



TIC best practice audit

11th December 2012

Extending the reach of TIC services

1. New information partnerships
2. Taking the TIC to the visitor
3. Engaging local stakeholders
4. Social media

The best practice audit looked at

1. Northern Ireland activity
2. Other UK case studies

1. New information partnerships

A definition:

Working with other agencies to extend the provision of physical visitor information sites. Often, this involves enabling others to help deliver information on behalf of the TIC.



1. New information partnerships

Examples of activity in N. Ireland:

Welcome desks at major hubs	Belfast Port, Derry Airport
Local information offices	Pier 36 restaurant, Carnlough shop
Unstaffed TIPs	Ballycastle Marina
Print distribution for partner sites	e.g. Ballymena
Welcome packs for groups/events	e.g. Armagh
Bedroom “browsers”	e.g. Ards
Training/fams for trade partners	e.g. Fermanagh



Examples from N Ireland



Other examples of partnership in the UK

In-house partnerships

Co-location in honeypot sites	Coventry Cathedral, BHX airport
Shared council services	Alston, Cumbria
Sub-letting to commercial tenants	Canterbury

“Contracted out” partnerships

Outsourcing	Bicester Village
Franchising	Silverstone
Devolution to local councils	Newquay
Corporate models	Bourton on the Water
Voluntary models	Broadway



New “in house” TIC service models



Outsourcing: Bicester Village visitor centre



Franchising: Silverstone visitor centre



Other “contracted out” TIC service models



2. Taking the TIC to the visitor

A definition:

“Outreach” activity which takes the TIC service out of the office and delivers information in new ways.

2. Taking the TIC to the visitor

Examples of activity in N. Ireland:

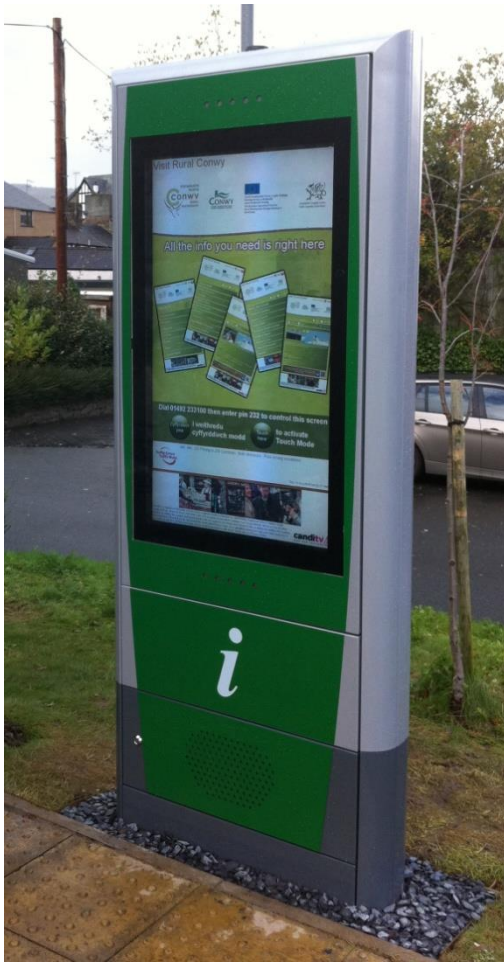
TIPs/displays/interpretation panels	e.g. Coleraine, Strangford Lough
Attending shows/conferences etc	e.g. Belfast
Stands at local shows/events	e.g. Balmoral Show
Stands at supermarkets/ shopping centres	e.g. Banbridge Tesco e.g. Lisburn
Mobile units	e.g. Bangor, Newry
Out of hours kiosks	e.g. Portrush, Portstewart
Smartphone apps/QR codes	e.g. Cookstown
Greeter schemes	e.g. Derry, Hillsborough



