

Leicester
City Council

**MEETING OF THE ECONOMIC DEVELOPMENT, TRANSPORT AND
CLIMATE EMERGENCY SCRUTINY COMMISSION**

DATE: WEDNESDAY, 18 AUGUST 2021

TIME: 5:30 pm

**PLACE: Meeting Rooms G.01 and G.02, Ground Floor, City Hall, 115
Charles Street, Leicester, LE1 1FZ**

Members of the Commission

Councillor Joel (Chair)

Councillor Sandhu (Vice-Chair)

Councillors Fonseca, Malik, Porter, Rae Bhatia, Singh Johal and Valand

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

For Monitoring Officer

Officer contacts:

Sazeda Yasmin (Scrutiny Policy Officer)

Aqil Sarang (Democratic Support Officer),

Tel: 0116 4545591, e-mail: Aqil.Sarang@leicester.gov.uk

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

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 COVID restrictions, public access in person is limited to ensure social distancing. We would encourage you to view the meeting online but if you wish to attend 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: <https://www.leicester.gov.uk/your-council/decisions-meetings-and-minutes/public-attendance-at-council-meetings-during-covid-19/>

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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.

NOTE: Due to COVID restrictions, public access in person is limited to ensure social distancing. We would encourage you to view the meeting online but if you wish to attend in person, you are required to contact the Democratic Support Officer in advance of the meeting regarding arrangements for public attendance.

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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:

Aqil Sarang, Democratic Support Officer on 0116 4545591.

Alternatively, email , or call in at City Hall.

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

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 on the agenda.

3. MINUTES OF THE PREVIOUS MEETING

**Appendix A
(Pages 1 - 6)**

The minutes of the meeting of the Commission held on 16 June 2021 are attached and Members are asked to confirm them as a correct record.

4. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer to report on any Questions, Representations and Statements of Case received in accordance with Council procedures.

5. PETITIONS

The Monitoring Officer to report on any Petitions received in accordance with Council procedures.

6. COVID ECONOMIC RECOVERY REPORT

**Appendix B
(Pages 7 - 32)**

The Director of Tourism, Culture and Inward Investment submits a report on the COVID Economic Recovery.

Members of the Commission are recommended to note the report and pass any comments to the Director for Tourism, Culture and Inward Investment.

7. INWARD INVESTMENT AND PLACE MARKETING

**Appendix C
(Pages 33 - 72)**

The Director of Tourism Culture and Inward Investment submits a report providing updates on progress with the inward investment and place marketing elements of the economic recovery plan.

Members of the Commission are recommended to note the contents of the report.

8. ECONOMIC RECOVERY DASHBOARD

**Appendix D
(Pages 73 - 78)**

The Director of Tourism Culture and Inward Investment submits a report and presentation on the Economic Data Dashboard.

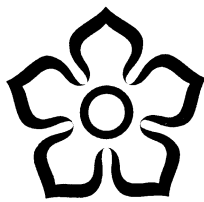
Members of the Commission are recommended to note the report and pass any comments to the Director of Tourism, Culture and Inward Investment.

9. WORK PROGRAMME

**Appendix E
(Pages 79 - 86)**

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

10. ANY OTHER BUSINESS



Leicester
City Council

Appendix A

Minutes of the Meeting of the
ECONOMIC DEVELOPMENT, TRANSPORT AND CLIMATE EMERGENCY
SCRUTINY COMMISSION

Held: WEDNESDAY, 16 JUNE 2021 at 5:30 pm

P R E S E N T :

Councillor Joel (Chair)
Councillor Sandhu (Vice Chair)

Councillor Fonseca
Councillor Singh Johal

Councillor Rae Bhatia
Councillor Valand

Also Present:

Assistant City Mayor, Councillor Myers
Deputy City Mayor, Councillor Clarke
Deputy City Mayor, Councillor Patel

* * * * *

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Malik and Councillor Porter.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. MINUTES OF THE PREVIOUS MEETING

AGREED:

That the minutes of the meeting of the Economic Development, Transport and Tourism Scrutiny Commission on 22 April 2021 be confirmed as a correct record.

4. MEMBERSHIP OF THE COMMISSION

AGREED:

That the Members of the Economic Development, Transport and Climate Emergency Scrutiny Commission note the membership of the Commission.

5. DATES OF COMMISSION MEETING

AGREED:

That the Members of the Economic Development, Transport and Climate Emergency Scrutiny Commission note the dates of the Commission for the next municipal year.

6. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer noted that non had been received.

7. PETITIONS

The Monitoring Officer noted that non had been received.

8. ACCESSIBILITY UPDATE

The Deputy City Mayor for Environment and Transportation introduced the item and paid tributes to Sujhata Bharat.

The City Transport Director delivered an overview of the report.

As part of the discussions it was noted that the proposed work would make a lot of difference for the better. Having an Accessibility Group in the city was the way ahead as this would contribute towards continual improvements for all disability groups and individuals. Communications with the various organisations and individuals across the city would result in the best possible outcomes.

Is was noted that road safety audits were undertaken independently, and these would be referred to the various groups involved and future items would be bought to the scrutiny commission for further engagement.

Future schemes were now moving out of the city centre and going further into local communities. It was suggested that reasons such as this made it more important to facilitate discussions with residents across the city to tailor to their needs.

It was noted that a number of new services such as the City Centre Connector bus, a free service soon to be introduced along with the Santander Cycle Scheme and new signage were making the city centre more accessible and giving residents across the city a fair chance in the city.

Members of the Commission welcomed the comprehensive report, tributed to the many campaigners. It was noted that there were no financial implications in

consulting with the residents as implications were more on delivering the schemes.

Multi operator bus tickets that had already existed were now effectively been made available on the mobile phone via the operator's platforms. Members of the Commission commended the work and were in support of the long overdue greener cities. It was suggested that going ahead in collaboration with the bus operators, the aim was to reduce the premium price of the Flexi Bus ticket to encourage more users to the integrated, coherent bus services.

It was suggested that the schemes were positive moving towards the greener European cities where the public transport systems are more welcoming, the works which have made visible improvements were suggested as a shift away from the industrial past of the city.

The Assistant City Mayor for Communities, Equalities and Special Projects noted that the developments have indicated that residents across the city were involved in addressing equalities issues and the Service were committed to listen to and make provisions for positive impacts in peoples lives across the city.

The Chair commended the report and thanked the Members of the Executive and Officers for their commitments and suggested incorporating diverse languages into the transport network to address the needs for a multicultural city.

It was noted that the transport department were actively working within various communities for equity of access. Exploring the technology available was being considered for future opportunities.

Agreed:

- 1) That the report be noted and;
- 2) That Officers note the comments made by the Economic Development, Transportation and Climate Emergency Scrutiny Commission.

9. TRANSFORMING CITIES FUND (TCF) SCHEME: CONNECTED LEICESTER - AYLESTONE ROAD

The City Transport Director delivered a presentation on the Transforming Cities Fund (TCF) Scheme: Connected Leicester – Aylestone Road. The presentation gave a brief overview of the scheme and sustainable transport.

It was suggested that the scheme would improve crossings, minor amendments to carriages without the loss of lanes, to improve sustainable transport and safe for all road users.

As part of the discussions it was noted that:

- The proposed scheme was planned to commence in the summer of

2022 and that the duration of the works would be provided to Members.

- E- bikes were legally allowed to be used in the cycle lanes
- Mopeds continued to be used on the main carriage way.

Members of the Commission shared their concerns with the impact of the works on the vibrancy of the city centre. It was noted that:

- The absolute purpose of these schemes was to maintain the economic viability of the city.
- Improving access around the city for all considering the aspects of economic viability, health and environment factors.
- Using the small space to deliver the best infrastructure across the city for future development of the city.

Members of the Commission shared their concerns with the closure of roads due to pedestrianisation. It was suggested that the proposed closing of Walnut Street would allow for the future opening of Evesham Road and Boundary Road.

It was noted that:

- The schemes were designed to allow for moving around the city in alternative more sustainable means to the car
- The proposed scheme allowed for designing the city for people and moving away from designing cities for cars
- All proposed works would be consulted on and Ward Councillors would be engaged with
- The plans delivered as part of the presentation showed the proposals and no road closures were confirmed.
- All proposals would be discussed, and the benefits of the schemes need to be considered.

10. GRADUATE RETENTION - UPDATE

The Director for Tourism, Culture and Inward Investment presented the report on the Graduate Retention Scheme.

Work was on going with both universities in the city and the city council to improve the retention of students. European funding had been sourced to develop internships for second year students at university with local businesses as it was suggested that building more of these links would further link students with staying in the city.

As part of the discussions it was noted that:

- Members of the Commission welcomed the report.
- It was suggested that local enterprises should host open days to promote local business

- That the local authority help promote local enterprise
- There would be better employment opportunities following graduate retention as this would encourage employers to the city such as IBM
- Graduate retention should also be aimed at local students staying in the city
- Graduate retention and having a pool of talent would encourage improving the lives of people in the city and further economic growth
- The offer of a living wage from the small or medium sized enterprises would encourage student retention
- Partner organisations are being encouraged to deliver a living wage with the aim of raising the average wage across the city
- Development in the city, making a vibrant atmosphere would further encourage students to further their careers in the city.

The Chair thanked officers for their work in producing the report.

Agreed:

- 1) That the report be noted and;
- 2) That Officers note the comments from the Members of the Commission.

11. ECONOMIC RECOVERY PLAN - UPDATE

The Director of Tourism, Culture and Inward Investment delivered the report and presentation on the Economic Recovery Plan. Targeting to improve opportunities within the authority and the wider city to encourage people to come and stay longer in the city.

The ERDF campaign funded from European Regional Development Fund supported the promotion of reopening of city. A series of illustrations and videos had been put together to illustrate the impact on the city following the pandemic based around the personal outlook of the city and reopening of the city.

The Director of Tourism Culture and Inward Investment delivered a presentation on the Levelling Up fund. Proposing future developments in the City and it was suggested that this would be a long term plan and this meeting gave the opportunity to engage with Members.

It was noted that the Levelling Up Fund was a £4 billion fund and Leicester was in a priority 1 category designated as a leading authority, although this did not guarantee any funding.

It was suggested that there were a number of projects that could be funded if the authority was successful in its bidding process with stage one to include Pilot House, Ian Marlow Centre and Leicester Train Station.

As part of the discussion it was noted that:

- Members of the Commission were supportive of the future plans and

wished the service the best with their funding applications.

- The authority would be seeking support from the local MP's in and out of the city boundaries
- Members of the Commission requested that the Commission be updated with any developments in the funding process and the item be brought back to the Commission in the future

AGREED:

- 1) That the report and presentation be noted
- 2) That the Director of Tourism, Culture and Inward Investment be requested to provide updates in the future and;
- 3) That the Director of Tourism Culture and Inward Investment be commended for their contributions.

12. WORK PROGRAMME

The Chair requested Members of the Commission to contact the Chair or the Scrutiny Policy Officer, for items to be considered on the Work Programme.

13. ANY OTHER BUSINESS

There being no items of urgent business, the meeting closed at 8:00pm

Appendix B



Economic Development, Transport and Tourism Scrutiny Commission

Date of Commission Meeting: 18 August 2021

Economic Recovery Plan Update

Report of the Director of Tourism, Culture and Investment

Useful information

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

Suggested content

1. Purpose of report

- 1.1 This report is a further update noting progress against the economic recovery plan that was launched in October 2020. This follows on from updates provided to this commission in March and June 2021. This report concentrates on key actions the council is taking to promote economic recovery and encourage footfall back to our commercial centres. A separate report on this agenda looks in more detail at what the council is doing in regards to inward investment and place marketing.

2. Recommendations

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

3. Supporting information

Background

- 3.1 The published recovery plan has helped to guide short term responses to the economic impacts of the pandemic. Work is also now under way to generate longer term plans for the city centre and the wider city economy which will be reported to this scrutiny commission later in 2021.

Maintaining Momentum and Investment

- 3.2 In the last couple of months the city council has committed COVID recovery funds to ensure progress with key schemes to drive a Leicester economic recovery. Alongside Leicestershire county council (£350,000) and the National Lottery Heritage Fund (£1.56m), the city council has pledged £350,000 to the Leicester Cathedral Revealed project. This will unlock a £12.6m investment to restore the Grade II* listed building and create a new heritage learning centre. Since the reinterment of King Richard iii in 2015 visitors to the Cathedral have grown from 30,000 to circa 146,000 per year with the new centre expected to attract a further 25,000. Work starts summer 2021 and will complete in summer 2023.
- 3.3 The city council has also pledged a further £500,000 to the Phoenix 2020 scheme, matching a similar sum from Arts Council England to fill a funding gap and enable the £8.71m scheme to proceed to site this summer. Delivering two additional cinema screens, enhanced digital art gallery space and a much expanded cafe

and bar offer, the 2020 scheme will enable Phoenix to become much more financially self-reliant. The new extension will host a first floor terrace that is set to be a landmark destination space at the heart of the Cultural Quarter. The scheme will start on site in September 2021 and complete in autumn 2022.

- 3.4 The council continue to explore other opportunities to improve the economy and the environment of the city centre. Plans are now well advanced to create a new link from Green Dragon square to Cank Street that will support new commercial activity and improve pedestrian flow. Street improvements including around the Clock Tower are proceeding with works now complete in Pocklington's Walk and Market Place South. Work on the new zero-carbon St Margaret's bus station is well under way and consultation has started on the draft local transport plan and workplace parking levy.

Assisting Recovery, Animating our Spaces

- 3.5 The June 2021 report highlighted the ERDF funded Reopening High Streets Safely campaign, which encouraged shoppers to safely return to our high streets and support local businesses in the city centre and commercial neighbourhood areas. Highly colourful, using poetry, iconic city imagery and a hugely successful video and featuring local businesses including many new starters, the campaign has now finished. Some of the key facts and figures and some illustrations of the campaign in action are included in attached Appendix I.
- 3.6 A further tranche of government support through the ERDF Welcome Back fund is available until March 2022 to carry on similar activities and these are being planned now. Proposed priorities for the next period include piloting a delivery and collection service for independent businesses; supporting ambassadors to work with businesses in our commercial neighbourhood areas offering advice and information; graffiti removal on key retail gateways and the creation of a new tableaux scene for the Town Hall as part of the 2021 Christmas campaign.
- 3.7 The ERDF resources referred to have been reinforced by the council's Summer in the City campaign. This has been designed to encourage people to come back safely to the city centre. It includes street artists, a beach at Humberstone Gate, roller skating at Jubilee Square, fitness sessions, family play activities and much more. Details can be found at [Summer in the City \(visitleicester.info\)](https://visitleicester.info)
- 3.8 The council helped to sponsor the hugely successful Rockets Around Leicester initiative with LOROS which is running across the whole of the summer. The Business Improvement District (BID) has also been encouraging footfall back via initiatives like the Dine in the Square campaign, the Luminarium at Green Dragon Square and the forthcoming Brew Beat Craft beer festival.

Occupier demand

- 3.9 Though the High Street continues to face enormous challenges the appetite for investment in the city remains strong. In recent months we have seen new ventures open such as Hamleys Toy Shop, Olivia's Townhouse, Sonrisa and Fox Bookswith others in the pipeline coming soon including Varanasi, Cocoa by Ali and Metro Bank. The new Gresham aparthotel and workspace and gourmet

restaurant are scheduled to open at the end of September 2021 in the old Fenwick building and are already positively impacting take up of space in Market Street.

- 3.10 All city centres face the challenge of declining demand for retail space and the need to encourage new uses. Building the city centre resident population is an important ingredient of long term recovery. In Leicester the growth in city centre living has been dramatic with the residential population doubling since 2011. At that point there were 5,750 residences in the city centre but by 2017 this had more than doubled to 11,550. Since then we have seen a further increase in the number built or under development, including quality offers such as the £43m Wulcomb 297 apartment block. At Waterside Keepmoat are building 300 new homes, a mix of contemporary apartments and two – four bed houses and there are more than 1,000 additional apartments under construction or in planning within the city centre.

Support for Employment

- 3.11 The council has registered as a Kickstart provider with the DWP. This means that we have committed to help recruit a number of young people to positions both within the council and in other organisations, a total of 87 positions. Good progress is being made. The target for the council itself originally was only 7 but we have now identified and are pursuing 26 posts that are in various stages of the recruitment process. All young people will be offered training support via the adult education service whilst employed. The bulk of the posts were always intended to be in other organisations and businesses. 30 positions have now been filled.

- 3.12 The city council in partnership with the LLEP and the county council also initiated a scheme that will provide £500k from LLEP resources to local businesses to enable them to employ young people for an extra 6 months on top of the standard 6 months being supported by government. That scheme is being administered by the city council economic regeneration team and is just launching. It is designed to particularly support disadvantaged individuals such as those with disabilities and ex offenders.

