




**ORIGINAL
SHREWSBURY
AMBASSADORS**

Project Summary

The Original Shrewsbury Ambassadors will provide visitors to Shrewsbury with a wide range of information, supplying their invaluable local knowledge to help visitors make the most of everything the town has to offer, from independent and national retail, bars, restaurants, pubs, hotels, river attractions, museums, theatre, guided tours and of course the fantastic history of the town.

The project will be managed and supported by Shrewsbury BID, in partnership with Shrewsbury Tourism Association (and potentially Shrewsbury Town Council) and with the support of University Centre Shrewsbury and Shrewsbury Colleges Group.

The Ambassadors will be led by a paid Ambassador Coordinator/Lead Ambassador who will provide initial training and ongoing support to the Ambassador team both in person and via radio link.

Ambassadors will be recruited on a voluntary basis and will include a broad demographic from university students to long term town residents keen to share their knowledge and improve the visitor experience.

What's the Value?

The aim of this initiative will be to **improve overall visitor experience**, providing a much-needed information point at town access locations, including carparks, the train station, the West End, Pride Hill and the Square. Ambassadors will **showcase activities, events and attractions** providing local knowledge to help visitors make the most of Shrewsbury. The welcome will be a unique experience for visitors to a County Town, who would be more accustomed to finding roaming information sources in larger cities with similarly large tourism budgets.

The warm welcome received by visitors, along with the information provided to them will help to **encourage repeat and longer or overnight visits** by showcasing the range of activities and events happening in the town.

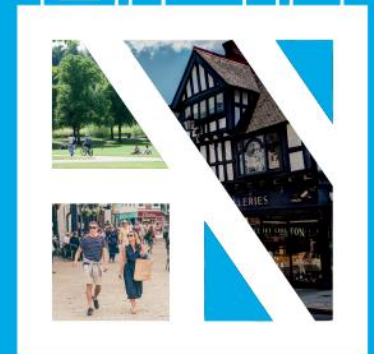
Ambassadors will also help to **spread footfall** across larger areas of the town, helping to **spread spend** to business in a wider geographic area than the just the most established visitor spots.

With this improvement in visitor experience, and with the continuation of the Ambassadors program (after the initial trial period this summer) we would hope to **help build the reputation of the town as a popular visitor destination** and therefore see **increasing visitor numbers**. A resulting factor would be a **higher spend** in the town and an economic improvement, which alongside other improvement and marketing projects could potentially lead to fewer empty storefronts as businesses are attracted to the vibrancy and business potential of Shrewsbury.

Working Together

Original Shrewsbury Ambassadors are seeking £3k in funding to help cover the provision of Ambassador uniforms, training, lunches, advertisement and Lead Ambassador salary costs.

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**Look out for the
Shrewsbury
Ambassadors
summer weekends**

Brought to you by



Uniforms	£1737
Lead Ambassador	£1800
Lunches	£1000
Training & closing reception hospitality	£600
Advertising	£2044
Design	£800
Incentives	£880
Contingency	£139
Total	£9000
+ Project Management time provided by Shrewsbury BID	