

# Review of Information Services (Newport TIC)



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# INTRODUCTION

# My Role

- Part of the Senior Management Team reporting directly to the CEO (Tegryn Jones) and Members of the National Park Authority (NPA).
- Functions managed: recreation management and access (inc PROW), elements of corporate communications, key aspects of the Authority's property portfolio inc' certain car park functions marketing and retail development, education and interpretation (inc' volunteers), social inclusion projects, visitor centres and attractions including: Carew Castle, Oriel-y-Parc and Castell Henllys.
- Outside of my role at PCNPA I also chair the destination partnership locally (known as 'Destination Pembrokeshire') and I am a former Board Member of the local tourism trade body ('Pembrokeshire Tourism').



# **REVIEW OF TOURISM SERVICES**

## **BACKGROUND**

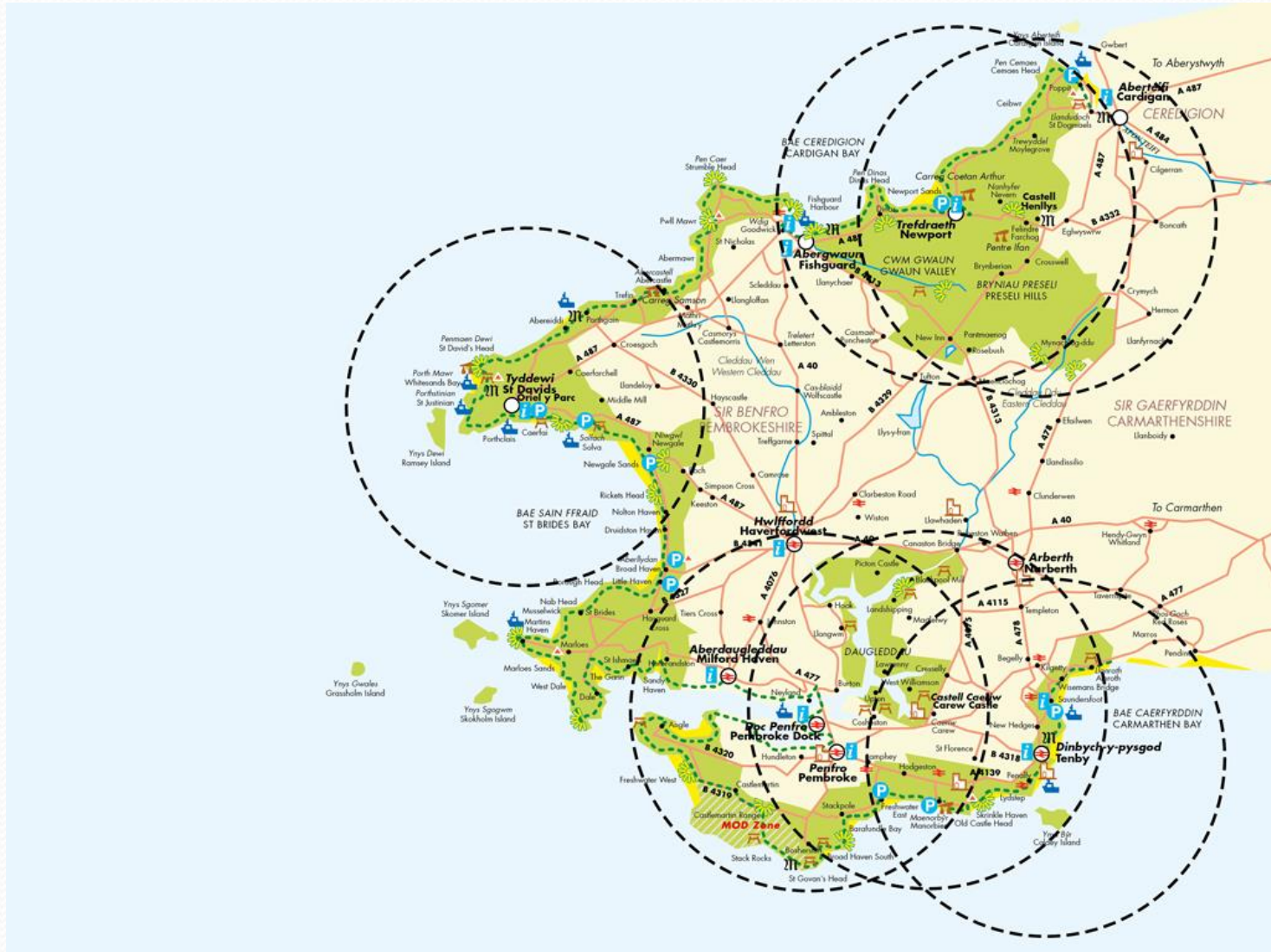
# PCNPA's Current Facilities

PCNPA presently manages the following visitor centres and attractions:

