

## Tourist Office

4<sup>th</sup> September 2020

*Kevin Robson explains to Peter Scopes and Leanda Cable his concept of a tourist office in Braintree Town Centre*



**This document is intended as a broad outline to enable discussion**

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## Objective

To gain approval for a much needed focal point which will benefit all aspects of Braintree Town Centre and the region. This explanation will attempt to answer the main questions.

## Executive Summary



Braintree is developing and has much to offer. With a Council that is ambitious and visionary, and implementing many well thought out improvements. They also are

rolling out many more appealing innovations bringing the Town Centre to Life.

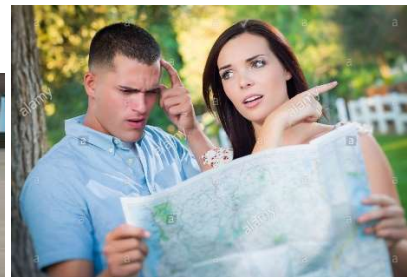
George Yard is an integral part of Braintree Town Centre and generous landlords Savills recognise the value of Community enrichment.



## Why is a Tourist Office needed

The Tourist Office Will fulfil many functions:

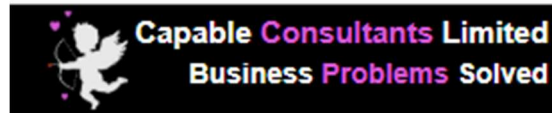
From Lost Property – and children - to being a fount of all wisdom for those with questions.



## Where

George Yard is an integral part of Braintree Town Centre and generous landlords Savills recognise the value of Community enrichment.





**Staffing** staff recruited by under the Governments Kickstart Scheme initiative will man the Tourist Office. They will be local, trained and work in pairs. The 40 staff will rotate through the Tourist Office.

**KICKSTART  
SCHEME**



**Provisioning** (see appendix for set up costs) The premises typically 50m<sup>2</sup> will have a counter, 2 staff chairs, 4 visitor chairs, a TV and DVD, 3 tables and a rotating wire stand, staff will have 2 PC's.. The outside will be signwritten "Tourist Office" and social distancing measures and signage will be in place. Souvenirs ( tasteful will be on sale) as well as local Artists work and samples of local fare.



**Braintree  
Tourist  
Office**

### **Compliance**

Keys and equipment will need to be signed for. A spare set of keys will be held at George Yard's offices.

### **Key Dates**

Dependent on the granular details of the Kickstart scheme. The target is to be operational by the end of November 2020. Signwriting and provisioning will naturally need to be done before opening.

**KICKSTART  
SCHEME**

### **Funding**

Seed Funding (ideally from Braintree District Council) will be necessary to get this off the ground.



**Funding Requirement** £7500 would cover everything required.

### **Main Functions**

Information positively enhance the Braintree experience. Clear precise information, helpful choices.

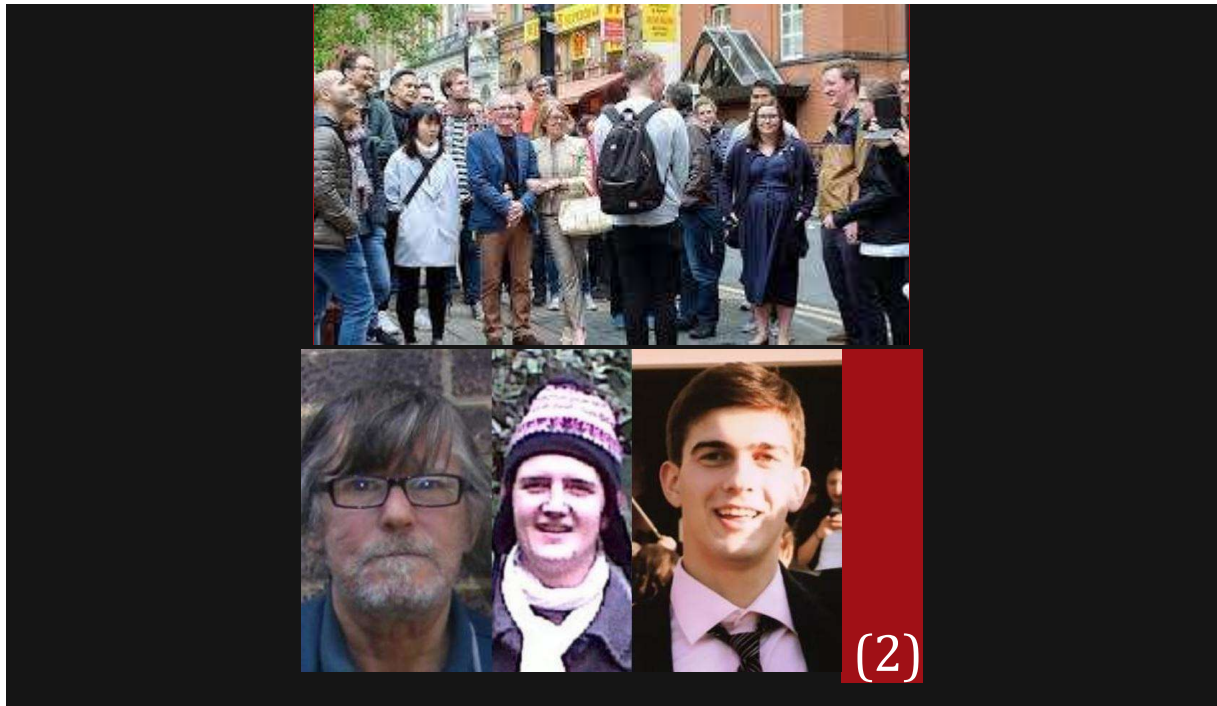




Ancillary Functions



## Walking Tour – Braintree's dark history unsolved murders dating back 20 years



***MULTIPLE MURDER CASES REMAIN UNSOLVED IN ESSEX AFTER MANY YEARS OF INVESTIGATIONS. THE LACK OF CLOSURE FOR FAMILIES WHEN LOSING A LOVED ONE IN SUCH TRAGIC CIRCUMSTANCES CAN BE JUST AS DEVASTATING AS LOSING THEM. IF THOSE RESPONSIBLE ARE BROUGHT TO JUSTICE, IT CAN ENABLE SOME OF THOSE AFFECTED TO FIND A WAY OF MOVING FORWARD. BUT TO HAVE NO ANSWERS ON WHO WAS RESPONSIBLE WILL WRENCH AT PEOPLE EVERY DAY THAT GOES BY.***

## SWOT

### STRENGTHS

progressive council  
generous landlord  
need to improve visits  
need to improve  
footfall  
need to improve  
spend  
need to improve dwell  
need to improve Braintree experience

### WEAKNESSES

staff  
quality  
staff motivation  
not enough to offer  
  
staff knowledge  
lack of  
hype

### OPPORTUNITIES

develop what the Tourist Office can do  
Town Crier  
Events  
Workshops  
Drag LGBT days  
Sampling food  
Sampling local entertainment  
Promote local

### THREATS

failure to open  
failure to satisfy  
failure to comply  
public apathy  
loss of £ funding  
abuse of equipment

## Appendix: Costings



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