



Leicester
City Council

**MEETING OF THE HERITAGE CULTURE LEISURE AND TOURISM
SCRUTINY COMMISSION**

DATE: TUESDAY, 1 MARCH 2022

TIME: 5:30 pm

**PLACE: Meeting Room G.01, Ground Floor, City Hall, 115 Charles
Street, Leicester, LE1 1FZ**

Members of the Committee

Councillor Halford (Chair)

Councillor Ali (Vice-Chair)

Councillors Dr Barton, Cole, Dawood, Shelton and Solanki
(1 unallocated non-grouped place)

Members of the Committee are invited to attend the above meeting to consider
the items of business listed overleaf.

For Monitoring Officer

Officer contacts:

Jessica Skidmore, Democratic Support Officer

Tel: 0116 4542623, e-mail: Jessica.skidmore@leicester.gov.uk

Leicester City Council, City Hall, 3rd Floor Granby Wing, 115 Charles Street, Leicester, LE1 1FZ

Information for members of the public

Attending meetings and access to information

You have the right to attend formal meetings such as full Council, committee meetings, and Scrutiny Commissions and see copies of agendas and minutes.

However, on occasion, meetings may, for reasons set out in law, need to consider some items in private.

Due to ongoing mitigations to prevent the transmission of COVID, public access in person is limited to ensure social distancing. If you wish to attend a meeting in person, you are required to contact the Democratic Support Officer in advance of the meeting regarding arrangements for public attendance. A guide to attending public meetings can be found here on the [Decisions, meetings and minutes page](#) of the Council website.

Dates of meetings and copies of public agendas and minutes are available on the Council's website at www.cabinet.leicester.gov.uk, or by contacting us using the details below.

To hold this meeting in as Covid-safe a way as possible, all attendees are asked to follow current Government guidance and:

- maintain distancing while entering and leaving the room/building;
- remain seated and maintain distancing between seats during the meeting;
- wear face coverings throughout the meeting unless speaking or exempt;
- make use of the hand sanitiser available;
- when moving about the building to follow signs about traffic flows, lift capacities etc;
- comply with Test and Trace requirements by scanning the QR code at the entrance to the building and/or giving their name and contact details at reception prior to the meeting;
- if you are displaying Coronavirus symptoms: a high temperature; a new, continuous cough; or a loss or change to your sense of smell or taste, you should NOT attend the meeting, please stay at home, and get a PCR test.

Making meetings accessible to all

Wheelchair access – Public meeting rooms at the City Hall are accessible to wheelchair users. Wheelchair access to City Hall is from the middle entrance door on Charles Street - press the plate on the right hand side of the door to open the door automatically.

Braille/audio tape/translation - If you require this please contact the Democratic Support Officer (production times will depend upon equipment/facility availability).

Induction loops - There are induction loop facilities in City Hall meeting rooms. Please speak to the Democratic Support Officer using the details below.

Filming and Recording the Meeting - The Council is committed to transparency and supports efforts to record and share reports of proceedings of public meetings through a variety of means, including social media. In accordance with government regulations and the Council's policy, persons and press attending any meeting of the Council open to the public (except Licensing Sub Committees and where the public have been formally excluded) are allowed to record and/or report all or part of that meeting. Details of the Council's policy are available at www.leicester.gov.uk or from Democratic Support.

If you intend to film or make an audio recording of a meeting you are asked to notify the relevant Democratic Support Officer in advance of the meeting to ensure that participants can be notified in

advance and consideration given to practicalities such as allocating appropriate space in the public gallery etc..

The aim of the Regulations and of the Council's policy is to encourage public interest and engagement so in recording or reporting on proceedings members of the public are asked:

- ✓ to respect the right of others to view and hear debates without interruption;
- ✓ to ensure that the sound on any device is fully muted and intrusive lighting avoided;
- ✓ where filming, to only focus on those people actively participating in the meeting;
- ✓ where filming, to (via the Chair of the meeting) ensure that those present are aware that they may be filmed and respect any requests to not be filmed.

Further information

If you have any queries about any of the above or the business to be discussed, please contact:

, Democratic Support Officer on 0116 4546350

Alternatively, email , or call in at City Hall.

For Press Enquiries - please phone the **Communications Unit on 0116 454 4151**.

PUBLIC SESSION

AGENDA

FIRE / EMERGENCY EVACUATION

If the emergency alarm sounds, you must evacuate the building immediately by the nearest available fire exit and proceed to the area outside the Ramada Encore Hotel on Charles Street as directed by Democratic Services staff. Further instructions will then be given.

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members are asked to declare any interests they may have in the business to be discussed.

3. MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting of the Heritage, Culture, Leisure and Tourism Scrutiny Commission held on 20 January 2022 will follow and Members are asked to confirm them as a correct record.

4. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer to report on the receipt of any questions, representations or statement of case submitted in accordance with the Council's procedures.

5. PETITIONS

The Monitoring Officer to report on the receipt of any petitions submitted in accordance with the Council's procedures.

6. TOURISM ACTION PLAN UPDATE

[Appendix A](#)

The Director of Culture, Tourism and Inward Investment submits a report to the Commission with a progress update on the actions outlined in the Leicester Tourism Action Plan 2020-2025.

7. EVENTS CALENDAR 2022

[Appendix B](#)

The Director of Culture, Tourism and Inward Investment submits a presentation on the festivals and events in Leicester for 2022.

**8. 50 YEARS OF UGANDAN ASIANS IN LEICESTER
PROGRAMME - VERBAL UPDATE**

Councillor Clair to present a verbal update on the programme for the 50 Year Anniversary of Ugandan Asians in Leicester.

**9. SPORTS ENGLAND INITIATIVES AND GOOD
PRACTICE**

Appendix C

The Director of Public Health submits a presentation on the current best practice for women's participation in sport in the city.

**10. WOMEN'S PARTICIPATION IN PHYSICAL ACTIVITY
AND SPORT IN THE CITY REVIEW - PROGRESS
UPDATE**

The Chair will provide a verbal update on the task group looking at Women's participation in physical activity and sport in the city.

11. WORK PROGRAMME

For Members consideration, the Work Programme for 2021/22 is attached.

12. ANY OTHER URGENT BUSINESS

Report to Scrutiny Commission

Scrutiny Commission: Heritage, Culture, Leisure and Tourism

Date of Commission meeting: 1 March 2022

Leicester Tourism Action Plan 2020-2025 Progress Update

Lead executive decision maker:
Assistant Mayor for Heritage, Culture, Leisure and Sport

Report of the Director of Tourism, Culture and Inward
Investment



Useful information

- Ward(s) affected: Castle Ward
- Report author: Sarah Harrison, City Centre Director
- Author contact details: 0116 454 2481

1. Summary

This report provides the Heritage, Culture, Leisure and Tourism Scrutiny Commission with a progress update on the actions outlined in the Leicester Tourism Action Plan 2020-2025.

2. Recommendations

To note and comment on the progress with delivery of actions within the Leicester Tourism Action Plan 2020-2025.

3. Report/Supporting information including options considered:

Attached PowerPoint presentation as an appendix

4. Financial, legal and other implications

4.1 Financial implications

There are no significant financial implications arising from this report. However, the costs of any new initiatives not already included in the budget should be identified and considered as they arise.

Stuart McAvoy – Acting Head of Finance x 37 4004

4.2 Legal implications

Any proposed works or services identified in this report may be subject to the Public Contracts Regulations 2015- ("Regulations") and the Council's Contract Procedure Rules and as such the Council's Procurement team and Legal services will need to be engaged to provide advice and ensure such works or services are procured in accordance with the Regulations.

Legal advice should be sought as and when required.

Seema Patel, ex 1406

4.3 Climate Change and Carbon Reduction implications

As this is a progress update, there are limited climate emergency implications directly associated with this report. However, more widely, the tourism sector is a significant source of carbon emissions within the city. This includes emissions from travel and transport, and those from tourism businesses such as their energy use and buildings and the products they buy and use. 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 a vital part of this work, particularly in areas where the council has the most influence.

As such, the various plans and projects relating to tourism in the local area should consider opportunities to tackle carbon emissions and reduce environmental impacts as relevant and appropriate. This could include supporting and encouraging businesses to reduce emissions and improve their energy efficiency of their buildings, encouraging the use of low carbon and sustainable transport, and using festivals and events to communicate with visitors on the climate emergency. This report includes a number of programmes that are already actively contributing to this agenda, for example within transport such as the e-bike hire scheme. In addition, the development and promotion of sustainable tourism opportunities could potentially provide positive economic and reputational impacts for the city.

Aidan Davis, Sustainability Officer, Ext 37 2284

4.4 Equalities Implications

Under the Equality Act 2010, public authorities have a Public Sector Equality Duty (PSED) which means that, in carrying out their functions, they have a statutory duty to pay due regard to the need to eliminate unlawful discrimination, harassment and victimisation, to advance equality of opportunity between people who share a protected characteristic and those who don't and to foster good relations between people who share a protected characteristic and those who don't.

Protected Characteristics under the Equality Act 2010 are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

The report provides an update in relation on the actions outlined in the Leicester Tourism Action Plan 2020-2025, there are no direct equality implications arising out of it. The tourism sector, along with the arts, entertainment and recreation, has been one of the sections of the economy hardest hit by COVID-19.

Culture presents an opportunity for authentic cultural exchange between locals and visitors and for destinations it encourages local communities to embrace their culture and boost economic growth. Thus, providing an opportunity to foster good relations between different protected characteristics.

One in five people in the UK has an impairment and those with health conditions, and their travelling companions, are estimated to spend £12 billion on trips in England each year. Half a million British adults cited 'lack of accessibility provision' as the reason they did not take a domestic trip in the last 12 months. It is important to consider inclusive design principles in relation to accessibility for people from across all protected characteristics.

Efforts to promote equality and diversity and to engage people from across communities should have a positive impact on visitors from across all protected characteristics. Having accessible safe and inclusive places to visit that helps to create an environment that encourages as many people to access services and participate fully, helps to advance equality.
Equalities Officer Surinder Singh Tel 37 4148

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

None.

1. Background information and other papers:

None

2. Summary of appendices:

None

3. Is this a private report?

No

Report

1. Purpose

This briefing provides an update on progress to date with delivery of the actions outlined in the Leicester Tourism Action Plan 2020-2025

2. Background

Coronavirus and the impact on the UK travel and tourism industry – Source ONS

- Monthly air passenger arrivals to the UK fell from 6.8m in February 2020 to 112,300 in April 2020, a fall of 98.3%
- Greater London saw the largest fall in room occupancy of any English region from 2019-2020 with just 20% of rooms occupied in July 2020 compared with 90% in the same month in 2019.
- Accommodation and travel agency businesses saw the sharpest decline in turnover during the first national lockdown, falling to 9.3% of their February levels in May 2020
- The proportion of businesses in travel and tourism industries trading peaked at 85% in October 2021 before declining in response to increasing restrictions in November.
- In the three months to June 2020 employment in accommodation for visitors fell by 21.5% compared with the same three months of 2019.
- In travel and tourism industries overall the number of people age 16 to 24 years saw the largest fall in employment of any age groups between Q3 2019 and Q3 2020.

