

## Bowls England Project – Economic Development Action Plan 2015 - 2018

### Building on lessons learned during the 2014 Championships.

Action plan subject to refinement during pre-planning meetings with Bowls England and partners

### Definition of Economic Development Role:

- To maximise the economic impact of the National Bowls championships to the area and the businesses.
- To measure the economic impact.

### Themes:

- 1) Welcome and Feel of the town;
- 2) Wayfinding;
- 3) Offers and promotions; &
- 4) Data capture & analysis.

	What	By when	Who	Finance	Notes
<b>1</b>	<b>Welcome and Feel of the town(s)</b>				
1.1	Development of a business ambassadors programme	By end May '15	EDR / BID Leamington / TIC Team	Est £250	Work alongside BID Leamington to develop business ambassadors to promote the benefits of the bowls.
1.2	Delivery of training sessions to businesses by Visitor Services Team & Bowls England about the Bowls and the opportunities for businesses to get involved	By end March 15	Bowls England / TIC Team		Bowls England attending a number of events throughout the district (BID meetings, LEP meetings, business breakfasts...).
1.3	TIC staff/volunteers to be present or available during the National Championships	August	TIC Team / WDC Staff volunteers	Est £tbc	TIC staff staffing the stalls at weekend during the nationals  WDC Staff being asked to volunteer during the weeks of the tournament.
1.4	Installation of BID Leamington street dressing bunting (Red/White/Blue) and erection of flags across the Parade in RLS	By mid July 2014	WDC / BID Leamington	Est £3000	Use of the tourism reserve and staff to seek sponsorship opportunities to reduce on-going costs.

<b>2</b>	<b>Wayfinding</b>				
2.1	Use of a suite of mapping materials specifically for bowlers Eg: Production of Maps/wayfinders	By July 2015	ED&R/ BID Leamington / TIC Team	Est £700	RLS info will utilise the BID Leamington branding to ensure a consistency of materials
2.2	Purchase of steel signage for the temporary signage route that was tested in 2014.  Linking Victoria Park and Town Centre via Pump Room / Riverside Walk	Designed by Feb 2015  Implementation July 2015	ED&R / Bowls England	Up to £5,000 from tourism reserve	Finance: up to £5,000 from tourism reserve
<b>3</b>	<b>Offers and Promotions</b>				
3.1	Production of targeted & branded mini promotions for the men and women's championships	By May 2015	ED&R / BID Leamington	£2,000	
3.2	Development of special offers for bowlers for the wider district & area Little Book of Offers.	By May 2015	ED&R / Shakespeare's England / Local Attractions	£ 500	Development of Little Book of Offers for the wider area. Will have a longer shelf life (August – November) to maximise chances of redemptions and return visits. Book of Offers will be circulated earlier rather than on arrival.
3.3	Utilisation of BID Leamington special book of offers	Ready by end July 15	BID Leamington / TIC Team	Nil	Distribution of BID Leamington's Little Book of Offers to bowls participants
3.4	Development of the Bowls England Bowls Trip Guide into a fully branded guide	By mid April '15	Bowls England / Shakespeare's England / ED&R	tbc	e-book to be designed using Shakespeare's England, Bowls England and RLS branding (where appropriate). Limited print run for mail outs.
3.5	Enhancement of Bowls & town pages on the Shakespeare's England website	By April 15	SE Ltd / ED&R	nil	
<b>4</b>	<b>Data Capture</b>				
4.1	enhancement of surveys of bowls attendees	By July 15	ED&R / TIC Team	Est £ 600 prize fund / staff time	Refinement of questionnaire for Bowls attendees. To be distributed amongst competitors to assess their length of stay, average spend & type of spend, etc...  Data will be "plugged into" the Arts West Midlands Economic Impact Model

**Notes:**

**ED&R - Economic Development & Regeneration Team**

**TIC – Tourist Information Centre**

**SE Ltd – Shakespeare’s England Ltd**

**BID Leamington – Business Improvement District for Royal Leamington Spa**

**RLS – Royal Leamington Spa**

**SDC – Stratford District Council**

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