

WDC criteria	Shakespeare's England response	Analysis
1. The proportion of familiarisation visits hosted or visiting businesses within Warwick District as a % of those hosted in total within SE area [target 50%]	Since the last OS Meeting (6 March) there have been 3 Fam Trips, the itineraries for which were directly organised by SE. MeetGB (May 2018); Food & Drink (June 2018); Meet SE (Jan 2019) of the 22 venues visited 7 are within WDC (32%), 13 SDC (59%) and 2 (9%) are neither SDC nor WDC authorities	
2. Growth of business members from within Warwick District [target: 10%]	Since last OS meetings the following WDC businesses have joined Taylors, Royal Fusilliers & NAEC Stoneleigh (for 9 months only)	
3. Income from private members as a % of total income [target: reduction of public sector income as a %]	Year End 2015/16 non public sector revenue = £81,344. 2016/17 = £105,358. 2017/18 = £191,424	
4.1 Website traffic	Bounce ratedown by 6.9% Avg session duration up by 4.5% Page sessions up by 9.2%	
4.2 Social media engagement	Instagram 1,258 followers v 782 = +60% Facebook – 22,548 likes v 24,000 likes = -6% LinkedIn - 1210 v 925 followers = +31% /302 v 230 business = +31% Twitter – 6,390 v 6,000 followers = +6.5%	
4.3 Value gained from press releases and promotions calculated using the Estimated Advertising Value (EAV) model Where possible this should identify the value of that relating to WDC/WDC-based businesses	We currently have no system to track this, the only way to do so would be to pay for a PR cuttings service. These were the costs when last investigated Kantar Media Monitoring & Database Service: £2500 + VAT. NLA newspaper licensing fee: £809 + VAT. CLA copyright licensing fee: £146 + VAT probably not needed as this would be covered by Advent Communications. Annual PR budget is currently £12k, £1k per month and this service was thus considered unnecessary	
4.4 Members Satisfaction ratings.	Members Satisfaction survey about to be circulated. "How's Business" Reports attached	