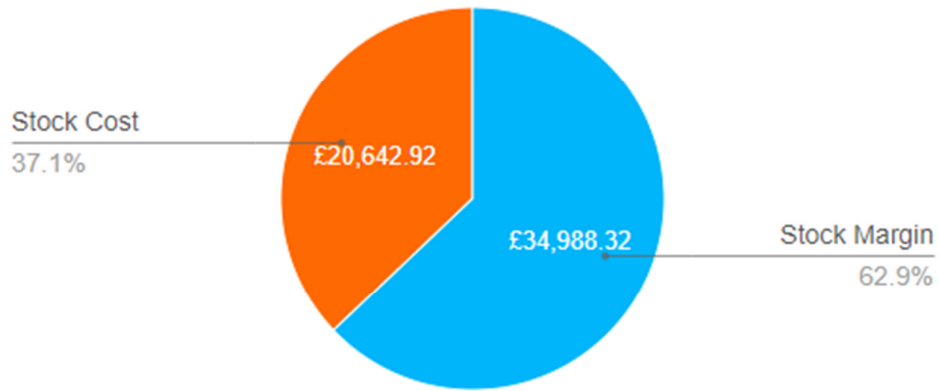


## **F & E September 2022 / Agenda item 6b**

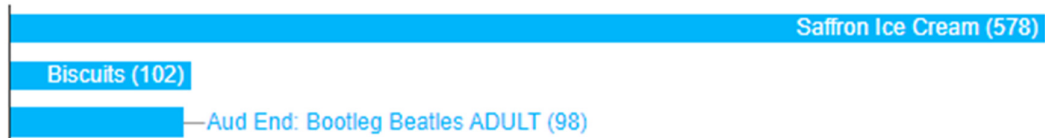
### **June to August 2022 TIC Report to Committee**

1. Audley End Concerts tickets: the TIC sold £22,478.85 worth of tickets, earning a commission for the TIC of £2374.85
2. The new TIC Christmas cards and calendars are now available. The card features a winter's evening scene of the TIC complete with seasonal door garland; the photo was taken by a staff member. The calendar is a collaborative project between the TIC and local photographer, Fraser Parry, with the printing done by Printing.com in Emson Close.
3. Saffron Walden now features on the "Great Days Out Around Cambridge" website <https://www.greatdaysoutaroundcambridge.co.uk/attractions/saffron-walden/> . This will be the case until spring 2024 and accompanies the GDO leaflet which is available in the TIC.
4. Awards: the TIC cannot enter this year's East of England Tourism Awards as there is no suitable category for TICs. However, the TIC has entered the Essex Countywide Business Awards and it has also submitted two entries into the Pride of Essex Awards, one for a Saffron Walden Organisation and one for an individual. The TIC has also submitted entries for Saffron Walden market into this year's NABMA awards (Market Team, Market Achievement and Market Manager categories).
5. Foodbank: The TIC continues to liaise with the Foodbank. They are hoping for plentiful donations during harvest festival time, but clearly the need is going to continue and likely worsen as the winter progresses.
6. Public Transport: Following the Uttlesford Network review, new timetables have been applied from 1 August. Non-appearance of buses remains a problem, and the new operator Central Connect is not (to date) providing live travel information. The TIC is liaising with Essex County Council on these matters as well as incorrect information displayed at bus stops to try to improve matters for the bus-using public. Customer tales of buses not appearing about, to the extent of large spends on taxis, lost jobs from not being able to get into work etc. The email to report such problems is [passenger.transport@essex.gov.uk](mailto:passenger.transport@essex.gov.uk)
7. In-person feedback from TIC customers about the Town Council's Market Place events has been very positive. The TIC also receives good feedback about its service, for example, a recent Google review states: "Such helpful people! We were in and out of the centre all summer with questions about bus schedules and banks and whathaveyou. Mark, Rachel, and Judith were just great. It's nice to visit a community that's so welcoming and genuinely friendly."
8. QR codes are now in position on all the town fingerposts, directing people to the Visit Saffron Walden website. Signage to the Public Toilets is under review.
9. Trip to Bad Wildungen in September: the group is 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 (representing the business community), John Bagley (Bridge End Garden), Sarah Taylor (photographer), two people from Faircroft House still to be announced (representing arts and culture) and Mark Carter
10. Steampunk Weekend: The Ministry of Steampunk has withdrawn from the proposed Steampunk Weekend scheduled for July 2023. The main reason given is the rising cost of fuel to get here and their fear that they would be out of pocket despite our offer of making £5000 available to them. They also wanted to make it an annual event which we cannot commit to at this stage.
11. The TIC is no longer taking cash for sales of Saffron Screen tickets as their bank in town has now closed (Barclays).
12. *E shop report: see report below*
  - August TIC footfall (door counter reading, adjusted) 7,500
  - TIC Google star rating: 4.8 out of 5
  - Social Media: Followers on Twitter: 4474
  - Followers on Facebook: 2.8K
  - Followers on Instagram: 1704

**Graphs for June to August 2022 Inclusive**



**Best Sellers**



**E-Shop Sales for June to August 2022 inclusive.**

<b>£264.30</b> gross sales in this period
<b>£2.87</b> average gross daily sales
<b>£199.39</b> net sales in this period
<b>£2.17</b> average net daily sales
<b>15</b> orders placed
<b>24</b> items purchased
<b>£0.00</b> refunded 0 orders (0 items)
<b>£64.91</b> charged for shipping
<b>£0.00</b> worth of coupons used