- Castell Henllys Iron Age Fort
- Carew Castle and Tidal Mill
- Oriel y Parc Visitor Centre and Landscape Gallery (St. David's)
- Newport Tourist Information Centre (TIC)
- Tenby National Park Visitor Centre

The five sites listed above have historically provided an important component of PCNPA's face-to-face visitor services and currently form part of a wider network of tourist information sites across the county. The five sites presently cost the Park Authority £471,000 a year to run and they collectively deal with approximately 300,000 customers per year.

# The 'Hub' Concept



# TIC Provision in Pembrokeshire

# The TIC Network

## Tourist Information

- Cardigan TIC — 01239 613230 — [cardiganTIC@ceredigion.gov.uk](mailto:cardiganTIC@ceredigion.gov.uk)
- Newquay TIC (Easter-end Sept) — 01545 560865 — [newquayTIC@ceredigion.gov.uk](mailto:newquayTIC@ceredigion.gov.uk)
- Aberaeron TIC — 01545 570602 — [aberaeronTIC@ceredigion.gov.uk](mailto:aberaeronTIC@ceredigion.gov.uk)



# The TIC Network

It is interesting to note that the joint network of TIC facilities in Pembrokeshire (managed by PCC & PCNPA) represents 22% of the total TIC network in Wales (i.e. 8 facilities out of a national total of 35).



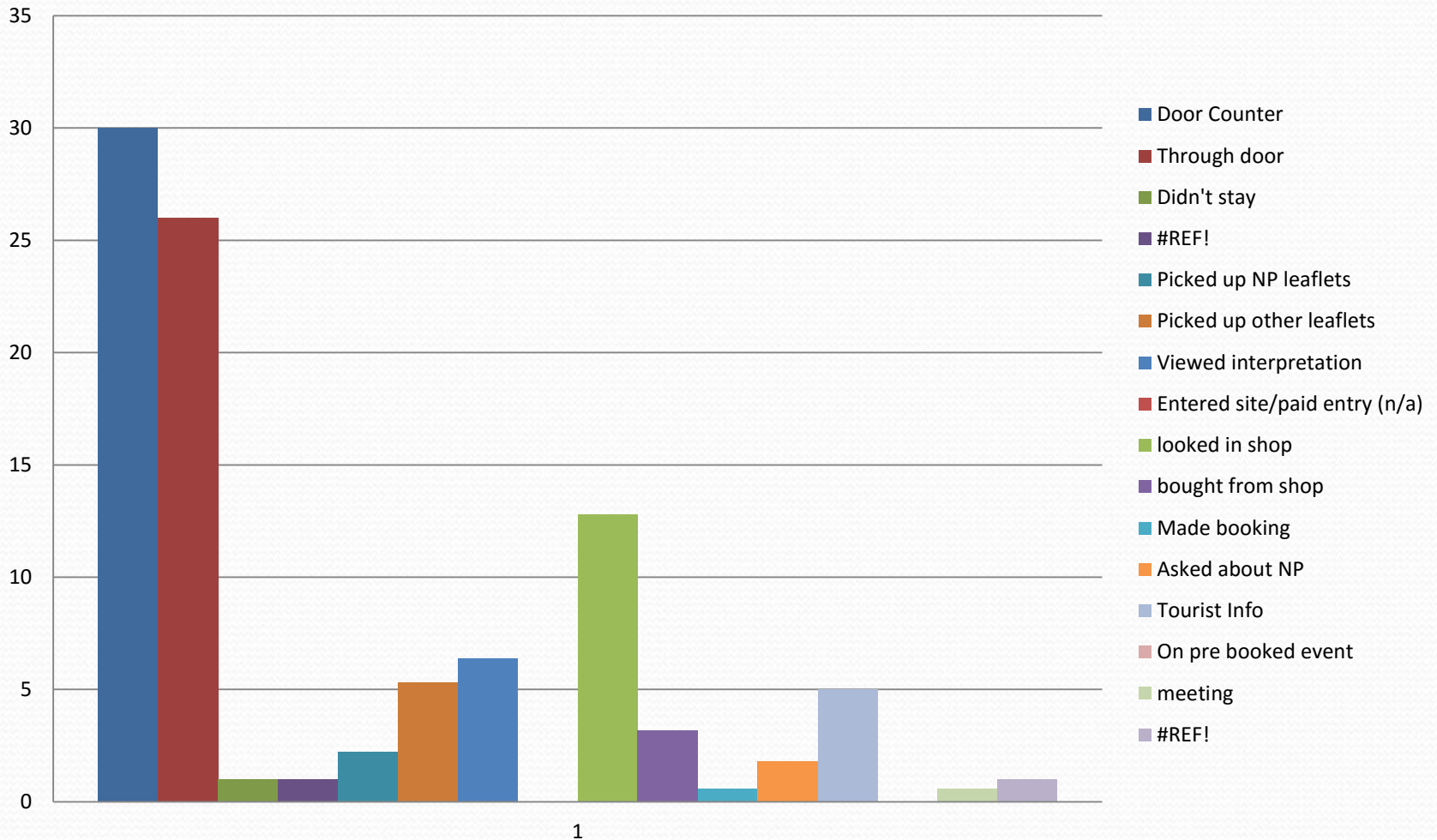
# A closer look at Newport Tourist Information Centre

