



# Economic Development, Transport and Tourism Scrutiny Commission

Date of Commission Meeting: 12<sup>th</sup> October 2022

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## **Inward Investment and Place Marketing**

Report of the Director of Tourism, Culture and Investment

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## Useful information

- Ward(s) affected: All
- Report author: Mike Dalzell
- Author contact details: 0116 454 4551 mike.dalzell@leicester.gov.uk

## *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 2022 and August 2021.

### **2. Recommendations**

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

### **3. Supporting information**

#### **Background**

- 3.1 The report highlights how the Accelerator programme is progressing to support Leicester City. The £185K LLEP funding stream is aimed at supporting the visitor economy and inward investment with the project scheduled to complete by 31st March 2023.
- 3.2 The report will also touch upon complementary workstreams that support the facilitation of Inward Investment and the visitor economy in the city and surrounding areas.

#### **Visitor Economy**

- 3.3 The Accelerator programme funded a tourism marketing campaign called Fitcation to tie in with the Commonwealth Games. Launched in June 2022, it featured over 45 sport or family fun activities from across the county with 35 businesses taking part. In addition, a Visit Leicester 3-day Fitcation short break itinerary has been developed, recommending local hotels to book and stay. The Fitcation campaign reached over 40,286 people through social media and generated 217 newsletter subscribers. The Fitcation website has received over 1,700 unique visits, with 346 of the visits coming from attendees of the Commonwealth Games, who engaged with a paid social media campaign. Visitors came from a wide range of postcodes, successfully reaching people outside of Leicester and Leicestershire.
- 3.4 As well as targeting consumers through tourism marketing campaigns, 2022 has seen a focus on promoting Visit Leicester's tourism offer to the national

and international travel trade (travel and coach operators, group organisers, travel agents etc). A new Travel Trade Guide has been produced for 2022 with over 40 bookable visitor experiences and 10 accommodation providers all willing to work with the trade, offering products suitable for both independent travellers and groups. The guide was launched at a Visit Britain event in March and was used to inspire a destination feature in the June edition of Group Leisure & Travel Magazine. As part of a new marketing plan, the group tourism offer will be promoted through trade press and a stand at the Group Leisure & Travel Show in October, in partnership with Leicester City Council, Harborough and Melton district councils. The show specifically targets group organisers and coach operators.

3.5 Each year the place marketing team commission a tourism economic impact report for the sub-region. The report is based on data from local and national sources. Locally the report is informed by hotel occupancy rates, car parking data, footfall data for city centre, retail parks and visitor attractions. Key findings are summarised below:

- In 2021, total visitor numbers to Leicester and Leicestershire were 28.15 million (20.4% below the pre-pandemic benchmark of 2019).
- In 2021, the economic impact of the sector was £1.63 billion (17% below the 2019 benchmark).
- In 2021, 17,510 people were employed in the sector (22.9% less than 2019)
- Leicester & Leicestershire recover rates are stronger than the national average. Economic impact was 8% stronger than the national average and visitor numbers were 10% stronger.
- 2022/23 Quarter 1 performance among the hotel sector looks strong with occupancy higher than in 2019.
- Reported visitor numbers have been strong across all attractions, helped by the return of school visits, corporate business, and events programmes.

3.6 In August 2021, the department for Culture Media and Sports commissioned a review of local visitor economy partnerships (LVEP's), such as the place marketing team. The aim of the review is to bring coherence across England using an accreditation process, to create a national portfolio of high performing visitor economy partnerships that would receive core funding. In July work began drawing up the accreditation system for LVEPs.

3.6.1 Criteria is likely to include evidence relating to destination management and engagement, not just marketing, and close collaboration with key public and private sector stakeholders. There can only be one accredited LVEP in each designated area (currently in Leicestershire there are two). In addition, a pilot scheme is being developed and Expressions of Interest are being invited by the Department for Culture Media and Sport.

3.6.2 The Place Marketing team are appraising the process of becoming accredited, supporting the ambitions for the East Midlands to become the pilot for England. A consortium, led by Marketing the Peak District and Derbyshire, are submitting an expression of interest in August and require

letters of support from key partners in Leicester City, LLEP, and Leicestershire County Council.

