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Since the last report in July, Todmorden Information Centre has welcomed even more visitors back into the Centre. They have had the opportunity to see exhibitions by the Todmorden Photographic Society (their first exhibition anywhere since November 2019), local artist Michael Powell with his wide-ranging exhibition entitled Calder Folk, which also includes outdoor installations, an exhibition by a local photographer to support the charity PAWS as well as a mini exhibition about Geoff Love, the musical extraordinaire, in recognition of Black History month.

Visitors and residents alike have had the opportunity to learn about the tourism offer in Todmorden and the entirety of Calderdale, as more and more businesses and attractions have reopened, we have been able to improve the range and detail of information we can supply. We have noticed that many visitors to Todmorden have come armed with more information than before and as a result the information that we provide has changed. Less information has been given out about accommodation, but has risen with regards to the outdoor offering, local community groups and local businesses. As large-scale events have occurred again, visitors and residents have taken advantage of having an actual person to talk to and we have soothed many covid related fears and worries. No matter how well produced a website or leaflet, many people still prefer to hear a friendly voice, a service we are happy to provide.

With regards to events, Todmorden Information Centre, has once more become the hub, and often sole distributor, for tickets for local events. Between July and September, we sold tickets for Todmorden Rotary Club, Todmorden Book Festival and Todmorden Hippodrome and we were the only in person outlet for all those local groups. In the next few months leading to Christmas, we shall sell tickets for Todmorden Orchestra, Todmorden Choral Society, Todmorden Hippodrome, StoryMagic Theatre and the 3 Valleys Gospel Choir, again as the only public, in person outlet. This is a vital service for these local groups and businesses, not to mention the general public.

The Information Centre has 5 large windows that can be booked by local community groups and businesses to advertise their services and events. The windows have been used recently by Todmorden in Bloom, to celebrate and support their award winning garden at RHS Tatton, Todmorden Hippodrome, Todmorden Royal British Legion, Slow the Flow and the Frou Frou Club, to name but a few. This is an essential provision for community groups and businesses without their own town centre display areas.

The Trust also promotes and supports local groups, individuals and businesses on social media. As reported in the last quarter, staff have had social media training thanks to a successful grant application, this is paying dividends as the content and reach of posts is continually improving even with Facebook implementing a new system for analysis. The most popular Facebook post, from 1st July to 30th September, was a post celebrating Megan Shackleton's exceptional bronze medal, with the second being a video quiz about Todmorden for Yorkshire Day; their reaches were 10800 and 5600 respectively. On Instagram the most popular two were videos of old football teams in Todmorden and Todmorden in Bloom, at 2800 and 2220. The total reach for

the two platforms was 22520 for Facebook, up 130% on the previous quarter and 7659, up 1%, for Instagram. (Please note that reach is defined for Facebook as "The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated." And Instagram as "The number of unique accounts that saw any of your posts or stories at least once. Reach is different from impressions, which may include multiple views of your posts by the same account. This metric is estimated." The way the two platforms work are slightly different which explains the variation in reach.)

Following on from the success we have had in sourcing new suppliers, as mentioned in the last report, we are now being approached by local artists and artisans with regards to stocking their work. We are endeavouring to provide more of this online, for delivery or click and collect, to continue to provide the service requested of us by the public, as a result of this orders have been despatched to Canada, France, Australia and the US in recent months. Also as mentioned previously, sourcing new stock is not the only revenue boosting activity that the Trust has embarked upon. We are still actively applying for grants with regards to reprinting the book, "A History of Todmorden" by Malcolm and Freda Heywood. As well as applying for grants, local businesses, such as Weir Warman, have been approached to see if they would like to sponsor the reprint. However, these enquiries have not produced the outcome desired. Not to be put off, we are now looking into the possibility of having the hard copy made digital in order to find a cheaper quote for the reprint. If a digital copy was produced it would also allow for an e-book to be made in the future if copyright allows. Conversations are ongoing with providers to find the rest of the money needed. In the course of these conversations the Trust is also actively seeking grants that provide core funding to secure the future of the Information Centre, however core funding is notoriously difficult to find, all the grants that the Trust have been eligible to apply for so far this year have been project based.