Leicester
City Council

Minutes of the Meeting of the
CULTURE AND NEIGHBOURHOODS SCRUTINY COMMISSION

Held: THURSDAY, 25 APRIL 2024 at 5:30 pm

P R E S E N T:

Councillor Dawood – Chair
Councillor Mohammed – Vice-Chair

Councillor Agath   Councillor Aldred
Councillor Chauhan   Councillor Halford
Councillor Karavadra   Councillor Singh Johal

In Attendance

Assistant City Mayor Councillor Dempster
Assistant City Mayor Councillor Malik

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53. APOLOGIES FOR ABSENCE

There were no apologies for absence.

54. DECLARATIONS OF INTEREST

Members were asked to declare any interests they may have had in the business to be discussed.

There were no declarations of interest.

55. MINUTES OF THE PREVIOUS MEETING

It was noted that the item 'Minutes of the Previous Meeting' erroneously referred to Children, Young People and Education Scrutiny Commission. This would be corrected.

Other than the above it was

AGREED:

> That the minutes of the meeting of the Culture and Neighbourhoods Scrutiny Commission held on 29 January 2024 be confirmed as a correct record.

56. CHAIRS ANNOUNCEMENTS

The Chair referred to the passing of Shaikh Adam Luna and thanked all Council teams and officers involved with the Funeral, noting that the occasion was well organised and went smoothly.

57. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer reported that none had been received.

58. PETITIONS

The Monitoring Officer reported that none had been received.

59. VOLUNTARY, COMMUNITY & SOCIAL ENTERPRISE (VCSE) SECTOR ENGAGEMENT STRATEGY UPDATE

The Director of Corporate Services submitted a report to provide an overview of the advancements and future direction of the Voluntary, Community, and Social Enterprise (VCSE) Engagement Strategy.

Additionally, the report included a status update on the CrowdFund Leicester platform, highlighting its role in supporting community projects throughout the city, and updated the Commission on the arrangements in place for managing volunteering in the Council using the Assemble platform.

The Assistant City Mayor for Communities, Adult Learning, Jobs and Skills introduced the report and noted that in September 2023 a report had been brough t the Commission. Since then, the first VCSE strategy was launched in November 2023 by the Council. He further noted that it was most important that once the strategy was in place it was necessary to think about how it would be implemented and how various sectors would be worked with including business sector. The action plan had been worked on and was now being brought to the Commission.

The Director of Corporate Services, the Executive Support Officer for Corporate Services, the Volunteer Coordinator for Arts & Museums (coordinating volunteers across Culture) and the VCSE Engagement Manager attended the meeting to assist with discussions.

The VCSE Engagement Manager highlighted some key points, including:

- The VCSE Strategy had been launched on 28 November 2023 and valuable insights had been gained form sector members and partners. The strategy spanned until 2027 and contained the six pledges as discussed at the Commission in September. The strategy showed outcomes and acknowledged the need to be adaptable.
- The internal delivery plan was developed to help with the effective execution of the strategy, such as actions and timelines, the responsibility of the engagement team, and the optimisation of resource allocation.
- There was a commitment to transparency and engagement and work was being carried out both internally and externally to support the sector.
- An inclusive approach was taken to deliver the strategy, such as reviewing the delivery plan, being involved in in Leicester City Council project forums, and fostering a sense of ownership and alignment with community needs and aspirations.
- Efforts to explore joint working on funding bids were being monitored and were progressing.
- The sector was being supported in the context of ongoing budget cuts such as the work with the Community Foundation, where the VCSE engagement team's role focussed on enabling collaboration, providing infrastructure support and empowering self-sustainability within the VCSE sector, emphasising that adaptability and active listening to sector leaders, and initiatives to develop relationships between the VCSE and business sectors.
- This included an event upcoming in June 2024 to help to build relationships between businesses and the VCSE and encouraging meaningful collaboration.
- Engagement with ward councillors aimed to strengthen ties and understand local needs better. It also aimed to support for VCSE initiatives and promote effective local solutions tailored to each ward.
- The CrowdFund Leicester update noted 32 different projects had been supported and over £430k had been raised with community backers.
- 27 successful projects had reached their full target.
- The Community Engagement Fund had supported 20 projects.
- The Spring Funding Round had over 49 sign-ups with 20 potential projects.

The Executive Support Officer for Corporate Services highlighted some key points, including:

- A Volunteer Management System was in use, known as Assemble. This was preconfigured so that service areas could use it within their own service area. The system was not specific to service areas, but service areas could use the system to work on projects that involved volunteering.
- The system had two types of users: Managers and the Volunteers

Group. The role of Managers was to recruit and create opportunities. They were supported through the provision of templates that reflected the system with the information required for the opportunity.

- Volunteers went through an interview process, however, this was not a formal process and was in place mainly to understand the motivations of volunteers.
- Once the volunteers were on the system the work they undertook could be viewed and volunteers could also be informed of activities such as events and they could be updated on work that was going on. The news option could be updated, and this could explain what was happening in the area of a volunteer.
- The system included a dashboard to support managers with functions such as monitoring applications. Tasks and notifications could also be done through this function.
- The analytics function showed performance as well as reporting on aspects such as volunteer hours and training. Through this, volunteers could be supported to improve and identify opportunities available.
- It was ensured that volunteers could control their personal information, activities and schedules and that they had access to training materials and expense claims.
- Volunteers could have more than one role and could join multiple teams.
- There were currently 13 opportunities on Assemble covering a range of areas including Environmental initiatives, Youth Justice, Independent Children's services, Neighbourhood Services, and external VCSE opportunities.
- External opportunities with partner organisations were promoted, however, these were not managed through Assemble.

