

SUBJECT:	ABERGAVENNY TOURIST INFORMATION CENTRE
MEETING:	INDIVIDUAL CABINET MEMBER DECISION: Cllr PAUL JORDAN
DATE:	12TH JUNE 2019
DIVISION/WARDS AFFECTED:	ABERGAVENNY

1. PURPOSE:

- 1.1 To consider the case for moving Abergavenny Tourist Information Centre (TIC) from the Tithe Barn to Abergavenny Town Hall as part of the upcoming refurbishment programme.

2. RECOMMENDATIONS:

- 2.1 To approve the move of the Abergavenny Tourist Information Centre to the Market Hall in Abergavenny into a shared office with the Borough Theatre, Abergavenny.

3. KEY ISSUES:

- 3.1 In 2013/14 Brecon Beacons National Park Authority (BBNPA) advised the Council that it intended to withdraw financial support. In response, a full options appraisal was undertaken which resulted in moving Abergavenny TIC from its dedicated building in the Coach Car Park in Abergavenny, to the Tithe Barn with a corresponding service charge of £3,000 per annum .
- 3.2 At the time of moving the TIC, the Tithe Barn presented a great location for the TIC as it was offering a tangible arrival offer to visitors which included heritage tours from the courtyard, a welsh produce café, access to toilets and a heritage exhibition. However, in 2018 the café ceased trading and in the same year it was announced that the Tithe Barn would host a Welsh Language Centre of Excellence.
- 3.3 Sadly, the closure of the café and reduced accessibility to the exhibition has significantly reduced the viability of the TIC service in its current location. Visitor numbers to the TIC have reduced by 19.2% and the income generated through its retail offer has reduced by 24.4% due to the diminished offer to visitors.
- 3.4 The Council has recently embarked on a major refurbishment of Abergavenny Town Hall. As a result the Borough Theatre box office will be moved from its current location to a larger office within the building that can also lend itself to the provision of a TIC service.
- 3.5 In times of increasing pressure on the funds of public sector organisations, the funders of the TIC service namely BBNPA, the County Council and Abergavenny Town Council, need to ensure that funding invested in services, delivers maximum value for money. For a TIC service, that means engaging with as many visitors as possible whilst also maximising the income generation potential of the service, as this is a crucial element of funding the service. The location of the Town Hall in the centre of the town presents an opportunity to increase footfall whilst also sharing operational costs of service delivery with the Theatre's Box Office. The Borough Theatre was returned to the Council from the Borough Theatre Trust in April 2018 and since then the Council has been working to place it on a firm financial footing.

4. Options Appraisal

4.1 Table One below contains an analysis of the options considered:

Option	Benefits	Risks	Comments
<ul style="list-style-type: none"> Do nothing – remain at the Tithe Barn 	<ul style="list-style-type: none"> Visitor service presence is retained at Tithe Barn as part of their offer. 	<ul style="list-style-type: none"> Potential loss of the service due to increased reduction in visitor numbers and income leading to increasing budget pressures for funding partners; Closure of Tithe Barn due to loss of service charge. 	<ul style="list-style-type: none"> Although the loss of income to the Tithe Barn is not a direct risk to the Council and the other service funders, the loss of income and service could have a detrimental effect on the overall facility.
<ul style="list-style-type: none"> Move the TIC to the Town Hall 	<ul style="list-style-type: none"> Increased footfall and income due to town centre location and shared office facility with the Theatre; A stronger, more cohesive visitor offer; Increased partnership working; Potential for future reduction in operational costs which could protect the service longer term. 	<ul style="list-style-type: none"> Shared facility may prove difficult to deliver; Reduced budget from funders in future years may jeopardise the long term sustainability of both current service offers. 	<ul style="list-style-type: none"> As a Council we have demonstrated our commitment to the continuation of the service; In line with the Well Being of Future Generations Act we have demonstrated our commitment to supporting enterprise; As a Council we have demonstrated our commitment to working in partnership.

4.2 Stakeholder Engagement

Following the meeting of the Abergavenny Tourist Information Centre stakeholders on the 16th of January 2019, and subsequent communications since, the BBNPA, the Council, Abergavenny Town Council and the Abergavenny District Tourist Association have taken the decision to explore the feasibility of moving the TIC to the Abergavenny Town Hall as part of the upcoming refurbishment programme.

Although discussions were only exploratory at that time, the Tithe Barn were included in the meeting and initially were accepting of the proposal. However since then, the Tithe Barn Management Committee have pointed out that they believe that the best location for the TIC remains at the Tithe Barn although they do not intend to reopen the café at this juncture.

