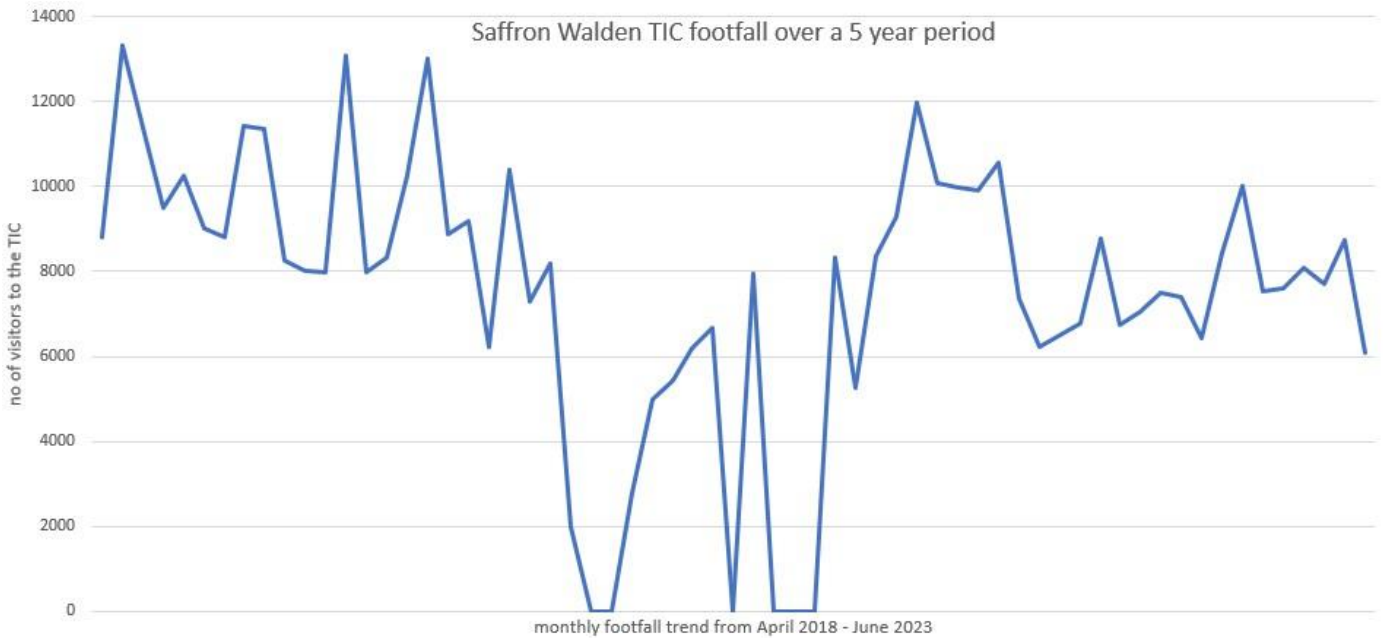


F & E September 2023 / Agenda item 6b June 2023 to August 2023 TIC Report to Committee

- The TIC organised a Work Experience student who spent 2 days at the TIC and 2 days with the Town Council. Working collaboratively, these graphs were produced from long held TIC statistics.



This footfall graph shows a general recovery since the lockdowns, with the usual seasonal peaks and troughs. Whilst not quite back to the original footfall, in part due to lower ticket sales (few films and ticketed events initially, and a greater proportion of online sales), it is generally encouraging. The figures are based on door counter readings, adjusted for staff movements.



This annual profit graph shows a very encouraging trend since the pandemic. This is in large part due to the improved range of goods now offered by the TIC, including the Moorcroft vases, Farrahs biscuits and sweets, ice cream, alcohol, and many other items.