Tourism Matters

Since 2010, tourism has been the fastest-growing sector in the UK in terms of employment. It had been predicted to grow faster (at 3.8% per year) than the overall UK economy (at 3% per year) – and much faster than sectors such as manufacturing, construction and retail. It was estimated that Britain would have a tourism industry worth over £257 billion by 2025, just under 10% of UK GDP, supporting almost 3.8 million jobs, approximately 11% of the total number of UK jobs.

To what extent and speed the travel and tourism industry will recover post-pandemic is unknown. However, the UK has seen an encouraging growth in staycations as visitors chose to holiday at home rather than run the risk and expense of travel abroad due to unpredictability of Covid restrictions during the pandemic.

Leicester and Leicestershire Tourism Growth Plan 2020-2025

The framework of the five-year Tourism Growth Plan for Leicester and Leicestershire developed by the jointly-funded Place Marketing Team has helped focus effort, reduce duplication, inform, guide and influence decisions on investment and bring individual partners together to increase impact. By visualising the area as a single, integrated visitor destination, the sector can achieve more growth, more visitors, more economic value and more jobs. By working collaboratively with the city, county and districts councils, a more joined up approach to developing tourism across the sub-region can be achieved. The Plan is supported by a region-wide Tourism Advisory Board.

[Leicester Leicestershire Tourism Growth Plan](#)

Leicester Tourism Action Plan 2020-2025

Leicester Tourism Action Plan has been developed closely in parallel with the Tourism Growth Plan for Leicester and Leicestershire. Both plans are designed to complement each other. The city plan helps to deliver priorities for the wide area, for example product investment, improved productivity and in particular it will support the strategy for creating a strong, distinctive and visible destination through the campaign brand entitled *Uncover the Story*.

The plan has also been influenced by the broader strategic priorities and actions set out within the Leicester and Leicestershire Enterprise Partnership (LLEP), Local Industrial Strategy, Leicester Smart City Strategy, Leicester Economic Action Plan 2016-2020 and the city council's Place Marketing activities.

[Leicester Tourism Action Plan](#)

STEAM Data

The Scarborough Tourism Economic Activity Monitor (STEAM) is a tourism economic impact model used throughout the UK and overseas by tourist boards, local authorities, national park authorities and many other public and private sector organisations. The city and county have been using STEAM to track change across a wide range of economic measures, sectors and visitor types since 2009.

The value of tourism to Leicester and Leicestershire in 2018 was £1.88 billion. The number of people who visited the region was 34.93 million. 23,076 jobs were created and safeguarded.

The value of tourism to Leicester has grown by 48% over the last ten years to £651 million in 2018. The number of people visiting the city was 11.5 million. 7,911 jobs were created and safeguarded.

Pre-Covid, the projected growth by 2025 was forecast to increase the value of tourism to Leicester to £792 million with a projected 2.5 million increase in visitors and 1,260 more jobs created and safeguarded. The city's ambitious product development projects, marketing plans, resident engagement schemes and focus on hospitality and tourism training, skills development and business advice, places Leicester in a strong position to continue to grow.

Tourism performance projections will be reviewed in the future as part of economic recovery plans for the city.

Aims and Objectives – Leicester Tourism Action Plan 2020-2025

The aims and objectives for the Leicester Tourism Action Plan set out the city's ambition to attract more leisure and business tourism first-time visitors, increase repeat visits and overnight stays. A £100 million investment programme in new and existing tourism offers to improve quality, diversification, productivity and profitability, will help position Leicester as a sought-after tourism destination.

Growing the city's visitor economy will also bring sustainable economic, cultural and social benefits to investors and residents.

3. Summary Progress Report

Summary of delivery progress to date against the objectives and actions outlined in the Tourism Action Plan 2020-2025.

There has been considerable progress made despite the challenging Covid environment the country and particularly Leicester has faced. Projects have moved forwards and marketing plans have benefitted from an unexpected European Regional Development Fund (ERDF) budget boost to support the reopening of the high street and welcoming visitors back.

4. Four themes

The Tourism Action Plan 2020-2025 is organised around four themes : **Product – Place – Positioning – People.**

Theme 1: Product

Objective 1 : Improving the tourism product offer in terms of quality, diversification, productivity and profitability

Jewry Wall – Roman Leicester

The new museum will connect both floors of the former Vaughan College and will include a café, shop, meeting rooms and a stunning new exhibition, all overlooking the historic site of the baths. The exhibition will use immersive technology to bring to life the stories of everyday Roman Leicester. The development is on site but has been hindered by the contractor for the first phase of building work going in to administration.

[Jewry Wall](#)

Leicester Cathedral Revealed

The project is also now underway and will restore and renew Leicester Cathedral so that it can be its very best as a place of worship, heritage, pilgrimage, hospitality, learning, sanctuary and celebration.

A new visit and learning centre, The Chapter House, will be housed in an extension to the cathedral on the footprint of the Old Song School. The centre will provide an exhibition gallery with immersive interpretation, a flexible learning space for school children and community groups and new toilet facilities. The scheme will complete and be open to the public in early 2024.

[Leicester Cathedral Revealed](#)

Phoenix 2020

Construction has started on Phoenix cinema and art centre's exciting £8.7m expansion project. A fourth screen, new art gallery, bigger Café Bar and roof terrace and more space for making and learning will be unveiled in early 2023. The project has funding support and investment from Arts Council England, Leicester City Council and the British Film Institute.

Leicester Museum and Art Gallery

The creation of new galleries and improved learning facilities is underway at Leicester Museum and Art Gallery. Funding for this large-scale scheme will come from the council's capital programme, and an intended Heritage Lottery bid. An application decision is also pending on a bid to Arts Council England for £750k towards urgent roof repair works. The first part of the scheme, the Leicester Stories Gallery is due to open in May 2022.

[LMAG](#)

Leicester Market

A plan for a comprehensive redevelopment of the current outdoor market will be revealed soon. This will include upgraded lighting and stalls, facilities to attract new permanent traders with a wider range of commodities whilst protecting the traditional fruit and veg heart of the market.

A link between Market Place and Cank Street will be created and a new development scheme will use shipping containers to create a hub of small independent traders.

Relocation of Visit Leicester Information Centre

Following the discovery of the remains of KRIII and the opening of the KRIII Visitor Centre it was decided to relocate the Visit Leicester Information Centre in 2020 from Gallowtree Gate to the foyer area of the King Richard III Visitor Centre. This now places the service in the heart of the city's Old Town in close proximity to the cathedral and showcasing the considerable public and private investment that has transformed the Old Town area.

Deliver new visitor accommodation

The city has experienced unprecedented investment from the private sector in new hotels which include the aparthotel concept for longer stays. The additional rooms will support the establishment of Leicester's first business tourism service for conferences and events and the focus on creating weekend breaks aimed at leisure tourists.

Plans for a new hotel as part of the King Power Expansion project would add a further 220 rooms. There is currently further interest from other hotel developers/operators in the city centre and neighbouring area locations.

The recent opening of the hotels in the city has increased the service accommodation offer by 45 %.

Previous serviced accommodation offer in the city: -

Name	Location	Products
Hotels		
Belmont Hotel	DeMontfort Street	75
Campanile Hotel	St Matthews Way	93
Castle Park Hotel	Millstone Lane	13
Holiday Inn	St Nicholas Circle	188
Hotel Maiyango	St Nicholas Place	14
Holiday In Express	Filbert Way	110
Ibis Hotel	St George's Way	94
Mercure Grand	Granby Street	104
Premier Inn	St George's Way	135
Ramada Encore	Charles St	115
Travel Lodge	Vaughan Way	95
College Court	Knighton	123
Winstanley House	Braunstone Park	19
St Martins Lodge	Peacock Lane	28
Total		1187

New serviced accommodation opened since

Name	Location	No of Rooms
Novotel	Great Central Square	150
Adagio Aparthotel	Great Central Square	100
The Gresham Aparthotel	Market Street	121
Travelodge	Humberstone Gate West	67
Brooklyn Hotel	Tigers – Granby Halls site	191
Total		539

Animating public spaces programme to deliver high quality events

The city centre has seen a substantial step change in the quality and scale of festivals and events. Examples include **Bring The Paint** the award-winning international street art festival returning in May 2022. The festival brings together internationally acclaimed painters to transform the city centre with world-class mural paintings. Supported by Arts Council England, BID Leicester and Leicester City Council among other organisations.

Light Up Leicester The city centre will be lit up with extraordinary illuminated artworks as part of a brand new international festival in early March 2022. Three new pieces have been especially commissioned for Leicester.

Summer in the City Held for the first time in August 2021, this festival's programme included family-friendly activities such as roller skating on Jubilee Square which was just one of the many free events on offer.

Additional new large scale events for 2022 include **The World Reimagined** a ground breaking, national art education project to transform how we understand the Transatlantic Slave Trade and its impact on all of us. **Tour De Moon** celebrates night-life and the tour of the UK starts in Leicester in May 2022. The live and virtual experiences, supporting youth, nightlife creators, scientists and digital creators comprises eight different programming strands.

Programme calendar of events on Green Dragon Square

The multi-functional space is ideal for specialist markets, festivals and other events that drive footfall to help regenerate the market area. The square was officially named Green Dragon Square, a link to an important murder story from Leicester's history, in February 2020 during the visit of HRH The Prince of Wales and HRH The Duchess of Cornwall.

The new square created by the demolition of the indoor market has a projector screen on the back of the Corn Exchange. The inaugural event, **Always and always facing the light** using the new projector was in 2019 to celebrate Leicester's Alice Hawkins and 100 years of Votes for Women. A projection mapping show was staged in the square.

Since then there have been a growing number of successful events including **Pop Up Picnic** and **Dine in the Square** both providing support to hospitality businesses during Covid 19 restrictions. **Santa in the Square** was an important part of the Christmas in Leicester celebrations offering children a free visit with Santa whilst, **BrewBeat** a new real ale music event and **Luminarium** in 2022 were both managed and funded by BID Leicester.

Theme 2: Place

Objective 2 : Developing the place and connectedness

Connecting Leicester continues to be central to the vision of creating and providing a connected, safe and family friendly city centre. There have been a number of significant improvements to enhance the connections between shopping, leisure, heritage, housing and transport facilities in Leicester for the good of the city.

St Martins

The full pedestrianisation of St Martins between Loseby Lane and Cank Street was introduced in August 2020 using the Government's emergency Covid-19 emergency powers that permitted local councils to close roads at short notice.

The measures were designed to help local restaurants and café to reopen with the option of providing additional pavement seating areas. The businesses were able to apply for a street café licence and outdoor café furniture council grants to help

them offer outdoor seating as a substitute for loss of indoor seating due to social distancing requirements.

European Regional Development Fund (ERDF) Reopening High Streets grant paid for some beautification of the area which included floral displays, bunting and planters painted by local artists to bring character to the area. It soon became a popular meeting place and businesses traded particularly well over the summer months.

