

Maidstone Borough Council

Economic & Commercial Development Overview & Scrutiny Committee

Tuesday 22 October 2013

Visitor Information Centre

Report of: Clare Wood

1. Introduction

- 1.1 In 2012/13 the Economic Development and Regeneration Overview & Scrutiny Committee reviewed the visitor information centre as part of this review several recommendations were made to the Cabinet member for Corporate Services on the leasing of the town Hall Foyer to Volunteer Action Maidstone (VAM).

2. Recommendation

- 2.1 The Committee is recommended to interview Cllr Moss, Cabinet Member for Corporate Services regarding the leasing of the Town Hall Foyer.

3. Visitor Information Centre Review Update

- 3.1 The Visitor Information centre Review 2012/13 made the following recommendations in relation the Town Hall Foyer:
- 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;
 - That there should be a Visitor Information Centre presence at the Town;
 - That a ViC presence at the Town Hall be supported through VEBU resources; and
 - That no arrangement should be entered into that would compromise this.
- 3.2 In August 2013 the Economic and Commercial Development Overview & scrutiny Committee interviewed Laura Dickson; Tourism Manager to ascertain what changes had been made as a result of the review.
- 3.3 Following this interview the committee requested to see the Cabinet Member for Corporate services to understand why the lease for the Town Hall Foyer has not yet been signed and to clarify that the recommendations from the Visitor Information Centre were being considered as part of this.

3. Impact on Corporate Objectives

- 3.1 The Committee will consider reports that deliver against the following Council priority:
- 'For Maidstone to have a growing economy.'
- 3.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider over the next year.