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Report to Town Council for June 2026 – August 13th 2026

Visitors	**2026/7**	**2025/6**
Visitors to Centre	3415	2220
Visitors to Website	15607 page views	14968 page views
Social Media interaction	36.6k Facebook Views 50.3k Instagram Views	17.8k Facebook Views 7.7k Instagram Views

Finance	To end of August 13th	
Sales this quarter	£5665.72	
less anticipated costs (purchase of goods/money to theatre)	£4490	
Approx nett income from sales (negative in brackets)	£	1175.72
less anticipated running costs	£	2573
Less staff costs	£	5352
Nett income or expenditure (negative in brackets)	£	(6749.28)
Pro-rata grant	£	2570
Estimated surplus/loss for the quarter	£	(4179.28)
Estimated surplus/loss for the year to date	£	**(10651.58)**

Summary:
During the June–August 2026 quarter, Todmorden Information Centre delivered high-impact destination marketing, expanded business support, and implemented key revenue-diversification projects. By maintaining the town's primary digital gateway, hosting cultural events, and retailing products from over 55 local producers, the TIC maximises Town Council investment while directly supporting local economic resilience and Climate Emergency goals.

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Quarterly Summary of Activities (June–August 2026)

1. Digital Presence & National Media Impact

- **National Exposure**: Contributed to a feature in The Independent about the top 10 places to visit in the North.
- **High-Value Return**: Generated significant earned media value through TIC's national profile and networking, delivering exposure far exceeding proportional grant funding for the period.
- **Digital Infrastructure**: Maintained the VisitTodmorden website and social platforms as the main gateway translating online interest into physical town footfall. Regularly receiving over 25k views on Instagram per month.

2. Financial Sustainability & Revenue Innovation

- **"Friends of" Scheme**: Restructured the membership model to incorporate automated Direct Debit payments, personalised & giftable certificates, and tiered donation streams for individuals and businesses.
- **Heritage Publishing**: Confirmed eligibility for a Ward Forum grant to fund *The Unofficial Guide to Todmorden*, establishing a low-risk, in-house retail product centred on local folklore.
- **Social Capital**: Utilised 38 volunteer hours during the period, representing £482.98 of gifted labour to the town.

3. Community & Cultural Hub

- **Ticketing & Accessibility**: Provided physical box office services to prevent digital exclusion and reduce administrative burdens for local groups, including the Todmorden Hippodrome, Todmorden Folk Festival, Hebden Bridge Burlesque Festival, 3 Valleys Gospel Choir, StoryMagic Theatre, Todmorden Orchestra, Todmorden Choral Society and the Leeds Male Voice Choir.
- **Exhibition Space**: Hosted monthly gallery features from local artists including Cat Byrne, Lena Smith and Todmorden Photo.
- **"Peculiar Tales" Preparation**: Finalised preparations and selected 14 artist submissions for the September exhibition of the "Peculiar Tales" open heritage exhibition, driving community engagement with regional folklore.
- **Civic Collaboration**: Partnered on promotional support for the "Seasons of Celebrations" Town Deal milestones and conducted outreach with Todmorden West councillors.

4. Economic Development & Circular Economy

- **Local Sourcing**: Retained retail space ("Artisan Shelves") for over 55 local artists, makers, and organisations, including new stock from Incredible Edible Todmorden, keeping spending within the local economy and minimising carbon miles.
- **Business Coordination**: Acted as a central contact point for town initiatives, using business feedback to optimise campaigns and support town-wide economic development.