

Information Services – Specification (DRAFT)

GENERAL

- 1.1. The Contractor will ensure a quality, independent and impartial service is operated within the Tourist Information Points (TIPs) / Local Information Points (LIPs) and any associated services.
- 1.2. The Contractor will ensure that they actively promote the 1066 Country campaign and brand as the main marketing vehicle for the area. This includes; directing visitors to the 1066 Country website and App as the principal method for obtaining more information outside of the TIPs/LIPs; and further ensuring a prominent display of literature relating to the towns, villages and attractions, events and facilities within 1066 Country at the TIPs and LIPs.
- 1.3. The Contractor will be responsible for all set-up costs and on-going costs throughout the duration of the contract incurred within the TIPs and LIPs.

TOURIST INFORMATION POINTS

- 1.4. Three TIPs are to be established by the Contractor, one within each of the three main towns in Rother; Battle, Bexhill and Rye. The Contractor will be responsible for providing or sourcing suitable premises for the operation of the three TIPs to be ready to open on 1 April 2018. The Contractor will also be responsible for the servicing and support of TIPs for the duration of the contract.

Location and Design

- 1.5. The TIP in each town must be located in a central location and easily accessed by visitors and residents. We anticipate that the TIP will be hosted within an existing tourism related business within the town; this could include for example an attraction, post office, gift shop or café, however a standalone facility could be considered if feasible. The premises must be Disability Discrimination Act compliant.
- 1.6. Visitor and public access to the TIP must be free of charge. If the TIP is located within a business or attraction that charges for entry it should be clearly advertised that entry to the TIP is free of charge.
- 1.7. The TIP must be presented to a high standard and be clearly branded both externally and internally as an information resource for visitors and members of the public. The official 'i' should be used where possible.
- 1.8. The Contractor should ensure an identifiable and suitable area be set out and maintained within the host business, and as a minimum should include the following:
 - 1.8.1. A suitable amount of space dedicated to literature racking to supply comprehensive free impartial information relating to the tourism offer in Rother and wider 1066 Country area (predominately racking will be for the local town and Rother District). Information will include literature on the towns, accommodation, local attractions and events.

- 1.8.2. Area to display events posters.
- 1.8.3. Internal notice to advise visitors where they can obtain further visitor information – to include the 1066 Country website and any relevant telephone numbers.

Opening Hours / Visitor Enquiries

- 1.9. The opening hours of the TIP will be subject to agreement between the Contractor and the host business. However, as a minimum, the Council would expect the host business to be open for the majority of the year including times of peak visitor demand (school holidays and peak summer period) and all weekends throughout the year.
- 1.10. Staff from the host business should be available (within reason) to respond to face-to-face enquiries from visitors and members of the public during normal opening hours.

Signage/Promotion

- 1.11. The Contractor will be responsible for all internal and external signage and branding on and within the TIP, this will include the use of the official 'i'.
- 1.12. The Council will be responsible for the signposting of the TIP. The Council will promote TIP locations in any relevant promotional activity including the 1066 Country attractions guide, 1066 Country website and the Council's own website.

LOCAL INFORMATION POINTS

- 1.13. A minimum of 18 LIPs are to be established by the Contractor, to be located within the towns and villages of Rother. The Contractor will be responsible for providing or sourcing suitable premises for the operation of the 18 LIPs to be ready to open on 1 April 2018. The Contractor will also be responsible for the servicing and support of LIPs for the duration of the contract.
- 1.14. The LIPs will be much smaller in size than the TIPs and are designed to provide information to visitors coming into an area to encourage them to stay longer and to visit other local businesses and attractions.

Location and Design

- 1.15. The location of the LIPs will be subject to agreement with the Contractor and will in some instances be subject to the availability within the towns and villages in Rother. The LIPs should be spread as evenly as possible across the district.
- 1.16. The Contractor must ensure that the LIP in any town or village is located in a central location and easily accessed by visitors and residents. The LIP will likely be hosted within an existing business within the town or village; this could include for example an attraction, post office, convenience store, garden centre or café. The premises must be Disability Discrimination Act compliant.

- 1.17. Visitor and public access to the LIPs should be free of charge. If the LIP is located within a business or attraction that charges for entry it should be clearly advertised that entry to the LIP is free of charge.
- 1.18. The LIP should be presented to a high standard, clearly branded where possible both externally and internally as an information resource for visitors and members of the public. The official 'i' will be used where possible.
- 1.19. The Contractor should ensure that a suitable area be set out and maintained within the host business and as a minimum should include the following:
 - Free Literature racking for the local area and wider 1066 Country area; and
 - Internal notice to advise visitors where they can obtain further visitor information – to include the 1066 Country website and any relevant telephone numbers.

Opening Hours / Visitor Enquiries

- 1.20. The opening hours of the LIP will be subject to agreement between the Contractor and the host business. However, as a minimum, the Council would expect the host business to be open during times of peak visitor demand to include the peak summer holiday period and the majority of weekends throughout the year.
- 1.21. Where possible staff at the host business should be able to answer simple face-to-face enquiries from visitors and members of the public during normal opening hours. It is acknowledged that this will be restricted to more local information and may be difficult at times when the host business is busy.

