Tourism Task Group

13<sup>th</sup> March 2012

Actions as noted in the Minutes of 21 February

Contents

- Visit Centre (TIC’s) opening hours
- Visit Garstang Centre (TIC) – LBTB TIC of the Year
- Visit Garstang Centre Mystery Shop Results (report of judges comments)
- Economic Impact of Tourism (volume and value STEAM and Humberts Leisure)
- Suite of Wyre Publications
- Report on activity on [www.visitwyre.gov.uk](http://www.visitwyre.gov.uk) (1 month period)
- Suppliers list
- Visitor Profile – LBTB questionnaire data (Fleetwood and Garstang)
- Visitor Profile – Wyre Holiday Guide questionnaire data
- National TIC Criteria (as designated by VisitBritain)
Visit Wyre Centre
Opening Times

Visit Garstang Centre
Open 7 days a week all year round
Summer Opening Hours (Good Friday until the end of the Illuminations)
10.30am until 4.30pm (30 mins for lunch 1pm to 1.30pm)
Winter Opening Hours
11.00am until 3.30pm (30 mins for lunch 1pm to 1.30pm)

01995 602125
garstangtic@wyre.gov.uk

Visit Fleetwood Centre

Summer Opening Hours (Good Friday until the end of the Illuminations)
10.30am until 4.30pm (30 mins for lunch 1pm to 1.30pm)
Winter Opening Hours Saturday and Sunday Only
11.00am until 3.00pm

01253 773953
fleetwoodtic@wyre.gov.uk

Visit Cleveleys Centre

Seasonal Opening Hours (Good Friday until the end of the Illuminations)
Thursday, Friday, Saturday
10.30am until 4.30pm (30 mins for lunch 1pm to 1.30pm)
Winter Opening Hours
Closed

01253 853378
cleveleystic@wyre.gov.uk
VisitEngland Mystery Shopper Visit Report 2010

TIC: Garstang
Region: North West

Assessor: CV Ref: V.CV_.GARS
Visit Date: (e.g. 17/05/2010) 02/06/2010 Visit Time: 16:25

Day  O Mon  O Tue  O Wed  O Thu  O Fri  O Sat  O Sun

Scenario:
I am in the area with a friend for the next couple of days and wondered if you could suggest the top 3 things to do that are reflective of your area. We don't have a car so are happy to walk if not too far or take public transport.

Executive Summary:
A very good start in a very good new site, close to the town centre and situated close to the major supermarket (Booths). High standards of furnishings and fittings. PC provided and two very large monitors.

Comfortable settees.

Great local knowledge - sold the town well - and local walks.

Preston and Lancaster got good mentions too.

Key Recommendations:
Keep up this great start.
Outside information.
Road signage.
## Section A: Outside and Entrance

*Note: Questions marked * are not included in the scoring system*

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1. Rate the signage directing you to the TIC</td>
<td>Good, OK, Poor, None</td>
<td>Only fingerposts.</td>
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<tr>
<td><em>(Describe any places a sign would be useful. If none seen on the main approaches, especially from the car park, tick NONE)</em></td>
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<tr>
<td>A2. As you approached the premises, was the entrance easy to find?</td>
<td>Yes, No</td>
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<td><em>(If No say why)</em></td>
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<td>A3. Was the approach to the premises, surrounding area and car park clean and in good condition?</td>
<td>Yes, No, N/A</td>
<td></td>
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<td><em>(If No say why)</em></td>
<td></td>
<td></td>
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<tr>
<td>A4. Was the exterior including windows clean and in good condition?</td>
<td>Yes, No</td>
<td></td>
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<tr>
<td>A5. Did the window displays give a good impression of this TIC?</td>
<td>Yes, No, N/A</td>
<td></td>
</tr>
<tr>
<td><em>(Select N/A if no windows or displays)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6. Was the main entrance suitable for wheelchair access?</td>
<td>Yes, No</td>
<td></td>
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<tr>
<td><em>(Doesn't have to have wheelchair sign - must have ramp access if there are steps)</em></td>
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</tbody>
</table>
A7. If there is no wheelchair access at main door was a different wheelchair entrance clearly signed OR a bell to attract attention?

- Yes
- No
- N/A

A8. Did there appear to be parking for disabled persons’ vehicles anywhere nearby?

