

## **TIC Managers Report March 2016**

Apologies for not being at the meeting, I have a Cornwall TIC group meeting at Eden followed by an open evening for ticket agents. I hope this report covers things but you know where I am if you have any questions. The TIC is now open seven days a week and as from Thursday we will be open 10 till 5 for the Easter holiday. As Easter is so early we will return to 10 till 3 for a few weeks before Whitsun.

### **Sail Flag:**

We now have the sailflag fluttering outside, although there was a little bit of confusion regarding the base. As it is I have asked Karol to make me a new base so the flag can be positioned beside the flower tub.

### **Website**

Following last week's working party where it was agreed to recommend using Westernweb to produce a new TIC website, I have today been with Barry and Chris discussing how we go forward. This will include working with Inn Style on the on-line booking system. We have gone through the present site and discussed what we need and what we don't using Edwina's 'way forward' as a template. The price Westernweb have come up with is £950 for what has been suggested but this does not include an interactive map. Barry can create one of these but it may cost up to £250 more. The only additional yearly cost would be around £70 for hosting. Like the Town Council site, once created we should be able to update pages ourselves. It is hoped that the integration with Inn Style will be a simple affair and there will not need to be any additional costs there.

We talked about banner adds and click throughs. There is no reason why both could be included but Barry was very hesitant about click throughs and said he thought more money could be made by just taking on advertisers and giving them front page space, especially as we are getting good visitor numbers.

I now need to get back to them asap and start the ball rolling. I am ready this end to help them with everything they need. Westernweb believe the site can be completed by mid May to early June. I have all the text copied from our present site and a good selection of images to pass across.

Early figures for this year show a very slight decrease in visitors to our present site, but not enough to worry about.

### **2016 Membership:**

We have had several businesses leave us this year, for different reasons. Some have gone out of business; some have decided we are not offering value for money or are investing the advertising budget elsewhere. We have gained the Commonwood (formerly Barclay House) and there are still some who have to pay. These will be taken off the system if they have not paid by the end of the month.

### **TIC Visitors:**

Figures for 2015 show that we had just under 10% less visitors through the door than 2014. 59374 compared with 65626. So far, this year, we are about 17% up on last year and sales of books, maps and gifts are up nearly 30%.

**Looe Music Festival:**

I have recently spoken to Tanya about selling tickets and she has explained that we will have them as soon as they have them. There has apparently been a problem over printing, partly due to bar codes and Eventbrite who they use for their on-line ticket sales. She has agreed that we will have a 10% commission, as last year, but that as the tickets are more expensive we will make more profit. We will also get day tickets from the start, as well as full weekend tickets.

**Other Events:**

I am continuing to compile a monthly list of events and these are proving very popular with both locals and visitors. March filled an A4 sheet and I am sure April will do the same. The Society Day at the Millpool Centre was a success in that I could talk to people face to face, although very few actually found by stall. Another meeting of the Events and Festivals group is planned for mid April, although an exact date is yet to be set. I am also continuing to work with the LMCG, RNLI, LMF and other groups on organising the Festival of the Sea on May 1<sup>st</sup>.

An addition to the new website will be that individuals and groups will be able to add their own events, once we have checked them. (see Saltash Town Councils site for an example)

Mark Camp 15 Feb 2016