5. EVALUATION CRITERIA

5.1 Not relevant for this report.

6. REASONS

6.1 When the TIC was moved to the Tithe Barn in 2013/14 the site provided visitors with a pleasant arrival point. Although slightly off pitch and not in the town centre, the provision of a café, heritage centre and heritage tours made it a viable service proposition. Since then however, the closure of the café has led to reduced visitor numbers and subsequently a loss in income generation, resulting in a budgetary pressure of £2423.14 for 2018/19 which was absorbed by BBNPA, who provide the paid staff for the TIC.

6.2 The proposed move to Abergavenny Town Hall will provide a shared town centre location, resulting in increased visitor numbers as well as cross income generation opportunities through the Theatre Box Office.

7. RESOURCE IMPLICATIONS

7.1 There will be no additional resource implications for the Council as a result of this report. Currently the TIC service is funded as follows:

- £10,000 BBNPA
- £10,000 Monmouthshire County Council
- £10,000 Abergavenny Town Council

It is proposed that the service charge of £3,000 currently paid to the Tithe Barn will be transferred to the Borough Theatre to cover operational costs. This will remain for the first full financial year after relocation, after which there will be a review.

The relocation costs to the Town Hall are yet to be determined as this will depend on whether existing TIC furniture can be relocated / reused. External and highways signage for the TIC will also need to be considered and costed.

8. WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND CORPORATE PARENTING):

8.1 The Assessment demonstrates that the proposal demonstrates compliance with the well-being five ways of working, supports the well-being goals and identifies that the TIC service will continue to have a positive impact on all groups and people with protected characteristics.

9. CONSULTEES

- Abergavenny Town Council, BBNPA, Abergavenny and District Tourist Association, Tithe Barn;
- Senior Leadership Team;
- Economy and Development Select Committee 10th April 2019 – The committee resolved to 'defer consideration of the report to a future meeting following consideration that the Abergavenny Members needed to be invited when

scrutinising this matter to aid the Committee in making recommendation to Cabinet. Also that the report should be presented to the North Monmouthshire Area Committee on the 15th May before being scrutinised by the Economy and Development Select Committee'. However since the meeting, the Committee Chair has agreed for the report to go straight for decision following discussion at the North Monmouthshire Area Committee.

- North Monmouthshire Area Committee 15th May - The proposal receive unanimous support. Consideration also needs to be given to improving the signage in the town.

10. BACKGROUND PAPERS

Appendix A: Future Generations Evaluation

11. AUTHORS:

Cath Fallon, Head of Enterprise and Community Development
Nicola Edwards, Strategic Food and Tourism Manager

12. CONTACT DETAILS:

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Appendix A



Future Generations Evaluation (includes Equalities and Sustainability Impact)

Name of the Officer Cath Fallon Phone no: 07557 190969 E-mail: cathfallon@monmouthshire.gov.uk	ABERGAVENNY TOURIST INFORMATION CENTRE
Name of Service: Enterprise	Date: Future Generations Evaluation 15 th May 2019

NB. Key strategies and documents that may help you identify your contribution to the wellbeing goals and sustainable development principles include: Single Integrated Plan, Continuance Agreement, Improvement Plan, Local Development Plan, People Strategy, Asset Management Plan, Green Infrastructure SPG, Welsh Language Standards, etc.

1. Does your proposal deliver any of the well-being goals below?

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs	To ensure much valued local services are maintained and by their nature provide employment, growth and an increasingly skilled workforce. Developing economic opportunities for ourselves and our users.	The TIC undertakes positive engagement and coordination with community focused organisations and local businesses.

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>Close working with the Council's countryside team and the BBNPA ensures we assist in promoting our green spaces and cultural heritage.</p>	<p>Sharing of accommodation amongst services reduces our carbon footprint.</p>
<p>A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>Positive impact by ensuring quality services are provided by promoting events and opportunities to encourage a fit and healthy lifestyle through cultural access.</p>	<p>Working with key partners will ensure that physical and mental health wellbeing through activity is widely promoted and that the service works with its communities to support this.</p>
<p>A Wales of cohesive communities Communities are attractive, viable, safe and well connected</p>	<p>The TIC Service is a valuable asset to the community, promoting local events.</p>	<p>Abergavenny and District Tourist Association is a key stakeholder in the service.</p>
<p>A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>The service will work to ensure high standards are met and maintained that do not conflict with the global drivers.</p>	<p>Any decisions taken will take into account global and well-being issues as part of its day to day processes.</p>
<p>A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>The TIC contributes greatly to the promotion of the local culture, heritage and art including the promotion and protection of the Welsh language which will remain part of the core values going forward.</p>	<p>The TIC Service has experience working bilingually and has hosted events through the Welsh language. The service will continue to maintain this bilingual approach in the future.</p>
<p>A more equal Wales</p>	<p>The service will remain accessible to all audiences.</p>	

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
People can fulfil their potential no matter what their background or circumstances		

2. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Long Term</p> <p>Balancing short term need with long term and planning for the future</p>	The current location of the TIC is having a detrimental effect on visitor numbers and income generation.	A potential move to a shared town centre location could ensure the long term sustainability of the service.
 <p>Collaboration</p> <p>Working together with other partners to deliver objectives</p>	A wide variety of organisations, local businesses, stakeholders are involved in the TIC service.	
 <p>Involvement</p> <p>Involving those with an interest and seeking their views</p>	A wide variety of organisations, local businesses, stakeholders have been consulted on the potential move of the TIC service.	Further consultation has taken place with Economy and Development Select Committee, the North Monmouthshire Area Committee and with other partners.