3.6.3 No timetable has been shared to date, but it is expected that LVEP criteria will be announced in early September and followed immediately by Regional Round Table events to discuss issues arising.

3.6.4 The Tourism Advisory Board has been established for 5 years, meeting bi-monthly and championing issues of importance to the visitor economy. Since its establishment, it has overseen the development, launch and delivery of a 5-Year Tourism Growth Plan for the area and has been instrumental in setting up a new Business Tourism Service. The Tourism Advisory Board has played a critical role in the positioning of Visit Leicester to be a natural choice for an LVEP. The Board is also responsible for providing strategic direction the Tourism Forum, a subgroup established to share intelligence, pool expertise, grow economic impact and champion the tourism and hospitality sector for the city and county. Membership of the Board has remained consistent throughout the past five years however, four new appointments have recently been made, including a leading hotelier from the city and the new General Manager of the King Richard III Visitor Centre. The tourism advisory board is in search of a new chair, following the departure of Dr Sharron Redrobe at Twycross Zoo. Chas Bishop, CEO of the National Space Centre is currently acting as interim chairman with a permanent appointment to be made by the Board in the Autumn.

3.7 The accelerator funding has enabled the business tourism team to attend 2 national exhibitions to raise the profile of Meet Leicester. The events showcased over 60 Leicester and Leicestershire venues, responding to a total of 10 conference proposals. Over 200 contacts were made during the event and are now receiving post show promotional and marketing material.

3.8 A new, updated leisure map is to be created to encourage walking and cycling routes for city access, egress and along the Canalside. The format of the existing document will remain, and Leicester City Council stakeholders are in the process of amending text narrative. Additionally, new road layouts will be included to accommodate any recent highways changes. The Canal and Rivers Trust will part fund the design and print costs for the document with an early draft to be produced and final document anticipated to be live by the end of October 2022.

3.9 The 'Uncover the Story' destination marketing campaign has received significant enjoyment numbers in the last reporting period since March 2002. The online material now features more than 50 different stories across city and county. Campaign activity is supporting high volume website traffic with 214,098 visitors to the Visit Leicester website in Q1 alone. Key campaign highlights for 'Uncover The Story' include:

- 1.1m potential customers have viewed the campaign on social media
- 191,561 have watched at least 50% of the promotional video
- 1,814 clicks to the 'Uncover the Story' website

- 1,229 newsletter sign ups to access future tourism information and campaigns

### **Inward Investment**

3.9 The inward investment element of the LLEP Accelerator has enabled the development of a suite of promotional videos for our key growth sectors. Seven videos were created for:

- Space technologies
- Professional and Financial Services
- Life Sciences
- Advanced Manufacturing and Engineering
- Advanced Logistics
- Food and drink manufacturing
- Creative and Digital
- Low carbon

Videos will be used at future events, conferences and online marketing. The videos can be viewed in each sector here [www.invest/businesssectors](http://www.invest/businesssectors).

3.10 In March 2022, the City and County Council sent four delegates to MIPIM, the world's largest property conference. Leicester and Leicestershire promoted sites on a global stage to increase investment into capital projects within the region and raise the profile of our area as an investment location. Additionally, strengthening the Leicester and Leicestershire brand proposition for internationalisation – creating a buzz around trade, investment, tourism and higher education. Invest in Leicester provided sponsorship to Team Leicester for MIPIM 2022, which contributed towards networking events for over 100 delegates. The events showcased development and investment opportunities across Leicester and Leicestershire, whilst also enabling professionals to build beneficial, long-standing relationships with each other and the local authorities.

