

## Tourist Information Centre Review

### Atlantic Village TIC

*All answers below were answered directly by Ruth Benney from Atlantic Village TIC.*

#### **Can you describe the range of services you offer at your TIC?**

- We have a comprehensive supply of leaflets, brochures, newsletters and maps to give out to people and for them to help themselves.
- We answer questions on the local area; give directions and route information to holidaymakers as well as out of area destinations.
- We make up over 400 packs of local leaflets and information to give out to accommodation providers as no one leaflet provider offers details of every local attraction.
- We source information on places of interest, local businesses, and changes in admission prices costs (that are often not shown on leaflets).
- We give out details of local accommodation and places to eat as well as ringing to make accommodation enquiries and bookings.
- We sell tickets for the North Devon Show; we actively promote local towns, villages, businesses, attractions markets and Pannier markets and give out discount vouchers when available to encourage visitors to stay in the local area.
- Weekly orders need to be completed to maintain supplies of leaflets.

#### **How many customers in a year do you service? If possible figures on a monthly basis**

It is hard to know for certain exactly how many customers we service as funding only allows for the desk to be manned for a limited number of hours each day (Funding is already being reduced in 2017). However statistics kept for the hours that the desk is manned are attached.

All the leaflets are fully available all the time that Atlantic Village Shopping Centre is open which is 9.00 – 6.00 on most days, 9.00 – 8.00 on Thursdays and 10.00 – 4.00 on Sundays

#### **What electronic services do you provide? I.e. Websites**

There is no funding for providing electronic advertising boards, website or IT usage as there is barely enough funding to cover essential costs and the desk, screens, stand etc. have not been replaced for 15 years.

#### **Are you staffed? I.e. voluntary/permanent/number of each**

Staffing is one permanent part time tourism assistant plus one volunteer. The TIC has always been open every day for 15 years. That is 7 days a week for seven months of the year, from just before Easter to the end of the October half term. The number of hours that the TIC desk is manned is flexible according to funding and demand. It has been manned for 4/5 hours on Bank Holidays, weekends, and School holidays and during the main summer season. At other times it is manned for 3 hours on average and longer if the weather is wet as this always increases the footfall hugely.

### **How are you funded?**

The organisation is presently funded by four organisations:

- Bideford Town Council
- Devon County Council
- Torrridge District Council
- Atlantic Village

### **What did you use our grants for in the last two fiscal years? What is the impact and value of our grant?**

The TIC is funded by grants from Atlantic Village, Bideford Town Council, Torrridge Tourism Association and Torrridge District Council. In 2017

In 2017:

Atlantic Village        £2000

Bideford Town Council £1000 (reduced from £2000 last year)

Torrridge Tourism     £1500

Plus TDC                £1000 (if at 2016 level)

I know that you asked North Devon+ for this information but they did not have the up to date position and the person you spoke to doesn't always get the facts correct (from past experience).

### **Do you have any future plans for your TIC? I.e. New projects/ideas to improve the services provided**

In the 2015/16 season despite best efforts to TIC ended up over £300 in debit and I had to ask a local attraction to make up the shortfall.