- Yes
- No

A9. Was there any signage showing you which premises you were entering? (Even if difficult to see or you had to search. If No please comment and answer N/A to the next two questions)

- Yes
- No

A10. If Yes, was the signage clearly visible (i.e. helped you find the way in)? (If No please comment)

- Yes
- No
- N/A

A11. Was signage clear and legible? (Even if difficult to see or you had to search. If No please comment - select N/A if no sign found)

- Yes
- No
- N/A

A12. Were the opening hours clearly visible from outside the entrance when closed? (If No please comment – was anything visible?)

- Yes
- No

A13. Was there a telephone number which would be clearly visible from outside when closed? (If No please comment – was anything visible?)

- Yes
- No
For out-of-hours visitors, was there information:

A14. On accommodation with details and prices? (If Yes please comment)

- Yes
- No

A15. On emergency doctor and dentist? (If Yes please comment)

- Yes
- No

A16. Was there any external indication that credit cards are accepted?

- Yes
- No

Please enter any other comments relating to this section

New site - only recently opened.
Section B: First Impressions

B1. * On arrival, how busy were the premises?
   ☑ Empty (no other visitors)
   ○ Quiet (under a quarter full)
   ○ Average (about half full)
   ○ Busy (about three quarters full)
   ○ Very busy (packed)

B2. * How many staff did you see?
   1

B3. Were staff easily identifiable (from their clothing or any badges)?
   (If Yes please comment)
   ☑ Yes
   ○ No

B4. * Was there a queue?
   ☑ Yes
   ○ No

B5. Please record the number of people in front of you
   0

B6. Were you acknowledged verbally or non-verbally shortly after you entered?
   (Please comment)
   ☑ Yes
   ○ No
   
   Smile and nod - whilst manager was on telephone.

B7. * Please record your waiting time (minutes)
   (If no wait enter zero, not the letter O)
   5

B8. If you did have to wait more than 3 minutes or if an apology would have been appropriate, did a staff member apologise?
   ☑ Yes
   ○ No
   ○ N/A
B9. Were you greeted by a staff member? ○ Yes ○ No

B10. If Yes, was the greeting polite and courteous? (If No, please comment) ○ Yes ○ No ○ N/A

B11. Did the staff member smile and make eye contact? ○ Yes ○ No ○ N/A

B12. Did you feel welcomed? (If No, please comment) ○ Yes ○ No

B13. Was the staff member wearing a visible name badge? ○ Yes ○ No

B14. Was the staff member well presented? (If No, please comment) ○ Yes ○ No

B15. Was the TIC clean and tidy? (If No, please comment) ○ Yes ○ No

B16. Was the TIC internal decor well maintained and in good condition? (If No, please comment) ○ Yes ○ No
<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>☑ Yes</th>
<th>☑ No</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>B17.</td>
<td>Was the public area free of any obstacles or safety hazards? <em>(If No, please comment)</em></td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
<tr>
<td>B18.</td>
<td>Was there a low-level enquiries desk (or split level desk) suitable for wheelchair users?</td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
<tr>
<td>B19.</td>
<td>Was there a sign showing a hearing aid loop was available for visitors with hearing difficulties (on the door or at the counter)?</td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
<tr>
<td>B20.</td>
<td>Was there provision to request material available in large print or braille for visitors with impaired vision?</td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
<tr>
<td>B21.</td>
<td>Was there provision to request any audio/recorded information (tape, MP3 etc) available?</td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
<tr>
<td>B22.</td>
<td>Was any foreign language information clearly available?</td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
<tr>
<td>B23.</td>
<td>Was there any seating available for visitors? <em>(If not at counter, anywhere else within the TIC)</em></td>
<td>☑</td>
<td>☑ No</td>
<td>Excellent comfortable chairs.</td>
</tr>
<tr>
<td>B24.</td>
<td>Were the leaflet displays well stocked?</td>
<td>☑</td>
<td>☑ No</td>
<td></td>
</tr>
</tbody>
</table>
B25. Were the leaflet displays tidy?  
- Yes  
- No

B26. Was information on local events prominently displayed/promoted?  
- Yes  
- No

B27. Was the range of souvenirs neatly presented and clearly priced?  
- Excellent  
- Very Good  
- Good  
- Fairly Good  
- Poor  
- N/A  
(Please comment)

> Comment

Good range with local features.