4. Financial, legal, and other implications

4.1 Financial implications

Not applicable

4.2 Legal implications

Not applicable

4.3 Climate Change and Carbon Reduction implications

Not applicable

4.4 Equalities Implications

Not applicable

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

Not applicable

5. Background information and other papers:

None

6. Summary of appendices:

Appendix: ERDF Re-opening High Streets Safely

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

No

9. Is this a “key decision”?

No

10. If a key decision please explain reason

N/A

ERDF Reopening High Streets Safely and Welcome Back Funding Report

Economic Development, Transport and Climate Emergency Scrutiny
Commission

18 August 2021

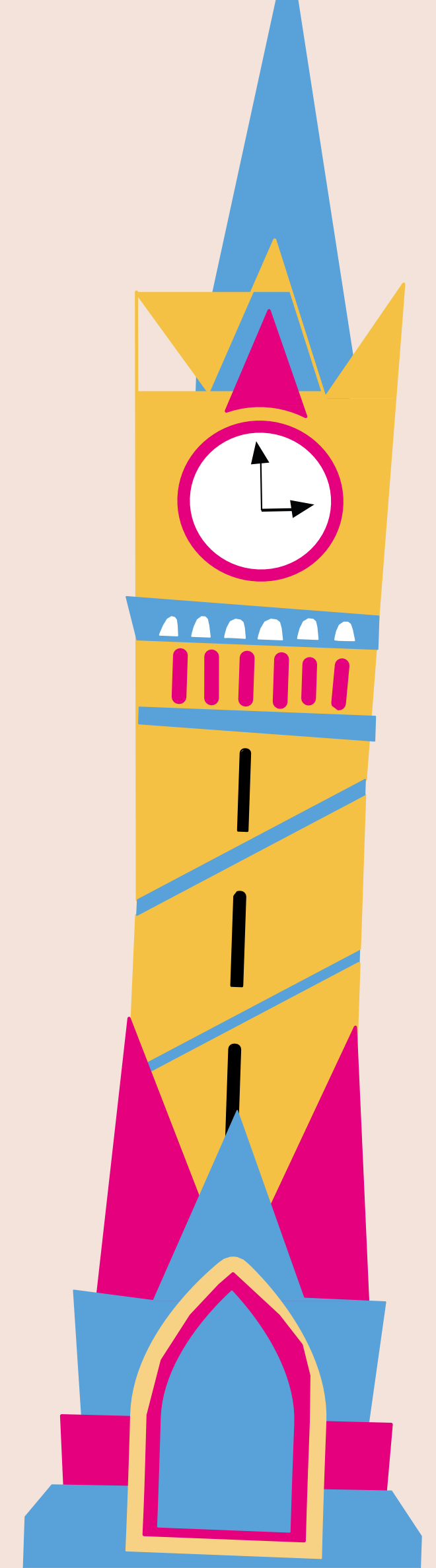
Economic Recovery Plan – Appendix I



HM Government



European Union
European Regional
Development Fund



We've
missed
you

'We've Missed You' 120k Campaign

The 'We've Missed You', has been created to support businesses and welcome back residents and visitors to the city centre and commercial neighbourhoods to celebrate everything that makes Leicester so unique. It supports our local high streets and communities in a safe and responsible way.

The campaign features, at the heart of it, the simple messaging that 'We've Missed You' brought to life through a specially written poem video as well as community-led poetry masterclasses, photography and videos created by and inspired by the city's diverse population.

The media campaign that underpins this campaign has used local knowledge which targets the communities and neighbourhoods using local radio, poster sites and buses in key locations.

There has also been a significant paid social media campaign across Instagram and Facebook, as well as an organic social campaign across the Visit Leicester channels.



15



We've missed you

Meet your friends and family for a bite to eat



Remember to stay safe
Find out more at visitleicester.info



We've missed you

Welcome Back Leicester

Let's roll the fun!



Remember to stay safe
Find out more at visitleicester.info



European Union
European Regional
Development Fund

We've missed you

It's time for a coffee and a cut



O₂

SAMSUNG

Galaxy S21 Ultra 5G

Galaxy S21 S21+ 5G

No sweat

Mon-Sat
9.30am-4.00pm
1 hour
No return
within 1 hour

18

Clear Channel

We've
missed
you

Welcome Back Aylestone
It's time for a coffee and a catch up



Remember to stay safe
Find out more at visitleicester.info





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We've missed you

Support your local businesses and remember to stay safe Leicester

Leicester City Council
HM Government
European Union
European Regional Development Fund

Find out more at [visitleicester.info](https://www.visitleicester.info)

Free WiFi
USB charging
Mobile tickets
Get on board!

3109

Let's take the next step safely.

We've
missed
you

Support your local
businesses and remember
to stay safe Leicester

Find out more at visitleicester.info



HM Government



European Union
European Regional
Development Fund



PULL TO OPEN

Y JOB EES

We've missed you

Leicester, what have you missed?

Remember to stay safe
Find out more at visitleicester.info

 Leicester City Council

 HM Government

 European Union
European Regional Development Fund

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Businesses Animations

Please see example storyboard below of one of the Belgrave versions.

Welcome Back Belgrave

Vinay, Xtra Looks Barbers

Frame 1

Covid measures are in place

#ReopeningHighStreetsSafely

Frame 2

Come and see us and shop safely

Ram, Stylex Menswear

Frame 3

We're back and we're Covid secure

#ReopeningHighStreetsSafely

Frame 4

We look forward to welcoming you

Rajma and Hasin, Cake House

Frame 5

Remember the hands, face, space rules

#ReopeningHighStreetsSafely

Frame 6

Remember to stay safe

#ReopeningHighStreetsSafely

Frame 7

22

18 animations for businesses across different sectors and neighbourhoods were created.

Welcome Back City Centre

Marcus, Pragnell Jewellers

City Centre

We have full Covid measures in place

#ReopeningHighStreetsSafely

Narborough Road

See you soon!

#ReopeningHighStreetsSafely

Braunstone Gate

We're back and we're Covid secure

Mahesh, Ladlee Clothing

Belgrave

Explore our great businesses

Emma, Bloom Project

Queen's Road

Rhyming Animations Campaign

Please see example storyboard below of one of the ‘Culture’ version.

23

We've missed you

What have you missed most?


Frame 1

A cuppa with friends?




Frame 2

Smiling faces?




Frame 3

Our past? Our future?



Frame 4

Our ancient places?




Frame 5

We've missed you

Remember to stay safe

#ReopeningHighStreetsSafely



Frame 6

10 animations across different sectors were created

Cafés & diners?
A bite to eat?



Little adventures?



Bars & restaurants?



Travelling on trains?



Our past? Our future?



We've
missed
you

Leicester News Account

Stats from when the poem video was posted.

Twitter:

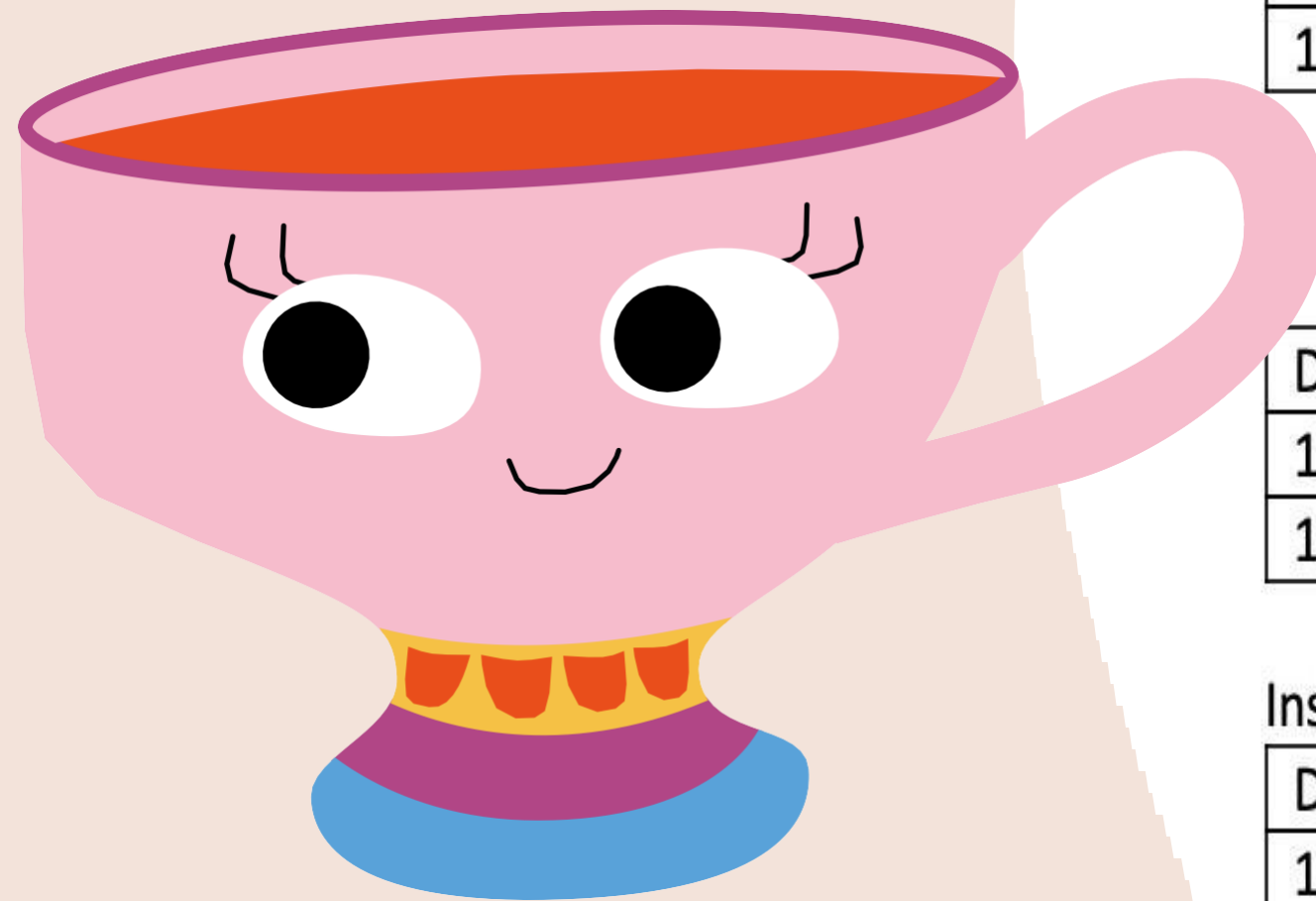
Date	Reach	Engagement	Retweet	Likes
13/05/21	33,538	930	69	85
17/05/21	4,056	109	5	14

Facebook:

Date	Reach	Engagement	Share	Like
13/05/21	8,700	680	52	123
17/05/21	1,200	58	4	16

Instagram:

Date	Reach	Like
15/07/21	1,300	73





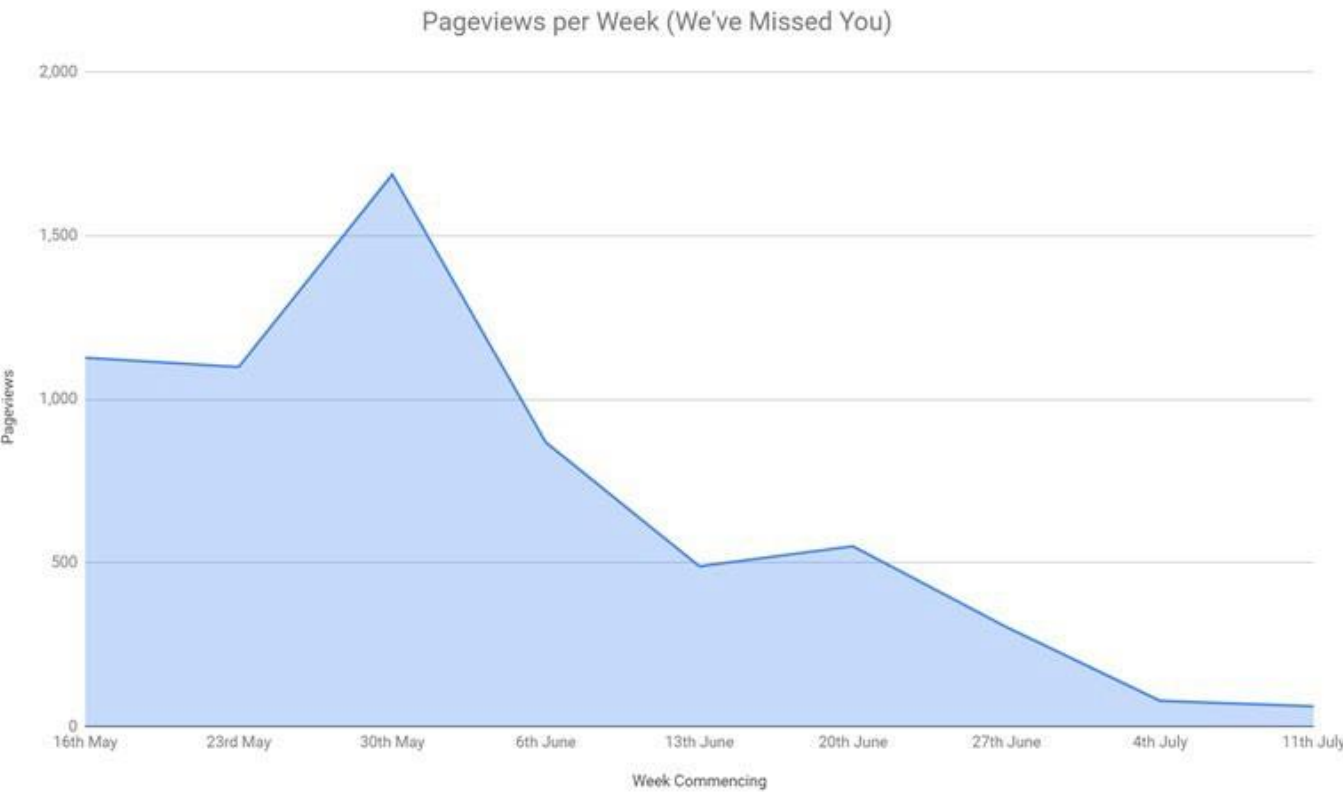
Measurement

Visit Leicester Social Media Platforms:

Instagram	Twitter	Facebook
2494 views	34232 impressions	11910 reached
343 likes	654 engagements	611 engagements

Visit Leicester Website

The page was the third most popular on the Visit Leicester site for the period of the campaign with 6,267 page views (behind homepage and Events Calendar).





Social Media Campaign Results

Creative Overview:*

Long Video Reach: 1,002,465

Short Video Reach: 1,721,337

Animation Videos Average Reach: 1,515,290

Carousel Reach: 1,593,548

Burst 1

Spend: £7,099.00

Reach: 2.7M

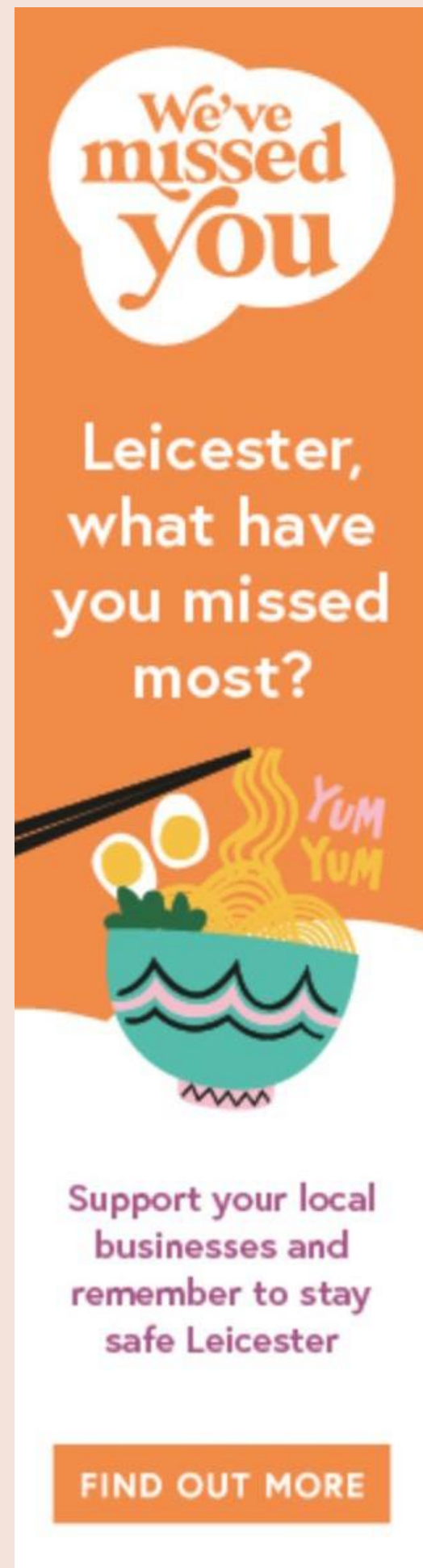
Post engagement 241,764

Burst 2 Spend:

£3,005 Reach:

3.1M

Post engagement 61,962



Programmatic Summary

Google Display Ad Campaign*

Spend : £2,975

Impressions : 849k

Clicks : 1k



[Click here to view Clear Channel examples](#)



Clear Channel

May Summary

Impressions	474,830
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June Summary

Impressions	263,060
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A number of the digital sites are new so cannot provide impressions for the first 12 months, therefore the impressions will be far higher than what is recorded.

The total number of plays of the creative across Clear Channel and BT Inlink is: 310,130.



