

Title: Shakespeare's England 2021 Summary
Lead Officer: John Careford (01789 260801)
Portfolio Holder: Councillor L Bartlett
Wards of the District directly affected: None

Summary

This report provides a summary of Shakespeare's England activity during 2021 in respect of Warwick District Council's grant conditions.

Recommendation

That the report is noted.

1 Background/Information

- 1.1 Shakespeare's England is the Destination Management Organisation for South Warwickshire. Although a membership organisation, it is primarily funded by Warwick District Council and Stratford-on-Avon District Council who have each provided £75,000 funding per annum. Funding has been provided on a three year basis with the latest funding period ending on 31 August 2022. Warwickshire County Council contribute £25,000.
- 1.2 Shakespeare's England Ltd was set up in 2012 as a "not for profit" joint public-private sector partnership to be the official Destination Management Organisation for South Warwickshire (incorporating important partners from the surrounding area). Shakespeare's England activity is principally within the following areas:
 - Outward facing marketing
 - Development and steering of the Destination Management Plan process
 - Lobbying
 - Company development
 - Increasing membership to the company, Membership support and communications to members
- 1.3 Shakespeare's England prepares a Destination Management Plan to manage and develop tourism articulating the roles of the different stakeholders and identifying clear actions that they will take and the apportionment of resources. Its specific focus is around the South of the county but also includes the important tourism businesses in the surrounding areas too.
- 1.4 As part of the funding agreement, Warwick District Council set a number of grant conditions, agreed on 29 June 2020 and first applicable to Shakespeare's England business year 1, September 2020 to 31 August 2021:
 - Building relationships between Warwick District Council and Shakespeare's England
 - Increasing Warwick District Council business membership

- Holding tourism forums and network events within the Warwick District
- Seeking out tourism news, events and activity in Warwick District
- Carrying out social media campaigns (targeted at Warwick District Council)
- Promotion of Warwick District Council events
- Increasing new Shakespeare’s England members in Warwick District
- Increasing the number of overnight visitors in Warwick District

1.5 It should be noted that the COVID pandemic has had a significant and negative impact upon the tourism and hospitality sector and Shakespeare’s England as an organisation itself. Progress on these conditions is as follows. Of the measurable grant conditions, little progress has been made in respect of increasing Warwick District Council business membership. This is not surprising given the pandemic.

1.6 **January 2021 – April 2021**

1.6.1 Progress for this quarter has been reported as follows:

Activity	Progress
Produce 1 x Warwick District Members led Social Media campaign a quarter	Instagram top performers for Jan – March 2021 Kenilworth Castle (Antiques Roadshow) 1723 reach Jephson Gardens with snow cover – 1093 reach Facebook – Story on Lord Leyster Hospital – reach 3090
Advent to publish 1 x Warwick District Members led Press release per quarter	Piece on the new Warwick Town VidiGuide (digital / audio guide which can be downloaded via an app onto a smartphone or tablet).
Onboard minimum 3 new Warwick District businesses	Holiday Inn, Kenilworth Esquires (Leamington) in progress.
Host 2 events within Warwick district (restrictions allowing)	Targeting to hold 1 event between 21 Jun-31 August, restrictions allowing

1.7 **April 2021 – July 2021**

1.7.1 Progress for this quarter has been reported as follows:

Activity	Progress
Produce 1 x Warwick District Members led Social Media campaign a quarter	50% Completed

	<p>Q1 Instagram - Kenilworth Castle (Antiques Roadshow), and Jephson Gardens</p> <p>Facebook – Lord Leyster</p> <p>Q2 Twitter - Warwick and Kenilworth MPs at SE Tourism Forum for English Tourism Week</p> <p>Facebook – Launch of Visit Kenilworth website and Lord Leyster Hospital reopening to visitors</p>
Advent to publish 1 x Warwick District Members led Press release per quarter	<p>75% Completed</p> <p>Piece on the Warwick Town VidiGuide</p> <p>Andreas Antona talking about staff shortages in hospitality on Free Radio</p> <p>Arranged Coventry/Warwickshire press visit for journalist with The West Australian, including Kenilworth Castle</p>
Onboard minimum 3 new Warwick District businesses	<p>66% Completed</p> <p>Holiday Inn, Kenilworth</p> <p>Avanti West Coast to feed from Coventry to Leamington and Kenilworth</p> <p>Hot lead, Esquires (Leamington)</p>
Host 2 events within Warwick district (restrictions allowing)	As 'Freedom Day' delayed until 19 July, we are targeting first Face 2 Face networking mid September.

1.8 **July 2021 – October 2021**

1.8.1 Progress for this quarter has been reported as follows:

Produce 1 x Warwick District Members led Social Media campaign a quarter	<p>Achieved</p> <p>Instagram – War of the Roses, Warwick Castle</p> <p>Facebook – War of the Roses, Warwick Castle</p> <p>Explorer Pass imagery from BMM, Kenilworth Castle and Warwick Castle</p>
Advent to publish 1 x Warwick District Members led Press release per quarter	<p>Achieved</p> <p>Piece on the Warwick Town VidiGuide</p>

	<p>Andreas Antona talking about staff shortages in hospitality on Free Radio</p> <p>Arranged Coventry/Warwickshire press visit for journalist with The West Australian including Kenilworth Castle</p> <p>Halloween activity featuring The Wizard's of Once Halloween Quest at Kenilworth Castle and The Castle After Dark at Warwick</p>
Onboard minimum 3 new Warwick District businesses	<p>Achieved</p> <p>Holiday Inn, Kenilworth</p> <p>Avanti West Coast to feed from Coventry to Leamington and Kenilworth</p> <p>Esquires, Leamington</p>
Host 2 events within Warwick district (restrictions allowing)	<p>Chesford Grange booked for Tourism Forum 15 September, but they had to pull out at last minute and no other Warwick District Council venue able to host.</p>

1.9 In respect of overnight stays, data from the 2019 and 2020 Tourism Economic Impact Assessments confirm the following. Again, these results are not surprising in light of the pandemic.