Examples from N Ireland



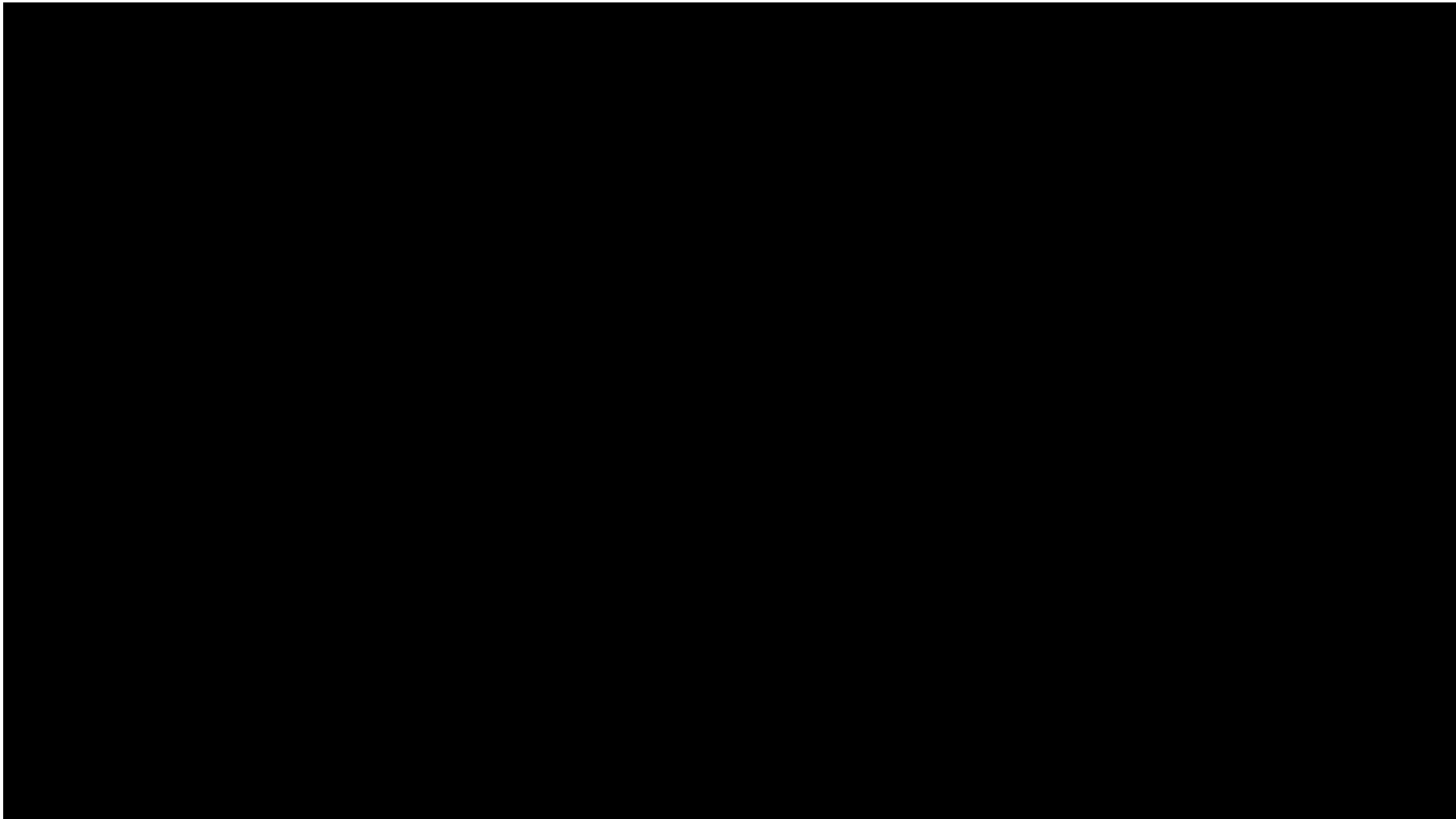
Examples from elsewhere



Conwy digital info points



Info bikes along the South Bank of the Thames



Napa Valley Welcome Centre



Napa Valley Welcome Centre



3. Engaging local stakeholders

A definition:

Communicating effectively with others in the local community, both businesses and residents, so that they value and use the service more.



3. Engaging local stakeholders

Examples of activity in N. Ireland: trade

“Meet the team” open nights	e.g. Ards
Joint promotions	e.g. Belfast Visitor Pass
Regular trade forums	e.g. Carrickfergus
Weekly “what’s on” emails/eazines	Most TICs

3. Engaging local stakeholders

Other sectors of the community

School visits/talks/placements/competitions/worksheets etc	e.g. Fermanagh, Coleraine
Exhibition space for local producers	e.g. Ards, Portaferry
Selling fishing licences	e.g. Downpatrick
Box office sales for local groups	e.g. Ballymena
Photo competitions/exhibitions	e.g. Ards “Lough Lively”
Joint use buildings	e.g. Ballymena
Local advertising/banners	e.g. Newry, Lisburn
Slots on community radio	e.g. Portaferry



Examples from N Ireland



Lough Lively Photo Competition



Examples from elsewhere



Caerphilly TIC



Welshpool TIC



4. Social media

A definition:

Creating and distributing visitor information “content” – text, images, video, audio podcasts – via the new social media channels.

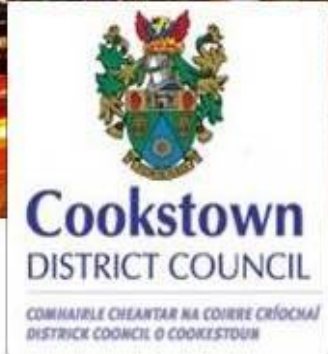


4. Social media

Examples of activity in N. Ireland:

Facebook/Twitter pages	To promote events and services
Competitions	e.g. Derry, Armagh
YouTube	e.g. Cookstown
Flickr image galleries	e.g. Bangor
Blog	e.g. Bangor
Video/audio podcasts	e.g. Ballymena “Myths & Legends”
TripAdvisor page	e.g. Coleraine, Newcastle





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Christmas

Cookstown has it all wrapped up!

Winter Craft Fair - 24 & 25 Nov
Lights Switch On - 29 Nov

Winter Craft Fair
The Winter Craft Fair will be held on the 24th and 25th of November in the town square. It will feature a wide range of local crafts, including pottery, woodwork, and textiles. The fair is a great opportunity to support local businesses and find unique gifts for the festive season.

Lights Switch On
The annual Christmas Lights Switch On ceremony will take place on the 29th of November. The Mayor will officially light up the town's festive decorations, which include a large tree in the town square and lights on the buildings and trees along the main streets.



THE CONTRACTORS

OPPORTUNITY FOR COOKSTOWN BUSINESSES

DESERTS
COMMUNITY SAFE

ATTENTION ALL B
IN COOKSTOWN

The Council is seeking contractors for the construction of a new community center. The building will provide a safe and secure environment for the community, including a play area, a library, and a meeting room. The project is a priority for the Council and offers a great opportunity for local businesses to bid for the work.







tourism
northernireland

TIC best practice audit

Q and A

For discussion

1. **Pros/cons:** For each theme, what are the main benefits and drawbacks?
2. **Lessons:** What are the key lessons we have learned? What is the most important advice to give to others?
3. **Action:** What help is needed now to take this forward? What are the main skills/knowledge gaps? What form of external training would help?