JCDecaux

May - June Summary

5x Digital 6 sheets at Leicester Train Station

Total impressions were 340,725





Bus Advertising

24th May - 20th June Summary

Impressions - Streetliners per unit

Impacts: 935,150





FU Media PR value (total £253,750.00)

Outlet	Type	Link	Reach	EAV	PR Value (x3.5)
LEICESTER WE'VE MISSED YOU					
Leicestershire Live	ONLINE	https://www.leicesterm Mercury.co.uk/news/leicester-news/weve-missed-you-next-steps-5410093	1,414,032	£10,000	£35,000
NICHE	ONLINE	https://www.nichemagazine.co.uk/post/leicester-city-council-says-we-ve-missed-you-with-touching-campaign-and-poem	8,000	£1,000	£3,500
ITV Central	TV	https://www.itv.com/news/central/2021-04-13/itv-central-catch-up-on-the-latest-programme-for-the-east-midlands	250,000	£50,000	£175,000
DLUXE	ONLINE	https://dluxe-magazine.co.uk/leicester-2/leicester-city-council-launches-poetic-response-to-post-lockdown-leicester	10,000	£1,000	£3,500
Leicester Mercury	PRINT	15 th May – Page 6 & 7 – Full Page feature on We've Missed You campaign	13,867	£2,500	£8,750
Leicester Mercury	PRINT	18 th May – Page 3 - Feature in their DPS on city unlocking	13,867	£2,500	£8,750
DLUXE Leicestershire	E-MAG	https://mailchi.mp/fu-media.co.uk/leicester-emag-13-may	2,515	£1,000	£3,500
DLUXE Midlands	E-MAG	https://mailchi.mp/fu-media.co.uk/midlands-emag-13-may	5,906	£1,000	£3,500
CREATIVE WRITING CHALLENGE					
Voluntary Action Leicestershire	ONLINE	https://valonline.org.uk/by-the-clock-tower-poem-inspires-community-creative-writing-challenge/	TBC	£1,000	£3,500



Thank you.



HM Government



European Union
European Regional
Development Fund



Economic Development, Transport and Tourism Scrutiny Commission

Date of Commission Meeting: 18 August 2021

Inward Investment and Place Marketing

Report of the Director of Tourism, Culture and Investment

Useful information

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

Suggested content

1. Purpose of report

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

2. Recommendations

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

3. Supporting information

Background

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

Visitor Economy

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

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

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

Inward Investment

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

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

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

Quality of Life

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

4. Financial, legal, and other implications

4.1 Financial implications

Not applicable

4.2 Legal implications

Not applicable

4.3 Climate Change and Carbon Reduction implications

Not applicable

4.4 Equalities Implications

Not applicable

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

Not applicable

5. Background information and other papers:

None

6. Summary of appendices:

Appendix: Trails and Itineraries

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

No

9. Is this a “key decision”?

No

10. If a key decision please explain reason

N/A

Appendix : Accelerator report July 2021

1 Accelerator project - milestones & projects' status

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

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

2 Outputs and impacts: specific project deliverables

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

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

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

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

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

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

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

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

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

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

Uncover The Story City Trails and Itineraries Concepts

Economic Development, Transport and Climate Emergency Scrutiny
Commission
18th August 2021

Inward Investment and Place Marketing Appendix I



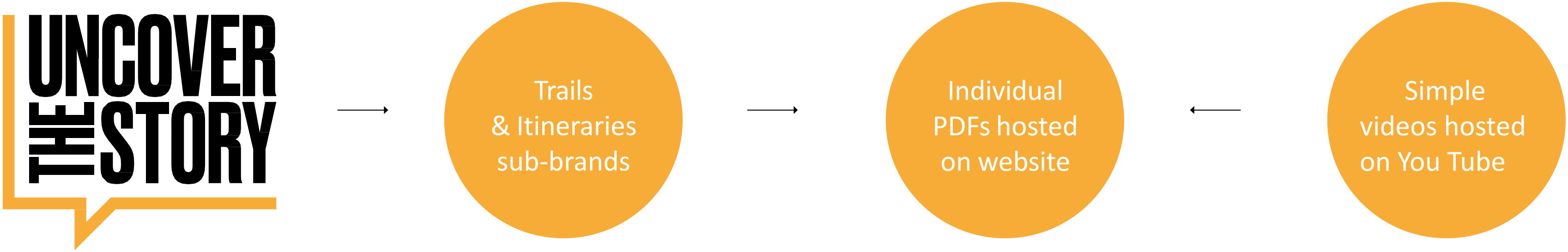
Overview

This presentation includes our initial creative thinking for the Uncover the Story Trails and Itineraries sub-brands, and covers the following areas:

- User Journey
- Building The Brand
- Trails & Itineraries Branding
- PDF Style Setters
- Revised Itineraries

Basic Framework

45

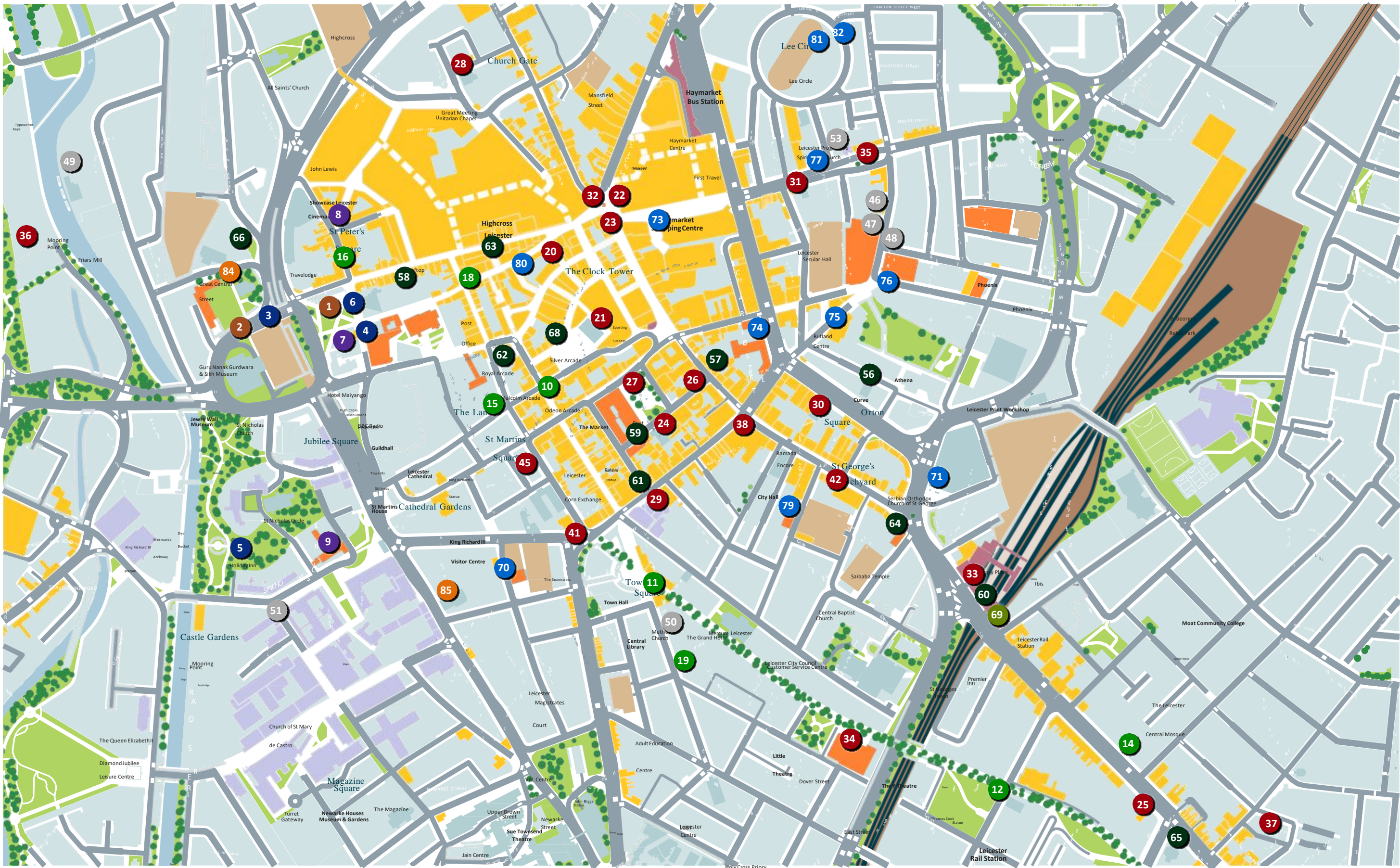


The City Trail

The user will be able to pinch, zoom and scroll to see the different range of trails at a glance.

They will then be able to choose which trail to follow e.g. Roman, Medieval Edwardian etc.

46



The City Trail

- 47 The creative design, colour palette, use of imagery, length of copy and tone of voice for the series of trails and itineraries should be consistent and reflect the design elements from the Uncover the Story brand to create a clearly identifiable link to the overall campaign.

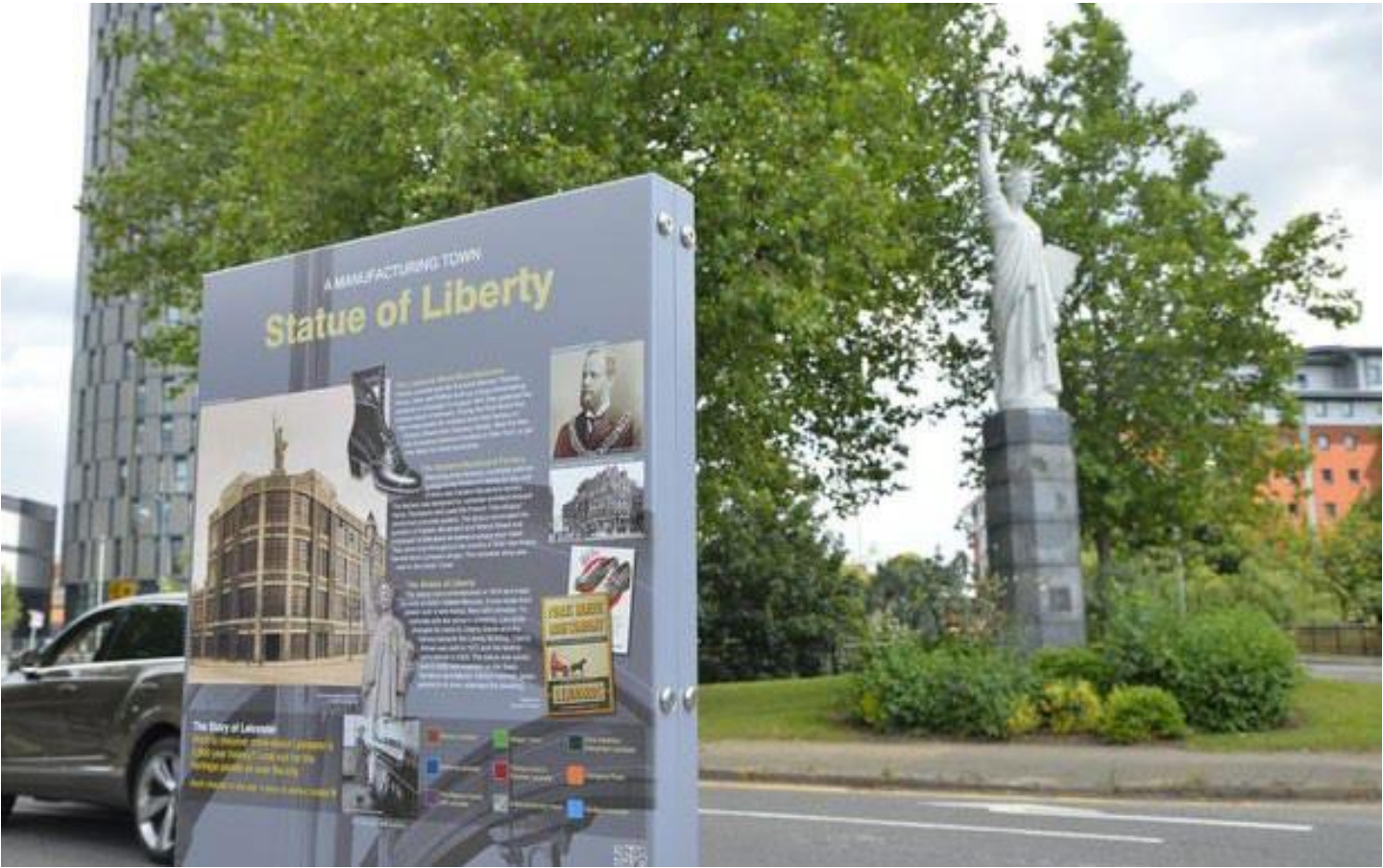
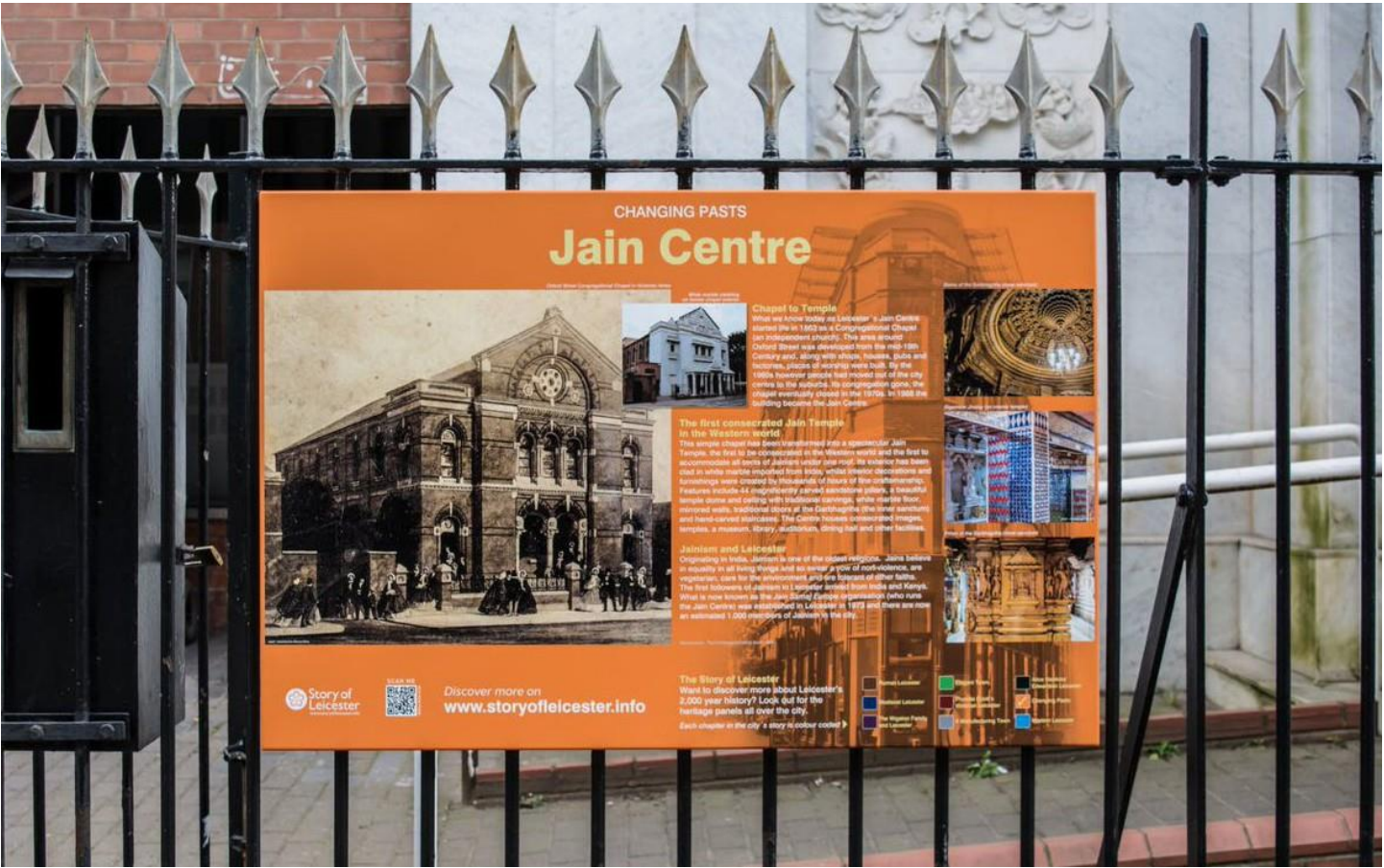


Heritage Panels

There should also be a link to the range of existing heritage panels. The best way to do this is through the use of colour.

By using the existing palette from the heritage boards it will allow the user to quickly navigate the main city map and easily recognise the actual boards.

48



Photography

An integral part of the Uncover the Story Trails and Itineraries brand is photography. We want to curate a diverse mix of imagery, from fun and exciting authentic

☞ lifestyle shots of people in the city, to a range of Leicester's beautiful buildings and venue images.

We will re-purpose some of the photography from the original Uncover the Story campaign, this will allow us to create a seamless brand experience.



Trails Lock-up

After some consideration we feel that using the simplicity of the name ‘Trails’ is the best approach.

This is the ‘Ronseal’ approach, and will allow people to immediately understand what it is, and the use of the single word can be simply adjoined with the main Uncover the Story logo, creating a rubber stamp style lock-up.



Itineraries Lock-up

The itineraries sub-brand follows a similar style to the trails sub-brand to keep the look and feel consistent with the

Uncover the Story campaign.