B28. Was public transport information prominently displayed?  
- Yes  
- No

Please enter any other comments relating to this section

TIC looked very good indeed. Two large monitors. Lots of space. Good site.
### Section C: Enquiry

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1.</td>
<td>Did the staff member ask questions to fully establish your needs?</td>
<td></td>
<td></td>
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<td></td>
<td><em>(If No please comment)</em></td>
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<td></td>
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<tr>
<td></td>
<td><em>(Such as will you have children with you?)</em></td>
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<tr>
<td>C2.</td>
<td>Did they try to be as helpful as possible?</td>
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<tr>
<td></td>
<td><em>(If No, please comment)</em></td>
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<tr>
<td>C3.</td>
<td>Did they try to help further than just responding to your initial enquiry?</td>
<td></td>
<td></td>
<td>Most helpful - especially with timetables.</td>
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<td></td>
<td><em>(Please comment)</em></td>
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<tr>
<td>C4.</td>
<td>Were they polite and courteous?</td>
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<td></td>
<td><em>(If No, please comment)</em></td>
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<tr>
<td>C5.</td>
<td>Did the staff member make it clear how you could get more information (they may give you a leaflet etc)?</td>
<td></td>
<td></td>
<td>We walked to the rack!</td>
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<tr>
<td></td>
<td><em>(If Yes, please comment)</em></td>
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<tr>
<td>C6.</td>
<td>Did staff offer saleable items such as tickets for events, attractions or transport?</td>
<td></td>
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<tr>
<td></td>
<td><em>(If Yes, please comment)</em></td>
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<tr>
<td>C7.</td>
<td>Did staff attempt to sell you any products of local distinctiveness?</td>
<td></td>
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<td></td>
<td><em>(Answer No if they are for sale but no-one tried to sell. If Yes, please comment)</em></td>
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</tbody>
</table>

Comment: Most helpful - especially with timetables.
C8. Did the staff member ask if there was any further help they could give you
(Answer N/A if you don’t feel this would have been appropriate)
- Yes
- No
- N/A

C9. Did the staff member give you their full attention?
(If No, please comment)
- Yes
- No

During the conversation did the staff member:

C10. Converse freely and easily with you?
(If No, please comment)
- Yes
- No

C11. Give you information without prompting?
(If No, please comment)
- Yes
- No

C12. Respond clearly without jargon?
(If No, please comment)
- Yes
- No

C13. At the end of the conversation did they wish you farewell?
(If No, please comment)
- Yes
- No

C14. If Yes, was the farewell polite and sincere?
(If No, please comment)
- Yes
- No
- N/A
C15. Was your question answered:
(If not FULLY answered, please comment)
- Fully
- Partially
- Not At All

C16. Was your question answered efficiently (quickly and clearly knowing what they were doing)?
- Yes
- No

C17. Did staff 'sell' the attractions of the area or make the area sound attractive and exciting?
- Yes
- No

C18. Did you feel more positive towards the area as a tourist destination as a result of your visit?
- Yes
- No

C19. Could you see any opportunity for customers to leave feedback in writing (eg visitor book, questionnaires, feedback form etc)?
(If Yes, please comment)
- Yes
- No

Comment: Lancashire CC postcards.

C20. Rate the visit overall:
- Excellent
- Very Good
- Good
- Fairly Good
- Poor

Please enter any other comments relating to this section
Thoroughly professional and helpful in a modern and very well furnished and laid out TIC.
## Section D: Scores

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Maximum</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section A (Outside and Entrance)</td>
<td>24</td>
<td>33</td>
<td>73</td>
</tr>
<tr>
<td>Section B (First Impressions)</td>
<td>55</td>
<td>71</td>
<td>77</td>
</tr>
<tr>
<td>Section C (Enquiry)</td>
<td>56</td>
<td>62</td>
<td>90</td>
</tr>
<tr>
<td>Total Overall</td>
<td>135</td>
<td>166</td>
<td>81</td>
</tr>
</tbody>
</table>
TIC: Garstang

Region: North West

Assessor: CV Ref: C_CV_GARS

Scenario:

Can you give me some suggestions of what I can do in your area tomorrow afternoon? I'm meeting a friend in the morning but my train isn't until 6pm so any suggestions of how to fill in three hours would be welcome. I'm in the middle of an architectural project at the moment so if there is anything in your area that would aid me in this I'd appreciate it.

