

Appendix 2 – Revised Conditions

Ref	Criteria	Completion Date
a	Implement a new metrics dashboard including website engagement to form part of quarterly report (i.e., CE Board Report) and annual Scrutiny Committee Reports for both SDC and WDC.	31 st December 2022
b	Offer a free text-based website listing in addition to the paid memberships	31 st December 2022
c	Complete a full review of the Shakespeare England website by an appropriate independent body	28 th February 2023
d	Implement an automated registration system for free listings, new members and membership upgrades and renewals	28 th February 2023
e	Publish a 2 year business plan setting out: <ul style="list-style-type: none"> the main activities and campaigns Shakespeare's England will undertake over the 2-year funding period and how these will fulfil the aims and objectives of the DMO Promotion of core umbrella brands where appropriate Promotion of South Warwickshire as a place based on identification of core attractions Promotion of towns and settlements in South Warwickshire that currently do not benefit from a share of the tourism 'pound'. Relationship and delivery of the Destination Management Plan 	31 st December 2022
f	Increase in total memberships, targeting Bronze x 80, Silver x 50, Gold x 14 and free listings x 100 across the Shakespeare England territory	31 st August 2024
g	Promotion of South Warwickshire as a Green Tourism destination to align with the declarations of climate change emergencies by the two councils	31 st August 2024
h	Engagement across social media channels to be monitored and reported upon quarterly via the new metrics dashboard reports, targeting an increase of 60% in click throughs to the Shakespeare's England website	31 st August 2024
i	Success to be benchmarked against published VisitBritain figures showing % growth /decline, in visitor numbers, visitor	31 st August 2024

	spend and tourism related employment ¹ with data published quarterly where available	
j	SE to exceed VB/VE published ROI which is currently for every £1 of central government funding they return £25 in economic benefit to the UK from tourism spend, to be measured the same way, comparing SDC/WDC grant funding versus value of tourism across Shakespeare's England as reported in the EIA Report from The Research Solution, with data published quarterly	31 st August 2024
k	Target to reach/surpass pre pandemic (2019) visitor numbers and spend by end of funding period i.e. 10.6+million visitors £805m spend, with data published quarterly	31 st August 2024
l	Host quarterly Tourism Forums (face-to-face or virtual) at locations across the geography of South Warwickshire and a minimum of 2 subject specific webinars e.g. Customer service, Accessibility, maximising impact of social media, use of google analytics	31 st August 2024
M	Evidence of targeted marketing and promotion re business tourism e.g., sports tourism, Commonwealth Games legacy, conferences, trade shows, with data published quarterly	31 st August 2024
N	Evidence as to how Shakespeare's England will encourage visitors to travel using climate friendly modes	31 st August 2024
O	Evidence as to how Shakespeare's England will encourage businesses to reduce their carbon footprint	31 st August 2024

¹ i.e., in 2020 SE Visitor numbers were -47% of 2019, VB were -62%. SE visitor spend was -56% of 2019, VisitBritain was -70%