Volunteer Coordinator for Arts & Museums (coordinating volunteers across Culture) highlighted some key points, including:

- There were approximately 485 active volunteers across all culture areas. Assemble was used to streamline the process.
- Anybody could apply to become a volunteer and the online process was open 24/7.
- Volunteers had personalised calendars so they could see what they had signed up for. They could also cancel opportunities they had signed up for through the calendar should they need to.
- Opportunities were still open for volunteers who were not online. Many teams provided opportunities for non-online volunteers who continued as they did before the implementation of Assemble.
- Recruitment had increased since the previous year.
- Volunteers could communicate with each other through the Assemble messenger function. The meant that they did not have to exchange personal information such as phone numbers, which would be a risk.

The Committee were invited to ask questions and make comments. Key points included:

- The volunteer community and Social Enterprise groups were worked with on a day-to-day basis. Their needs were supported through the needs assessment and identifying departments to support internally. Additionally, infrastructure support was examined, such as funding bids and business acumen. These were added to the network and when opportunities were seen, volunteers were informed. Further to this, it was important to engage with Ward Councillors as they were in touch with what was going on in their communities. Therefore, it was important to keep communications open in order to find out what was happening in the local area so that the needs of the area could be directed towards.
- Regarding a query about other volunteer groups, it was noted that there were many in the community who already had systems in place. In the Council strategy it was aimed to identify smaller fledgling groups (although not exclusively these groups) who might be limited on resource, so as to promote possibilities. In terms of the 13 opportunities available internally, there was a need to focus on how to convey the message that the platform was available.
- Each department had its own areas and levels of volunteers. There were currently around 2500 volunteers on the Assemble system covering various areas including the environment, adult education, libraries, active travel, neighbourhood services and looked after children. It was again noted that some volunteers did not use assemble.
- Volunteers in culture were relatively visible, which meant that people could see people volunteering in these areas and be inspired to volunteer themselves. Other areas were less visible.
- Compared to other organisations, the Council had healthy numbers of volunteers.
- It was clarified that Assemble was only used internally and was the Council system for its own volunteers, therefore people recruited by the Council were usually managed through Assemble.
- Theoretically there was a maximum number of volunteers, although this was dependent on the activities across the service. New opportunities would emerge for volunteers to engage, such as the Renoir exhibition. The numbers of volunteers needed fluctuated, however there was currently lots of capacity and many areas were looking for volunteers. It was further noted that many service areas had closed volunteer teams due to projects coming to an end, and the capacity for volunteers depended on service area need. Further to this it was acknowledged that whilst having more volunteers added cost to the Council, there was no set maximum number of volunteers.
- An understanding with the Trades Union Congress had been signed up to, to the effect that volunteers did not replace staff, but were rather about service enhancement. The example was given of volunteers at

DeMontfort Hall, where volunteers aided visitors and enhanced their experience, but did not undertake the roles of paid staff.

- Analytics were undertaken and these were useful for funders such as the Arts Council. Assemble made these analytics easier. Information such as ethnicity, gender and disability could be declared at the application stage should a volunteer wish to, but this was anonymised when analysed. Around 50% of volunteers chose to declare their sensitive data, more people declared through Assemble than did when the application process used paper forms, as with paper forms the information could be seen more readily by staff.
- Ad Hoc work was done with other groups such as Spark, who asked the Council to share opportunities with volunteers.
- Assemble was useful as it kept opportunities visible and as such pools of volunteers remained engaged.
- Parks had provided 11,000 volunteer hours and as such volunteers were visible in parks. Volunteers wanted to contribute to the community and wished to meet like-minded people. Many were also environmentally conscious and wished to become involved in activities such as tree planting.
- Around 77,000 volunteers were available. These did not directly substitute Council services.
- There were always opportunities for volunteering and the Council did good work with ward engagement and through libraries and museums, but there was always scope for more. Therefore, ward councillors were asked to promote volunteering opportunities in their wards.
- The demographics of the volunteers was largely reflective of the demographics of the city, but slightly skewed to be younger, more disabled and more female. However, the details of around 50% of the volunteers was unknown as they had not declared it. A survey system had been signed up to in order to find out more about the needs of volunteers. The data on the demographics could me shared (anonymised) with members. In terms of what was declared for volunteers' ethnicity, it was important to note that there were nuances in terms of the language used to describe an ethnicity. The data analysis was based on how the Council conducted analytics across all areas.
- An ethnicity breakdown of volunteers could be provided to help engagement with different communities.
- A view of volunteer effort and the opportunities that volunteers were taking part in could be brought to the Commission.
- A summary of the delivery plan could be brought back to the Commission showing the starting point and the current situation in tabular format.
- In terms of the financial implications. There was a contribution from the Council in terms of an officer contribution from the budget of Corporate Services. It was important to note that the activity of volunteers had financial value such as the work with communities. The financial information could be factored into the delivery plan.

- It was noted that businesses played an important role in bringing communities together. An event would be held on 17 June which would be an opportunity for businesses and VCSE representatives to encourage volunteers. Ward Councillors would be invited and were asked to promote the event in their wards.
- It was asked that consideration be given to volunteer opportunities and engagement being set up outside working hours as many volunteers were working people.

AGREED:

1) That the report be noted.
2) That a review of the strategy come to the commission in 18 months' time.
3) That an ethnicity breakdown of volunteers be provided.
4) Date of event to be circulated.

Councillor Karavadra arrived at the meeting during the consideration of this item.

Councillor Aldred left the meeting during the consideration of this item.

60. SCRUTINY TASK GROUP - WARD COMMUNITY FUNDING

The Vice-Chair, as Chair of the informal scrutiny task group, submitted a report providing an overview of the Commissions examination of Ward Community Funding.

The Vice-Chair thanked the officers involved.