Dolphin Square and Cank Street Links

The creation of the new Dolphin Square pedestrian link between the Market and Town Hall and upgrades to the roads and footpaths surrounding the market area are now complete. The new link between Market Place and Cank Street in 2022 will further improve the connectivity between the market area and the city centre as noted above

Savoy Street, Haymarket, Belgrave Gate, Clock Tower and Church Gate

Following the opening of Savoy Street which provides a new route for buses serving the north and west of the city, the city centre pedestrian zone has been extended to include Haymarket and a section of Church Gate. The project also includes the provision of a new taxi rank on Belgrave Gate near the Haymarket Theatre steps. The work on Church Gate is due for completion in Spring 2022.

The Belgrave Gate and Mansfield Street link road is part of the North City Centre Accessibility Improvement Programme of linked transport and public realm improvement works. The programme is supported by a £8.96m allocation from the government's Local Growth Fund.

Transforming Cities Fund programme

Leicester City Council is also carrying out an ambitious £71m citywide programme of investment in sustainable transport, backed by £32.5m from the Department for Transport's Transforming Cities Fund (TCF). The aim is to deliver a transformational programme to support the city's growth and deliver on the council's climate emergency, air quality and healthy living commitments. Match funding is being provided through the city council, Leicester and Leicestershire Enterprise Partnership (LEEP), local bus operators and other partners.

Forthcoming TCF projects that are currently being developed include

- Theme 1: City Centre Hubs and links
- Theme 2: Park & Ride Hubs and links
- Theme 3: Green Growth Corridor
- Theme 4: City Connectivity.

[Transforming Cities Fund](#)

Electric Bike Share

The Santander Cycles Leicester was launched in June 2021. The scheme will eventually see 500 electric bikes available to hire from 50 locations across Leicester city centre making it the largest docked e-bike hire scheme in the UK.

The £600k partnership project is being funded by the council's Transforming Cities Fund, sponsorship from Santander UK and investment from the operator, Ride On and their delivery partner Enzen Global.

[Santander Cycles Leicester](#)

Theme 3: Positioning

Objective 3: Developing a strong identity to position Leicester as a desirable destination attracting first-time visitors

Action	Status	Comment
Commission hero photography	Ongoing	Photographic library established with Place Marketing Team
Engage PR company to secure national coverage	Ongoing	Sandstar PR engaged by Place Marketing Team. Successes to date include VisitBritain magazine editorial and a series of journalist visits
New signs, lampposts banners and street name plates	Ongoing	Legible Leicester maps and totem signage. Cultural Quarter banners. Citywide strategy being developed by LCC Marketing and Comms team. New street name plates being installed in Old Town
Package and promote summer and winter festivals	Completed	New Summer in the City Festival introduced in 2021. Diwali, Bonfire, Christmas festivals grouped. This successful approach will be continued.
Old Town brochure	In progress	ERDF Welcome Back funded. Completion Spring 2022
Food and Drink guide	In progress	ERDF Welcome Back funded family of sector guides. Restaurants, cafes, retail, health and beauty, leisure and culture, bars and clubs, hotels. Print and online meeting accessibility requirements. Available Spring 2022
New museum branding and website	Completed	Leicester Museum and Art Gallery
Uncover the Story brand campaign	Ongoing	Campaign for Leicester and Leicestershire launched July 2021. Uncover the Story
BID Leicester Independent campaign	Ongoing	Campaign for independent retail and food and drink businesses in the city centre. Website set up. Independent Leicester

Objective 4: Defining our existing and new target markets to focus the marketing activity to secure first-time visits

Action	Status	Comment
Create awareness of art galleries displaying permanent and temporary exhibitions	Ongoing	Includes Uncover the Story: Art in the city centre. LMAG marketing and temporary exhibitions at Highcross. LCB Depot newsletter promoting creatives
Promote the city's theatres and music venues	Ongoing	'It's Showtime' Christmas campaign funded by the council and BID Leicester. City has been awarded Purple Flag accreditation for night time economy, Marketing planned from 2022 funded by BID Leicester and various grants.
Introduce short-break family packages to secure overnight stays	Ongoing	Place Marketing Team working with Leicestershire Promotions on Stay, Play and Explore packages for the city
Improve the awareness of cycling routes and activities	Ongoing	Cycle training, maps, secure cycle parking, cycling events organised by Leicester City Council cycling team

Objective 5: Ensuring the visitor experience is memorable and encouraging repeat visits

Action	Status	Comment
Provide visitor information and transport hubs	In progress	City centre guide under development. To be made available at the new St Margaret's bus station, Haymarket and railway station. Park and Ride tbc
Promote food and drink experiences e.g. chocolate workshops	In progress	Strategic Tourism Manager providing platform for visitor experiences to increase visitor numbers and engagement
BID Ambassadors engaging with visitors to provide information	Ongoing	BID Ambassador team will be increased from 3 to 4 in 2022
BID Leicester Loyal Free App	Ongoing	Downloads of app continue to increase. Users can access special discounts and city centre trails

Objective 6: Promoting the city as a conference and event destination of choice offering excellent accessibility and value

Action	Status	Comment
Set up of business tourism support service	Completed	Team of two in Place Marketing Team manage Meet Leicester. New website established with over 50 venue members, sales and marketing campaign implemented.

Event bidding for conferences and events	Ongoing	Attendance at trade shows, training for businesses.
Set up a city business tourism forum comprising senior representatives from the hotel and hospitality industry and main venues	Ongoing	Regular member meetings take place to update the membership on current work programme and for feedback
Develop an integrated approach across Leicester and Leicestershire for business tourism event bidding	Ongoing	Free and impartial venue finding service established and promoted for lead generation

Objective 7: Supporting our new accommodation supply by increasing overnight stay

Action	Status	Comment
Create a series of itineraries and trails to encourage visitors to explore the city and stay for longer	In progress	Trails and itineraries being developed to complement the Uncover the Story brand campaign. Itineraries for a half day, full day and weekend break have been created by the Visit Leicester Information Centre team. Launch in Spring 2022 on Visit Leicester website. Heritage interpretation panel trail and printed guide is currently under development.
Collateral to promote the city to encourage visitors to plan, explore and stay for longer	In progress	Family of guides being created including a city tourism guide. See Objective 1 above.

Objective 8 Embracing the increasing role of technology

Action	Status	Comment
Install more on-street heritage panels in the city and historic villages and make use of technology to tell the Story of Leicester	Ongoing	165 panels were installed during the period 2014-2019. 53 new panels have been installed since 2020 with a further 135 planned up to 2023.
Use the data from the BID's city centre footfall counters to inform investment, event planning and funding bids	Ongoing	In 2021 a third counter was installed in Gallowtree Gate. The footfall trend data has been particularly important to track the impact of Covid restrictions on footfall. The data is used to inform highways, festivals and events, city centre operations group and city centre businesses..

Install digital on-street advertising panels to regularly promote events and services	Complete	A new contract with Clear Channel has provided on street digital screens. BT has installed 22 9ft high BT Link digital screens in the city at a cost of £35m. Around 5% of screen time is available free to the council to use.
Use social media and websites to amplify messaging to differentiate Leicester	Ongoing	Visit Leicester, Invest Leicester and Meet Leicester websites are set up to communicate messaging for tourism, investment and business tourism respectively. Christmas in Leicester website has been developed to support the ice rink ticket sales and sponsorship recognition. In addition to organic social media posts through marketing and comms, press desk and Visit Leicester, the introduction of paid social media campaigns for Diwali, Christmas, Valentine's Day and ERDF Welcome Back has proved to be very successful and extended audience reach.
Establish Visit Leicester What's On guide as the go-to place to find out what to see and do in Leicester	Ongoing	Visit Leicester information is regularly updated and features the larger events on the home page tiles. A weekly newsletter is sent out to subscribers. Competitions using sponsored prizes have been used effectively to sign web users up to regular contact from Visit Leicester.
Use video, photography, blogs and influencers to increase engagement with social media channels	Ongoing	Social media video content, commissioned photography, newsletters, organic social media posts are led by Visit Leicester. Influencers are engaged with and included in the PR work being carried out to secure positive features on Leicester. Poetry videos have been used effectively as part of the ERDF Welcome Back campaign.
Develop and coordinate content for the projector screen in Green Dragon Square and the wall of Ramada Encore	Ongoing	The projector in Green Dragon Square has been used for projector mapping to celebrate events such as Always and always towards the light, celebrating the 50 th anniversary of landing on the moon. Other uses include cross promoting events, screening Leicester TV adverts and videos and a snowflake game at Christmas. Ramada Encore projections are used mainly for stills and promote festivals and events and cultural activity.

Theme 4: People

Objective 9 ; Fostering pride amongst our residents to act as civic ambassadors

Objective 10 : Develop skills, networking, support and engagement from tourism businesses

Progress with this theme has been more mixed. Good work has been done throughout the pandemic to provide information support and business advice to businesses. This has included webinars, advice, support and assistance to help businesses pivot and develop new online offers. Considerable grant support has been made available from central government administered through the council and specific initiatives have been introduced to assist hospitality e.g outdoor seating grants and bespoke marketing campaigns have encourage consumers back when that has been possible.

Progress with the skills specific element of the theme has been more problematic. Partly that is also due to the pandemic and the restrictions put in place over the last 2 years. However, it is also partly because resource to support the work is harder to identify and since there are fewer obvious 'lead' organisations to champion and lead initiatives. This also reflects the challenge of progressing the 'skills' agenda across all economic sectors and as such is not something specific to tourism.

It is clear now there is a national, as well as local skills shortage and recruitment challenge facing the tourism & hospitality sector for catering, housekeeping and front of house staff amongst others.

Short term – Sector Based Work Academy

To help address this in the short term we are working with DWP to explore the feasibility of setting up a sector-based skills academy (SBWAs). SBWAs offer jobseekers across England and Scotland, who are interested in the sector and taking up employment in it, a training programme lasting between 1-6 weeks. The training is intended to give people the confidence to work in a new sector as they learn new skills, gain hands-on work experience and build contacts in a new line of work. SBWAs provide pre-employment training, relevant work experience and the chance to 'meet the employer' to have a more practical understanding of the job role and a guaranteed interview with a specific employer.

There are successful precedents in other sectors, for example Care where 81% of those completing SBWAs are still in employment 12 months later.

A bespoke Hospitality/Tourism SBWA webinar is taking place on Wednesday 2nd March 2022. The theme for this year's English Tourism Week which runs from 18-27 March is 'Skills and Tourism Careers'.

Longer Term - Careers Hub

The LLEP Careers Hub¹ works with schools and colleges across Leicester and Leicestershire. It leads a community of best practice around careers education and raising the career aspirations of young people to help them take their next best steps.

A key area of the Hub strategy is to highlight the importance of careers in local industry sectors including tourism and hospitality. The Hub has funded and developed the 'World of Work'² which includes specific Leicester and Leicestershire travel and tourism resources. The resources are available to all local schools and colleges include a labour market guide, sector videos and resources all localised for teachers to easily embed into the curriculum or careers events.

The Careers Hub has several senior business volunteers (Enterprise Advisers) each working with a school or college on their career strategies helping them consider local opportunities in the sector.

