

<b>REVIEW:</b>	<b>Review of Tourism with specific reference to TIC's</b>	
<b>Committee:</b>	Community Services Scrutiny Committee	<b>Chair: not confirmed</b>
<b>Lead support officer:</b>	Not confirmed	

## SCOPING

### Terms of Reference

This review will cover:

- Address recommendations and comments of the Cultural Services Inspection in relation to tourism and specifically TIC spend;
- Investigate the TIC model in relation to national trends and customer demands;
- Consider budget allocations in relation to other pressures within Cultural Services and the council's priorities in relation to improvement plans;
- To review delivery of marketing and strategic planning in terms of tourism;

### Desired outcomes

- Forecast future delivery of TIC's based on the priorities of Visit England
- Consider the best options for investment in TIC linked to delivery arrangements of the service, corporate priorities and service needs
- An understanding of marketing and strategic priorities
- Establish performance indicators to measure the value of tourism

### Key questions

- What are the national trends in delivering TIC's and trends in customer use?
- What is the cost in relation to use?
- What are the future options in utilising new technology and joining with other facilities / services?
- Where is the growth market for tourism in the county?
- How is the value and volume of tourism measured and how performance is measured against other areas in the West Midlands?
- What are the key products for tourism?
- What are the marketing plans and strategic direction?
- Where are the pressure points in terms of delivery of the wider cultural service?

### Corporate Plan Priorities

Economic Development, community well being and enterprise,

<b>Timetable (some of the facilities are only open seasonally and will influence the time table)</b>	
<i>Activity</i>	<i>Timescale</i>
Agree approach, programme of consultation/research/provisional witnesses/dates	End of July 07
Collect current available data	August 07
Analysis of data	September 07
Final confirmation of interviews of witnesses	Beginning of August 07
Carry out programme of interviews	September 07
Final analysis of data and witness evidence	October 07
Prepare options/recommendations	September 07
Present Final report to Community Services Scrutiny Committee	October 07
Present options/recommendations to Cabinet	November 07
Cabinet response	December 07

Implementation of agreed recommendations	January 08 onwards
<b>Members</b>	<b>Support Officers</b>
Members x 4  Representative from Tourism West Midlands	Penny Jones, Social and Economic Regeneration Managers  Andrew Tanner, Interim Change Manager  Democratic Services Officer  Jane Lewis, Cultural Services Manager