



Leicester  
City Council

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

**DATE: TUESDAY, 8 NOVEMBER 2022**

**TIME: 5:30 pm**

**PLACE: Meeting Room G.01, City Hall, Leicester, LE1 1FZ**

**Members of the Committee**

Councillor Halford (Chair)

Councillors Dr Barton, Dawood, March, Master and Shelton

(2 unallocated non-grouped places)

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

For Monitoring Officer

**Officer contacts:**

***Jessica Skidmore (Democratic Support Officer),***

*Tel: 0116 454 2623, e-mail: [jessica.skidmore@leicester.gov.uk](mailto:jessica.skidmore@leicester.gov.uk)*

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

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- ✓ 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:

**Jessica Skidmore, Democratic Support Officer on 0116 454 2623**

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## **PUBLIC SESSION**

### **AGENDA**

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#### **1. APOLOGIES FOR ABSENCE**

#### **2. DECLARATIONS OF INTEREST**

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

#### **3. MINUTES OF THE PREVIOUS MEETING**

**Appendix A**

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

#### **4. PETITIONS**

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

#### **5. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE**

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

#### **6. PROVISION OF SWIM LEICESTER FOR ADULTS IN LEICESTER**

**Appendix B**

The Director of Delivery, Communications and Political Governance submits a report on the provision of Swim Leicester for Adults in Leicester.

#### **7. HIGH STREET HERITAGE ACTION ZONE**

The Director of Tourism, Culture and Inward Investment to provide a presentation on the Heritage Action Zones for Leicester.



**8. CHRISTMAS CAMPAIGN EVENTS**

**Appendix C**

The Director of Tourism, Culture and Inward Investment submits a report on the upcoming Christmas Campaign Events in Leicester.

**9. TASK GROUP UPDATE - WOMEN'S PARTICIPATION IN SPORT**

The Chair to provide a verbal update on the Task Group Review, Women's Participation in Sport and Physical Activity in Leicester.

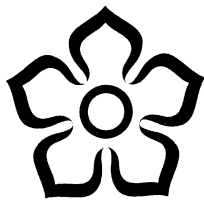
**10. DRAFT WORK PROGRAMME**

**Appendix D**

The current work programme for the Commission is attached. The Commission is asked to consider this and make comments and/or amendments as it considers necessary.

**11. ANY OTHER URGENT BUSINESS**





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# Appendix A

## Minutes of the Meeting of the HERITAGE CULTURE LEISURE AND TOURISM SCRUTINY COMMISSION

Held: TUESDAY, 20 SEPTEMBER 2022 at 5:30 pm

### P R E S E N T :

Councillor Halford (Chair)

Councillor Dr Barton

Councillor March

### I N A T T E N D A N C E :

Councillor Clair – Deputy City Mayor for Culture, Leisure, Sport and Regulatory Services

\* \* \* \* \*

#### **63. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Byrne, Pickering and Shelton.

#### **64. DECLARATIONS OF INTEREST**

Members were asked to declare any interest they had in the business to be discussed.

Councillor Barton declared an interest in the open spaces discussed for the Leicester Local Plan (2020-2036) item, as they had used, archaeologically studied and campaigned for the spaces in prior years.

In accordance with the Council's Code of Conduct, the interest was not considered so significant that it was likely to prejudice the Councillor's judgement of the public interest. The Member was not, therefore, required to withdraw from the meeting.

#### **65. MINUTES OF THE PREVIOUS MEETING**

Members were asked to confirm that the minutes of the meeting of the

Heritage, Culture, Leisure, and Tourism Scrutiny Commission held on 9 August 2022 were a correct record.

Joanna Jones, Head of Arts and Museums, requested change to the Ugandan Asians 50 Anniversary item, as the commemorative statue was not funded by the Heritage Lottery Fund, which funded the exhibition for the Ugandan Asian Anniversary at Leicester Museum and Art Gallery. It was also noted that the exhibition was not currently touring, and the deadline had been extended to January 2023, therefore the statement referring to the exhibitions return on 23 December 2023 was invalid.

AGREED:

That the minutes from the Commission meeting held 9 August 2022 be amended as noted above and confirmed as a correct record.

**66. UPDATE OF PROGRESS AGAINST ACTIONS OF PREVIOUS MEETINGS (NOT ELSEWHERE ON THE AGENDA)**

AGREED:

That the updates of the progress against actions of the previous meetings be noted.

**67. PETITIONS**

The Monitoring Officer reported that no petitions had been received.

**68. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE**

The Monitoring Officer reported that no questions, representations or statements of case had been received.

**69. LEICESTER LOCAL PLAN (2020-2036) - PUBLIC CONSULTATION ON SUBMISSION PLAN (REGULATION 19)**

Members of the Neighbourhood Services Scrutiny Commission were invited to jointly participate in the agenda item.

The Director of Planning, Development and Transportation submitted a report and a presentation which outlined the main strategies and proposed site allocations of the Local Plan for the City of Leicester. Members of the Heritage, Culture, Leisure and Tourism, and Members of the Neighbourhood Services Scrutiny Commissions were recommended to note the key local plan strategies, policies, site allocations, and provisions for consultation and provide comment to the Director of Planning, Development and Transportation if they so wished.

All Members were requested in an email sent out earlier in the day, to submit

their questions early to allow for a more detailed answer by Planning Officers present.

The Chair reminded Members present to limit any questions to be asked to the terms of reference of the Heritage, Culture, Leisure and Tourism Scrutiny Commission and the Neighbourhood Services Scrutiny Commission.

Grant Butterworth, (Head of Planning), Rachael Mkanza (Senior Planner) and Joseph Todd (Planner), were present to answer any questions put forward by Members of the two Commissions.

The Head of Planning presented the report and associated presentation and outlined the following:

- Comments made during the meeting would be referred back to in Overview Select Committee on Tuesday, 27 September, before being put forward to Full Council on 11 October 2022.
- The Draft Leicester Local Plan had been delayed due to the COVID-19 pandemic. Through since the last consultation, 3,500 representations had been received.
- According to Government changes to Housing guidance and legislation, Leicester was required to increase the housing available by 35%, equivalent to 39,424 dwellings, or 2,464 per annum.
- Policy changes and impacts on the hospitality sector, energy, environment, and public health and equalities had been assessed during the consultation stage to inform the plan and ensure the viability of the final proposal.
- The current proposed submission for the Local Plan includes 4 strategic housing sites, of which the Leicester General Hospital, part of land North of the A46 bypass had since been removed. A further 21 smaller sites had been removed on the grounds of representations, availability, biodiversity, and loss of open space.
- The Strategic Growth Plan for Leicester and Leicestershire had sets the context for a Statement of Common Ground which had been signed by a number of Authorities, to secure redistribution of the shortfall number of 18,700 dwellings, and 23 hectares of employment land.
- An error was noted in the report regarding the hectares the proposed plan was able to meet for employment need, with 30 hectares being the correct number.
- Regarding the Central Development Area (CDA), capacity for provision of dwellings had been increased from 4,900 to 6,286. The focus of the area was for commerce, retail, culture, leisure, and entertainment. Emphasis was placed on protecting and enhancing historic sites and environment, as well as to improve current open green spaces. Further detailed Tall Building policies in the form of Supplementary Planning Guidance would need to be developed for consultation post the adoption of the Local Plan in line with the Government's New National Design Code.
- It was noted that some green wedge will be lost, and quantity of public open space would be reduced, although removal of sites had reduced

this loss significantly.

- It was noted that there would be a 30% policy provision of affordable housing on greenfield sites
- The Local Plan would link to Leicester's Local Transport Plan and Transforming Cities Programme, to improve transport hubs and connections. The Plan would promote walking, cycling and sustainable transport.

Members of the Commission discussed the report, which included the following points:

- An important factor was to meet the target set and to evidence that sites that were deliverable during the Plan period with an indication of when delivery might be achieved.
- The next consultation stage tested the suitability for the Plan to be submitted to Government.
- The Local Plan housing target had been informed by a range of factors including population growth, migration, and changes in housing markets, both locally and nationally. A new approach to setting housing targets was being developed by the Government.
- The increase in planned dwellings in the Central Development Area had been assessed allowed for delivery with National Internal Space Standards.
- Impact on green spaces would be minimised as much as possible and retained open spaces would be enhanced to mitigate any loss. Most of the Plan supply was planned to be delivered on brown field land..
- The number of sites proposed on playing fields had been reduced to three sites at Manor House (Narborough Road), Judgemeadow Community College and Welford Road playing fields. Two of these would retain sports use on part of the site. Sport England had objected to a range of sites and the consultation response was an important factor in the assessment process.
- Decisions regarding the Council's proposal to deliver the housing schemes on Council owned sites was a future matter for the Executive, and not set through allocation in the Local Plan. The Local Plan effectively established the acceptability of the principle of development, and subsequent decisions would be taken on the method of delivery, which would belong to the Council outside of the planning process. Future planning applications would be submitted to the Planning and Development Control Committee by whoever was developing the site after adoption of the Local Plan confirmed the acceptability of the proposed allocations.
- With regard to issues such as heritage and archaeology at strategic sites such as Western Park Golf Course, it was confirmed that all proposed sites had been sifted through and investigated for suitability and deliverability. Further detailed assessment and mitigation would need to be carried out at the planning application stage.
- Loss of open space such as at Ranccliffe Crescent had been considered carefully in proposing sites for allocation including local sufficiency of

provision and potential mitigation options on and off site.

- With regard to the allocation adjacent to the Great Central Railway at Redhill, it had been proposed to improve the facility in line with a previous Heritage Lottery Fund application. The whole of the allocation was not likely to be required as there were a range of constraints which would need to be considered in more detail when the scope of proposal was confirmed.

**AGREED:**

1. That the Leicester Local Plan report be noted.
2. That in taking decisions on the delivery of the allocations in the Local Plan (once it is confirmed), the executive seeks to maximise the social housing delivery on Council owned sites (wherever possible).
3. That in regard to green spaces used for non-housing uses, (such as leisure) the green space impact should be minimised and mitigated and be fully justified.
4. That new development should be designed to deliver a distinctive sense of place and character.
5. That the recommendations be passed to the Overview Select Committee on Tuesday, 27 September 2022.

## **70. HERITAGE PANELS PROJECT UPDATE**

The Director of Tourism, Culture and Inward Investment submitted a report on the progress of the Heritage Panels Project across Leicester city. Members were recommended to note the report and provide comment on future panel themes.

Clare Hudson, Project Manager, and Mark Simmons, Audience Development and Engagement Manager were present to answer questions put forward by Members of the Commission.

Councillor Clair, Deputy City Mayor for Culture, Leisure, Sport, and Regulatory Services introduced the item.

Members discussed the report which included the following points:

- As of 16 September 2022, 193 of the targeted 300 panels had been achieved.
- The project was noted to be the biggest heritage interpretation project in the UK.
- The target of 300 panels by March 2023 was noted to be achievable and the project was ahead of schedule.
- Collaborative work with the Council Tourism team was underway to identify historical landmarks with communities in Leicester, as potential locations and themes for Heritage Panels.
- Concerns were raised regarding the Panels potentially obscuring their landmarks, and using names of individuals for Panel themes, which could cause confusion for both locals and tourists who were not aware

of the identity of the individual. It was noted that work was underway to identify ways to change named panels without changing the design and purpose.

- New staff with skills in writing and interpretation with archaeological or historical backgrounds were involved in the research of potential panels, which had led to two panels being shortlisted in the women's movement and Unitarian categories.
- Members were advised to contact Clare Hudson or Mark Simmons with any ideas for Heritage Panels.

The Chair thanked the officers for the report.

AGREED:

1. That the report be noted.
2. That an update be brought to the Commission in a future meeting.

## **71. AUTUMN / WINTER EVENTS PROGRAMME**

The Director of Tourism, Culture and Inward Investment submitted a presentation on the Autumn / Winter events programme held in Leicester city in 2022. Members of the Commission were recommended to note the report.

Chris Hackett, Deputy Festival and Events Manager, was present to deliver the presentation and answer questions put forward by the Commission.

