

Sales report for AGM 31st October 2021

Our sales activities this year have been severely affected by the covid restrictions as experienced by all other business and organisations who need to fund raise.

The 'Ingrow Loco' shop has experienced reduced opening and our on-train sales activities have also been affected by the need for limited contact from our PR/sales team.

As we have an ongoing need to generate income we have looked to continue improving our ways of working.

The website 'sales latest' page is seen as our best opportunity to sell our merchandise and additional and updated items have been added to facilitate this. The longer term goal is to develop a new more flexible website, with an enhanced payment system including the ability to apply combined shipping costs for multiple purchases and a more streamlined payment/order/dispatch facility for our order processing.

We have had very successful on-train activities when permitted out and about on railtours, notably as covid restrictions began to be eased. The raffle for a replica *Bahamas* smokebox numberplate has been particularly well received by the passengers.

Our sales stand accompanied the Jubilee's visit to the Nene Valley Railway in August, the on-platform location was very convenient for passengers joining the train.

Ingrow Loco museum shop now has an EPOS (electronic point of sale) system, in place. This has greatly enhanced record keeping and stock level monitoring.

In addition we now have two credit card machines for out-sales which enable supporters to make card payments electronically via the mobile phone network. A significant number of people prefer this method of payment, and has the advantage of being fast and secure.

Peter Smith

30/10/21