UTS Logo Suite

The Uncover the Story primary logo starts as the bases for the Trails & Itineraries logos this will allow for users to visual recognise both the Tails and Itineraries as specifically a part of the main Uncover the Story campaign which has already begun to roll out.

Main UTS Logo



Trails UTS Logo



Itineraries UTS Logo



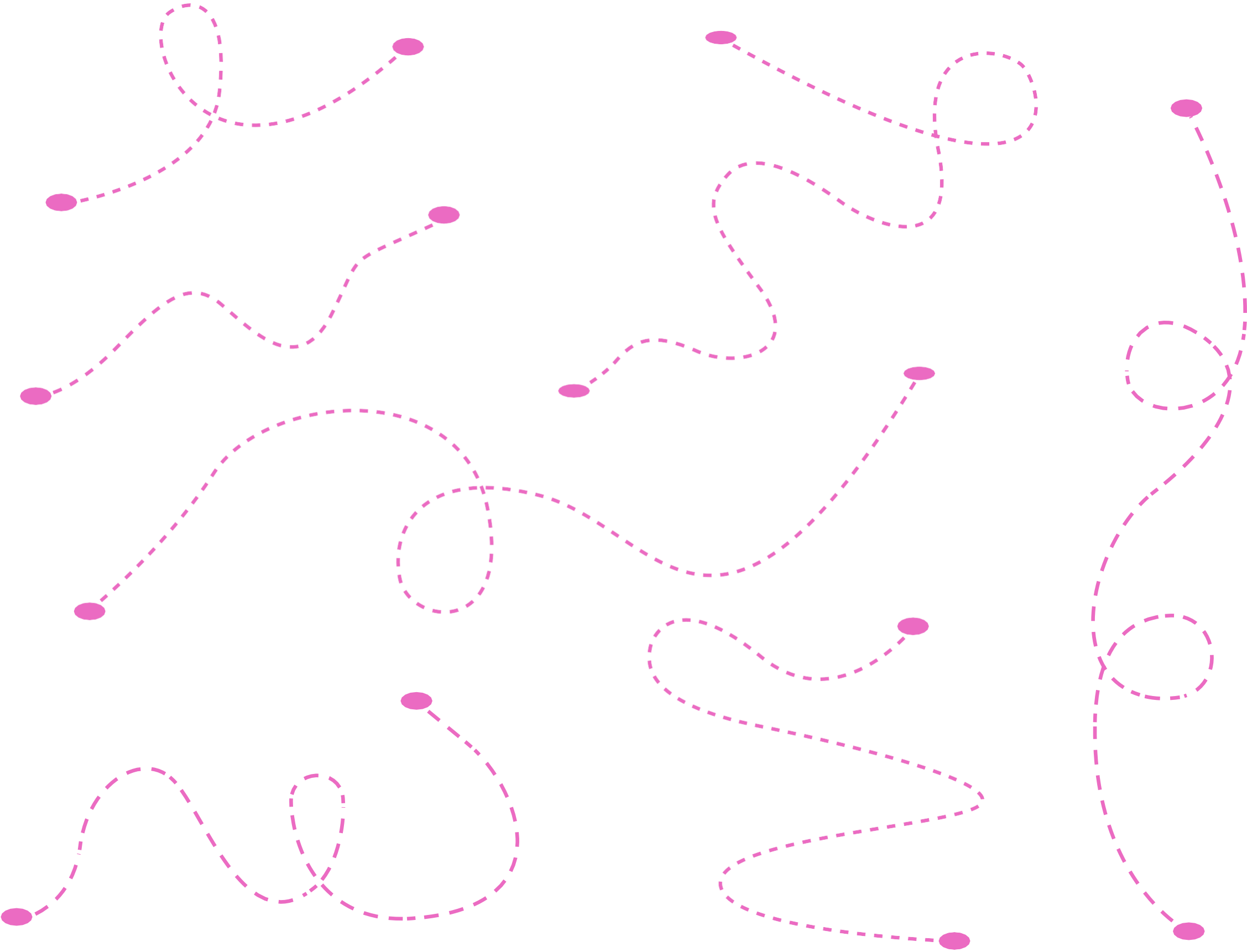
Visual Language

Along with the creation of the ‘Trails’ sub brand for Uncover The Story we have created an additional visual language that will be used throughout the trails and itineraries brief. The dotted trail line has been created to be used as both a visual language, graphical device and as a piece of directional design which will be incorporated within the different maps.

The trail lines can be used in different colours depending on the location or venue.

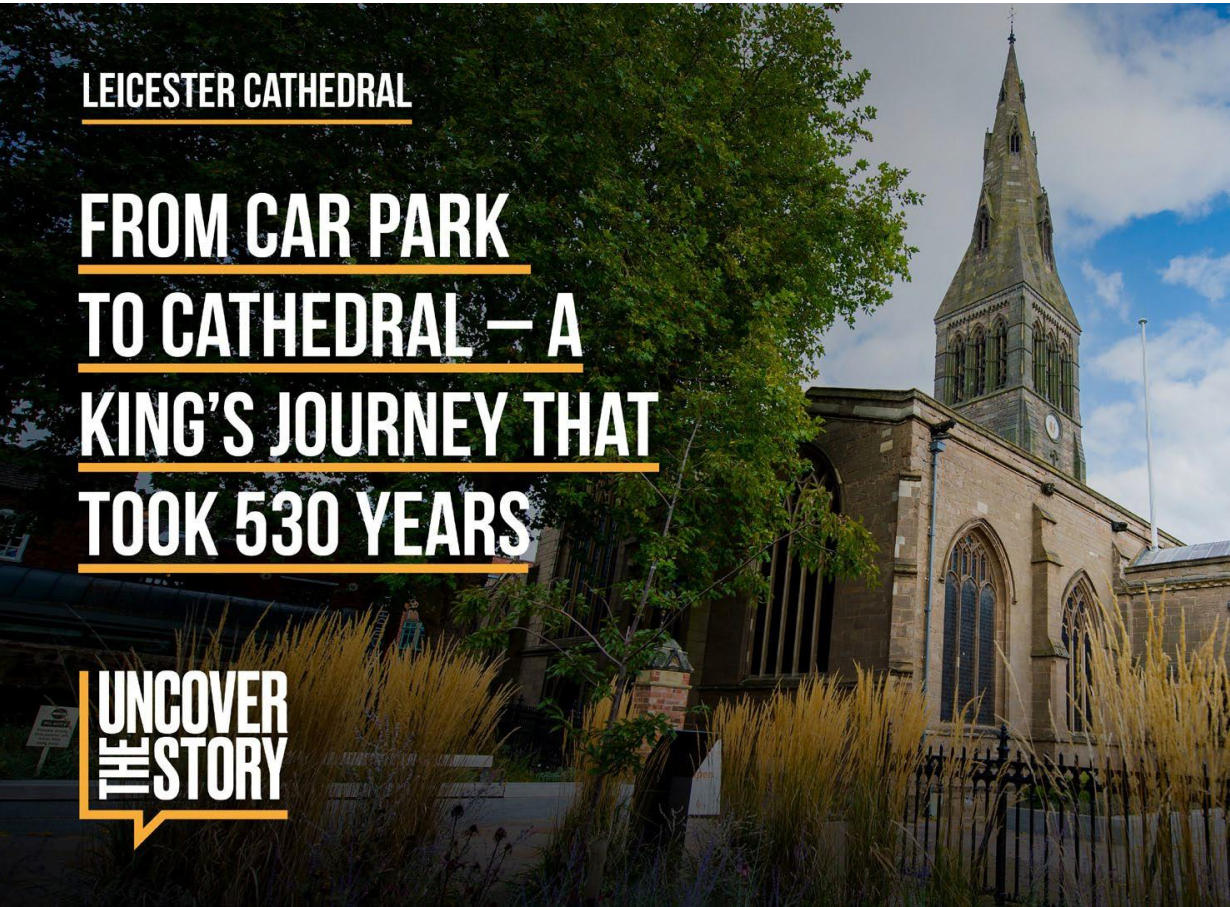
We could also use the destination pin markers to identify different areas.

Both of these elements could be brought to life with some exciting animation and used in the videos.



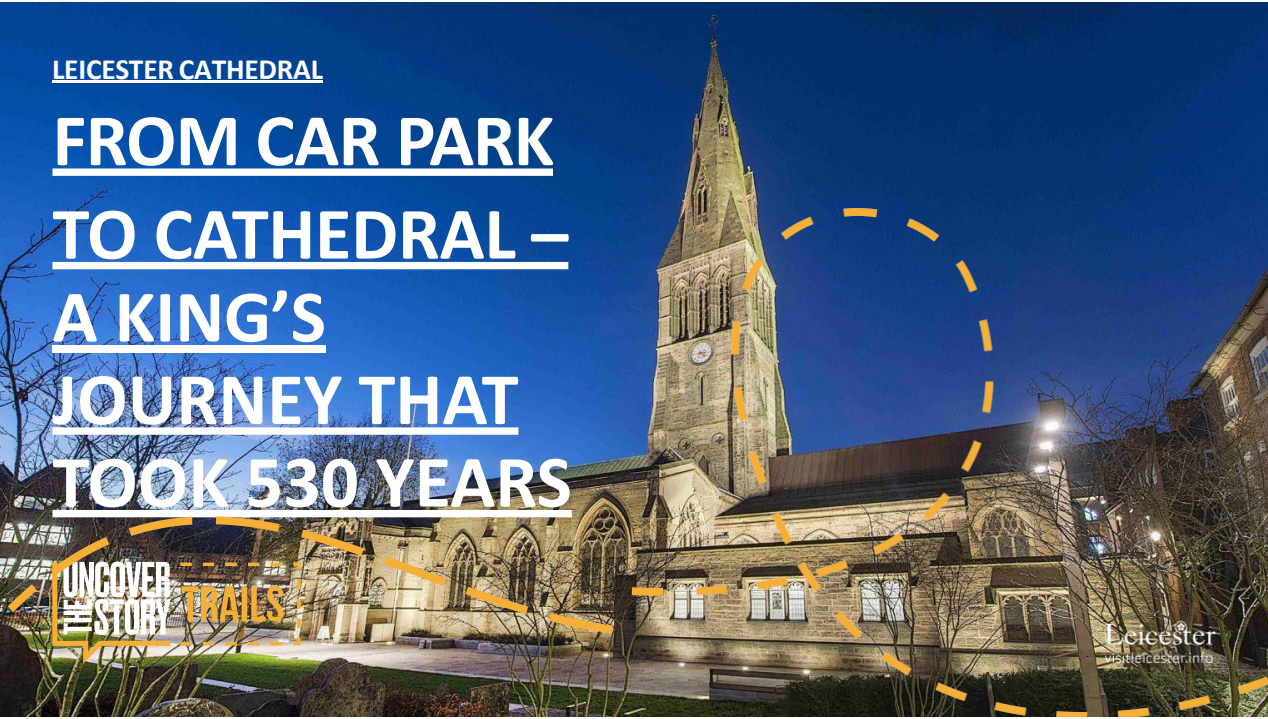
Colour Palette

To keep both the trails and itineraries project consistent with the overall Uncover the Story campaign we have chosen to use the same colour palette used within the social media assets and other campaign material related to that specific story, for example the KRIII and Cathedral trail would mirror the palette used on that social post.



Leicester Cathedral & KRIII

55

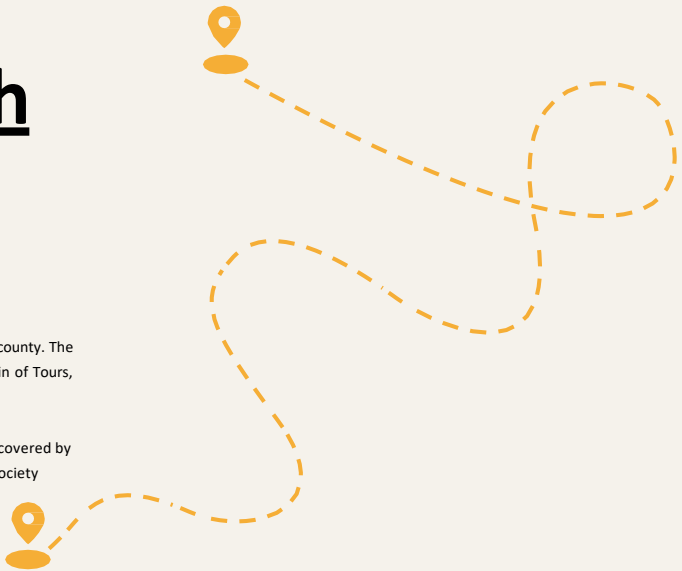


Welcome to a new approach in telling our stories.

Leicester Cathedral is at the physical heart of Leicester’s city and the county. The church, built on the site of a Roman temple and dedicated to St Martin of Tours, has been embedded in the community since medieval times.

It is the final resting place of King Richard III who’s remains were discovered by Leicester City Council, the University of Leicester and the Richard III Society buried beneath a car park.

Join us on this special tour to find out more.



Points of interest

- Highcross Street
- 8. Bow Bridge St Augustine Road
- 9. St Mary de Castro Castle View
- 10. Leicester Castle Castle Yard
- 11. Turret Gateway Castle View
- 12. Trinity Hospital The Newark, DMU campus
- 13. Church of the Annunciation of the Blessed Virgin Mary The Newark, DMU Campus
- 14. Newark Gateway Magazine Square, DMU campus
- 15. Greyfriars New Street
- 16. Greyfriars Greyfriars
- 17. The Guildhall Guildhall Lane



Blue Boar INN

On Leicester’s medieval High Street, close to where a Travelodge stands today, there was once an elaborate timber-framed building known as the Blue Boar Inn. Here, by tradition, King Richard III spent a final night before the Battle of Bosworth in 1485.

There are few historical references to the Blue Boar Inn and even its name in the 15th century is uncertain. Some believe that it was originally called the White Boar (Richard III’s emblem), the sign being hastily changed after Bosworth to a Blue Boar (the insignia of Henry VII’s general, John de Vere, Earl of Oxford).



BOW BRIDGE

Two bridges originally crossed the western arm of the River Soar where the present Bow Bridge stands. Bow Bridge carried the road from Leicester to Hinckley, whilst nearby the smaller Little Bow Bridge, which belonged to the neighbouring Augustinian friary, gave the friars access across the river to a close containing St Augustine’s Well.

The two bridges both probably take their name from the Little Bow Bridge, which was described as ‘one large arch like a bow’. The Little Bow Bridge was swept away in a flood in 1791.



St MARY De Castro

St Mary de Castro means St Mary of the Castle, reflecting the church’s origins as a place of worship built within the fortified enclosure, or bailey, of Leicester Castle. During medieval times, St Mary de Castro would have had great importance and much wealth. As a man of great faith, it is likely King Richard would have taken mass and worshipped here whenever visiting Leicester Castle. He may even have prayed here the day before setting off to face his enemy at Bosworth.

Mary de Castro may have been a special place for Richard III as his father, Richard, Duke of York was knighted in the church at the age of 15.



LEICESTER CASTLE

A motte-and-bailey castle was built in about 1068 inside the south-west corner of the town, and became the centre of power for the first Norman overlord of Leicester, Hugh de Grandmesnil.

In 1107, Robert de Beaumont, first Earl of Leicester is thought to have replaced the timber defences with stone and also founded a college of canons (community of priests) in the church of St Mary de Castro in the bailey.



TURRET GATEWAY

A few steps from Leicester Castle stands one of the city’s most intriguing historic buildings and one of its least well-known. Prince Rupert’s Gate gives access to Castle View, the cobbled road linking the castle yard with its 12th century great hall to The Newark.

The name may give the wrong impression; though the gateway is named for King Charles I’s cousin and military leader, Prince Rupert of the Rhine, it dates to several centuries before the Civil War and Rupert’s role in the bloody siege of Leicester.



TRINITY HOSPITAL

The Hospital of the Honour of God and the Glorious Virgin and All Saints (Trinity Hospital and Chapel) was founded in 1330 by Henry Plantagenet, the 3rd Earl of Lancaster and Leicester, who was a grandson of King Henry III and chief advisor to King Edward III. Henry’s predecessors, the earls of Leicester and Lancaster, had possessed the nearby castle since the 12th century.

The hospital was built to care for the poor and infirm of Leicester and could house fifty patients as well as staff including a warden, chaplains and nurses. The first hospital was a long, one-storey hall divided by an arched aisle, with a chapel on the end.



Greyfriars

Archaeologists excavating at the friary site in 2012 and 2013, during the search for Richard III’s last known resting place, identified the friary’s chapter house, parts of the eastern cloister range and the eastern end of the friary church, including the choir and the sanctuary.

Very little remains of the friary today, Richard III’s original grave and part of the church floor can be seen in the Richard III Visitor Centre. A small piece of stone wall, probably a boundary wall, can be seen in a private car park near to the Cathedral end of New Street.



