

**CYNGOR SIR POWYS COUNTY COUNCIL**

**County Council  
25<sup>th</sup> January 2018**

**REPORT AUTHOR: County Councillor Martin Weale, Portfolio Holder for  
Regeneration and Planning**

**SUBJECT: Question from County Councillor Matthew Dorrance**

**What assessment has the Cabinet made of the impact of its planned closure of Brecon's Tourist Information Centre on the local economy?**

**Answer**

The overall budget reduction strategy was agreed by full Council in February 2014 as part of the budget setting process, and the current plan to achieve the saving by March 2018 was confirmed by the then Head of Service for Regeneration and Regulatory Services and myself as the Portfolio Holder for Regeneration and Planning in July 2017.

The way in which visitors' access information has changed dramatically in recent years and it is anticipated that developments in new technology and changes in consumer behaviour will continue to shape the future of visitor information services. To reflect this trend and to meet the expectations of the visitor, the Tourism Service is placing a greater emphasis on digital information provision through website development, mobile technology, app development and expanding the scope of social media through Facebook, Twitter, Instagram etc, and working with partners such as Visit Wales, neighbouring local authorities and local destinations to make information more readily accessible to our visitors. In the longer term it is anticipated that digital information provision will far exceed any other form of information provision and developments in this area will be a priority to meet the needs of the majority of visitors who currently do not use information centres at all

An assessment of the impact of the planned closure was not undertaken at the time of the original decision but has been subsequently undertaken and has been reviewed by the Cabinet Sub-Group.

A copy of the impact assessment can be made available, should it be required.