



**Corks Lane  
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**MEDIA RELEASE  
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### **BABERGH TOURIST CENTRES GET TOP MARKS**

Flatford, Lavenham and Sudbury Tourist Information Centres (TICs) are among the best in the region, according to the East of England Tourist Board. The centres, run by Babergh District Council, scored 90%, 89% and 89% respectively in a Mystery Shopper Audit assessment that compared them to other TICs across the region.

Assessors, posing as tourists, visited all three centres during the busy season in August for a "snapshot" view of the services offered by our TIC teams. The assessors marked them on ease of access, layout, presentation, information retrieval and customer care. They also asked for some detailed tourist information, and gave marks for the way the information was presented to them, accuracy and any additional information that was offered. They also made enquiries via the telephone and email and assessed speed of response.

"Customer care is an important aspect of the service we offer" says Karina Coghlin, Babergh's Tourism & Arts Manager "and this audit gives us a chance to view the service objectively from a visitor's point of view. We are very pleased to have done so well and to know we are contributing to the enjoyment of people's visit to the district".  
ENDS

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