The Guildhall

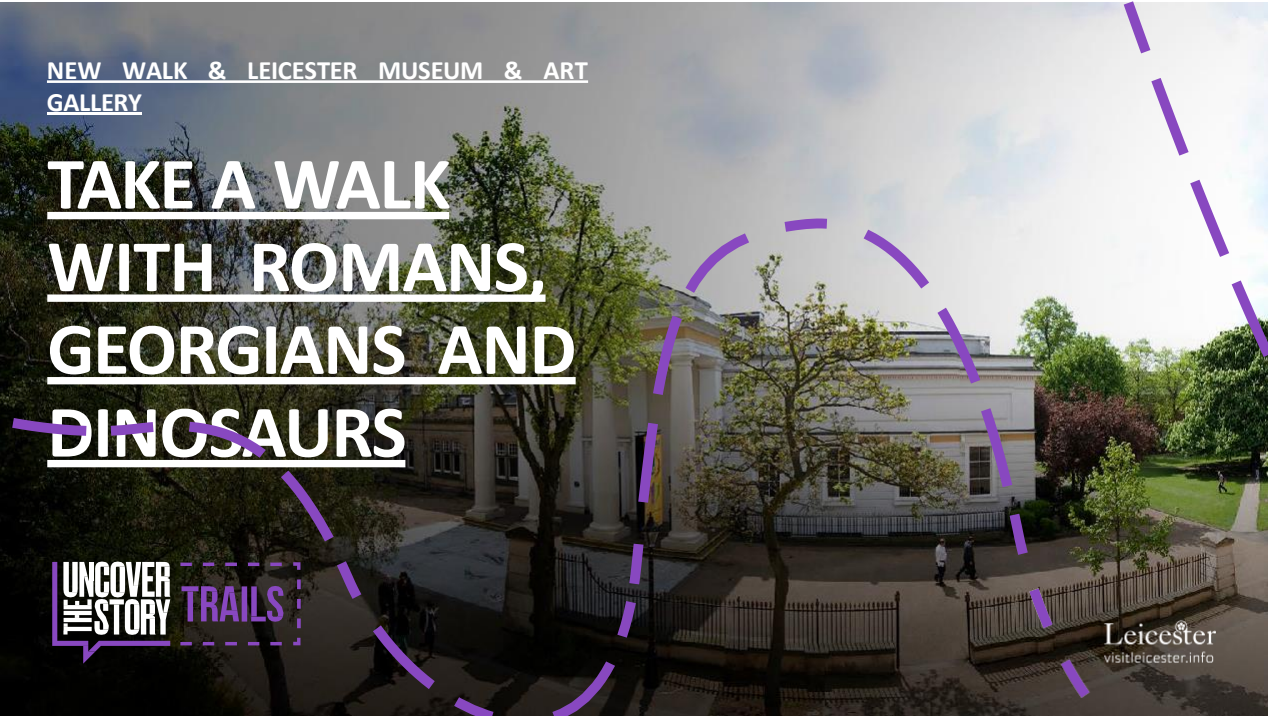
Leicester Guildhall dates back to medieval times and would have been a building of importance during the time of Richard III. The Great Hall, built in 1390, was a meeting place for the Guild of Corpus Christi, a select group of influential businessmen and gentry founded in 1343. This Guild was the richest in the town and a powerful force in medieval Leicester.

Many of the Guild’s members were associated with the Corporation of Leicester who began using Leicester Guildhall as a place of assembly from 1495. By 1563 the building belonged to the Town Corporation and had become Leicester’s first Town Hall with its west wing, including the Mayor’s Parlour, added in 1489.

OTHER TOURS

THE CITY
NEWARKE
OLD TOWN
NEW WALK
ARTS
THEATRE
MUSIC

New Walk



Welcome to a new approach in telling our stories.

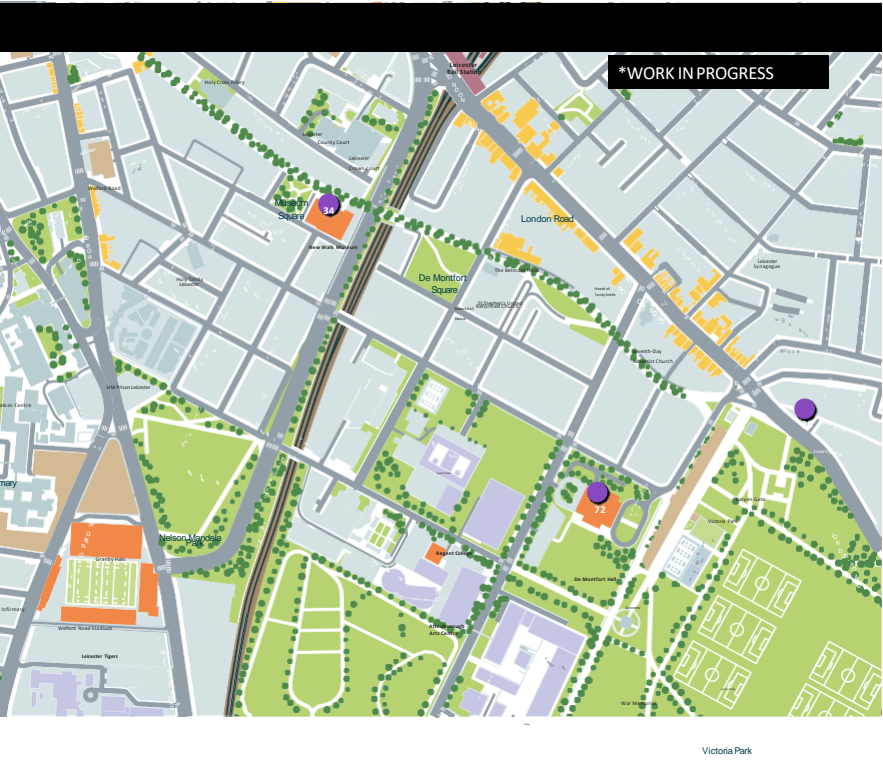
Take a stroll up Leicester's leafy New Walk today and you'll be following in some pretty impressive footsteps. You'll be walking on an ancient road used by Roman soldiers, and enjoying the tree-lined promenade beloved by Leicester's Georgians and Victorians.

Dinosaurs may not have roamed the area, but young naturalist-in-the-making David Attenborough certainly would have as he made his way to the museum here that so inspired him.

Join us on this special tour to find out more.

Points of interest

- 39. Via Devana - Roman Road
Evington Footway
- 8. Holy Cross Priory
23 New Walk
- 34. Leicester Museum & Art Gallery
53 New Walk
- 10. The Albion Tolid Baths
5 New Walk
- 11. Residential Buildings
70-80 New Walk
- 12. The Clothier and The Clicker
19 New Walk
- 13. Writers Pavement
72 New Walk
- 14. The Oval
144 New Walk
- 15. St Stephen's United Reformed church
De Montfort Street
- 72. De Montfort Hall
11 New Walk
- 17. Belmont Hotel
120 New Walk
- 18. Lutyens War Memorial
Victoria Park



56



Via Devana

New Walk is a rare example of a Georgian pedestrian promenade. It connects the areas around Victoria Park, including Stonegate, Evington and Clarendon Park.

The Corporation of Leicester laid out the route in 1785. It is believed that an ancient Roman track-way called Via Devana predated the promenade and that this track-way formed the basis for the new route.

The original plan for the route was to connect the area which is now Welford Road to the then racecourse - which was later developed into Victoria Park.



Holy Cross Priory

The first public building on New Walk was a Roman Catholic chapel which was built in 1819 on the site of what is now Holy Cross Priory.

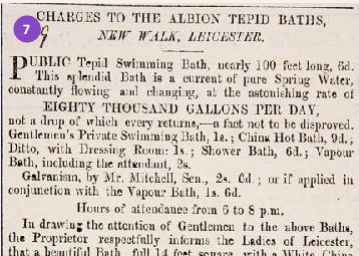
The Priory was established in 1882. By 1929, the church had proved to small and Friar Vincent McNabb O.P. began to raise money for a new church. The choir and transepts of the church was completed by 1931, and the High Altar was consecrated. The church was finally completed and formally consecrated in 1958.



Leicester Museum & Art Gallery

Designed in 1836 by Joseph Hansom, inventor of the horse drawn cab, this building started life as a Nonconformist Proprietary school.

In 1848 the school was bought by the Leicester Corporation with the idea of converting it to a public museum, one of the first council-run museums to be established in the country. It opened as a museum in 1849 and has been free to visit ever since.



The Albion tepid baths

The Albion Tepid Baths at 5 New Walk were built in the 1840s and used warm water provided by a sewing cotton factory at No 52 King Street. Public baths originated at a time when most people in population centers did not have access to private bathing facilities. Though termed "public", they often have been restricted according to gender, religious affiliation, personal membership, and other criteria. In addition to their hygienic function, public baths also have served as social meeting places.



residential buildings

Houses built at the lower end of New Walk in the 1820s were the first on the walkway and were designed as "genteel residences" for the families and servants of businessmen and professionals.

Most houses on New Walk were designed for large families with servants. By the later 19th Century, as family size fell, some became lodgings or apartments.

Numbers 78-80 New Walk, built around 1836 are stucco-fronted and simply detailed with delicate wrought iron balcony railings on the first floor.



the clothier and the clicker

From the early 19th century to the end of the 20th century the main industries in Leicester were hosiery, footwear and engineering. Names such as Corah, Wolsey, Bentley, Stibbe, the British United Shoe Machinery Company and the British Shoe Corporation were well known nationally and internationally. These statues made by John Atkin were commissioned by The Friends of New Walk to commemorate the legacy of the clothing and footwear industries in the City and County of Leicester.



De Montfort Hall

Named after the sixth Earl of Leicester, Simon de Montfort, De Montfort Hall was the first purpose-built concert hall in Leicester. It was designed by local architect Mr Shirley Harrison and opened in July 1913. Praised for its fine acoustics, opera singer Louisa Tetrazzini said, "There are only three halls in Britain worth singing in. One is in Glasgow, the Usher Hall in Edinburgh and this one".

Other notable appearances at De Montfort Hall include the likes of Bob Dylan, Genesis, Iron Maiden and Keane.

www.demontforthall.co.uk/whats-on/



Lutyens war memorial

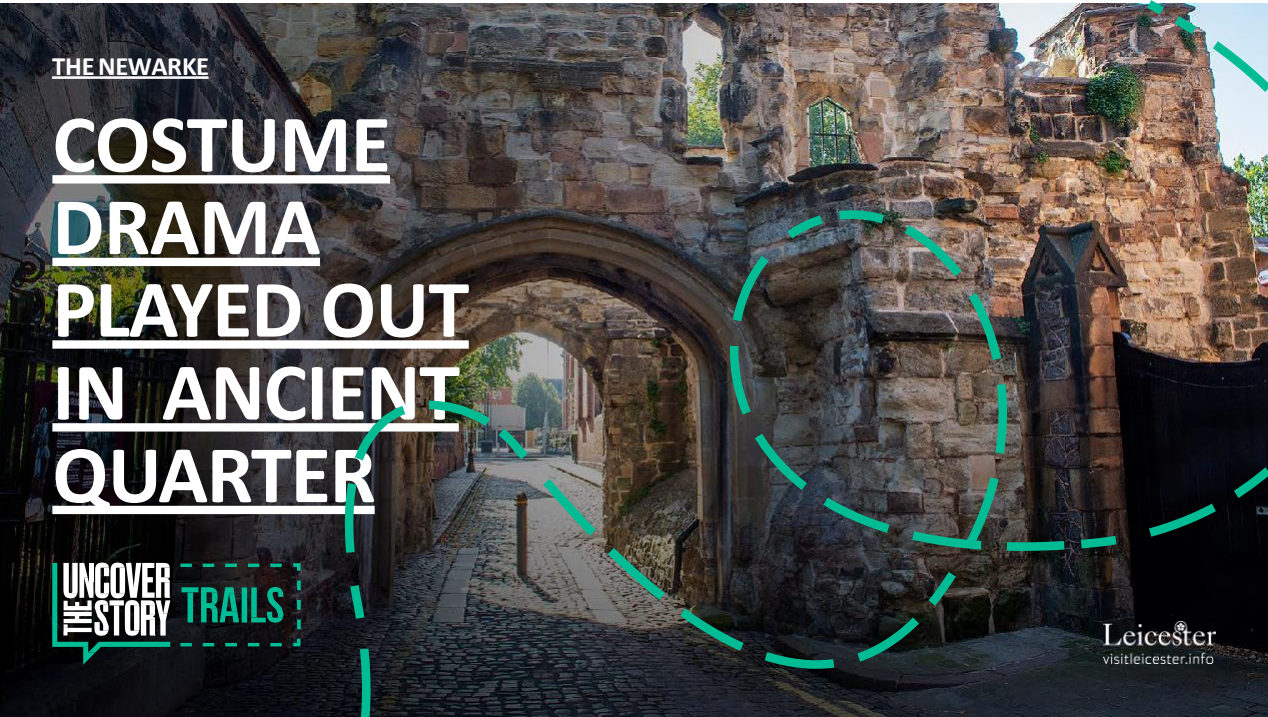
The Arch of Remembrance is a First World War memorial designed by Sir Edwin Lutyens and located in Victoria Park.

A temporary war memorial was erected in 1917, and a committee was formed in 1919 to propose a permanent memorial. The committee resolved to appoint Lutyens as architect and to site the memorial in Victoria Park. Lutyens's first proposal was accepted by the committee but was scaled back and eventually cancelled due to a shortage of funds. The committee then asked Lutyens to design a memorial arch, which he presented to a public meeting in 1923.

OTHER TOURS

THE CITY
NEWARKE
OLD TOWN
NEW WALK
ARTS
THEATRE
MUSIC

The Newarke



Welcome to a new approach in telling our stories.

The liberty of the Newarke was a small rectangular district lying on the east bank of the Soar, to the south of the old walled area of the borough and at the edge of the gravel terrace on which Leicester is built. The western part of the Newarke is sited on the alluvium of the river's immediate valley; the central and eastern portions on the gravel. Two ancient entrances to the area survive: the turret gateway, from the castle, and the 14th-century Magazine Gate, standing at the eastern limit of the liberty.

Join us on this special tour to find out more.

Points of interest

- 39. Newarke Houses
The Newarke
- 8. Daniel Lambert
Newarke Houses
- 34. The Wars of the Roses
16 Millstone Lane
- 19. Leisewary Gate and White Bear
Castle View
- 12. DMU Heritage Centre
Hawthorne Building DMU
- 13. Magazine Gateway
The Newarke, Magazine
- 14. Trinity Hospital and Chapel
The Newarke



Newarke Houses

Newarke Houses incorporates the museum of the Royal Leicestershire Regiment, and has a range of exhibits illustrating post-medieval and contemporary Leicester. The museum is close to the 15th century Magazine Gateway and within the precincts of the medieval 'Newarke', the 'New Work' of Henry of Grosmont, 1st Duke of Lancaster.

The museum displays include a cinema experience, a collection of toys from the Tudor era to present day and a play area for children to try various games.

www.leicestermuseums.org/newarke-houses



Daniel Lambert

Daniel Lambert (13 March 1770 – 21 June 1809) was a gaol keeper and animal breeder from Leicester, England, famous for his unusually large size.

After serving four years as an apprentice at an engraving and die casting works in Birmingham, he returned to Leicester around 1788 and succeeded his father as keeper of Leicester's gaol. He was a keen sportsman and extremely strong; on one occasion he fought a bear in the streets of Leicester. He was an expert in sporting animals, widely respected for his expertise with dogs, horses and fighting cocks.



The wars of the ROses

The Wars of the Roses is the popular name given to the civil conflict that dominated the late fifteenth century and which represented the claims of the rival descendants of Edward III - the Lancastrians and the Yorkists. In 1485, Richard successfully forced a confrontation with the Lancastrians near the town of Market Bosworth.

Having spent a night in Leicester at the Blue Boar Inn, Richard marched out across the Bow Bridge to confront Henry's army. On 22 August, Richard's greater force met Henry Tudor's army in battle in what would become a pivotal moment in English history.



Leicester Castle and Motte

New Walk is a rare example of a Georgian pedestrian promenade. It connects the areas around Victoria Park, including Stonegate, The Corporation of Leicester laid out the route in 1785. It is believed that an ancient Roman track-way called Via Devana predated the promenade and that this track-way formed the basis for the new route.

The original plan for the route was to connect the area which is now Welford Road to the then racecourse - which was later developed into Victoria Park.



St Mary de Castro – Chaucer

The first public building on New Walk was a Roman Catholic chapel which was built in 1819 on the site of what is now Holy Cross Priory.

The Priory was established in 1882. By 1929, the church had proved to small and Friar Vincent McNabb O.P. began to raise money for a new church. The choir and transepts of the church was completed by 1931, and the High Altar was consecrated. The church was finally completed and formally consecrated in 1958.



DMU Heritage Centre

Designed in 1836 by Joseph Hansom, inventor of the horse drawn cab, this building started life as a Nonconformist Proprietary School. In 1948 the school was bought by the Leicester Corporation with the idea of converting it to a public museum, one of the first council-run museums to be established in the country. It opened as a museum in 1849 and has been free to visit ever since.



Magazine Gateway

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OTHER TOURS

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OLD TOWN
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MUSIC

Old Town Food & Drink



Welcome to a new approach in telling our stories.

