

Leicester
City Council

**WARDS AFFECTED:
ALL**

Cabinet

25th February 2002

Visitor Development Strategy

Report of the Acting Director of Arts and Leisure

1. Purpose of Report

To seek Cabinet approval of proposals to take forward a Visitor Development Strategy for Leicester.

2. Summary

Leicestershire County Council commenced research on a new Tourism Strategy during 2001 and discussions were held at Cabinet level between the two authorities to agree how the City would be represented in the County Council Tourism strategy. Cabinet instructed officers to oversee the development of a new Tourism Strategy for the City that would be linked to the new County document to maximize synergy and co-operation. The attached Visitor Development Strategy has been produced in accordance with these instructions, and provides a strategic direction for Visitor Development which will be implemented through an action planning process managed by Leicester Promotions Limited.

It is proposed that this document, which represents stage 1 of a three stage process, be presented at the joint City and County tourism conference at the end of February 2002, and that a further report be brought to Cabinet at the detailed Action Plan stage.

3. Recommendations

Members are asked to:

1. Agree that the attached Visitor Development Strategy be presented to stakeholders at the joint City and County tourism conference at the end of February.
2. Agree that a further report be brought to Cabinet when the Action Plan is complete.
3. Agree in principle that the Strategy and associated tourism activities should provide the future strategic framework for all of the work delivered by Leicester Promotions Ltd. under its contract to the City Council.

4. Agree that a report be presented to a future identifying the implications of making the management of this strategy the sole focus of Leicester Promotions' activities on behalf of Leicester City Council.

4. Headline Financial and Legal Implications

The financial implications of the Strategy will need further examination at the Action Planning stage, at which time a further report will be brought to Cabinet.

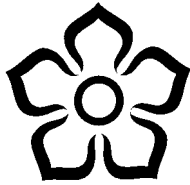
The work delivered by Leicester Promotions Limited under contract to the City Council will be determined by the level of funding granted to LPL. Annual reductions in the level of Council funding since the Company's formation are also likely to call for a fresh examination of Leicester City Council's contract (and associated evaluative framework) with Leicester Promotions.

Any changes to the existing contract with Leicester Promotions Limited will have legal implications.

5. Report Author/Officer to contact:

Martin Peters
Managing Director: Leicester Promotions

Joy Brindle
Head of Strategy, Performance and Development: Arts and Leisure



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Visitor Development Strategy

SUPPORTING INFORMATION

1. Background

Leicester Promotions was asked to co-ordinate researching and developing the new strategy, guided and assisted by a working group drawn from the City Council's Arts and Leisure and Environment and Development Departments.

The Visitor Development Strategy is not a Council Policy Document, but aims to provide a framework for identifying how the City can improve its status as a tourism destination. The strategy will provide a strategic framework for the future work of Leicester Promotions and the contract it delivers on behalf of the City Council.

The original document contained 20 recommendations and the new report contains details on how 11 of these have been moved forward significantly.

2. Taking the Strategy forward

This document is the first of three stages. It provides an overview of key issues facing the city in terms of visitor development, and these are expressed as 9 broad Challenges. These Challenges will be taken forward through an Action Planning process managed by Leicester Promotions Limited. Through this approach, a wide range of partners will be invited to contribute to action plans to deliver the Strategy. The action plans will identify which organizations will take the lead for delivery, and will identify costs and funding sources, timescales and lead bodies. The Action Plans will be reported back to Cabinet and to the Cultural Strategy Partnership. Finally, there will be a delivery phase which will last until action plans are completed, and include regular monitoring and progress reporting managed by Leicester Promotions.

Particular emphasis has been placed on the links between tourism and the Cultural Strategy and tourism as a tool for social, physical and economic regeneration, especially through the work being undertaken by the Leicester City Regeneration Company.

3. Linking to the County Tourism Strategy

Discussions were held in 2001 at Cabinet level between the City and County Councils to agree how the City would be represented in the County Council Tourism strategy. Cabinet instructed officers to oversee the development of a new Tourism Strategy for the City that would be linked to the new County document to maximize synergy and co-operation. It is proposed that this Visitor Development Strategy be presented alongside and linked to the County's Tourism Strategy at the authorities' joint Tourism Conference at the end of February.

FINANCIAL, LEGAL AND OTHER IMPLICATIONS

1. Financial Implications

The financial implications of the strategy will need further examination at the action planning stage, at which time a further report will be brought to Cabinet.

The work delivered by Leicester Promotions Limited under contract to the City Council will be determined by the level of funding granted to LPL. This is currently as shown below:

Summary of LPL Budget allocation for 2002/3 –

FIRST CUT subject to more detailed agreement

LCC Contract FEE		£673,000
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Tourist Information Centre

Employment Costs	£158,000	
Overhead	£150,000	
Marketing/Promotion	£ 25,000	
		£333,000

LPL

Employment Costs	£303,000	
Overhead	£100,000	
Marketing/Promotion	£ 43,000	
		£446,000
Balance		-£106,000

Funded by

Commercial/sponsorship income	£650,000	
Commercial/sponsorship costs	£544,000	
Balance		£106,000

This means that there are 10,000 hours of staff time and £43,000 cash to allocate according to City Council priorities in delivering the Visitor Development Strategy.

2. Legal Implications

The Council has powers to encourage visitors and provide conference and other facilities (the Council currently exercises functions under this power through Leicester Promotions Limited).

The Council has power to provide entertainment facilities and facilities for recreation.

The Council also has powers to promote or improve the economic, social and environmental wellbeing of its area, and in doing so may expend money. In exercising this power the Council must have regard of its community strategy.

Any variation of the existing contract with Leicester Promotions Limited will have legal implications.

3. Other Implications

Other implications	Yes/No	Paragraph References Within Supporting information
Equal Opportunities	Yes	The Strategy provides a framework to address tourism challenges in Diverse City (Leicester's Cultural Strategy)- see 4.1 of document
Policy	Yes	The Strategy provides a framework for delivering elements of the Cultural Strategy (4.1) , one of Leicester's key corporate strategies. The Strategy links to the County Council's tourism strategy (4.2) to foster a cooperative approach.
Sustainable and Environmental	Yes	The Strategy provides a framework to use tourism to address Jobs and Regeneration issues within the Community Plan. There are links to the City Centre Management Action Plan (4.4), Central Leicestershire Transport Plan (7.3), Riverside Strategy (8.8) and the work of the Urban Regeneration Company (4.3)
Crime and Disorder	No	
Human Rights Act	No	
Elderly/People on Low Income	No	

3. Background Papers – Local Government Act 1972

4. Consultations

Details of the consultation process are included in the strategy document.

5. Report Authors

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Joy Brindle
Head of Strategy, Performance and Development: Arts and Leisure