3.10 The City and County Councils hosted a 'Place Showcase' and 'Meet the Investor' events at the UKREiiF conference in Leeds in May 2022. The conference provided local areas the opportunity to showcase the scale of their development progress and profile future investment opportunities to investors, developers and occupiers from around the globe. UKREiiF attracted over 5,000 attendees, over 300 high level speakers and 80 exhibitors with attendees ranging from senior public and private sector employees including Government ministers and senior officers from multiple local authority areas, investors, developers and occupiers. The events attracted 50 people, highlighting how Leicester and Leicestershire are working together to plan for the future, showcasing our hugely ambitious growth plans focusing on urban regeneration, addressing high street and transport challenges, providing future housing and employment space and achieving our Net Zero ambitions. Subsequently, new relationships have been forged with developers and investors interested in working across the city and county with particular interest in sites such as Ashton Green. A list of active inward investment enquiries can be found in appendix 2.

3.10 The inward investment team will be working hard over the next few months to raise awareness of the Invest in Leicester brand through several events, including:

- Site Match, Sept 2022 – A ‘speed-dating’ style event for the public and private sector in London. This will allow the team to make relevant connections through focused one-to-one meetings with developers and investors.
- Business Insider East Midlands Property Awards, Sept 2022 – Event sponsorship and a city feature focused on city investment at Space Park, with a strong focus on the benefits for businesses.
- Leicester Business Festival, Nov 2022 – A joint event with Team Leicester to showcase Leicester’s investment potential and relocation opportunities and why it should be a destination of choice.
- Investment Round Tables, from Nov 2022 - to be held quarterly to provide an opportunity for developers to discuss how they can work with Leicester City Council to support its corporate objectives relating to regeneration, investment, carbon neutrality and inclusive growth.
- UKREiIF May 2023 - showcase the scale of our development progress and profile future investment opportunities to investors, developers and occupiers from around the globe.

A detailed calendar of inward investment marketing activity can be found in Appendix 1.

## **4. Financial, legal, and other implications**

### 4.1 Financial implications

There are no direct financial implications arising from this report.

Stuart McAvoy, Acting Head of Finance, Ext 374004

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### 4.2 Legal implications

It is understood that the Authority will explore the possibility of becoming LVEP once the qualifying criteria is published. Should the Authority apply to become accredited then it must ensure that it can comply with accreditation requirements and any contractual conditions will need to be assessed prior to this. Legal services can review any associated terms and conditions.

It is also understood that a LVEP can/will receive core funding from central government, subject to the above advice any external funding will need to ensure it complies with any specified conditions imposed by the conditions of funding together with an assessment against subsidy control of the incoming funds.

Legal advice and assistance to be sought as required as the above is only for early consideration.

*Mannah Begum, Principal Solicitor (Commercial) Ext. 37 1423*

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#### 4.3 Climate Change and Carbon Reduction implications

There are limited climate emergency implications directly associated with this report. However, more widely, both new business and development and the tourism sector are significant sources of carbon emissions within the city. This includes emissions from travel and transport, buildings and consumption. Following the city council's declaration of a Climate Emergency in 2019, and its aim to achieve carbon neutrality within Leicester, addressing these emissions is therefore vital to achieving this ambition.

As such, opportunities to tackle carbon emissions and reduce environmental impacts through tourism and inward investment work should be considered wherever possible. This could include supporting and encouraging new and existing businesses to reduce emissions and improve the energy efficiency of their buildings, encouraging the use of low carbon and sustainable transport, and using events to communicate around the climate emergency and promote opportunities for sustainable business and tourism within Leicester.

Aidan Davis, Sustainability Officer, Ext 37 2284

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#### 4.4 Equalities Implications

There are no direct equality implications arising from this report, however with regards to any engagement or marketing campaigns need to ensure these are accessible for all groups, including those with access needs such as for example BSL, visual impairments.

Sukhi Biring, Equalities Officer, 0116 454 4175

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

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### **5. Background information and other papers:**

None

### **6. Summary of appendices:**

Appendix 1.

