

Report to Town Council for September - November 2025

Visitors	2025/6	2024/5
Visitors to Centre	3104	2962
Visitors to Website	16500 page views	15102 page views
Social Media interaction	Facebook Views 77800 Instagram Views 17000	Facebook Views 23300 Instagram Views 2100
 Finance	 To end November	
Sales this quarter	£ 12025.38	
less anticipated costs (purchase of goods/money to theatre)	£ 4402	
Approx nett income from sales (negative in brackets)	£ 7623.38	
less anticipated running costs	£ 1967	
Less staff costs	£ 5747	
Nett income or expenditure (negative in brackets)	£(90.62)	
Pro-rata grant	3250	
Estimated surplus/loss for the quarter	3159.38	
 Estimated surplus/loss for the year to date	 £ <u>(8865.92)</u>	

Notes:

- The Information Centre is playing a pivotal operational role in the ongoing delivery of the "Christmas in Todmorden" campaign, acting as the primary coordination hub for local businesses and community groups. Staff are managing the collation of event details and festive offers for the town-wide online and print guides. Furthermore, the Centre is serving as the endpoint for the "Wreath Trail", where staff will verify entries and distribute prizes to participating families, driving direct footfall into the venue throughout the festive period.
- The visittodmorden website has been updated with the new "Christmas in Todmorden" section, which features a clear events calendar and an accessible guide to local businesses. This is encouraging visitors to the town while simultaneously boosting local footfall by providing a singular, easy-to-use resource for all residents. The integrated social media content is driving users directly to the updated listings, ensuring our online presence directly translates into physical visits to our businesses.

- Our active involvement in coordinating and promoting these Christmas activities will provide businesses with tangible evidence of the Information Centre's value in driving economic activity. This will offer a compelling reason for businesses to renew or commence sponsorship, thereby securing a valuable income stream for the Centre's continued operation.
- Our retail procurement strategy is designed to not compete with, but rather complement, existing Todmorden businesses. This prioritises support for local businesses and while minimising environmental impact through reduced carbon miles. For example, we have successfully partnered with eight new suppliers in 2025 who are all based directly in Todmorden, which promotes the town as a hub for creativity as well as diversifying our offerings.
- Tickets sold for – Todmorden Hippodrome, Todmorden Choral Society, Todmorden Orchestra, Queer Cabaret, 3 Valley Gospel Choir, Scouts, StoryMagic Theatre, Todmorden Mayor, St. Joseph's, Frou Frou Club, Todmorden Book 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 – Bohuslav Barlow, Roger Birch, Kai Blue, Jill Bartram
- Volunteer hours used – 43
- Finally, these are not the full and final figures for this financial year; they will be provided when available.

Todmorden Information Centre is an independent not-for-profit Trust.

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 Town Council