

Classification: Public

Key Decision: No

Gravesham Borough Council

Report to: Community Services Cabinet
Date: 18 July 2017
Reporting officer: Tourism and Town Twinning Manager
Subject: Gravesham Tourism Guides Association

Purpose and summary of report:

To present a proposal for an accredited training programme for tourism guides for Gravesham.

Recommendations:

That the Committee notes the development of this accredited programme.

1. Gravesham Tourism Guides Association

- 1.1 The council is looking to attract more visiting groups and exchange students to the borough as a means to grow Gravesham's tourism offer. To do so, the appropriate tourism product needs to be put together and professional skills developed.
- 1.2 Gravesham Borough Council will be working alongside accredited Institute of Tourist Guide (<http://www.itg.org.uk/>) Mike Tilling, Green Badge guide Denise Allan, and local historian Christoph Bull to design the walks and deliver a training programme for committed individuals, ready for April 2018.

2. Tourist Guiding Accredited Course

- 2.1 The aim of the guiding course will be to professionally train local people who have a genuine interest in local history and are passionate about Gravesham.
- 2.2 An open invitation was made to interested members of the public on Tuesday 6th June to attend a presentation held in the Borough Market. A dozen people attended.
- 2.3 Expert guide, Mike Tilling, explained to the group the aim of the guiding training course and what would be expected of people attending it. To date, 5 people have signed up for the course and 3 more outside of the area are also interested in joining.

- 2.4 The Gravesham Tourism Guides Accredited Course will start in October 2017 and will run through to early December 2017. There will be a total of 8 classroom based coursework sessions, which will be held in the evening. In addition, the group will go out and be taught how to deliver the different walks on 3 several Saturdays. At the end there will be one written exam session and one walking exam session. By mid-December, students will be presented with their badge and certificate and officially recognised as Gravesham Tourism Guides.
- 2.5 The cost of the course will be £200 per person. This will cover the research and design of the walks, plus the cost of the delivery of the courses. The aim is for the course to pay for itself and not incur any expenses for the council. There will be some initial incidental costs for photocopying, badges, promotional literature, etc. which can be absorbed within existing budgets and income.

3. The Guided Walks

- 3.1 Three different walks, of up to an hour each, will be offered to groups and foreign student organisations. They will be held in Gravesend and the identified themes are the following:
 - 3.1.1 The River
 - 3.1.2 People of Gravesend
 - 3.1.3 Politics and Religion
- 3.2 The walks will be publicised by the council and Visit Kent, and promoted to groups and individuals. There will be a charge for the guided walk (circa £5.00 per person) and accredited guides will be paid a maximum of £60 per tour.

4. BACKGROUND PAPERS

- 4.1 No background papers

Anyone wishing to inspect background papers should, in the first place, be directed to Committee & Electoral Services who will make the necessary arrangements.

IMPLICATIONS

APPENDIX 1

Legal	No implications		
Finance and Value for Money	<p>The cost of the course (£200 per person) will cover the delivery of the training and there won't be any cost implications for the council, other than initial incidental costs for photocopying, badges, promotional literature, etc. which can be absorbed within existing budgets and income from the walks.</p> <p>There will be a charge for the guided walk (circa £5.00 per person) and accredited guides will be paid a maximum of £60 per tour.</p>		
Risk Assessment	We are seeking confirmation that the council's public liability insurance will cover the guides whilst they are working on behalf of the council.		
Equality Impact Assessment	Screening for Equality Impacts		
	Question	Answer	Explanation
	a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community?	Yes	
	b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality?	Yes	
	c. What steps are you taking to mitigate, reduce, avoid or minimise the impacts identified above?		
<i>In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above</i>			

Corporate Business Plan	Strategic Objective 2: Stronger Gravesham
Crime and Disorder	No direct implications.