

### **December 2020 TIC Report to Committee**

1. The TIC reopened after the second national lockdown on 2 December. Record stock sales ensued, with customers responding to the “buy local” message as well as being influenced by the TIC’s stock offering and marketing.
2. Xmas stock sales: Calendars, Christmas puddings, Christmas cards and Mystery Bags all sold well. Takings during December hit record levels for TIC stock, with an overall increase in profit of 79% compared to December 2019
3. E shop report: see report below
4. Click it Local report: see report below
5. New stock included a range of Fry Art Gallery goods, with their tea towels proving particularly popular (83 sold).
6. The TIC has now had to close its doors to personal callers, but staff are there to take telephone calls, answer emails, deal with e-shop orders and work on future plans and projects. No more than two staff are on duty at a one time and work from a safe distance from each other.
7. Saffron Walden Heritage Development Group has commissioned Creative Walden to produce a 10 minute film on Medieval Walden as part of the community engagement necessary for their Battle Ditch Project. The film will be finished in the summer and will be available to view on the TIC’s You Tube Channel.
8. The TIC has similarly commissioned Creative Walden to produce a drone tour of Bridge End Garden for promotional purposes, when conditions allow. The cost of this project is £100 and we are very grateful to Paul Bellany for agreeing to undertake this for us at such a reasonable price.
9. We are also talking with Paul about producing a ‘Saffron Walden from the Air’ Calendar for 2022 as well as two aerial images for potential Christmas Cards.
10. All TIC volunteers have been formally ‘stood down’ from their TIC role, as per our recent email to all Councillors.
11. Memory Tree update: by Christmas, £454.00 has been raised for the Mayor’s Appeal through sales of baubles for the Memory Tree
12. Twitter followers: @swtic 4382, Instagram @swtic 1242, Facebook /saffronwalden 2404, @GardenBridgeEnd 775.
13. Footfall figure for December was 7936.

*Mark Starte / Rachel Thomas/Judith Thompson*

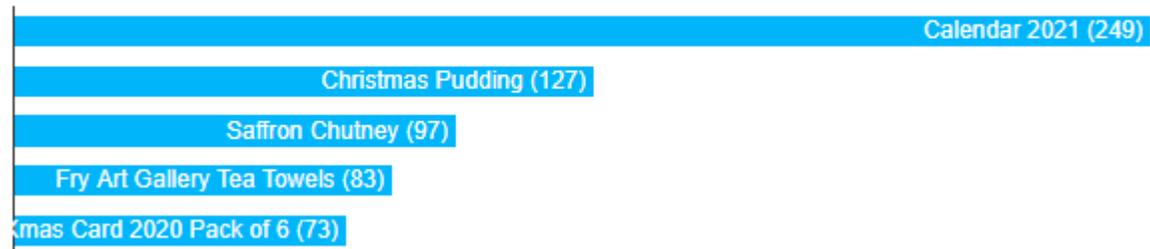
## December Sales Comparison

	Dec-19	Dec-20	Quantity Sold 2019	Quantity Sold 2020	Item Profit 2019	Item Profit 2020
Non Vatable Income:	£2,766.36	£5,911.17				
Vatable Income (Less VAT):	£4,103.54	£6,386.73				
Basing our stock profit on an average of one third of what we take gives:						
<b>December Profit:</b>	<b>£2,289.97</b>	<b>£4,099.30</b>				
<b>This represents an 79% increase on December 2019</b>						
Christmas Puddings:			0	186	0	£1,255.50
Calendars:			715	524	£1,850.77	£1,518.97
Christmas Cards:			801	1298	£343.74	£300.22
<b>Notes:</b> Christmas 2020 was remarkable in terms of takings and profits						
It is still worth us producing our own calendar in terms of profitability						
The profit on 2020 Christmas Card sales is lower as we were selling off old cards at a loss to get rid of them						