Executive Summary:

An excellent call. (Name upon request) grasped what it was all about immediately and rolled out some brilliant suggestions. At great pains to point out the beauty and attractions of the town - pub near the aqueduct - sort of suggestion.

Key Recommendations:

Keep up this excellent service!
### Details of Call

<table>
<thead>
<tr>
<th>Telephone number called</th>
<th>Aborted Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>01995 602125</td>
<td>0</td>
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</tbody>
</table>

### Aborted Calls

<table>
<thead>
<tr>
<th>Date and Time (DD/MM/YYYY HH:MM)</th>
<th>Voicemail/Ans/phone</th>
<th>Call not answered Person not available after 3 mins Cut off Engaged Other (describe)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Call 1</strong></td>
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<td><strong>Other</strong></td>
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<td><strong>Call 2</strong></td>
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<td><strong>Other</strong></td>
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<td><strong>Call 3</strong></td>
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<td><strong>Other</strong></td>
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### Successful Call

<table>
<thead>
<tr>
<th>Date</th>
<th>24/06/2010</th>
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<tbody>
<tr>
<td>Start Time</td>
<td>11:57</td>
</tr>
<tr>
<td>End Time</td>
<td>12:00</td>
</tr>
<tr>
<td>Call Duration (mins)</td>
<td>3</td>
</tr>
<tr>
<td>Day of week</td>
<td>☐ Mon ☐ Tues ☐ Wed ☐ Thurs ☐ Fri ☐ Sat ☐ Sun</td>
</tr>
</tbody>
</table>
### Section A: Contactability

*Note: Questions marked * are not included in the scoring system*

**A1.** Were you able to talk to someone at the
- First Attempt
- Second Attempt
- Third Attempt
- Not At All

**A2.** Was the first person you spoke to the person who was able to answer your query?  
*(If No, please comment)*
- Yes
- No

**A3.** Was the call answered by a person within 5 rings (15 seconds)?
- Yes
- No
- N/A

**A4.** *Seconds from finish dialling to answer by a person or machine*

| 15 |

**A5.** *If answered by a machine, secs from dialling to answer by a person (enter N/A if not answered by a machine)*

| N/A |

If you encountered an Answerphone or Voicemail did it:

**A6.** *give opening times*
- Yes
- No
- N/A

**A7.** *give opportunity to leave a message*
- Yes
- No
- N/A
A8. * offer to call you back

- Yes
- No
- N/A

Please enter any other comments relating to this section

No comments.
Section B: Response

B1. Was the greeting given in a professional tone?  
(Clear, not rushed, not downbeat or unfriendly. Please give actual words used)

- Yes
- No

Comment: ‘Garstang Tourist Information.’

B2. Did the greeting include any salutation?  
(e.g. Good Morning/Afternoon, Hello, you're through to.....)

- Yes
- No

B3. Was the TIC name given (recorded message or in person)?

- Yes
- No

B4. IF the TIC name was given was it given in full (e.g. not abbreviated to TIC)?  
(Answer N/A if name given did not include TIC or Tourist/Visitor Information Centre)

- Yes
- No
- N/A

Please enter any other comments relating to this section

Pleasant, clear, well spoken voice.
Section C: Customer Service Style

C1. Did the advisor ask questions to fully establish your needs? (such as will you have children with you, are you coming by car?)
- Yes
- No

C2. Did the advisor sound polite and courteous? (If No, please comment)
- Yes
- No

C3. Was the advisor as helpful as possible? (Clearly took the time to ensure your query was dealt with. If No, please comment)
- Yes
- No

C4. Was your question answered fully? (If not fully, please comment)
- Fully
- Partially
- Not at all

C5. Did the advisor use listening skills? (Made it clear they understood what you were saying)
- Yes
- No

C6. Did the advisor attempt to build rapport? (Yes if they laughed/joked where appropriate, made empathic comments, put you at ease etc. Please comment)
- Yes
- No

C7. Was response clear and free of jargon? (Yes, if clear, concise, professional. No, if muddled or unclear. If No, please comment)
- Yes
- No
- N/A
C8. Was your call handled professionally?
   (e.g. no gaps, no excessive background noise, didn’t drop the phone or cut off the call.)