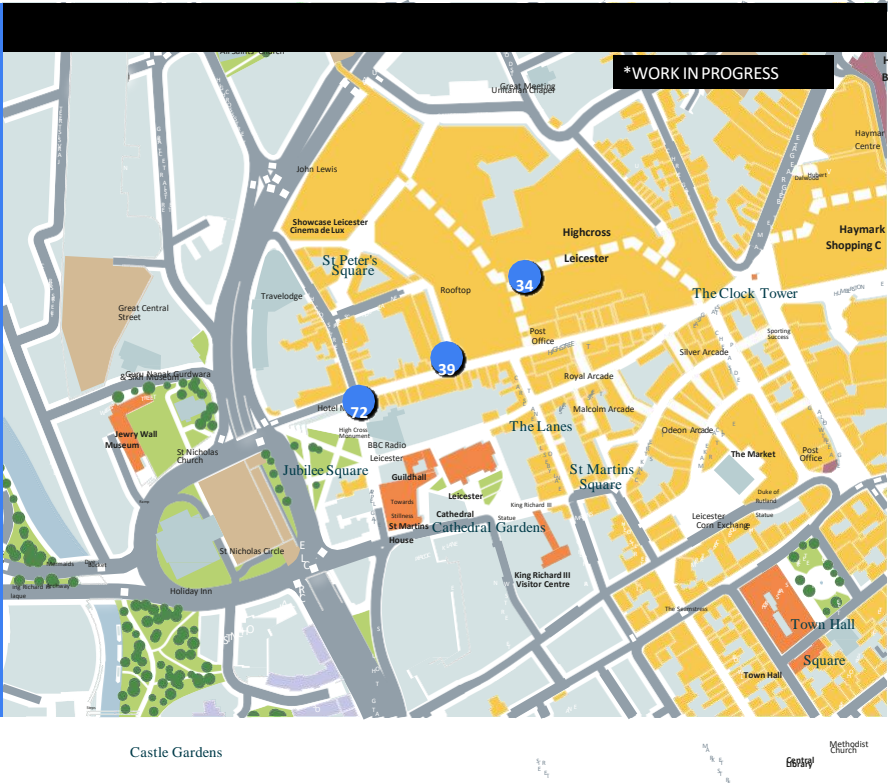
Leicester's Old Town has many notable attractions but the sightseeing doesn't have to stop when you fancy a bite to eat, as its restaurants are also steeped in history.

The elegant building housing Middletons Steakhouse & Grill started life as Pares & Co Bank. The grand doors flanked by pillars and decorative panels that ushered in well-heeled Victorians, likely reflect its connections with Leicester's flourishing business trade.



Points of interest

- 29. Wygston House 2 1/2 Highgate
- 34. The Globe 43 Silver Street
- 10. Cosy Club 68 Highcross Street
- 11. The Exchange 50 Rutland Street
- 12. Orton Brasserie Orton Square
- 13. Sonrisa 4 St Martins
- 14. Free Grammar School St Marys Road



58



Wygstons House

Wygston's House is the oldest house in Leicester. It has been here since medieval times and the road it stood on, High Street, was the widest and busiest thoroughfare in the town.

Opened in March 2017, Wygston's House is now once Leicester's great history. Standing the heart of the cities historic Old Town, real ales, draught beers and high-end cuisine the week.

www.wygstonhouse.co.uk



Pares Bank

The present building is often said to be the most elegant bank in Leicester. It was designed by J.B. Everard & S. Perkins Pick for Pares's Bank in 1901 but became Parr's Bank in 1902 following a takeover. It eventually became a branch of NatWest until its closure in the 1990s.

Today Pares Bank is home to Middletons Steakhouse & Grill serving a delicious mix of prime cuts of meat, grills, burgers, fresh fish and delicious desserts in an outstanding setting in the heart of Leicester.

www.middletons-shg.co.uk



The Globe

The Globe has been synonymous with serving fine ales and food since 1720, where quality ales were brewed using spring water drawn from its own well beneath the pub, which still exists today.

Prior to becoming a public house, the Globe had again a part of several interesting uses, including a cattle merchants proudly in and accommodation for women awaiting impending serving execution at the hands of the noose man in nearby every day of Gallowtree Gate.

www.theglobeleicester.com



Cosy Club

The building has been used since the 1800's. Formerly producing all sorts of vestments from boots, shoes, hats, clothes, hosiery products and more.

The restoration and transformation of the original factory into Cosy Club was carefully undertaken to the original aesthetics this was then used to overall interior design of the restaurant mixture of different textiles, furniture and the 1800's.

www.cosyclub.co.uk/leicester



The Exchange

The area around Alexandra House, now known as the Cultural Quarter, was full Victorian factory buildings along narrow streets, which gives the area its unique historical character.

The Cultural Quarter is also home to Leicesters growing creative arts, places such as The Curve Theatre, The Phoenix Cinema, The Maker's Yard, The Leicester Print Workshop and the LCB Depot - host of the ever popular Last Friday street food event.

www.theexchangebar.co.uk



Orton Brasserie

The Queen's Building is a Grade II listed building in the heart of the Cultural Quarter, a former boot warehouse, designed in 1897 by Harding and Topott of Leicester for Alfred Tyler and Sons, boot factors.

In 2020 The Queen's Building became home to Orton's maintain Brasserie named after Joe Orton, a famous Leicester develop the born playwright, author and diarist, best known for his by using a scandalous plays such as 'Entertaining Mr Sloane' artwork from and 'Loot'.

www.ortonbrasserie.co.uk



Sonrisa

The Leicester Savings Bank building situated on the corner of St. Martin's is a grade II listed building designed by Edward Burgess in 1874. It is an assured work by a highly regarded and versatile architect who made the most of the corner site to present finely proportioned elevations with a played gabled entrance bay distinguished by elaborate Gothic treatment.

The building is now home to Sonrisa a Latin American restaurant serving dishes inspired by Buenos Aires.

www.sonrisa.co.uk



Free Grammar School

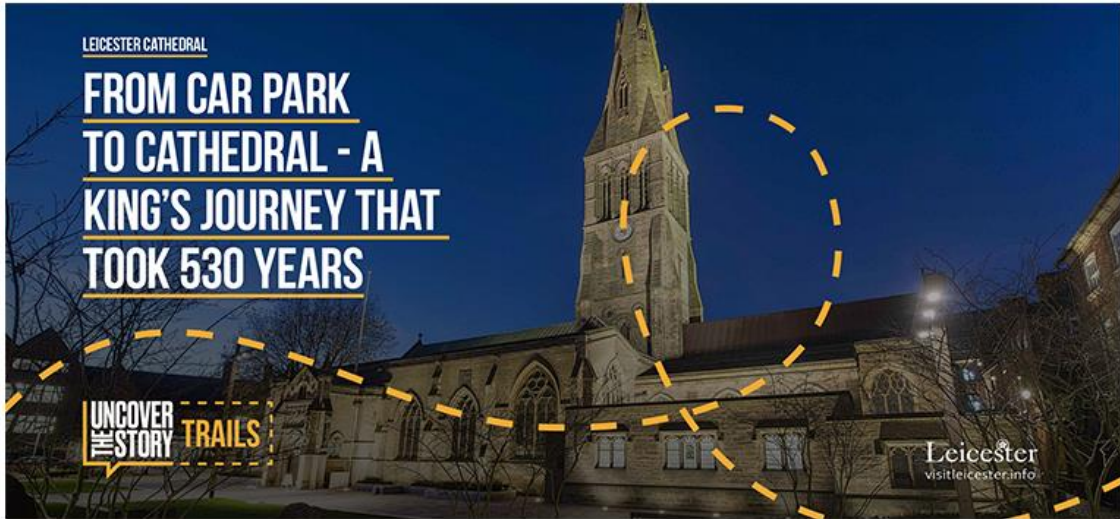
The Old (Free) Grammar School is a Grade II listed building built originally in 1573. The building as it stands today is one of the oldest school buildings in England and is now home to 1573 Bar & Grill, a fresh new concept for dining and drinks at Highcross Leicester.

The menu includes Steaks, Seafood, Burgers, Open sandwiches and fresh salads, perfectly char-grilled with a selection of mouth watering sides and there's also plenty of vegetarian, vegan options available.

www.fifteenseventythree.com

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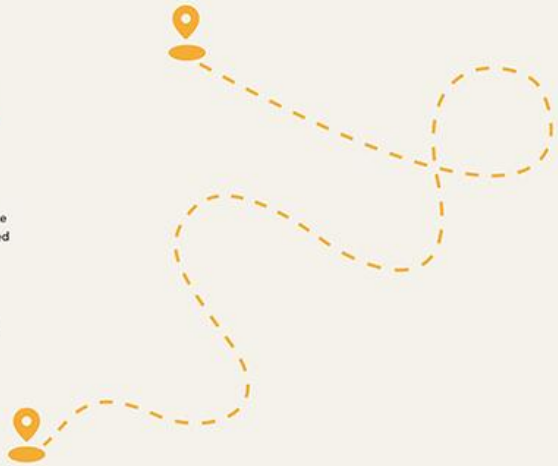


WELCOME TO A NEW APPROACH IN TELLING OUR STORIES.

Leicester Cathedral is at the physical heart of Leicester's city and the county. The church, built on the site of a Roman temple and dedicated to St Martin of Tours, has been embedded in the community since medieval times.

It is the final resting place of King Richard III who's remains were discovered by Leicester City Council, the University of Leicester and the Richard III Society buried beneath a car park.

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POINTS OF INTEREST

- 7. Blue Boar Inn
- 8. Bow Bridge
- 9. St Mary de Castro
- 10. Leicester Castle
- 11. Turret Gateway
- 12. Trinity Hospital
- 13. Church of the Annunciation
- 14. Newark Gateway
- 15. Greyfriars
- 16. Greyfriars
- 17. The Guildhall



BLUE BOAR INN

On Leicester's medieval High Street, close to where a Traviage stands today, there was once an elaborate timber-framed building known as the Blue Boar Inn. Here, by tradition, King Richard III spent a final night before the Battle of Bosworth in 1485.

There are few historical references to the Blue Boar Inn



BOW BRIDGE

Two bridges originally crossed the western arm of the River Soar where the present Bow Bridge stands. Bow Bridge carried the road from Leicester to Hinckley, whilst nearby the smaller Little Bow Bridge, which belonged to the neighbouring Augustinian friary, gave the friars access across the river to a close containing St Augustine's Well.



ST MARY DE CASTRO

St Mary de Castro means St Mary of the Castle, reflecting the church's origins as a place of worship built within the fortified enclosure, or bailey, of Leicester Castle. During medieval times, St Mary de Castro would have had great importance and much wealth. As a man of great faith, it is likely King Richard would have taken mass and worshipped here whenever visiting Leicester.

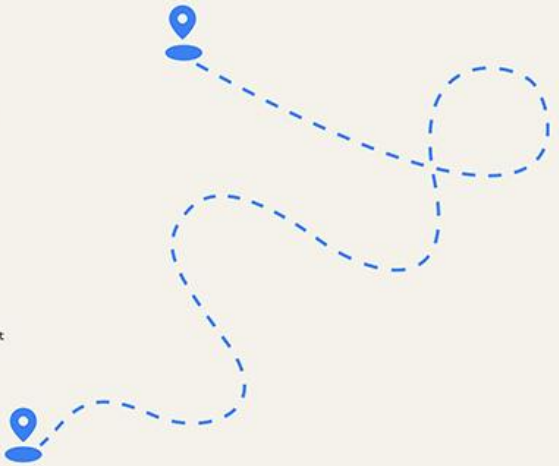


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- 6. Pares Bank
- 34. The Globe
- 10. Cozy Club
- 11. The Exchange
- 12. Orion Brasserie
- 13. Sorbus
- 14. Free Grammar School



WYGSTONS HOUSE

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THE GLOBE

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- 8. Daniel Lambert
- 34. The Wars of the Roses
- 10. Leicester Castle and Motte
- 11. St Mary de Castro - Chaucer
- 12. DMU Heritage Centre
- 13. Magazine Gateway
- 14. Trinity Hospital and Chapel



LEICESTER CASTLE AND MOTTE

New Walk is a rare example of a Georgian pedestrian promenade it connects the areas around Victoria Park including Stonegate, Evington and Clarendon Park.

The Corporation of Leicester laid out the route in 1785. It is believed that an ancient Roman track-way called



ST MARY DE CASTRO - CHAUCER

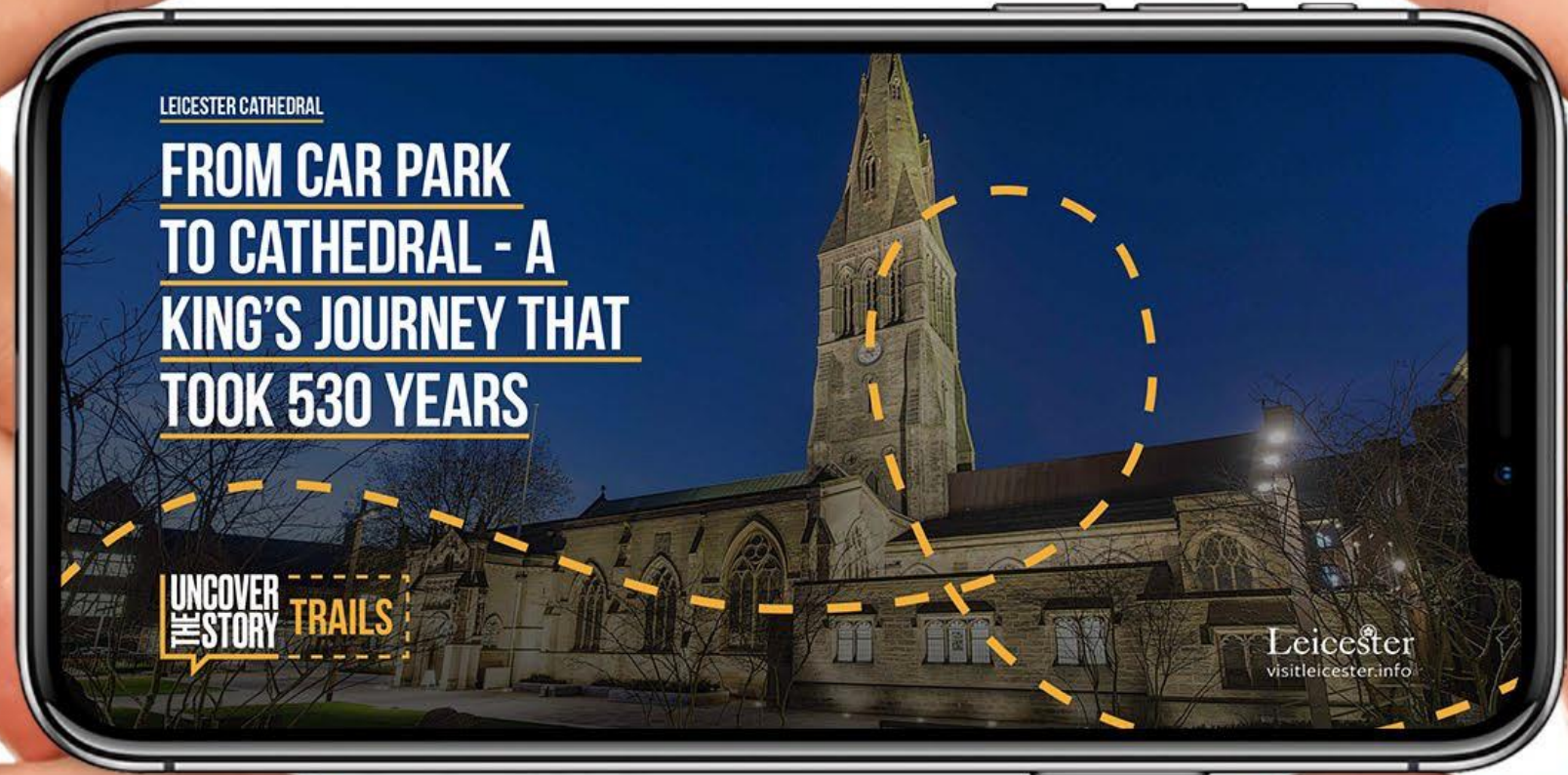
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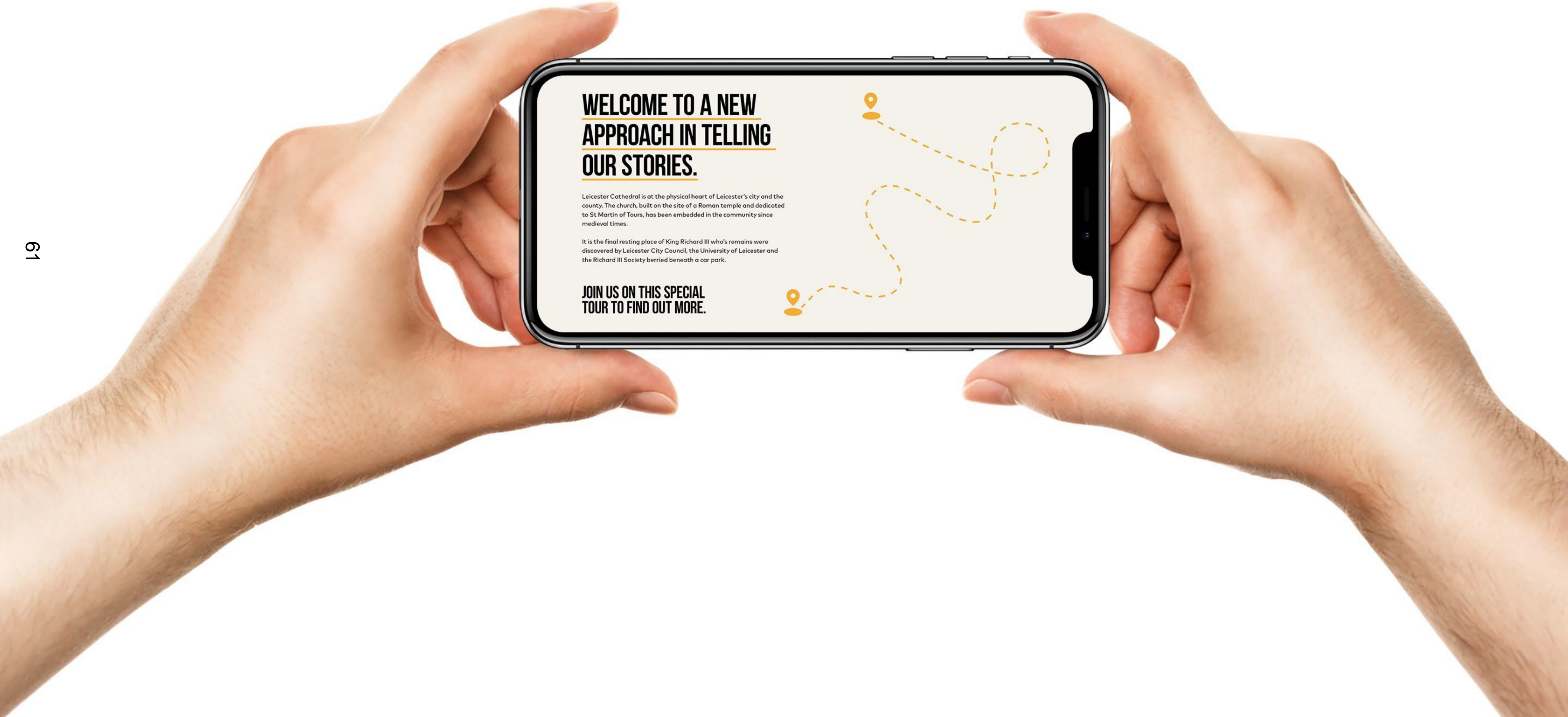


DMU HERITAGE CENTRE

Designed in 1836 by Joseph Hansom, inventor of the horse drawn cab, this building started life as a Nonconformist Proprietary school.