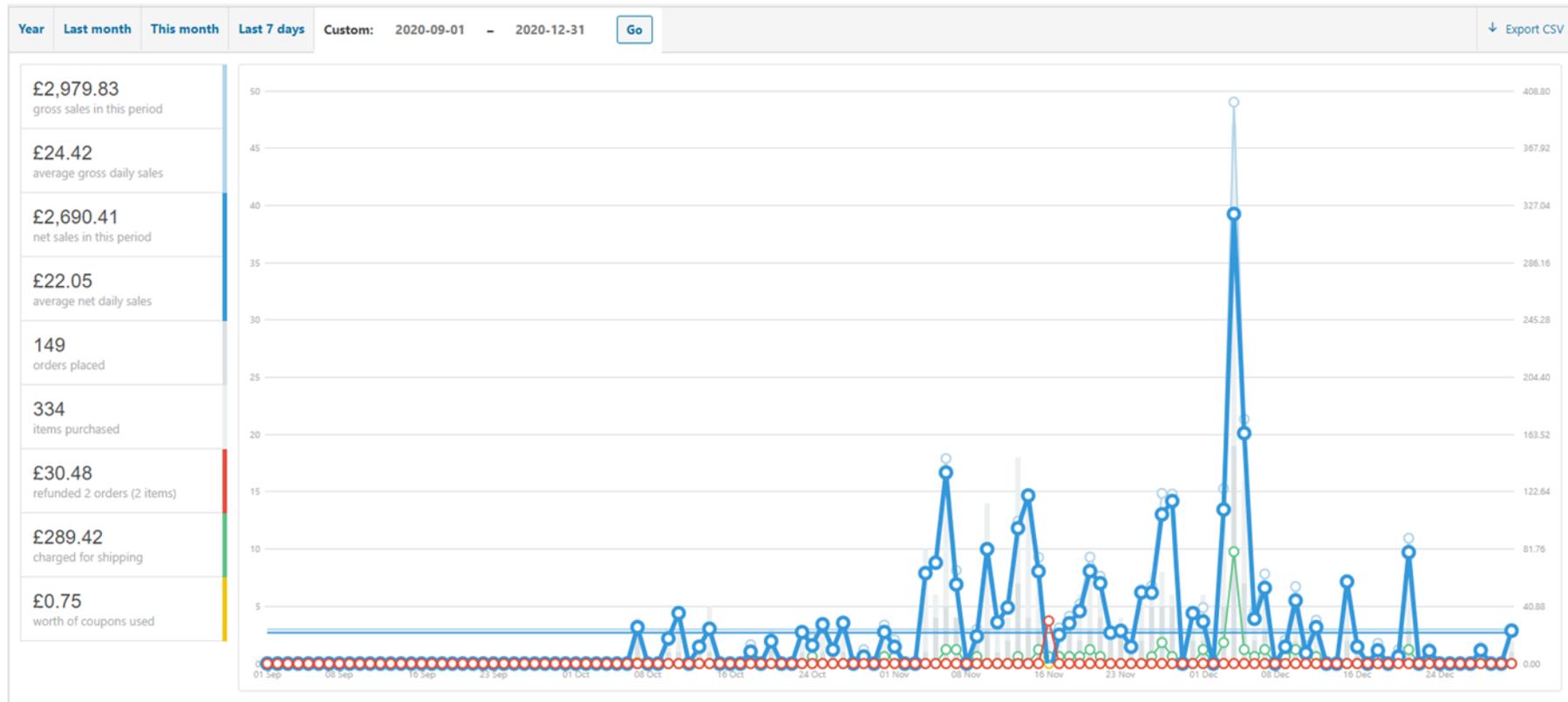
## Sales Graphs for December 2020:



### Best Sellers



## TIC E-Shop Figures from Launch in September to 31<sup>st</sup> December 2020



Net Sales of £2690.41. We make an average profit of one third of the net figure, which gives a current approximate profit of £896.80 on e-sales.

The net cost of the e-shop this year is £2200.00, so we need a further profit of £1303.20 to break even in year 1. Breaking even in Year 1 would be a remarkable achievement and this is a very good start.

Click It Local Sales since Launch in November to 31st December 2020

Total Value of Sales:	£205.18
Click It Local Commission + Card Fees:	£ 20.93
<b>Net Payout:</b>	<b>£184.26</b>