

Tourism, Culture and Investment

Director, Mike Dalzell

Key Service Leads

Arts and Museums : Jo Jones

De Montfort Hall : Tony Flint

City Centre Director: Sarah Harrison

Festivals & Events and Cultural Policy : Graham Callister



Leicester
City Council

Services relevant to commission

- Museum and visitor attraction services at 6 key sites – Leicester Museum, Abbey Pumping Station, Jewry Wall, Guildhall, KRiii Visitor Centre and Newarke Houses
- Support for arts initiatives e.g. Bring the Paint, UA50 sculpture
- Music, comedy, panto and more at De Montfort Hall
- Promoting Leicester's heritage e.g. via Story of Leicester website, digital content, heritage panels, exhibitions
- Delivering a vibrant festivals and events programme, directly through the council and via support for others

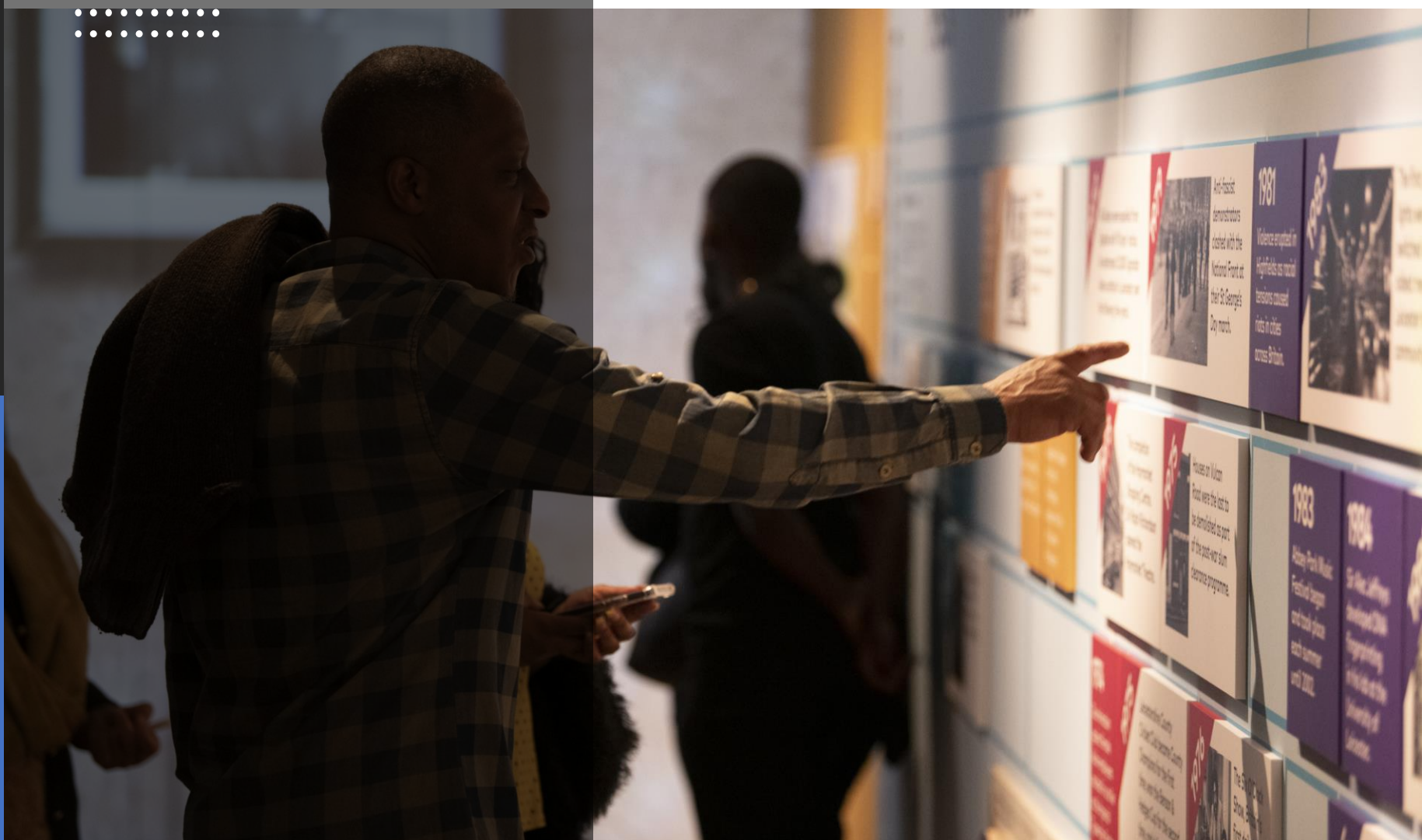






Services relevant to commission (cont'd)

- Support for the records office (statutory) in partnership with the county council
- Tourism campaigns to drive the visitor economy and to animate the city centre
- Place Marketing initiatives that position Leicester as a great place to live / work / study / visit / invest
- Cultural and Creative Industries Policy Development



Anti-fascist demonstrators clashed with the National Front at their St George's Day march.

1981
Violence erupted in Highfields as racial tensions caused riots in cities across Britain.



House of Islam Road was the last to be demolished as part of the post-war urban clearance programme.

1983
Aflee Park Music Festival began and took place each summer until 2002.

1984
St Albans Festival started in 1984, incorporating activities at the University of Luton.



Key Priorities

Policy

Develop and launch a new Cultural and Creative Industries Strategy

Arts and Museums

Strengthening engagement work with schools and communities

Developing plans for new art, climate change and social history galleries

Creating exceptional visitor experiences through capital investment at Jewry Wall

Leicester Museum & Art Gallery

KRIII



Leicester
City Council

Key Priorities

De Montfort Hall

- Delivering an exciting and balanced programme for audiences
- Investing in the building and key operational systems
- Maximising cost efficiencies and driving income

Tourism

- Support destination marketing campaigns (Taste the Place, Fitcation, Uncover the Story etc)
- Promote Leicester's Old Town
- Develop an Ambassadors scheme for residents and front of house teams to better promote the city offer





**UNCOVER
OUR CITY'S
HERITAGE**

**UNCOVER
THE
STORY**



Walking & cycling trails

FITCATION
ACTIVE ESCAPES
IN LEICESTER & LEICESTERSHIRE



Leicester
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Key Priorities

Heritage

Extending the Heritage Panel scheme

Improved online offer via Story of Leicester

Digital technology in the public realm

Festivals

Animating the city centre & city parks with high quality events

Improving co-ordination & promotion of the city festivals offer

Securing external resources to support new activity

Working with communities & festival organisers to improve programming and participation