



Culture and Neighbourhoods Scrutiny Commission

3 April 2025

Sarah Harrison, City Centre Director

Tourism
Action Plan

2020–2025

Leicester Visitor Economy Partnership (LVEP Accreditation)

- The Department for Culture, Media and Sport (DCMS) and Visit England (VE) introduced a 2-tier structure of accredited tourist boards
- Leicester and Leicestershire successfully secured LVEP accreditation in January 2024
 - Direct and strategic relationship with Visit England
 - Opportunity to promote Leicester nationally with government recognition, inclusion in national marketing and travel trade activities.
 - Partnership includes key visitor economy businesses
 - Opportunities for skills development, commission and access to grant funding



Delivery Partnerships

LVEP Advisory Board set up with public/private sectors city and county to shape delivery of the new Destination Management Plan.

Leicester Tourism Forum – public/private sector advisory body to inform strategic decisions and initiatives and delivery of new Tourism Action Plan

**Leicester
Performance
Indicators**
Source: STEAM
(Scarborough Tourism
Economic Activity)

2024 STEAM figures available in the summer. 2025 PIs will also be added to provide final PIs against 2025 target

Performance Indicator	2022	2023	Target 2025	2023 vs 2025 target
Value of Leicester Tourism (£m)	724	844	792	+6.6%
No of overnight stays inc VFR (m)	5.0	5.2	5.6	-7.7%
No of visitors to Leicester (m)	9.9	10.24	14.0	-26.8%
No of jobs created and safeguarded (000)	7.2	8.0	9.2	-12.8%

Summary of activity since April 2024 – Product

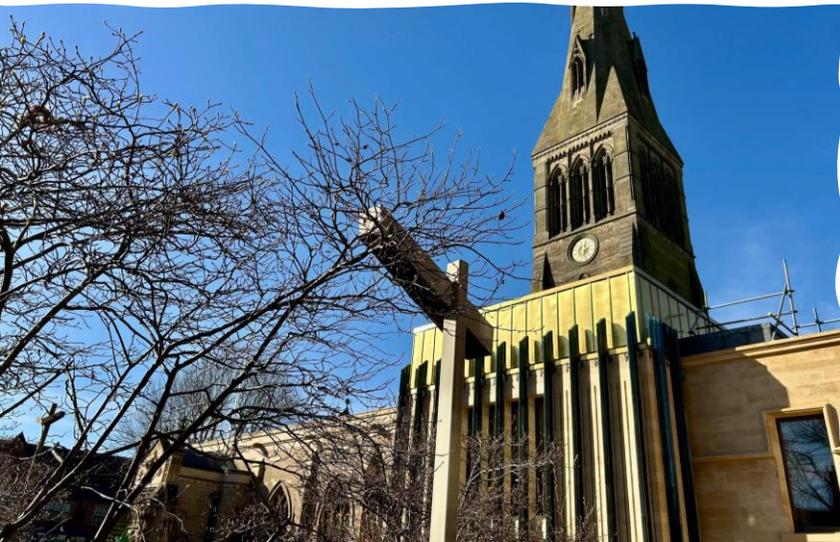
- **Jewry Wall: A real Roman experience**
 - Museum telling the stories of Roman Leicester associated with city archaeology
 - Cutting edge interactive multi-media displays
 - New shop, private hire and education facilities and public café with views over Jewry Wall
 - One of the tallest surviving sections of civic Roman masonry in Britain, standing 9m high
- **Old Town Festival: Roman Edition April 26/27**
 - Building of a Roman encampment of re-enactors, a roman chariot tricycle race,
 - Community will be building a Roman Triumphant arch by artist, Olivier Grossetete
- Jewry Wall is due to reopen to the public for Summer 2025





Leicester Cathedral and Heritage and Learning Centre

- First full year of the Cathedral reopening has seen over 120,000 visitors.
- Hosted a full programme such as the Journey's Festival Swing Installation and the stunning projection lighting up the Cathedral for the Light Up Leicester festival.
- Luke Jerram's installation Mars will be in May.
- Works are due to finish on site end of March and Cathedral Gardens will be reurfed.
- A confirmed opening date is yet to be shared.





Leicester Museum and Art Gallery

- Work is continuing to carry out improvement works at LMAG inc a suite of new art galleries and creation of a café
- Funding of £411k awarded by National Lottery Heritage Fund to support development of new gallery designs inc two new Story of Leicester Galleries and an Environment Gallery
- The LM team was nominated as a VisitEngland Tourism Superstar 2025 finalist

