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Title	WIC Performance Report - March 26
Date	26th March 2026

1. Purpose

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

2. Visitors & Enquiry Stats

1. Local Visitors - 517
2. UK Visitors - 268
3. Overseas Visitors - 18
4. Phone Calls - 23
5. Emails - 6
6. Post - 2
7. Train Enquiries - 250

3. Comments

1. The WIC welcomed 803 in-person visitors during March 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 March 2026 was £6,852.12. Owens-related sales again accounted for the largest proportion of income at £5,223.00 with retail income from souvenirs, bags, jewellery, and maps/books remaining positive.
2. Fishing permit income rose significantly to £360.00, reflecting the seasonal changes.
3. During March, the Centre’s retail displays were refreshed with new and existing stock, helping to improve presentation and merchandising within the space.

5. Rail Performance

1. The WIC took around £5,472.50 in Rail Ticket income for March and generated £492.53 in commission.

6. Decision

1. To note for information only.