

Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
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Title	WIC Performance Report - September 26
Date	1st October 2026

1. Purpose

1. To provide Members with a performance update on the operation of the Welshpool Information Centre for September 2026 including visitor numbers, enquiries, sales and income generation.

2. Information

1. During September 2026, the Information Centre recorded 505 local visitors, 550 visitors from elsewhere in the UK and 33 overseas visitors. This represents a total of 1088 in-person visitors.
2. The Centre also dealt with 25 telephone calls, 26 emails and 31 postal enquiries during September. Train ticket sales totalled £7,403.60, while other income totalled ££4,048.33.
3. Retail performance remained positive, with handbags and jewellery selling particularly well. Customers have responded favourably to the collections available.
4. Staff attended trade fair in Birmingham as usual and identified new stock for sale. There are changes coming in relation to the TfW systems including the ability to no longer sell railcards locally as they are moving online, however we will retain the service by offering it ourselves and charging an appropriate administration fee. The new TfW computer system will be installed by January 2027.
5. Train ticket sales continued to perform strongly. The September sales figure demonstrates continued demand for the service and supports the Centre's role as a local booking and information point.

3. Decision

1. To note the report for information.