**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 day  Temporary Tourist Information Assistant - morning up to 2 pm  Temporary 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 pm  Temporary Tourist Information Assistant - afternoon from 1 pm  **Tuesday:**  As Monday  **Wednesday**:  Tourist Information Assistant - all day  Part-time Tourist Information Assistant (Mon-Wed)  Temporary Tourist Information Assistant - all day  Other Temporary Tourist Information Assistant - day off  **Thursday**:  Tourist Information Assistant - all day  Temporary 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 -2pm  Tourist 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 5pm  Sunday 10am to 4.30pm  **From Saturday 24th May to Sunday 14th September**  Monday to Saturday 9.30am to 5.30pm  Sunday 10am to 4.30pm  **From Monday 15th to Sunday 28th September**  Monday to Saturday 9.30am to 5pm  Sunday 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 5.30pm  Spring Bank Saturday and Monday )  August Bank Saturday and Monday )  Sundays 10am to 5pm |
| **Performance Measure** | Annaul number of visitors to TIC:   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **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 | |
| **Non - Compliance Procedure** | Discretionary Service |
| **Existing Value of Contract** | 2013-2014  £138,500 = Sales  £117,900 = Cost of Sales  £20,600 = Profit  Saleries = £94,117 |
| Boundary Area | Borough of Great Yarmouth |
|  |  |
| **Suggested Additional BIDs Activity** | Extending the operating hours of the TIC  Extending the winter opening to include weekend opening |
| **Estimated Cost of Additional BIDs Activity** |  |