Councillor Clair, Deputy City Mayor for Culture, Leisure, Sport, and Regulatory Services introduced the item.

The Deputy Festival and Events Manager summarised the Summer and Autumn programme of events. It was noted that the summer events had been successful with high rates of attendance. The programmed events were noted to vary in their delivery; either delivered in-house or in partnership with other communities or organisations.

Members were pleased with the success of the summer events programme, noting that it had brought back a sense of normality to the city after the impact of the Covid-19 pandemic. Members were also happy with the environmental theme for the programme.

Members questioned how the events team would engage with local communities for future events. It was noted that engagement with different schools and communities were ongoing throughout the year to ensure the events and their sites were informed and held relevance.

Members discussed the importance of festivals and events for the city and their connection to the reputation and relevance of the city.

AGREED:



1. That the report be noted.
2. That the Commission thanked the staff involved in the events programme for their hard work.
3. That an investigation into the economic impact of festivals in the city be brought to a Commission meeting in the new year.

## **72. TASK GROUP REVIEW UPDATE**

The Chair provided a verbal update on the progress of the task group review into Women's Participation in Sport and Physical Activity in Leicester.

It was noted that the review continued to progress well, and that the survey attached was live to the public. The Chair requested Members present to publicise the work in hopes of increasing feedback received.

The survey was expected to run for six weeks. Members agreed that the survey be extended for an extra week due to the Queen's period of mourning.

Members considered the impact of external factors on answers provided; and questioned the relevance of the information gathered and the usefulness of the questions on the survey.

AGREED:

1. That the update be noted, and a final draft report be brought to the Commission later in the year.
2. That the findings presented in the final report inform the Council's new Sports Strategy work.
3. That the survey be extended a week's duration in light of the Queen's passing.

## **73. WORK PROGRAMME UPDATE**

AGREED:

That the Work Programme be noted.

## **74. ANY OTHER URGENT BUSINESS**

There being no other business, the meeting closed at 7:19pm.



# Appendix B

## Culture, Leisure, and Tourism Scrutiny

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### **Adult Swimming – Update Report**

Lead director: Miranda Cannon

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## Useful information

■ Ward(s) affected: ALL

■ Report author: Vicky Ball

■ Author contact details: Victoria.ball@leicester.gov.uk

■ Report version number: v1

<b>1.</b>	<b>Summary</b>
<b>1.1</b>	<p>This report outlines the current picture of swimming lessons in Leicester, with a particular focus on adults.</p> <p>The report further acknowledges that Leicester is a multi-cultural city and that there are barriers to further overcome to increase adult participation in swimming lessons that are both cultural and operational in nature.</p>
<b>1.2</b>	<p>In May this year, Swim England conducted a survey across the nation which aimed to discover the barriers preventing ethnically diverse communities from accessing water-based activities.</p> <p>The survey targeted Asian and African communities specifically and achieved approximately 4,500 responses.</p> <p>The findings from the survey will shape Swim England's 10-year strategy aimed at increasing diversity in aquatics. Highlights from the survey will be shared as part of this report, which will also help influence future plans for Active Leicester.</p>
<b>1.3</b>	<p>In October this year, Summaya Mughal, a Nottingham born BBC presenter and journalist, has raised awareness about the barriers affecting Muslim women learning to swim by documenting her own courageous journey of learning to swim 500M, at age 28, in one of Active Nottingham's pools.</p> <p>Her campaign known as 'Brown Gal Can't Swim' has reached out to ethnically diverse communities, in particular South Asian women.</p> <p>Lessons learned from Summaya's journey echoed the results that Swim England gathered from their national survey.</p>

<b>2.</b>	<b>Recommended actions/decision</b>
<b>2.1</b>	<p>Cllrs are recommended to note the content of the report on Adult Swimming at Active Leicester, and to provide any recommendations or comments.</p>

<b>3.</b>	<b>Scrutiny / stakeholder engagement</b>
<b>3.1</b>	<p>Report to be presented on 8<sup>th</sup> November 2022</p>

4.	Background				
4.1	Current overall offer for swimming lessons				
	Duration		Type of class	Price	
	30-minute swimming lessons		Adult & Child, Pre-school Junior Stages 1 – 7	£22.50 direct debit	
	45-minute swimming lessons		Stages 8 – 10 Challenge Awards Rookie Lifeguard Adult Swimming Lessons	£31.60 direct debit	
	<p>*Anyone enrolled onto swimming lessons receives free access to any public swimming session.</p> <p>This is to encourage parents of children on lessons to come swimming together (as the child goes free) and also for adults on lessons themselves to come to swim and increase their own confidence in water.</p>				
4.2	Current enrolment numbers				
	Juniors		Adults	One2one lesson	Total
	6985		240	25	7250
	96%		3%	1%	100%
	<p>The demand for junior swimming lessons was incredibly high when the centres re-opened following closures due to covid and remains high with each centre operating waiting lists over 200 people.</p> <p>Demand for adult lessons has grown in popularity over the last 12 months, with the total of adults enrolled onto swimming lessons showing an increase by 20%. Centres are now beginning to comprise waiting lists for adult lessons as well as juniors.</p>				
4.3	Where adults are learning to swim swimming in the city				
	The split of where 240 adults have lessons across the city is as follows:				
	Centre		Number	Percentage	
	Cossington		70	29%	
Spence Street		38	16%		
Evington		34	14%		
Aylestone		34	14%		
Braunstone		30	13%		
Leicester Leys		21	9%		
New Parks		13	5%		
	<p>Cossington, Spence Street and Evington are among the most popular for adult swimming lessons currently. These are centres closest to ethnically diverse communities, which shows a particular desire from these communities to want to learn to swim.</p>				
4.4	When adult lessons are provided in the city				

		<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thurs</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Total classes</b>
	<b>Aylestone</b>		Mixed Adults @ 6.30pm	Mixed Adults @ 6.15pm	Mixed Adults @ 1pm			Mixed Adults @ 8.15am	4
	<b>Braunstone</b>	Mixed Adults @ 9.15, 11am & 6.45pm						Mixed Adults @ 8.00am	4
	<b>Leicester Leys</b>	Mixed Adults @ 7.30pm			Mixed Adults @ 7.30pm				2
	<b>New Parks</b>		Mixed Adults @ 10.30am, 11.15am & 12pm						3
	<b>Cossington</b>	Ladies Only adults @ 10.30am  Mixed Adults @ 11.15am, 7pm & 7.15pm	Ladies Only Adults @ 6.30pm	Mixed Adults @ 6.30pm					6
	<b>Evington</b>	Mixed Adults @ 5.45pm		Ladies Only adults @ 6pm and 6.45pm					3
	<b>Spence Street</b>	Ladies Only Adults @ 6pm		Ladies Only Adults @ 7pm	Mixed Adults @ 6.15pm			Ladies Only Adults @ 12.15 and 12.30pm	5
	<p>Lessons are offered on a range of days and times. There is a total of 26 classes on offer, of which 8 (31%) are ladies only. The adult swim spaces are currently at 96% occupancy.</p> <p>The council would further like to expand the adult learn to swim programme, given the increase in demand, particularly at sites where waiting lists are starting to emerge. However, there are operational considerations to putting on more lessons for adults, namely:</p> <ul style="list-style-type: none"> <li>• Availability of teaching staff.</li> <li>• Providing a balanced pool program- Demand for adult lessons is typically at peak times when demand for pool water is high.</li> <li>• Supporting female only sessions. Lifeguards typically work on a rota basis and therefore to guarantee female lifeguards, supervisors and teachers is quite difficult.</li> </ul>								
<b>4.5</b>	<p><b>Demographic of adults learning to swim</b></p> <p>Whilst larger reports have proved difficult to draw any conclusions from due to the inaccuracies of data capture, an in- depth analysis of the participants per class has enabled the following results:</p>								

	Centre	% Females in lessons	% Males in lessons	% From Ethnically Diverse community	% From White British/ European
	Cossington	73%	27%	97%	3%
	Spence Street	83%	17%	93%	7%
	Evington	94%	6%	69%	31%
	Aylestone	64%	36%	39%	61%
	Braunstone	53%	47%	40%	60%
	Leicester Leys	55%	45%	68%	32%
	New Parks	57%	43%	36%	64%
	Overall, 71% of adults on swimming lessons are female (approx. 170 people,) and 72% are from ethnically diverse communities (approx. 172 people out of 240.)				
<b>5.</b>	<b>The national picture for adult swimming</b>				
<b>5.1</b>	<p><b>Swim England states that 1 in 3 adults cannot swim 25 metres.</b></p> <p>In May 2022, Swim England launched a campaign called ‘<b>England Swims</b>’ specifically aimed at finding out barriers that prevent ethnically diverse communities from accessing water-based activity. A presentation of the key findings can be seen in the appendices, along with a sample of the localised marketing that supported the campaign ‘Leicester swims.’</p> <p><b>Some key points from the Swim England Survey include:</b></p> <ul style="list-style-type: none"> <li>• Only 59% of approx. 4,500 people surveyed felt swimming was accessible. People who were most likely to view swimming as inaccessible were Muslim women, South Asians or people with a limiting health condition.</li> <li>• People reported they wanted shallow water, not too busy, and specific sessions aimed for females, males and also better provision for transgender adults.</li> <li>• Modesty, and feeling comfortable in swimwear and feeling comfortable with the changing arrangements were also important points raised.</li> <li>• There was evidently an innate fear of water that many people reported on, that prevents them from swimming.</li> <li>•</li> </ul> <p>Summaya Mughal, a Nottingham born BBC presenter and journalist, has too echoed these statements in her latest documentary ‘Brown Gal can’t Swim.’</p>				
<b>5.2</b>	<b>Summaya Mughal’s journey to swimming</b>				



“I’ve spent over 20 years embarrassed about not having a skill it feels like kids have, especially when it’s something that could save your life. I’m terrified of the deep-end - so we’ll start there.”

In Summaya’s 6-part, podcast she confronts the cultural barriers that many Pakistani Muslim women face when wanting to swim- such as disagreements with family members, risking criticism from their community over breaking social conventions, and worrying about what to wear in the pool that will fall in line with Islamic expectations around female modesty.

The podcast is an intimate view of Summaya’s journey, where she aims to break down misconceptions about swimming, and encourage members of our South Asian communities to take the plunge and learn to swim. She even gets her dad involved - something she would never have imagined when she was younger.

The link to view the podcast can be found here: <https://www.bbc.co.uk/programmes/p0ctzgft>

## **6. How Leicester City Council supports adults learning to swim**

**6.1** The council owns 7 Active Leicester Pools. It is the council’s responsibility to provide a balanced programme to users of the pool. This includes a balance of school swimming provision, learn to swim opportunities, public swim options for the keen swimmers, recreational swimmers and families, as well as providing time for club development and for specialist sessions to run such as women only, male only and disabled sessions.

The council recognises that ethnically diverse communities in particular surround Evington, Spence Street and Cossington Street facilities and have therefore made additional provisions at these centres to cater for their needs, such as ensuring there are female only swimming lessons and gender specific public swim times.

