

Tourist Information at St Just Library 2012

2012 is the 15th year that St Just Library has provided a Tourist Information Service. The service is provided all year round, but again this year a grant of £2500 was received from St Just Town Council to fund extra staffing for the busiest part of the summer season.

The grant provided extra staffing for just over 9 weeks from 2nd July – 3rd September. The TIC was open for part of 6 days per week during this period.

A combination of regular library staff and agency staff was used to cover both the library's normal opening hours and also part of our usual closed days. An initial induction was conducted, after which training was given on the job by experienced members of staff.

Opening Times

Our opening hours between the 2nd July and the 3rd September were:

- Monday – 9.30a.m. – 1.30 p.m.
- Tuesday – 9.30 a.m. – 1.30 p.m.
- Wednesday – 9.30 a.m. – 5 p.m.
- Thursday – 9.30 a.m. – 1.30 p.m.
- Friday – 9.30 a.m. – 6.30 p.m.
- Saturday – 10 a.m. – 1 p.m.

The Season

It will be seen from our enquiry statistics (see the Appendix to this report) that July and August were not quite so busy as usual. The poor summer weather and the Olympics may account for this. Also, the opening of the Visitor Centre in Penzance may have had an impact, although we do still receive many enquiries about Penzance. Visitor numbers were down generally in Cornwall this summer, as Visit Cornwall and many accommodation providers agree. However better weather in September brought an increase in visitor numbers. As to the accommodation we are able to offer, we are only permitted to recommend accommodation graded by Visit Cornwall. This means that we cannot use the many excellent small B&Bs and self-catering establishments in the area. Many people now book their accommodation in advance, and use the TIC to source other information when they are here, although we do still see last-minute visitors looking for somewhere to stay.

Enquiries

As always, we received a great variety of enquiries about the area, including questions about accommodation, gardens, places to visit, places to eat and drink, ancient sites, transport, churches, walks, beaches, mines, shops, events, art galleries and family history. We handled 5208 enquiries between April and September, a slight decrease on last year's total. (See Appendix)

The St Just Area Guide continues to be very popular with visitors. We also supply maps, bus and train information, locally made cards, and leaflets and brochures from Visit Cornwall and various local groups, tourist attractions, and events organisers.

Comments

Some comments we have received this summer are:

'A brilliant comprehensive selection of information. Makes you want to stay a while and explore.'

'Very helpful, willing and lots of useful info. Very impressive service.'

'Everything you need is here.'

'Thank you very much for the helpful information and the very friendly service.'

'Most helpful finding the stone circle and other ancient sites.'

'Cornwall's most helpful and informative library.'

'Thanks for all your help. We love St Just.'

Funding

From the £2500 grant we received, £2276.25 was spent on staffing, leaving £223.75 unspent.

Conclusion

We intend to continue to provide a Tourist Information Service at St Just Library, to promote the area and hopefully to help boost the local economy. In order that we can provide a good service next summer, we would like to be considered again for funding from the Town Council for extra staffing during July and August.

Annie James
Senior Library and Information Assistant
3rd October 2012

Appendix
TIC Enquiries 2012

April

	Visitors	Phone	Mail	Email	Total
Accommodation	20	25	3	15	63
Town	125	35	1	10	171
District	71	20		7	98
County	17	8			25
Family History	8	1		2	11
Total	241	89	4	34	368

May

	Visitors	Phone	Mail	Email	Total
Accommodation	21	25		10	56
Town	153	35	4	3	195
District	92	20			112
County	12	10			22
Family History	9			1	10
Total	287	90	4	14	395

June

	Visitors	Phone	Mail	Email	Total
Accommodation	75	78	1	12	166
Town	229	54		10	293
District	175	41	1	1	218
County	15	12			27
Family History	3	2			5
Total	497	187	2	23	709

July

	Visitors	Phone	Mail	Email	Total
Accommodation	105	123	1	8	237
Town	492	85		12	589
District	310	69	3		382
County	28	30			58
Family History	10			3	13
Total	945	307	4	23	1279

August

	Visitors	Phone	Mail	Email	Total
Accommodation	131	72	3	13	219
Town	543	88	1	10	642
District	480	170			650
County	72	25			97
Family History	15	3			18
Total	1241	358	4	23	1626

September

	Visitors	Phone	Mail	Email	Total
Accommodation	94	44			138
Town	354	28	2	10	394
District	187	41			228
County	53	11			64
Family History	7				7
Total	695	124	2	10	831

Total TIC Enquiries from 2006 – 2012

	2006	2007	2008	2009	2010	2011	2012
April	407	438	442	441	333	370	368
May	712	752	683	669	349	431	395
June	1010	995	910	915	683	707	709
July	1170	1092	1047	1184	1103	1310	1279
August	1340	1380	1299	1313	1502	1860	1626
September	519	658	561	515	825	849	831
Total	5158	5315	4942	5037	4795	5527	5208