for this purpose.
3. A new range of sweets and biscuits have been ordered which will have bespoke Saffron Walden packaging.
4. We have started to stock Saffron Walden based Rockwell Pottery items, on a sale or return basis. This pottery centres around pargetting and includes vases and brooches.
5. The paper What's On has been wound down and will not be printed in this form again. Saffron Walden events will be uploaded to our website and we may consider printing out a very simple sheet of monthly events too.
6. New pages have been added to the website, including sections on pargetting, quakers and the drinking fountain. Many web pages have also been fleshed out with image galleries
7. We have been working closely with Cllr de Vries on digital marketing campaigns. We currently have a campaign running selling our fruitcake for cheese (made by Coles in Gt Chesterford) and coffee from Whitehouse Coffee on the market. We will report on the success of this campaign for the next meeting (the campaign runs until Mothers Day). With grateful thanks to James for his time and support in helping us with this.
8. Staff working from the TIC have been having fortnightly Lateral Flow Tests at ACL in Fairycroft Road. To date, all tests have been negative. Staff, although still obviously very young, are now having their vaccination dates coming through.
9. E shop report: see report below
10. Click it Local report: see report below
11. TIC staff have carried out some painting in the TIC to strengthen the first impression for customers and to create a more cohesive décor.
12. Footfall figure: TIC closed to personal callers

Mark Starte / Rachel Thomas/Judith Thompson

Graphs since 1st January to 8th March 2021



Best Sellers



E-Shop Sales 1st January to 8th March 2021

£1,657.72 gross sales in this period
£24.74 average gross daily sales
£1,352.16 net sales in this period
£20.18 average net daily sales
90 orders placed
165 items purchased
£0.00 refunded 0 orders (0 items)
£305.56 charged for shipping
£0.00 worth of coupons used

Click it Local Report 1st January to 8th March 2021

Stock sales £28.45, less commission to Click it Local giving a net total of £25.60