# Newport - TIC

			Newport		
			2012/13	2013/14	2014/15
Employee Costs			22	23	24
Other Direct Cost			39	35	38
Total Costs			61	58	62
Income					
	Merchandise sales		20	22	29
	Admissions				
Total Income			20	22	29
Net Cost			41	36	33
Income as a % of Operating Costs			32.79%	37.93%	46.77%

# Services Used – Newport TIC

Newport Visitor Centre - Average per hour



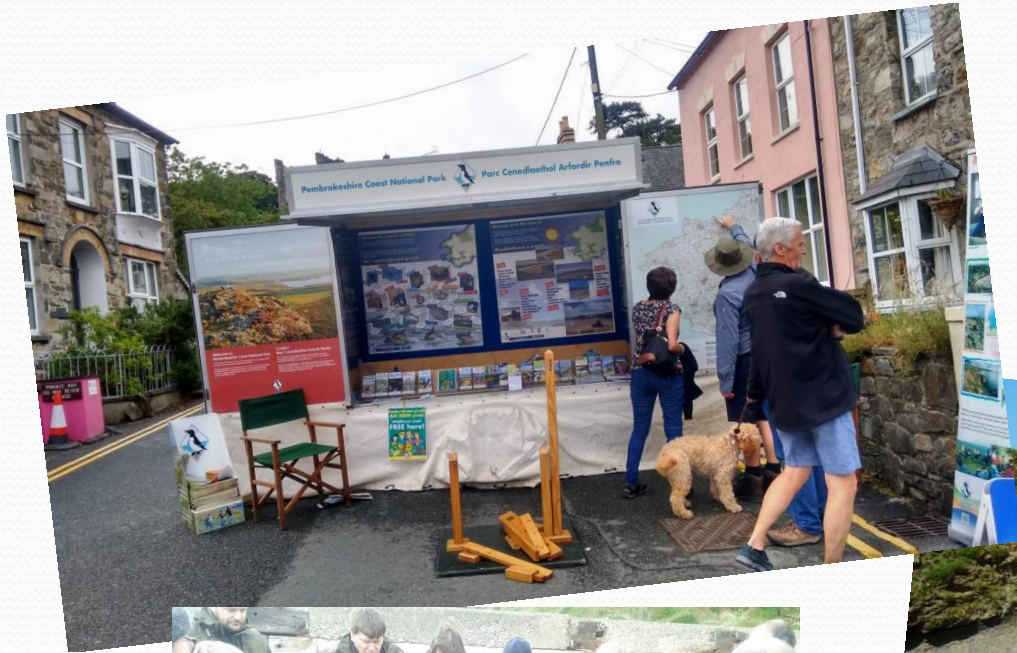
**Why is PCNPA changing its  
approach now?**

