

TIC TENDER - SUMMARY

• WHAT YOU RECEIVE

- Rother will pay £65,000 p.a. (3 year contract) to one operator to provide a TIC service covering Battle, Bexhill, & Rye area commencing April 2012

• WHAT YOU HAVE TO DO

- Provide a Central 'networked' TIC (HUB) in one of these areas
- Identify, set up, train & maintain (possible) non TIC staff in other 2 'satellite locations' (existing business/attraction)
- Ensure there is a dedicated phone line to Hub TIC for visitors to use in respect of accommodation/theatre general information. Provide internet access for satellite staff to use.
- Set up & service minimum 10 local information points throughout Rother
- Ensure all sites are equipped with regular up to date visitor information
- Be responsible for all set up costs

TIC TENDER – POTENTIAL SALARY COSTS & GRANT FUNDING

ESTIMATED SALARY COST FOR HUB

- £68,914 p.a. + an uplift for management costs

ESTIMATED SALARY COST X 2 SATELLITE STATIONS

- £34,000 (assumes that some form of payment would be required for using staff at the selected satellite stations)

PREVIOUS & EXISTING GRANT FUNDING

- Rye once received a TIC grant of £52,000 p.a. currently receives £35,000 p.a. for a TIC in Lion Street
- Unknown how much grant funding Battle receive in respect on running joint operation for Battle & Bexhill

TIC TENDER – UNKNOWN ADDITIONAL COSTS

- Postage
- Set up costs (for all 3 sites)
- Monitor & maintain all sites
- Possible payment to satellite stations for service provision or cost of employing 1 FTE at each site
- Provision of dedicated phone lines & internet access at satellite stations
- Travel
- Training
- Additional systems - destination management
- Provision of various statistical data & updates
- Accountancy/bookkeeping
- Managing complaints

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TIC TENDER – UNKNOWN EXISTING DATA

- **A BREAKDOWN FOR ALL SITES WOULD BE REQUIRED FROM ROTHER DETAILING THE FOLLOWING:-**

- Total email enquiries
- Total correspondence
- Total telephone calls in/out
- Total visitor numbers
- Associated costs for brochures & literature sent out
- Service level agreement for ‘speed of answering’ telephony (visitors phoning in from satellite)
- Number of accommodation bookings taken by phone/email/face to face breakdown (breakdown should also include local v booking ahead
- Commission earned through existing accommodation booking services

TIC TENDER - OBSERVATIONS

- The potential costs are far higher than income generated through grant and commission
- Income generation through commission on accommodation bookings expected to reduce as more people book on-line
- Postage, telephony & other costs will continue to rise yet grant is fixed for 3 year period
- The customer experience at the satellite locations may be negative – trying to book accommodation etc over the phone at peak periods
- Associated TUPE costs (staff from Rye TIC?)
- Job descriptions may have to be revaluated/agreed resulting in higher wage bill
- Contract could be terminated after 12 months in operation (notice period)
- No flexibility for ‘hub’ to operate in response to demand for hours of operation