

SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

Committee: Joint Regeneration & Economic Development Overview & Scrutiny Committee

Meeting Date: 26/04/2013

Minute No:

Topic: Visitor Information Centre Review

Recommendationⁱ	Cabinet Memberⁱⁱ	Responseⁱⁱⁱ	Timetable^{iv}	Lead Officer^v
1. That the use of technological tools for engaging with and providing information for visitors is investigated.	Cllr Greer			Laura Dickson
2. That staff members providing visitor information receive customer services training and undertake the Visitor England on-line training programme.	Cllr Greer			Laura Dickson
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.	Cllr Greer			Laura Dickson
4. That a visitor information presence in the gateway is investigated.	Cllr Hotson & Cllr Greer			Laura Dickson & Sandra Marchant
5. That the Leader of the Council and Chief Executive revisit the way portfolios are arranged and officer duties allocated to	Cllr Garland			Alison Broom

create more cohesion and improved clarity of purpose.				
6. That there should be a Visitor Information Centre presence at the Town Hall;	Cllr Hotson			Laura Dickson
7. That a ViC presence at the Town Hall be supported through VEBU resources; and 8. That no arrangement should be entered into that would compromise this.	Cllr Hotson			Laura Dickson & David Tibbit
9. That in consultation with relevant stakeholders that the Council clarifies the value of visitors to the borough by putting in place visitor strategy setting out how Maidstone's offer can be enhanced and publicised.	Cllr Greer			Laura Dickson

Notes on the completion of SCRAIP

ⁱ Report recommendations are listed as found in the report.

ⁱⁱ Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

ⁱⁱⁱ The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box either the acceptance or rejection of the recommendation.

If the recommendation is rejected an explanation for its rejection should be provided. The 'timetable' and 'lead officer' boxes can be left blank

If the recommendation is accepted an explanation of the action to be taken to implement the recommendation should be recorded in this box. Please also complete the 'timetable' and 'lead officer' boxes.

^{iv} The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box when the action in indicated in the previous box will be implemented.

^v The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box the Officer responsible for the implementation of the action highlighted in the 'response' box.