Key points included:

- The allocation of ward funding had been considered with consideration to the proportionality of funding to ward size and whether it was a two- or three-member ward.
- The criteria and priorities for ward funding had been considered by the group.
- Implications around the potential for multi-ward applications were considered by the group.
- The group had looked at whether there was sufficient information on the application process given the resources available to groups.
- The conclusions were set out in the report. Some key conclusions highlighted included:
  - It was good to put an emphasis on organisations that could provide match funding.
  - Language could be added to the policy around multiple applications.

- o Emphasis should be put on setting ward priorities at the beginning of the year.
  - o More information could be provided for bids of over £500.
- The Commission were directed to the recommendations in the report and asked to consider them.

The Committee were invited to ask questions and make comments. Key points included:

- The report was welcomed as the benefits of ward funding helped smaller community organisations.
- The group spent much time discussing what this money meant to smaller groups.
- Wards should set priorities for funding and there should be a focus on value for money.
- Larger groups had an advantage in resources, including having experts to fill in application forms. As such this work aimed to benefit smaller organisations.
- Consideration had been given to the issues surrounding having to wait for one of the three meetings in a year to apply for funding. One of the recommendations was for this to no longer be the case so that community organisations could have a smoother process for applications of over £500. This was important as if an event fell between meetings, it may be that funding could not be applied for until after the event had passed. Applications should be considered in good time and not retrospectively.
- Councillors should be offered additional training on the consideration of applications and the awarding of ward funding.
- Whilst the group had acknowledged the fact that wards received the same funding regardless of size, redistribution would be difficult without taking money from other wards. Additionally, deprivation in wards would need to be considered as well as size.
- With regard to larger organisations applying for funding, it was suggested that consideration be given to their accounts when considering the application.
- Ward funding was greatly needed in terms of communities, and it was important to retain as some organisations could not function without it.
- It was critical that Ward Councillors had control over this. As such, a further meeting of the group was suggested to include Executive Members so that they could report progress to the group, for example, by suggesting what training opportunities could look like and how ward priorities could be set. Additionally, data profiles could be shared with Ward Councillors. It was suggested that it was important for the Executive to have co-production on the recommendations.
- The possibility of leftover funds from underspent wards going to other wards at the end of the financial year was raised. However, it was extremely rare that wards were underspent as projects were funded

towards the end of the year with money available. Additionally, a 10% carry-over of funds into the next financial year was permitted.

AGREED:

1) That the report be noted.
2) That comments made by members of this commission to be taken into account by the lead officers.
3) That a meeting be convened between the group and the executive be convened to have co-production on the response to the recommendations and the response be brough back to the Commission.

61. LEICESTER TOURISM ACTION PLAN

The Director of Tourism, Culture and Inward Investments submitted a report to update the Commission Members on the progress to date made on the delivery of actions outlined in the Leicester Tourism Action Plan 2020-2025.

Slides were presented (attached).

Key points included:

- The report showed the importance of tourism as a sector.
- The UK tourism industry had shown a drop as a result of the Covid-19 pandemic.
- Domestic tourism had largely recovered, but overseas tourism had declined.
- The number of nights spent from people visiting family and friends had increased.
- Overall, the tourism sector was worth £74bn to the UK, which was 3.6% of the whole economy. When the indirect impact of tourism, such as supply chain, was factored in, it was worth £134bn to the economy.
- Performance indicators were taken from STEAM research on tourism impact modelling. This was a bottom-up approach that took data from businesses. The percent changes needed to achieve the 2025 targets were shown on the slide (as attached).
- The effects of the pandemic were still being felt, and as such it was uncertain whether the number of visitors target for 2025 would be met.
- Jobs safeguarded in the tourism industry were down due to Brexit and people being more reluctant to work in the hospitality industry.
- Trend data was shown (see attached slides) it showed the percentage change since 2011 was positive. Three footfall counters in the city centre had shown recovery from the Covid-19 pandemic, however, recovery had slowed at the beginning of 2024 due to the cost-of-living crisis and bad weather.
- Challenges to the industry included:
  - Brexit.
  - The need for a travel authorisation card for travellers, even if in transit, dissuading people from coming through the UK.

- o Businesses taking on more debt.
  - o Minimum wage increases and staff shortages.
  - o The abandonment of the Youth Mobility Scheme.
  - o The removal of tax-free shopping.
  - o The falling perception of the UK as a tourist destination.
- Tourism Trends were noted as set out in the report.
- The plan had been developed closely in parallel with Tourism Growth Plan for Leicester and Leicestershire designed to complement each other.
- There was support for a strong, distinctive and visible destination through the brand campaign, 'Uncover the Story'.
- Considerable progress had been made despite the challenges of Covid. Product development had moved forwards and brand campaigns Uncover the Story, Fitcation and Taste the Place have been launched by the Place Marketing team.
- The plan was organised around 4 themes – Product, Place, Positioning and People.
- The 'Product' included tourist attractions such as Jewry Wall, Leicester Cathedral & Heritage and Learning Centre, the Great Central Railway the King Richard III Visitor Centre, The National Space Centre, The Phoenix, Leicester Market, the Curve, DeMontfort Hall, Mattioli Arena, Itineraries and Trails (including Heritage Panels and riverside and waterways), New leisure venues and new restaurants, as set out in the report. Additionally, 5 new hotels had opened since 2020.
- The 'Place' included:
  - o Developing connections through the Connecting Leicester scheme, the transportation scheme including the £47m scheme to introduce electric buses, the free HOP! bus and St Margaret's Bus Station (the UK's first carbon neutral bus station).
  - o Festivals as set out in the report, and additionally the Radio 2 in the Park festival.
  - o A safe night-time economy, including Purple Flag accreditation, the Best Bar None scheme, St John's Ambulance and the Walk Away Campaign as set out in the report.
- 'Positioning' schemes were set out on the slides as attached.
- Marketing initiatives included:
  - o Leicester Heritage Trail.
  - o Fifteen itineraries as ideas for people in Leicester for a day or more or for less than a day. These had over 33,000 downloads from Visit Leicester website.
  - o Five new city centre trails.
  - o A pocket map promoting the top 30 attractions.
  - o The Old Town brochure.
  - o Tear off Legible Leicester map pads provided to Visit Leicester, hotels, shopping centres and transport hubs.
  - o The Cultural Quarter brochure.
- 'People' included the Leicester Volunteer Tourism Ambassador Scheme

and Skills Training as set out on the slides and in the report.

