

Taste Worcestershire 2026 – Business Engagement FAQ

1. Do I have the flexibility to restrict the timings of the offer? E.g. Mon-Fri

This year we have asked businesses to provide a weekday and weekend offer following feedback from consumers last year that the timings of some of the offers were too restrictive & didn't appeal. We suggest being as open as possible with your offers to maximize opportunity to visitors.

Businesses can of course have the same offer running over weekdays and weekends and varying T&Cs can apply.

2. Can I offer a flat discounted rate?

Yes, a set percentage discount rate is ideal and popular with consumers from the feedback we've gathered. Alternatively, we would advise creating a set menu to make it clear to the customer what your offer for Taste Worcestershire is.

3. Can I set terms & conditions for my offer?

Yes, but we recommend being as open as possible with your offers to maximize opportunity to visitors. If offers are too complicated or too restrictive they become unappealing.

4. Do customers have to book in advance?

No, but we would recommend customers book in advance to avoid disappointment.

5. Can the voucher be used more than once?

Yes, there are no restrictions on how many times the voucher can be used.

6. How do customers claim our offer when they are at our venue? How do we know they have the voucher?

Your venue will be provided with a QR code poster which you can put up, and customers simply need to scan this QR code when they are in your venue to redeem your offer.

Your staff can then just ask customers to confirm they have scanned the QR code or ask the customer to show you on their phones that they have redeemed the offer and then you can process their order with the discount/deal you have in place.

7. For groups, can they use one voucher for all members of the group or does each person need to have their own voucher?

Each person needs to have their own voucher to claim the offer they would like e.g. if there are 4 people in a group and they each want to claim your offer each of the 4 people should have their own voucher. The reason for this is that the data we gather on the number of vouchers used & the number of covers would be incorrect if one voucher was used by multiple people in a group.

8. What if I can't report sales through my till system?

We would ask for a tally of the number of customers served and an estimated revenue figure.

9. Do customers have to download the voucher from the Visit Worcestershire site?

Yes, this allows us to monitor the success of the event and to have evidence to carry out the event again in the future.

10. How can I help promote the event?

Visit Worcestershire will provide promotional assets for you to use on your marketing channels. We know from the evidence we gathered from last years campaign that the businesses that promoted their offers on social media had a higher number of covers redeemed. We will also provide printed marketing materials for your windows and points of sale.

11. Will there be more information for businesses ahead of the event?

Yes, we will host a webinar in advance of the campaign to explain the process, to highlight what offers have worked well in the past and to explain the PR and social messages as well as how you can get involved. Let us know if you want to join...

12. Will offers be checked before being published?

Yes. The Visit Worestershire team review all offers and may come back to you with tweaks or suggestions. We have run this campaign for a number of years now and have gathered feedback from customers who've participated previously so we know what offers work best & are most appealing for residents and visitors.

Any other questions, please feel free to email us at visitworcestershire@worcestershire.gov.uk

Thank you