

PROJECT CLOSING REPORT – *Talking signposts 2015*

1. OVERVIEW

Provide informed members of the Town Team and other volunteers at one or two strategic points in the town to direct visitors to places of interest and to provide other local information.

2. DETAIL OF WHAT TOOK PLACE

Volunteers operated through July and August. They signed up to cover specific shifts via an on line 'doodlepoll'. They positioned themselves in the Turner Memorial area with an information sign to respond to any request for information from passers by.

3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA

The aims of the project were to:

Aim	Assessment
To enhance the visitor experience by ensuring that they find their chosen destinations.	Done
To suggest visits to key features and parts of the town which they might otherwise not see.	Done
To provide information about activities and events in the town.	Done
To maximise "visitor spend" by introducing them to events and shops which they might otherwise miss.	Done
To extend similar help to local residents who need and request such guidance.	Done

The measurable success criteria of the project were as follows:

Success Criteria	Assessment
We recruit at least as many volunteers as last year	Fewer volunteers than previously but precise number not available.
At least 80% of the planned shifts are staffed, with at least one volunteer on each	46 possible shifts in July, 15 not covered 62 possible shifts in August, 50 not covered
The average numbers of enquiries per shift is at least as high as last year	794 interactions on July 400 interaction in August A total of 1194 interactions. Enquiries per shift as high as previously
Feedback from visitors about the service is positive	Yes
The scheme is covered by the relevant local media	Yes. Buxton Advertiser, Pure Buxton and Facebook
The volunteers report back positively and are willing to do it again	Yes

4. ANY FURTHER BENEFITS

None identified.

5. COSTS

A budget of up to £50 was authorised, in the event there was no expenditure against the project.

6. LEARNING POINTS FOR THE FUTURE

Weather impacts on willingness to volunteer.

Doodle poll good way of signing up volunteers but perhaps more engagement with them as a group would be beneficial.

Operating over two months has required a lot of time from a few. Strongly recommend more publicity to gain other signposters who are not necessarily BTT members.