**Baseline Service Statement**

**Baseline Ares Head of Service Date**

Tourism Marketing Alan Carr/Kirsty Burn 17th February 2014

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| **Number of Staff &**  **Equipment** | 1 Group Manager – 10%  1 Service Manager - 50%  2 Full time staff – 100% |
| Specification | -To develop and implement a dynamic marketing mix to promote Greater Yarmouth as a Tourism Destination.  Marketing campaigns  Product devlopement  Websites |
| **Performance Measure** | Campaigns (Cost Per Response)  Websites – hits  On-line booking value  Annual Value and Volume study |
| **Non - Compliance Procedure** | Discretionery services |
| **Existing Value of Contract** | Staff: 2.6 full time equivalent  Saleries = £91,211  Marketing = (£90,400)  Websites = (£33,700)  Guide Distribution = (£50,000)  Publications = £25,000 (surplus)  Net cost = £149,100 |
| Boundary Area | Borough of Great Yarmouth |
|  |  |
| **Suggested Additional BIDs Activity** |  |
| **Estimated Cost of Additional BIDs Activity** |  |