Total number of overnight trips:

- 2019 - 408,000
- 2020 - 143,000
- Reduction of 65%

Total number of actual nights stayed:

- 2019 - 1,300,000
- 2020 - 372,000
- Reduction of 71%

1.10 As can be seen, good progress is being made in extremely challenging circumstances throughout the ongoing legacy of the pandemic in respect of achieving the grant conditions with good progress made throughout 2021. Please note that data for the period post October is not yet available.

1.11 In respect of COVID, with the lifting of all restrictions, the focus for Shakespeare's England is still very much on the domestic market but with an eye to the future. The general feeling within the industry is that some international visitors will return in 2022, especially from European Markets, but it may well be 2023 before markets like China start to show any sign of recovery.

1.12 Shakespeare's England is also continuing to work closely with West Midlands Growth Company as they deliver the Business & Tourism Programme surrounding the Commonwealth Games and specifically supporting their initiatives in the Indian, Canadian and Australian markets. Shakespeare's England has also been exploring 'Green' tourism accreditation.

1.13 **Moving Forwards**

1.13.1 Both Warwick District Council and Stratford-on-Avon District Council have agreed to increase the funding to Shakespeare's England to £100,000 per annum for the next two years, subject to a further report to the Council's respective Cabinets. The justification for the increase in funding is to support the hospitality and tourism sector following the COVID pandemic with a specific focus on targeting smaller businesses and broadening the reach of tourism benefits to the whole of South Warwickshire.

1.13.2 A report on the future funding arrangements of Shakespeare's England will be considered by The Cabinet at its meeting in May 2022. It is proposed to set out a new series of grant conditions to ensure effective delivery of DMO functions from Shakespeare's England. It is suggested that the existing grant condition in respect of increasing membership from businesses from across Warwick District is retained. Indeed, it is proposed that the new grant conditions are applicable to both Warwick and Stratford-on-Avon Districts in order to establish a single and consistent set of requirements.

1.13.3 The two year funding package is proposed as an interim solution in both the local and national context. It is expected that in 2024 Warwick District Council will have merged with Stratford-on-Avon District Council forming a new single South Warwickshire District. This will require a new relationship with Shakespeare's England. At the national level, the De Bois review of DMOs was published in 2021 that recommended fundamental changes to both the structure and funding of DMOs across England. The Government is still to publish its response. However, it is expected that the future DMO landscape will be known by 2024.

1.13.4 It should be noted that Shakespeare's England has also been invited to present a more detailed progress update to the May meeting of the Overview and Scrutiny Committee.

2 Options available to the Overview and Scrutiny Committee

2.1 The report is for noting.

3 Consultation and Members' comments

3.1 The Portfolio Holder is supportive of the contents of the report and the work that Shakespeare's England undertake to market South Warwickshire as a visitor destination.

4 Implications of the proposal

4.1 Legal/Human Rights Implications

4.1.1 N/A

4.2 Financial

4.2.1 N/A

4.3 Council Plan

4.3.1 N/A

4.4 **Environmental/Climate Change Implications**

4.4.1 N/A

4.5 **Analysis of the effects on Equality**

4.5.1 N/A

4.6 **Data Protection**

4.6.1 N/A

4.7 **Health and Wellbeing**

4.7.1 N/A

5 Risk Assessment

5.1 N/A

6 Conclusion/Reasons for the Recommendation

6.1 This report provides a summary of Shakespeare's England activity during 2021 in respect of Warwick District Council's grant conditions. Both the tourism and hospitality industry and Shakespeare's England have been significantly and negatively impacted by the COVID pandemic. The subsequent report to The Cabinet regarding the future funding arrangements of Shakespeare's England will set out how Warwick District Council will support this critically important industry and the DMO moving forwards out of the pandemic. As such, this report is for noting.

Background papers:

N/A

Supporting documents:

N/A

Report Information Sheet

Please complete and submit to Democratic Services with draft report

Committee/Date	6 April 2022	
Title of report	Shakespeare's England Summary 2021	
Consultations undertaken		
Consultee *required	Date	Details of consultation /comments received
Ward Member(s)		
Portfolio Holder WDC & SDC *	31 st March 22	Supportive
Financial Services *		N/A
Legal Services *		N/A
Other Services		
Chief Executive(s)		
Head of Service(s)		
Section 151 Officer		
Monitoring Officer		
CMT (WDC)		
Leadership Co-ordination Group (WDC)		
Other organisations		
Final decision by this Committee or rec to another Ctte/Council?		Final Decision
Contrary to Policy/Budget framework		No
Does this report contain exempt info/Confidential? If so, which paragraph(s)?		No
Does this report relate to a key decision (referred to in the Cabinet Forward Plan)?		No
Accessibility Checked?		File/Info/Inspect Document/Check Accessibility