Marketing for adult swimming lessons is mainly through word of mouth with some use of social media. In 2017, the service was awarded a funding grant from Sport England to explore behaviour change marketing techniques to increase casual swimming. The service tested a different style of marketing, by selling the wider benefits of swimming. An example of this is shown below, with a link to one of the campaigns we trialled:



	<ul style="list-style-type: none"> <li>Benefits of swimming for female adults: <a href="https://vimeo.com/290929937/603a1614e9">https://vimeo.com/290929937/603a1614e9</a></li> </ul> <p>The swim pilot also taught the service that providing lessons is just part of the journey of an adult learning to swim. Similar to the Swim England survey and Summaya's experience, adult non-swimmers told us that they have a very strong fear of the water. Confidence and self-esteem were very low, even contemplating whether they'd be able to learn in the first place (am I too old?) The leisure centre and changing room environment were also highlighted as intimidating places.</p> <p>Since the pilot, the service has worked hard to reduce these barriers with upgrades to most changing rooms. This includes investment into the changing area itself, lockers and vanity areas to include hairdryers, mirrors, soft lighting and even a swimsuit dryer. An online booking system and a dedicated swimming co-ordinator at most sites (to provide that warm welcoming and consistent presence) has also helped adults to become familiar and more comfortable in a leisure environment. Better signage and information about what people can/can't wear in a swimming pool has also improved in the centres.</p> <p>The pilot also helped the council to look at the type of swim sessions offered to adults, and how each swim session is described to enable adults to make more informed decisions about what session is right for them.</p>
<b>6.2</b>	<p><b>Ambition for adult lessons</b></p> <p>The service would like to further grow the programme by 30% over the coming year. This would mean adding an additional 6 classes to the programme, totalling 72 spaces.</p> <p>The service would also like to offer short course learning opportunities to adults to provide an initial boost to swimming confidence over a period of 6 weeks, without the commitment to a monthly direct debit.</p> <p>Providing a short course option will also help manage customers on a waiting list, as once adults are enrolled onto the core sessions for lessons, retention is generally very high. This is because for many adults, once they start their journey of learning to swim, they not only feel the physical benefit of learning to swim, but they also feel the benefit from the social aspect that the lessons provide too.</p> <p>If the council can give more adults the tools to feel confident and competent in water, then this with further increase participation in other water-based activity such as aqua aerobics as well as casual swimming and could lead to an increase in sales for swim membership.</p>

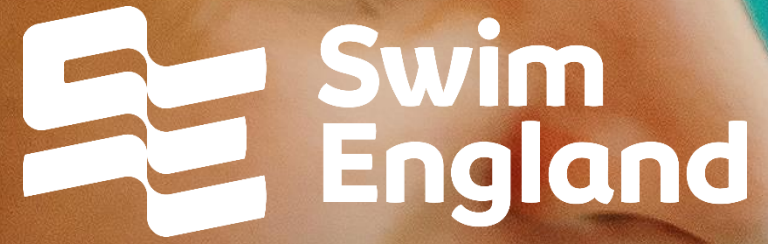
<b>7.</b>	<b>EBS assessment</b> – Not required at this stage
<b>7.1</b>	<b>Financial implications</b> – Not required at this stage
<b>7.2</b>	<b>Legal Implications</b> – Not required at this stage.
<b>7.3</b>	<b>Equality Implications</b> – Not required at this stage.
<b>7.4</b>	<b>Climate Emergency implications</b> – Not Required at this stage

<b>7.5</b>	<b>Other implications (You will need to have considered other implications in preparing this report. Please indicate which ones apply?)</b>
<b>8.</b>	<b>Background information and other papers: None</b>
<b>9.</b>	<b>Summary of appendices:</b>  Swim England Presentation and Poster Swim Leicester marketing from the Swim Pilot in 2017.
<b>10.</b>	<b>Is this a private report (If so, please indicate the reasons and state why it is not in the public interest to be dealt with publicly)?</b>
<b>11.</b>	<b>Is this a “key decision”? If so, why? Not at this stage.</b>









# England Swims

Headline findings

If using data from this presentation, please reference the source as:  
Swim England, England Swims survey, 2022



# England Swims

England Swims was a four week nationwide survey which aimed to discover the barriers preventing ethnically diverse communities from accessing water-based activity in a bid to make aquatics more accessible and inclusive.

The findings will be used to help shape the future of the sector and Swim England's next 10-year strategy, which will be the most ambitious in terms of increasing diversity in aquatics.



# Aims of the campaign

The aim of the campaign was to understand the barriers of 16+ non-members from all ethnically diverse communities – those outside our core audience.

This included both those:

- Who can swim but choose not to
- Who cannot swim

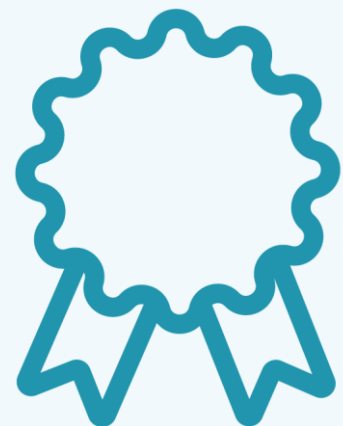
Proactively target: South Asian, Black African, Black Caribbean and East Asian communities

Capture responses from: White, Mixed and Other community groups





# The headline results



**A total of 4,487**

responses



**High sample of  
respondents from South  
Asian community**

allowing us to analyse Indian  
and Pakistani communities  
separately, adding more  
depth to the findings



**High sample of  
respondents from Muslim  
community**

allowing us to conduct  
specific analysis of the  
perceptions and barriers to  
swimming of this faith  
community



**736 respondents with long  
term health condition which  
has a substantial impact on  
their daily life**

analysis of this cohort will  
support our health agenda



# Key findings

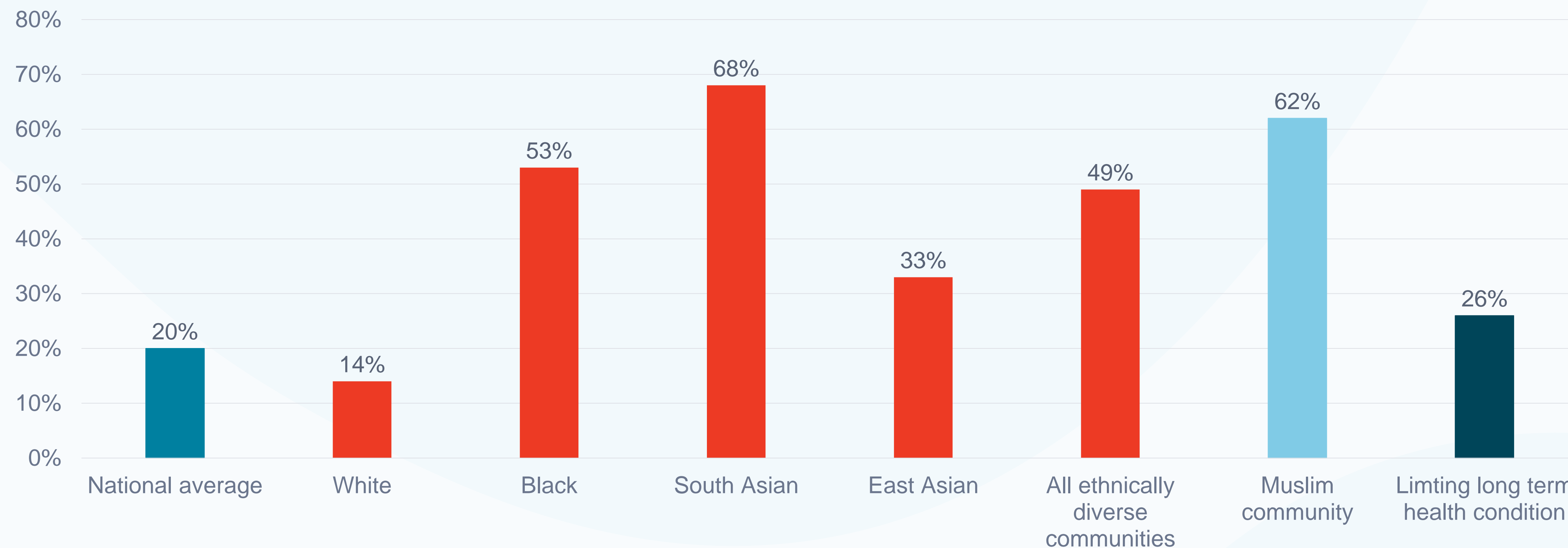
Insight





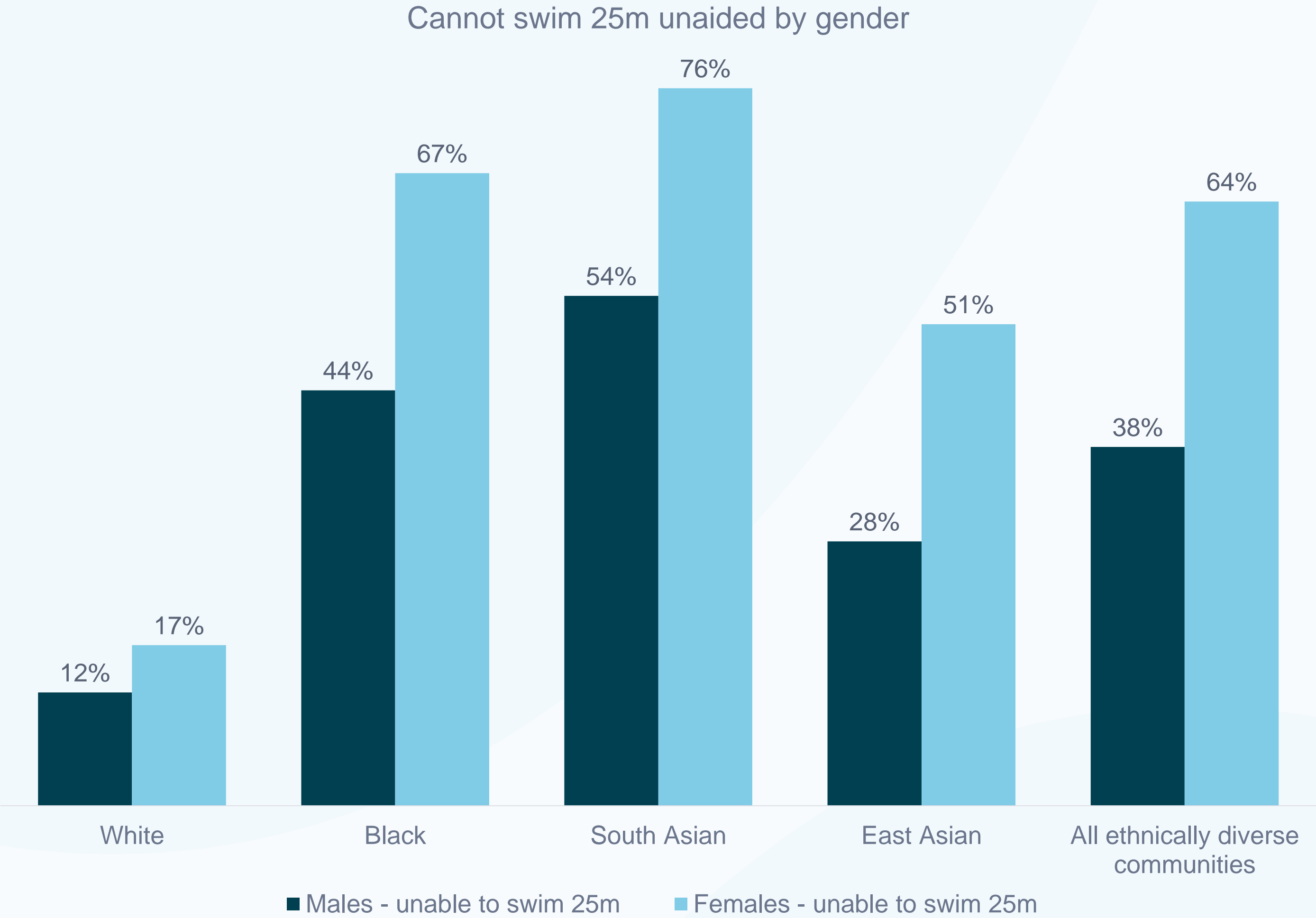
**There is a clear disparity of swimming abilities when analysing by ethnicity. 14% of White Communities cannot swim 25m, in comparison to 49% of ethnically diverse communities.**

Cannot swim 25m unaided



This disparity is further exemplified by gender differences. Females of all ethnicities are less likely to be able to swim 25m.

