

Draft Memorandum of Understanding - Visitor Services

Memorandum of Understanding between Warwick District Council and Warwick Town Council relating to the provision of visitor services in Warwick.

Purpose:

The purpose of the understanding sets out the working relationship between Warwick District Council and Warwick Town Council for the provision of visitor services in Warwick Tourist Information Centre, which will serve as the "Hub" for all visitor services in Warwick District.

Responsibilities:

The Warwick District tourism strategy is based around delivery of 4 key aims:

- **Marketing** the destination to achieve sustainable growth
- **Place shaping:** to create a distinctive destination experience
- **Business engagement:** to strengthen industry-led coordination and advocacy
- **Visitor services:** to enhance the quality of visitor information and welcome

A key element of this is to rationalise the provision of visitor services within the district and to finally integrate Warwick TIC within the adopted tourism structure (rather than sitting outside of it – as previously).

WDC

For an initial period of three years, to provide additional funding and support to enable Warwick Town Council to fulfil the role of the area's Hub TIC for visitor services;

To liaise with Warwick Town Council on the further development of tourism and the tourism strategy.

WTC

For Warwick Town Council to continue to provide a base level of service for Visitors, comprising the following key elements:

Information service – a comprehensive impartial service for visitors and local residents comprising:

- A staffed free enquiry handling service for walk-in customers (phone/email/social media enquiries)
- Accommodation service (information) conforming to national quality schemes
- Leaflet display – stock and display local (and national) publications
- Fulfilment
- Internet access (Wifi point for self-serve customers)

Accommodation booking service

Currently by counter/letter/email/phone

Ticketing services

- Box office for local events/attractions

Retail service

- Local souvenirs and merchandise

In addition to the Warwick TIC service role, the additional specification of the hub comprises:

Outreach services – what we expect the hub to do to deliver information through a wider network of outlets, e.g.

- Organising leaflet display in hotels/attractions
- Training/information business support
- Mobile unit at events
- Bedroom browser
- TIC app/QR codes etc

Hub services – e.g.

- Accommodation booking service for Group enquiries and conference business (information only)
- Co-ordination of print production & content (*detail to be provided*)
- Handling phone/email/social media enquiries
- Fulfilment of enquiries
- CRM/Data capture (customer database)
- Data stewarding (supplier inventory/database)
- Website(s) maintenance
- Social media publicity
- *Self-service facilities* E.g. Kiosk, Wifi
- Support for other ICT/mobile internet options

Liaison with Town Centre Management

Organising service levels at Leamington VIC (before it's integration with Leamington One Stop Shop) in conjunction with the ED&R Manager at WDC.

Post integration of Leamington VIC with the OSS, to provide assistance & advice relating to the visitor information provision in other towns.

Operational Management

Operational management of the workload to be agreed with the ED&R Manager, Town Clerk and DMO Manager.

Management Agreement

The SLA for service arising from this MOU will be dealt with via a working management committee consisting of:-

- Warwick Town Council: Town Clerk, Chair of Economic and Tourism Committee, and Leader of Town Council; in conjunction with:-

- Warwick District Council: ED&R Manager, Portfolio Holders for Development Services and Finance; plus
- The DMO manager

Relationship to the emerging Destination Management Organisation

The emerging Destination Management Organisation will drive a significant amount of work for the hub services and the Destination Manager will, as part of this agreement, direct work to the hub service and request service.

Measurement of performance

- Participate in national Mystery Shopper exercise
- Customer (visitor and business) satisfaction surveys
- Capture, recording and analysis of user statistics (two centres)
- Marketing/fulfilment statistics
- Economic impact study
- Benchmarking with peers
- Training/qualifications

Reviews

- To review the service every six months to ensure that it is fit for purpose.

Information exchange

All parties (DMO, WTC, WDC) to ensure relevant information is shared in a timely fashion.

Resolution

It is expected that most difficulties in operating to this memorandum will be resolved by discussion between the Town Clerk and Economic Development & Regeneration Manager in conjunction with the leader of the Town Council and relevant Portfolio Holder.