

### Report to Town Council for March 2026 – May 20<sup>th</sup> 2026

Visitors	2026/7	2025/6
Visitors to Centre	3562	3124
Visitors to Website	15185 page views	19827 page views
Social Media interaction	11.3k Facebook Reach 9.6k Instagram Reach	10.3k Facebook Reach 1.3k Instagram Reach
<b>Finance</b>	To end of May 20th	
Sales this quarter	£5770.75	
less anticipated costs (purchase of goods/money to theatre)	£8340.46	
Approx nett income from sales (negative in brackets)	£	(2569.71)
less anticipated running costs	£	2252.70
Less staff costs	£	4899.89
Nett income or expenditure (negative in brackets)	£	(9722.30)
Pro-rata grant	£	3250
Estimated surplus/loss for the quarter	£	(6472.30)
Estimated surplus/loss for the year to date	£	<b><u>(6472.30)</u></b>

#### **Summary:**

This quarter, the Todmorden Information Centre has delivered high-impact destination marketing and business support while actively diversifying revenue. As a critical hub for the town's digital and cultural infrastructure, the TIC provides essential services, such as the *visittodmorden* digital platforms, that promote economic resilience and would be difficult to replicate if lost. Our work continues to maximise Town Council investment by fostering sustainable tourism, supporting local enterprise, and strengthening Todmorden's visibility on a national stage. This also aligns with the Town Council's priorities, such as directly supporting the Council's Climate Emergency goals through our circular economy retail strategy and reducing the town's carbon footprint by sourcing from 55+ local producers and organisations.

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

Please consider donating [bit.ly/TICDonation](https://bit.ly/TICDonation) or

becoming a Friend of the TIC to help keep Todmorden on the Map! [bit.ly/TICFriend](https://bit.ly/TICFriend)



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**Notes:**

**1. Digital Presence and Media Impact**

The Centre provides a vital digital infrastructure for the town that would be difficult to replace if lost.

- **National Promotion:** A featured article (attached) in *Yorkshire Life* highlights the town's cultural assets. It is important to note that without the Centre's profile, this article would not have been published. This high-profile coverage effectively showcased Todmorden's independent businesses, sustainable ethos and cultural assets such as the regeneration of the Bandstand.
- **Strategic ROI:** The *Yorkshire Life* feature represents a 'earned media' value of thousands of pounds. This national exposure for Todmorden was secured entirely through TIC's networking and reputation, providing a return that far exceeds the proportional grant funding for the period.
- **VisitTodmorden & Social Media:** The Centre maintains the primary digital gateway for visitors and residents, managing the visittodmorden website and integrated social media platforms. These tools drive physical footfall by translating online engagement into local economic activity. Previous campaign data shows the website can attract over 11,000 visits in peak periods, with social media views exceeding 98,000 across Facebook and Instagram. The loss of a centralised digital tourism platform would significantly reduce the town's online visibility and coordinated visitor marketing.

**2. Financial Sustainability and Innovation**

The TIC is actively diversifying its income.

- **Revamped "Friends of" Scheme:** The membership scheme has been restructured to include automated direct debit payments and novelty certificates. Supporters now have the option to receive specific gifts as part of their contribution, encouraging a more consistent and sustainable revenue stream. There are streams to donate as an individual or as a business.
- **The Unofficial Guide to Todmorden:** Planned for a 2026 release, this new publication focuses on local history, folklore, and town legends. This project not only preserves local heritage but serves as a unique retail product developed entirely in-house.
- **Social Capital:** 38 volunteer hours were utilised. This represents £482.98 (at minimum wage) of gifted labour to the town.

**3. Community and Cultural Hub**

The TIC serves as the central ticketing and exhibition hub for the town's diverse cultural groups.

- **Ticketing Services:** By providing a physical box office and local knowledge, the TIC ensures digital exclusion does not prevent residents or visitors from accessing cultural events, while removing the administrative burden from small community groups. Organisations supported this quarter include: Todmorden Hippodrome, Todmorden Folk Festival, Hebden Bridge Burlesque Festival, 3 Valleys Gospel Choir, Todmorden Boundary Walk organized by Todmorden Scouts, Todmorden Choral Society, Todmorden Orchestra, The Mayor's Bash.
- **Exhibition Space:** The Centre's gallery hosted diverse exhibitions during this period, featuring works by the U3A, Lucy Parker, and Gill Osbourne.
- **"Artisan Shelves":** By providing retail space for local artists, artisans, and authors, (current count exceeds 55 different producers/organisations) the Centre acts as a collective showcase for Todmorden's creative sector. This initiative grants local makers access to a significantly wider audience than they could reach independently, keeping the "creative pound" within the town, while acting as an "incubator" for new businesses.

- **Upcoming Initiatives:** Preparations are underway for an "Open Exhibition" in September 2026, themed "Peculiar Tales," which aims to engage the community with local folklore and storytelling. This has multiple benefits – it preserves local heritage, enhances community pride, acts as tourism promotion, showcases local creative talent, increases footfall and spend in Todmorden as well as providing the Centre with an extra income stream.

#### **4. Economic Development and the Circular Economy**

The TIC remains committed to a retail strategy that supports local businesses rather than competing with them.

- **Circular Economy:** By prioritising local sourcing, the Centre minimises environmental impact and reduces carbon miles.
- **Business Support:** The Centre continues to act as a coordination hub for town-wide initiatives, using feedback from the local business community to improve future campaigns and ensure a unified impact on the town's economic profile.

