Development of the Tourist Information Point (TIP)
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Purpose
To update Members on the ongoing development of the Tourist Information Point (TIP) following recent discussions and decisions of the Finance & General Purposes Committee.

Background
The Council has agreed that the Almonry should continue to provide a Tourist Information Point while recognising that room hire remains an important income stream and primary use of the building. The Finance & General Purposes Committee has therefore agreed that room hires will take priority over the use of the Hall and Chamber, with the Tourist Information Point operating principally from the Parlour when room hires are in place. This approach allows both functions to coexist whilst maintaining flexibility for hirers.

Current Position
To improve the operation of the Tourist Information Point within the available space, a number of practical improvements are proposed or underway.

These include:
- Relocating the digital display screen (currently showing the promotional visitor film) when required in order to continue to offer this experience to visitors
- Moving the display cabinet currently housing the ceramic vases into the Chamber, creating additional space within the Parlour for leaflet displays and visitor information.
- Improving the zoning of information so that maps, attractions, accommodation, walking routes, events and transport information are presented in a clearer and more intuitive layout.
- Reviewing the existing office furniture, which has been raised previously as not being in keeping with the historic character of the Almonry and the visitor experience.
- Encouraging self-guided visitor Interpretation and flow (in order to create less reliance on officers as welcoming tour guides)
- Work is progressing to improve the visitor experience through greater use of digital interpretation.

Current developments include:
- A banner directing visitors to the film and the self-guided tour
- Development of an introductory Tourist Information training video for TIP volunteers, which might also form the first stage of a future audio-guided visitor experience.
- Development of QR code links providing visitors with simplified self-guided tours using increased imagery and reduced text, making information more accessible.

Town Model
Members have previously agreed that the Town Model should become a permanent feature within the Almonry. Budget provision has been made to improve both its presentation and interpretation, enabling the model to become a key part of the visitor experience and a focal point for understanding the history and development of Battle.

Financial Implications
No specific budget has been allocated for the wider development of the Tourist Information Point, as this provision was removed during the 2026/27 budget setting process.

Accordingly, improvements to the Tourist Information Point will need to be delivered incrementally using existing resources (by virements), volunteer support and, where appropriate, external funding opportunities.

Funding has, however, been allocated separately for improvements to the presentation and interpretation of the Town Model.

Next Steps
Subject to Member support, officers will continue to:

- Reconfigure the Parlour to provide a more effective Tourist Information Point.
- Improve interpretation and visitor information displays.
- Progress the QR code and self-guided tour project.
- Develop volunteer training resources.
- Bring forward proposals for the enhanced presentation of the Town Model.
- Seek opportunities for external funding where appropriate to support future improvements.

Recommendation
Members are asked to:

- Note the progress made in developing the Tourist Information Point and endorse the continued operation of the Tourist Information Point from the Parlour, with room hire taking priority where required.
- Support the continued incremental development of visitor interpretation and information, subject to available resources and external funding opportunities.

The aim is to develop the Tourist Information Point into a largely self-sufficient visitor experience that can be enjoyed independently, with minimal staff intervention.

By combining high-quality interpretation, digital technology, self-guided tours, engaging displays and clear visitor information, the TIP will become the starting point for discovering Battle. It should inspire visitors to explore more of the town, support local businesses and attractions and provide a welcoming experience that reflects Battle's national significance as a historic destination. Future enhancements will be delivered incrementally as resources and funding opportunities allow.