	Males unable to swim 25m	Females unable to swim 25m
White	12% 2,273,778	17% 3,426,385
Black	44% 286,168	67% 468,274
South Asian	54% 490,274	76% 1,060,592
East Asian	28% 65,447	51% 49,085
All ethnically diverse communities	38% 1,079,968	64% 1,805,706

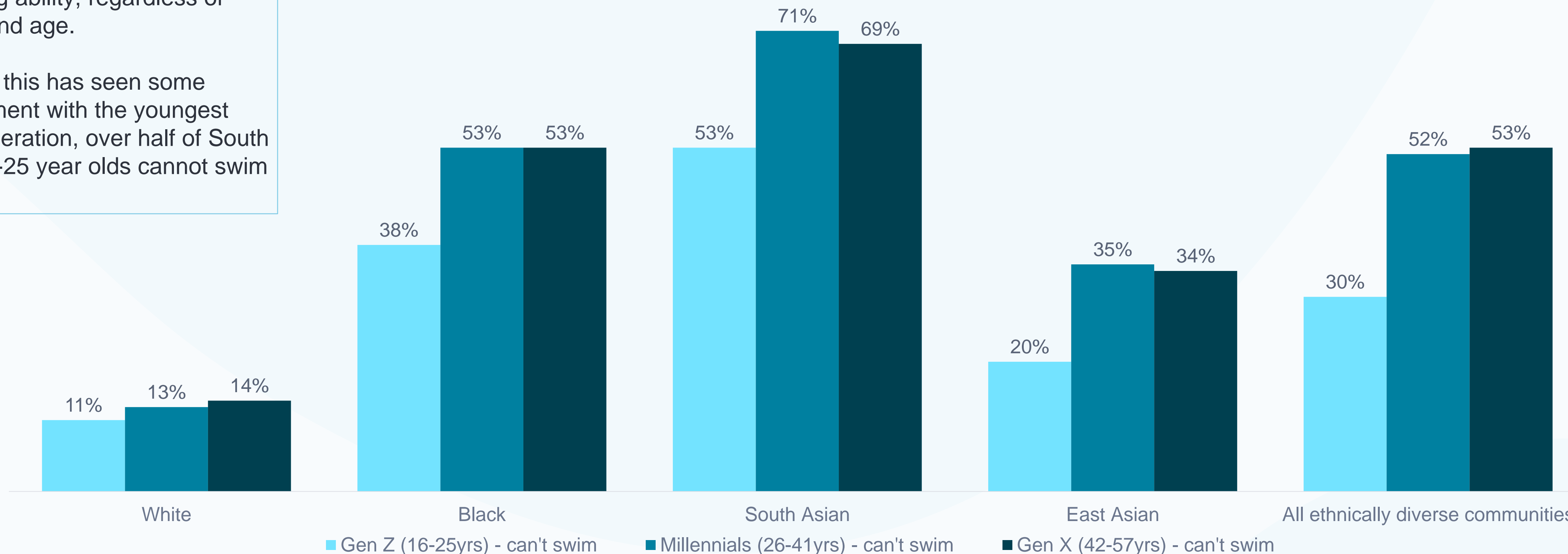


## While low ability is still apparent for the younger adult generation, there has been a shift towards improved ability for all ethnically diverse communities.

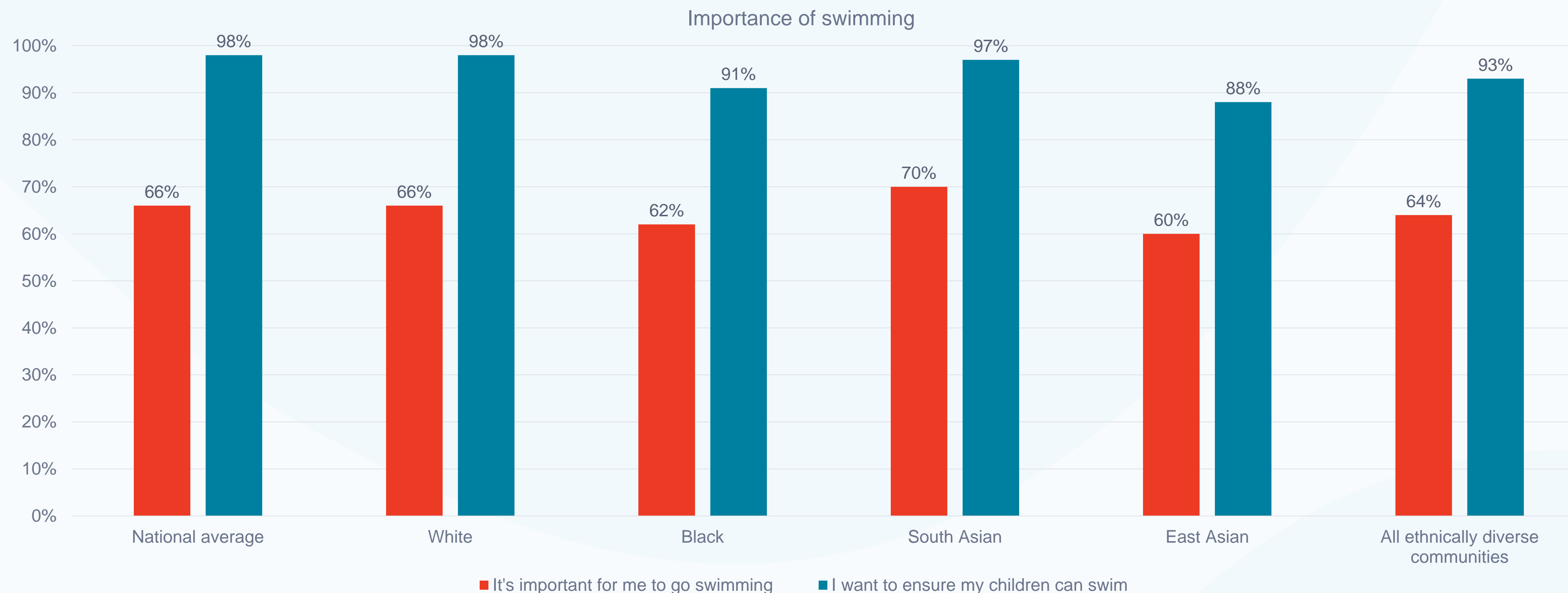
It is clear that South Asian adult communities have a lack of swimming ability, regardless of gender and age.

Although this has seen some improvement with the youngest adult generation, over half of South Asian 16-25 year olds cannot swim 25m.

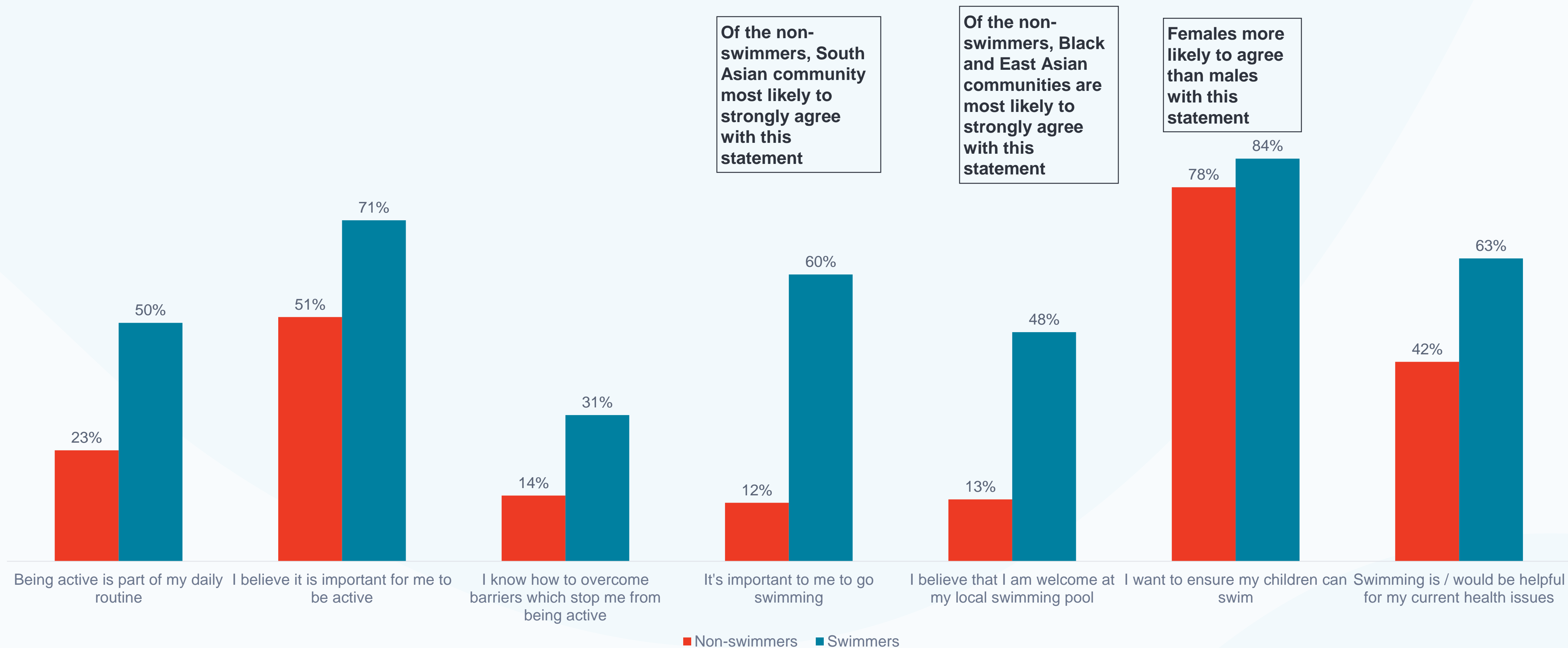
Cannot swim 25m unaided by generation



**Despite disparities in ability, there is little difference in the importance placed on swimming. 93% of ethnically diverse communities want to ensure their children can swim, a figure which is higher for South Asian communities.**



## Regardless of their swimming frequency, many people agree that they want to ensure their children can swim







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Of those responding from an ethnically diverse community ...



97% perceive  
swimming as an  
important skill to have



95% believe  
swimming is enjoyable  
and satisfying



93% want to ensure  
their child can swim



92% think swimming  
is a fun family activity





There are also some less positive perceptions of swimming from ethnically diverse communities ...



Only 59% see  
swimming as  
accessible



39% say swimming is  
only for particular  
groups of people



Only 63% say it is  
easy to take part in  
(compared to 71%  
White community)

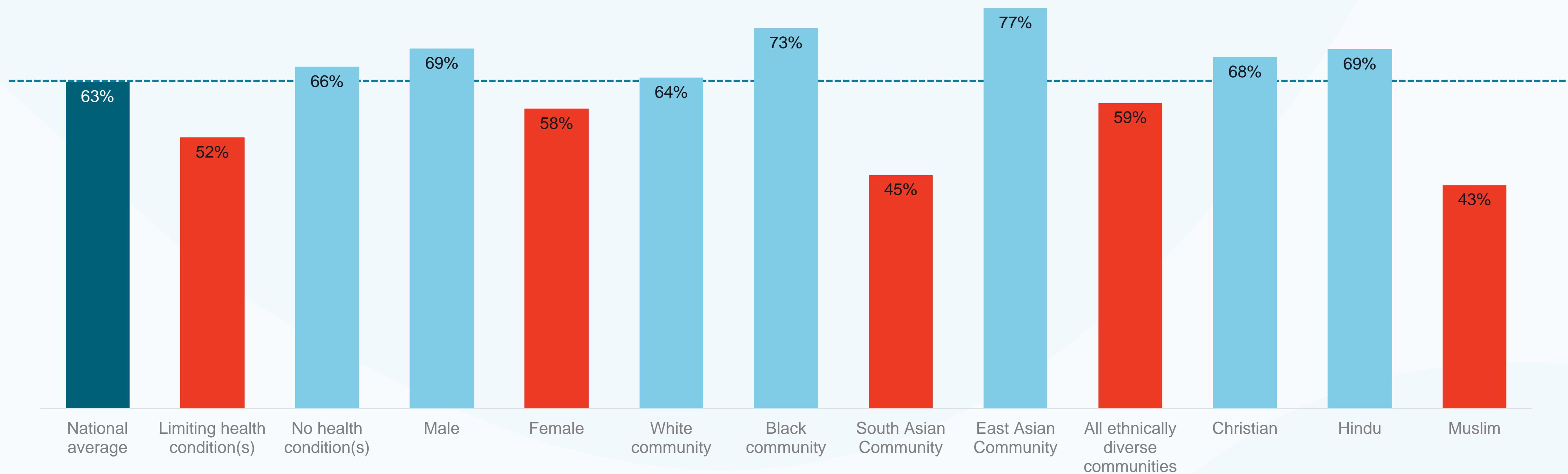


74% perceive  
swimming as being  
competitive



# Muslims, South Asians, those with a limiting health condition and females are less likely to agree that swimming is accessible.

