

## Tourist Information Centre Review

### Holsworthy TIC

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

Aside from providing information for the local residents and visitors to the area the Holsworthy TIC provide the following:

- **Memorial Hall Bookings** – As of my visit on the 30<sup>th</sup> January, the TIC had booked the Holsworthy memorial hall every Wednesday bar two for coffee mornings for a variety of local clubs. They also make bookings for fitness activities such as Pilates and yoga, and events including weddings and funeral teas.
- **Sensory Bus** – This service is a regular visitor to the TIC in which is seen as extremely beneficial to the service
- **Retail** – Included in the shop is a gift cabinet which at the time of visit included candles, glassware and china. The TIC also sold other items including handmade cards, maps of areas within Devon and Cornwall and (cotton) bags.
- **Bus Time Table** – Assisting visitors with bus times and routes, as well as applying for bus passes
- **Ridetherubycountry.com** – This is a vast resource for visitors to the region. It catalogues:
  - List of activities in the area
  - Accommodation
  - Places to eat and drink
  - Arts and Crafts
  - Upcoming Events

Currently the TIC is open between 10:00 and 15:00, four days a week during the winter and six days a week during the summer.

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

Unfortunately this was not monitored at the TIC. It was explained that they have a counter above the door but because no one had ever asked this was not currently utilised at the TIC. It was advised however that should the Council need to refer to these figures in the future that the counter could be made operational and we can have access to these reports.

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

As previously mentioned the TIC currently operates [www.ridetherubycountry.com](http://www.ridetherubycountry.com). This is currently managed by a volunteer and provides a variety of information to its visitors.

The TIC have a TV mounted on the wall behind the service desk, this is linked up to a Blu-ray player. At present the TV is operated as a monitor which displays images of Holsworthy, transitioning between pictures approximately every 30 seconds.

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

The TIC is exclusively staffed by volunteers. There are ten volunteers currently at Holsworthy TIC and their current hours of operation consist of:

- Four days in the winter period per week , consisting of two staff per day, except Wednesdays where they operate with three members of staff
- Six days in the summer period per week , consisting of two staff per day, except Wednesdays where they operate with three members of staff

Summer	
Wednesday (26*3*5)	390
Remaining Five Days (26*5*3*2)	1300
Number of Volunteers	10
Average Volunteering Hours per week	65
Average Hours (per week/volunteer)	6.5

Winter	
Wednesday (26*3*5)	390
Remaining Four Days (26*5*3*2)	780
Number of Volunteers	10
Average Volunteering Hours per week	45
Average Hours (per week/volunteer)	4.5

The above is an approximate figure on the amount of hours worked by each volunteer and the total amount of volunteering hours worked at Holsworthy TIC.

### How are you funded?

Aside from grants presented to them, the TIC is funded primarily by sales of goods from their office. This includes commission from the sale of items from local crafts people, as well as glassware they buy in themselves to sell.

There were discussions to use the TV in the office to advertise local businesses which would generate extra revenue for the Memorial Hall.

As previously mentioned the TIC currently administers all bookings for the Memorial Hall. The TIC should be administering a fee to the Memorial Hall for all bookings taken, however due to the financial difficulties currently being experienced at the Memorial Hall this is not occurring. It was discussed that when/if the Memorial Hall stabilises their finances then the TIC would charge for their administration.

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

The grants provided by Torridge District Council assisted Holsworthy TIC in numerous areas:

- Overheads
- Insurance
- Maintenance
- Stationary
- Information Leaflets
- Purchasing Stock i.e Glassware in their gift section
- TV and Blu-Ray player
- Volunteer expenses

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

Holsworthy TIC is planning on expanding on their retail offerings to become more sustainable in the future. I enquired into whether there were any other options however it was stated that due to the age of volunteers and their abilities, it would be hard to implement any complex ideas without a co-ordinator to be available at the TIC each day it is open.