The Committee were invited to ask questions and make comments. Key points included:

- The plan was welcomed, particularly with regard to events that lifted people's spirits and the Jewry Wall project. However, it was acknowledged that recovery from the Covid-19 pandemic would be slow.
- Any uptick in tourism from the Renoir Exhibition would be monitored and recorded and reported on in future meetings. It was noted that this was a very important work of art and as such a lot of effort would go into promotion, including an animation of part of the painting and work linked to the inspiration behind the painting. There would be rigorous standards of security. The exhibition would run from May to September 2024.
- A main focus of the Volunteer Tourism Ambassadors was on the visiting 'family and friends' market. This would mean that people from many cultures were coming into the city and who would want to learn more.
- The Phoenix had resources to appoint outreach workers targeting the Asian and Black communities. An example of this was the events put on surrounding the *Bob Marley: One Love* film, which had included a DJ and Caribbean food. This event had sold out and had been repeated due to demand. Additionally, The Phoenix had the Asian Film Festival.
- Work had been undertaken at Curve, working in five different community neighbourhoods and working with schools in order to maximise the local audience.
- Work had been undertaken by museums to get out into communities and listen to communities to ensure that it was not necessarily the usual people coming to museums. A scheme would be initiated whereby Councillors would be asked to bring four residents of their wards to Leicester Museum and Art Gallery for them to see what was there and ascertain what people wanted to see.
- A report on engagement for museums was suggested to come to the Commission.
- The Bring the Paint festival would feature internationally famous street artists. Leicester had a good reputation in Europe for street art.
- The Chair raised questions on sports tourism, a phone app for Visit Leicester, and the diverse culture as a unique selling point. He would contact officers about these outside the meeting.
- One of the trails was the Thomas Cook trail.
- Leicester, a 'friendly' and 'walkable' city had been named one of the UK's best destinations. The city had been shortlisted for best UK destination at the Group Leisure & Travel Awards.

AGREED:

1) That the report be noted.
2) That comments made by members of this commission to be taken into account by the lead officers.

62. DRAFT WORK PROGRAMME

The work programme was noted.

63. ANY OTHER URGENT BUSINESS

There being no further items of urgent business, the meeting finished at 19:36.

Leicester City Tourism Plan 2020 – 2025 Update

Culture and Neighbourhoods Scrutiny

25 April 2024

Sarah Harrison

City Centre Director

"The traveller sees what he sees, the tourist sees what he has come to see"
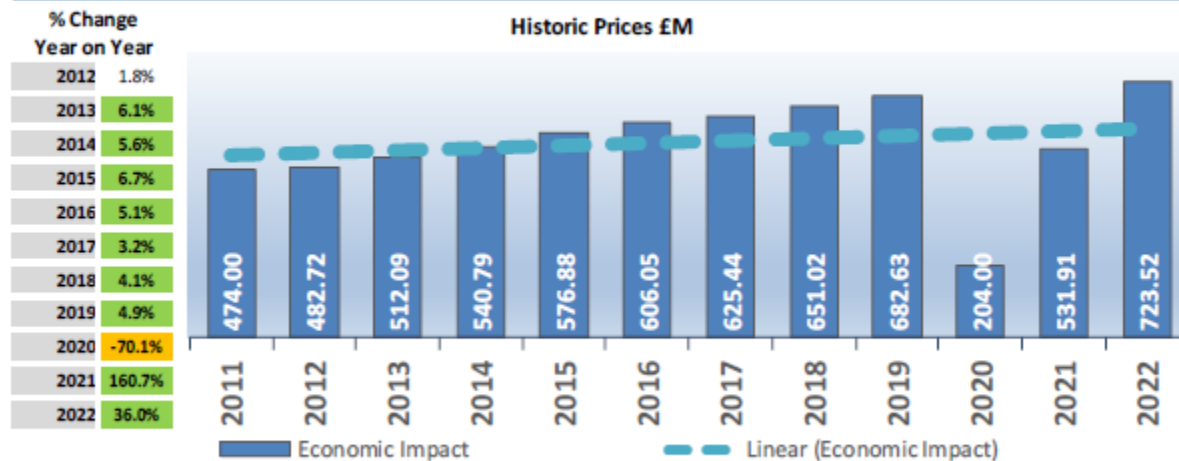
Gilbert K Chesterton

