

F & E June 2023 / Agenda item 6b

February 2023 to May 2023 TIC Report to Committee

1. A further Moorcroft Vase has been issued for Bridge End Garden and is limited to 15. The TIC has so far sold 2. Re 'Christmas in the Square' vases: we have sold 9 to date, at the RRP of £725, receiving £267.56 per sale. The "Saffron Gold" vase continues to be on sale.
2. The financial year ending 31st April 2023 saw the best stock profit margin in the TIC's 45-year history, with net stock profits of £27,653.92. This was mainly due to sales of the Moorcroft Vases as well as new food lines from Farrah's.
3. Five of the six Audley End Concerts have been announced (Soft Cell, Noel Gallagher, Tom Jones, Bjorn Again, Razorlight). The TIC has tickets for all except Razorlight; these will be sent once the sixth concert is announced.
4. Following an all-staff consultation, the Covid protection screens have been removed from the TIC.
5. Research is underway into the installation of a hanging sign for the exterior of the TIC to make us clearly visible to anyone approaching Market Place from King Street or Rose and Crown Walk; it is anticipated this will be funded through the High Street Enhancement Premises Fund, administered by UDC.
6. The TIC team is in consultation with Claire Webber Designs to draft a replacement for our general Saffron Walden leaflet which is almost out of print.
7. A TIC representative was invited to attend a recent Saffron Screen management team meeting to contribute our front-line experience of acting as their main in-person box office; this was to support their efforts to recover from a protracted period of poor sales/attendance.
8. We are entering the planning stage of the 2024 Saffron Walden calendar and Christmas card.
9. The Schedule for our Bad Wildungen visitors is now arranged. If any Councillors would like to attend any of the functions then please email Mark Starte on mark@saffronwalden.gov.uk before 30th June. The schedule has already been shared with Councillors.
10. Saffron Walden Food Tours have now been launched! They run most Thursdays until the end of September. They are deliberately not running at weekends as the eateries are too busy to accommodate tours on Saturdays.
11. The TIC has entered the Leisure and Tourism category of the Essex Countywide Business Awards.
12. E shop report: see report below
February footfall: 7605 March footfall: 8070 April footfall: 7723 May footfall: 8736
(for the 2023-23 financial year, total footfall in the TIC was 92286).

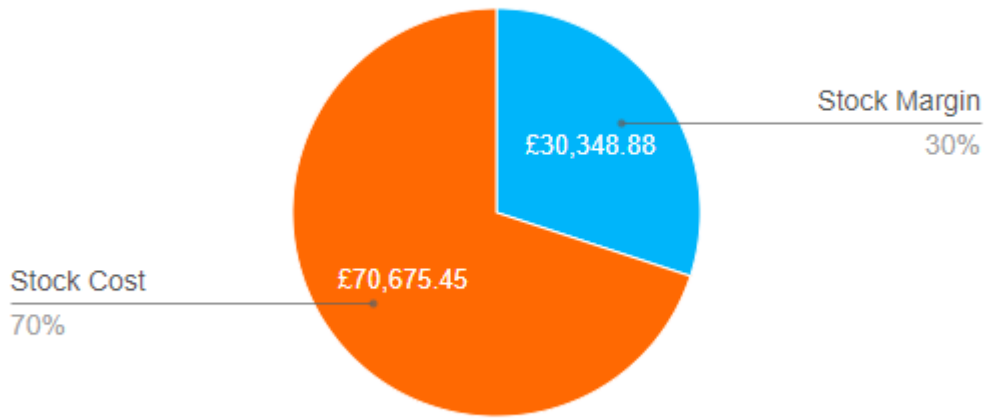
TIC Google star rating: 4.8 out of 5

Social Media: Followers on Twitter: 4479

Followers on Facebook: 3.1K

Followers on Instagram: 1797

Graphs for February 2023 to May 2023 inclusive



Best Sellers



E-Shop Sales for February 2023 to May 2023 inclusive.

£1,054.99 gross sales in this period
£8.79 average gross daily sales
£962.15 net sales in this period
£8.02 average net daily sales
28 orders placed
45 items purchased
£60.00 refunded 1 order (6 item)
£92.84 charged for shipping