REPORT

To: Warwick Town Council Economic and Tourism Committee 28th September 2023

1. Purpose: The purpose of this report is to update the Economic and Tourism Committee on the Visitor Information Centre activity by the Visitor Information Centre Manager.
2. Background: The running of the Visitor Information Centre (VIC) is carried out by the Visitor Information Centre Manager who is also the Administrator of the Council’s allotment sites with support from a team of three staff, volunteers and town ambassadors. The Manager is required to submit a report to each Economic and Tourism Committee meeting, and this is that report.
3. Report: The Visitor Information Centre is fully open and operating seven days a week.

VIC Activity:

1. **Staff.** We have a full team at present with volunteers from Unlocking Warwick helping out on occasion.
2. **Sunday Closure.** The Visitor Information Centre usually closes on Sundays at the same time that the Warwickshire Yeomanry Museum closes for the winter. Footfall at present is relatively slow on Sundays but the VIC team will closely monitor the situation and will remain open longer on Sundays if footfall is good.
3. **Town Guide.** 10,000 copies have been ordered as a reprint of the existing guide with minor amendments. This will be an adequate supply for the VIC until next spring and will allow for distribution to various establishments to help promote the town. WDC fund the printing of the guide. Once the wayfinding signage is in place the VIC manager will liaise with Jo Randall at WDC and re-brand the guide in line with wayfinding graphics and information.
4. **Information Boards.** The boards are now on display in the VIC, they are eye catching and have generated a lot of interest with visitors, the purpose behind them was to create an interesting informative environment as well as supplying information, maps, books and gifts.
5. **Town Ambassadors.** See separate report**.**
6. **Guy of Warwick Exhibition**. There will be display in the VIC from the 22nd October for two weeks, it is being organised by the Guy of Warwick Society.
7. **Cards for Good Causes**. The pop-up shop will be open from 23rd September in the VIC. Revenue made is usually very good, generating money for the various charities. The Cards for Good Causes have pop up shops all over the country and we are proud to be the Warwick host.
8. **The Runaway Tram Model.** The trammodel will be on display in the Mayor’s Parlour until next January when it will return to the VIC.
9. **MacMillan Coffee Morning.** The VIC is hosting a coffee morning on the 22nd September.
10. **Craft Fair.** There will be a craft fair at the VIC on the 23rd September from 10am-4pm with nine crafters. The purpose of this is to generate footfall to the VIC and create awareness of the many services we offer. It is free for the crafters to have a table here and a further craft fair is planned for December.
11. **St Mary’s Christmas Tree Festival.** The VIC will be decorating a tree at St Mary’s Church. The theme our tree for 2023 is yet to be finalised.
12. **Footfall.** See the table below. In 2023 we started doing a breakdown of international, domestic and local visitors. (Year to date)

**International 9296**

**Domestic 2361**

**Local 2885**

**Table showing 2022/2023 comparison.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Visitor Information Centre | | |  |  |
|  | 2023 | 2023 | 2022 |
| Month | Total | Total | Total |
| January | 945 | 237 | 1021 |
| February | 1286 | 285 | 1643 |
| March | 1394 | 331 | 2232 |
| April | 2061 | 329 | 2409 |
| May | 1992 | 505 | 2740 |
| June | 1945 | 366 | 2438 |
| July | 2361 | 404 | 3317 |
| August | 2558 | 420 | 3351 |
| September |  |  |  |
| October |  |  |  |
| November |  |  |  |
| December |  |  |  |
| Total | 14542 | 2877 | 19151 |

1. Recommendations: The committee is asked to:
   1. To note this report
   2. To raise any questions

***Liz Healey***

***Visitor Information and Box Office Manager***

***20th September 2023.***