

Since the beginning of April 2022, Todmorden Information Centre has welcomed international and UK visitors and residents alike into the Centre. They have had the opportunity to see exhibitions by the U3A Photographic Groups, local artists Anne Pearson and Janet Brear, local up-and-coming photographer Lewis McCormick and the current exhibition, Vintage Todmorden. This is a celebration of the historic artwork that the Trust has exclusive rights to reproduce such as the work of John Holland, as the originals are owned by Calderdale Council and are rarely on public display. Visitors have taken the opportunity to learn about the tourism offer in Todmorden and the entirety of Calderdale, information has been given out about accommodation, walks, local community groups and local businesses. They have also taken full benefit of having somewhere to find out about events that are happening in 2022, such as the Hippodrome productions, the Country Fair and various musical concerts.

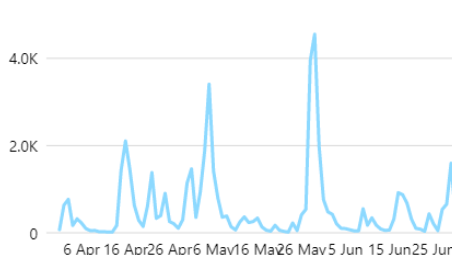
The Trust continues to take the time to connect with local businesses and community groups, to fully understand what they have to offer and how the Centre can promote that. This has led to window displays for local groups such as Tod in Bloom, Vocal Highs and the Country Fair and exhibition space being booked for the Hippodrome and Todmorden Flood Group. Staff from the Centre have been excited to see some new businesses opening and expanding, and have been lucky enough to be invited to several openings, such as the Centre for Folklore, Myth and Magic, Natural Endings and Creative with Nature.

In the past 6 months, staff at the Centre have noticed an increase in interest in Todmorden's UFO connections. As a result, we have commissioned local artist Cat Byrne to create a series of unusual artworks, which can be used as an exclusive range of gifts and souvenirs. Please note that when it comes to sourcing stock for sale in the Centre that the Trust is always mindful of the offerings from other small businesses in the town. Sourcing new stock is not the only revenue-boosting activity that the Trust embarks upon; the Trust are always discussing projects which can boost tourism to the area or increase footfall and revenue to the Centre. Many of the projects discussed require grant funding and that is something which is regularly applied for. During the application, process conversations are also held with providers to actively seek grants that provide core funding to secure the future of the Information Centre. However, core funding is notoriously difficult to find, and as yet the Trust has been unable to find any sources.

#### Reach

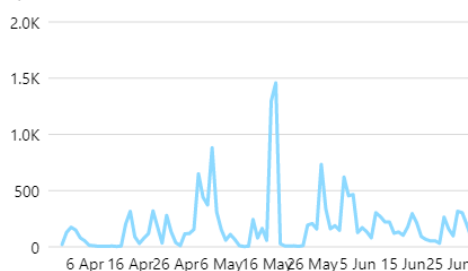
Facebook Page reach ⓘ

20,754 ↑ 101.6%



Instagram reach ⓘ

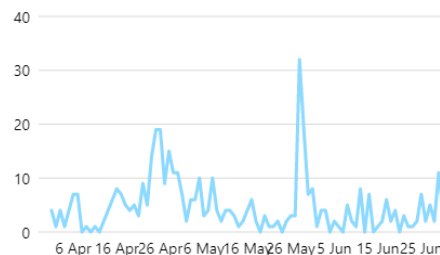
9,231 ↑ 164.7%



#### Page and profile visits

Facebook Page visits ⓘ

435 ↑ 25%



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330 ↑ 103.7%

