



RAMSGATE TOWN COUNCIL

VISITOR INFORMATION CENTRE WORKING GROUP

General

To ensure that the Visitor Information Centre (described by Visit Britain as “*the stalwart of the English tourist industry and traditionally the first point of contact for thousands of tourists and visitors every year*”) provides up-to-date information and advice on what to see and do to visitors to Ramsgate, adds real value to the local visitor economy and provides a rewarding experience for the volunteers.

Membership, Chairmanship and Quorum

Membership	3 elected members from Ramsgate Town Council Town Promoter (Mrs R Smith) The Council will additionally provide a minute taker.
Appointments/Removals from Office	By resolution of Town Promotion Committee
Restrictions on Appointment	None
Quorum	3
Number of ordinary meetings per Council Year	2 (and as required). Meetings should be face-to-face, however, remote meetings can be arranged for expedience.
Chair	To be appointed by the Town Promotion Committee, the Chair should be either a town Councillor or an officer of the Council.
Terms of Reference	Once approved, can be amended as requested by the Group by the Town Promotion Committee.

Terms of Reference

Working with the Town Promoter the group will:

- 1) Draft an annual budget for approval by the Council. Management of the budget and approval of expenditure can only be authorised by Mrs R Smith (the Town Clerk & RFO in Mrs R Smith’s absence).

There may be times when the Group makes a recommendation in relation to another Town Promotion Budget (i.e. events), however, this will be a recommendation only that must be reported to the Town Promotion Committee for approval.

- 2) To consider annually the business model for the Visitor Information Centre. Including, but not limited to:
 - Staffing requirements
 - Opening Hours
 - Services to be provided
 - Infrastructure (software, hardware, furniture, displays)
 - The production and distribution of leaflets and maps
 - Recruitment of volunteers and ensuring a rewarding, enjoyable and safe environment for the volunteers.
- 3) To work with relevant Destination Management Organisations, such as Visit Thanet and Visit Kent, for support and resources (i.e. use of the official "I").
- 4) To consider how the Visitor Information Centre can utilise new technology to improve access growth (i.e. Realtimetravelguide) is an initiative designed to demonstrate how tourist and visitor information centres can utilise new technology to drive growth by providing an excellent modern real time service to visitors, businesses and wider local communities.
- 5) This initiative, a tourist board first, will deliver real-time visitor information via Twitter. Participants including tourist information centres (TICs) are encouraged to engage with and support local businesses to share their announcements, offers, updates and reasons to visit specific locations.
- 6) The Group's activities must adhere to the Council's financial regulations and scheme of delegation.

Notes;

These Terms of Reference were approved by the Town Promotion Committee on the 22nd June 2022.