# Appendix 1. Inward Investment Marketing Activities 2022/2023

Date	Activity	What is the activity?	What are we going to do?	Promotional Channels	Outcome
<b>PURPOSE: Raising the profile of Leicester &amp; Leicestershire to Regional Developers, Agents and Property Experts</b>					
8th September	East Midlands Property Awards	The annual property business event for the region's property sector.	Identify and invite minimum of 10 developers as guests. Aim is to encourage future award applications to raise the profile of investment into the area whilst improving relationships with agents and developers.	Connect with the developer attendees on LinkedIn. Use organic LinkedIn/Twitter to create a buzz around the event.	Engagement with developers & raise awareness of Invest Leicester brand/team
Sep-22	Business Insider Feature	Full page advertorial	Write up on Space Park, Leicester showcasing other developments in Leicester.	Opportunity to pilot LinkedIn Sponsored Content Video Ads targeted at agents, developers to promote the opportunities featured as well as the Compilation video	Raise awareness of opportunities available, video views, lead generation
8th September	Site Match 2022	Event in London to meet developers to showcase sites in Leicester and Leicestershire.	Engage with developers using the current collateral to highlight opportunities & USPs	Use LinkedIn/Twitter to promote site map opportunities using branded social media to raise awareness of Invest Leicester brand	Increase in website traffic to the site pages on Invest website, increase in LinkedIn engagement
Oct-22	Invest in Leicester Property Luncheon.	Mike to confirm?	Work with a private sector partner to deliver and showcase the Council's regeneration activity. Common subjects Local plan, City Centre regeneration, Investment overview. To be held biannually	Connect with relevant individuals on LinkedIn. Use organic LinkedIn to create a buzz around the event.	Engagement with developers & raise awareness of Invest Leicester brand/team, increase in LinkedIn followers and engagement
Oct-22	Business Insider - Best Boroughs in the East Midlands	Full page advertorial	East Midlands feature focused on what is planned, who is investing with a strong focus on the benefits for businesses.	Opportunity to pilot LinkedIn Sponsored Content Video Ads targeted at agents, developers to promote the opportunities	Raise the profile of L&L as a place to invest, raise awareness of the Invest Leicester brand/team
10th Nov	LBF - Why Invest in Leicester? 10th Nov 10.30am	Joint event with Team Leicester .	Short 10 minute presentations & Q&A to showcase Leicester investment potential and relocation opportunities and why it should be a destination of choice.	Team Leicester channels, City & County Council, Invest channels targeting investors & developers outside the area.	Raise awareness why Leicester is the place to invest
15th Nov	LBF - The impact of climate emergency and net zero strategies on the property and construction sector	Joint event with East Midlands Chamber Property & Construction Forum at Mattoli Woods	Short 10 minutes presentations & Q&A Opportunity to bring sector together to learn about developments affecting the industry as a result of climate change emergencies declared by public sector	Partner channels incl Team Leicester, EMC, City & County Councils, Invest channels targeting Property & Housing developers, construction businesses & supply chain, consultants, architects	Raise awareness of the Invest Leicester brand
Nov-22	Investment Round Tables	Round Table event	Organised by Invest in Leicester. Invite circa 12 businesses from the investment world to discuss a topic relating to inward investment and public/private partnership working.	Connect with attendees on LinkedIn and share relevant content to create buzz around the event	Build relationships with key individuals from inward investment, raise the profile of L&L as a place to invest

Date	Activity	What is the activity?	What are we going to do?	Promotional Channels	Outcome
<b>PURPOSE: Raising the profile of Leicester &amp; Leicestershire to National Developers, Agents and Property Experts</b>					
Sep-22	Property Week Magazine	Supplement focused on Inward Investment - Office & Workspace opportunities	Targeted at commercial property professionals, key business decision makers and end users.	300,000 readers across online & print	Raise awareness of office & workspace opportunities in Leicester.
	Business Desk - East Midlands - Jack Hickey - Head of East Mids. Business Desk				
Sep-22	Commercial Property Monthly : East Midlands Stand Alone	Double page advertorial, option to include advertisement alongside	Print & Digital Advertorial targeted at developers, estate agents, estate managers, property managers, investment managers. 786,000 subscribers. Focus on recent successes, current projects, future opportunities.	Commercial Property Website Commercial Property database 786,000 Invest website blog, Invest social media channels	Raise awareness of current projects, successes, future opportunities in Leicester.