# Changing Visitor Needs

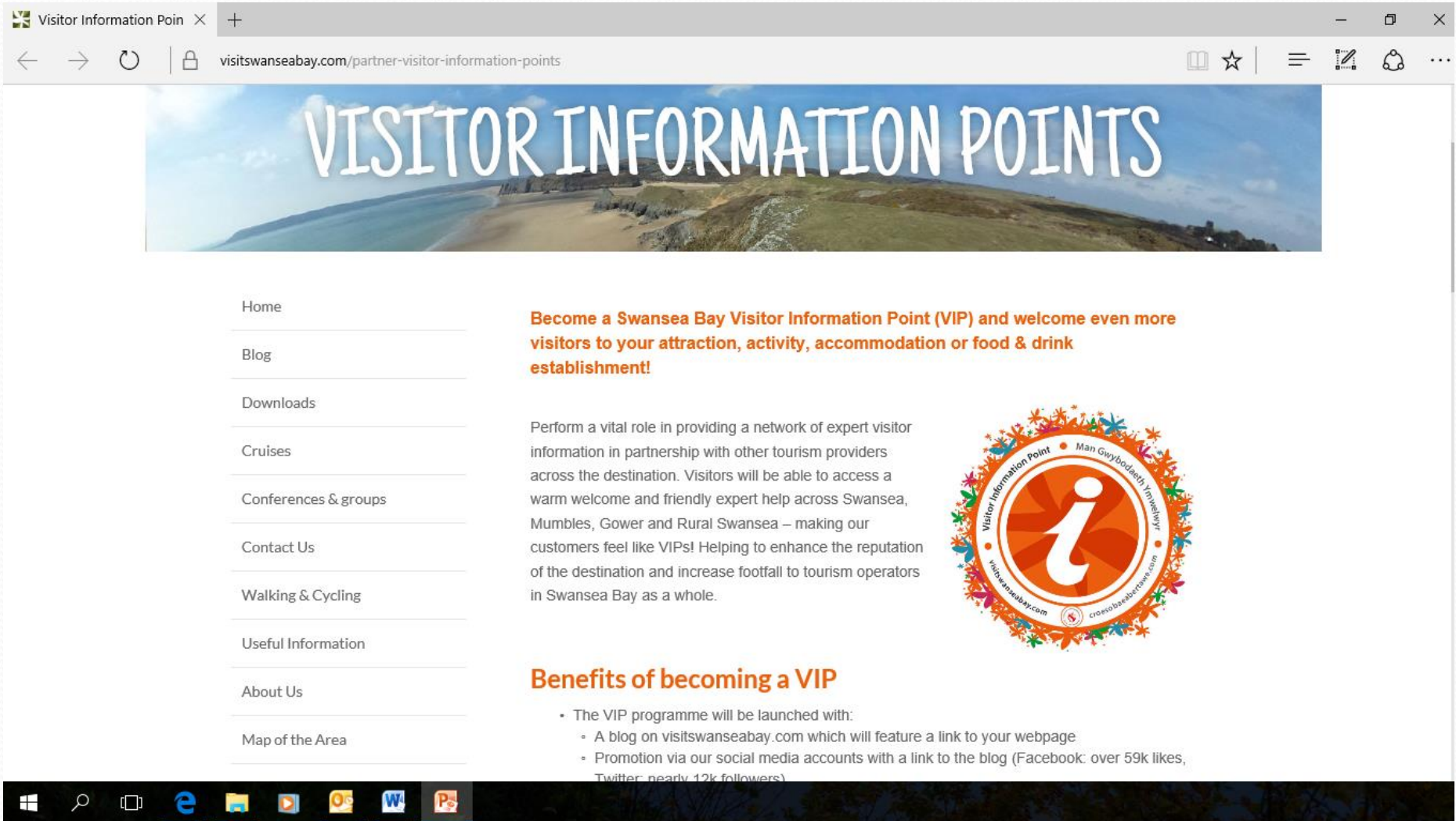
For three main reasons:

1. The need to **respond to growing trends** in how visitors and residents access information – particularly the boom in people accessing information via smart devices.
2. The desire to re-focus PCNPA's visitors services around our unique role as **interpreters of the National Park's special qualities** – adding maximum value to the visitor experience.
3. To reduce our portfolio of properties and move to a **more 'people-focussed'** (and potentially less expensive) service that is more equitably delivered across the National Park.

