**Baseline Service Statement**

**Baseline Areas Head of Service Date**

Tourist Information Centre Alan Carr 17 February 2014

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| **Number of Staff &****Equipment** | Group Manager (10%)Service Manager (40%)One Full time (37hrs smmer -7 months; 31hrs winter – 5 months)One All year – 3 days a week.2 seasonal staff for 7 months (30 hours each)**Easter to end October - (open 7 days each week)** Opening hours * Easter to Spring Bank Holiday and October - 9.30am - 5pm
* Spring Bank Holiday to end September - 9.30am - 5.30pm

**Saturday and Sunday**:Tourist Information Assistant - all dayTemporary Tourist Information Assistant - morning up to 2 pmTemporary Tourist Information Assistant - afternoon from 1 pm**Monday**: Tourist Information Assistant - day-off Part-time Tourist Information Assistant (Mon-Wed)Temporary Tourist Information Assistant - morning up to 2 pmTemporary Tourist Information Assistant - afternoon from 1 pm**Tuesday:**As Monday**Wednesday**: Tourist Information Assistant - all dayPart-time Tourist Information Assistant (Mon-Wed)Temporary Tourist Information Assistant - all dayOther Temporary Tourist Information Assistant - day off**Thursday**: Tourist Information Assistant - all dayTemporary Tourist Information Assistant - all day Other Temporary Tourist Information Assistant - day-off**Friday**: As Saturday and Sunday**November to Easter (open Monday to Friday)**Opening hours - 9.30am - 4.30pm, closed 1 -2pmTourist Information Assistant - (Monday to Friday - 31 hours per week)Part-time Tourist Information Assistant - (Mon-Wed - 22 hours per week)Tourist Information Centre Manager (full-time) |
| Specification | **OPENING HOURS 2014****From Thursday 2nd January to Friday 28th March**Monday to Friday 9.30am to 4.30pm (closed 1-2pm)Saturday and Sunday Closed**From Monday 31st March** (*one week before**Easter School Holidays*)**to Friday 23rd May** (*prior to Spring Bank Holiday weekend*) Monday to Saturday 9.30am to 5pmSunday 10am to 4.30pm**From Saturday 24th May to Sunday 14th September** Monday to Saturday 9.30am to 5.30pmSunday 10am to 4.30pm**From Monday 15th to Sunday 28th September** Monday to Saturday 9.30am to 5pmSunday 10am to 4.30pm**From Monday 29th September to Sunday 2nd November** Monday to Saturday 9.30am to 5pm (closed 1-2pm)Sunday 10am to 4.30pm (closed 1-2pm)**From Monday 3rd November to Monday 22nd December** - *to be confirmed*Monday to Friday 9.30am to 4.30pm (closed 1-2pm)Saturday and Sunday Closed**Closed until Monday 5th January 2015** **Bank Holidays Opening Times -** Good Friday, Easter Saturday and Easter Monday )May Day Saturday and Monday ) 9.30am to 5.30pmSpring Bank Saturday and Monday ) August Bank Saturday and Monday )Sundays 10am to 5pm |
| **Performance Measure** | Annaul number of visitors to TIC:

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| **Year** **(Apr-March)** | **2008/09**  | **2009/10**  | **2010/11**  | **2011/12**  | **2012/13**  |
| Total Sales | £71,197 | £143,860 | £137,944 | £135,135 | £122,445 |
| Visitor Number | 91,530 | 100,740 | 90,910 | 81,089 | 67,873 |
| Spend Per Head | £0.78 | £1.43 | £1.52 | £1.67 | £1.80 |

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| **Non - Compliance Procedure** | Discretionary Service |
| **Existing Value of Contract** | 2013-2014 £138,500 = Sales£117,900 = Cost of Sales£20,600 = ProfitSaleries = £94,117 |
| Boundary Area | Borough of Great Yarmouth |
|  |  |
| **Suggested Additional BIDs Activity** | Extending the operating hours of the TICExtending the winter opening to include weekend opening |
| **Estimated Cost of Additional BIDs Activity** |  |