Through recent engagement with the Tourism Advisory Board and Leicester College (who are part of the Careers Hub) a set of options are being proposed to further support sector engagement and visibility with young people.

Areas for collaboration include CPD for teaching staff to gain industry insights, an 'Open Doors' project to create meaningful³ and multiple encounters for young people in the workplace and engaging existing apprentices in the sector to join the East Midlands Apprenticeship Ambassador Network and inspire young people with their own career journey.

Next Steps – Building Local Capacity

Results of research conducted by [GlobalData](#) in August 2021 suggests that people's desire to reconnect, in person, with family and friends (VFR) will be a major driving force in the global travel industry's recovery. It is expected that the same desire will be seen within the UK with family and friends arranging to meet up to reconnect with each other after nearly two years of Covid restrictions. The role and significance of 'locals' to stimulate and support visits will therefore grow.

The Tourism Action Plan acknowledged the strength and potential of this market before the pandemic. An effective plan of action to capture this market will require additional resource and budget. One possibility is the new UK Shared Prosperity Fund (UKSPF) which government is introducing to replace European Union structural funds. The pre application guidance suggests a much greater focus on local pride, sense of place and the visitor economy than is the case with the ESF / ERDF regimes. The new UKSPF will be administered through the city council. Specific ideas that could address and support this work are noted below.

¹ Careers Hubs convene and support school and college Careers Leaders providing opportunities to collaborate and innovate together to create a world-class careers education system. Careers Hubs lead partnerships of schools, colleges, Local Enterprise Partnerships, local authorities, businesses, and careers providers, to help young people connect closely to local skills and economic needs through a responsive careers education programme.

² www.llep.org.uk/wow

³ A young person who has four or more meaningful encounters with an employer is 86% less likely to be unemployed or not in education or training and can earn up to 22% more during their career.

- Identify and engage residents to become tourism ambassadors for the city
- Organise familiarisation visits to city tourism attractions and venues for the ambassadors
- Develop a 'Leicester Knowledge' certificate to be awarded to the ambassadors in the first instance. It is hoped that local businesses will want to support this initiative through staff training.
- Develop a 'Live like a local' itinerary where visitors can discover the city's hidden gems that only locals know about.

Heritage Culture Leisure and Tourism Scrutiny Commission

Tuesday 1 March 2022

Tourism Action Plan 2020 – 2025 Update





Cathedral Revealed



Phoenix 2020 — Roof Top Terrace



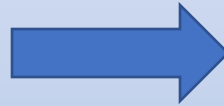
Jewry Wall



New Innovations On The Way

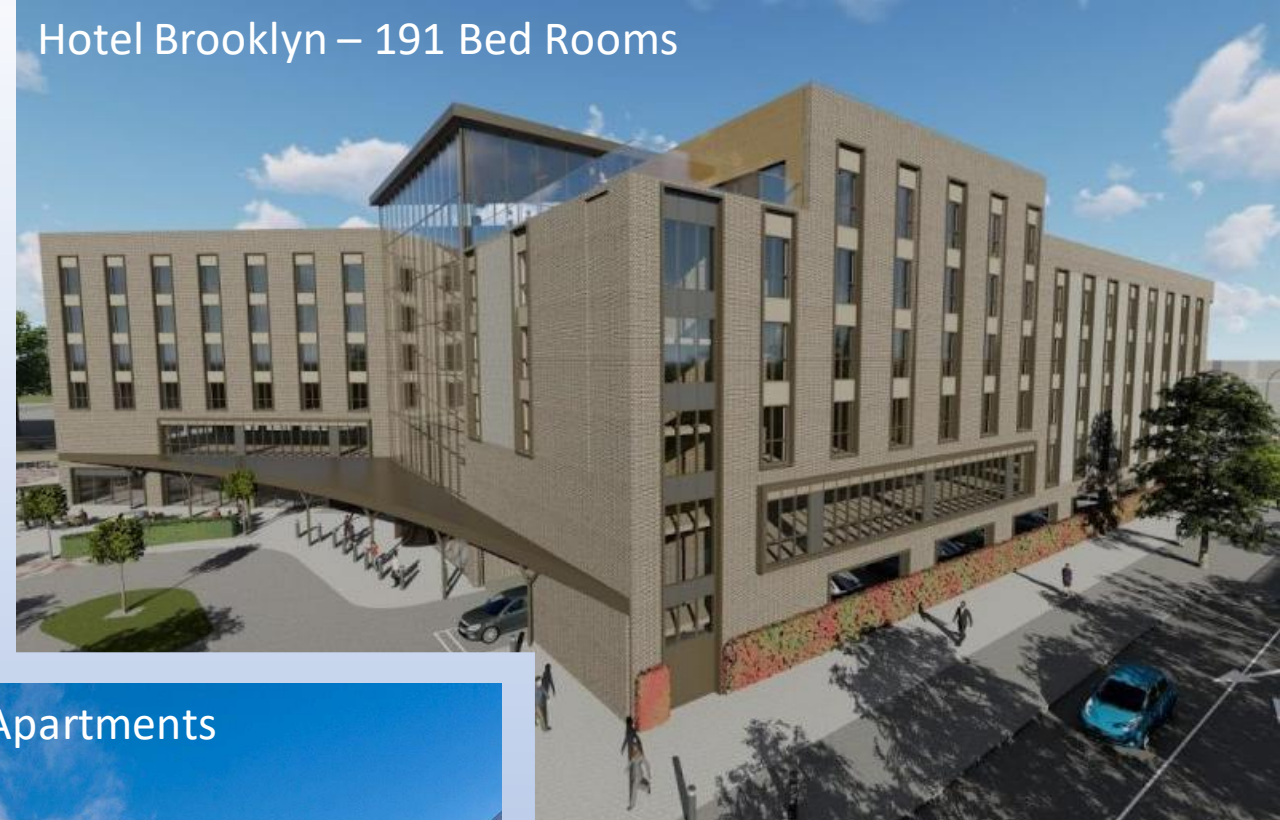
A new gallery that tells the stories of Leicester's communities, exciting opportunities to interact with dinosaurs, and an augmented reality reconstruction of the medieval friary where King Richard III was buried are just some of the developments that visitors to Leicester's museums can look forward to.

**Visit Leicester Information Centre moved
from Gallowtree Gate to King Richard III
Visitor Centre on 27 August 2020**





23





Large
scale
quality
events

Christmas Light Switch On

Bring the Paint Festival

Light up Leicester

Diwali Light Switch On





**Green Dragon Square
Projections and Events**



Luminarium



Movie Nights



St Martins Pedestrianisation





Dolphin Square link between Town Hall Square and Market Place South





29



Belgrave Gate and Mansfield Street Link



Santander Cycles Bike Share Scheme

30





A New Approach to Story Telling



Trails and Itineraries Aligned to the Uncover the Story Brand Campaign

Leicester Cathedral & KRILL



Main UTS Logo

**UNCOVER
THE
STORY**

Trails UTS Logo

**UNCOVER
THE
STORY** TRAILS

Itineraries UTS Logo

**UNCOVER
THE
STORY** ITINERARIES



BID Leicester City Centre Independents' Campaign and Self-ordering Application



130 businesses directly promoted
via Independent Leicester
campaign



Its Showtime

Paid social media campaign supporting theatres and cinemas



Reach: 394,677

Impressions: 660,802

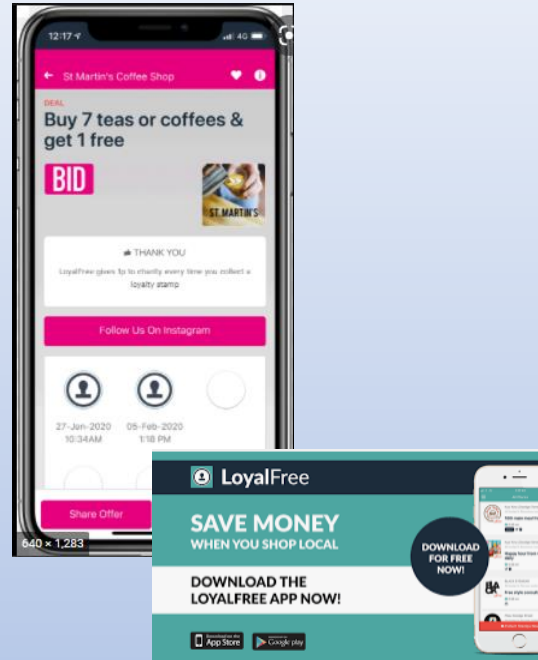
Landing page views: 1,937

Video Views: 52,914

BID Ambassadors, Loyal Free and Purple Flag



12,990 miles walked by Street Ambassadors in the BID area .. More than half the circumference of the earth!



Loyal Free app with special offers and trails



- Excellence in the Evening and Night-Time Economy
- Purple Flag is an international accreditation programme
- Purple Flag strives to help create safe and thriving locations at night for all users.
- First awarded 2019.
- Renewed February 2022.

37

Meet Leicester

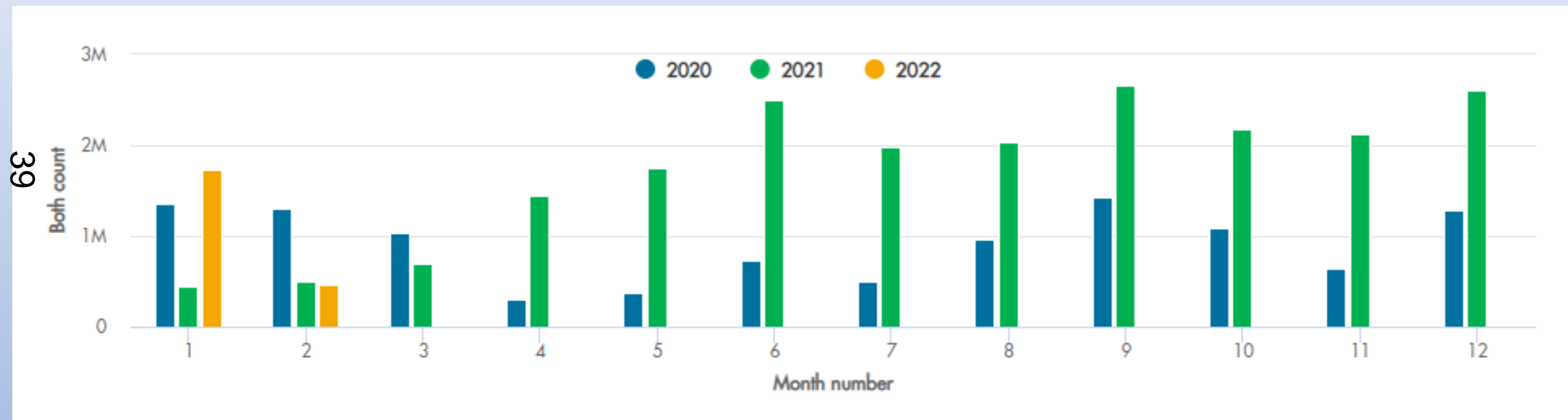
Business Tourism . Conferences and Events

Heritage Panels



- 10 new heritage panels recently installed to tell the stories behind key historic and cultural sites across the city.
- 165 heritage panels have been installed throughout the city since 2014 as part of the Story of Leicester project.
- Since September 2020 53 have been installed
- 135 more planned by March 2023

City Centre Footfall - Annual Trend 2020 – 2021 – 2022 (Jan and Feb)



On-street digital screens



Visit Leicester Newsletter Example

41



This week we're happy to announce the return of Light Up Leicester. This after dark trail will see some incredible immersive artworks light up the city. We also kicked off the Leicester comedy festival and have been celebrating the Chinese New Year, and there's loads happening this weekend. Look below to find out more.



