

TUNBRIDGE WELLS TOURIST INFORMATION CENTRE

Location: Kent, United Kingdom

Client: Tunbridge Wells Borough Council

Services: Business Plan



A Business Plan for Tunbridge Wells Tourist Information Centre from 2008 to 2011

Project Objectives:

- To prepare an "ambitious and challenging, yet not unrealistic" Business Plan for the TIC for the next 3 years that addressed proposed restructuring and the funding limitations of Tunbridge Wells Borough Council.

Our Recommendations:

- To deliver its objectives effectively (of supporting local businesses, delivering a high quality service and increasing income) the TIC needed to operate as a stand alone service.
- The TIC needed to remain in its current location in the Pantiles but find larger premises in order to maximise its retail income.
- Proactive marketing and the development of good retail skills by the staff were essential for the TIC to capitalise on the opportunity offered by new premises.
- Investing in the relocation of the TIC would create the opportunity for Tunbridge Wells Borough Council to achieve long-term savings.