  ☐ Yes  ☐ No

Comment

C9. Were you offered information or literature, leaflets etc:

  ☐ by post  ☐ by email  ☐ by web site  ☐ not at all

C10. Were you offered saleable items such as tickets for events attractions or transport?
   (If Yes, please comment)

  ☐ Yes  ☐ No

Comment

C11. Did they end the call politely?
   (Either thanked or similar polite ending. Please quote call ending.)

  ☐ Yes  ☐ No

Comment

   'Have a pleasant day...'

C12. Did they ring off after you did?

  ☐ Yes  ☐ No

C13. Did the staff member ask if there was any further help they could give you?
   (Select N/A if you don’t feel this would have been appropriate)

  ☐ Yes  ☐ No  ☐ N/A

Comment

C14. Did the staff member give you their full attention?
   (If No, please comment)

  ☐ Yes  ☐ No

Comment
During the conversation did the staff member:

| C15. | converse freely and easily with you?  
(If No, please comment) | Comment |
<table>
<thead>
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<tr>
<td>Yes</td>
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<tr>
<td>No</td>
<td>o No</td>
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| C16. | give you information without prompting?  
(If No, please comment) | Comment |
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<td>Yes</td>
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<tr>
<td>No</td>
<td>o No</td>
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</table>

| C17. | Did staff 'sell' the attractions of the area or make the area sound attractive and exciting?  
(If No, please comment) | Comment |
<table>
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<tbody>
<tr>
<td>Yes</td>
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</tr>
<tr>
<td>No</td>
<td>o No</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C18.</th>
<th>Were you invited to visit the TIC?</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>o Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>o No</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C19.</th>
<th>Rate the call overall:</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>o Excellent</td>
<td></td>
</tr>
<tr>
<td>Very Good</td>
<td>o Very Good</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>o Good</td>
<td></td>
</tr>
<tr>
<td>Fairly Good</td>
<td>o Fairly Good</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>o Poor</td>
<td></td>
</tr>
</tbody>
</table>

Please enter any other comments relating to this section

Four excellent ideas and the offer of a map from the TIC.
### Section D: Scores

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Maximum</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section A (Contactability)</td>
<td>9</td>
<td>9</td>
<td>100</td>
</tr>
<tr>
<td>Section B (Response)</td>
<td>12</td>
<td>12</td>
<td>100</td>
</tr>
<tr>
<td>Section C (Customer Service Style)</td>
<td>56</td>
<td>59</td>
<td>95</td>
</tr>
<tr>
<td>Total Overall</td>
<td>77</td>
<td>80</td>
<td>96</td>
</tr>
</tbody>
</table>
**Value of Tourism To Wyre**

Members make reference to a report produce by Humberts Leisure which was carried out in 2009. Members will kindly note that this is a Visitor Accommodation Study and not, as detailed in the minutes ‘a report on the economic impact of tourism’ In order to measure the economic impact of Tourism in Wyre we have used the nationally accepted STEAM model as do our partner districts across the Fylde Coast and Lancashire in order to benchmark ourselves where possible with other districts.

In order to provide members with as much information as possible I have summarised some of the key points from both the Humberts Leisure Visitor Economy Study 2009 and STEAM Economic Impact data from 2009 and 2010 (2011 is currently being produced and verified)

**An explanation - What is STEAM data?**

STEAM stands for The Scarborough Tourism Economic Activity Monitor. The model is named after the first town in the UK which piloted, the use of this type of data analysis. The model was first run on behalf of Scarborough Borough Council in 1990 and from that pointed was adopted by a number of other UK wide Local Authorities.

STEAM analyses the local economic impact of tourism, from both stay and day visitors by gathering data from TIC’s, events and attractions and accommodation and any relevant associated data.