Leicester Tourism Action Plan 2020-2025

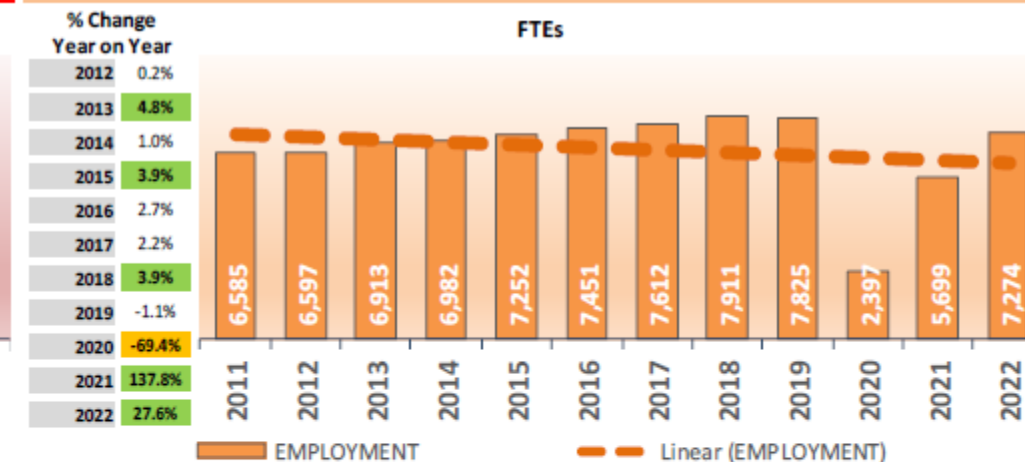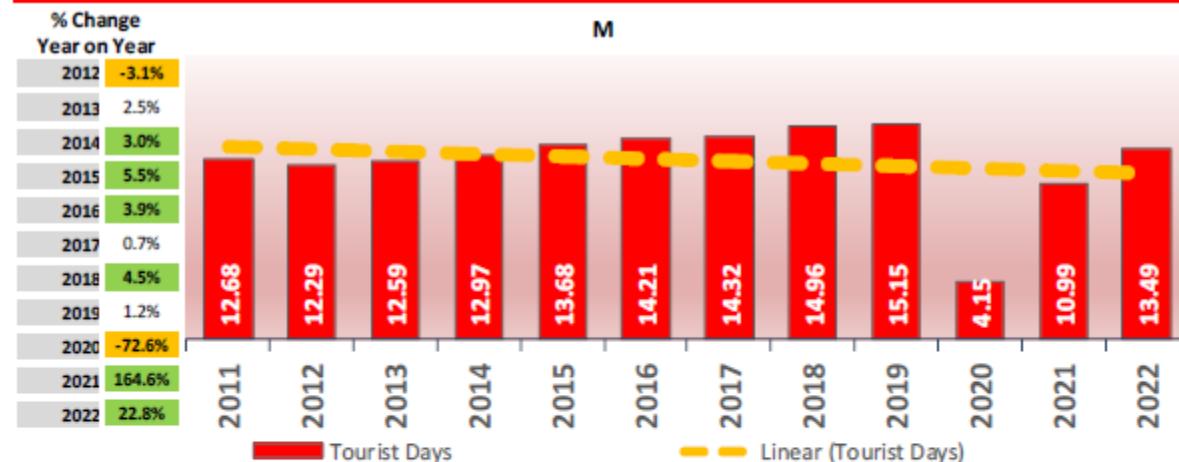| Performance Indicator	2018	2022	% change 2018 vs 2022	Target 2025	% change to reach 2025 target
Value of Leicester Tourism (£m)	651	724	+11.2%	792	+9.4%
No of overnight stays inc VFR (m)	4.8	5.0	+4.2%	5.6	+10.7%
No of visitors to Leicester (m)	11.5	9.9	-13.7%	14.0	+41%
No of jobs created and safeguarded (000)	7.9	7.2	-8.8%	9.2	+27%

STEAM REPORT FOR 2011-2022 - DRAFT
LEICESTER CITY COUNCIL

2011 to 2022 Historic Prices	TOTAL	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - Total

Historic Prices £M

% Change Year on Year

Year	% Change
2012	1.8%
2013	6.1%
2014	5.6%
2015	6.7%
2016	5.1%
2017	3.2%
2018	4.1%
2019	4.9%
2020	-70.1%
2021	160.7%
2022	36.0%

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
474.00	482.72	512.09	540.79	576.88	606.05	625.44	651.02	682.63	204.00	531.91	723.52

■ Economic Impact − − Linear (Economic Impact)

Visitor Numbers - Total

M

% Change Year on Year

Year	% Change
2012	-6.0%
2013	2.6%
2014	3.2%
2015	5.9%
2016	4.4%
2017	1.3%
2018	5.3%
2019	1.5%
2020	-74.0%
2021	180.0%
2022	16.2%

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
9.82	9.24	9.48	9.78	10.36	10.81	10.95	11.53	11.71	3.05	8.53	9.92

■ Tourist Numbers − − Linear (Tourist Numbers)

Visitor Days - Total

M

% Change Year on Year

Year	% Change
2012	-3.1%
2013	2.5%
2014	3.0%
2015	5.5%
2016	3.9%
2017	0.7%
2018	4.5%
2019	1.2%
2020	-72.6%
2021	164.6%
2022	22.8%

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
12.68	12.29	12.59	12.97	13.68	14.21	14.32	14.96	15.15	4.15	10.99	13.49

■ Tourist Days − − Linear (Tourist Days)

Total Employment Supported - Total

FTEs

% Change Year on Year

Year	% Change
2012	0.2%
2013	4.8%
2014	1.0%
2015	3.9%
2016	2.7%
2017	2.2%
2018	3.9%
2019	-1.1%
2020	-69.4%
2021	137.8%
2022	27.6%

| 2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
6,585	6,597	6,913	6,982	7,252	7,451	7,612	7,911	7,825	2,397	5,699	7,274

■ EMPLOYMENT − − Linear (EMPLOYMENT)

| % Change from 2011	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Economic Impact - Historic Prices		1.8%	8.0%	14.1%	21.7%	27.9%	31.9%	37.3%	44.0%	-57.0%	12.2%	52.6%
Visitor Numbers		-6.0%	-3.6%	-0.5%	5.4%	10.0%	11.5%	17.4%	19.2%	-69.0%	-13.1%	0.9%
Visitor Days		-3.1%	-0.7%	2.3%	7.9%	12.1%	12.9%	18.1%	19.5%	-67.2%	-13.3%	6.5%
Total Employment		0.2%	5.0%	6.0%	10.1%	13.2%	15.6%	20.1%	18.8%	-63.6%	-13.4%	10.5%

