Cyngor Tref Trallwng Welshpool Town Council

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Title	WIC Performance Report - July and August 26
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1. Purpose

1. To provide Members with a performance update on the operation of the Welshpool Information Centre for July 2026 and the period from 1 to 22 August 2026, including visitor numbers, enquiries, sales and income generation.

2. Information

1. During July 2026, the Information Centre recorded 353 local visitors, 431 visitors from elsewhere in the UK and 71 overseas visitors. This represents a total of 855 in-person visitors.
2. The Centre also dealt with 30 telephone calls, 20 emails and 25 postal enquiries during July. Train ticket sales totalled £9,391.70, while other income totalled £11,262.81.
3. Between 1 and 22 August 2026, the Centre recorded 459 local visitors, 500 visitors from elsewhere in the UK and 80 overseas visitors. This represents 1,039 in-person visitors during the reporting period.
4. During the same period, the Centre dealt with 35 telephone calls, 25 emails and 30 postal enquiries. Income excluding train ticket sales totalled £3,326.27. The value of train ticket sales for August had not been confirmed at the time of writing.
5. Across the two reporting periods, the Centre recorded 1,894 in-person visitors. The good weather contributed to a high level of visitor activity, and the Centre was particularly busy during August.
6. Retail performance remained positive, with handbags and jewellery selling particularly well. Customers have responded favourably to the collections available.
7. Train ticket sales continued to perform strongly. The July 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.