



Economic Development, Transport and Tourism Scrutiny Commission

Date of Commission Meeting: 18 August 2021

Inward Investment and Place Marketing

Report of the Director of Tourism, Culture and Investment

Useful information

- Ward(s) affected: All
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Suggested content

1. Purpose of report

- 1.1 This report updates on progress with the inward investment and place marketing elements of the economic recovery plan.

2. Recommendations

- 2.1 To note the contents and comment on this report.

3. Supporting information

Background

- 3.1 The update provided in March 2021 included reference to £185k that had been secured from the Leicester and Leicestershire Enterprise Partnership and provided details of the intended 'Accelerator' work programme. Much of the work revolved around the creation and promotion of new video and digital assets in support of the visitor economy and for inward investment purposes.
- 3.2 The extra resource allowed for an additional marketing and comms officer to join the Place Marketing team. As well as creating new video and digital content (via Leicester agency Image Nova) the programme enabled the appointment of a specialist PR company (Sandstar Communications, also Leicester based) and for the first time, a 'paid-for' social media marketing campaign (Leicester based Annica Digital).
- 3.3 The report highlights both how the Accelerator programme is progressing across the city and county areas. A detailed appendix is included below which shows the overall targets for the programme and progress to date.
- 3.4 This report also highlights how the Accelerator programme is being complemented by parallel initiatives that have a particular focus on the city.

Visitor Economy

- 3.4 The 'Accelerator' programme is designed to support and promote the overall Uncover the Story destination marketing campaign. The online material for that campaign has been worked up over the past year and went live at end May [Uncover the Story \(visitleicester.info\)](http://visitleicester.info). It was referenced and

illustrated in the June 2021 update. New material continues to be created and there are now more than 40 stories accessible online. Most recently new material has been added about the Golden Mile and the history of theatre in the city. A formal launch of the campaign was held at the King Richard iii Visitor Centre at the end of July and has received extensive media coverage.

- 3.5 The visitor economy part of the campaign was prioritised as the overall visitor economy has been particularly hard hit by COVID. There are four videos being produced and the first to be completed is 'Historic Leicester' which showcases the King Richard iii story and the Old Town. A second showcasing the overall city offer is also being edited and will hopefully be shown to the meeting. Each video is intended to be edited to various lengths for use on different social media platforms. Two other videos are designed to showcase the Market Towns in the county and the National Forest. They are also nearing completion and should be live by the time of the commission meeting. The creation and promotion of this material will be the basis for a more prolonged PR campaign targeting specific national tourism publications and platforms, to draw attention to our offer.
- 3.6 There will be a full evaluation of the impacts of the campaign in due course. Ultimately the impact is hoped to be additional visitors, bookings for stays, local spend, etc. The Uncover the Story campaign is designed to drive visitors first to the Visit Leicester site where they can explore all the options and then to the web sites of individual attractions where they can find more detailed information, make bookings etc. Early signs are encouraging. Following the launch traffic for the UTS area on the Visit Leicester website, this traffic went up over 600%. New users were up 70%. Views to attraction pages are up 40% overall with key examples being:
- Stoney Cove up 500%
 - Leicester Museum and Art Gallery up 200%
 - Belvoir Castle up 130%
 - National Space Centre up 50%
- 3.7 In the city the overall Uncover the Story campaign has been augmented by the development of a new series of trails and itineraries which deploy similar Uncover the Story branding. These will also be available online and in hard copy format via the Visit Leicester information centre. Work is being done with city attractions and accommodation providers to make sure front of house teams are aware of and promote these offers. A summary presentation on the new trails and itineraries is attached.

Inward Investment

- 3.8 The Invest Leicester website had a substantial upgrade in 2020 but as with the Visit side it lacked dynamic visual content. The Accelerator programme creates the opportunity for new video content which can be used across multiple platforms and typically be edited to various lengths between 30 seconds to 2+ minutes.

3.9 The intention is to create six new videos that showcase the priority business sectors for investment across the city and county including space; life sciences; financial services; food & drink; advanced logistics; advanced manufacturing. Storyboards are being prepared now and filming will start in September with the videos being produced across the autumn and all should be available by year end. The PR campaign will then start in earnest to push them out from early 2022. Each video will be specific to the opportunities of the particular sector but all will carry common messages around skills, the importance of university linkages and will feature specific case studies that show how local government and the business community have been able to practically assist businesses to relocate and the advantages they have derived.

3.10 Work has also started on the development of a new interactive ‘fly-through’ of the city, intended to support city promotion and inward investment marketing. It will feature many of our significant investment sites and opportunities. This will be available in autumn 2021 and forms part of our work to develop a longer term economic plan for the city.

Quality of Life

3.10 It has been recognised that whilst we have to date developed compelling material about why Leicester is a good place to invest, meet in and visit, there is a need to also showcase the broader quality of life offer that will attract both businesses and their key staff to relocate. Business surveys going back many years have confirmed the difficulties of trying to attract key senior staff which has hindered growth. The Accelerator programme will also therefore allow for the development of new material that does this and that will be the final element of the programme to be developed in early 2022. The current online material is organised by way of Invest / Visit / Meet Leicester. Very soon we will be adding a Study dimension that focuses on the city offer for students and then finally we will add the Live dimension with the new material referenced here.

