Report to Economic & Tourism Committee – 28th September 2023

Town Ambassador Scheme 2023 -Warwick Visitor Information Centre

1. We had 5 ambassadors this year. Two have been in the role previously and one works for the VIC. The two others were selected through an interview process.
2. Uniform Design
   1. Colours – Currently purple and silver which were chosen in line with the Jubilee and Coronation. We might look to change this for next year.
3. Length of scheme
   1. 7 weeks – Second week of July until end of August to include the bank holiday.
   2. No service on a Monday as town generally quiet.
4. Budget allocated
   1. £4,000 compared to £6,000 last year.
   2. Uniform = £133.80 – T-shirts were reused from last year which saved on costs.
5. Numbers
   1. 2023 = 3583

2022 = 7246

* Numbers of visitors interacted with is down quite significantly. Factors affecting this being 2k down on funding and the adverse weather with days of high rainfall. On one of these occasions ambassadors on duty helped in the VIC.

1. Daily tasks
   1. Distributing Visitor Guides and Warwick Words brochures to local businesses.
   2. Assisting visitors with information on attractions, giving directions and suggesting things to do in the local area.
   3. Driving footfall to the VIC – visitors coming in to buy discounted tickets for Warwick Castle.
2. Research forms
   1. Town Ambassadors conducted visitor surveys to gather information about how much visitors to Warwick knew about the town/attractions before their arrival and to ascertain where they found that information i.e., online via our website.
   2. Results showed the importance of the VIC in being able to talk about all the town has to offer and the part we play in enhancing the visitor experience.
3. Helping at events
   1. Thai festival
   2. Saturday market stall
   3. Folk Festival
   4. Horticulture show
4. Report to the VIC
   1. Scheme managed by VIC Supervisor Alice
   2. Training given to new ambassadors
   3. All ambassadors required to sign in and out
   4. Number of interactions with visitors during each shift was recorded and noted on our daily figures at the end of the day
5. Ambassador Feedback & Recommendations for 2024
   1. A beach hut type/gazebo set up for the main Summer months in the Square, manned by the Ambassadors.
   2. Highest footfall of visitors on Castle Street with a good percentage of those going to the Castle not visiting the town. Giving this location more priority in the future will help to make sure visitors go to other key attractions.
   3. Afternoon shifts were much quieter than the morning. It would work well to have an overlap of the two shifts.