"Linear" = *Linear Trendline*

Weekly Leicester City Centre Footfall
3 counters, High Street, Humberstone Gate and Gallowtree Gate
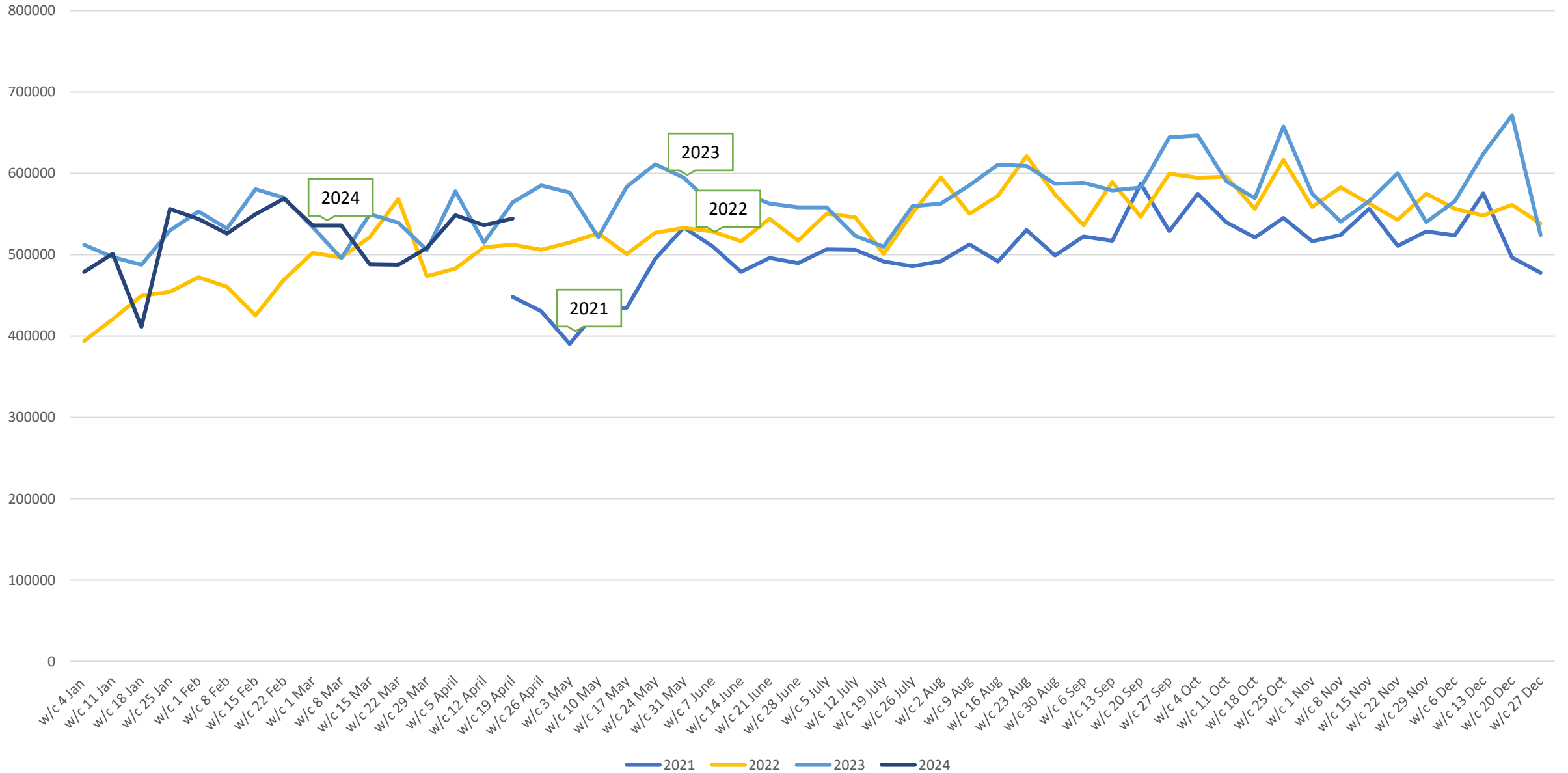
Product
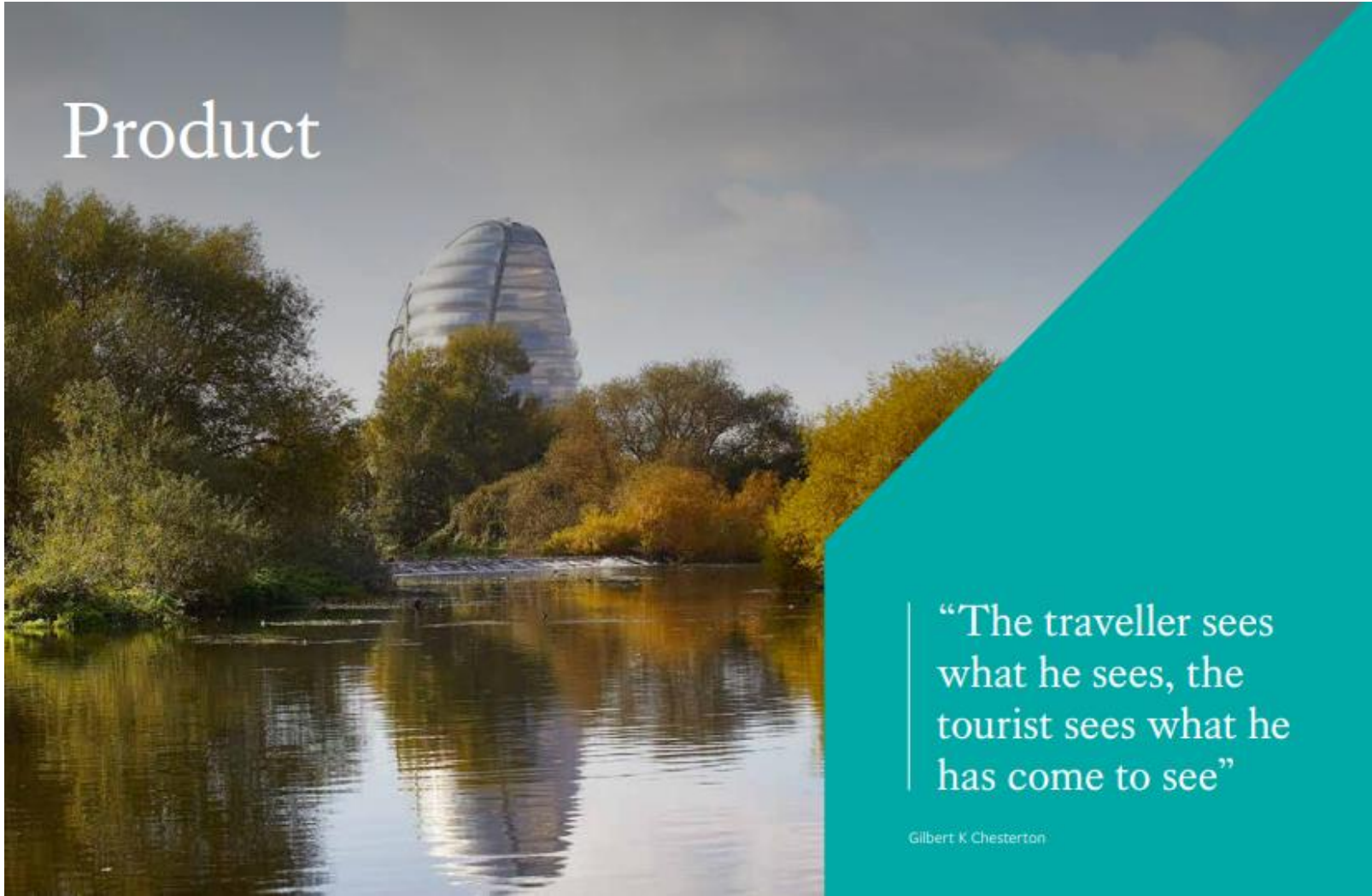
"The traveller sees what he sees, the tourist sees what he has come to see"