4. Financial, legal, and other implications

4.1 Financial implications

Not applicable

4.2 Legal implications

Not applicable

4.3 Climate Change and Carbon Reduction implications

Not applicable

4.4 Equalities Implications

Not applicable

4.5 Other Implications (You will need to have considered other implications in preparing this report. Please indicate which ones apply?)

Not applicable

5. Background information and other papers:

None

6. Summary of appendices:

Appendix: Trails and Itineraries

8. Is this a private report (If so, please indicated the reasons and state why it is not in the public interest to be dealt with publicly)?

No

9. Is this a “key decision”?

No

10. If a key decision please explain reason

N/A

Appendix : Accelerator report July 2021

1 Accelerator project - milestones & projects' status

Milestone number	Milestone description <i>On track / timings updated / delayed & pending new timings</i>	Milestone Date	Payment*	Status
1	<u>CONTRACTS' DETAILS</u> <i>Tourism video contract</i> <i>Tourism digital marketing</i> <i>Pioneer Park branding contract</i> <i>Tourism PR agency contract</i> <i>Inward investment video project</i> <i>'Live' - video contract</i> <i>Inward investment pr marketing</i> <i>'Live' - pr marketing contract</i>	 March 2021 April 2021 April 2021 May 2021 May 2021 (now July) June 2021 July 2021 Nov 2021	 <u>7,500*</u> <u>5,000*</u> <u>20,000</u> <u>12,500*</u> <u>15,000*</u> 2,500* 10,000* 10,000*	 Appointed. Appointed. Appointed. Appointed. Appointed via contract variation Not appointed as work required to scope brief. Appointed via contract variation Appointment pending.
2	<u>MARCOMMS OFFICER</u> <i>Recruited</i>	April 2021	<u>40,000</u>	Recruited.
3	<u>DEVELOPMENT OF DIGITAL AND VIDEO CONTENT</u> <i>Tourism video project</i>	July 2021 (now Sep)	<u>7,500*</u>	Heritage video completed & social media versions done. City Experience, Market Towns and National Forest & Ashby videos all filmed. In editing

	Inward investment video project	Oct 2021	15,000*	process & feedback with City and County teams. All completed by September.
	'Live' - video development project	Aug 2021	2,500*	Project instigation meeting 22/7. Filming Aug/Sep. Delivery by Oct/Nov 21. September workshop to scope out focus & messaging. Will feed into brief to agency.
4	<u>TOURISM MARKETING CAMPAIGNS</u> Tourism digital marketing Tourism pr campaign	May 2021 July 2021	5,000* 12,500*	Deadline re-aligned to 19 July Photocall for regional media & start of national media campaign. Launch of video & digital assets.
5	<u>INWARD INVESTMENT MARKETING CAMPAIGN</u> Inward investment pr marketing	Nov 2021 (now Jan/Feb 2022)	10,000*	Start of national media campaign. Launch of video & digital assets.
6	Marketing Campaign – Live – phased implementation 'Live' pr marketing	February 2022	10,000*	Pending clarification around live proposition – see Live video development project above.

2 Outputs and impacts: specific project deliverables

1. Visit website - 40% uplift in new users of our Visit website to 400,000:

- 88.43% increase in new users during first two months (17 May – 19 July) compared to previous month (see Google Analytics chart below). Note: target figure of 400,000 will be sum total of new users over 12 month period from 17 May 21 to 16 May 22.

2. Invest website - 100% increase in new users of our Invest website to 5,000:

- Campaign starts in November. Figures will be available from then.

3. Digital & video assets - 35 video and digital assets to use across our digital channels:

- Heritage video completed. Two additional versions for Facebook & Twitter completed.
- City Experience, Market Towns & National Forest videos filmed and in edit – delivery by end of August
- In addition, 42 visual assets for use online and on digital channels have been produced.

4. Visit Youtube channel - Relaunch Visit Leicester YouTube channel with target to deliver a >300% uplift in the views

- First tourism video will be launched 21 July with the other 3 videos going online from July to the end of August. Figures will be available from then w/c 26 July via Youtube analytics.

The impacts of these on increasing baseline values across online and digital channels will be:

Outputs & Outcomes Sub Category	1 Place marketing – Visit website new users Target 400,000	2 Place Marketing - Investment website new users Target 5,000	3 Digital and video assets developed across tourism & inward investment Target 35	4 Place Marketing Visit Leicester YouTube views Target 1,000
Detailed description	New users	New users	Number of assets	Video views
Baseline value	270,524	2,484	3	292/yr
Output / Outcome	Outcome 72,215 (currently)	Outcome Pending	Output Pending	Outcome Pending
How will the output / outcome be measured	Google Analytics	Google Analytics	Asset in place	YouTube analytics
Measurement Source	Google Analytics	Google Analytics	Asset in place	YouTube analytics
Project conclusion	March 2022	March 2022	March 2022	March 2022
Units	New Visit web users	New Invest web users	Digital and video assets	Video views
Target values achieved by campaign	400,000	5,000	35	1000