In 1848 the school was bought by the Leicester Corporation with the idea of converting it to a public



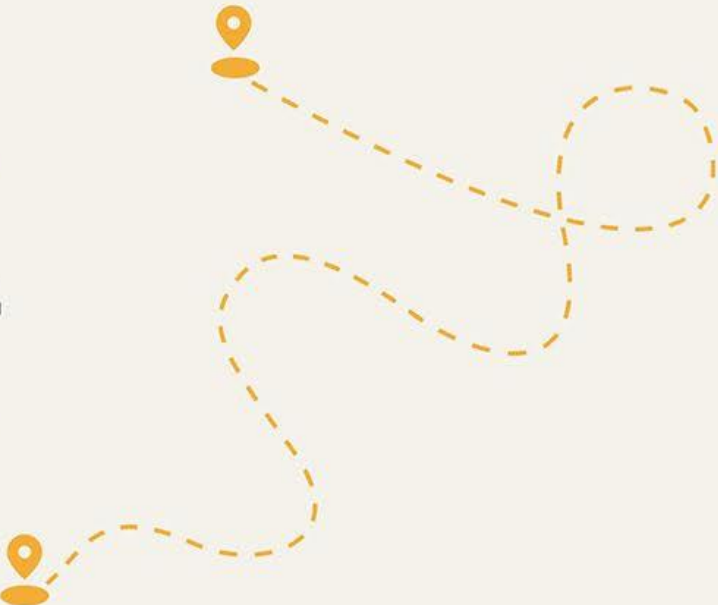


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POINTS OF INTEREST

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Highcross Street
8. Bow Bridge
St Augustine Road
9. St Mary de Castro
Castle View
10. Leicester Castle
Castle Yard
11. Turret Gateway
Castle View
12. Trinity Hospital
The Newark, DMU campus
13. Church of the Annunciation of
the Blessed Virgin Mary
The Newark, DMU Campus
14. Newark Gateway
Magazine Square, DMU campus
15. Greyfriars
New Street
16. Greyfriars
Greyfriars
17. The Guildhall
Guildhall Lane



BLUE BOAR INN

On Leicester's medieval High Street, close to where a Travelodge stands today, there was once an elaborate timber-framed building known as the Blue Boar Inn. Here, by tradition, King Richard III spent a final night before the Battle of Bosworth in 1485.

There are few historical references to the Blue Boar Inn and even its name in the 15th century is uncertain. Some believe that it was originally called the White Boar (Richard III's emblem), the sign being hastily changed after Bosworth to a Blue Boar (the insignia of Henry VII's general, John de Vere, Earl of Oxford).



BOW BRIDGE

Two bridges originally crossed the western arm of the River Soar where the present Bow Bridge stands. Bow Bridge carried the road from Leicester to Hinckley, whilst nearby the smaller Little Bow Bridge, which belonged to the neighbouring Augustinian friary, gave the friars access across the river to a close containing St Augustine's Well.

The two bridges both probably take their name from the Little Bow Bridge, which was described as 'one large arch like a bow'. The Little Bow Bridge was swept away in a flood in 1791.



ST MARY DE CASTRO

St Mary de Castro means St Mary of the Castle, reflecting the church's origins as a place of worship built within the fortified enclosure, or bailey, of Leicester Castle. During medieval times, St Mary de Castro would have had great importance and much wealth. As a man of great faith, it is likely King Richard would have taken mass and worshipped here whenever visiting Leicester Castle. He may even have prayed here the day before setting off to face his enemy at Bosworth.

Mary de Castro may have been a special place for Richard III as his father, Richard, Duke of York was knighted in the church at the age of 15.

Itineraries PDF



THINGS TO DO AND SEE IN A FULL DAY IN LEICESTER

Leicester has many great things to see and do. In this guide we have put together some suggestions on the different places to visit in a full day in our wonderful city. Why not start with breakfast at one of the many great cafes and then maybe check out one of our fantastic museums, The Newarke is one of the oldest areas of Leicester and home to Newarke Houses Museum or take a stroll along New Walk and visit the Leicester Museum & Art Gallery.



Points of interest

1. King Richard III Visitor Centre
2. Leicester Cathedral
3. Leicester Guildhall
4. Newarke Houses The Newarke
5. Magazine Gateway The Newarke
6. John Briggs Statue Welford Place
7. Leicester Museum & Art Gallery New Walk
8. St Martin Coffee House St Martins Walk
9. Cosy Club 68 Highcross
10. Middleton's Steakhouse & Grill 2 St Martins



Join us on this special tour



King richard III Visitor centre

How can the grave site of an anointed King of England be lost? More to the point, after more than 500 years, how can it be found again? Where do you start, how do you know where to look and how can you be sure of your findings? When Richard III was killed at the Battle of Bosworth in 1485, his body was unceremoniously buried at Grey Friars Church and all but forgotten about. The destruction of the monastery at the hands of the Reformation further ensured that his grave would be lost forever.



Leicester Cathedral

On 21 August 1485 Richard III, the last Plantagenet King of England, rode from Leicester to confront Henry Tudor at Bosworth Field. The following day he returned a king slain, his body unceremoniously stripped of armour and slung on horseback for all to see.

In 2015, some 530 years later, and three years after his remains were found beneath a city centre car park, Richard III made that same journey to Bosworth and back to Leicester, but this time it was his coffin remains, set upon a gun carriage, which invited silent reflection.



Leicester Guildhall

A much-loved timber-framed landmark, Leicester Guildhall started life in 1390 when its Great Hall was built as a meeting place and banquet hall for the Guild of Corpus Christi. Over the next 600 years, it was extended and, amongst various uses, found a niche as the perfect host for performances and celebrations that provide a snapshot of English history.

When Elizabeth I's navy defeated the Spanish Armada in 1588, the Guildhall was the venue of choice for the city's celebrations. More than 50 years later, when England was in the grip of Civil War, Royalist troops attacked Leicester and looted the Guildhall.



NEWARKE HOUSES

Newarke Houses incorporates the museum of the Royal Leicestershire Regiment, and has a range of exhibits illustrating post-medieval and contemporary Leicester. The museum is close to the 15th century Magazine Gateway and within the precincts of the medieval 'Newarke', the 'New Work' of Henry of Grosmont, 1st Duke of Lancaster.

The museum displays include a cinema experience, a collection of toys from the Tudor era to present day and a play area for children to try various games.

www.leicestermuseums.org/newarke-houses



MAGAZINE GATEWAY

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The original plan for the route was to connect the area which is now Welford Road to the then racecourse - which was later developed into Victoria Park.



John Briggs Statue

John Biggs (11 April 1801 – 4 June 1871) was a British hosiery and Liberal and Radical politician.

This statue of John Biggs was unveiled on the 15 April 1873. It is by the sculptor, George Anderson Lawson. John Biggs (1801-1871) was a radical politician, hosiery manufacturer and philanthropist, and a Nonconformist. He was Mayor of the City in 1840, 1847 and 1855, and represented Leicester as a Liberal MP between 1856-1862.



Leicester Museum & Art Gallery

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Cosy Club

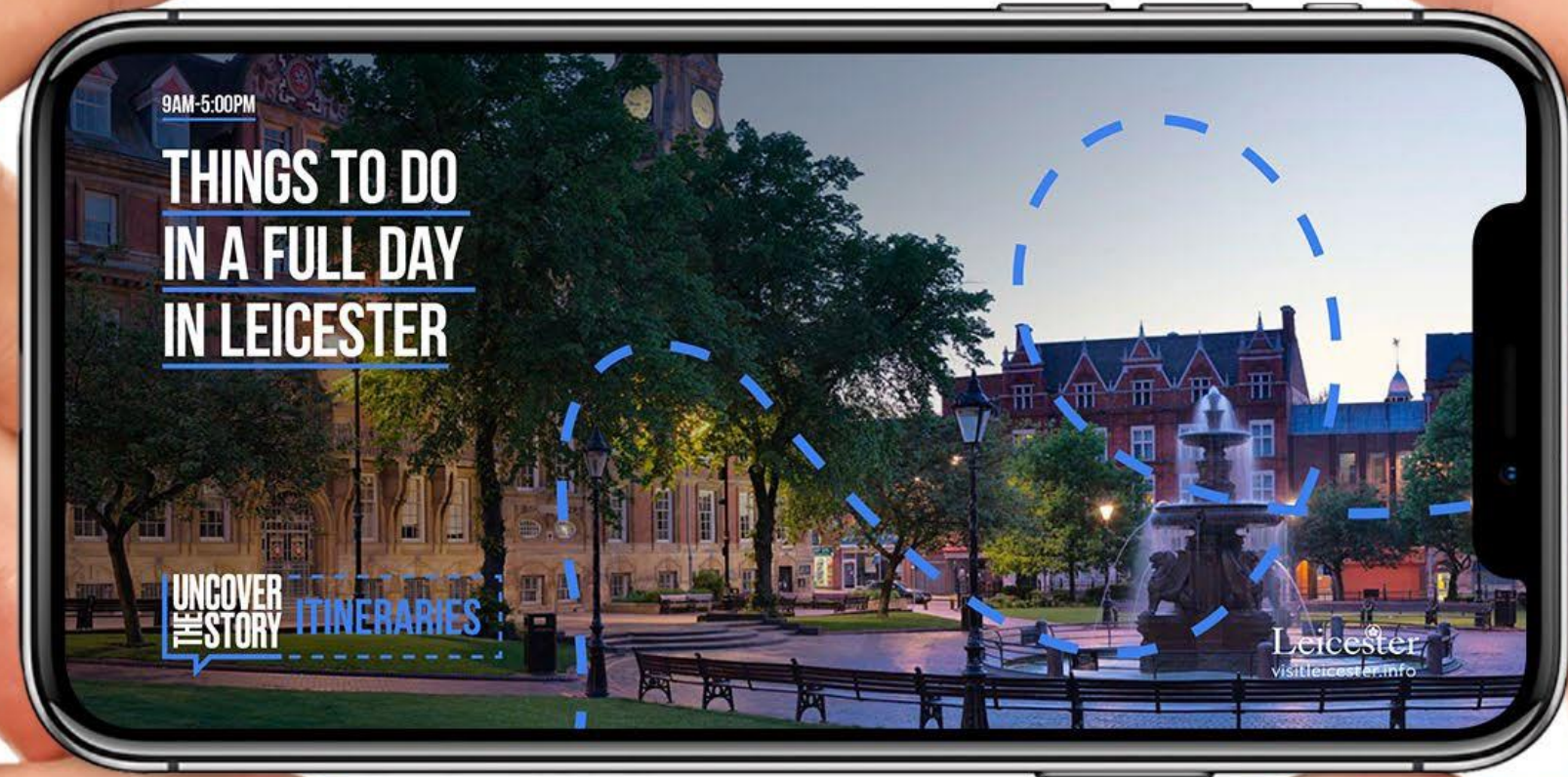
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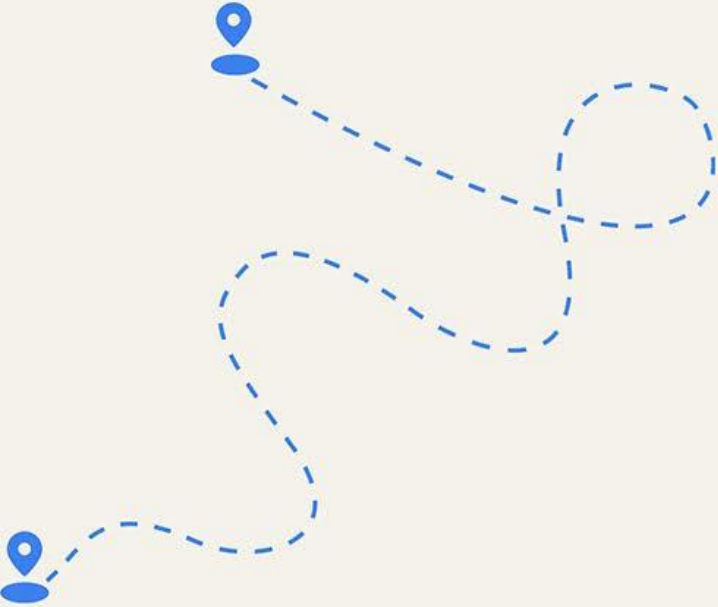




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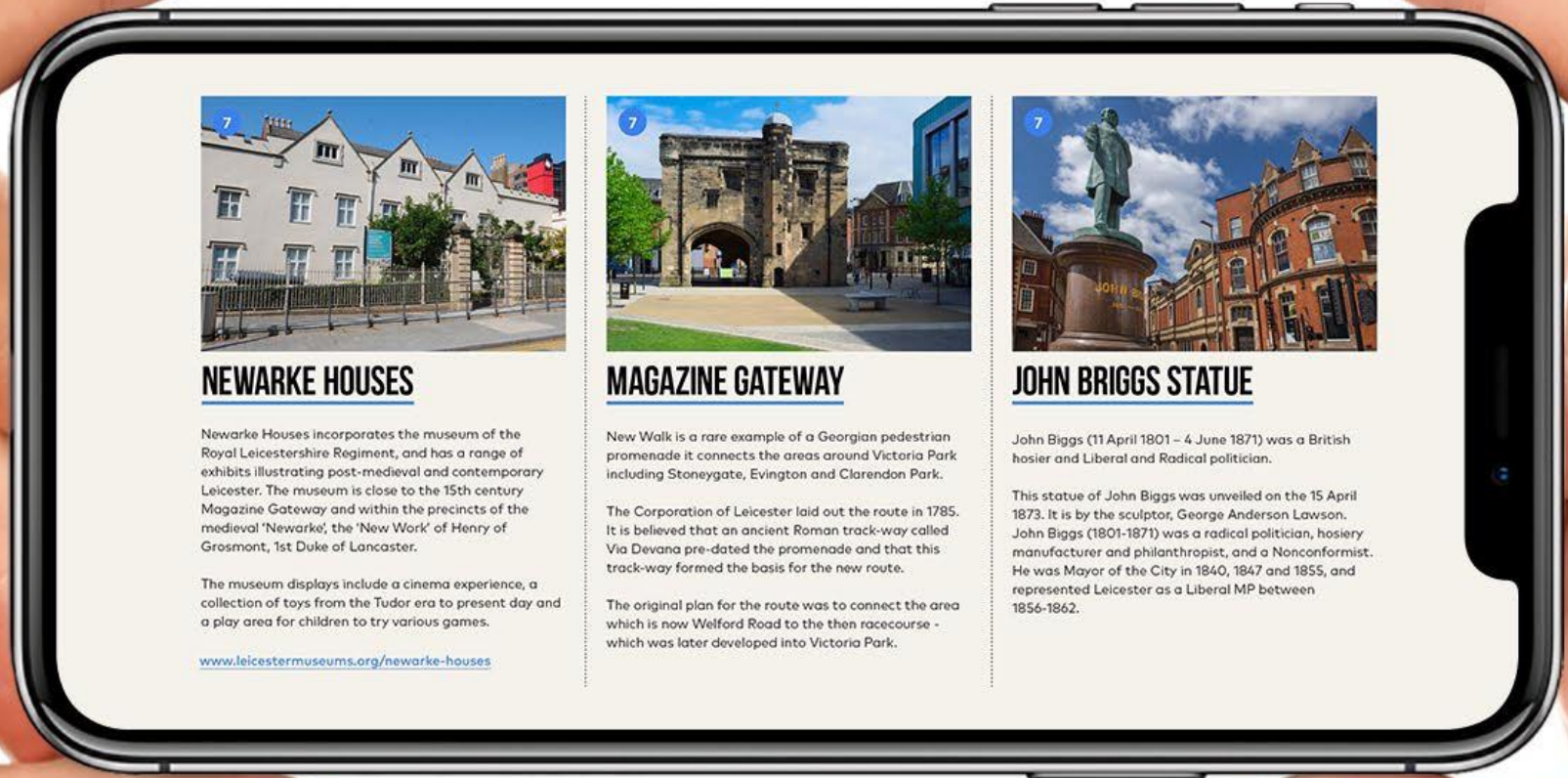




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Empty Nester Couples with Traditional Value

Mature couples with no children at home who enjoy holidaying in the UK and appreciate Heritage and Culture.