Light Up Leicester runs from 3-8 March and is a city-wide festival of illumination with nine amazing light based installations
[Light Up Leicester](#)



As we head towards Valentine's Day it's time to make a date with Leicester. Take a look at our Valentine's pages by clicking below.
[Make A Date In Leicester](#)



All this weekend the city celebrates Chinese New Year, with performances and activities at the museum on Saturday and a parade on Sunday!
[Chinese New Year Celebrations](#)



To celebrate the Year of the Tiger why not go and see them for real at Twycross Zoo, along with all the other amazing animals. Click below and book!
[Tigers at Twycross](#)



Leicester
City Council

Heritage, Culture, Leisure and Tourism Scrutiny Commission

March 1st 2022

**Festivals and Events Calendar for
2022**

Appendix B

1. LCC Core Programme

Events delivered directly by the LCC Festival and Events department

2. Funded Festivals

🚩 Festivals and events that receive funding contributions from Leicester City Council

3. Additional Festivals & Events planned for 2022

Other events due to be delivered in the City this year

LCC Core Programme

St George's Day Festival, 23rd April

One day event in Leicester's Cultural Quarter delivering family friendly activities and entertainment.

Riverside Festival, Saturday 4th & Sunday 5th June

Annual family friendly summer festival at Bede Park, Western Boulevard and Castle Gardens featuring market stalls, live music, boats and arts . This year activities will link to Queen's Jubilee.

City Festival, 27th – 28th August

City wide finale weekend to the summer programme .

Summer in the City, Free, themed, pop-up activations, programmed throughout the summer holidays. Aim to bring a positive impact on Leicester's high street and city centre by animating spaces & connecting people with attractions. Wide range of organisations to incorporate a full programme of inclusive activities within Arts & Culture; Play & Accessibility; Health & Wellbeing.

Diwali Switch On, 9th Oct

Annual event marks the illuminations of the Diwali lights in Belgrave. Previous events have featured, firework displays, countdowns, stage shows, religious ceremony, entertainment and food and drink

Diwali Day, 24th Oct

Annual event to mark Diwali Day. Previous events have featured, firework displays, countdowns, stage shows, religious ceremony, entertainment and food and drink



LCC Core Programme Cont.

Abbey Park Bonfire Night, 5th Nov

The biggest firework display in Leicester City, featuring a bonfire, live entertainment, food and drinks and funfair



Christmas Lights Switch On, 17th Nov

An annual evening event to mark the City Centre Christmas Lights being illuminated. Traditionally, this features a countdown, entertainment and is spread across numerous city centre locations



46 Santa in the Square, December

Santa's grotto installation that invites children and families to visit Santa and Elf during the festive period.

Big Wheel, Belgrave Road 7th Oct – 6th Nov, Jubilee Square 11th Nov – 1st Jan

Features as part of the Diwali and Christmas celebrations

Jubilee Square Ice Rink, 1st Dec – 2nd Jan

Real ice rink invites skaters to enjoy a new activity in the City across the festival period



Funded Festivals

Leicester Comedy Festival, 2nd – 20th Feb

UK Kid's Comedy Festival, 3rd – 21st Feb

Delivered by The Big Difference Company. Celebrating 29th anniversary with a fantastic line up, over 560 shows, over 800 performances and 64 venues. Core programme.

Chinese New Year Procession, 6th Feb

Delivered by Cosmopolitan Arts. One day event including processions, activities at Leicester Museum. Core programme.

47

The Spark Festival, 8th – 14th Feb

Delivered by The Spark. Festival will take place in Leicester live and online for seven days. Children and families can take part in schools, libraries, their homes, their communities and in well-known venues across the city. Core programme.

Light Up Leicester, 3rd – 6th March

Delivered in partnership with ArtReach & BID Leicester. A festival of illuminated artwork installations taking residence in 9 locations across Leicester City Centre. Received additional one off funding contribution from LCC and significant grant (circa £100k) from Arts Council England. Not part of core programme.



Funded Festivals Cont.

St Patrick's Day Parade, 13th March

Delivered by The Emerald Centre, this event receives funding contribution from LCC as one of the funded organisations. .
The procession is led to Jubilee Square where traditional dance and music is presented.

Liberty UK

Delivered by ArtReach

The Midnight Run, 6pm - 12pm, 25th & 26th March: outdoor walking arts trail around the city centre

Write to Rave, 26th March: indoor venue

Accessible Art for All, installation from 25th March, indoor venues

Slow Down, 26th March: outdoor, street theatre intervention approx. 50 audience members throughout the day

A programme of workshops and other community based activities across 25th and 26th March

Cosmopolitan Arts Festival, 1st – 3rd April

Delivered by Cosmopolitan Arts, this event receives funding contribution from LCC as one of the funded organisations.

Let's Dance International Frontiers, 29th April – 8th May

Delivered by Serendipity, this event receives funding contribution from LCC as one of the funded organisations.

An annual international dance festival, launching on International Dance Day. Showcasing high quality dance that celebrates diversity and intersectional identities, in over 11 years LDIF has welcomed over 266 artists and companies from over 45 countries. The theme for LDIF22 is In Situ: Responding to Space, Place, People and Time.

Eid Prayer Events, 2nd - 3rd May & 9th July dates tbc

Funded Festivals Cont.

Bring the Paint, 23rd – 29th May

Award winning street art festival. Returns to Leicester with an enhanced programme of activities to showcase a diverse and thriving arts scene. Not part of core programme. BID supported.

Caribbean Carnival, 6th Aug

2022 should see the full return of a physical delivery of the Caribbean Carnival on Victoria Park and city centre street procession as in previous years. Core programme

Pride, Saturday 3rd September

This event receives funding contribution from LCC as one of the funded organisations. Returning to Victoria Park, Leicester's annual Pride celebrations are due to be delivered in the usual style with stage programming and activities to mark the occasion. Core programme

Black History Month, October

Delivered by Serendipity. A programme of events delivered across the month in a variety of city centre venues and spaces. Core programme

The World Reimagined, 13th Aug – 16th Oct

Ground-breaking national art education project to transform how we understand the Transatlantic Slave Trade and its impact on all of us, featuring a public art trail and education programme with local schools. Not part of core programme.



Additional Festivals & Events planned for 2022

UK New Artists, 25th – 27th Feb. High profile 'city takeover'. Multiple venues

Martyrdom Procession, 27th Feb

Cultural eXchanges Festival, 28th Feb – 4th March, De Montfort University

Holi Festivals, 18th / 19th March

Literary Leicester, 23rd-26th March, Literary Festival from University of Leicester

National Student Drama Festival, 5th – 15th April

Walk Leicester Festival, May

Vaisakhi Procession, Nagar Kirtan, 1st May

Tour De Moon, 13th – 16th May

As one of only 3 host cities in the country, Leicester hosts Tour de Moon alongside Southampton and Newcastle. City wide activities will feature talks, music, sports, cinema and immersive experiences across numerous cultural venues and communities.



**WALK
LEICESTER**

Additional Festivals & Events planned for 2022

Queen's Platinum Jubilee, 3rd June

Programme for Jubilee Square and activities linked to Riverside. Community groups applying to Arts Council & National Lottery Platinum Jubilee fund for family friendly activities.

Queens Road Summer Fair, 19th June

Beyond Festival, 24th & 25th June, Abbey Park

Music festival with multiple stages and genres from House to Drum & Bass. Over 30 artists. A celebration of Leicester with the best DJ's and food from the City.

Armed Forces Day, tbc 25th June

Rathyatra, 17th July

Bristish Science Festival, 13th – 17th September, DMU. High profile, coming to Leicester for first time, multiple venues

Mela, Summer 2022

Diwali Mela, 15th Oct

LCC Cycling Events, throughout summer: Open Streets and Bike Fests from May - Oct



Women in Sport – Current Best Practice

53



Appendix C

This Girl Can

- This Girl Can is a national initiative funded by The National Lottery,
- The campaign believes that there's no "right" way to get active. If it gets your heart rate up, it counts.
- The campaign celebrates active women who are doing their thing no matter how they look, how well they do it or how sweaty they get. They want to challenge the conventional idea of what exercise looks like and reach out to women of all backgrounds and ethnicities who feel left behind by traditional exercise, and allow them to find what's right for them.
- 2.8 million women were inspired to exercise due to the campaign. 1.6 million started exercising and 1.2 million increased their participation.
- Over 700,000 women now follow TGC on social media as part of a community who encourage and support each other to stay active.
- Over 13,000 partners have signed up to use the TGC toolkit.

kick balls. Deal with it.

THIS
GIRL
CAN

Full-time Mum.
Part-time Mermaid.

THIS
GIRL
CAN

I jiggle, therefore I am.

THIS
GIRL
CAN

55
sweating
like a pig,
feeling
like a fox.

THIS
GIRL
CAN

I'm slow but I'm lapping
everyone on the couch.

THIS
GIRL
CAN

THIS
GIRL
CAN

A kick right in
the stereotypes.

Under these gloves
a beautiful man.

THIS
GIRL
CAN

BABY'S AT HOME,
BUT PLAYTIME'S
JUST BEGUN.

THIS
GIRL
CAN

Talk to the backhand.

THIS
GIRL
CAN



Active Together - Let's Get Moving This March

- Active Togethers annual online initiative
- Let's Get Moving this March will run from 7th-18th March giving the chance for participants to try new and different activity sessions online, from the comfort of their own home.
- Access passes for the event are £10 and there is no limit on the amount of sessions that can be attended during the two weeks.