Servicing and Support for the TIP/LIPs

- 1.22. The Contractor should ensure that the literature and information within the TIPs and LIPs is kept up to date and well stocked at all times. The Contractor will need to consider the servicing required based on demand. TIPs will as a minimum require servicing once a week throughout the year. LIPs will require servicing once a week during the peak months but may drop off in the off peak months depending on demand.
- 1.23. The Contractor must organise for sufficient storage of guides as appropriate to facilitate the fulfilment of this racking. Allowance should also be made for organisations to drop off or arrange for collection of literature for inclusion.
- 1.24. The Contractor will be required to demonstrate regular contact with the host businesses to ensure effective delivery of service.

CONTRACT MONITORING

- 1.25. Performance will be regularly monitored by the Council and the Contractor will be required to attend quarterly meetings for the purpose of monitoring the performance of the Visitor Information Services Network and compliance with the terms of the contract.

- 1.26. The Contractor will be required to produce electronic reports to the Council providing statistical information relating to the Visitor Information Services network in the following ways:
 - Leaflet pick up at each TIP/LIP.
 - Where possible indication of footfall to the TIPs/LIPs.
- 1.27. Reports will be provided to the Council on a quarterly basis. Other statistical information to be provided to the Council upon request when required.
- 1.28. The Council may undertake ad hoc customer satisfaction and mystery shopper research within the TIPs and LIPs. This may require the Contractor to assist with distribution of forms, making available suitable quantities of forms and collection points for surveys, and ensuring the TIP or LIP location points co-operate with the surveys.
- 1.29. The Council will undertake their own satisfaction research amongst the host TIP/LIP locations and with users of the service.
- 1.30. All queries and complaints regarding the Visitor Information Services network will be dealt with by the Contractor. In each instance, the Contractor will make the Council's supervising officer aware of any complaint and measures being taken to address or deal with that complaint.

PERFORMANCE MONITORING

- 1.31. The Council or its nominated officers may investigate complaints against the service and any case where the Contractor has allegedly failed to perform the service in accordance with the provisions of the contract.
- 1.32. In cases where the Council is of the opinion that the Contractor has failed to perform the services in accordance with the provision of the contract or otherwise in an inappropriate manner, they will discuss the matter with the Contractor to determine any necessary action.
- 1.33. Should it be considered necessary, the Council may introduce a Default Notice Procedure in order to formalise the above situation. This will be in the form of a letter setting out the nature of the default and any additional costs to the Council will be deducted from the settlement due.

Current Locations of TIPS and LIPS:

TIPS:

1. Battle - The Almonry, Battle
2. Bexhill - No 48 Tea Room, 48 Devonshire Road, Bexhill on Sea
3. Rye Heritage Centre, Strand Quay, Rye

LIPs:

1. Alan Hunting Associates, 32 Mount Street, Battle
2. Battle Library, 7 Market Square, Battle
3. Battle Museum, Battle

4. Bexhill Museum, Egerton Road, Bexhill-on-Sea
5. Black Shed Gallery, Roberstbridge
6. Bodiam Boating Station, Riverside Cottage, Newenden
7. Burwash Londis Stores, High Street, Burwash
8. Castle Inn, Main Road, Bodiam
9. Chestnut Meadow Camping & Caravanning Park, Ninfield Road, Bexhill-on-Sea
10. Cooden Beach Hotel, Cooden Sea Road, Bexhill-on-Sea
11. De La Warr Pavilion, Marina, Bexhill-on-Sea
12. Egerton Park Indoor Bowls Club, Egerton Road, Bexhill-on-Sea
13. Flackley Ash Hotel & Restaurant, Peasmarsh, Near Rye
14. George Hotel, 23 High Street, Battle
15. George Inn, High Street, Robertsbridge
16. Greedy Goat, Church Street, Ticehurst
17. Hurst Green Shop & Café, Station Road Etchingham
18. Judges Bakery, 51 High Street, Robertsbridge
19. Kings Arms, Bexhill Road, Ninfield
20. Leeford Place, Country House Hotel, Whatlington Road, Battle
21. Mrs Burtons Tea Room, 2 High Street, Battle
22. Northern Hotel, 72-82 Sea Road, Bexhill-on-Sea
23. Orchard Farm Shop, London Road, Hurst Green
24. Redcoat Orchard Farm Shop, Catsfield, Battle
25. Rock Salt, Bexhill-on-Sea
26. Route 1066 Café, A21 John Cross, Robertsbridge
27. Senlac Wood Holiday Park, Catsfield Road, Battle
28. Ship Inn, Sea Road, Winchelsea Beach
29. The River Haven Hotel & Waterside Restaurant, Quayside, Rye
30. Winchelsea Farm Kitchen, 11-12 High Street, Winchelsea