6

Full Day	King Richard III Visitor Centre	Immerse yourself in the incredible story of the last English king to die in battle and the first to be DNA tested. Relive the history and discover the fascinating story of how he was found. Café and beautiful courtyard	1 – 1½ hours
	Leicester Cathedral	Explore 900 years of history, from the fine stained glass and the tomb of King Richard III. In the gardens you will find his iconic bronze statue, and the sculpture ‘Towards Stillness’.	½ - 1 hour
	Guildhall	One of the best-preserved timber framed halls in the country. Fascinating to discover the history within, from the Great Hall built around 1390, to the Victorian police cells.	1 hour
	Newarke Houses	Composed of two historic houses, Wygstons Chantry House and Skeffington House, the museum tells the story of contemporary Leicester and the history of the Royal Leicestershire Regiment	1 ½ - 2 hours
	The Newarke Gateway (Magazine)	The Magazine Gateway is a Grade I listed building in Leicester. Now a solitary landmark alongside Leicester ringroad, it was originally the main gateway of a walled enclosure built around 1400, giving access to the religious precinct of The Newarke. The vaulted archway was open to traffic until 1905.	10 minutes
	Jon Biggs Statue, Welford Place	Unveiled in 1873, by sculptor George Anderson Lawson. John Biggs (1801-1871) was a radical politician, hosiery manufacturer and Philanthropist. Mayor of the City in 1840, 1847 and 1855.	5 minutes
	New Walk	A rare example of a Georgian pedestrianised promenade originally intended to connect Welford Place to the racecourse (now Victoria Park). A conservation area since 1969.	10 minutes
Food Options	St Martin’s Coffee Shop	2-6 St Martins Walk First speciality coffee roasters to open in Leicester	£
	Cosy Club	8 Highcross Street Housed in a former knitwear factory, sympathetically modernised retaining its original Industrial feel. Offers traditional breakfasts/interesting brunch options alongside main menus	£

Free and Easy Mini-Breakers

Typically under 35, and enjoy travelling solo, in couples or groups. Interested in experiences, living like a local and getting insider tips

70	½ day 2	Cocoa Amore	Experience the immersive chocolate workshop with independent retailer cocoa Amore. Includes, talk, chocolate tasting and creating your own box of 16 chocolates, truffle making, and gift wrap your chocolates to take home (Saturdays at 11.00 am and 2.00 pm)	2 hours
		Cultural Quarter	Independent Galleries and Street Art. Get off the beaten track and visit some of the smaller independent galleries and exhibition spaces, such as LCB Depot, Two Queens Gallery and Leicester print workshop in the Cultural Quarter, or Leicester Contemporary in Market St. Get a copy of the Street Art guide from Visit Leicester information centre, or check out the Leicester Bring the Paint Trail – to see Leicester’s ever evolving world class street art.	1 ½ -3 hours
		Cocktail Trail	Cocktail Crawl – Download the Cocktail trail, and check out some of Leicester’s latest and coolest bars	1 ½ - 3 hours
	Food Options	Prana Café	10 Horsefair St, LE1 5BN 100% vegan café in a beautifully restored former bank.	££-£££
		The Good Earth	19 Free Lane, LE1 1JX Tucked away and serving homecooked food since 1965. Family-run vegetarian restaurant. Described in one review from happy cow as ‘Like being sat in your Grandmas living room, in the best way’ (Open 12-3 Tues-Sat)	£
		Pa	St Martins Square, LE1 5DF delicious sourdough Pizzas	££-£££
		Kai	St Martins Square, LE1 5DF – brunch and buddha bowls	££ -£££
		Mowgli	St Martins Square, LE1 5DF Mowgli is not about the intimate, hushed dining experience. It is about the smash and grab zing of flavours, serving the kind of food Indians like to eat at home and on the streets.	££-£££

Thank you



Report to Scrutiny Commission

Economic Development, Transport and Climate Emergency
Date of Commission meeting: 18th August 2021

Economic Data Dashboard

Report of the Director of Tourism, Culture and Investment



Useful information

■ Ward(s) affected: All

■ Report authors:

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■ Report version number plus Code No from Report Tracking Database: 1

Suggested content

1. Purpose of report

- 1.1 This report updates on the Economic Data Dashboard Project, which is developing a basket of data indicators to track Leicester's economic recovery and performance.
- 1.2 A presentation providing an overview of the Economic Data Dashboard will be delivered to the committee at the meeting, and subsequent training sessions will be offered to committee members.

2. Recommendations

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

3. Report

- 3.1 The Economic Recovery Plan from November 2020 committed to the creation of an online tracking mechanism for city economic recovery.
- 3.2 The project has defined an initial basket of economic data indicators including labour market information (unemployment, claimant counts), retail occupancy and footfall data. The Smart Leicester team, working closely with Economic Regeneration and IT, have been sourcing datasets to be added to Leicester's Open Data Platform (ODP).
- 3.3 This work involves sourcing, collating, analysing and uploading data from a range of Council services and external organisations onto the platform, where it can be presented and visualised. The benefit of using the Open Data platform is that economic data for Leicester can be combined with other data sets, for example public health data, to inform decision making.
- 3.4 Some data sets published by external organisations are publicly available. Note that other data sets need to remain private as they are subject to

confidentiality agreements and cannot be made generally available, although they can be made available for internal Council use to assist decision making.

- 3.5 The Smart Cities team has been gathering datasets for the project since the end of 2020, preparing them into suitable formats for sharing on the Open Data Platform, and with the cooperation of colleagues from IT, datasets are continually being added to the platform.
- 3.6 The first phase of the project up until March 2021 added an initial 15 datasets relating to labour market indicators. This include data on Unemployment, the COVID-19 Job Retention Scheme (furlough data), Employment, Job Postings, Universal Credit and JSA claimants, NEET data, Apprenticeships and mid-2019 Population Estimates.
- 3.7 Work has continued to grow the number of indicators, and this has been gradually expanded to include 28 datasets as at July 2021. These include multiple datasets around Universal Credit, such as People on Universal Credit, Households on Universal Credit and Starts to Universal Credit.
- 3.8 The full list of economic data indicators that are currently available on the Open Data Platform is at the Appendix. This initial set of data indicators already provides a useful resource, and work to build the range of datasets on the platform continues. This includes data on city centre vacancies, footfall data and inward investment data.
- 3.9 A presentation providing an overview of the economic data dashboard will be delivered to the committee at the meeting, and subsequent training sessions will be offered to committee members.

5. Financial, legal, and other implications

5.1 Financial implications

Not applicable

5.2 Legal implications

Not applicable

5.3 Climate Change and Carbon Reduction implications

Not applicable

5.4 Equalities Implications

Not applicable

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

Not applicable

6. Background information and other papers:

None

7. Summary of appendices:

Appendix: List of Economic Data Dashboard Indicators (July 2021)

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

No

9. Is this a “key decision”?

No

10. If a key decision please explain reason

N/A

Appendix: List of Economic Data Dashboard Indicators (July 2021)

The full list of currently available economic indicators on the Open Data Platform, as of July 2021, is as follows:

- ILO Unemployment
- Covid-19 - Job Retention Scheme
- Employment - Leicester and surrounding areas
- Job Postings
- Universal Credit - number of claimants
- Local Authority JSA & Universal Credit (UC) claimants
- Local Authority JSA claimants
- JSA claimants by ethnicity
- JSA claimants by age & gender
- DWP Benefit Statistics - Children in absolute low income
- DWP benefit Statistics - Benefit Combinations
- Local Authority combined claimant type
- JSA claimants by ward
- People on Universal Credit
- Households on Universal Credit February 2021
- Households on Universal Credit 2019-2021
- People on Universal Credit 2019-2021
- People on Universal Credit age bands 2019-2021 April 2021
- People on Universal Credit age bands April 2021
- Starts to Universal Credit 2019-2021 April 2021
- Beaumont Leys example for Universal Credit Report:
 - *Beaumont Leys PoUC April 2021 MAP*
 - *Beaumont Leys HoUC February 2021 MAP*
 - *Beaumont Leys PoUC April 2021 AVERAGE and MEDIAN included*
 - *Beaumont Leys PoUC January 2019-April 2021 AVERAGE and MEDIAN included*
 - *Beaumont Leys HoUC January 2019-February 2021 AVERAGE and MEDIAN included*
 - *Beaumont Leys HoUC April 2021 AVERAGE and MEDIAN included*
 - *Beaumont Leys PoUC April 2021 age bands AVERAGE and MEDIAN included*
- NEET and Unknown
- NEET Leicester LSOA (April 2019 - March 2021) (update 19052021)
- NEET data for Leicester LSOA
- Apprenticeships - 2019/20 academic year
- Valid Planning Applications
- Planning Permissions
- Population estimates
- Population estimates - mid-2019

Economic Development, Transport and Climate Emergency (EDTCE) Scrutiny Commission

Work Programme 2021- 22

Meeting Date	Meeting Items	Actions Arising	Progress
16 June 2021	<ol style="list-style-type: none"> 1) Accessibility Update 2) Transforming Cities Fund – Aylestone Road 3) Graduate Retention Update 4) Economic Recovery Plan Update (Part 2) 	Item 1 referred to in March 2021 scrutiny minutes	Complete.
18 August 2021	<ol style="list-style-type: none"> 1) COVID Economic Recovery Report 2) Inward Investment and Place Marketing 3) Demo of Economic Recovery Dashboard (format and wording of item tbc) 	<p>Item 2 is in relation to the £185k grant for Leicester place marketing that was secured from LLEP; mentioned in March 2021 minutes.</p> <p>Item 3 was initially planned for the June meeting but didn't go ahead due to hybrid meeting issues.</p>	
Tuesday 7 th September 2021 Special Joint Meeting with Health Scrutiny	<ol style="list-style-type: none"> 1) Local Transport Plan and Workplace Parking Levy 		

Meeting Date	Meeting Items	Actions Arising	Progress
13 October 2021	1)		
15 December 2021	1)		
19 January 2022	1)		
23 March 2022	1)		

Draft Forward Plan / Suggested Items for 2021/22

Topic	Details	Proposed Date
ONGOING City Mayor & Executive Plan of Key Decisions Construction Skills Hub – Mike Dalzell Leicester Smart City Strategy – Kieran O-Hea	<p>Commission to keep a watching brief and receive regular reports / updates on executive key decisions planned to relate to this portfolio.</p> <p>Accountable body for the delivery of the Construction Skills Hub, which will secure Construction Industry Training Board funding for the establishment.</p> <p>Adoption of a strategy that combines Leicester's digital, physical and social environment to deliver an inclusive, thriving and sustainable city for all.</p>	<p>Ongoing</p> <p>On or after 1 Dec 2021</p> <p>On or after 1 Dec 2021</p>
ONGOING Spending Review Programmes linked to: a) Councils General Fund Revenue Budget Report b) Capital Programme Projects	<p>Commission to keep a watching brief and receive regular updates on issues related to budgets with this portfolio. Decisions consequential to the monitoring of expenditure in 2020/21 (if any).</p> <p><i>(Full council in February 2018 agreed Council's General Fund Revenue Budget report 2018 to 2021).</i></p>	<p>Ongoing</p>
ONGOING Consultations Planning Policy – Call for Sites Additional Studies (Planning)	<p>Members to consider relevant items to this commission from planned or live consultations to provide scrutiny comments and views</p> <p>Both end in December: comments on Ec. Dev Needs Assessment, water cycle study and local housing</p>	<p>Ongoing</p>

Topic	Details	Proposed Date
	needs assessment. Call for comments on site suggestions to meet home/job needs.	
Connecting Leicester Projects	Commission agreed to be involved at the early stages of development of plans	Ongoing updates (
Economic Recovery Plan Update	Review of progress – this was split into 2 updates. First update was in February 2021 and included a LLEP update.	Second update completed in June 2021
Smart Cities	Information on proposed strategy	Deferred from Dec 19 meeting to 2021/22. Planned to also go through OSC
Healthier Air for Leicester – Air Quality Action Plan 2015 – 2026	Progress update on actions (joint with health & wellbeing scrutiny)	TBC
Cultural Quarter	Update	TBC
Waterside regeneration	Update	TBC
Major Transport Projects (including NPIF projects)	Report on progress	TBC
Neighbourhood Highway Safety schemes	Report on progress	TBC
Leicester's Biodiversity Action Plan 2021-2031	Update on progress on actions	TBC
Employment Hub update Including Jobs, Skills, Training and Apprenticeships issues where appropriate	Report on progress	Update received in Feb 2021. Next update requested for Feb 2022
Inward investment and Place Marketing	Report on progress including recent web site investment and general progress	Summer 2021

Topic	Details	Proposed Date
Leicester, Leicestershire Enterprise Partnership (LLEP)	Update/local Industrial strategy	Last update given in March 2021 and was linked to Economic Recovery Plan. Next update expected in March 2022.
Transforming Cities Programme	To report on developments / negotiations with government - two proposed updates on schemes; briefing sessions for members planned beforehand for January and March 2021	Spring 2021 – Meetings held in January and March meetings respectively. April meeting included BL Park and Ride Scheme. More schemes expected to be discussed e.g. Granby Street
Business Support Update	To receive a report on progress – both central government grants and then European funded projects	Covered in June 2021 under Economic Recovery Updates
Bus services/ bus related issues	To receive update following task group report	Planned for Spring 2020 but not taken due to COVID. TBC for Spring 2021
Workplace levy	Update on progress and status following questions to Commission in December 2019	Planned for Spring 2020 but not taken due to COVID. TBC for Summer 2021
Corporate Estate Management	More information on corporate managed estate (Estates and Building Services – Matthew Wallace) – raised in 19 November 2020 meeting. Public report will be available in April 2021.	Update given in April 2021 – CM has confirmed this will become an annual report. Next update expected in March 2022.
Local Transport Plan	Report on Plan	Summer 2021
Emergency Active Travel Fund (EATF) Overview	Report on government scheme to encourage walking or cycling. Informal sessions would be planned before this.	Initially proposed for early 2021 but deferred to summer.
LASALS Update	Report	Latest update given in January 2021. Next update planned for January 2022.
Accessibility Update	Progress update	Initially planned for April 2021 but deferred to June meeting. June update completed.

Topic	Details	Proposed Date
Draft Revenue Budget 2021-22	Report to go to all Commissions	Annual report completed in January 2021 – next due for January 2022.
Draft Capital Programme 2021-22	Report to go to all Commissions	Annual report completed in January 2021 – next due for January 2022.
Update on Leicester's Textile Sector (Modern Slavery and Exploitation)	Update report raised since activity conducted in September 2020	Reports given in October 2020, with a follow up given in April 2021. Expected that another update will be required to the Commission in April 2022.
Graduate Retention Update	Update on project from Ec. Reg team	Completed June 2021
Executive Response to Local Level Development Review	Direction from the Executive that a response from them should be given to the Commission in relation to this review, as soon as possible.	Initially planned for April 2021 but deferred to the October meeting due to bid applications and the summer period – a response from Exec to this review is required to be given to the Commission.
Analysis of impact of COVID19 and lockdown on residents of Leicester	Mentioned in March 2021 meeting during the Economic Recovery Plan Update item – that commission would like to see at a future meeting, some analysis and data on who was most impacted by Covid-19 and lockdown, their ages, where they live, are they men/women, are they with or without qualifications, in low skilled/paid jobs, which businesses affected, which sectors, etc and from that can identify where to direct effort and initiatives.	TBC for later in the municipal year.
Discussion on Potential Items for Upcoming Commission Meetings	In the March 2021 meeting, Commission Members were asked to give suggestions on potential items. This was also extended to Commission Members again during the June meeting. This included:	TBC Haymarket Consortium draft item will be picked up as a verbal update in the August 2021 meeting, followed by a report on engagement in September/October 2021.

Topic	Details	Proposed Date
	<ul style="list-style-type: none"> • An item on “Reserving Rights of Way of former Central Railways”. • Exploring issue of space in the urban realm and potential for building a fixed mass transit system for the future • An item to discuss The Impact on Climate Emergency in terms of Construction Projects • Insight into “Leicester Rangers proposing a new stadium using sustainable building” • A discussion around where lessons could be learnt about the £600k loan to Haymarket Consortium and a small investigation into what happened there. 	

