

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	8TH OCTOBER 2010
TITLE OF REPORT:	PRESENTATION ON THE FUTURE OF TOURISM AND TOURIST INFORMATION CENTRES
PORTFOLIO AREA:	ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To provide the Committee with an overview of the future of Tourism and Tourist Information Centres (TICs) in the County.

Recommendation

THAT: the presentation be noted.

Key Points Summary

- The presentation addresses key aspects of the remodelling of Tourist Information Centres and the strategic direction for tourism as presented and agreed by Cabinet on 16th September 2010.
- The presentation outlines proposed delivery of TICs for implementation by the beginning of January 2011.
- The presentation also gives an overview of proposals regarding the wider management of tourism, with changes to the role of the Destination Management Partnership.

Community Impact

- 1 Tourism generates £410m for the local economy each year. The recent review "Visit Herefordshire – A Review of the Destination Management Partnership" suggested that could increase and regional research came to the same conclusion. The county is also well placed to take advantage of the changing in lifestyle as a result of the economic climate with an increase in people taking their holiday in the UK.

Financial Implications

- 2 The remodelling of the TIC's will create a £200k saving, whilst still having a TIC service presence in the market towns mainly through the Info provision.

Legal Implications

- 3 Legal implications relating to staffing considerations would be explored as part of the

negotiation process; any lease issues will be negotiated through Asset Management and Property Services.

Consultees

4 Staff consultation currently taking place.

Background Papers

- Cabinet Report "Review of Tourism Delivery".