**The Volume and Value (economic impact) of Tourism to Wyre (STEAM)**

<table>
<thead>
<tr>
<th></th>
<th>Notes</th>
<th>2009</th>
<th>2010</th>
<th>Percentage (+ or -)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Impact of Tourism to Wyre</td>
<td>Most spend in the shopping sector</td>
<td>£268 million</td>
<td>£288 million</td>
<td>+7%</td>
</tr>
<tr>
<td>Visitor Numbers</td>
<td>Most are day visitors</td>
<td>6.8 million</td>
<td>7.1 million</td>
<td>+4%</td>
</tr>
<tr>
<td>Employment supported by Tourism activity</td>
<td>This is based on direct employment, difficult to analyse indirect employment</td>
<td>3,900</td>
<td>4,100</td>
<td>+7%</td>
</tr>
</tbody>
</table>

**Humberts Leisure – Visitor Economy Study 2009**

In summary this reports suggests the following points:

- In 2009 Wyre attracted ‘in excess of 3 million’ visitors per year generating approximately £191 million in spending to the local economy
- More than three-quarters are day trippers and that 740,000 staying visitors to the resort generated more than 3.2 million visitor nights – considerable above the regional average
• Slight fall in the number of staying visitors to Wyre, although the number of nights has increased and visitor expenditure has risen. Therefore Wyre is attracting higher-spending and more affluent visitors or due to the increased length of stay of a typical visitor.

• Wyre offers mid-market serviced accommodation, just over half have no national quality accreditation – well below Blackpool and similar to Fylde.

• Humberts Leisure identified approximately 42 holiday parks, there are a greater number of parks in Wyre than in Blackpool and Fylde combined. Around 80% have no nationally recognisable quality standards.

• There are a number of self catering holiday properties in Wyre, however there have been a number of closures and conversions to residential properties in recent years which has impacted upon the supply side of self catering accommodation in the Borough.
To inform members about the demographics and trends of our visitors to Wyre I have provided a brief analysis of a 1 month period of activity on the www.visitwyre.co.uk website. I have included comparative data against the same period in 2011. Members will note that I can provide similar comparative data for 2011 but have no data for 2010

**Visitor Overview on www.visitwyre.co.uk**

<table>
<thead>
<tr>
<th>Category</th>
<th>10 Feb to 11 Mar 2011</th>
<th>10 Feb to 11 Mar 2012</th>
<th>Possible Reasons for trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Visited the Site</td>
<td>4,512</td>
<td>4,719</td>
<td>Increased promotion of the site.</td>
</tr>
<tr>
<td>Pages Viewed per Site</td>
<td>4</td>
<td>4</td>
<td>The front pages encourages visitors to look further on in the site</td>
</tr>
<tr>
<td>New Visitors</td>
<td>85%</td>
<td>80%</td>
<td>Increased promotion continues to encourage new visitors to the site</td>
</tr>
<tr>
<td>Returning Visitors</td>
<td>15%</td>
<td>20%</td>
<td>An area for development, encouraging more repeat visitors</td>
</tr>
<tr>
<td>Average time spent on the site</td>
<td>3 minutes</td>
<td>2 minutes</td>
<td>Navigation through the site is quick and easy which enables visitors to find out what they need to know quickly.</td>
</tr>
<tr>
<td>Most Used Search Engines</td>
<td>Internet Explorer and Firefox</td>
<td>Google and Internet Explorer</td>
<td>This data helps to determine how best the site should be optimised</td>
</tr>
<tr>
<td>Most Popular Pages</td>
<td>Places to Visit: Fleetwood, Thornton Cleveleys, Garstang Where to Stay and Things to Do</td>
<td>Places to Visit: Fleetwood, Garstang, Forest of Bowland, Poulton-le-Fylde and Fleetwood Market Events</td>
<td>Key places of visit indicate an interest in our coastal and rural areas</td>
</tr>
</tbody>
</table>
Who are our Tourist? Are they Internal or External?

Is there any evidence that identifies why people decide to come to Wyre?

Members asked for information regarding our visitor profile.

We produce a new Wyre Holiday Guide every 2 years, with a refresh version on the 3rd year. We have 30,000 guide printed and distributed nationally, regionally and locally. Within the guide we include a visitor profile questionnaire (attached) with a prize incentive to complete it. The results are analysed and reported back on an annual basis which helps determine the direction of tourism promotion for the forthcoming year and also provides a profile of our visitors. The following is an summaried analysis of the 2010 results. 1577 questionnaires were returned over a year period

Below indicates the top answer given in all cases:

Main age group of respondents – 55+ (around 64% of respondents)

When visitors usually take a break – Summer (around 40% of respondents)

What type of group visitors normally travel in – Couple (around 58% of respondents)

Type of accommodation normally used – Hotel (around 40% of respondents)

Duration of stay – 4 to 7 nights (around 77% of respondents)

Main holiday interests – Food and Drink and Heritage Attraction being joint top – (around 60% of respondents)

As a result of reading this guide have visitors booked a holiday to Wyre – 58% hadn’t but of the remaining 42% that had, just over 22% said it was better than previous years

Around 75% of respondents said the Visitor Guide positively influenced their decision to take a holiday in Wyre

Just over 32% of respondents had never visited Wyre over the past 5 years with nearly 26% saying they have visited between 2 – 5 times over the same period of time.

