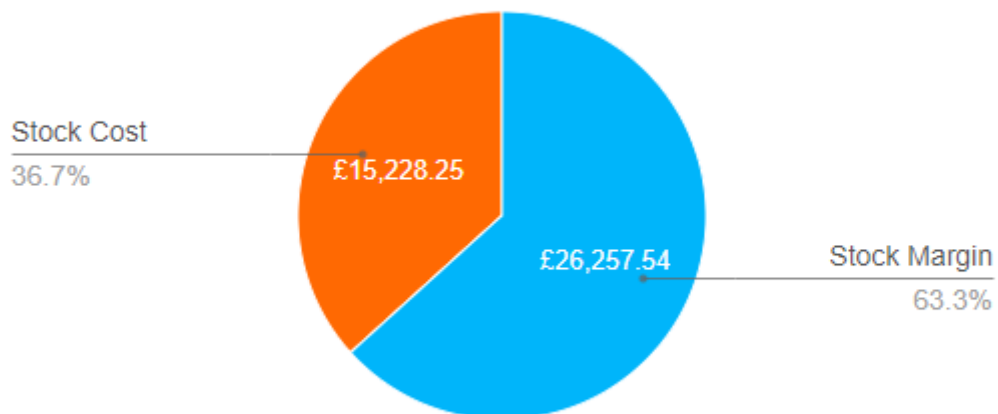


F & E December 2022 / Agenda item

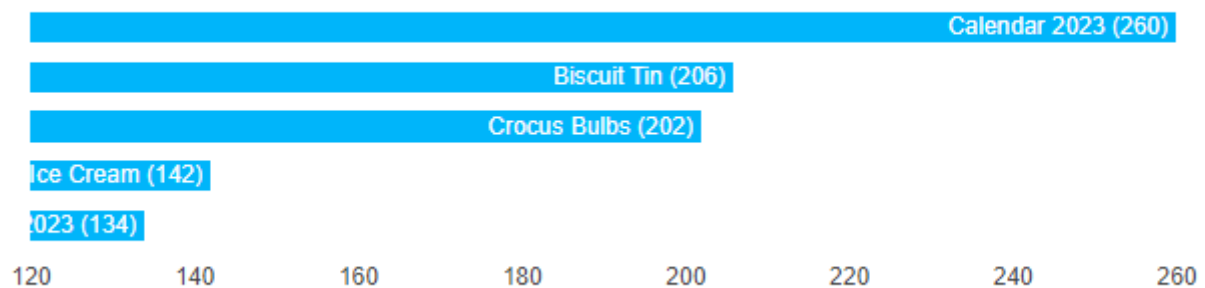
September to November 2022 TIC Report to Committee

1. We have a new Moorcroft Vase called 'Christmas in the Square' Retail price is £725.00. We have sold 4 to date, receiving £258.00 per sale.
2. The 2023 Saffron Walden Calendar is selling well, with 300 of the 700 already sold.
3. We have some excellent Google Analytics for the Visit Saffron Walden website, demonstrating how the profile of our website has grown over the last few years. Report attached.
4. We have recruited a new member of staff to join the TIC team for two days a week, until the end of January 2023 when the position will be reviewed. Their employment covers the two days that have become available and they have been tasked with increasing website advertising revenue.
5. Website advertising income for 2022, to date, stands at £3197.50. The annual maintenance charge from Tela is £1250.00 (not including the e-shop).
6. The new bus service provided by Central Connect is still very problematic, with reports of buses running late or not turning up at all. This has been exacerbated by a huge number of road-works taking place in Uttlesford. The 34 Town Service run by Stephenson's of Essex is also currently a poor service, with buses being cancelled on a regular basis.
7. A report on the Bad Wildungen trip has been submitted to Council, with recommendations made to further develop this relationship. It is hoped that Council will financially support a reciprocal visit from the Mayor of Bad Wildungen in August 2023. It is estimated that 5-8 people will make this trip. A list of possible activities is being drawn up and costed. We estimate that the German authorities spent around £2500 welcoming us to their town.
8. The Memory Tree Baubles sold in aid of the Mayor's Appeal are doing well, with £203.50 raised to date.
9. Saffron Day organised by the Saffron Walden Heritage Development Group, in partnership with Saffron Walden Town Council, was a great success, with an estimate of 1500 – 2000 attending. The Heritage Group will not be repeating this project (mainly because the Heritage Lottery Fund do not grant money for repeat projects). It is hoped that another organisation will take this on, running it every three years.
10. In relation to the above, there will be a 'Saffron Story' video available soon, explaining the connection between our town and the saffron crocus. It will be hosted on the TIC's You Tube channel.
11. Sales of English Saffron and saffron related items have been strong since Saffron Day.
12. Overseas Visitor numbers have picked up slightly since the pandemic, especially Americans (strong dollar). No Chinese visitors (covid restrictions) and fewer from Europe.
13. The TIC entered three categories of the NABMA Market Awards, resulting in a win for the Market Manager of the Year category for Terry.
14. The TIC continues to innovate with stocklines, including a new range of Mystery Bags, take-home tubs of seasonal ice creams, artist tea towels, additions to the biscuit & sweet ranges. Successful Christmas ranges include seasonal biscuit boxes and Christmas puddings.
15. Some items of stock are hard to obtain in the current economic climate – examples are Fruitcake for cheese (Christmas puddings prioritised) and Fridge Magnets (apparently caught up in a supply chain issue!)
16. Two Audley End Concerts have already been announced (Soft Cell and Noel Gallagher). The TIC will endeavour to set up the usual box office arrangement with the promotor.
17. **E shop report: see report below**
September footfall: 7406. October footfall: 6420 November footfall: 8433
TIC Google star rating: 4.8 out of 5
Social Media: Followers on Twitter: 4465
Followers on Facebook: 2.8K
Followers on Instagram: 1704

Graphs for September to November 2022 Inclusive



Best Sellers



E-Shop Sales for September to November 2022 inclusive.

| |
|--|
| £1,290.32 gross sales in this period |
| £14.18 average gross daily sales |
| £1,232.92 net sales in this period |
| £13.55 average net daily sales |
| 15 orders placed |
| 34 items purchased |
| £0.00 refunded 0 orders (0 items) |
| £57.40 charged for shipping |
| £0.00 worth of coupons used |