% agree with “swimming is an activity that is accessible”





“Too busy for weak swimmers”



“I struggle in lanes sessions as I have autism and ADHD. I am not very coordinated, and struggle to know where to swim and how I fit into the groups of swimmers.”



“There is insufficient access to suitable ladies only swimming and no men only swimming for Muslim Men so my husband and sons can not go swimming at all.”



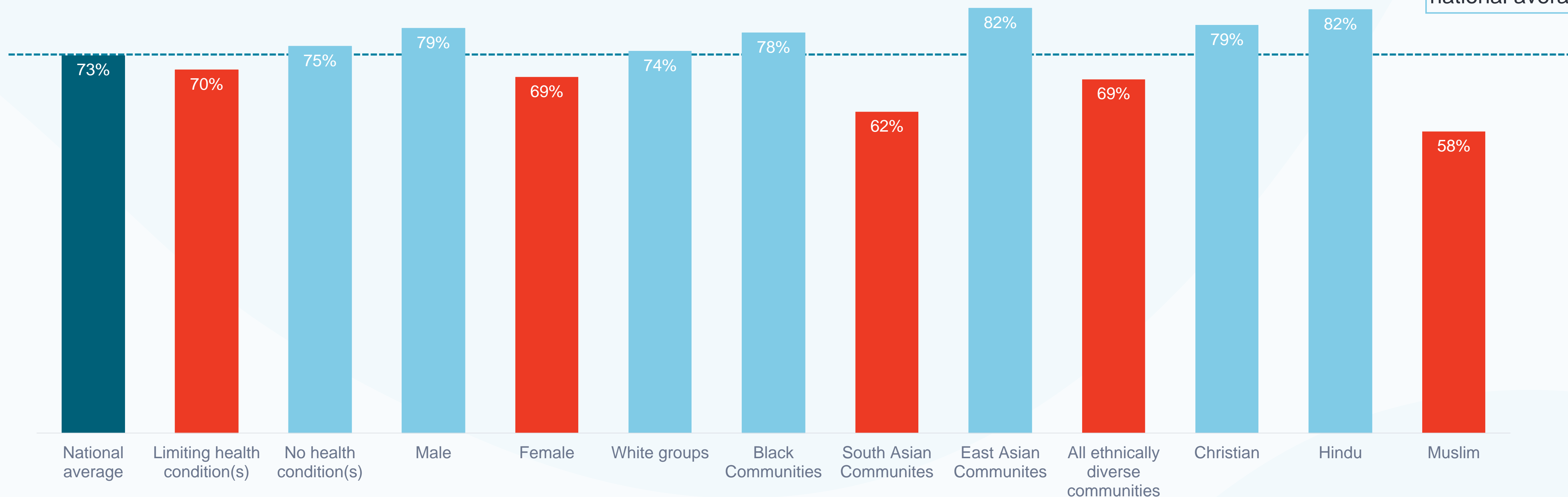
“The prices for lessons are expensive and block poorer communities from accessing swimming lessons.”



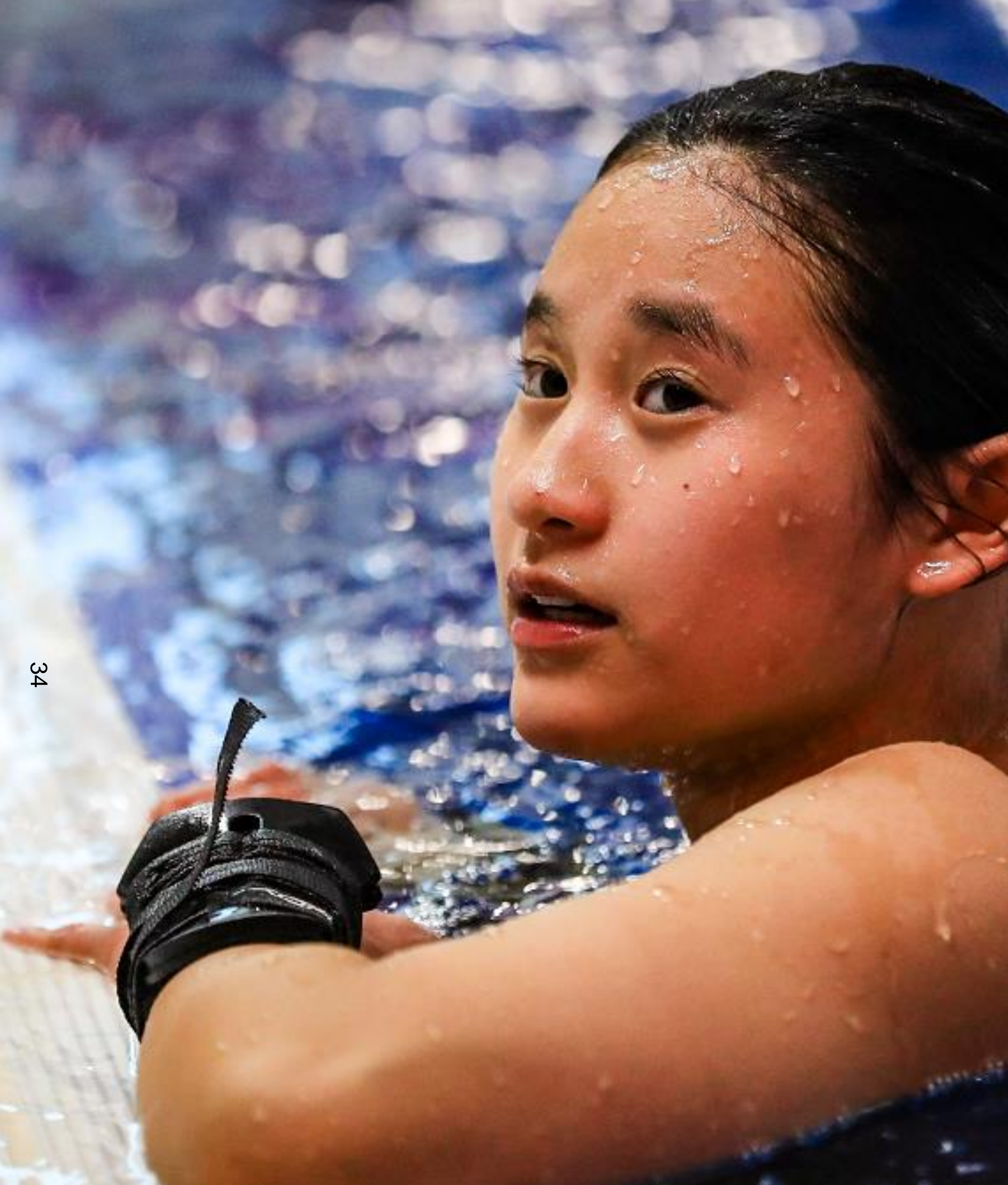
# Muslims, South Asians, those with a limiting health condition and females are less likely to agree that swimming is open to all people.

% agree with “swimming is an activity that is open to all people”

In addition, 40% of South Asian participants agreed that “swimming is only for particular groups of people”, in comparison to 20% national average.







“as a non binary person I wouldn't feel comfortable going to a swimming pool unless it was for a trans swim group. It would be stressful if I had to think about having to use gendered changing rooms. And in the pool I would feel anxious about people staring at my chest scars from surgery.”



“I can only swim in female only environments. These are not provided in my area”



“women are often denied entry citing health and safety of swim certified full body, even at times told it is unhygienic”



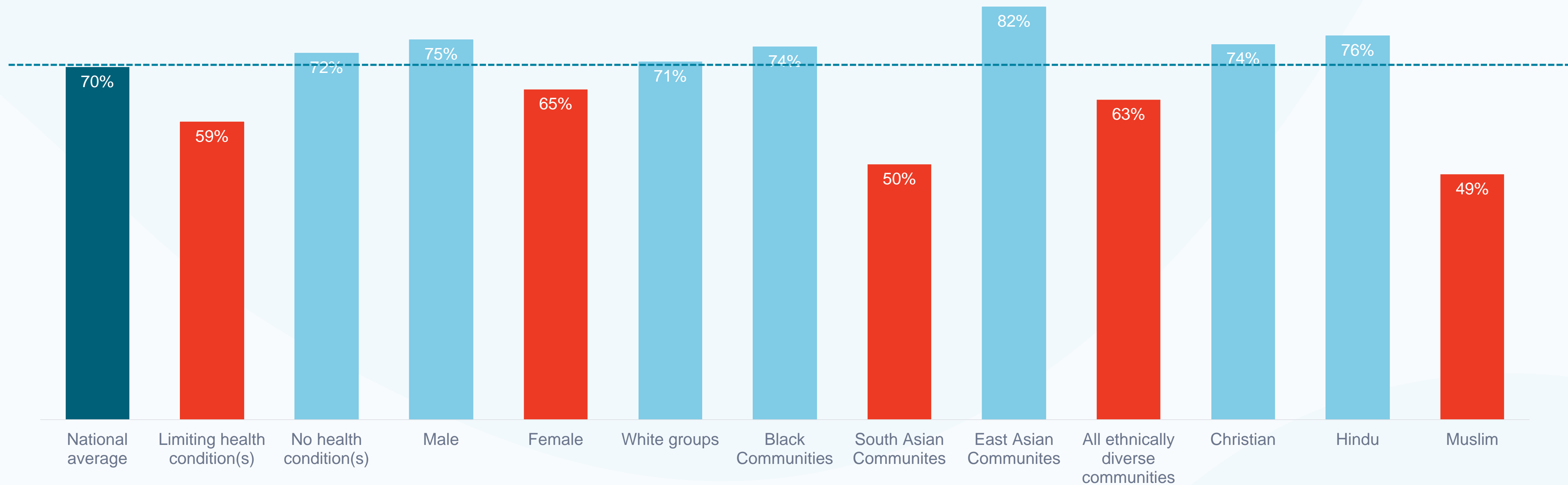
“Traditionally we were told that Black people don't float so when someone black swims we look at it as a major achievement like going to Oxford or Cambridge. Almost in achievable. It's hard to get that out of your mind.”