# Less Buildings – More Contact



# New Models of Delivery



Visitor Information Poin × +


visitswanseabay.com/partner-visitor-information-points

## VISITOR INFORMATION POINTS

- Home
- Blog
- Downloads
- Cruises
- Conferences & groups
- Contact Us
- Walking & Cycling
- Useful Information
- About Us
- Map of the Area

**Become a Swansea Bay Visitor Information Point (VIP) and welcome even more visitors to your attraction, activity, accommodation or food & drink establishment!**

Perform a vital role in providing a network of expert visitor information in partnership with other tourism providers across the destination. Visitors will be able to access a warm welcome and friendly expert help across Swansea, Mumbles, Gower and Rural Swansea – making our customers feel like VIPs! Helping to enhance the reputation of the destination and increase footfall to tourism operators in Swansea Bay as a whole.



**Benefits of becoming a VIP**

- The VIP programme will be launched with:
  - A blog on [visitswanseabay.com](http://visitswanseabay.com) which will feature a link to your webpage
  - Promotion via our social media accounts with a link to the blog (Facebook: over 59k likes, Twitter: nearly 12k followers)

# Consultation To Date

# Review Timeline

- 2010– increase in web-based activities such as bi-lingual version of Coast-to-Coast available to download online.
- 2011 – major review of tourism services (reduce costs / increase income).
- 2012 – restructure of tourism services – new ‘Discovery Service’ – focus on better interpreting the National Park’s landscape.
- 2012 – launch of retro-poster campaign and new approach aimed at reaching out to new audiences.
- 2015 – joint review of service/building provision in Newport in conjunction with PCC and Newport Town Council (led to revised local library service).
- Mar 2015 – Task and Finish Group established ‘to review the Authority’s information services’.
- Sept 2016 – Task and Finish Group report presented to NPA (main committee) – recommendation to withdraw from Newport TIC building.
- Oct 2016 – public consultation launched – inc’ public meetings in Tenby & Newport.
- Nov 2016 / Feb 2017 – NPA due to reach final decision on ‘next steps’.

# Task and Finish Group

# Task & Finish Group

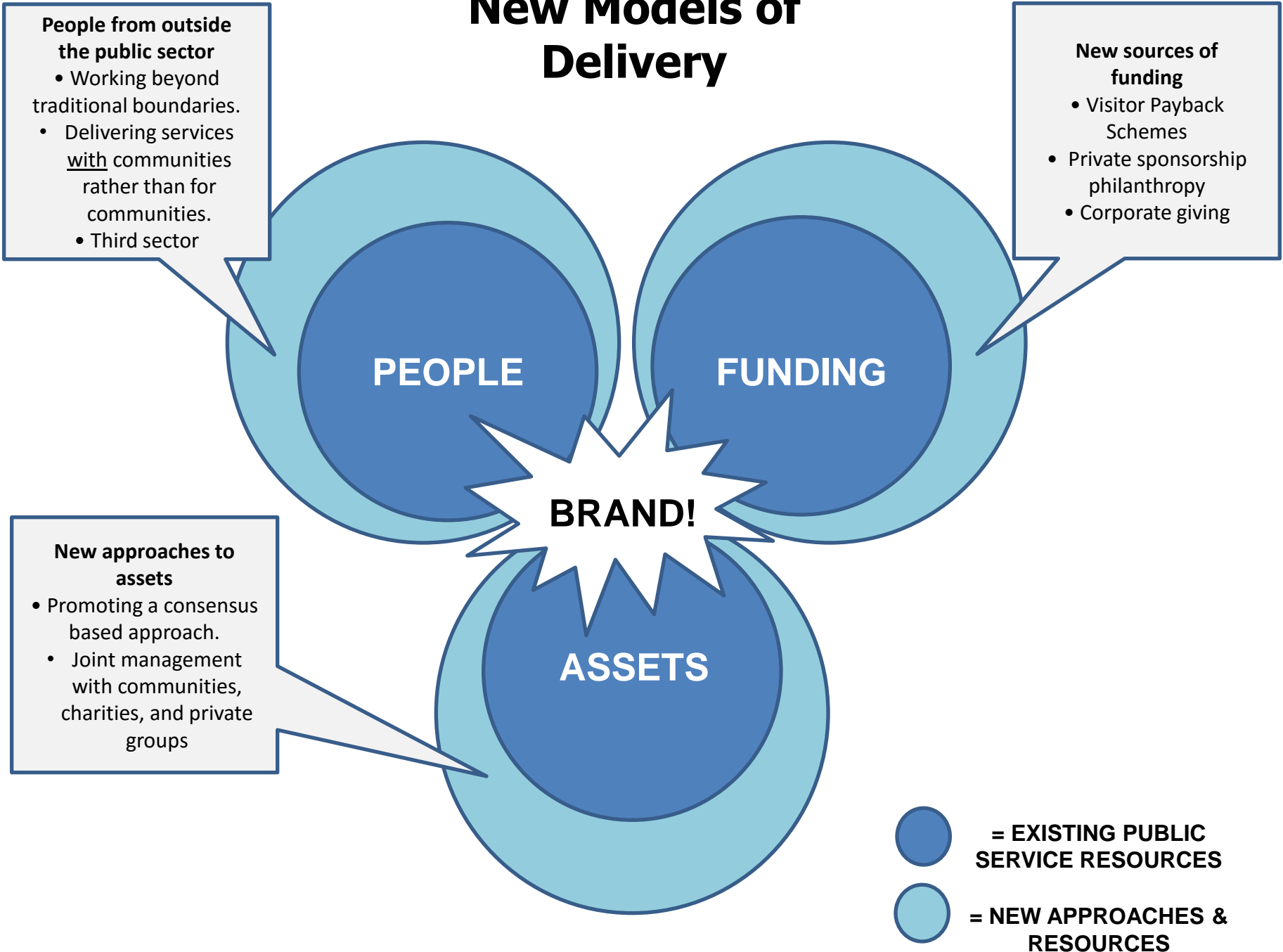
- Cllr Mike James (St. Dogmaels)
- Cllr Lyn Jenkins (Solva)
- Cllr Bob Kilmister (Dinas Cross)
- Cllr David Rees (Llanrhian)
- Christine Gwyther (Welsh Gvt)
- Ted Sangster (Welsh Gvt)
- Support: PCNPA Officers