57



LET'S GET MOVING THIS MARCH



WEEK 1

TRY SOMETHING NEW

Mon 7th	7:00pm	Bhangra Zumba	🕒 60
<i>A fun, energetic way to give your body an all over dance style workout.</i>			
Tue 8th	11:00am	Postnatal Session	🕒 60
	11:30am	Nordic Walking	🕒 60
<i>A full-body walking workout at Everards Brewery.</i>			
	6:00pm	HIIT	🕒 45
<i>Short bursts of intense exercise with low-intensity recovery periods.</i>			
Weds 9th	7:30pm	This Girl Can Class	🕒 40
<i>A lower intensity, fun and supportive exercise session.</i>			
Thurs 10th	6:00pm	Nordic Walking	🕒 60
<i>A full-body walking workout at Kibworth Beauchamp.</i>			
	7:00pm	Bhangra HIIT	🕒 60
<i>A fun, energetic way to give your body an all over dance style workout.</i>			
Fri 11th	11:00am	Pilates	🕒 60
<i>Low-impact exercise to strengthen muscles and improve flexibility.</i>			
	5:30pm	Boxercise	🕒 45
<i>A high intensity interval training class based on boxing training.</i>			
Sat 12th	10:00am	Nordic Walking	🕒 60
<i>A full-body walking workout at Victoria Park.</i>			

BOOK TODAY at active-together.org

LET'S GET MOVING THIS MARCH



WEEK 2

TRY SOMETHING NEW

Mon 14th	2:00pm	Nordic Walking	🕒 60
<i>A full-body walking workout at Watermead Park.</i>			
	7:00pm	Positive Pause Session	🕒 120
<i>Gain useful tips and information on menopause. Additional cost and booking required.</i>			
Tue 15th	5:00pm	This Girl Can Class	🕒 40
<i>A lower intensity, fun and supportive exercise session.</i>			
	6:00pm	LBT	🕒 45
<i>Shape up and burn fat as you lunge, step and squat your way to fitness.</i>			
Weds 16th	12:00pm	Nordic Walking	🕒 60
<i>A full-body walking workout at Knighton Park.</i>			
	12:00pm	Bolly Fusion	🕒 60
<i>A fun, energetic way to burn calories using traditional bhangra steps.</i>			
	5:30pm	Circuits	🕒 60
	7:30pm	Yoga Nidra	🕒 60
<i>Mindfulness, Meditation and Relaxation practice rolled into one.</i>			
Thurs 17th	7:00pm	Bhangra Beats	🕒 60
<i>A fun, energetic way to give your body an all over dance style workout.</i>			
Fri 18th	4:00pm	Nordic Walking	🕒 60
<i>A full-body walking workout at Burbage Common.</i>			
	5:30pm	Clubbercise	🕒 45
<i>A fun- filled full body workout to great music.</i>			

BOOK TODAY at active-together.org



Zfit Leicester

- Zumba, Zumba toning, HIIT and boxercise classes throughout venues in Leicester.
- Ladies only sessions
- Fun, friendly party atmosphere for all abilities aged 16-86.
- Run by Zee who is currently an Active Together Champion and community ambassador.
- Aiming to empower women to be the best version of themselves through fitness.



Active Through Football

- Funding obtained to run women's only activity sessions in the Wycliffe ward area for 18-49 year olds over the next 5 years.
- The project is being led by Leicester City in the Community with the support of Active Leicester.
- This project will be starting in April/May.
- The hyperlocal nature of the project will hopefully attract a wide audience of women to participate



LeicesterCity
in the Community



Cossington Street and Spence Street Sport Centres

- Ladies only gym area at Cossington to actively help break down some of the barriers faced by women wanting to attend the gym.
- Ladies only swim lessons are a regular on the timetable at Spence Street.
- The diverse population of Leicester City has seen real benefit from the above offerings at our leisure centres

62







**THIS
GIRL
CAN**

CAMPAIGN SUMMARY

CONTENTS

INTRODUCTION	05
INSIGHT	07
PHASE ONE	11
PHASE TWO	27
PHASE THREE	39
ENGAGEMENT	47

Our vision is to transform people's lives through sport and physical activity. To achieve this we need everyone in England regardless of their age, background or level of ability to feel able to take part, and a sector delivering experiences built from an understanding of what is both preventing and motivating different audiences to be active.

This Girl Can was born from a desire to tackle the fact that despite increases in the overall number of people being active in England, women persistently remained less active than men.

We knew that we had to address the gender gap and the reasons behind it; and we knew we had to do something different.

This publication seeks to tell the story of This Girl Can, and the insights which sit at its heart. Its success is down to the fact that it has been truly insight-driven, and that in following the insight we were prepared to create a campaign which was (at times) challenging to us and challenged the status quo.

I hope you find this both interesting and thought provoking.



Lisa O'Keefe
Director of Insight, Sport England

PHASE ONE

JAN - JUL 2015

PHASE TWO

FEB - JUL 2017

PHASE THREE

2018 - 2021

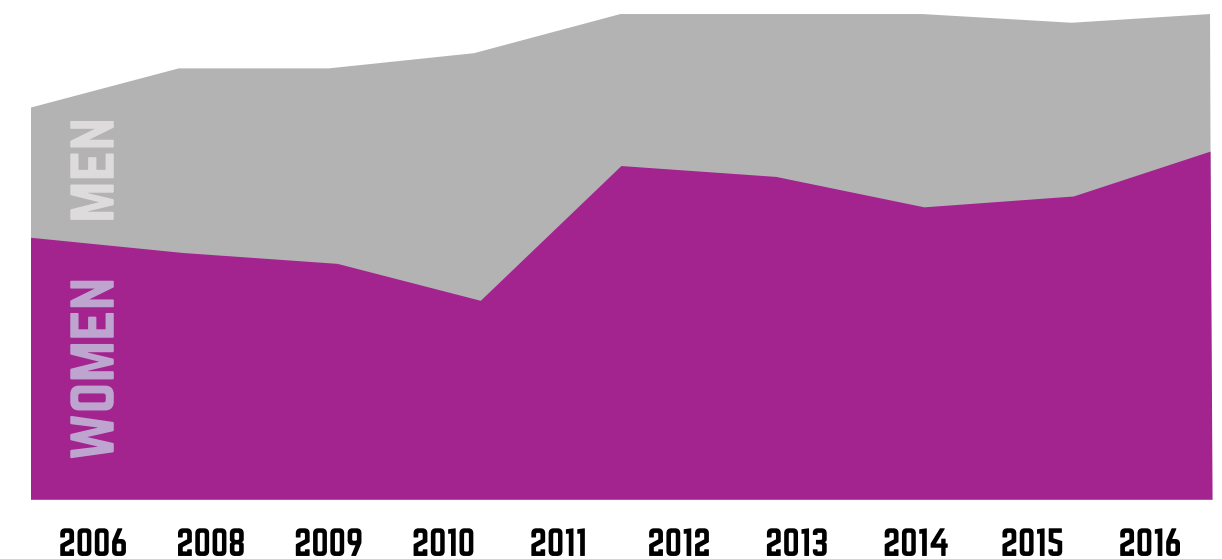
INTRODUCTION

AT SPORT ENGLAND WE ARE WORKING TOWARDS AN ACTIVE NATION, TRANSFORMING PEOPLE'S LIVES THROUGH SPORT AND PHYSICAL ACTIVITY.

We invest National Lottery and Exchequer funding in a wide range of projects so that everyone can experience the benefits of sport and physical activity. The impact of this investment has helped increase the overall numbers of people being active in England, however our research revealed that despite this, women were

persistently less active than men.

We knew that we had to address the gender gap and the reasons behind it, so we created This Girl Can, to celebrate active women who are doing their thing no matter how they do it, how they look or even how sweaty they get.



Once a week sport participation by gender

**1.75 MILLION
FEWER WOMEN WERE
EXERCISING REGULARLY
THAN MEN IN 2014**

SPORT ENGLAND'S ACTIVE PEOPLE SURVEY, OCTOBER 2013/14

INSIGHT

WE NEEDED TO INCREASE THE NUMBER OF WOMEN PARTICIPATING IN EXERCISE AND SPORT, TO REDUCE THIS GENDER GAP AND KEEP THEM ENGAGED.

OBJECTIVES

1. Increase the number of girls and women taking part in sport and exercise
2. Change how they feel and think about exercising and playing sport
3. Change the opportunities available to women to become active

We knew that women recognised the benefits of exercise, with 75% saying that they wanted to do more. But something was stopping them.

At any point, a woman might have one barrier or multiple, all constantly shifting with the world around her.

By removing practical barriers, a pattern started to emerge.

KEY INSIGHT

Every remaining barrier could be traced back to something truly universal, fresh and emotionally powerful: The fear of judgement.

Fear was stopping women from exercising.

Women were worried about being judged on their appearance during and after exercise; on their ability, whether they were a beginner or 'too good'; or for spending time exercising instead of prioritising their children, family or work.

FEAR WAS STOPPING WOMEN FROM EXERCISING

APPEARANCE

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

ABILITY

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive

PRIORITIES

- Family should be more important
- Time with friends should be more important
- Studying/working should be more important
- Other things I should be doing are more important

A woman in a blue boxing helmet and gloves, looking focused during a training session. The background is blurred, showing a gym setting with other people and equipment.

JAN - JUL
2015

PHASE ONE

OUR INSIGHT TOLD US THAT WOMEN FELT DISTANCED FROM EXERCISE DUE TO THE USUAL PORTRAYAL OF WOMEN AND EXERCISE IN SOCIETY.

By celebrating a realistic vision of women and exercise in England, we created a campaign to provide women with inspiration and support to liberate them from the judgements that hold them back. We developed a manifesto based on a real understanding of our audience and designed a 3-phase behaviour change approach.

OUR MANIFESTO

'Women come in all shapes and sizes and all levels of ability. It doesn't matter if you're rubbish or an expert. The brilliant thing is you're a woman and you're doing something'

**LIBERATING WOMEN
FROM THE JUDGEMENTS
THAT HOLD THEM BACK**

HELPING WOMEN REALISE THEY WERE NOT ALONE

1. REALISATION

The first step was to talk about the fear of judgement and help women realise they were not alone in feeling this way.

We soft-launched the campaign in October 2014. The PR agency worked with select media titles to create a series of articles discussing the fear of judgement. We created a series of online films that we shared through chosen publications, each telling the story of one woman (Kelly, Julie, Victoria or Grace) overcoming their individual barrier to exercise.

We identified women tweeting their exercise anxieties and we started conversations to support and encourage them.

2. INSPIRATION

To encourage as many women as possible and create a new societal norm, we needed to ensure our campaign had a very broad and public reach. To achieve this, we launched with broadcast creative on primetime TV. The TV campaign was supported by a cinema ad, YouTube takeover, digital and social ads and a national poster campaign.

3. SELF-IDENTIFICATION

Behavioural economics suggests that making a public statement improves the likelihood of cementing new attitudes and habits. The third stage focused on encouraging women to 'self-identify' with exercise publicly. If we had managed to empower women with the confidence to exercise, we wanted them to shout about it; whether that be talking about their activity, sharing their exercise photos or simply by using #ThisGirlCan.



WE DELIVERED OUR MESSAGE IN NEW PLACES

OUR INSIGHT TOLD US TO GO WHERE WOMEN ARE. SO WE GOT CREATIVE, AND DELIVERED OUR MESSAGE IN NEW PLACES:

- Premiering our This Girl Can advert during a Monday night Coronation Street advert break (January 2015)
- Using a full-time social media presence on Facebook, YouTube, Twitter, Pinterest and Instagram to curate conversation and engage with women online
- Targeting consumer media like Mail Online, Grazia and Stylist
- Utilising billboard, cinema and further TV advertising to reach women during the course of their everyday lives (January – March 2015, and May – June 2015)

Recognising the role that self-identification plays in affecting behaviour change and our growing This Girl Can community, who felt part of a movement, we also created a This Girl Can app. The app allows women to create their own This Girl Can poster, using the campaign's mantras, such as 'I kick balls. Deal with it' and 'Hot and not bothered'.

In addition, the This Girl Can website provides helpful advice and signposting to women who want to become more active.



