

## **Taste Worcestershire 2025 – 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?**

We would advise creating a set menu or offer to make it clear to the customer what the offer of Taste Worcestershire is but yes, of course you can if it suits your business model better.

### **3. Do customers have to book in advance?**

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

### **4. Can the voucher be used more than once?**

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

### **5. 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.

### **6. 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.

### **7. 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.

**8. Can they show the voucher on their phone or does it need to be printed off?**

Ideally vouchers should be shown on a mobile device however we are allowing printed paper copies too. With the new mobile pass 'Golden Ticket' system this year it allows customers to save the voucher directly to their phone home screen for ease.

**9. 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.

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

Yes, we will host webinars 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...

**11. Will offers be checked before being published?**

Yes. The VW 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 golden ticket customers 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](mailto:visitworcestershire@worcestershire.gov.uk)

Thank you