

## Brixham Town Council

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<b>Title:</b>	Information Point update		
<b>To:</b>	Full Council	<b>Date:</b>	23.11.17
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### **Purpose of Report**

The proposed Information Point and part time staff member has been allocated within the 2017/18 budget. During the strategy document process the Council was asked to provide an Information Point Service.

### **What is an Information Point and What will it Provide?**

An information point provides information on a range of services.

It is envisaged that the Brixham information point will be staffed to offer free help and advice for day visitors and group travel organisers on local attractions, tours, accommodation and events in the locality, as well as details on places to visit in nearby areas, supplementing what is already on offer at Hobb Nobbs.

The information point will ensure that the Town Council enables the public to access accurate, up to date information from a variety of channels providing things such as free help and information to residents on local and council services, community safety, general consumer advice and public transport, including timetables for local buses.

At the time of writing the report, whilst contact had been made with the new owners of Hobb Nobbs at this stage we are unsure what their future plans are of the TIC in their premises. This report is focused on the Town Council's Information Point only.

### **Information Points run by other Town Councils:**

#### Frome Town Council

Frome opened their information point for a trial period in July. They set up a hotline service that was linked to the Customer Advisors at the Town Hall for visitors to the service who needed more particular information and advice. The service was there for visitors and locals to get advice, purchase tickets etc.

#### Halisham Town Council

Halisham run a staffed information point for visitors and locals offering a one-stop pick-up point for all enquiries and a wide range of locally produced leaflets, brochures and other information that is readily at hand.

#### Harpenden Town Council

Harpenden provides information on local tourist attractions, leisure facilities and service providers. Visitors to the information point can also access a number of services provided through the local authority.

### Sandy Town Council

Sandy Town Council provides an Information Service to locals and visitors.

The community of Sandy is also part of the Walkers are Welcome network of towns and are particularly proud of the support that their local information centre gives to walkers. In addition, the Town Council provides an annual programme of guided walks and talks about the area.

### Burgess Hill Town Council

Burgess Hill is a one stop shop and provides a single point of contact for all local government and health authority enquiries in West Sussex.

### **Location**

It has previously been agreed that the preferred location was in the Function Room and the Finance and General Purposes Committee has considered the work required including all the associated costs.

Since this time, Brixham Heritage Museum has approached the Town Council asking if the Information Point could be located in their building.

The Museum is ideally located adjoining the Town Hall and already carries out a number of general visitor enquiries. They will be able to supplement the part time staff hours with volunteer hours and they are also open on a Saturday morning.

The Museum has a welcoming reception area and they are happy to share it. The reception area will need some adjustments and it is envisaged that this can easily be obtained within the current budget allocation.

### **Staff**

As mentioned above, the 2017/18 budget allows for a member of staff working 15 hours per week. By working in partnership with the museum there is potential to utilise volunteers from the museum to support the Information Point during the times the member of staff is not working.

### **Expenditure**

The Museum closed at the end of October and will reopen February half term which is week commence 12<sup>th</sup> February. A programme of alteration and redecoration can be scheduled during the closed period with a view to launching the Information Point on 12<sup>th</sup> February when the Museum reopens.

In addition to this, there is the cost of purchasing an interactive kiosk which will require a powerpoint and wifi access.

### **Interactive Kiosk**

The Finance and General Purposes Committee have considered purchase and rental options. And the comparisons are as follows:

Company	Quote	Rental / Purchase	Cost based on	
			2 year project	3 year project
Visimi Digital	£1,850.00	Rental	£3,700.00	£5,550.00
Elelight	£3,425.00	Purchase	£3,775.00	£4,125.00
Elekiosk	£3,985.00	Purchase	£4,335.00	£4,685.00

## Income

It is difficult to ascertain how much revenue we will receive from the advertising. Elephant Kiosks have advised that they can set up a banner around the screen to allow the public to click on it if they are interested in what is being advertised. We would have to go out and sell the space to local businesses and attractions.

Having done some research it seems that the majority of advertising on display screens and billboards is charged based on the number of hits. One company found within the search charges £144 for a 2-week period of advertising on a digital billboard in Portsmouth.

In conclusion a chargeable figure of £150 per month per kiosk might be appropriate in the first instance. This allows for the fact that it is a new service and we are unsure of the number of visitors in the early stages. However, this is something that can be reviewed after 12 months. £150 per month would potentially generate £1,800 per annum per kiosk.

As shown above, the Elelight was the most economical price at £3,425 for year one. Based on the projected income of £1,800 per annum please see the following:

<b>Purchase Costs</b>	<b>Year one</b>	<b>Year two</b>	<b>Year three</b>
Expenditure	£3,425	£3,775	£4,125
Income	£1,800	£3,600	£5,400
Project Profit / Loss	-£1,625	-£175	£1,275

A nominal fee can be raised by selling tickets for theatre / coaches. However, the time it takes to administer this seems to outweigh the income but the information point does lend itself to supporting the Brixham Theatre for a disabled friendly ticket office.

## Other Aspects

It is clear that the concept is a good idea. However, the concept has changed slightly since the original discussions. The Finance and General Purposes Committee therefore agreed to add a question in the budget consultation to ensure this service was still high on the agenda. At the time of writing this report 61% of the responses agreed that they still support the introduction of this service.

## Recommendations

1. To continue to liaise with Brixham Heritage Museum with the aim of introducing the new Information Point Service to commence February 2018
2. Purchase one interactive kiosk to be located in the museum
3. Use the allocated budget to set up the Information Point in the reception area of the Museum
4. That Evaluation Committee agree the job description, personal specification and how to advertise for a staff member to fill the position.