Girl. Power.



JAN - JUL
2015

PHASE ONE - RESULTS



OVER 95M ONLINE VIEWS OF
THE CAMPAIGN



733,000 MENTIONS ON SOCIAL MEDIA



581,000 FANS/FOLLOWERS ACROSS
ALL PLATFORMS



OVER 1.2M VISITS TO THE WEBSITE



TALKED ABOUT OVER A THOUSAND TIMES
EVERY DAY ON SOCIAL MEDIA



IN OVER 110 COUNTRIES

**70% OF WOMEN AGED
14-40 REPORTED BEING
MOTIVATED BY THE
CAMPAIGN**

KANTAR'S STANDARD ADEVAL METRIC -
KANTAR PUBLIC, MARCH 2015

**2.8 MILLION WOMEN
WERE MORE ACTIVE
AS A RESULT OF SEEING
THE CAMPAIGN**

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2015**

IMPACT

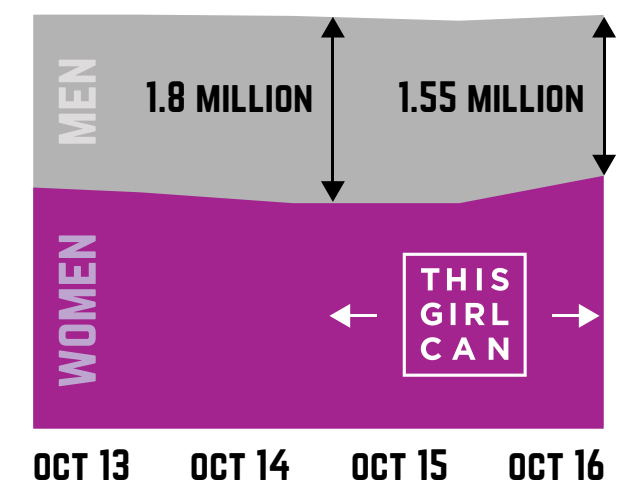
OUR TRACKING STUDY ASKED WOMEN WHAT INFLUENCE THE CAMPAIGN HAD ON THEIR ACTIVITY LEVELS.

The following figures have been adjusted up to national population levels, telling us:

- 2.8 million women aged 14-40 were more active (e.g. tried a new type of exercise, or increased the amount of time spent exercising) as a result of seeing the campaign.
- Of those, 1.6 million started or re-started exercise (e.g. got back into exercise after a break) as a result of seeing the campaign. (Sport England's This Girl Can Survey – Kantar Public, November 2015)

Looking at overall physical activity levels in England:

- The number of women playing sport and getting active **once a week, every week** increased by 250,000. (Sport England Active People survey results, October 2016)
- The increase in women's participation occurred while men's activity levels remained the same.



**TOTAL GROSS VALUE TO
THE ECONOMY = £66M**

**SPORT ENGLAND'S ECONOMIC VALUE OF SPORT MODEL,
NOVEMBER 2016**

RETURN

WE CALCULATED THAT THE INCREASE IN WOMEN'S PARTICIPATION HAS A DIRECT ECONOMIC VALUE TO SOCIETY, THROUGH A COMBINATION OF THE MONEY GENERATED BY PARTICIPATION ITSELF, COMBINED WITH THE VALUE OF THE HEALTH BENEFITS.

**TOTAL GROSS VALUE TO
THE ECONOMY = £66M**

This includes economic activity associated with the provision of and participation in sports facilities requiring subscription fees and activity associated with the manufacture and retail of sports clothing and equipment.

**TOTAL ESTIMATED VALUE
= £387M.**

These figures have been estimated using Sport England's 'Economic Value of Sport Model'. The model was developed and verified independently and reviewed by a number of government departments before being put into use.

**TOTAL ECONOMIC
VALUE OF HEALTH
BENEFITS = £320M**


The reduction in treatment costs that can be attributed to participation in sport, and the value of increased health-related quality of life.

Health cost savings = £49m

Other health benefits = £271m
(quality-adjusted life years, etc)

SPORT AND THE ECONOMY

Click here to discover how sport benefits the economy using our Economic Value of Sport Model.



**IT'S NORMAL TO
HAVE 'WOBBLES'**

LEARNING

THE FIRST PHASE OF THE CAMPAIGN TAUGHT US A LOT ABOUT HOW WOMEN NAVIGATE IN AND OUT OF ACTIVITY.

WE LEARNT

That the fear of judgement doesn't just go away. It's about managing fears and gathering the confidence to get active in spite of them.

Other strategies women told us they used to build confidence included looking the part (e.g. getting new gear), giving themselves pep talks and re-framing exercise (e.g. so it was about raising money for charity rather than competing against other people).

We also learnt that small changes by providers can make big differences to how women feel, for example: changing a session leader, or the location of an activity can affect women's confidence. Providers should consider this when making changes to staffing or timetables. Women told us they managed their fears by carefully selecting activities. The things they considered included:

- The atmosphere around the activity e.g. will the other people taking part be friendly?
- Who to take part with e.g. can you take along a friend or family member for moral support?
- The specific sport or activity e.g. swimming makes some women feel more self-conscious than running.

We learnt that developing confidence leads to action and this helps build resilience but it's a constant battle. It's normal to have breaks or 'wobbles'. As much as most women have a fear of judgement in common, they're also not alone in having setbacks and having to pluck up the confidence to go back.

FEB - JUL
2017

PHASE TWO

PHASE TWO OF THE CAMPAIGN BUILT DIRECTLY ON THE LEARNING FROM THE FIRST PHASE.

This phase prioritised long term, sustainable growth – creating regular habits and increasing the resilience of women who drop in and out of activity. We also extended the campaign to include women aged 40-60 for the first time, as our insight into this age group showed that the fear of judgement resonated just as strongly with them as it did with younger women.

However, there were slight differences in some of the barriers for this audience e.g. women told us they worried about not being as good as they used to be, about hurting themselves, feeling compelled/pressured to exercise because of poor health, or being too old to start something new.

We adapted the campaign to respond to some of these concerns. For example, the Phase Two creative featured some older women and slower-paced activities, responding to the concern that the activities shown in the first phase were all very fast-paced and intense and so might feel unachievable for some women.

78

**INCREASING THE
RESILIENCE OF
WOMEN WHO DROP
IN AND OUT**



FEB - JUL
2017

PHASE TWO - RESULTS



29M ONLINE VIEWS OF THE CAMPAIGN



272 PIECES OF EDITORIAL COVERAGE



BRAND AWARENESS GREW TO 46%
FROM 35% AT THE END OF PHASE ONE



SOCIAL MEDIA COMMUNITY GREW
TO OVER 700K



45K POSTERS CREATED BY WOMEN
USING OUR TGC MANTRA APP

80

**RECOGNITION PEAKED
AT 61% IN JULY 2017,
WITH THE BIGGEST
INCREASE IN WOMEN
AGED 41-60**

SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2017

**OVER A THIRD OF
WOMEN WERE AWARE
OF THE THIS GIRL
CAN BRAND**

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2017**

ENGAGEMENT

**BY THE END OF PHASE TWO, JUST OVER
HALF OF WOMEN AGED 14-60 RECOGNISED
ONE OR MORE OF THE ADS.**

Our tracking study also showed us that over a third were aware of the This Girl Can brand. Brand resonance increased as a result of the campaign, and has maintained post-campaign.

Phase Two was just as motivating as Phase One, with 57% of women aged 14-60 saying that the new This Girl Can advert motivated them. This was calculated using Kantar's standard AdEval metric and puts the campaign in the top performing group of ads for motivation.

While the younger age groups were still more likely to agree the campaign is for them 41-60 year olds were more positive about the campaign than they were following Phase One, reflecting the broader target for Phase Two. (Sport England's This Girl Can Survey – Kantar Public, November 2017)

"I've overheard a conversation on the train this month about This Girl Can! I was itching to join in but managed to restrain myself! There was a mum and daughter chatting about an older lady on a bike in a This Girl Can advert and the mum was saying that it had inspired her to go for a swim during the week. She said she'd been discouraged because she hadn't been for some time, but the ad had inspired her to go back. She'd managed 6 lengths and was thrilled with herself!"

(Research participant, London, 40-49)

IMPACT

OUR TRACKING STUDY ASKED WOMEN WHAT INFLUENCE THE CAMPAIGN HAD ON THEIR ACTIVITY LEVELS, IT TOLD US THAT:

- 2.9 million women aged 14-60 have been more active (e.g. tried a new type of exercise, or increased the amount of time spent exercising) as a result of seeing the campaign.
- Of those, 1.5 million have started or re-started exercise (e.g. got back into exercise after a break) as a result of seeing the campaign. (Sport England's This Girl Can Survey – Kantar Public, November 2017)

Active Lives, Sport England's national population survey, showed that the overall number of women who were active for at least 150 minutes per week was maintained, consolidating the gains we saw following the first phase of the campaign. (Sport England Active Lives survey results, May 17/18)

We have seen some evidence of changing attitudes and norms among women. The proportion of women aged 14-60 agreeing that 'people like me are doing sport and exercise' grew from 43% before we launched the campaign (Nov 2014) to 49% after Phase One (Nov 2015) and 48% after Phase Two (Nov 2017). (Sport England's This Girl Can Survey – Kantar Public)

2.9 MILLION WOMEN AGED 14-60 WERE MORE ACTIVE AS A RESULT OF SEEING THE CAMPAIGN

**SPORT ENGLAND'S THIS GIRL CAN SURVEY -
KANTAR PUBLIC, NOVEMBER 2017**



WOMEN WITH LOWER INCOMES AND FROM SOME ETHNIC GROUPS WERE LESS ENGAGED WITH THE CAMPAIGN

LEARNING

PHASE TWO BUILT ON PHASE ONE, CONTINUING TO ENCOURAGE AND SUPPORT MILLIONS OF WOMEN TO BE MORE ACTIVE.

The campaign didn't feel as new and noisy to women as it did in Phase One however, when it was very striking and fresh. Some women told us that without constant reminders the message begins to recede, so they need to keep coming across the campaign for it to make a powerful impact on their journey into activity.

We successfully increased engagement with the campaign by women aged 41-60 and we saw a positive shift in attitudes and activity levels among these women.

However, we also saw the continuation of some existing inequalities. Although overall engagement had increased, women with lower incomes and from some specific ethnic groups remained less engaged with the campaign. These same groups are also less likely to be active. We were keen to understand why and make appropriate changes to the campaign message.

OCT - DEC
2018

PHASE THREE

WE LAUNCHED PHASE THREE TO TACKLE INEQUALITIES IN ACTIVITY LEVELS.

We wanted to help more women meet the Chief Medical Officer's guidance to do at least 150 minutes of physical activity per week for good health.

To close the physical activity gender gap, Phase Three addressed the stark inequalities in exercise levels between different groups of women.

In order to help address these inequalities, Phase Three of the campaign acknowledged and encouraged women to overcome the social, cultural and economic barriers preventing them from having the confidence and motivation to exercise regularly.

