



## Report for WDC Overview & Scrutiny Committee Tuesday 7<sup>th</sup> March 2017

The following provides an overview of Shakespeare's England for the period 1<sup>st</sup> November 2016, the date when SE last reported to the OS committee, to 7 March 2017

- Full redevelopment of the SE website commenced in November 2016, to enhance the user journey but more importantly provide far better analytics from which we will be able to generate reports. It will also provide commercial opportunities from advertising and by tracking our visitors' journey around the site we will be able to see where our focus should be targeted. Launch date late April /early May
- Recruitment of Dan Campbell as Marketing & Administrative Coordinator to carry out the day to day tasks whilst the Marketing & Communications Manager project manages the website upgrade.
- Two successful Discover England Fund (£40m) BIDS. Year 1 Grant for **Mighty Waterways & Majestic Canals (£152,984)** with the test case being the Warwick Ring & Stratford canal and Year 1 grant for English Heritage Cities **Re-interpreting Heritage (£250,000)** These funds are only available to cooperative BIDS across geographic areas. Both have been given the go ahead to develop Year 2 &3 BIDS with funding up to £2m per project available. Have to work with a major Fund manager to be considered for these so our partnerships with Marketing Birmingham and EHC, allows SE access to this funding.
- Confirmation received 29 November of **£36,844.50** from EU Rural Development Fund for the **Shakespeare's England Regional Visitor Pass**, which is now been actively developed. This will incorporate 20-25 attractions, target launch date July 2017. The aim is to sell 11,000 passes in the first full year of operation and for this to become revenue generating for the DMO to the order of £30,000+ a year
- Shakespeare's England has also been designated the Fund Manager by WCC for a **£35,209** Skills for Employment Grant. We are running a project entitled – **Hospitality Means Business** taking experts from the Visitor Economy, hoteliers, attraction providers, transport providers' directly into schools and colleges to encourage students with the backing of their parents to choose apprenticeships & careers in the hospitality industry . Targeted outcomes, engagement of 10 schools & 20 industry partners, 1 x hospitality event , 10 x speaking events , resulting in 50 formal work placements. This also delivers against Priority 7, Skills business development, education & career on the DMP
- Shakespeare's England has also been invited to form part of the Birmingham Airport/VistBritain Gateway Partnership with a combined value of **£700,000**. Promoting BHX as the 'gateway' of choice there are then 3 specific promotional pillars, urban (City of

Birmingham) rural (Shakespeare's England), countryside adventure (partner secured but currently subject to an NDA)

- In total Shakespeare's England Members have access to additional funding of **£1,175,000**
- Shakespeare's England is shortlisted as 1 of 2 destinations to host VisitBritain's International Buyers Conference – **ExploreGB 2018**, with NAEC Stoneleigh as the main venue and the 400+ delegates accommodated throughout Warwick, Kenilworth, and Stratford. Final site visit taking place 22 February with a decision anticipated early March. Bid writing funding from SDC of **£2K**
- Shakespeare's England has also been approached by the County Council to work with them on a **'Totally Locally' Food & Drink Showcase**, to highlight the range and depth of food and drink both produced and served across the region. Potential date October 2017, potential venue Old Shire Hall. This has WCC Funding of **£20k**
- WCC & SDC have also provided Shakespeare's England with funding to purchase an App License to work with Gamar Ltd to produce a variety of Trails for visitors to follow across Region, these will range from Heritage, F&B, Castle & Cathedrals, Gardens, Child Friendly funding value **£8.5k** (£6k WCC + £2.5K SDC)
- The short breaks programme entitled **Stay, Play Explore**, is due to launch in time with the new SE website. This encourages a minimum stay of 1 night in the area and is to be a revenue generator to the DMO targeted return £10k annually. SDC project funding **£2.5**
- The Shakespeare's England Team will be providing maximum support to the WDC officers working on the Women's Tour via social media, website exposure, members engagement all of this domestically and internationally with the highlight being the finish in Leamington Spa
- The 'Meet Shakespeare's England Warwickshire', product continues to develop. We will be exhibiting at Confex 1-2 March where we will join forces with Conference Coventry & Warwickshire to host a drinks reception for potential Business Tourism buyers. On the back of the close cooperation and opportunities this has shown both parties, Shakespeare's England will join Conference Coventry & Warwickshire as keen stand partners at The Meetings Show and the Conference & Hospitality Show later in the year
- Since the last O&S Meeting, SE has attracted 7 new members from as far away as Fargo Village in Coventry to the Fire Service College in Moreton in Marsh. We also have a strong pipeline of potential new members including Alcester Chamber of Commerce, The Shipston Tourism Group and several key Coventry attractions, meaning we are well on the way to hitting the 10% financial and membership growth targets set for year end August 2017.