

WARWICK DISTRICT VISITOR SERVICES REVIEW DRAFT SPECIFICATION FOR HUB AND SPOKE TICs
--

Leamington TIC ("Spoke" specification)	
1. Operating hours	Averaging five hours per day five days per week.
2. Staffing	Two members of staff on front line. In practice, likely to be one supervisor and assistant, supported by casual and voluntary staff to cover leave and sickness absence
3. Budget	c. £35,000 for staffing per annum
4. Services	<p>Services to be provided based on given resources and the development of the hub service in Warwick. The key elements are likely to be:</p> <p>A. Information service – a comprehensive impartial service for visitors and local residents comprising:</p> <ul style="list-style-type: none"> • A staffed free enquiry handling service for walk-in customers (likely that phone/email/social media enquiries could be handled via Warwick) • Internet access (Wi-fi point for self-serve customers) • Accommodation service (information but not bookings) conforming to national quality schemes • Leaflet display – stock and display local (and national) publications • Fulfilment <p>B. Accommodation booking service – to be tested if possible with a lower staff number</p> <ul style="list-style-type: none"> • Via which media? – counter (letter/email/phone fulfilled via Warwick?) • Group enquiries • Conference business information only <p>C. Ticketing services – ? over whether this can be offered with a skeleton staff</p> <ul style="list-style-type: none"> • Box office for local events/attractions <p>D. Retail service –</p> <ul style="list-style-type: none"> • Local souvenirs and merchandise <p>E. Self-service facilities? E.g.</p> <ul style="list-style-type: none"> • Kiosk • WiFi • Other ICT/mobile internet options?
5. Performance	<p>How will you measure service performance? E.g.</p> <ul style="list-style-type: none"> • Participate in national Mystery Shopper exercise • Customer satisfaction surveys • How will user statistics be recorded • Marketing/fulfilment statistics • Economic impact study • Benchmarking with peers • Training/qualifications

Warwick TIC (“Hub” specification)	
1. Operating hours	As per current operating hours
2. Staffing	This will include not only Warwick TIC front-line operational staff but also the hub HQ team responsible for wider District information services and outreach
3. Budget	c. additional £25,000 for staffing & outreach per annum
4. Services	<p>In addition to the Warwick TIC service role, a spec for the hub should comprise:-</p> <p>A. Outreach services – what the hub will do to deliver information through a wider network of outlets, e.g.</p> <ul style="list-style-type: none"> • Organising leaflet display in hotels/attractions • Training/information business support • Mobile unit at key events • Bedroom browser • TIC app/QR codes etc • Estimated Costs : £10,000 – including purchase of equipment <p>B. Hub services – e.g.</p> <ul style="list-style-type: none"> • Print/content production • Handling phone/email/social media enquiries • Fulfilment • CRM/Data capture (customer database) • Data stewarding (supplier inventory/database) • Website maintenance • Social media publicity – linked to DMO officer(s) • Estimated additional staffing costs: £15,000 see below for breakdown
5. Performance	<p>How will you measure service performance? E.g.</p> <ul style="list-style-type: none"> • TIC performance measures • Hub service performance measures

Draft hub costings:

Staff Requirements to support the one team visitor services approach.
Estimated additional staff costs £15,000

Visitor Services Manager – remit to include the management of Warwick TIC, supervision of spoke operations, plus liaison with DMO/partners (eg: WDC)

Visitor Services Support/Assistant – P/t additional support to assist the VSM fulfil “Hub” functions. To manage data, help co-ordinate outreach, and work on social media/web development.