

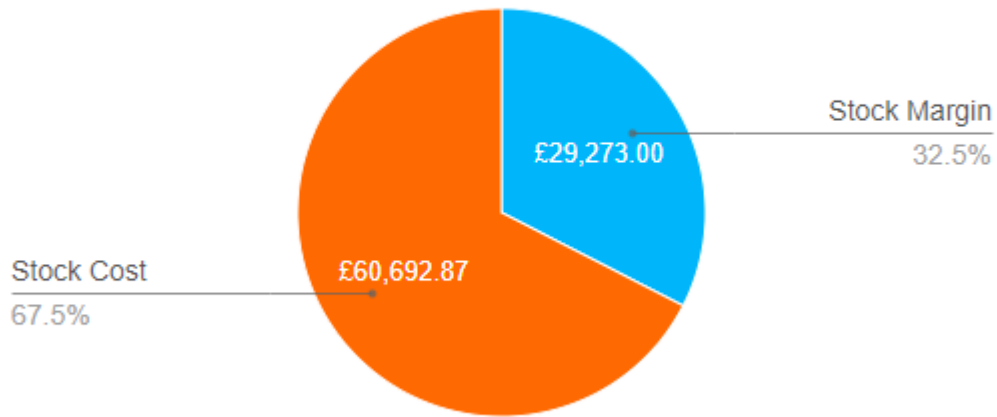
F & E February 2023 / Agenda item

December 2022 to January 2023 TIC Report to Committee

1. Moorcroft Vase 'Christmas in the Square' vases: we have sold 6 to date, at the RRP of £725, receiving £267.56 per sale. The "Saffron Gold" vase continues to be on sale.
2. 2023 Saffron Walden Calendar: 432 of the 700 sold at full price, remaining stock discounted to half price (£3.50).
3. Other successful Christmas ranges included seasonal biscuit boxes and Christmas puddings, which all sold out in Christmas week.
4. The Memory Tree Baubles sold in aid of the Mayor's Appeal raised a total of £406.72.
5. Two Audley End Concerts have already been announced (Soft Cell and Noel Gallagher). The TIC has tickets for both concerts. There will be a total of six concerts this year.
6. An existing Saturday member of staff has been taken on to work 2 days a week (Wednesdays and Fridays). This is at no extra cost to the Town Council as it back-fills the day when one of the duty managers is not working with the second day vacant after a previous member of staff left.
7. A new website advertising campaign has started and has generated a further income of £570.00, net of VAT. This adds to the total already received this year, giving a grand total raised so far of £3767.50, net of VAT.
The annual charge from Tela for maintenance of our website is £1250 + a hosting charge of £31 per month from WP Engine. We have recently upgraded our hosting package as a result of the increasing number of visitors to our website. This is excellent news and reflects the growth and development of our website over the last 12 months. The hosting upgrade has cost just a couple of pounds extra per month.
8. A proposed itinerary has been produced for welcoming a delegation from Bad Wildungen in August this year. We are now awaiting confirmation that they can visit.
9. The Saffron Story video, produced by the Saffron Walden Heritage Development Group is now available to view on the TIC's You Tube channel.
10. A saffron Walden food tour experience is being planned by a TIC member of staff. This is being costed at the moment, with a view of the tours being available in the spring and summer.
11. Two historical walking tours of Saffron Walden have been arranged by the TIC in partnership with Uttlesford Blue Badge Guides. These are on Sunday 14th May and Sunday 2nd July. Tickets are £10 per person.

12. E shop report: see report below
December footfall: 10019. January footfall: 7538
TIC Google star rating: 4.8 out of 5
Social Media: Followers on Twitter: 4464
Followers on Facebook: 3K
Followers on Instagram: 1724

Graphs for December 2022 to January 2023 Inclusive



Best Sellers



E-Shop Sales for December 2022 to January 2023 inclusive.

£357.13 gross sales in this period
£5.76 average gross daily sales
£277.29 net sales in this period
£4.47 average net daily sales
21 orders placed
32 items purchased
£23.50 refunded 1 order (1 item)
£79.84 charged for shipping
£0.00 worth of coupons used