Gilbert K Chesterton

Jewry Wall Artist Impression

Great Central Railway

Leicester Cathedral Artist Impression

King Richard III Visitor Centre & Visit Leicester Information Centre

Leicester Museum & Art Gallery

Riverside and Waterways

National Space Centre

Heritage Panels

De Montfort Hall

Curve Theatre

Mattioli Arena

Leicester Market Artist impression

Phoenix Cinema and Art Centre

Foot Pool (part of Caddyshackers refurbishment

Varanasi, High Street

Sonrisa, Greyfriars

The Frame, St Martins Square

Sakura, High Street (Japanese

Time to Delhi, Belvoir Street

Bungles Bar, King Street

Place

"Sense of place is the lens through which people experience and make meaning of their experiences in and with place"

Adams, 2013

Connecting Leicester

BBC Radio 2, Victoria Park

Diwali

STORM puppet
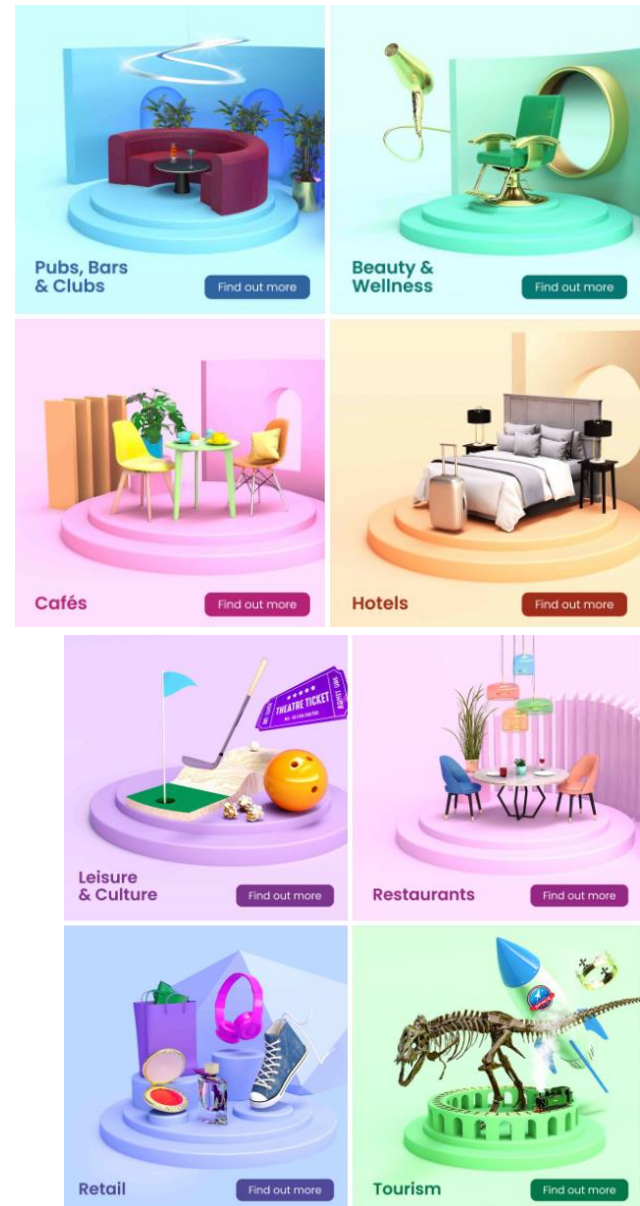

Brewbeat

Monsters Trail

City Night-Time Economy Safe City

Positioning

"Making promises and keeping them is a great way to build a brand."

