



Shakespeare's England Sustainability Policy

Shakespeare's England is the official Destination Management Organisation for Stratford-upon-Avon, Warwick, Royal Leamington Spa, Kenilworth and the surrounding towns and villages. We are supported by the region's key tourism businesses and local authorities, including Stratford District Council, Warwick District Council and Warwickshire County Council.

The main objective of Shakespeare's England is to put South Warwickshire on the map, actively promoting what the region has to offer and developing our identity for the area.

Our aspiration is to attract more business and leisure visitors – who stay longer, explore further and spend more, returning regularly and spreading the word about Warwickshire. We also aim to collaborate with local businesses, attractions and government bodies to deliver memorable visitor experiences.

Shakespeare's England Sustainability Values Statement

- We care about our community, our guests, and our planet.
- We understand the need to protect our natural environment and limit the day-to-day impact of our business.
- We aim to follow and champion good sustainability practices, reduce the environmental impacts of our activities, and give something back to our community and the environment.

Shakespeare's England Sustainability Policy

We will uphold sustainability practices by:

- Ensuring we comply with all relevant environmental regulations and legislation.
- Reducing our consumption of resources including energy, water, and other raw materials, and ensuring the efficient use of the resources we do consume.

- Ensuring consideration is given to the environmental, social, and ethical impacts of the goods and services we buy.
- Working with our suppliers to reduce the impact of our supply chain and to encourage them to improve their sustainable and environmental practices.
- Managing waste generated from our business in line with the waste hierarchy; by avoiding waste in the first place, then giving priority to minimising, reusing, recycling, recovery of waste, and finally ensuring the safe disposal of waste.
- Regularly reviewing our practices with the aim of continually improving the impact of our business activities on the environment, local community, and wider society.
- Measuring and taking action to reduce the greenhouse gas emissions associated with our business activities.
- Supporting social and environmental projects and initiatives within our community or in wider society.

This policy will be reviewed regularly to evaluate its continued relevance and to monitor our progress.

Signed: Sian Smith

Date: 01.06.2026

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