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Mr Bernard Taylor
Chair
Modbury Parish Council
2 Galpin Street
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Our Ref: GR.AMT.MIC-TIC.MPC REPORT.2017 & 2018 PLANS

File: Modbury IC-cover Letter to Report to MPC AGM 2018

4th April 2018

Dear Chair Bernard and Members of the Council & Modbury Public

Report to MPC AGM April 2018 in respect of the Centre's Outcome for 2017 and Plans for 2018

I am pleased to report that the Centre's outcome for the year 2017 was only modestly adrift from the plan for the year and this arose from increased running costs; reserves now stand at a little over £6,600, which will allow the Centre to fulfill its plans for 2018 to have an enhanced website and also to put in place additional measures to monitor qualified interest both in the website and the Centre's foot traffic.

The centre is using more detailed analysis of footfall to the centre and with qualified assistance on the website, using Google analytics to better analyse and take advantage of the website traffic.

Although below the levels of 2014 & 2015, the 2017 footfall for the Centre is up 3% over 2016 at 2387, of which local people represent 19%, UK visitors 74% and Overseas visitors 7%; the latter predominantly from mainland Europe.

The centre's website activity, for the size of centre and the communities' location and attractions, is deemed to be of good caliber, by third party specialists. For 2017 this includes Hits of 277,560, Files accessed 138,368, pages accessed 32,526; but perhaps most importantly Visits of 28,008. This is considered to be something to build on with the planned detailed analysis.

Finally, the Plan for 2018 is to breakeven, invest in an improved website and with data analysis seek to target certain UK and European markets. Based on the strength of reserves and the programme for the year, the centre will also enter into a new three year lease of its premises from 1st May 2018. The centre looks forward to the continued support of The MPC, its independent Sponsor and its advertisers.

Yours sincerely

G H W Rosevear

George H W Rosevear
Committee Member and Chairman

**MODBURY
AN AREA OF OUTSTANDING NATURAL BEAUTY**