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Todmorden Information Centre is an essential signposting organisation promoting recreational, heritage and food tourism and is a door of opportunity for visitors and businesses alike. In the past 12 months Todmorden Information Centre has worked to forge new links and renew old ones with local businesses and organisations.

Todmorden Hippodrome has a regular window display to publicise their productions and advertise the Centre as the only outlet where people can purchase tickets in person, a vital role for many residents of Todmorden, especially the elderly. Many other organisations also sell their tickets through the Centre, such as the Orchestra, the Choral Society, the Brass Band, the Country Fair, the Book Festival, the Folk Festival, local Pantomimes and events at the Golden Lion.

Incredible Edible Todmorden have a permanent display space in the Centre, allowing visitors to Todmorden a place to learn about the internationally renowned organisation as well as collect the IET leaflet and map that otherwise is only available online. The Centre has also worked with them to develop IET souvenirs and postcards. This year IET and the Centre collaborated to produce a six-minute film promoting Todmorden to visitors which can be seen on both our websites as well as You Tube and has received thousands of hits from all over the world.

Todmorden Information Centre, with its exhibition space, is an effective shop window for local, small businesses with no premises of their own and many local artisans and food producers use the Centre as an outlet for their stock. It is also the only place within Calderdale, Burnley and Rochdale where Cards for Good Causes Charity Christmas cards, that return at least 70p in each pound back to the charities involved, can be bought leading up to Christmas.

The Centre works with organisations holding big, one-off events, such as Handmade Parade's Lamplighter Festival, the Country Fair and Todmorden Folk Festival. The Centre was influential in setting up and running Todmorden's very first Book Festival in November 2018 and continues to support the festival with publicity and selling tickets, helping to raise the profile of the town as an arts and cultural hub.

In early February this year the Centre, in conjunction with Tod Connect and the Mayor, held a town meeting for all interested parties regarding the Tour de Yorkshire coming to Todmorden on Saturday 2 May 2020. The Centre is co-ordinating everything happening in the town for this event, including a page on our website, a leaflet being produced by Tod Connect and is liaising with shops, the market and other local businesses to ensure that Todmorden benefits from this great opportunity.

The Centre works with Todmorden Town Hall Volunteer Tour Guides by advertising and promoting tours of the Town Hall and displaying information in the windows and in the exhibition space to ensure

the continuing success of the tours, including being the first point of contact for any tour bookings and enquiries.

The Centre is a collection point for Todmorden Food Bank, is a keyholder for St Mary's Church and hosts a Christmas Post Box for the local Scouts.

This year Todmorden Information Centre applied for and received a grant from Todmorden Ward Forum towards the refurbishment costs of the interior of the Centre which was completed at the end of February with the help of very generous donations from the private sector. The outside painting and new signs, featuring the new logo, will be finished shortly, weather permitting.

The Centre has developed a brand-new logo and a new website which visitors and local residents can use to learn about Todmorden and all that it offers and buy locally produced books, maps and leaflets from the online shop.

The Centre also celebrates its 32nd Birthday this year, a no mean feat in a world that sees Information Centres across the country closing, including the ones in Burnley, Rochdale, Haworth and Saltaire. Tourism is big business in Todmorden and the Calder Valley as a whole, and is estimated to be worth £348.9 million per year with nearly 320,000 visitors staying overnight in the area.

In 2019 the Centre relaunched "The Friends of Todmorden Information Centre". This is a subscription scheme whereby visitors and local residents can pay a small amount to support the work of the Centre and in return receive ongoing updates and a small discount on some purchases. To date there are 35 Friends – raising £715 towards the Centre's running costs.

Following the Visitor Economy Workshop in January 2019 which brought together local businesses, community groups and other interested parties to discuss the current visitor landscape, where it was headed and how it could be shaped, the Centre worked with UCVR and Tod Connect to develop a unique brand for Todmorden – There's MOR in TodMORden - and then helped to produce a short film to market the idea which can be seen on our website/

For the past three years Todmorden Information Centre has had a stall at the Country Fair, which helped to encourage visitors to return to Todmorden and intends to once more have a presence at the 2020 Country Fair.

Todmorden Information Centre Trust is represented on the Calderdale Tourism Committee, Todmorden Development Board, Rose Street Development Group, Todmorden Town Hall Working Group, and Todmorden Civic Pride. This in turn ensures that any information from those groups that needs to be can be relayed to the wider community.

The staff and volunteers at Todmorden Information Centre regularly spend time training to learn new skills and update current ones. They regularly use social media including Facebook, Twitter and Instagram, with over 1100 Facebook likes, 2160 Twitter followers and 593 Instagram followers. The website, [visittodmorden.co.uk](http://visittodmorden.co.uk), gets over 750 hits per month from all across the globe. In 2019 the Centre had over 12,000 visitors.

Todmorden Information Centre, in addition to the links already forged, will continue to promote all Todmorden has to offer and intends to make use of the loyal volunteers already in place, as well as new recruits, to free up time for the Manager to improve and create local business links.

By investing in the Centre, you are investing in Todmorden itself.

Todmorden Information Centre is supported by Todmorden Town Council.  
It is run and managed by local people for the benefit of residents and visitors.