

TIP Working Group: Final Report to ER and TD, August 24, 2022

The task allotted to the Working Group was to advise and make recommendations to ER and TD on

- the role, setting up and operation of the TIP
- the expenditure of the TIP earmarked reserve

This report clarifies and summarizes recommendations which have already been presented in interim reports for implementation by the committee.

The Working Group recommends that these recommendations should be implemented in time for a 'soft opening' on October 14th, 2022

The role of the TIP

Tourist Information Points (TIPs) are similar to Tourist Information Centres (TICs) in that they provide a **first point of contact for tourists and visitors** who rely on them for up-to-date information on what to see and do on their trips. Some TIPs may consist purely of a **display of leaflets** in the Town Hall (as in Llanrwst, attached), but others may also perform other functions such as **giving advice**, providing a **gathering point for guided tours**, the **sale of books** and other materials and **organising events**.

Recommendations

The Almonry TIP should perform the following functions:

1. It should display leaflets, maps and books providing information about Battle and the surrounding area.
2. It may sell books and other appropriate items on its own behalf and on behalf of others.
3. It should provide a facility for local businesses to promote their services for visitors.
4. It should provide a venue for viewings of the Almonry film, self-guided tours of the Almonry and the town, guided walks and other activities.
5. Dedicated BTC staff should be trained and be available to answer queries and signpost visitors to other sources of information.

Setting up the TIP

The existence of the TIP needs to be advertised by appropriate signs such as those attached. It has already been agreed that the TIP will be set up in the reception area for the Almonry (The Parlour). This has been made accessible to all through the installation of a **lift** to the porch and a **portable ramp** is available to enable access to other parts of the ground floor, including the wheelchair accessible toilet. It is a

multifunctional area which already contains two desks and needs to be set up so as to allow both the **display of materials** and **circulating/waiting space** for visitors. The Working Group has considered the provision of a digital touch screen but has decided NOT to recommend this, on the grounds of cost, use of space and functionality.

Recommendations

- 1. An advertising A-Board and Information sign should be bought, and planning permission applied for if necessary.**
- 2. Appropriate display units and visitor chairs should be bought, and a hanging system installed as previously agreed.**
- 3. Books, maps, guides and other materials for sale should be acquired.**
- 4. Production of the Almonry Guide, Room Information Sheets, and signage for the globe, mortar and courtyard should be expedited.**

Operation of the TIP

Thought needs to be given to

- Who are the customers (coach trips or independent visitors)?
- What should the opening hours be?
- How much BTC staff time should be allocated to TIP activities?
- Should RDC staff support the TIP as well as BTC staff?
- Can we recruit volunteers to help?
- How can different uses be organised so as not to interfere with each other?

Recommendations

- 1. The TIP should be open from 10am – 3pm on weekdays and Saturdays**
- 2. The Town Clerk should be requested to produce a proposal on the role of BTC staff in the operation of the TIP.**
- 3. The Town Clerk, Mayor and Deputy Mayor should discuss with RDC the possible involvement of RDC staff in the TIP**
- 4. F and GP should be requested to consider the recruitment of a TIP assistant to work Saturdays.**
- 5. BTC should initiate a volunteer recruitment campaign (starting with councillors) to help with the TIP.**

TIP Earmarked Reserve £12,000

Already spent

Almonry Film	£5,000
Blinds and fittings	£473.34
Display cabinet	£225
Leaflet stand	£153.17
Table and chairs	£258.40
Total	£6,109.91

Agreed

TV screen and fitting	£1,300 maximum
Hanging system	£500 maximum
Total	£1,800 maximum

Suggested

A-Board and Information sign	£100 maximum
Book Display unit/table	£300 maximum
2 x easy chairs	£500 maximum
Total	£900



'Bare bones' TIP, Llantrwst Town Hall



Advertising Options



Display units



Visitor chairs