# Task & Finish Group - Goals

- **Fewer buildings** – more direct contact ‘on the ground’
- **More commercial** – improved retail / commercial offering
- **Shared services** – with voluntary and private sector(s)
- **Enhancing NP experience** – promote understanding of NP
- **Supporting business** – helping to strengthen visitor economy
- **Saving money** – delivering against PCNPA budget targets
- **More equitable**– delivering more across the entire Nat’ Park
- **Improved online presence** – engaging more visitors through social media, extending season, etc.

# New Models of Delivery

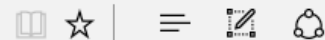


# Feedback To Date

# Feedback

Newport Visitor an × +

→ ↻ | savenewportvisitorcentre.naeg.org.uk



## Save Newport Visitor and Information Centre

Please help save Newport Information Centre for the Community!

[Click here to sign the petition!](#)

### SUMMARY

- National Park propose to close Newport (Pembs) Visitor and Information Centre and sell the building
- First publicised on October 5th - with little notice of, or time for, public consultation
- Public Consultation will consist of a 2 hour public meeting in Newport Memorial Hall on Tuesday 18th October from 6 pm - please come if you can!
- Your views must be received by the National Park no later than 31st October
- Time is short - the final decision will, we understand, be taken in November.
- This site has been set up by a concerned group of local residents and businesses. We don't have a name yet! But if you are willing to help or have a question, please email Reg Atkinson at [atkinsonreg@btinternet.com](mailto:atkinsonreg@btinternet.com)

*Read on for more details.*

Some people, who happen to read the Western Telegraph, learnt about the uncertain future of the National Park Visitor and Information Centre on Long Street, Newport on Wednesday 5th October, when an article was published. It was on the same day that a Report from a National Park Task and Finish Group was delivered to the Park Authority with the recommendation to consult on a proposal "to change the way information services are delivered in Tenby and Newport in order to invest in a package of new initiatives aimed at supporting the growth of the wider visitor economy in Pembrokeshire".

It now transpires that that National Park Group had been meeting for months, but without consulting local residents, local holiday businesses (of all types) or indeed visitors themselves.

The recommendation was agreed unanimously by the Members.

# MOVING FORWARD



# NPA Meeting - Decision

## Next NPA Meetings:

- Wed 30<sup>th</sup> Nov 2016
- Wed 3<sup>rd</sup> Feb 2017



# OPPORTUNITY FOR QUESTIONS

Cllr Mike James – Chairman

Tegryn Jones – Chief Executive

James Parkin – Director of Delivery  
and Discovery





# ENDLESS ROMANCE

VISIT PEMBROKESHIRE COAST NATIONAL PARK

[www.pembrokeshirecoast.org.uk](http://www.pembrokeshirecoast.org.uk)