# 24 hours in Todmorden

A LOCAL'S GUIDE

**JACQUI MATTHEWS** is manager of the Todmorden Information Centre. She has curated 24 hours including foodie treats, history, plus stunning views across the Calder Valley and beyond



## MORNING

Start your day with a leisurely stroll through Todmorden's vibrant centre, exploring the independent shops that give the town its unique character and following the Incredible Edible Trail of fruit and vegetable beds.

Don't forget to call into the community-run Information Centre for your free souvenir town map. Be sure to check out Patmos Parade, home to gems such as the recently opened Lost Property People and the Calder Cheesehouse, as well as being the perfect spot for some sunny people watching from one of the excellent cafés or bars.

## AFTERNOON

Head into the well-stocked indoor market to gather the ultimate picnic lunch. You can pick up award-winning cheese from The Crumbly Cheese, famous pork pies from Ham Corner, a Todmorden blend of

coffee from Exchange Coffee or something stronger from the Market Tavern. For fantastic artisanal bread, baked in just a short leg-stretch from the market. Then take your glut of goodies to Centre Vale Park. Here, you can eat on the lush open greenery, perhaps catch a band at the newly reopened bandstand and follow the free heritage trail.

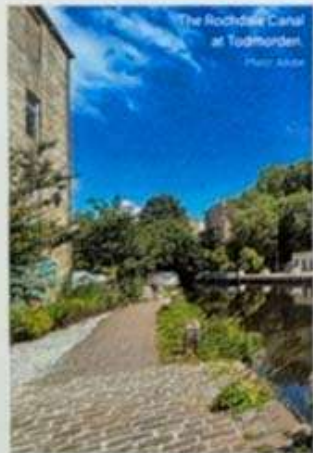
After lunch, stroll along the Rochdale Canal. Pop into the library, next to lock 19, to learn about local history, including the 'Frying Pan', a Bronze Age barrow now part of Todmorden golf course.

Continue along the towpath past the Great Wall of Tod, made of four million blue bricks, to admire the fantastic Victorian folly of Gautholme Viaduct, designed by George Stephenson.

If you want a less strenuous afternoon, catch a cricket match on a ground that historically straddled both Yorkshire and Lancashire. Conversely, for a real workout, take an eight-mile hike past the famous 'highest beach' at Gaddings Dam and on to Stoodley Pike for incredible 360-degree views of the valley – just beware the local sheep hiding in the Pike itself!

## EVENING

After a busy day, enjoy noodles at Ginger Tiger, pizza or pasta at Frederick's, or a curry from Pinch of Spice. Alternatively, if you are coming down from the moors, stop at the Top Brink Inn or the Shepherd's Best Inn for excellent traditional pub food and the wow factor that comes from being perched high on the tops of the Pennines. Finish the night with a lively drink at Nan Moor's, the legendary Golden Lion, or Beer Necessities, where you can sample locally brewed ales, such as the prize-winning Pale Eagle from Eagles Crag Brewery. Just remember to remain clear-headed enough to look for signs of the UFOs said to visit Todmorden!



W2 May 2016

Yorkshire Life

*Don't miss  
in 2026*

### TODMORDEN FOLK FESTIVAL

The annual festival is celebrating its 10th anniversary this year.

May 1 to 3,

[todfolkfest.co.uk](http://todfolkfest.co.uk)

### GARDENING SUNDAYS

Join Incredible Edible on the first and third Sundays of the month for gardening adventures in and around central Todmorden. Meet at 10am at Todmorden Community College. [incredible-edible-todmorden.co.uk](http://incredible-edible-todmorden.co.uk)

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Bridestones Moor. Photo: 2015

## SENSE OF PLACE

Todmorden is a vibrant market town defined by its dramatic Pennine landscape and a deeply ingrained, fiercely independent community spirit.

Whenever you walk in the town centre, you will not have been able to miss the iconic Grade I-listed town hall. Commissioned by the ever-present Fielden family, this magnificent architectural marvel famously straddled the historic Lancashire-Yorkshire boundary until it was moved in 1888.

This dual heritage is evident in the figures on the pediment: the left represents the Lancashire cotton industry and the right showcases Yorkshire's agriculture and engineering prowess. Other Fielden buildings in the town are the striking Unitarian Chapel and Dobroyd Castle, built as a declaration of love by John Fielden.

Looking up from the valley floor, the striking landscape immediately commands



Todmorden Town Hall. Photo: 2015

your attention. Stoodley Pike is a constant, watchful presence on the horizon, while the nearby Bridestones offer a rugged, atmospheric escape for locals and visitors alike. This community-owned rewilding

site is so steeped in dramatic moorland character that it was recently utilised as a sweeping backdrop for the new *Wuthering Heights* film.

Back down in the town centre, the cultural and social scenes are continually thriving. The newly renovated Edwardian Hippodrome Theatre, the UK's largest community-owned theatre, celebrates the town's burgeoning reputation as a local arts and entertainment hub.

However, Todmorden's wonderfully unique identity is perhaps best recognised through the internationally renowned Incredible Edible Todmorden. As you take an amble around the town, you will notice their innovative green routing – by freely growing fruit and vegetables in public spaces, they are continuing the legacy of a kind, confident and connected community.