Date	Activity	What is the activity?	What are we going to do?	Promotional Channels	Outcome
<b>PURPOSE: Promote Key Sectors County, Lifesciences Charnwood and LUSEP</b>					
Sep-22	British Science Festival 13th-17th September	Celebrating stories, people and ideas at the heart of Science	Opportunity to use the event to promote science related USP's the area	Social media promotion, Invest Leicester blog.	Raise awareness of USP's in science related fields Engagement with universities
Sep-22	UKSPA Autumn Conference Charnwood Campus	Event promoting & supporting science parks, research campuses and innovation centres. To be held at Charnwood Campus	Opportunity to use the event as a springboard for the Life Sciences & Aerospace opportunities that exist in the area. Focus social media activity sharing university content but use the event as an opportunity to showcase the Space & Life Science videos.	Utilise partner channels to amplify messaging including Charnwood Campus, LUSEP. Utilise the relevant sector videos on social media	Promote and raise profile of Life Sciences & Space sectors in L&L

Date	Activity	What is the activity?	What are we going to do?	Promotional channels	Outcome
Feb-23	Business Insider - INVEST IN Leicestershire feature	Invest Leicester branded feature.	Encourage developer partners to take pages and showcase their offers. Aim for 6-8 pages featuring key developments	Promote using LinkedIn Sponsored Content Video Ad targeted at relevant audience. Use the videos to support the messaging including lead generation form.	Raise awareness of the L&L offer and raise awareness of the Invest in Leicester brand, increase website traffic & increase social media engagement. Generate leads
Apr-23	Invest in Leicester Property Luncheon.	New to area businesses invited to hear about investment and regeneration activity in the city and county.	Work with a private sector partner to showcase the Council's regeneration activity, local plan, City Centre regeneration, investment overview. To be held biannually	Connect with these individuals on LinkedIn. Use organic LinkedIn to create a buzz around the event.	Engagement with developers & raise awareness of Invest Leicester brand/team, increase in LinkedIn followers and engagement
<b>PURPOSE: Raising the profile of Leicester to National Developers, Agents and Property Experts</b>					
Mar-23	Property Week	Advertorial Feature	focused on L&L attendance at MPIM, showcasing the development opportunities	Property Week Promotional Channels, Invest website and social media channels, LinkedIn Boosting based on geographic location/job title	Raise awareness of Invest brand and attendance at MPIM
Mar-23	Invest in Leicester AGM	AGM	Invite key contacts to discuss the last 12 months, showcasing achievements & key development sites, Mayor, Leicestershire County CEO and Private sector to speak.		Raise awareness of the achievements in the last 12 months.
May-23	UK REIFF	The UK's Real Estate Investment & Infrastructure Forum	3x Fringe events, UK REIFF Award Entry. Private dinner for 10 people max., invite only to include selected developers, agents or investors we want to build a relationship with	UKREIFF digital channels, website, Invest LinkedIn/Twitter	Raise awareness of Invest brand at UKREIFF, increase social media engagement
Jun-23	Investment Round Tables. Organised by the Invest Leicester.	Round Table event	Circa 12 businesses invited from the investment world to discuss a topic relating to inward investment and public/private partnership working. Photographer to be on hand, meeting to be recorded to be showcased online.	Connect with these individuals on LinkedIn. Use organic LinkedIn to create a buzz around the event.	Raise awareness of the Invest brand, issues discussed can be used for invest website content/social media
Jul-23	Estates Gazette				
<b>PURPOSE: Raising the profile of Leicester to International Developers, Agents and Property Experts</b>					
Mar-23	MPIM	A 4 day real estate exhibition, conference and networking event gathering 25,800 international property professionals in Cannes	Attend & promotes L&L at MPIM, connect & network international property professionals	Targeted LinkedIn ads - Invest Leicester awareness ads. Work with Sandstar to put together a	Gain followers, views, greater engagement
<b>PURPOSE: Promote Key Sectors County, Lifesciences Charnwood and LUSEP</b>					
Sep-23	Property Week	Full page feature		Property Week distribution channels	Focus on the USP's in the Lifes Sciences sector, highlight HPO opportunity

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