

## SAFFRON WALDEN TOWN CENTRE BUSINESS IMPROVEMENT DISTRICT

### BASELINE SERVICES STATEMENT

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| <b>BASELINE ACTIVITY FOR:</b>            | Tourist Information Centre  |
| <b>EXISTING SERVICE PROVIDER:</b>        | Saffron Walden Town Council |
| <b>RESPONSIBLE OFFICER:</b>              | Lisa Courtney               |
| <b>JOB TITLE OF RESPONSIBLE OFFICER:</b> | Town Clerk                  |
| <b>DATE COMPLETED:</b>                   | 5 <sup>th</sup> May 2023    |

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| Summary of service provided:               | Provision of Tourist Information Centre at 1, Market Place, Saffron Walden   |
| Associated services provided:              | Tourist attractions as within the remit of the Town Council and within the BID area such as the market, Christmas lights switch on, Jubilee Gardens and Bridge End Gardens. The TIC further supports and promotes a number of events and activities organised by 3 <sup>rd</sup> parties in order to increase footfall into town and thereby the local economy   |
| Extent of BID geography covered:           | The Tourist Information Centre is located within the Saffron Walden BID area.  |
| Service specification:                     | <p>The TIC public opening hours are:</p> <p>Monday – Saturday inc 9.30am – 5pm<br/>Incs Bank Holiday opening but closed Sundays</p> <p>Delivering help and support to tourists as well as meeting local needs. Assisting with many local enquiries.</p> <p>Supporting local events and activities including marketing and promotion of same.</p> <p>Box office outlet for local events and ticket sales.</p> |
| No. staff required to deliver the service: | <p>2 full time members of staff (2 x 37 hr pw)<br/>1 part time member of staff (1 x 30 hr pw)</p> <p>Additional casual workers employed on Saturdays to support staff at 8 hours per Saturday</p> <p>Considerable volunteer help and support equivalent to 1 full time employee</p>  |

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| Equipment required to deliver the service:             | TIC retail unit based at 1 Market Place<br>Stock and merchandise for retail sale<br>Variety of tills, box office units and electronic equipment to perform duties<br>Shelving and storage units for stock |
| Performance measures:                                  | Monitoring and recording of footfall to TIC<br>Entering into regional and national awards for TIC service   |
| Non-compliance – mitigation procedure:                 | Review of Town Council / TIC procedures   |
| Current costs of service provided within the BID area: | Circa £137,000 (incs staffing, rates, overheads and stock)  |
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| Statement completed by:                                | Lisa Courtney, Town Clerk, Saffron Walden Town Council  |
| Contact details:                                       | <a href="mailto:townclerk@saffronwalden.gov.uk">townclerk@saffronwalden.gov.uk</a><br>01799 516501  |