

Guidelines for Tourist Information providers in England

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	ENJOY ENGLAND OFFICIAL PARTNER REQUIREMENT	RECOMMENDED FOR ALL TI SERVICES
<p>Business Management</p> <p>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.</p> <p>There should be proven commitment to business planning and improvement, including success in commercial revenue growth and service development.</p> <p>There should be regular use of a Destination Management System, www.englandtic.org and EnglandNet data to enhance the quality of information provided to customers.</p> <p>Visitor throughput, email and telephone enquiries should be recorded and entered via www.englandtic.org to enable local and regional benchmarking.</p> <p>The service should be committed to sustainable tourism through the support of local businesses, local produce, sustainable transport, environmental initiatives and sustainable tourism operators.</p> <p>The service should demonstrate an integrated approach to visitor services working in partnership with others and sharing best practice.</p> <p>Customer data should be captured within the requirements of the Data Protection Act and made available for local, regional and national marketing activity.</p> <p>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.</p> <p>The service should explore new partnerships to maximize commercial revenue potential.</p> <p>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.</p> <p>Where possible staff should attend Regional Manager's meetings on a regular basis and network with colleagues in tourist information to share best practice.</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

KEY ACTIVITY	ENJOY ENGLAND OFFICIAL PARTNER REQUIREMENT	RECOMMENDED FOR ALL TI SERVICES
<p>Staff & Training</p> <p>The service should employ paid, professional staff who are dedicated to providing tourist information only.</p> <p>Staff should have sound knowledge of the England product and actively participate in the Enjoy England Official Partner training programme.</p> <p>There should be a commitment to staff training which strengthens the operation and quality of services. Key areas for training and development are:</p> <ul style="list-style-type: none"> • 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). <p>Staffing levels should meet proven customer demand at all times of year.</p> <p>Staff should be continuously developing their knowledge of the local and regional tourism product through regular familiarization trips and visits.</p> <p>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.</p> <p>Centres with a high proportion of overseas visitors should consider recruiting staff with language skills.</p> <p>Staff should be easily identifiable either by clothing or appropriate badges etc.</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

KEY ACTIVITY	ENJOY ENGLAND OFFICIAL PARTNER REQUIREMENT	RECOMMENDED FOR ALL TI SERVICES
<p>Information & Services</p> <p>Accommodation promoted or booked by the service must be assessed under the VisitBritain or AA Quality schemes.</p> <p>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.</p> <p>Fixtures and fittings should be of a high quality and well maintained.</p> <p>The service should stock and display local and regional information subject to customer demand.</p> <p>Information displays should be adequately signed and identifiable.</p> <p>The services on offer should be clearly displayed.</p> <p>Information should be 100% accurate and a system should be in place for continually updating it.</p> <p>Information should be provided on neighbouring destinations to enable customers to plan trips effectively.</p> <p>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.</p> <p>The service should support and promote local businesses and inform them of the services offered.</p>	✓	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
<p>Signage</p> <p>The Enjoy England Official Partner plaque and quality marque should be clearly displayed.</p> <p>The service should use approved signage to direct motorists and pedestrians from all reasonable approaches.</p> <p>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 www.EnglandTIC.org.</p>	✓	<p>✓</p> <p>✓</p>

KEY ACTIVITY	ENJOY ENGLAND OFFICIAL PARTNER REQUIREMENT	RECOMMENDED FOR ALL TI SERVICES
<p>Promotion & Marketing</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>The service should ensure that its details and services are kept accurate and up-to-date in all major print, websites and directories.</p> <p>Consider participation in the annual Enjoy England Awards for Excellence through your Regional Tourism Delivery Partner.</p>	<p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

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