

Tourist Information Centre Review

Torrington TIC

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

The Great Torrington TIC provides a whole host of information and services. These include:

- **Brochures** – Predominantly these are for attractions in North Devon, however they do cover the whole of Devon
- **Accommodation Bookings**
- **Retail** – They currently sell maps, local books, souvenirs, postcards and stamps
- **Torridge District Council Enquiries** – Since the closure of the TDC office in Great Torrington, locals have been enquiring with the TIC as to who is best to contact at TDC for their needs.
- **Photocopying**
- **Faxing** – Only fax machine available to the general public in Great Torrington
- **Public services** – Provides the locations of local doctors and hospitals
- **Tarka Trail** – Information on the location of the Tarka Trail and the areas viewable on each route.

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

The Great Torrington TIC provides a website (<http://www.great-torrington.com/>) which lists places to see within 15km of Torrington. It also uses this website to advertise places to see which earns them a small fee from each accommodation. There are also directions for Torrington listed, however these are out of date. The website also provides a 'Contact Us' section where users can send enquiries direct to the TIC.

How are you staffed? I.e. voluntary/permanent/number of each

Currently the Great Torrington TIC has one paid member of staff who is currently paid for 10 hours per week. They are currently in charge of co-ordinating the ten volunteers of which all work on average three hours per week.

The opening times of the TIC are relatively consistent, however in the summer their closing times on Wednesday, Friday and Saturday are determined by the time of which the TIC Manager leaves. She stated that this was usually 14:30.

Summer

Days	Opening Times
Monday, Tuesday, Thursday	10:00 – 16:00
Wednesday, Friday, Saturday	10:00 – 14:30

Winter

Days	Opening Times
Monday, Tuesday, Thursday	10:00 – 16:00
Wednesday, Friday, Saturday	10:00 – 13:00

How many customers in a year do you service?

Table A (see final page) demonstrates quite a visible decline in visitor numbers since 2004. The TIC believes this to be due to the popularity of smart phones, which does correspond with the launch of the iPhone and the continued growth in smartphone popularity. Unfortunately this downward trend has so far shown no indication of ceasing with their biggest decrease to date occurring in 2016 (17% decrease).

How are you funded?

The Torrington TIC is funded predominantly by the TDC and the Cavalier Trust (?).

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

Date: 02/02/2017
Time: 09:38:50

ARCHIVE<Year End 2016> Genesis (Great Profit and Loss

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From: Month 12, March 2016
To: Month 12, March 2016

Chart of Accounts:

Tourist Information Centre

	<u>Period</u>	<u>Year to Date</u>	
Sales			
Course Fees - Plymouth/ND Colleges	0.00	4,220.00	
Office Services	0.00	299.91	
Use of Centre	240.74	2,633.31	
			7,153.22
Purchases			
Purchases of Resale Stock	111.40	997.83	
			997.83
Gross Profit/(Loss):			<u>6,155.39</u>
Overheads			
Wages	364.00	4,368.00	
Equipment Maintenance	0.00	1.66	
Photocopying	97.77	677.79	
Stationery	0.00	53.57	
Postage	0.00	1.52	
Sundry Expenditure	0.00	32.12	
Memberships & Subscriptions	0.00	60.00	
			5,194.66
Net Profit/(Loss):			<u>960.73</u>
			(332.43)

As shown in the above image, the total income for the TIC was £7,153.22, of which £4,220 was presented by the TDC. Ian Lovell from Great Torrington TIC confirmed that the funds essentially paid their wages for the TIC Manager. He then went on to mention that without the grant the TIC would not be sustainable, resulting in its closure.

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

At present there are no future plans for the TIC. Ian Lovell did explain that in the past there was the intention to merge with Great Torrington library, however as the funding was not attained from Devon Libraries in time this never came to fruition.