Seth Godin
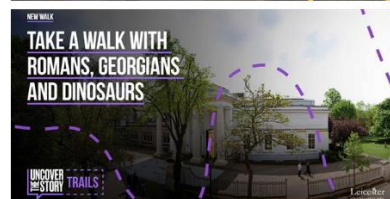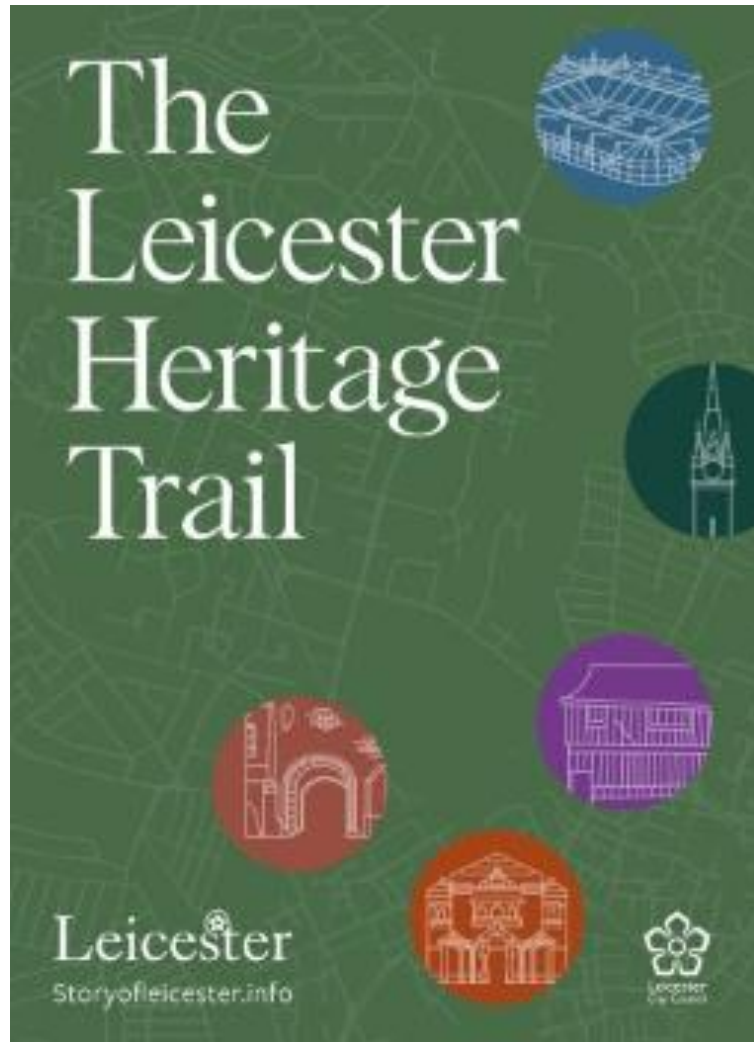
- Itineraries [Itineraries - Visit Leicester](#)
- City Trails [City Trails - Visit Leicester](#)
- Trails video - [City Trails - Visit Leicester](#)
- Make a date with Leicester [Make a Date With Leicester - Visit Leicester](#)
- The Leicester Heritage Trail [Heritage Panel Trail - Visit Leicester](#)
- Riverside Trails [Leicester Riverside Trails - Visit Leicester](#)

Current city marketing initiatives

Project	Completion Date
Tourism Leaflet – 30 city attractions	May 2024
Tear off Legible Leicester map pads for Visit Leicester Information Centre, hotels, transport hubs and Highcross	Completed April 2024
Pocket Maps – city map and attraction information	May 2024
Leicester Tourism Key Facts for Ambassadors	May 2024
Update Make a Date with Leicester guides for online. Print run for Tourism Guide	May 2024
Old Town brochure. Promoting character area highlighting heritage and culture and new attractions – Jewry Wall, Leicester Cathedral Heritage and Learning Centre, Visit Leicester Information Centre, Leicester Market	End of Summer 2024
Heritage Panel Trail Guide – update to include 350 panels	June 2024

People

"It is no longer enough to satisfy your customers. You must delight them."

Philip Kotler

- First cohort of 10 local Volunteer Tourism Ambassadors currently undertaking a 6-week training programme.

- The Ambassadors will support support tourism attractions and venues as well as the council's festivals and events programme..

- Training programme supported by Leicester College.

- Partnership working – Assemble, VAL, Leicester College.

- First cohort will be certificated in May 2024

- Over 35 applications in total.

- Additional City Tourism Ambassador scheme with customer facing businesses e.g. hotels, shopping centres, transport hubs, taxis

leicester tourism ambassador

Tourism Training and Skills

Sub-regional Skills Plan 2024-2025

- Tourism and Hospitality Skills Forum established in 2023
  - Chaired by Leicester College
  - Members include South Leicestershire College, Loughborough College
    - Shaping course curricula, employer engagement, careers fairs, employer-led projects, industry placements, engagement with Springboard charity's hospitality courses
- Purpose to produce a practical local skills plan for the sector for the benefit of providers, businesses in the sector
  - Help providers meet aims and objectives of internal plans
  - Help businesses link more easily with providers via planned activity
  - Help all involved have a shared and agreed vision for local skills development in the sector.
- Skills Plan for Tourism and Hospitality 2024-25 completion Summer 2024.