

Swaffham Town Council/Swaffham Museum Ltd

Service Level Agreement – Tourist Information Centre, Swaffham

Introduction

This agreement is intended to set out the responsibilities of the Service Provider, *Swaffham Museum Ltd*.

General Service

The Manager of the Tourist Information Centre Service will provide appropriate help, and information primarily for the town, the Swaffham area, for the Breckland District and the County of Norfolk, *covering a radius of approximately 50 miles from Swaffham*, for the following:-

- Accommodation options
- Places of interest, Local attractions
- Transport
- Events
- Local Shops and Businesses
- Assistance with special requirements i.e. disabled access
- Dealing with any other reasonable requests that may arise, including responding to letters and emails and sending information leaflets etc by post.

Reception Area/Display Space

The Service Provider will provide suitable display space within an agreed location.

- Display racks will be provided and kept filled with relevant and up to date leaflets to meet the General Service requirements. The Centre shall create a display in a window and in the entrance hall of basic information for people to use when the office is shut. The displays should provide information about accommodation in the area with phone numbers, attractions to visit with opening times, and possibly a map of the town.
- The reception area/counter shall be a shared use facility with the Museum and the Shop.
- A telephone line/number *and email facility are basic requirements* of the Service Provider as *additional points of contact*.
- Provide Tourist Information Centre staff/volunteers.

Service Standards

- All staff/volunteers shall be suitably dressed, smart/casual appearance, with a pleasant telephone manner, good interpersonal skills, generally polite and helpful
- The General Service Standard is to provide a minimum level of service based primarily on promoting the town of Swaffham
- The Town Council may develop a Strategic Tourist Policy to set as a benchmark. *The Tourist Information Centre shall not be managed contrary to or compromising any Town Council policy and in particular to the following: -*

- Procedures for visitors to Town Council owned premises
 - Child Protection Policy
 - Health & Safety Policy
 - Emergency Evacuation & Fire Escape Procedure
 - Equal Opportunities
- In promoting the Tourist Information Centre this should be impartial and not be to the detriment of or favour to any specific business organisation, community group or the Town Council
 - The Service Provider shall be responsible for the actions of their staff or volunteers and shall indemnify the Town Council in this regard. There is also a requirement to provide a copy of a public liability insurance certificate and details of adequate insurance for display racks etc
 - The Service Provider shall have a single point of contact and liaise regularly with the Town Council, and in addition give a short-written report on an annual basis at the end of each calendar year
 - The service provider to keep the TIC area in a clean and tidy condition

Opening times

The following minimum requirement shall be met by the Service Provider in respect of public opening times: -

- The Tourist Information *Centre* shall be open to the general public for at least five days in every week, to include Saturday mornings from mid-February to Christmas, weekdays 10 am to 4 pm. These hours should be publicised.

Financial arrangements

The following financial arrangements shall apply for the Tourist Information Centre Service with all payments being made by BACS: -

- The annual fee of £3,070.00 shall be paid in three staged payments of £1,024 on or before 15th April, and £1,023 on or before 15th June and 15th September in each year and be subject to an annual review, as part of the Council's budget.

Notice period

The notice period for both parties is to inform their respective counterparts in writing by 31st October in the preceding year of the intention to either withdraw the service (by the Service Provider) or to withdraw the service level agreement (by Swaffham Town Council) for 1st April the following year.

This Service Level Agreement shall run from the **1st April 2020** for a period of three years and reviewed towards the end of that period.

Changes to the Service Level Agreement

The Town Council reserves the right to modify or improve the Service Level agreement requirements, following consultations with the Service Provider.

Discretionary Additional Services

Whilst not essential requirements of the Service Level Agreement, the Service Provider can develop the following services: -

- *Sell maps*, information booklets and postcards or any other tourist related promotional material or local memorabilia;
- *have a* computer based search facility;
- *provide a* dedicated telephone line; *and*
- write regular reports for the local press *and / or the Swaffham Newsletter* to promote the existence of *the* Tourist Information Centre.
- develop website or on-line presence to include the use of social media.

Additional Support available to the Service Provider

Swaffham Town Council shall undertake to assist with facilitating the following: -

- Signage of the Tourist Information Centre
- Design improvements
- Promoting the town of Swaffham
- To arrange for the training of volunteers or staff, as a minimum to attend a short course organised by the Regional Tourist Board run for TIC staff. *This will* help provide a better service and *instill* confidence.
- Grant searches and preparation of funding bids

Signed Jill Skinner (Mayor) _____

Signed Richard Bishop (Town Clerk) _____

On behalf of Swaffham Town Council

Signed Steve Gregory (Chairman) _____

On behalf of Swaffham Museum