

### Report to Town Council for April - May 2024

<b>Visitors</b>	<b>2024</b>	<b>2023</b>
Visitors to Centre	1685	1628
Visitors to Website	12297 page views	8457 page views
Social Media interaction	Facebook Reach 8400	Facebook Reach 8100
	Instagram Reach 1300	Instagram Reach 1300
<b>Finance</b>	To end of May	Estimated to end of June
Sales this quarter	£ 3748.68	5500
less anticipated costs (purchase of goods/money to theatre)	£ 2736	3434
Approx nett income from sales (negative in brackets)	£ 1012.68	2066
less anticipated running costs	£ 648.00	1748
Less staff costs	£ 3653.50	5233
Nett income or expenditure (negative in brackets)	£ (3288.82)	(4915)
Pro-rata grant	£ 0	3845
Estimated surplus/loss for the quarter	£ <u>(3288.82)</u>	(1070)
Estimated surplus/loss for the year to date	£ <u>(3288.82)</u>	(1070)

#### Notes:

- Todmorden Information Centre Trust applied to the Culturedale Activation Fund to run a series of pop-up stalls on the Market and other summer events on Sundays, to open the Centre on some Sundays to showcase community groups and organisations (similar to the Meet the Makers held pre-Christmas) and to produce a new free town map to give out to visitors. Unfortunately, this was unsuccessful.

Todmorden Information Centre is an independent not-for-profit Trust.  
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- We are working with the CMBC tourism team to design a series of itineraries around Todmorden and sustainable tourism. Discussions about trialling a “Green Pledge” for accommodation providers are also held.
- The Trust has been invited to join the Calderdale Heritage Network and partner with Culturedale. Both of these opportunities will raise the profile of Todmorden and its heritage and cultural offerings and allow the sharing of information (especially around funding) and best practices.
- Tickets sold for – Todmorden Hippodrome, Todmorden Orchestra, Todmorden Choral Society, Dementia Friendly Tod, Hebden Bridge Burlesque Festival, Todmorden Folk Festival.
- We operate a “Friends of” scheme encouraging users to contribute £15 annually. We also display donation information in the window, in-store, and online. Information regarding our services for local businesses and how they can donate is currently being circulated. A successful social media post went out regarding a business page on our website.
- Exhibitions held – Geoff Butterworth, Todmorden Town Deal Board
- Volunteer hours used - 36
- Finally, these are not full and final figures for this financial year, which will be provided when available.

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