

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 37

Brighton & Hove City Council

Subject:	VisitBrighton Contact Centre Review		
Date of Meeting:	23 November 2009		
Report of:	The Director of Culture and Enterprise		
Contact Officer:	Name: Suzanne Mantell	Tel: 29 - 2613	
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Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report sets out the options for the future of the VisitBrighton Contact Centre service, as identified as a work stream in the Visitor Services Strategy 2006.

2. RECOMMENDATIONS:

- 2.1 That the committee:

(i) note the VisitBrighton Contact Centre Review set out in the appendix to this report;

(ii) note the Recommendations section following consultation with stakeholders;

(iii) give feedback on the report and its recommendations.

3. BACKGROUND INFORMATION

- 3.1 VisitBrighton is the city's official tourism "arm" and is responsible for marketing the destination to visitors, selling the destination as a leisure, business and conference destination, and providing services to visitors once they have arrived in the city.

- 3.2 The Visitor Services team within VisitBrighton provide the front line services at the Visitor Information Centre, and via a dedicated Contact Centre, where staff handle enquiries by telephone, by email and by post.

4. CONSULTATION

- 4.1 Consultation has taken place with a wide range of stakeholders, including VisitBrighton Partners, Tourism South East, South Downs National Park, and VisitBrighton staff.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 Option 5 in the appendix represents the best value for money. Part of the business case for the ticketing system and call centre at the Royal Pavilion was that it could eventually be shared with Visitor Services – this will improve the value for money of the call centre investment. The small cost of losing the Premium Rate Line could be met by the efficiencies and custom arising from the extra call handling capacities of a shared call centre.

Finance Officer Consulted: Mr Peter Francis 29th October 2009

Legal Implications:

- 5.2.1 This report sets out a series of options, none of which have adverse legal or Human Rights implications.

Lawyer Consulted: Bob Bruce 21st October 2009

Equalities Implications:

- 5.3 If the committee agrees with the recommendations set out in the report then the implications for all Equalities groups will be positive, as it will make the service more accessible to visitors, particularly those on lower incomes and from overseas. For further information please refer to the Equalities Impact Assessment for VisitBrighton's Visitor Information Service team.

Sustainability Implications:

- 5.4 There are no sustainability implications to consider.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications consider.

Risk and Opportunity Management Implications:

- 5.6 The statistics and costings relating to the various options are found within the appendix to this report.

Corporate / Citywide Implications:

- 5.7 There is the potential for closer partnership working with the Royal Pavilion team.

SUPPORTING DOCUMENTATION

Appendices:

1. VisitBrighton Contact Centre Review

Documents in Members' Rooms:

1. None

Background Documents:

1. Visitor Services Strategy 2006
2. Visitor Services Equalities Impact Assessment

