

**MAIDSTONE BOROUGH COUNCIL**  
**RECORD OF DECISION OF THE CABINET**

Decision Made: 10 April 2013

**VISITOR INFORMATION CENTRE REVIEW**

**Issue for Decision**

To consider the recommendations in the report of the Regeneration & Economic Development OSC regarding the Visitor Information Centre Review.

**Decision Made**

1. That the use of technological tools for engaging with and providing information for visitors be investigated.
2. That staff members providing visitor information receive customer services training and undertake the Visitor England on-line training programme.
3. That a consistent methodology for logging visitor numbers to the VIC at the Museum and the Town Hall is put in place to monitor the use of the service.
4. That a visitor information presence in the gateway be investigated.
5. That the Leader of the Council and Chief Executive revisit the way portfolios are arranged and officer duties allocated to create more cohesion and improved clarity of purpose.
6. That there should be a Visitor Information Centre presence at the Town Hall;
7. That a Visitor Information Centre presence at the Town Hall be supported through Visitor Economy Business Unit resources;
8. That no arrangement should be entered into that would compromise this; and
9. That, in consultation with relevant stakeholders, the Council clarifies the value of visitors to the borough by putting in place a visitor strategy setting out how Maidstone's offer can be enhanced and publicised.

10. That the Cabinet Members for Economic and Commercial Development and Corporate Services agree the details responses to the SCRAIP.

### **Reasons for Decision**

At its meeting in May 2012 the Regeneration & Economic Development Overview & Scrutiny Committee agreed that they would review the Visitor Information Centre (VIC) to determine if there was an economically viable and/or beneficial scenario to return the visitor information centre or part of the VIC to the town hall.

The Committee has undertaken site visits to Bexley and Rochester's Visitor Information Centres to understand the different delivery models for visitor information. They have also held select committee style interviews in formal and informal settings and considered other research on the topic such as visitor information data.

### **Alternatives considered and why rejected**

The Cabinet could decide not to endorse any of the recommendations within the "Visitor Information Centre Review" report, however the recommendations are based on evidence from a range of sources and support the Council's objectives with regard to being a decent place to live and having a growing economy.

### **Background Papers**

Visitor Information Centre Review Evidence Pack

Should you be concerned about this decision and wish to call it in, please submit a call in form signed by any two Non-Executive Members to the Head of Change and Scrutiny by: <b>19 April 2013</b>
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