

Annual Report of the TIC for 2019.

2019 saw a year of change. I was appointed to oversee the TIC, as the Trustee responsible and John Lumby continued with the day to day management.

Further improvements took place throughout the year carrying on from work started in 2018. This included the erection of another Notice Board as we were receiving a large increase in the number of posters-some quite large-and other notifications from many organisations and charities. It was particularly noticeable that some charities were sending out information some 6 months or more in advance of their events or indeed would send out a full programme of events, meaning that some posters would remain in place for a considerable time. It was decided during the year to split the information on the 2 boards, 1 advertising purely local events in and around the town and the other more county-wide.

The new display units now hold more leaflets than before and we rely on the regular printers/suppliers to keep us up to date. We also collect a number ourselves from places that do not sign up or who do not send them out. Towns like Wells, Sheringham and Hunstanton and businesses like Bircham Windmill. The vast majority are Norfolk based, but we do stock some cross-border, based on: are visitors staying locally likely to travel to such places, e.g., Anglesey Abbey or places just across the Suffolk border. However, John is always on the look out for new sources. You would think that companies would actively want to advertise their venue, but it is becoming noticeably obvious that due to cost and the availability of the internet, many organisations no longer print vital information on the assumption that everyone has access to the net. One example is timetables, but I did note that in 2019, we seem to have found an increase over the year before!

One of the more popular requests in 2019 was for cycle and walking routes. However, few were free, although we did source, via Norfolk County council, a popular booklet, but we were restricted to only a dozen free of charge. Further books and routes were sold in the shop, again very popular. We do ask volunteers, when travelling around the county, to bring back leaflets we do not have.

Leaflets that we do stock are divided into sections, for example: zoos, children's venues, play and interaction, concerts, country houses, open gardens, seaside resorts, etc.

Where we don't stock the required information, stewards can access the internet and hopefully print off useful information. However, it is hoped this year the TIC will install their own PC to enable visitors to do their own searching.

We also respond to numerous enquiries made via phone, email or letter-if necessary sending details of potential places to stay, including caravan and camping sites.

The figures below detail visitor numbers for 2019 and for comparison, 2018. However, it should be noted that a more accurate method of counting took place at the start of 2019, to reflect actual visitors to just the TIC, hence the large drop in numbers. Overall, visitors have remained fairly constant over the past few years, with the usual fluctuations throughout the year, depending upon the season. Also included are figures from our website.