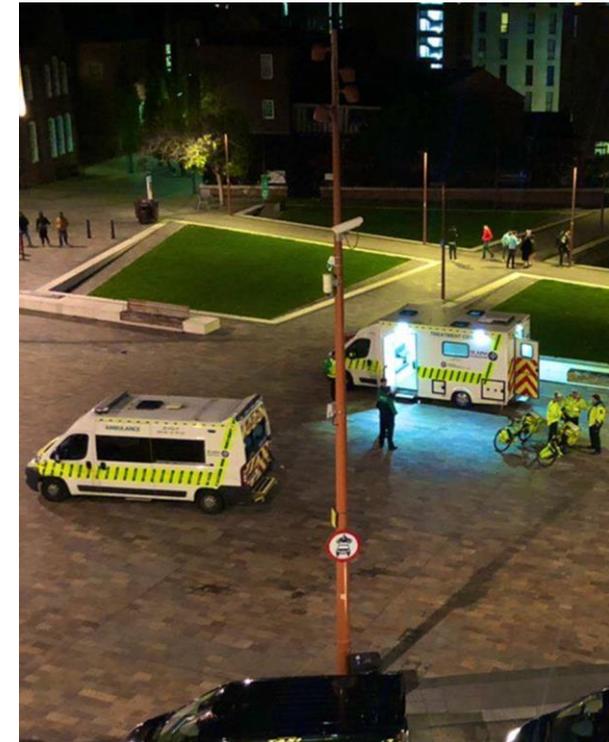
King Richard III Visitor Centre

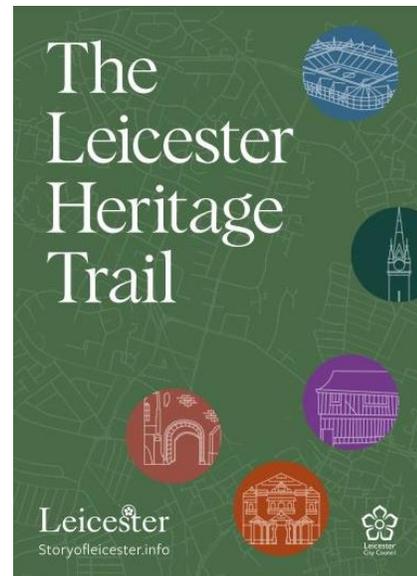
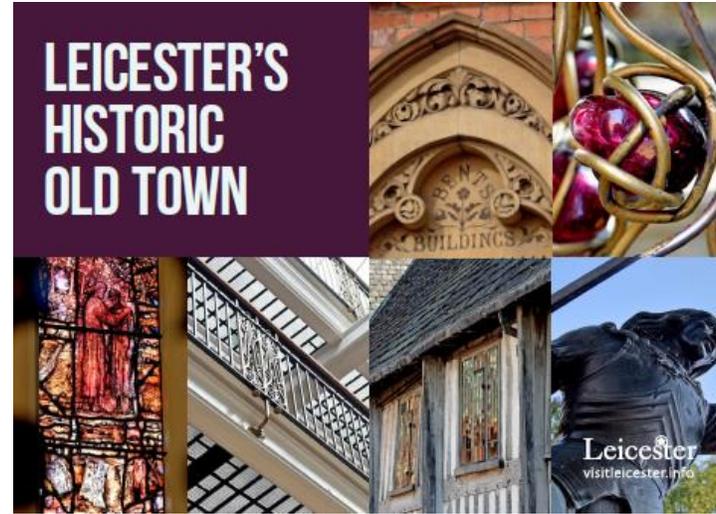
- 10th Anniversary celebrations of the rediscovery, identification and reinterment of Richard II end in 2025
- Voice of Richard project soon to be unveiled
- Celebrating their 70th award since opening in 2014





Safe Night Time Economy





Effective Place Marketing

- Number of visitors to the Visit Leicester website grew by 196.6% from 2020-2024.
- Trails and itineraries downloads are now more than 7,000 with nearly 40,000 views.



- Welcome to Leicester for leisure and business tourism
- Focus on Visiting Family and Relatives (VFR) market
- Recruited an initial team of 15 local volunteer Tourism Ambassadors from Leicester's neighbourhood areas to support tourism venues and festivals and events.
- Training programme supported by Leicester College.
- Partnership working – Leicester City Council, Voluntary Action Leicestershire, Leicester College.
- Training for customer service staff in the city centre. First successful session with 50 individuals representing variety of sectors including hotel staff, taxi drivers, bus drivers and shopping centre staff.



**leicester
tourism
ambassador**

Skills, Networking, Support and Engagement from Tourism Businesses

- Leicester College
 - Tourism and Travel industry courses
 - Strong industry links for real-world insights for students and practical skills
- De Montfort University
 - BA (Hons) International Tourism and Hospitality Management
 - L6 top Up International Tourism and Hospitality Management
- Leicester & Leicestershire Business and Skills Partnership (LLBSP)
 - LLBSP Careers Hub leads partnership of schools, colleges, LAs, business and careers providers
 - World of Work Leicestershire guides
 - Building the workforce of the future
 - Skills Bootcamps
 - Employment Hub
 - DWP offers

Future Priorities

- Destination Management Plan 2026-31
- Leicestershire Visitor Economy Partnership working closely with stakeholders to shape plan. Launch in January 2026
- New strategic direction aligning with VisitEngland's priorities – accessibility and sustainability.
- Leicester Tourism Action Plan 2026-31 - Aligns with strategic direction outlined in DMP
- Focus on the unique aspects of the city's tourism and visitor economy offers
 - KRIII, Jewry Wall, National Space Centre, Leicester Museum and Art Gallery, Canals and Riverside, Golden Mile, World Cuisine
 - Rich, diverse culture and heritage – Leicester Leading Creative and Cultural Strategy
- Accommodation BID (ABID) - ABID focuses on improving areas where hotels are located
 - Operates similar to a traditional Business Improvement District (BID) model
 - Property owners in a defined geographic area agree to pay into a fund
 - Funding to support activity to enhance the visitor experience and increase overnight stays
 - Funded through a supplementary charge per room, per night for guests of, say, £2
 - Decision whether to proceed to ballot will be made later in 2025.

Key Challenges to the Tourism and Hospitality Sector and Tourism Trends

Priority Key Challenges

- Sustainability and accessibility
- Changing consumer preferences
- Rising operational costs and staffing shortages

Priority Trends

- Sustainable and eco-tourism
- BLeisure /Digital nomadism
- Authentic and local experiences
- Food tourism
- Cultural and heritage tourism
- Micro trips