

Appendix 1 Recommendations arising from Scrutiny Review of Tourism

Recommendation No. 1	Continue to provide TIC's at or close to the main centres' of tourist activity in the County, notwithstanding reductions and changes in patterns of use. Utilisation and effectiveness to continue to be monitored via footfall and cost per visitor data.			
Executive's Response	Accept the recommendation in principle			
Action	Owner	By When	Target/Success Criteria	Progress
TIC stake holder day to review the work of the TIC's	Tourism Food & Marketing Manager	June 2009	An understanding of what is required from a TIC Service.	Meeting arranged for 23 rd June.
Annual review of footfall and cost per visitor data	Visitor & Promotions Officer	December 2009	Increased usage or enquiries via the TIC.	

Recommendation No. 2	Retain direct control over tourism information services. Never combine the functions of a TIC with those of an 'Info in Herefordshire' office.			
Executive's Response	Do not accept this recommendation as there is a Corporate agreement to combine services where possible.			
Action	Owner	By When	Target/Success Criteria	Progress

Recommendation No. 3	Meet the challenges posed by rising expectations and modern means of communication, and the drive for greater VFM, with a new 'hub and spoke' structure for the delivery of tourist information.			
Executive's Response	Accept in principle			
Action	Owner	By When	Target/Success Criteria	Progress
Investigate via the TIC review/	Tourism Food & Marketing Manager	September 2009	Develop new methods of accessing information and cost savings attributed to one central hub.	

Recommendation No. 4 & 5	<p>Establish a central hub, co-located with a principal TIC, staffed by 2.25 fte staff plus the TIC supervisor. Its functions to comprise:</p> <p>a. Centralised handling of tourism enquiries providing higher standards of promptness, comprehensiveness and professionalism.</p> <p>b. A centralised facility for the maintenance and provision of brochures etc relating to destinations beyond the County boundary, thus facilitating the updating of this information whilst eradicating multiple holdings and, most importantly, freeing valuable storage and display space at the TICs.</p> <p>c. The potential for centralisation of some peripheral TIC functions such as accommodation, bus and theatre bookings.</p>			
Executive's Response	Accept in principle.			
Action	Owner	By When	Target/Success Criteria	Progress
Identify a location that could work as a central TIC.	Tourism Food & Marketing Manager	February 2010	One central hub will support all Tourist Information Centres in the county.	Alternative locations for TIC in Ross on Wye being investigated but no final decision made to date.

Recommendation No. 6	Bromyard Centre to become a TIP with better internal and external signage, a more obvious telephone for enquiries and, as a trial the installation of window mounted touch-screen information facility.			
Executive's Response	Accept in Principle			
Action	Owner	By When	Target/Success Criteria	Progress
Telephone linked to Ross Tourist Information Centre for accommodation bookings	Visitor & Promotions Officer	completed	Easy access for visitors to book accommodation.	Telephone link installed and working effectively
Display Cabinet for the sale of gifts to enhance the offer	Visitor & Promotions Officer	completed		Sales increased at the centre and more opportunity to display

				local crafts and goods.
Monthly SLA review to ensure that there is a full understanding of the requirements of all partners.	Visitor & Promotions Officer	On going		Improved working relationships with all partners.
Signage being investigated	Visitor & Promotions Officer			Meeting has been held to look at the signage.
Staff visits are more frequent from other centres but there is not one dedicated member of staff for the centre.	Visitor & Promotions Officer			Volunteers are working well in the centre but there is an issue with not having the one member of tourism staff .

Recommendation No. 7	Enable the Kington TIC to remain in its present location and refurbish the building's fabric and decoration providing this can be done from within existing budgets.			
Executive's Response	Accept the recommendations as it reinforces the sense of place. This would be subject to acceptance by Property Services who are currently reviewing the use of Council owned buildings.			
Action	Owner	By When	Target/Success Criteria	Progress
Liaise with Property Services regarding the lease of the building being transferred to Kington Tourist Association at a peppercorn rent and that all the necessary decoration works are undertaken.	Tourism Food & Marketing Manager	October 2009	That Kington TIC have a permanent venue for their centre.	

Recommendation No. 8	Complement each of the other 'spoke' TICs with 2.5fte paid staff plus any available volunteers.			
Executive's Response	Do not accept due to budget restrictions. The TIC review will identify all staffing requirements for the centres.			
Action	Owner	By When	Target/Success Criteria	Progress

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Recommendation No. 9	Move Hereford TIC from its current location to new and less costly premises as close as possible to the historic city centre.			
Executive's Response	Accept in principle subject to property services being able to reassign the lease and that the appropriate savings can be achieved.			
Action	Owner	By When	Target/Success Criteria	Progress
Undertake a review of alternative sites for a TIC in the city.	Tourism Food & Marketing Manager	September 2009	Alternative site located.	
Negotiate a termination or reassignment of the lease.	Tourism Food & Marketing Manager	December 2009	Cost savings achieved.	

Recommendation No. 10	Find alternative accommodation for Leominster TIC in a central location as soon as possible.			
Executive's Response	Accept in principle.			
Action	Owner	By When	Target/Success Criteria	Progress
Investigate alternative locations within the Market town/	Tourism Food & Marketing Manager			Alternative locations reviewed include, the library, Grange Court and the Bus Station. All premises could be suitable but all would require significant capital expenditure.

Recommendation No. 11	Agree with Visit Herefordshire that the latter will take the lead in all aspects of the marketing of tourism in and to the County.			
Executive's Response	Accept			
Action	Owner	By When	Target/Success Criteria	Progress

Visit Herefordshire undertake all of the marketing activity on behalf of Herefordshire	Tourism Food & Marketing Manager	Achieved.		A number of successful campaigns have been undertaken with the value of tourism increasing to £410 million.
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Recommendation 12	Explore with Visit Herefordshire how best to develop and improve the linkages between marketing information.			
Executive's Response	Accept			
Action	Owner	By When	Target/Success Criteria	Progress
Review of literature published to ensure value for money and relevance.	Tourism Food & Marketing Manager	Achieved	Reduced number of publications.	

Recommendation 13	Seek to make improvements to the contents, user-friendliness and updating of the Web site.			
Executive's Response	Accept			
Action	Owner	By When	Target/Success Criteria	Progress
Improved front page of the web site with links to the events with special themed banners for the different seasons.	Visitor Links Co-ordination Officer	Completed	Front page has a fresh look easier to read and link through.	
Improving search optimisation for each page of the web site resulting in more hits to the web site.	Visitor Links Co-ordination Officer	On going	Additional hits to the web site.	
Request a booking of accommodation has increased the number of bookings via the web site and increased e shop to enable	Visitor Links Co-ordination	Completed	More bookings for accommodation via the web site.	

more tickets for events to be sold.	Officer			
Established an area for food and drink businesses thereby	Visitor Links Co-ordination Officer	Completed	Focused view on the web site for food and drink producers.	
Added travel Buddy to enable people to connect to the data via their mobile phones.	Visitor Links Co-ordination Officer	Completed	Using new technology to improve access to the range of activities, events and accommodation in the county.	

Recommendation 14	The proposal for a hub and spoke structure should be monitored closely and a review and report prepared after the first year of operation.			
Executive's Response	Accept as per recommendations 4 and 5 above.			
Action	Owner	By When	Target/Success Criteria	Progress
Report when arrangements have been completed.	Tourism Food & Marketing Manager	December 2010.		