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Title	WIC Performance Report - April 26
Date	29th April 2026

1. Purpose

1. To provide Members with a performance update on the operation of the Welshpool Information Centre (WIC) for April 2026, including visitor numbers, enquiries, retail performance and income generation.

2. Visitors & Enquiry Stats

1. Local Visitors - 544
2. UK Visitors - 478
3. Overseas Visitors - 10
4. Phone Calls - 103
5. Emails - 26
6. Post - 31
7. Train Enquiries - 100

3. Comments

1. The WIC welcomed 1032 in-person visitors during April 2026 with local visitors continued to make up the largest proportion of users.

4. Retail Performance (up to 22nd March)

1. Total recorded income to date for April 2026 was £5,584.24 (up to the 26th April). Owens-related sales again accounted for the largest proportion of income at £2,560.00 with retail income from souvenirs, bags, jewellery, and maps/books remaining positive.
2. Fishing permit income rose significantly to £1,251, reflecting the usual seasonal changes we'd expect.
3. Handbags and Jewellery are going well and footfall starting to increase. Saturday parking was slow to start but is now getting busier as word of mouth spreads.

5. Decision

1. To note for information only.