

Partnership: **Shakespeare's England Limited**

	Annual Health Check Questions	Commentary (Please refer to any supporting documents)	Scrutiny Comments
9.1	What has the partnership achieved during the course of the previous twelve months?	<p>Outward facing Marketing Campaigns including (but not exclusively): Joint print and web campaigns with VisitEngland – eg: family campaigns, romance involving partners.</p> <p>Overseas promotions & sales missions with key partners (inc Warwick Castle, RSC etc..)</p> <p>Promotion of the area at key trade shows – eg: Confex, Best of Britain and Ireland (BOBI), Tourism & Attractions show, Tourism & Destination Show etc..</p> <p>Key launch partner of the China Welcome Campaign</p> <p>Promotional campaigns with Chiltern Railways at 250 poster sites in August 2015</p> <p>Promotional events – eg: Station Take Over at Marylebone (including partners)</p> <p>Launch of consumer leaflet & distribution in domestic target markets – eg: London, Birmingham, Manchester, etc..</p> <p>Standalone campaigns such as: The Times advertising feature October 3rd – featuring Kenilworth Castle, The Cross etc...</p>	

		<p>Estimated Advertising Value of £1.7m (by end of July 2015) arising from facilitation of press visits, press release activity, & campaigns. Familiarisation visits include journalists from China, Germany, India, Dubai, Kuwait, Japan.</p> <p>Increase in web traffic and social media engagement over the last 12 months</p> <p>Monthly consumer e-newsletters targeting database</p> <p>Development of the Destination Management Plan for South Warwickshire. Adopted by partners. Delivery overseen by board members.</p> <ul style="list-style-type: none"> - Including purchase of statistical package for measurement of tourism performance in the area <p>Company development and appraisal of funding options</p> <p>Member liaison and engagement with tourism forums</p> <ul style="list-style-type: none"> - Monthly Newsletters/updates to members including calls for access to funding - Planning for promotion of 2016 anniversaries – including Kenilworth 750, Capability Brown 300, & Shakespeare 400 	
9.2	How have the achievements made a difference to the	Co-ordination of the promotion of tourism	

	<p>residents/visitors/businesses of Warwick district and how do those achievements align to the aims of the Sustainable Community Strategy?</p>	<p>activities is a key action of the Prosperity element of the SCS</p> <p>Helping to shape destination role and development of product through the DMP.</p> <p>Greater profile of the area and subsequent business opportunities</p> <p>Business members receive opportunities to work with each other and generate additional business through new opportunities – eg: advertising in The Times etc..</p> <p>Promotion of the area that has widened the 'pool' of visitors actively looking to visit the area.</p> <p>Businesses involved in journalist familiarisation visits get additional profile through articles.</p>	
9.3	<p>Have there been any significant changes to the external environment, such as the state of the economy or the introduction of new legislation, which require a re-appraisal of the need for the partnership? If so, what are these?</p>	<p>Review of national tourism structures (and funding) by the government provides a level of uncertainty for Visit England and Visit Britain.</p> <p>Entered year 3 of the 3 year funding agreement. A review is underway.</p>	
9.4	<p>What measures have been used to determine whether the partnership is providing value for money?</p>	<p>Advertising Return on investment</p> <p>Delivery vs agreed business and marketing plans</p> <p>Membership renewals</p> <p>Development of the destination management plan</p>	
9.5	<p>What consideration to extending the scope of the partnership has been made?</p>	<p>The company Board is considering future working partnerships to increase effectiveness and reduce costs, expansion of board membership to include other</p>	

		key partners (eg: rail companies) and looking at different models of delivery.	
9.6	How can it be demonstrated that the achievements were not possible without the partnership?	<p>Visit England recognition of the official DMO and therefore access to government funding.</p> <p>Significant delivery of joint opportunities for working with key partners in different markets under a common brand.</p> <p>Access to key players within the industry.</p> <p>One point of contact for journalists/travel trade to enable promotions and familiarisation visits.</p> <p>Commissioning and fund raising for Development of Destination Management Plan (for South Warwickshire)..</p> <p>Common voice for the area and tourism.</p>	
9.7	What alternative options to the partnership have been considered?	Alternatives were considered as part of the development of the WDC strategy for tourism development before the set-up of the company.	
9.8	What are the key outcomes to be achieved over the forthcoming twelve months and how will they be measured?	<p>The review of tourism will potentially redefine what outputs WDC will require as part of the partnership.</p> <p>Delivery of the marketing plan.</p> <p>Increase in membership and therefore company viability.</p> <p>Activity levels and EAV (as one measure of press value)</p> <p>Web and social media reach.</p> <p>Maximisation of benefits to WDC based businesses and increase in company membership.</p>	
9.9	What arrangements have been in place during the previous 12 months for the management of risk? If no risk register is in place, why was one considered	<p>Board reviews financial position regularly and progress against action plans.</p> <p>Devt Services Risk Register</p>	

Addendum for Item 7, Appendix 1

	unnecessary?	includes tourism co risk management.	
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