

## 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**

Recommendation <sup>i</sup>	Cabinet Member <sup>ii</sup>	Response <sup>iii</sup>	Timetable <sup>iv</sup>	Lead Officer <sup>v</sup>
1. That the use of technological tools for engaging with and providing information for visitors is investigated.	Cllr Greer	Investigated constantly in part of tourism development and marketing. Never an end date and is ongoing – technology changes almost daily.	Ongoing	Laura Dickson
2. That staff members providing visitor information receive customer services training and undertake the Visitor England on-line training programme.	Cllr Greer	Visit England online training programme now obsolete. All our staff have undertaken Welcome to Kent training and obtained City & Guild Qualification in customer service. (in 2012)	Complete	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	Can log visitor information desk enquiries at VIC at museum but not general browsers of information on display.  Same could be done at Town Hall.	June 2013	Laura Dickson
4. That a visitor information presence in the gateway is investigated.	Cllr Hotson & Cllr Greer	Agreed	June	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 create more cohesion and Agreed improved clarity of purpose.	Cllr Garland	Agreed		Alison Broom

<p>6. That there should be a Visitor Information Centre presence at the Town Hall;</p>	<p>Cllr Hotson</p>	<p>Agreed. The Committee heard that approximately 25% of visitors to the Town Hall wanted visitor information, the majority wanted directions, and very few wanted help or advice on bookings. Further discussions with VAM have revealed that they also receive a number of queries about Maidstone and Kent Council services to which VAM staff redirect the customer to the appropriate building. VAM also provide a reception facility for events hosted at the Town hall. Therefore the proper approach should be:</p> <ol style="list-style-type: none"> <li>1. For VAM staff to undertake job shadowing at the VIC in the Museum and the Gateway in order to gain more confidence in replying to the queries. VAM have confirmed that they are willing to undertake this.</li> <li>2. For Customer Services/VEBU and VAM to develop a list of FAQs.</li> <li>3. For VEBU to provide a selection of leaflets and a rack to display them, and keep them up to date.</li> <li>4. For regular liaison between VEBU/Customer Services/Facilities Management/VAM to ensure each of these areas are up to date and to consider further development of the service.</li> </ol> <p>For a four way SLA to be agreed between VEBU/Customer Services/Facilities Management and VAM covering the above points.</p>	<p>End June</p>	<p>Laura Dickson Brian. Morgan</p>
<p>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.</p>	<p>Cllr Hotson</p>	<p>Agreed – leaflet provision from VIC stock which will be regularly checked and updated.</p>	<p>End June</p>	<p>Laura Dickson &amp; David Tibbit</p>

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	Agreed	Visitor Economy Strategy is incorporated into the REDP Nov 12	Laura Dickson
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### Notes on the completion of SCRAIP

<sup>i</sup> Report recommendations are listed as found in the report.

<sup>ii</sup> Insert in this box the Cabinet Member whose portfolio the recommendation falls within.

<sup>iii</sup> 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.

<sup>iv</sup> 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.

<sup>v</sup> 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.