



Health & Wellbeing Strategy

1. Our Commitment

At Shakespeare's England, we are committed to creating a positive, supportive and healthy working environment for our team. As a small organisation, we recognise that the wellbeing of each individual is essential to the success of the organisation as a whole.

We aim to support the physical, mental and emotional wellbeing of all team members by fostering a culture of openness, flexibility and mutual support.

2. Our Team & Working Environment

- Primarily remote working model
- Optional access to a shared workspace at Stratford-upon-Avon Visitor Information Centre
- Flexible working arrangements in place to support work-life balance

We recognise that remote working offers many benefits, but also requires proactive communication within our team with regular contact to support the wellbeing of our team and to foster productive and healthy working relationships.

3. Key Principles

Our approach to wellbeing is guided by the following principles:

- **Flexibility:** Supporting individual working patterns and personal circumstances
 - **Connection:** Maintaining strong team relationships while working remotely
 - **Openness:** Encouraging honest conversations around workload and wellbeing
 - **Support** – Ensuring team members feel listened to and supported
 - **Balance** – Promoting a healthy balance between work and personal life
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4. How We Support Wellbeing

4.1 Communication & Check-ins

- We hold weekly team meetings to maintain connection and collaboration between the team and to openly discuss any challenges within the organisation.
- Weekly one-to-one priorities and check-ins with the Marketing & Operations Director
- Open-door (virtual) policy encouraging team members to raise concerns at any time

These regular touchpoints help identify any pressures early and provide opportunities for proactive support.

4.2 Flexible & Remote Working

- We foster a remote-first approach which allows our staff to work from home or in a suitable hot desk location
- We offer flexibility in working hours wherever possible as long as the needs of the business are met
- We understand the importance of personal commitments and responsibilities

These practices enable our staff to manage their time in a way that supports their wellbeing and offers a flexible approach to maintaining a healthy work/life balance.

4.3 Team Connection & Culture

- We host regular team away days at member locations within the destination to strengthen relationships and build team morale
 - Informal catch-ups are encouraged which help to maintain a sense of connection
 - We champion a supportive, collaborative working culture where contributions are valued
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4.4 Workload Management

- We hold weekly prioritisation meetings to help team members to manage workload effectively
 - We set realistic expectations around capacity
 - All team members are encouraged to speak up if workloads become unmanageable
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4.5 Physical & Mental Wellbeing

- Team members are actively encouraged to take regular breaks and ensure that they use their annual leave
 - We provide support and encouragement for maintaining a healthy work-life balance
 - We ensure that our team are aware of the importance of mental health, and we have a culture which supports open conversation
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5. Continuous Improvement

As a small organisation, we take a flexible and responsive approach to wellbeing. We regularly review our working practices through:

- Team feedback
- Informal discussions
- Review during team meetings and away days

We are committed to evolving our approach as the needs of our team change.

6. Responsibility

Wellbeing is a shared responsibility:

- The organisation commits to providing a supportive environment
 - Team members are encouraged to communicate openly and support one another
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7. Conclusion

Shakespeare's England is committed to maintaining a positive, healthy and supportive working environment. By prioritising communication, flexibility and team connection, we aim to ensure that all staff feel valued, supported and able to thrive.

8. Wellbeing & Sustainability

At Shakespeare's England, we recognise that the wellbeing of our team is closely linked to our wider commitment to sustainability and responsible tourism.

As a small, remote-first organisation, our approach naturally supports more sustainable ways of working while also benefiting staff wellbeing.

8.1 Remote & Flexible Working

Our remote working model contributes to both environmental sustainability and employee wellbeing by:

- Reducing daily commuting and associated carbon emissions
 - Allowing staff to work in comfortable, familiar environments
 - Supporting better work-life balance and reduced stress
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8.2 Reduced Travel & Low-Impact Operations

- Meetings are primarily held online to minimise unnecessary travel
 - When in-person meetings or events take place, these are planned efficiently to maximise value and minimise environmental impact
 - Access to a local workspace at the Visitor Information Centre provides flexibility without requiring daily commuting
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8.3 Supporting a Sustainable Work Culture

We promote a culture that values:

- **Work-life balance**, helping to prevent burnout and support long-term wellbeing
- **Realistic workloads**, reducing stress and promoting sustainable productivity
- **Time to rest and recharge**, recognising that this leads to more effective and engaged team members

This aligns with the principles of operating a sustainable business where both people and resources are managed responsibly.

8.4 Connection to Sustainable Tourism Values

As the official Destination Management Organisation for South Warwickshire, our internal wellbeing practices reflect the values we promote across the wider visitor economy:

- Encouraging slower, more mindful ways of working
 - Prioritising quality over volume
 - Supporting long-term resilience for our team and the businesses we represent
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8.5 Continuous Improvement

We recognise that sustainability and wellbeing are evolving areas. As part of our ongoing commitment, we will continue to:

- Review our working practices to ensure they support both environmental and personal wellbeing
- Encourage feedback from staff on how we can improve
- Align our internal practices with wider sustainability goals within the tourism sector

“We believe that a sustainable organisation is one that supports the wellbeing of its people, and we are committed to embedding this principle across everything we do.”

Shakespeare's England, April 2026