

## REPORT ON TOURIST INFORMATION CENTRE 2010/2011

### 2010

1. 2010 was a successful year for the TIC. The centre was open from 1 April-31<sup>st</sup> October and the staff dealt with 21,659 enquiries, compared with 21,560 in 2009. The figures for April, May June and July were up on 2009 but fell for August, September and October. The breakdown of this figure is as follows:-

Enquiries from British	18,047
Enquiries from Europeans	2942
Enquiries from Americans	312
Enquiries from elsewhere	358

2. The Town Clerk's Office dealt with the majority of the Tourist Information Office functions over the winter period. This included making National Express bookings, answering postal, e-mail and telephone enquiries and sending out tourism literature. Details of local accommodation, local websites, emergency telephone numbers and a map of Sandwich were placed in the Sandwich TIC window.
3. No funding was received from Pfizer and Dover District Council.
4. All three TIC staff members continued to provide an excellent, professional service and I would like to thank them for the independent manner in which they work.
5. Sale of stock in 2010 amounted to £2582.12 compared to £2,778 in 2009. Commission was also obtained from National Express ticket sales, ferry bookings, sale of items on behalf of third parties and bookings for local accommodation. Income was generated by charging members of the public to use the phone and fax and for the hire of equipment for audio tours of the town.
6. The facility for booking of the public tennis courts again proved popular in 2010. Tickets for the summer Becker Ensemble concert and Sandwich Festival were also sold.
7. The complimentary service provided for the Museum, White Mill and URC by selling postcards in the TIC continued.
8. A shared car parking pass was again provided for TIC staff and only resulted in an expenditure of £55 for the year as DDC repaid the Town Council for unused months.
9. The opening hours of the TIC in 2010 were 1 April- 31 Oct, Mon to Sat 10.00 – 16.00  
The Centre also opened for a selected number of Sundays in 2010 and these were:-

Little Gardens- 6 <sup>th</sup> June	266 visitors to TIC
Le Weekend-13 <sup>th</sup> June	137 “
Sandwich Festival-29 <sup>th</sup> August	111 “
Heritage Open Days-12 <sup>th</sup> September	105 “

10. All out of date tourism literature was recycled in the Sandwich Centre for the Retired collection facility. This facility has since been withdrawn.
  
11. The new Sandwich counter pads/maps were available for the first time this year and proved to be extremely popular. A few amendments will need to be made to the map and this will be done in time for this year’s opening. This new venture costs the town council no money whatsoever.

## 2011

Unfortunately, funding from both Pfizer and DDC has been withdrawn. We have allowed an adequate figure in this year's budget to allow the TIC to remain open throughout the season.

Jenny Windsor will not be returning this year due to personal commitments. As agreed, the Mayor, Councillor Butcher, Councillor Leith and I have sifted application forms, conducted interviews and selected Stella Dunn as Jenny's replacement. Candy King and Pam Clayson are happy to return this year and we have had a meeting to ascertain if they have any requests or suggestions for the coming season. They have requested a new A-board which has been ordered.

The staff will be setting up on 31 March ready for an opening on 1 April. They will remain open until the end of half term week in October. Last season was the first the TIC closed on Sundays and I would suggest that this is the same for the 2011 season. I would like to suggest that we only open on specific Sundays throughout the season, namely for Little Gardens (June), Le Weekend (June), Open Golf Tournament (July), Sandwich Festival (August) and Heritage Open Days (September). No other TIC in the area, except Dover, opens on Sundays.

DDC distributes the attached survey in the Dover Visitor Information Centre and I would like to ask if you wish for a similar survey to be distributed in the Sandwich TIC. The TIC staff feel that it could provide useful feedback for the town.

Tracey Ward  
07/02/10