

Proposal: Shakespeare's England Promotion of Tourism through the Tourism Working Group F and GS 3rd February 2022.

The Tourism Working Group would like to propose the following as agreed with Shakespeare's England.

- 1. To join Shakespeare's England (SE) at Silver membership level @ £475 + VAT per calendar year, administered through the Town Council Tourism Working Group (TWG) from 1st March 2022 to August 31st pro rata (£237.50) and from 1st Sept 2022 to 31st August 2023 @ £475+VAT. Total £712.50 +VAT, to be payable with funds allocated to the TWG budget.**
2. The TWG will proactively work with local businesses to ensure that they maximise the benefits that this opportunity presents. This offer is for as many Kenilworth businesses that would like to be involved.
3. SE will put out stories on subjects as directed by the TWG, disseminate materials, and develop suggested itineraries on wider channels including social media, public relations and through the press, shows and exhibitions. This will include the development of material into articles through their PR/media journalists.
4. The TWG will work closely with SE and monitor and evaluate the project through TWG (to which SE will be invited) and in addition invite them to EH meetings. This will include a written report from SE at each TWG meeting against agreed metrics: e.g. website traffic to SE pages about Kenilworth, number of SE news items and digital media posts about Kenilworth and number of mainstream and trade media posts about Kenilworth achieved by SE. Membership will be reviewed at the end of the 18 month period.

Cllr Alix Dearing 24.1.22