Almost half of lower income women (for example, those working in 'routine' and 'semi-routine' jobs, like shop assistants, hairdressers and cleaners) are not meeting the recommended physical activity guidelines, compared to a third of higher income women. Significantly more black and South Asian women are not meeting weekly guidelines compared to white women.

(Sport England Active Lives survey, November 16/17)

OVERCOMING THE
SOCIAL, CULTURAL
AND ECONOMIC
BARRIERS



REAL WOMEN OF DIFFERENT AGES AND ETHNICITIES DOING EXERCISE THEIR OWN WAY

OUR LATEST RESEARCH FOUND THAT MANY WOMEN DID NOT EXERCISE AS MUCH AS THEY WOULD LIKE, DUE TO THE PRACTICAL CHALLENGES THEY FACED, IN ADDITION TO FEAR AND JUDGEMENT.

Many of the women we were trying to reach faced additional practical challenges – such as not having enough time, feeling too tired, being too busy or the high costs of sports and gym memberships.

Women were motivated by the first two phases of the campaign, and admired the women that were featured, but thought those women didn't face the same challenges as them. There was a perception that 'real women' like them are rarely shown exercising in marketing, the media or on TV, and if they are, the women are often shown in a negative light or even ridiculed.

Phase Three of the campaign tackles this perception with a new Fit Got Real message showing real women of different ages and ethnicities doing exercise their own way, no matter how unconventional, including; running around a park pushing their child in a pram, hula hooping at home, jumping into the sea, trampolining with friends and teaching themselves how to swim using YouTube.

The This Girl Can website also showcases women talking about how they fit exercise into their lives, why they like it and the negative perceptions and barriers they overcome to be more active.

It's a celebration of the women who have defied convention and found ways to exercise that fit with their lives.

**THIS
GIRL
CAN**

OCT - DEC
2018

PHASE THREE - RESULTS

LAUNCHED IN OCTOBER 2018 PHASE THREE IS PLANNED TO RUN IN BURSTS OVER THE NEXT THREE YEARS.

We will be tracking the results in the same way we have for phases one and two:

- Monitoring digital and social media reach and engagement
- Tracking the number of supporters signing up to use the campaign toolkit and resources
- Working with partners to monitor women's engagement with specific TGC activations e.g. TGC Swim etc
- Using our TGC Tracker Survey to monitor women's attitudes to sport and exercise, as well as awareness, recognition, motivation and action in response to the campaign
- Using our national population survey, Active Lives, to monitor women's levels of participation in sport and physical activity

**TO RUN IN BURSTS
OVER THE NEXT
THREE YEARS**

SUSTAINED CHANGE IN WOMEN'S ATTITUDES AND BEHAVIOURS

ENGAGEMENT

THE CAMPAIGN HAS EMOTIONALLY ENGAGED WITH THE TARGET AUDIENCE, CHANGING BEHAVIOUR AND ATTITUDES TOWARDS PHYSICAL ACTIVITY. IT HAS CAPTURED ATTENTION AND WON AWARDS IN ENGLAND AND INTERNATIONALLY.

It is not just discussed in sport and exercise circles, it regularly features in national media and has influenced how women are talked about and represented in advertising and the media.

- We have built a vibrant online community of over 700,000 women who follow TGC on social media and encourage and support each other to be more active
- The campaign has captured the attention of partners interested in providing more appealing opportunities for women to be active – over 13,000 partners have signed up to use our toolkit

There is strong evidence that this has led to a sustained change in women's attitudes and behaviours:

- The proportion of women aged 14-60 agreeing that exercise is for them is higher in November 2017 than it was in November 2014 (Sport England's This Girl Can Survey – Kantar Public)

Large numbers of women report taking action as a result of the campaign (Sport England's This Girl Can Survey – Kantar Public, November 2017). If we extrapolate the survey results to the national population level it suggests that:

- 2.9 million women aged 14-60 have been more active as a result of seeing the campaign
- Of those, 1.5 million women started or re-started exercise as result of seeing the campaign.

The number of women playing sport and getting active once a week, every week, increased by 250,000 after we launched the first phase of the campaign. The gender gap reduced from 1.79m to 1.55m (Sport England's Active People Survey, Nov 15/16).

Two key factors help explain why the campaign was so well-received by women:

1. THE INSIGHT-DRIVEN CREATIVE:

Research and insight heavily informed every stage of the creative work. This enabled the campaign to strike a chord with our target audience and become close to their hearts.

2. THE UNCONVENTIONAL APPROACH:

Allowing the creative to challenge advertising conventions meant that the campaign was standout, fresh and newsworthy. Increasing the diversity of women and barriers featured in the campaign intensified its relevance and likeability.

We ran an online panel study, alongside our quantitative tracking, to understand in depth the impact of the campaign, and any related change in behaviour and activity. The respondents were not aware that the panel was being run by This Girl Can so we were able to see the campaign's natural effect on them: 'Almost all who have viewed the campaign talk of a shift in feeling – an increase in motivation to participate in sport and exercise'. (Future Thinking Cohort Study, 2016).

Our insight suggests that the communication worked by increasing the percentage of women who felt confident enough to get active. Barriers don't just go away. It's about managing them and about gathering the confidence to get active in spite of them.

The impact of barriers on behaviour is reduced with activity, but it is an ongoing battle. Life stage changes nudge women in and out of activity. Even when a routine is established, small things (as well as big events) can derail progress and create a setback. Anything from a change in schedule or 'falling off the diet wagon', to family issues or illness can impact motivation to exercise, and judgement barriers start to take over. But they can also be moments of positive change.

Crucially, we understand that developing confidence leads to action and then helps build resilience – but it's a constant battle. Recognising this cycle as something everyone goes through leads to a sense of belonging. It's ok to have breaks or 'wobbles'.

We know changing how sport is presented to women isn't the whole story. The provision of sport and exercise needs to be right too. That's why we have published a practical guide for deliverers of sport that are keen to engage more women and offer them more appealing ways of becoming active.

FOR MORE INFORMATION

Please visit: thisgirlcan.co.uk
or email: thisgirlcan@sportengland.org



**SPORT
ENGLAND**

LOTTERY FUNDED

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

Meeting date	Meeting items	Actions Arising	Progress
8 th June 2021	<ul style="list-style-type: none"> • Overview of HCLT services • Covid-19 update – verbal update on position • New Leicester Stories Gallery: Leicester Museum development plans – presentation (Mike / Jo) • Loros Rocket Around Leicester installations: Summer in the City – presentation (Mike / Jo) • Work Programme 2021/22 work in progress for members consideration 	<p>Overview item: This will help members to set the Commission's work programme for the forthcoming year.</p> <p>Museum item: Members of the Commission suggested that:</p> <ul style="list-style-type: none"> a) Ward Councillors can be contacted to make links with any community organisations that could be helpful, and b) that an effort should be made to ensure that a wide diversity of communities in the city were represented. <p>Loros Rocket item: Members requested further updates to come back to future meeting.</p>	
24 th August 2021	<ul style="list-style-type: none"> • Leisure Centres and Facilities reopening update. • Feedback from Jewry Wall Development – members site visit • Summer in the City programme • Haymarket Theatre update 	<p>Leisure Centres item: Commission recommended:</p> <ul style="list-style-type: none"> - The Service and Councillors play their part in encouraging residents to use Leisure and Sports Activities. - An update on Sports Strategy to future meeting - Evington LC members usage data for outside the city, and retention data from those joining with 50% discount. - To receive item on LC refurbishment Capital Program update. <p>Summer in the city item: commission recommended: A similar programme be explored for Xmas and other calendar events. Some events to be repeated annually, such as Beach in the City.</p> <p>Haymarket Theatre item: commission recommended:</p>	

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

		- A detailed report on Haymarket usage proposals be bought back.	
12th October 2021	<ul style="list-style-type: none"> • Covid-19 update • Leisure Centres Refurbishment Capital Programme • Autumn / Winter events programme • Black History Month - October programme – Serendipity organisation invited • Heritage Panels update 	<p>Leisure Centres Refurb item: Members agreed to carry out a new review into ‘Sports for Women in the city’.</p> <p>Autumn / Winter events item: Members praised the Festivals and Events team for their work on the seasonal programs and notes they have been assured that crowd control and public safety will be in-place.</p> <p>Black History Month - Serendipity item: Members agreed that schools should continue to raise awareness throughout the year not just during BHM.</p> <p>Heritage Panels item: Members praised the panels as excellent idea and agreed that the service should continue to raise awareness and publicise the Heritage panels.</p>	
30th Nov 2021	<ul style="list-style-type: none"> • Cultural & Creative Industries Plans update • Christmas Campaign event • Sports for Women in the city presentation • Draft Scope for proposed review re: Sports and Physical Activities for Women topic. 	<p>Cultural & Creative industries plan item The Commission recommends that an update on the progress of the Plan be brought to the Commission is 6 months, and thereafter when the agency has finished its report.</p> <p>Christmas campaign item</p> <ul style="list-style-type: none"> • The Commission praises Festivals and Events staff for organising this exciting Christmas programme. • The Commission recommends that data and feedback from the programme be brought back to the Commission. <p>Sports for women item The Commission recommends that Members’ comments and the presentation inform the proposed review into women’s physical activity and sport as evidence.</p>	

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

		Draft scope for new review item Members agreed the scope for the new review to be carried out.	
20 January 2022	<ul style="list-style-type: none"> • Annual Council Budget reports, -revenue and capital • Leicester Museums presentation • Christmas activities – feedback report • Scrutiny Review progress update re: Sports and Physical Activities for women. 	Annual Council budget item <ul style="list-style-type: none"> • Members be kept informed of the progress with spending reviews of services or changes to service area budgets falling within the Commission's remit. • The council to explore further avenues of funding and sponsorship to assist in combating the shortfall in budget through the Managed Reserves strategy. Leicester museums item <ul style="list-style-type: none"> • That a list of the wards involved in the Women in Textiles project be submitted to a future meeting. • That the Commission be kept up to date on the progression of the projects. • That a timeline of the development and its funding opportunities be presented to the Commission in a future meeting. Christmas activities item That the update be noted and the Festival team and staff be thanked for their hard work to make Christmas in Leicester City a safe and happy experience for all	
1st March 2022	<ul style="list-style-type: none"> • Tourism Action Plan update • Events Calendar 2022 • Sport England Initiatives and good practice • 50 yrs of Ugandan Asians in Leicester programme • Scrutiny review - task group update 		

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

FORWARD PLAN / SUGGESTED ITEMS		
Topic	Detail	Proposed Date
Forward Plan of key decisions	Commission members to be kept updated on items impacting on HCLS services areas. Watching brief, as required	Ongoing
Budget reviews and Annual budget	Commission members to be kept updated on budget impacts on HCLS service areas. Watching brief, as required.	Ongoing
Consultations	Commission members to contribute to planned and live consultations impacting on HCLS service areas. Watching brief, as required	Ongoing
Suggested Items to be presented to scrutiny: <ul style="list-style-type: none"> • Leicester Cathedral investment - report • Pheonix Arts Centre investment - report • Festivals & Events plans - report • Football Investment Strategy update • Tourism Action Plan update • Sports for Women in the City 		

94