2. The visit of the delegation from Bad Wildungen was a huge success, with the group meeting and making contact with many members of our community. There are now options to explore with regard to young musicians from Fairycroft House visiting Bad Wildungen, along with interest from Saffron Walden Community Choir. The Walden Buskers have been invited to play at their Folk Festival in July 2024 and Saffron Walden Rotary Club are now interested in establishing links with their Bad Wildungen counterparts. Cllr Asker has offered to speak with SWCHS to see if links can be re-established between the schools. We hope that these links will become self-generating in the future.
3. Moorcroft has been contacted. The TIC will trial selling other items which may not have a direct connection with Saffron Walden, but which have a countryside or seasonal feel. Examples are British hedgerow range, daffodils, violets, bluebells etc. That said, a special Saffron Walden Market Place plaque is also in production.
4. Six Audley End Concerts took place this year, resulting in totals sales of £42,451.75. Commission for the TIC from these tickets sales is £3383.96
5. The Tours of the Old Sun Inn have proved very popular with almost all tours selling out over the summer months. Tickets are sold at the TIC at £14 each, with the TIC making 9% commission on each one.
6. The Saffron Story leaflet has been re-printed with the costs being paid entirely by the Saffron Walden Heritage Development Group.
7. The general Saffron Walden leaflet has been redesigned and printed by Claire Webber Designs. The success of this has prompted a redesign of the Saffron Walden Mazes leaflet, with printing of these imminent.
8. The Friends of Bridge End Garden are in the process of updating the BEG promotional leaflet, with the costs being split 50/50 with the TIC.
9. The 2024 Saffron Walden calendar and Christmas card are works in progress and will be available soon.
10. Saffron Walden Food Tours have generated an income of £1400.00 to date and have been very well received by the general public, with excellent feedback given. The tours run until the end of September and are expected to make a small profit this year. Any new business venture needs time to bed in and we expect a greater profit in 2024 as 'word of mouth' recommendations start to bear fruit.
The Food Tours are being entered into the East of England Tourism Awards, and two have been offered as prizes in the Essex Big Weekend.
11. Stock of vintage Hornsea Saffronware has again been sourced for an autumn launch having proved very popular before; this engages with a significant public appetite for mid-century design, promotes recycling/upcycling, promotes the Saffron message in an unusual way, and has a high profit margin. The original teak lids are being refurbished free by a local craftsman.
12. Chater's Double hollyhock seeds are now being sold and are proving very popular; the packaging was designed in-house using artwork by a local watercolourist. They include propagation instructions and a history of William Chater's 1800s nursery business.
13. A TIC representative attended a recent Saffron Screen management meeting and learned of the challenges facing the cinema industry in general and community cinemas in particular.
14. The TIC has entered Saffron Walden market into all four categories of the NABMA Market Awards.
15. E shop report: see report below

June footfall: 6075 July footfall: 8070 August footfall:

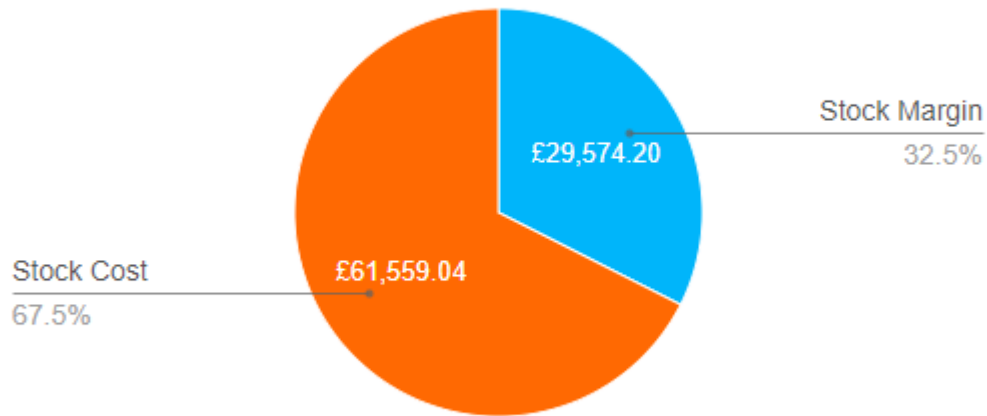
TIC Google star rating: 4.8 out of 5

Social Media: Followers on "X" (formerly Twitter): 4468

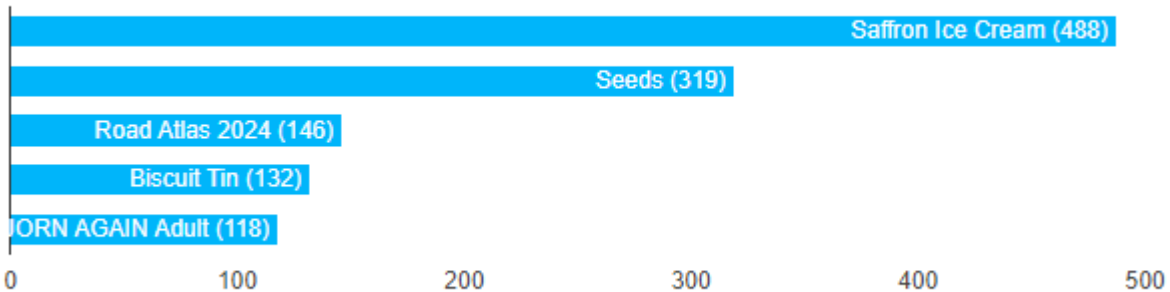
Followers on Facebook: 3.2K

Followers on Instagram: 1843

Graphs for June 2023 to August 2023 inclusive



Best Sellers



Graphs relate to 1st June – 31st August 2023

E-Shop Sales for June 2023 to August 2023 inclusive

£577.06 gross sales in this period
£6.27 average gross daily sales
£507.20 net sales in this period
£5.51 average net daily sales
18 orders placed
30 items purchased
£14.99 refunded 0 orders (0 items)
£69.86 charged for shipping
£0.00 worth of coupons used