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| Committee | Full Council |
| Month | April 2024 |
| Report Title | Tourist Information Centre Working Group |
| Report Author | Georgia Arnold Deputy Town Clerk |
| Attachments | Proposed Terms of Reference |

Agenda Item 12

Summary

Council is asked to consider appointment of Cllrs de Vries and Asker as formal working group members and the attached Terms of Reference.

a) Membership

Cllrs Asker and de Vries have participated within the working group as the Mayor and Finance and Establishment Chair respectively since its establishment. It is recommended Council formally appoints both as working group members.

b) Terms of Reference

The working group recommends the below Terms of Reference for adoption as agreed at its April meeting.

SWTC
TIC Working Group - Terms of Reference

Overall aim:

To consider factual evidence and work together towards recommending a strategy to the Council that enables community information services and tourist information services, of an appropriate quality, to be delivered in an appropriate location (or locations) in a timely and more affordable manner after consultation and in partnership with staff and stakeholders.

Key objectives:

1. **Service Levels:** To consider the core role and responsibilities of the TIC service both in its current form and the recognised potential for actively driving and promoting tourism to Saffron Walden. In considering this objective, the WG will:
 - (a) Identify and review the existing core service of the TIC service;
 - (b) Identify key partners in progressing the existing and future service of the TIC.
2. **Location:** In light of Council's resolution to retain the TIC service at No 1 Market Place, to consider any improvements which could be made to the existing premises, including improvements to the disabled access.
3. **Staffing Levels:** In assessing objectives 1 and 2 above, the WG will consider the most appropriate staffing levels to meet the current and future needs of the TIC service. In considering this objective, the WG will:
 - (a) Work with existing staff in identifying opportunities for staffing efficiency;
 - (b) Have due regard to and comply with, all employment policies and procedures.