



<b>Subject:</b>	<b>Assessment of bus tour ticket selling</b>
<b>Date:</b>	20th February 2019
<b>Reporting Officer:</b>	Stephen Hewitt, Building Control Manager, ext. 2435
<b>Contact Officer:</b>	James Cunningham, Regulatory Services Manager, ext. 3375

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
<b>1.1</b>	Members will recall that, at your meeting of the 19th September 2018, the Committee agreed to vary the Designating Resolution for stationary street trading sites in Castle Junction and Castle Place to allow for the sale of bus tour tickets and that any resulting applications to sell tickets would be considered by the Committee and, if approved, be granted on a one-year trial basis.
<b>1.2</b>	At that meeting Committee also agreed that officers, in consultation with Visit Belfast and other relevant agencies, submit to a future meeting potential criterion to be used to assess the success of that trial period.
<b>1.3</b>	The Council and Visit Belfast, DfI Public Transport Division, BCCM, PSNI and Tourism NI have been working collaboratively on the visitor experience of bus tours from Belfast. This work is still ongoing.

	The Council has now received an application from Mr Joseph Rea to vary his Street Trading Licence to allow him to sell bus tour tickets at Castle Place. It was considered important to have the criteria referred to at paragraph 1.2 in place before Committee determined Mr Rea's application.
<b>2.0</b>	<b>Recommendations</b>
<b>2.1</b>	Taking into account the information presented the Committee is requested to set a criteria for evaluating the trial period for the sale of bus tour tickets.
<b>3.0</b>	<b>Main report</b>
	<b><u>Key Issues</u></b>
<b>3.1</b>	In designing criteria to be used to assess whether the twelve-month trial period of the sale of bus tour tickets from the stationary street trading sites in Castle Junction and Castle Place had been effective the following were considered: <ol style="list-style-type: none"> <li>1. What "good experience" and "quality" would look like from a visitor point of view in buying the bus tour tickets from the stalls;</li> <li>2. How could previous problems in terms of approaching visitors and relations between the companies be avoided;</li> <li>3. What can the Council reasonably request the Licensed Street Trader to do given they are not the owner of the bus tour companies?</li> </ol>
<b>3.2</b>	To help deliver the above 3 things it is suggested that the Licensed Street Traders who sell bus and other tour tickets participate in some tourism focused customer service training which would be endorsed by either Tourism NI or the Council. Members should note that the Council cannot make this training mandatory or specify it as a Licence Condition, unless it is a Grant or Renewal of Licence, hence this would be undertaken on a voluntary basis.
<b>3.3</b>	This training could be World Host training, which is generally a one to two day programme. This highlights the Street Trader's role in the wider tourism sector. Participants in the course are taught skills and techniques that form the fundamentals of service professionalism; including welcoming people skills, why they should handle customer concerns, visitor needs, and the value of tourism.
	<b>Licence Conditions</b>
<b>3.4</b>	Committee may wish to consider specifying additional Licence Conditions as it considers reasonable when considering subsequent Licence applications.
<b>3.5</b>	These could be co-operating with the Council, Visit Belfast and PSNI to address any complaints that are received; to have procedures in place with those who they sell tickets for to adequately resolve any complaints; and to comply with any reasonable request from the Council in respect of the sale of tickets from their stall.
	<b>Monitoring and Review</b>
<b>3.6</b>	In addition to the imposition of Conditions, at the end of the year officers will review feedback from the key agencies and any complaints received from visitors on the service and experience. To achieve this: <ul style="list-style-type: none"> <li>• Visit Belfast will continue with its role of monitoring activity and behaviour, and visitor feedback in and around the main Cruise shuttle bus drop off point outside Visit Belfast</li> </ul>

	<p>on busy cruise ship days. Visit Belfast currently deal with and monitor visitor complaints on any element of the visitor experience (as part of an agreement with TNI), and will feed back to BCC if any relevant complaints are made in connection to these two new street trading locations.</p> <ul style="list-style-type: none"> <li>• The Council will carry out increased inspections of the stalls and monitoring of the behaviour of the Licence in particular during the peak summer months. In doing so the behaviour the bus companies would be monitored.</li> </ul> <p><b>3.7</b> Specific things that would be used to evaluate the success of the trial are:</p> <ul style="list-style-type: none"> <li>• Has the Street Trader availed of training that has been offered?</li> <li>• Number of reports of alleged abusive or intimidating behaviour by Licenced Street Trader or bus company representatives.</li> <li>• Number of reports of alleged harassment involving Licenced Street Traders and different bus companies.</li> </ul> <p>(Harassment includes (but it is not limited to) violence or threats of violence, abusive or insulting words or behaviour, and damage or threats of damage to property belonging to another person)</p> <ul style="list-style-type: none"> <li>• Number of complaints to PSNI, Visit Belfast, BCC, BCCM or other statutory agencies.</li> </ul> <p><b>3.8</b> Members may wish to note that there is ongoing work currently looking at an agreed Code of Conduct on quality standards for NI Bus operators based around quality standards and providing a positive visitor experience and it is hoped that will come into effect for the start of the main tourism season.</p> <p><b>3.9</b> The standards of behaviour that will be established in that Code of Conduct must be carried through to all elements of the bus tour sightseeing experiences, which will include the experience on the ground as well as during tours.</p> <p><b><u>Financial and Resource Implications</u></b></p> <p><b>3.10</b> Officers carry out street trading inspections is catered for within existing budgets.</p> <p><b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b></p> <p><b>3.11</b> There are no issues associated with this report.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None