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 Todmorden
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Report to Town Council for December 2025 - February 2026

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 visittodmorden.co.uk

Visitors	2025/6	2024/5
Visitors to Centre	3691	3511
Visitors to Website	13360 page views	13099 page views
Social Media interaction	Facebook Views 36900 Instagram Views 40300	Facebook Views 34615 Instagram Views 38764

Finance	To end February
Sales this quarter	£ 8019.60
less anticipated costs (purchase of goods/money to theatre)	£ 6852
Approx nett income from sales (negative in brackets)	£ 1167.60
less anticipated running costs	£ 2183
Less staff costs	£ 4770
Nett income or expenditure (negative in brackets)	£ (5785.40)
Pro-rata grant	£ 3250
Estimated surplus/loss for the quarter	£ (2535.40)
Estimated surplus/loss for the year to date	£ <u>(11401.32)</u>

Notes:

- The Information Centre played a pivotal operational role in the delivery of the "Christmas in Todmorden" campaign, acting as the primary coordination hub for local businesses and community groups. As well as providing strategic support to the campaign organisers.
- Staff managed the collation of event details and festive offers for the town-wide online and print guides.
- The Centre served as the endpoint for the "Wreath Trail," where staff verified entries and distributed prizes to participating families.

Todmorden Information Centre is an independent not-for-profit Trust.
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- The *visittodmorden* website featured a dedicated "Christmas in Todmorden" section, including a central events calendar and business guide. This resource encouraged regional visitors while boosting local footfall. During the campaign period, the website saw 11377 visits.
- Integrated social media content drove users directly to these listings, ensuring our online presence translated into physical visits. Total social media views for the campaign: Instagram – 31900, Facebook – 66900.
- A formal survey was distributed to local businesses to gather feedback on the initiative. The responses showed strong overall support for the campaign's impact on the town's profile.
- Key feedback from the business community indicated a desire for the following improvements in future iterations:
 - Financial or logistical support regarding parking charges during peak event days.
 - Transitioning to one singular "Lights Switch-On" event for the whole town to create a more unified impact.
 - A wider distribution of festive activities, specifically requesting more events in Cornholme, Portsmouth, and Walsden.
- The retail procurement strategy is being successfully executed to complement, rather than compete with, existing Todmorden businesses. This approach prioritises local sourcing to minimise environmental impact and reduce carbon miles. In 2025, the Centre successfully partnered with eight new suppliers based directly in Todmorden. This promoted the town as a creative hub and diversified our retail offering.
- Tickets sold for – Todmorden Hippodrome, Todmorden Choral Society, Todmorden Orchestra, Queer Cabaret, 3 Valley Gospel Choir, Scouts, StoryMagic Theatre, Todmorden Folk Festival, St. Joseph's, Hebden Bridge Burlesque Festival, Hebden Bridge Film Festival.
- We operate a "Friends of" scheme, encouraging an annual contribution of £15 from our supporters. Additionally, donation information is displayed in our window, in-store, and online. We continue to actively circulate information regarding our services for local businesses and invite their support through donations.
- Exhibitions held – Pushing Up Daisies, St. Joseph's Players, Bohuslav Barlow, Carl Fielden, Kai Blue, Harriet Quilty.
- Volunteer hours used - 43
- Finally, these are not the full and final figures for this financial year; they will be provided when available.