# Muslims, South Asians, those with a limiting health condition and females are less likely to agree that swimming is easy to take part in

% agree with "Swimming is an activity that is easy to take part in"

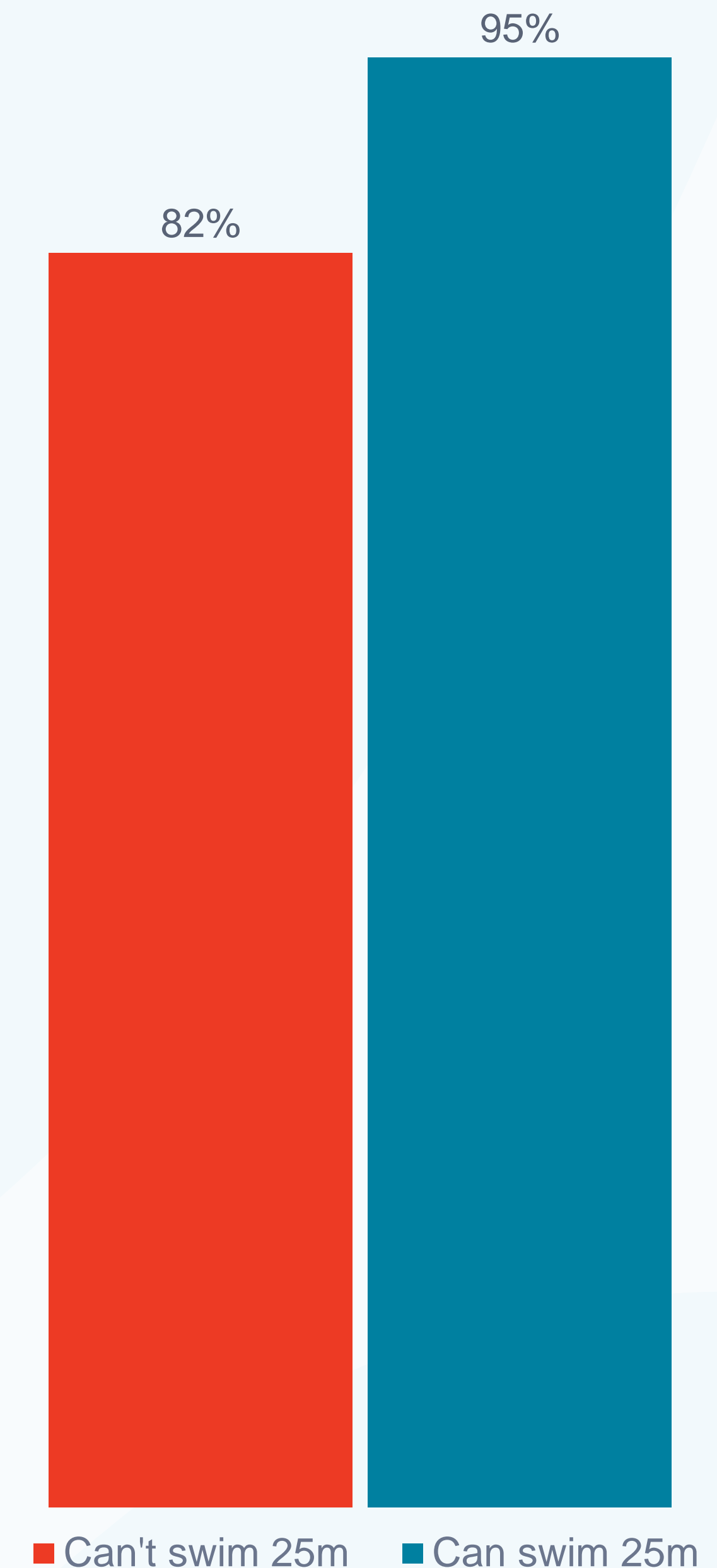
35



## Focus on perception: “Swimming is safe”

- The data shows that not feeling swimming is safe is linked to an individuals swimming ability.
- The comments received in relation to this question tended to focus on the possibility of drowning, due to lack of ability. As opposed to any other cause for safety concern.
- There were no gender differences to note, in regards to who is more likely to perceive swimming as safe

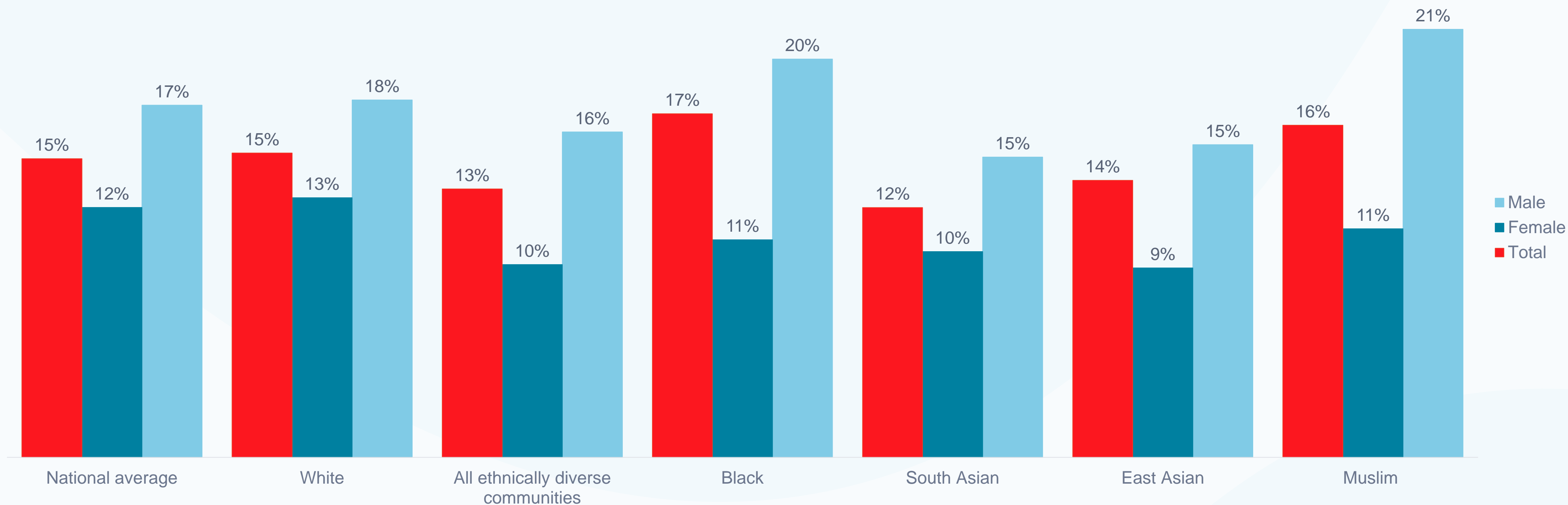
I know it can be dangerous if you  
don't know how  
to swim



■ Can't swim 25m ■ Can swim 25m

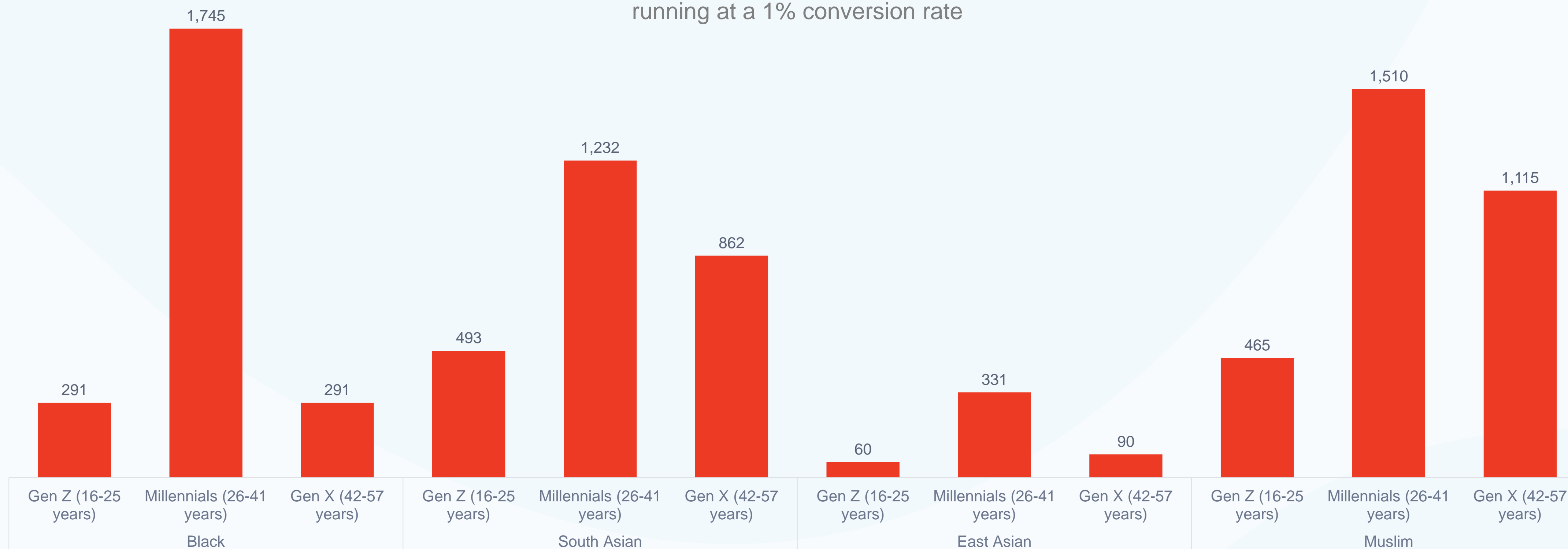
**15% (6.7mil) of adults see being a swimming teacher as a credible career. Men are more likely to see teaching as a credible career, as well as Black communities.**

% strongly agree that being a swimming teacher is a credible career



# When focusing on those who ‘strongly agree’ that swim teaching is a credible career, it is clear that ethnically diverse millennials (26-41yrs) are a target audience for career conversion.

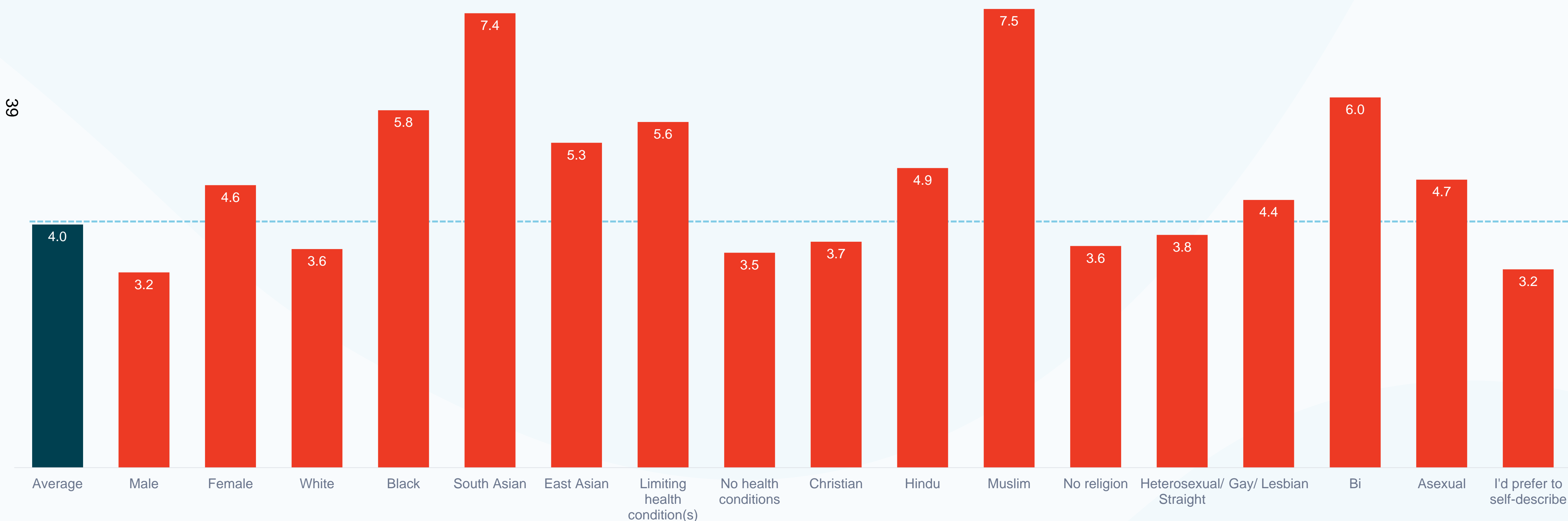
Swimming teaching credibility by ethnic group broken down by generation running at a 1% conversion rate





**Before we delve into the barriers for each demographic, we wanted to explore the average number of barriers facing the population when considering going swimming. It is clear that some demographics face more barriers than others.**

Average number of barriers to swimming per group



# A model for changing behaviour

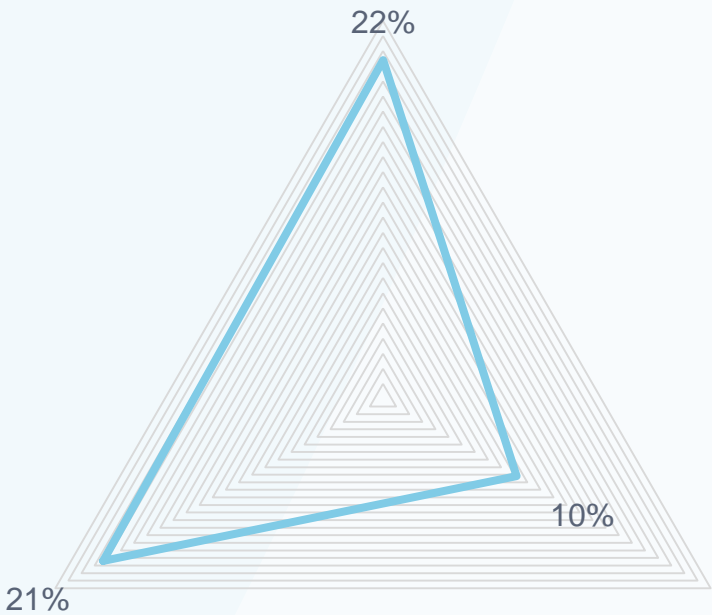
## The COM-B model:

Behaviour = Capability +  
Opportunity + Motivation

- **Capability:** Does an individual has the necessary skills and mental ability to do the desired behaviour?
- **Opportunity:** Factors that lie beyond the individual that might help enable a behaviour, or make it possible, such an the environment
- **Motivation:** What might energise and direct their behaviour?