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Prevention</p> <p>Putting resources into preventing problems occurring or getting worse</p>	<p>The TIC Service budget has been reduced in recent years.</p> <p>This potential relocation could provide opportunities for us to increase footfall and income generation.</p>	<p>The number of service users and income generation targets are constantly being monitored and this will continue.</p>
 <p>Integration</p> <p>Considering impact on all wellbeing goals together and on other bodies</p>	<p>The opportunity to develop a new way of delivering the service and sustaining its long term future will give the opportunity to better connect wellbeing outcomes to other partners and bodies.</p>	

3. Are your proposals going to affect any people or groups of people with protected characteristics? Please explain the impact, the evidence you have used and any action you are taking below. For more detailed information on the protected characteristics, the Equality Act 2010 and the Welsh Language Standards that apply to Monmouthshire Council please follow this link: <http://hub/corporatedocs/Equalities/Forms/AllItems.aspx> or contact Alan Burkitt on 01633 644010 or alanburkitt@monmouthshire.gov.uk

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	The Service is constantly assessing ways in which service provision can be improved for those citizens with protected characteristics.	No negative impacts are anticipated.	The layout of the new service provision will take into account the needs of all service users.
Disability	As per Age Line Above	As per Age Line above	As per Age Line Above.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Gender reassignment	As per Age Line Above	As per Age Line above	As per Age Line Above
Marriage or civil partnership	As per Age Line Above	As per Age Line above	As per Age Line Above
Pregnancy or maternity	As per Age Line Above	As per Age Line above	As per Age Line Above
Race	As per Age Line Above	As per Age Line above	As per Age Line Above
Religion or Belief	As per Age Line Above	As per Age Line above	As per Age Line Above
Sex	As per Age Line Above	As per Age Line above	As per Age Line Above
Sexual Orientation	As per Age Line Above	As per Age Line above	As per Age Line Above
Welsh Language	As per Age Line Above	As per Age Line above	In addition, all signage will be compliant with the Welsh Language (Wales) Measure 2011 as specified in the Standards applied to Monmouthshire

4. Council has agreed the need to consider the impact its decisions has on important responsibilities of Corporate Parenting and safeguarding. Are your proposals going to affect either of these responsibilities? For more information please see the guidance <http://hub/corporatedocs/Democratic%20Services/Safeguarding%20Guidance.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	Describe any positive impacts your proposal has on safeguarding and corporate parenting	Describe any negative impacts your proposal has on safeguarding and corporate parenting	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	<i>During the delivery of the service safeguarding will be at the forefront to ensure that any future service delivery promotes the well-being of children and vulnerable adults, preventing them from being harmed and protecting those who are at risk of abuse and neglect.</i>	As above	As above
Corporate Parenting	<i>During the delivery of this service the needs of any 'looked after' children will be considered to ensure any future service delivery protects their welfare.</i>	As above	As above

5. What evidence and data has informed the development of your proposal?

The report has been founded upon the following:

- The Wellbeing of Future Generations Act;
- The Social Services and Wellbeing (Wales) Act;
- Prosperity for All;
- Equality Act 2010;
- Destination Management Plan; and
- Welsh Language (Wales) Measure 2011

6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

The Assessment demonstrates that the proposal demonstrates compliance with the well-being five ways of working, supports the well-being goals and identifies that the TIC service will continue to have a positive impact on all groups and people with protected characteristics.

7. ACTIONS: As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.

What are you going to do	When are you going to do it?	Who is responsible	Progress
Economy and Development Select Committee	April 2019	Cath Fallon/Nicola Edwards	Referred to North Monmouthshire Area Committee for discussion
North Monmouthshire Area Committee	May 2019	Cath Fallon/Nicola Edwards	Approved in principle, referred to Individual Cabinet Member for Decision
Individual Cabinet Member Decision	June 2019	Cath Fallon/Nicola Edwards	

8. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.

The impacts of this proposal will be evaluated on:	Ongoing
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9. VERSION CONTROL: The Future Generations Evaluation should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development wherever possible.

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	<i>Individual Cabinet Member</i>	<i>12th June 2019</i>	<i>n/a</i>