

Outline of key elements of the Grant Funding agreement for Shakespeare's England Ltd

This will be within the members agreement that will govern the set up of the Company. The development of the Members Agreement is underway with lawyers from SDC, WCC, and the key private sector players (RSC, Warwick Castle, SBT).

The Grant Funding agreement covers two parts:

- 1) The performance of the company as a company limited by guarantee;
- 2) The performance of the company in engaging with the private sector and leading the development of the destination

Funding of up to £75,000 per annum, for a period of three years.

Key Suggested targets to be set for the DMO as part of the Members Agreement:

What	By When
Development of an updated business plan for the company. Covering year 1 in detail, years 2 and 3 estimates.	
-Development of a destination management plan for the Shakespeare's England area. To deliver the key elements of the adopted tourism strategy for the district. Including liaison with key partners within Warwick District (eg: Neighbourhood Services, culture, Development Services) and other partners (Chambers of trade, chamber of commerce)	
Development and delivery of a targeted marketing plan	
No of Business members by sector and geographical spread	
% of income derived from WDC based businesses	
% take up of core WDC sector (eg: Accommodation & Attractions)	
Production of regular monitoring reports (1/4 ly) from the DMO to the District Councils (joint scrutiny?)	
Summaries of activities: To include achievements against designed outcomes, no of private sector participants, return on investment (ROI)	
Customer / Business Satisfaction surveys	
To maintain a quality standard of workload	
Engagement with the TIC/ VIC network to ensure it supports the DMO: 1. Ensure that TIC's across the board reflect the DMO's activity (campaign or otherwise) helping us make sure that the TIC's are totally aware of what we do and feed it down to the visitors and provide information back to us	

<p>from visitors as well as the business</p> <p>2. TICs to help proactively "sell" the DMO to local businesses</p> <p>3. TICs to help arrange and attend tourism related meetings in the area</p> <p>4. TICs to help arrange training sessions for businesses - helping deliver increased tourist information to local businesses to help feel confident in selling the area</p> <p>5. TICs/TDOs/EMOs to provide and gather events information</p> <p>6. TICs to manage their inclusion in the websites and helping make sure it is up to date with regards to the area</p> <p>7. TICs to work with the PR consultant on the twitter feed and facebook pages</p> <p>8. WDC TICs to put together best practice so that we can also provide this info to other TIC's in the area</p>	
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