



Economic Development, Transport and Tourism Scrutiny Commission

Date of Commission Meeting: 23 March 2022

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. It follows on from previous updates in March and August 2021

2. Recommendations

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

3. Supporting information

Background

- 3.1 Previous reports have noted the additional resource £185k secured from the Leicester and Leicestershire Enterprise Partnership for an 'Accelerator' that revolved around the creation and promotion of new video and digital assets in support of the visitor economy and for inward investment purposes. The extra resource allowed for an additional marketing and comms officer to join the Place Marketing team.
- 3.2 The report highlights both how the Accelerator programme is progressing across the city and county areas. The report also highlights how the Accelerator programme is being complemented by parallel initiatives that have a particular focus on the city. A submission to the LLEP has enabled the Accelerator programme to be extended to March 2023.

Visitor Economy

- 3.3 The 'Accelerator' programme enabled us 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 now features more than 50 different stories across city and county. Previous reports have highlighted the visual identity and style of the campaign which has been very well received and adopted across city, county and districts.
- 3.4 The campaign has helped to give the destination cohesion and raise our profile nationally. It delivered a 94% increase in website users from outside of the area during the targeted paid social media campaign. A second paid

social media campaign to increase sign-ups to the Visit Leicester newsletter has just started.

- 3.5 Through the programme we worked with national travel influencers and bloggers and engaged a PR agency who have secured coverage in the Sunday Times Ireland and an 11-page spread in January's BRITAIN magazine, a key visitor economy publication. See the full magazine on this link <https://issuu.com/chelseamagazines/docs/brtif22>. We are currently working with 20 travel journalists, influencers and travel partners on content and familiarisation visits including The Sun, Daily Mail, BBC and various niche magazines. The campaign was picked up by sector lead body City Nation Place and featured in their UK conference in November. The visitor economy part of the campaign also created four videos, all of which have been well received and are available through the Visit Leicester web site.
- 3.6 A new campaign is being developed for 2022 : Fit-cation – Active Escapes. It promotes a range of thrill-seeking challenges to try out a new sport or have active family fun. Over 30 local businesses are taking part. The campaign will provide an opportunity to bring together all our walking and cycling trails and promote them to visitors. The campaign is designed to stimulate short breaks and incorporates 3- and 5-day challenges. The health benefits of each challenge are made explicit. Developed in partnership with Active Together, the campaign has a tie-in to the Commonwealth Games theme and sports that feature in the games are identified. It will launch after April.
- 3.7 Another benefit has been focused work around the Travel Trade, much of it in partnership with West Midlands Growth Company (WMGC). This year we will do more work with the travel trade (travel and coach operators, group organisers, travel agents). As part of a partnership project with Shakespeare's England and the WMGC, we are preparing a Travel Trade Directory for the Midlands that we will be promoting as a consortium. The team are currently working with around 40 attractions and a range of accommodation providers on a local version of the Directory. To ensure our businesses are trade ready, a webinar was staged in February with a travel trade consultant, White Stag Tourism, to help businesses better understand this route to new markets. Free 1:2:1 support sessions are offered for selected businesses who attend the training.
- 3.8 The visual identity for Uncover the Story has been used by the city to generate a series of bespoke city trails and itineraries. Additional ERDF resource from central government is generating a series of visitor guides for the city covering Retail, Restaurants, Cafes, Leisure and Culture, Beauty and Wellness, Hotels, Bars and Clubs and a City Tourism Guide. All will be available by end March. A full report of progress against the City's Tourism Plan was presented to the Heritage Culture Leisure and Tourism scrutiny commission on 1st March.

Inward Investment

- 3.9 The Inward Investment element of the campaign has enabled us to develop a new suite of promotional videos and other digital collateral for our key growth sectors. Each highlights key statistics, our differential advantages and includes case studies of businesses that have been attracted here and the support we have been able to provide. Final editing is being done on the videos now and they will be released from April onwards. An example will be shown to the Commission meeting.
- 3.10 The sub regional work programme via the Accelerator has also been paralleled in the city by the creation of a high quality new interactive ‘fly-through’ showcasing our priority sites. This is a superb tool to support city promotion and inward investment marketing. Extracts from the fly-through will be shown to the Commission.
- 3.11 Two officers from the city council and two from the county will attend the MIPIM property event in France from 15-17 March alongside private sector representatives from Team Leicester to promote our area as a destination for inward investment. Much of the marketing collateral referred to above will support promotional work at MIPIM including a map of key sites available for development across the city and county (attached).

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