

## Bowls England Project – Economic Development Action Plan 2014

## Appendix 1

### Themes:

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

	What	By when	Who	Notes & financial implications
<b>1</b>	<b>Welcome and Feel of the town(s)</b>			
1.1	Development and implementation of a volunteer ambassadors programme	By end July '14	BID Leamington / TIC Team	ED&R working with Bid Leamington on an Ambassadors scheme (on street information presence) and it's linkage to the TICs.  Finance: estimated £ 250
1.2	Delivery of training sessions to businesses by Visitor Services Team about the Bowls and the opportunities for businesses to get involved	By May 14	TIC Team	Allows businesses to understand the potential impact & to get involved  additional staff time and venue cost Finance: £ 500 estimate
1.3	TIC staff to be present or available during the National Championships and at major bowls events (eg: AGMs etc).	Current dates: 22 <sup>nd</sup> Feb 2 <sup>nd</sup> April June Home nationals (weekend)	TIC Team	Additional staff time from TIC budgets Finance: current estimate £500
1.4	Installation of BID Leamington street dressing bunting (Red/White/Blue) in main streets of RLS	By mid July 2014	BID Leamington	  Finance: approx. £1000
1.5	Meeting to understand the issues concerns of the Mens & Women's groups to further refine promotional offers.	Jan 14	ED&R / BID Leamington	Conversation with Alastair Hollis at Bowls England to understand what we need to address and what will work

				Note: completed.
<b>2</b>	<b>Wayfinding</b>			
2.1	Development and Production of a suite of mapping materials specifically for bowlers <ul style="list-style-type: none"> <li>- Production of Maps</li> <li>- Mini postcard wayfinders</li> </ul>	By July 2014	ED&R/ BID Leamington / TIC Team	RLS info will utilise the BID Leamington branding to ensure a consistency of materials  Finance: approx. £700
2.2	E-mapping: Google maps page and direction already set up for bowlers. QR code linked from mapping in 2.1 .	By end July 14	ED&R / TIC Team / BID Leamington	Finance: £ no cost
2.3	Development of temporary signage route (eg: street dressing) linking Victoria Park and Town Centre via Pump Room / Riverside Walk	Designed and Costed by Feb 2014  Implementation July 2014		Finance: up to £5,000 from tourism reserve  ED&R and BID Leamington already discussing the BID signage project and what else can be done to expand it's impact.
<b>3</b>	<b>Offers and Promotions</b>			
3.1	Subject to 1.5 above, produce further targeted mini promotions for the men and women's championships	By July 2014	ED&R / BID Leamington	Finance: £1000
3.2	Work with BID Leamington to produce consistent and coherent branded promotions for publicity (eg: pub trail maps)	By July 2014	ED&R / BID Leamington	As 2.1  Finance £600
3.3	Development of special offers for bowlers for the wider district & area	By June 2014	ED&R / Shakespeare's England / Local Attractions	Development of Little Book of Offers for the wider district – similar to Warwick Christmas 2013 book of offers Finance: £ net nil impact (self financing)
3.4	Utilisation of BID Leamington 2014 special book of offers	Ready by end July 14	BID Leamington / TIC Team	Distribution of BID Leamington's Little Book of Offers to bowls participants
3.5	November accommodation update for Bowlers	End Nov 13	ED&R	Done

3.6	2014 District Accommodation guide	By 22 <sup>nd</sup> Feb 2014	ED&R / TIC Team	Ready for distribution at Bowls England AGM 5000 print run (not all for the bowls) £1,900 Development of Bowls England Accommodation Pages on Shakespeare's England website Finance: £ no cost
3.7	Promotion of Leamington and Bowls events at Chiltern Railway Stations – principally, Marylebone Station	tbc	SE Ltd / BID Leamington / Bowls England	Utilising existing contacts to widen the promotional reach of the Bowls and specifically Royal Leamington Spa (as a gateway to the wider District) plus encourage more competitors to arrive by Train.  Finance: estimate £ 500
<b>4</b>	<b>Data Capture</b>			
4.1	Development of surveys of bowls attendees	By July 14	ED&R / TIC Team	Shakespeare's England and TIC to pull together a questionnaire for bowlers and spectators to help compile the economic impact of the bowls. Feedback will also help drive further improvements.  Data will be “plugged into” the Arts West Midlands Economic Impact Model  Finance: nil cost / staff time
4.2	The Research Solution jointly commissioned by SDC and WDC to undertake Tourism Economic Impact Study for whole area. Will include impact of the bowls as a mini case study (TRS already undertaken bowls impact).	By end Feb 2014	ED&R and SDC	Finance: £900 (already funded)

**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