

# Shakespeare's ENGLAND

12 August 2022

Dear Shakespeare's England Member,

As our 2021/22 operating year draws to a close, I wanted to update you on the fee structure for 2022/23. We are very aware that many businesses are still feeling the effects of the Covid pandemic, but Shakespeare's England, like all businesses is facing increased fixed costs. Our fees in 2021/22 reverted to the 2019 rates and in 2020 we gave all members a 30% reduction in rates and a 3-month delay in payments.

At the meeting of the Shakespeare's England Board on 19 July 2022, the SE Board voted unanimously for a 5% fee increase at all levels, as well as an update in the Terms and Conditions confirming that from 1<sup>st</sup> September 2023 annual increases will be introduced based on the CPI (Consumer Price Index) from June of that year. The Shakespeare's England Membership Fees from 1<sup>st</sup> September 2022-31<sup>st</sup> August 2023 will be as follows.

- Bronze Membership £184
- Silver Membership £499
- Gold Membership £1,155
- *Meet* Membership is included for Gold and Strategic Partners and available for a £150 supplement (+vat) at Silver Level
- Strategic Membership (Board) £3,150

All are subject to VAT. Stratford upon Avon BID Members will receive a 10% saving off all 2022/23 rates.

As detailed in Shakespeare's England's Terms and Conditions, Membership renewals are automatic based on the Members current Membership Level, unless the Company is advised of any changes, in writing, prior to the invoicing of the new Membership year. Therefore, should you wish to withdraw from Membership, or change your Membership level in any way, you need to advise us of this decision by latest **Monday 5<sup>th</sup> September 2022**, as new invoices will start to be raised from that date. Should you need to spread payments due to the current unusual operating circumstances, we would be happy to discuss this with you. Please do not hesitate to contact Vicki Zamudio, our Business Development Manager ([vicki@shakespeares-england.co.uk](mailto:vicki@shakespeares-england.co.uk)), or me.

If you would like to maximise the support Shakespeare's England can give you by changing your Membership level from Bronze to Silver, or from Silver to Gold, please also advise us to this effect by **5<sup>th</sup> September** to ensure we invoice you appropriately.

During the last 12 months, in order to maximise support for members Shakespeare's England has

- Retained a full time Business Development Manager
- Increased PR & Comms
- Paid for Print Advertising
- Subsidised and offered foc opportunities for Members to Stand Share with SE at Trade & Consumer Shows, including leisure /business/domestic/international
- Sponsored familiarisation / educational visits for Travel Trade and Press
- Delivered Networking Events

Over the next operating year we will be focusing on the following enhancements for your benefit

- Upgrading the SE website to enable Members to join and renew memberships online
- Make online payments
- Provide self-service uploading of edited copy and event information.
- Reintroduce pay to click and social media campaigns and advertising
- Pay for the development of new imagery, videography & drone footage
- Sign up to the GDS Index to reach the goal of Green Tourism Destination accreditation
- Continue to work with Members to improve Accessibility for all.

## Bronze Level - £184 (+vat)

Elizabeth House, Church Street, Stratford-upon-Avon, Warwickshire CV37 6HX  
Tel: +44 (0)1789 260 677 [www.shakespeares-england.co.uk](http://www.shakespeares-england.co.uk)

 ShakespearesEngland  @ShakespearesEng

Registered Company Number 8243229

# Shakespeare's ENGLAND

- Standard website listing (150 words) + 2 images
- Free attendance at Tourism Forums
- Free Research & Intelligence reports
- Inclusion in SE Membership Directory

## **Silver Level - £499 (+ vat) Bronze plus**

- Enhanced website listing + 4 images
- Inclusion in E-Newsletters
- Press Release inclusion when appropriate
- Access to inclusion in the Explorer Pass by Shakespeare's England
- Events Listing (max 1 per month)
- SE hosted webinars @50% cost

(Inclusion in *Meet Shakespeare's England* for £150 +vat supplement)

## **Gold Level - £1155 (+ vat) Silver plus**

- Enhanced website listing + 6 images
- Solus emails
- Inclusion in E-Newsletters as a hero
- Access to the Stay, Play, Explore Warwickshire programme
- 1st refusal for inclusion in Familiarisation Visits where appropriate (may be subject to sponsorship)
- Consumer Trade Shows (subject to additional costs)
- Travel Trade Shows (subject to additional costs)
- Free access to SE hosted webinars
- Automatic inclusion within *Meet Shakespeare's England*

## **Strategic Membership (by invitation only)**

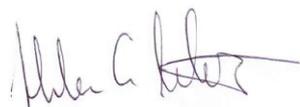
- All the benefits of Gold Membership
- The organisation has a seat on the SE Board

## **Meet SE Membership - Bronze +**

- Additional listing on dedicated *Meet Shakespeare's England* web page.
- Additional Marketing, Social Media and PR activity appropriate to the Business Tourism Sector
- Promotion & access to Business Tourism Events
- Dedicated *Meet Shakespeare's England* Familiarisation visits

2021/22 though offering slightly more favourable operating conditions than the previous year has still been extremely challenging. We are therefore pleased to report that we retained over 90% of existing Members and signed up new Members. We are awaiting the Tourism Economic Impact Assessment Reports for 2021, which we shall share with you once available, but hope these will show a continuation of the recovery that started in 2020, with our target of returning to 2019 record number by late 2024 early 2025. We look forward to continuing to work with you to these ends.

Yours faithfully,



Helen Peters,  
Chief Executive, Shakespeare's England

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