- The COM-B model, developed by University College London, is used to firstly analyse and then ultimately tackle behavioural challenges – in this case, barriers to going swimming.
- The COM-B model suggests that people need sufficient levels of three interacting elements - capability (C), opportunity (O) and motivation (M) – in order to perform a behaviour (B). The three elements are interlinked and can feed into each other. For example, increased opportunity or higher capability might increase motivation.
- COM-B provides a structured framework and a common reference point for us to think about the behaviour we want to change (going swimming).

Barriers facing the South Asian community



41

↑21.4% up 11.6% on national average

Capability

Capability to swim 25m being very low compared to the national average, the knock on effect to capability is very obvious:

	National average	South Asian Community	% variance
I don't know how to swim	12.5%	38.4%	208.0%
I don't feel confident in or around water	20.0%	30.3%	51.8%
I have forgotten how to swim	7.2%	21.7%	203.7%
I have a fear of drowning	11.3%	20.8%	84.1%

33% of those from the South Asian community feel they cannot wear what they want to so swimming. This is not exclusive across all individual groups however.

↑22.4% up 7.2% on national average

Opportunity

Religious and gender requirements as well as privacy are key barriers among South Asian Community:

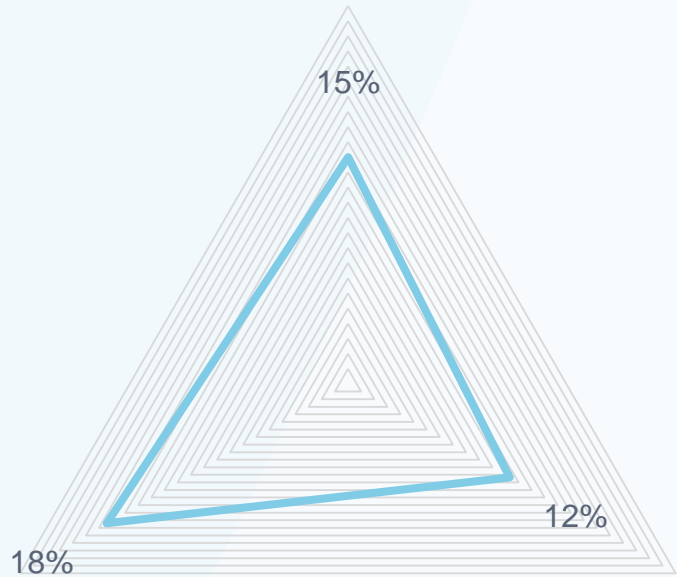
	National average	South Asian Community	% variance
The pool does not have gender specific swim sessions	9.7%	40.7%	320.5%
I require lifeguards/ swimming teachers to be of the same gender as me	5.2%	30.8%	494.5%
The pool can be viewed by others who are not taking part in the session	12.4%	28.8%	132.6%
The pool does not have gender segregated changing rooms	8.2%	22.7%	176.4%
The pool timetable clashes with my religious practices	3.2%	22.2%	591.9%

↑10.2% up 1.1% on national average

Motivation

31% of those from South Asian communities state not wanting people to see them in their swimwear as a barrier.  
19% state swimming doesn't feel a place for them.

	National average	South Asian Community	% variance
I don't want people to see me in swim wear	22.1%	30.8%	39.1%
Swimming pools don't feel like a place for someone like me	12.1%	19.1%	57.6%



# Barriers facing the Black community

↑18.4% up 8.6% on national average

## Capability

Of the three sets of barriers, Capability has the highest score, significantly higher than national average.

	National average	Black community	% variance
I don't feel confident in or around water	20.0%	32.4%	62.1%
I don't know how to swim	12.5%	31.4%	151.7%
I have a fear of drowning	11.3%	24.8%	118.9%
I have forgotten how to swim	7.2%	17.8%	149.2%

↓15.0% down 0.2% on national average

## Opportunity

Largely, opportunity barriers fall below the national average for Black communities.

38% of those from the Black community state: 'I do other things with my free time'.

Other than those with limiting health conditions, Black communities have one of the highest rates of stating they have no-one to swim with.

↑12.3% up 3.3% on national average

## Motivation

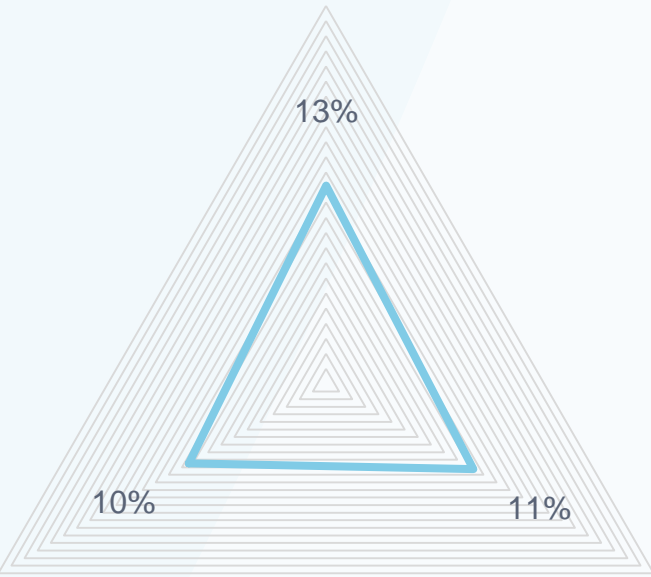
The Black community lack motivation to swim, with higher than average barriers in this category.

The motivation barriers are distinct to this community, as they do not share any of the top barriers nationally and among other ethnic groups.

Instead, those from the Black community are most likely to have barriers around their hair and skin:

	National average	Black community	% variance
The pool water would damage my hair	5.2%	23.5%	350.3%
I don't want to get my hair wet	5.8%	22.5%	290.0%
The pool water would damage my skin	4.7%	10.9%	131.2%





# Barriers facing the East Asian community

↑10.5% up 0.7% on national average

## Capability

Those from the East Asian community stating they have a fear of drowning is significantly higher than the national average:

	National average	East Asian community	% variance
I have a fear of drowning	11.3%	20.6%	82.3%

With most capability barriers fall below the national average scores, this barrier is the driver for the overall score being above average for the East Asian community.

↓13.1% down 2.1% on national average

## Opportunity

As the lower overall score would suggest, opportunity barriers for those from the East Asian community fall below the national averages.

Barriers with the largest variances on the average are related to the location of pools:

	National average	East Asian community	% variance
It's hard for me to get to my local pool	13.0%	19.8%	52.9%
It's too far to my nearest pool	13.5%	19.1%	41.5%
I don't know where my local pool(s) is	6.0%	8.4%	41.1%

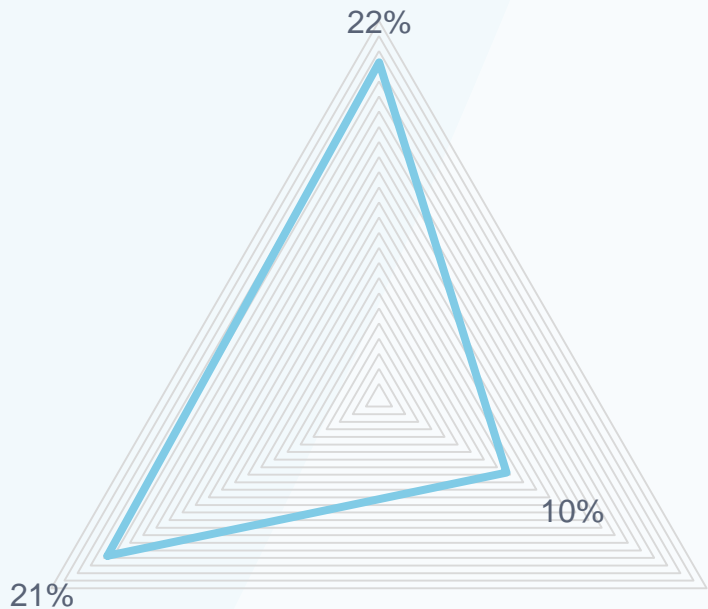
↑11.2% up 2.2% on national average

## Motivation

‘Motivation’ barriers are key when focusing on encouraging the East Asian community to swim:

	National average	East Asian community	% variance
I am worried about the safety of swimming	6.3%	13.0%	107.5%
It just doesn't interest me	7.9%	12.2%	55.0%
The pool water would damage my skin	4.7%	10.7%	126.9%
The pool water would damage my hair	5.2%	9.9%	89.9%
Swimming doesn't feel like an activity for someone like me	5.1%	9.9%	93.1%
Swimming is not an intensive enough activity for me	1.2%	7.6%	560.2%
I don't see the benefits of swimming	0.5%	4.6%	791.2%

# Barriers facing the Muslim community



↑ **20.7%** up 11.0% on national average

## Capability

Average capability barrier score much higher than the national average.

The main barrier (37%) is not being able to wear what they want/ not knowing what they can wear to go swimming.

31% of people of the Muslim community state not knowing how to swim as a key barrier to not swimming more.

↑ **22.3%** up 7.1% on national average

## Opportunity

Average opportunity barrier score much higher than the national average.

The key opportunity barriers, largely unique to the Muslim community, are barriers around gender and faith requirements:

	National average	Muslim community
The pool does not have gender specific swim sessions	9.7%	44.0%
The pool does not have gender segregated changing rooms	8.2%	23.5%
I require lifeguards/swimming teachers to be of the same gender as me	5.2%	31.5%
The pool timetable clashes with my religious practices	3.2%	26.7%

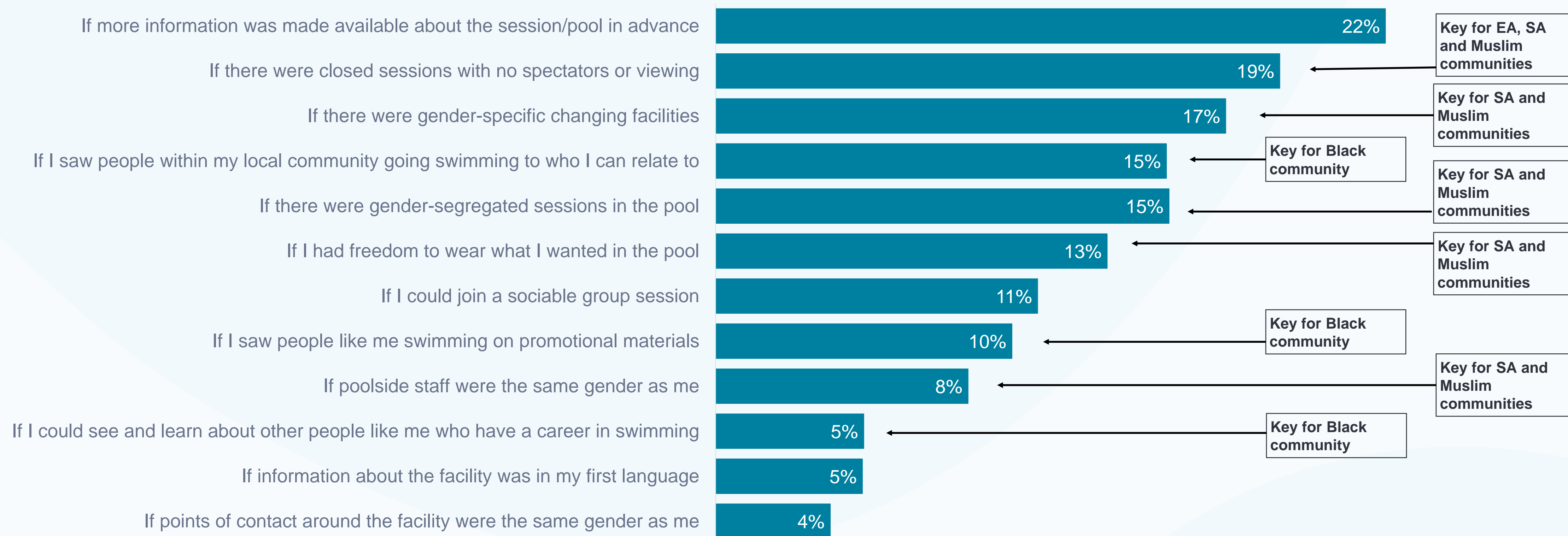
↑ **9.7%** up 0.7% on national average

## Motivation

Motivation is not the key barrier for swimming facing the Muslim community. Effort instead should be focused on reducing capability and opportunity barriers.