How did visitors find out about this guide – Advertisement – 49%
As part of its Action Plan for Tourist Information in England, VisitBritain offers support and advice to all Tourist Information providers. In addition, it operates an ‘Official Partner’ programme for Tourist Information providers that want to be part of a nationwide partnership aimed at promoting excellence and world class customer service.

This document has two functions:

1. To detail the specific requirements for the Enjoy England Official Partner Programme coordinated by VisitBritain in partnership with the Regional Tourism Delivery Partners in England, which are listed on the last page.

2. To offer guidelines for any organisation operating or thinking of operating a Tourist Information (TI) service.
### KEY ACTIVITY

#### Business Management

The service should be in a key visitor location with a proven demand for high quality tourist information. The service should be able to demonstrate effective use of public funds to benefit the local visitor economy and meet the requirements of the regional tourist information strategy.

There should be proven commitment to business planning and improvement, including success in commercial revenue growth and service development.

There should be regular use of a Destination Management System, [www.englandtic.org](http://www.englandtic.org) and EnglandNet data to enhance the quality of information provided to customers.

Visitor throughput, email and telephone enquiries should be recorded and entered via [www.englandtic.org](http://www.englandtic.org) to enable local and regional benchmarking.

The service should be committed to sustainable tourism through the support of local businesses, local produce, sustainable transport, environmental initiatives and sustainable tourism operators.

The service should demonstrate an integrated approach to visitor services working in partnership with others and sharing best practice.

Customer data should be captured within the requirements of the Data Protection Act and made available for local, regional and national marketing activity.

There should be a system in place for evaluating customer satisfaction through feedback and surveys. These can be in the form of a visitor book, incentivised questionnaires or complaints handling procedure such as a book or form.

The service should explore new partnerships to maximize commercial revenue potential.

If you have a retail operation, set up a system to closely monitor sales, margins and stock levels. Use this information to adjust and develop the retail offer.

Where possible staff should attend Regional Manager’s meetings on a regular basis and network with colleagues in tourist information to share best practice.
## Walk-in Centres

**Location:**
Access should be free of charge, available to all and offer services and opening hours which meet local needs.

The centre should be located in an area that meets proven customer demand whether it be stand alone or located within an attraction or other related facility.

Ideally the centre should be close to transport connections and parking facilities.

The centre should be accessible to all with information provided in alternative formats such as large print, Braille and audio technology (eg. induction loop, MP3 downloads).

**Equipment:**
The centre should be IT enabled i.e. access to the internet via broadband, ability to email and access Destination Management Systems, if available.

An out of hours voicemail and email response service should be offered either by recorded message or via a call centre service.

Ideally there should be a dedicated area, separate to information counters, to answer telephone and email enquiries.

For retail purchases and bookings, the centre should offer a credit card facility, which is often available through your Regional Tourism Delivery Partner.

**General:**
The centre should comply with all relevant legal requirements such as Health & Safety, Disability Discrimination Act and Data Protection Act.

---

## Business Hours

Provide after-hours information clearly visible to customers listing local services and emergency contacts.

Opening hours should be clearly and prominently displayed.

Opening hours and services should be promoted on all official, partner and destination websites.
## Staff & Training

The service should employ paid, professional staff who are dedicated to providing tourist information only.

Staff should have sound knowledge of the England product and actively participate in the Enjoy England Official Partner training programme.

There should be a commitment to staff training which strengthens the operation and quality of services. Key areas for training and development are:

- **Customer Service including the Welcome to Excellence programme**
- **Local and regional product knowledge**
- **Selling skills**
- **Health and Safety at work**
- **Technology, including how to use desktop applications and the Destination Management System (where appropriate).**

Staffing levels should meet proven customer demand at all times of year.

