

## **Visitor Information Centres grant review Annexe A**

Update on plans from previous grant review meetings held December 2018 for setting of grant April 2019 - March 2022

- Bourton on the Water £24k,
- Chipping Campden £10k,
- Stow on the Wold £10k
- Tetbury £10k

The Council committed to 3 years funding for the four Visitor Information Centres ("VICS") as detailed above to give stability in the period April 2019 - 22 and allow the VICs to explore areas to ensure continuous improvement that would also help sustain the local economy and offer alternative source of information for visitors in the area, while looking for innovative methods to increase their income and promote local merchandise/crafts and small businesses.

Obviously the pandemic has had an impact on the VICs being shut for large periods in 2020 and some of 2021.

Update review meetings were held with each of the VICs and relevant partners to the SLAs in Autumn 2021 to understand how they delivered VIC services, including the challenges and opportunities during the last three years. Each VIC updated on actions taken or postponed due to the pandemic from the last review meetings held in 2018 and this Annex details the key elements from each VIC meeting.

### **Bourton on the Water**

**2018** - Bourton on the Water will be developing their website and enhancing the promotion of local hotels and businesses. Since the Chambers of Commerce dissolved, the VIC has taken on much of the work to support local businesses.

**2021** - The Visit [Bourton website](#) has recently been revamped and is currently on a soft launch stage. Businesses have the option to pay to advertise and this has generated £4k income in the first year. Currently working to develop click & collect / shop too. The website now belongs to the VIC. Volunteers were being used prior to Covid with 12 assisting. Since pandemic to minimise contact volunteers have not been used with mostly staff lone working.

### **Chipping Campden**

**2018** - Chipping Campden is updating 'Campden on Line' in which it will promote the VIC. They are also exploring the use of drones to promote the area with 3D footage on line.

**2021** - In the last 2 years the team has worked to develop a better online presence including a virtual VIC and online shop. Work has also progressed on a guided walk app (MP3 file) of the town which will be chargeable and can convert to different languages. A community blog into which the VIC feed content has recently launched to help keep the community involved. The plan for 3D footage has been paused for a variety of reasons including changes to CCA licence.

### **Stow on the Wold**

**2018** - Stow on the Wold is exploring the possibility of implementing a 'heritage hub' in partnership with the Civic Society. They are also looking to implement a 'Meet and Greet' service for coaches arriving with tourists to promote the area at first point of contact.

**2021** – Update the 'heritage hub' is a long term ambition in the local plan. We have taken back control of the Stow website. Staff changes within library service & Covid community work, mean we need to restart regular meetings with VIC and no work was considered on meet & greet service for coaches. VIC team has been engaging with local businesses and getting them to sign up to the tourism charter. Have started 'Stow Matters' update to all GL54 postcodes and new 'What's App' group for businesses. Dursley Town Council has replicated this model in its library as a new service.

## **Tetbury**

**2018** - Tetbury has undergone a full refurbishment of the VIC to entice more footfall. They have also experienced an increase in overseas visitors and 15% of their total footfall has been attributed to this. Tetbury relies heavily on tourists as its main source of income and therefore concentrate on promoting local crafts.

**2021** - Overseas visitor numbers continued to increase prior to pandemic. "Visit Tetbury" website content is being updated. Started an Instagram account in this period to promote town, local area and local events. Supported Cotswolds Tourism team with gathering "Real Cotswold" town information.