

## Sales report for 2020 AGM      The year of covid19

Museum shop. Our Ingrow base continues to be the main hub for our sales activities, it stocks a range of goods popular with our younger visitors in addition to our locomotive related wares.

Online sales An expanded range of items are available for sale on the BLS website, there has been an increase in online sales this year as experienced by many retailers.

Oxenhope to Carlisle 22<sup>nd</sup> February. We had a very successful run with regard to sales, the Team were kept busy throughout the day, taking orders and delivering goods to passengers at their seats on the return journey. In addition a raffle was held for a replica smokebox number plate, manufactured by Pro-cast. The '45596' plate was carried on the footplate of the locomotive for the northbound run over the S & C and presented to the fortunate winner, following the draw which took place on the return leg of the charter.

00 gauge models. The Society received a generous donation from a long term supporter, consisting of a collection of model locomotives and rolling stock. The collection is being sold in individual lots via the Museum at Ingrow and our sales stand at railway related events.

### Future plans.

Develop the Society website to provide enhanced and more customer friendly sales features.

Introduce an EPOS (electronic point of sale system) to upgrade our current way of working. Commission a second credit card sales machine to enhance and encourage more sales in future, particularly on our trains and other external events.

Peter Smith – 20 September 2020