Staff should be continuously developing their knowledge of the local and regional tourism product through regular familiarization trips and visits.

There should be a structured staff induction and training programme for new staff which includes introductory local and regional product knowledge, health and safety and use of centre systems.

Centres with a high proportion of overseas visitors should consider recruiting staff with language skills.

Staff should be easily identifiable either by clothing or appropriate badges etc.

<table>
<thead>
<tr>
<th>KEY ACTIVITY</th>
<th>ENJOY ENGLAND OFFICIAL PARTNER REQUIREMENT</th>
<th>RECOMMENDED FOR ALL TI SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff &amp; Training</strong></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>RECOMMENDED FOR ALL TI SERVICES</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td><strong>Information &amp; Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation promoted or booked by the service must be assessed under the VisitBritain or AA Quality schemes.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Information should be provided on a broad range of topics including attractions, events, eating out, transport, accommodation, shopping, what to do with children, activities for disabled people, local produce and crafts, walks, cycle routes and outdoor pursuits.</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Fixtures and fittings should be of a high quality and well maintained.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>The service should stock and display local and regional information subject to customer demand.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Information displays should be adequately signed and identifiable.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>The services on offer should be clearly displayed.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Information should be 100% accurate and a system should be in place for continually updating it.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Information should be provided on neighbouring destinations to enable customers to plan trips effectively.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>The service should take reasonable measures to update or improve accessibility such as ramps, low level counters or chairs and be aware of the requirements of the Disability Discrimination Act.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>The service should support and promote local businesses and inform them of the services offered.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Signage</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Enjoy England Official Partner plaque and quality marque should be clearly displayed.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>The service should use approved signage to direct motorists and pedestrians from all reasonable approaches.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>As one of the most recognized information logos, it is recommended the official ‘i’ sign be used both externally and internally. Artwork is available on <a href="http://www.englandtic.org">www.englandtic.org</a>.</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
### Promotion & Marketing

The service should be committed to the promotion of the wider region and other parts of England. The service should stock Enjoy England brochures and point of sale material supplied by VisitBritain.

A marketing strategy for the locality to help promote and support local businesses, for example the sale of local produce (food & drink) and arts and crafts, should be considered.

Where there is a retail operation, the service should develop skills and specialisms within the team in areas such as purchasing, product display and visual merchandising.

The service should ensure that its details and services are kept accurate and up-to-date in all major print, websites and directories.

Consider participation in the annual Enjoy England Awards for Excellence through your Regional Tourism Delivery Partner.
Regional Tourism Delivery Partners

One North East
Stella House
Goldcrest Way
Newburn Riverside
Newcastle upon Tyne NE15 8NY
Tel: 0191 229 6200
Fax: 0191 229 6201
Email: enquiries@onenortheast.co.uk

North West Development Agency
Renaissance House
PO Box 37
Centre Park
Warrington WA1 1XB
Tel: 01925 400100
Fax: 01925 400400
Email: info@nwda.co.uk

Yorkshire Tourist Board
312 Tadcaster Road
York YO24 1GS
Tel: 01904 707961
Fax: 01904 701414
Email: info@ytb.org.uk

East Midlands Development Agency
Apex Court
City Link
Nottingham NG2 4LA
Tel: 0115 988 8300
Fax: 0115 853 3666
Email: info@emd.org.uk

London
VisitBritain
Thames Tower
Blacks Road
London W6 9EL
Tel: 020 8846 9000
Fax: 020 8563 0302
Email: tracey.taylor@visitbritain.org

East of England Tourism
Dettingen House
Dettingen Way
Bury St. Edmunds
Suffolk IP33 3TU
Tel: 01284 727470
Fax: 01284 706657
Email: info@eet.org.uk

Tourism West Midlands
C/O Advantage West Midlands
3 Priestley Wharf
Holt Street
Aston Science Park
Birmingham B7 4BN
Tel: 0121 380 3500
Fax: 0121 380 3501

South West Tourism
Woodwater Park
Exeter EX2 5WT
Tel: 01392 360050
Fax: 01392 445112
Email: post@swtourism.co.uk

Tourism South East
40 Chamberlayne Road
Eastleigh
Hampshire SO50 5JH
Tel: 023 8062 5400
Fax: 023 8062 0010
Email: enquiries@tourismse.com

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