One motivation barrier facing the community (that does not differ significantly from the national view) however is people from the Muslim community feeling swimming pools are not for “someone like me”.

**When looking at ‘likelihood to swim’, members of the Black community over index on factors relating to ‘seeing people like me’ in regards to swimming, whereas South Asian and Muslim communities would be more likely to swim if they had access to gender-specific, private sessions with freedom to wear what they want**

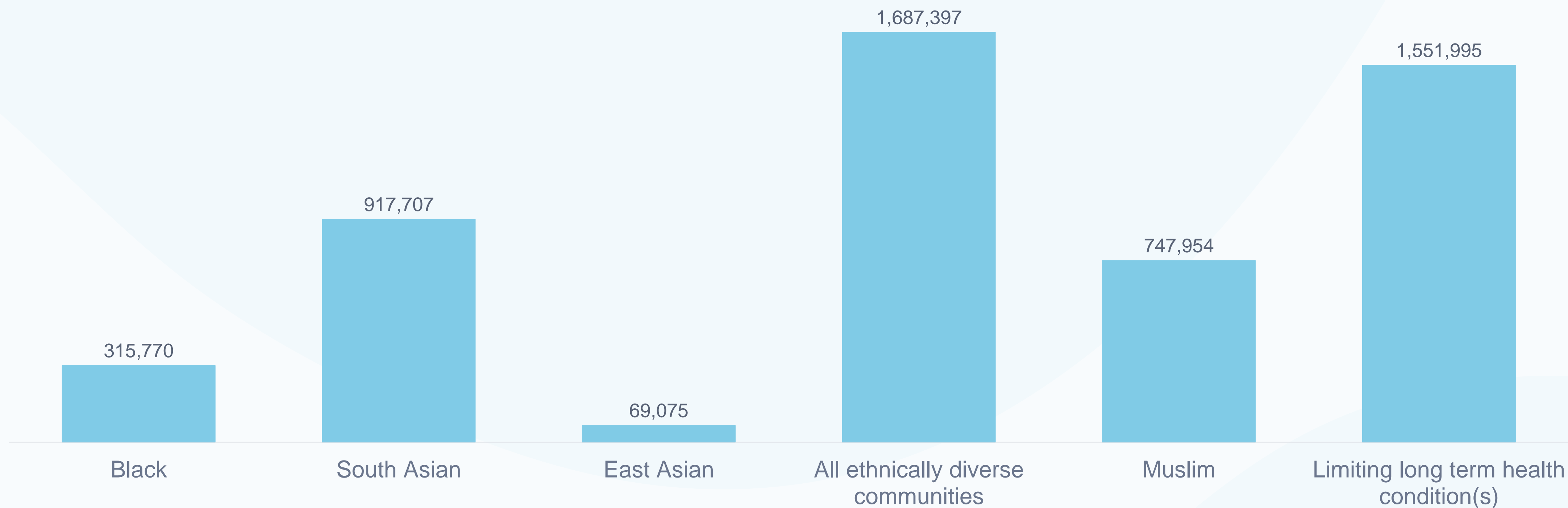


■ National average

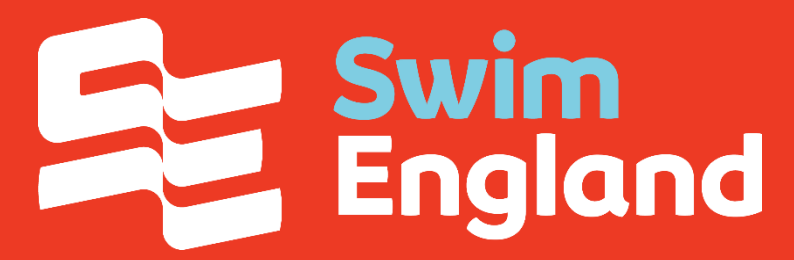
# 53% (24.4mil) of adults state they want to swim more in the next 12 months, 23% (5.6mil) of which have not gone swimming in the last year

Of those who have not swum in the last 12 months, % who strongly agree that they want swim more in the next 12 months extrapolated to estimate total population per grouping

46











**LEG DAYS**

**AND ARM DAYS?**

*I CALL THEM MONDAYS*

Get a **full-body workout**  
at Braunstone Leisure Centre

f /ActiveLeicester    @ActiveLeicester #activeleic

[leicester.gov.uk/braunstoneleisurecentre](http://leicester.gov.uk/braunstoneleisurecentre)







# WHERE A BUSY DAY

*JUST DRIFTS AWAY*

**Relax and unwind**  
**at Braunstone Leisure Centre**

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/braunstoneleisurecentre](http://leicester.gov.uk/braunstoneleisurecentre)



**Swim Leicester**  
get active · have fun · learn with us 50







# FOR FAMILY FUN JUST ADD WATER

Spend some **quality time together**  
at Braunstone Leisure Centre

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/braunstoneleisurecentre](http://leicester.gov.uk/braunstoneleisurecentre)







# GOOD FOR MY TICKER *EASIER ON MY JOINTS*

Get healthier with **low-impact exercise**  
at Braunstone Leisure Centre

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/braunstoneleisurecentre](http://leicester.gov.uk/braunstoneleisurecentre)



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# FIRST I GOT THE BASICS NOW I DREAM OF GOLD

**Learn 2 swim lessons**  
**at Cossington Street Sports Centre**

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/cossingtonstreetsportscentre](http://leicester.gov.uk/cossingtonstreetsportscentre)





# THE PLACE FOR ME

TO CLEAR MY HEAD



Find time for **yourself**  
at Cossington Street Sports Centre

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/cossingtonstreetsportscentre](http://leicester.gov.uk/cossingtonstreetsportscentre)



**Swim Leicester**  
get active · have fun · learn with us

54





# WOMEN-ONLY SESSIONS

WITH ME IN MIND



Just **relax and swim**  
at Cossington Street Sports Centre

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/cossingtonstreetsportscentre](http://leicester.gov.uk/cossingtonstreetsportscentre)







# JUST LIKE I REMEMBER IT

*BUT NOW OUR FEET TOUCH THE FLOOR*

A great way to **catch up**  
at Cossington Street Sports Centre

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/cossingtonstreetsportscentre](http://leicester.gov.uk/cossingtonstreetsportscentre)



**Swim Leicester**  
get active · have fun · learn with us 56







**I ALWAYS  
FEEL BETTER  
AFTER A SWIM**

Improve your **health**  
at Cossington Street Sports Centre

 /ActiveLeicester     @ActiveLeicester #activeleic

[leicester.gov.uk/cossingtonstreetsportscentre](http://leicester.gov.uk/cossingtonstreetsportscentre)









# 59 [Leicester] Swims

We all deserve a place in the water.

So if swimming isn't for you, or you've never learnt, or you love it, we want to hear from you.  
Take part in the survey to make a difference in your community.

[englandswims.swimming.org](https://englandswims.swimming.org)

# 60 [Leicester] Swims

We all deserve a place in the water.

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[englandswims.swimming.org](https://englandswims.swimming.org)



# Christmas Campaign 2022

Leicester City Council

## Chosen Direction : 'Christmas Cracker'

The chosen concept demonstrates that Leicester City centre is jam packed with lots of great activity this Christmas - a natural follow on from Festive Adventure.

We are in the process of creating a range of new 3D festive items to retain an association with the 'Make a date with Leicester' campaign, but we've given it a fresh festive spin, and added some Christmas sparkle to help set it apart.



# Chosen Logo

Traditional Christmas font evoking feelings of nostalgia and the Nutcracker suite.

The logo will be animated, revealing the typography bursting out of a pulled cracker.



# Campaign Overview Copy - Updated

Christmas in Leicester promises to be a real 'Cracker' this year - full to bursting with festive activities along the special Festive Adventure trail, celebrating the best our city has to offer!

Spend Christmas skating beneath the stars on our real ice rink, enjoy a warming cup of hot chocolate before meeting Santa in his snow-covered grotto, then ride the Wheel of Light and settle in for the 'Paint to Pixels' animated Christmas show.

Little ones can even make sure Father Christmas gets their letters by dropping them off personally to the festive post box, and one lucky child will win an extra special prize!

Get ready for a real Christmas Cracker!



# Chosen Colour Palette

A sophisticated colour palette which is completely different to last year.

The white, gold and blue colours reflect this years Christmas tree decorations.

Gold

Silver

White Gold

Christmas Nights

Ice Rink Blue

# Developed Concept

We are creating a series of four simple scenes which will be presented inside the preferred Snow Globe image to help shine a spotlight on this year’s key campaign offering:

- 1.Jubilee Square Real Ice Rink and Big Wheel of Light
- 2.Santa in the Square, Town Hall Square and Christmas Post Boxes
- 3.Christmas Tree at Clocktower and Christmas funfair (as shown here)
- 4.Outdoor Film Nights, Green Dragon Square and BID Light Installation

We will show the snow globes bursting out of the Christmas in Leicester Christmas Cracker along with baubles, star decorations and confetti which has been created in this year’s Christmas tree branded colourways.

This concept will help to illustrate that there is so much going on across the city, and is packed full of festive activities.

We will animate the snow globes so that the four scenes spin and merge together to create an all encompassing version.

Please note that we could add some snow fall into the shaker if required.





## Animation Example (Christmas Tree at Clocktower & Christmas Funfair)

### Click image to play video.

This version is currently set up at 16:9 format, but we'd also create as square format for the social campaign.

The night time colours and setting helps to give a magical feel, with the illuminated lights and sparkles.

<https://vimeo.com/757227853/d4c6850b57>



# Animation Examples

Click link to view all videos

- 1.Jubilee Square Real Ice Rink and Big Wheel of Light
- 2.Santa in the Square, Town Hall Square and Christmas Post Boxes
- 3.Christmas Tree at Clocktower and Christmas funfair
- 4.Outdoor Film Nights, Green Dragon Square and BID Light Installation
- .

MAIN-1080-Cinema on Vimeo



## Christmas Scene 2 (Jubilee Square Real Ice Rink & Big Wheel of Light)

In addition we will also create additional snow globe scenes to make up the four short animations and promote the key theme areas:

3) Santa in the Square, Town Hall Square and Christmas Post Boxes

4) Outdoor Film Nights, Green Dragon Square and BID Light Installation





Festive Adventure Trail

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Toblerone Towers

Christmas  
in Leicester

CHRISTMAS  
CRACKER

PACKED FULL OF FESTIVE ACTIVITIES

FESTIVE ADVENTURE



Christmas Lights  
Switch-On

17 Nov 22

The most wonderful time of the year kicks off on Thursday 17 November with Leicester's Christmas Lights Switch-On. From 5PM

Jubilee Square  
Real Ice Rink

1 Dec 22 - 2 Jan 23

Jubilee Square's real ice rink is back this year! With its clear roof, skaters can show off their best moves, come rain or shine, under the starry sky.  
**Free from 5 Dec 8 - 4pm to 3 Dec 11am - 4pm**  
\*See full list of dates and times on the website

Wheel of Light

11 Nov 22 - 1 Jan 23

Enjoy a bird's eye view of Leicester's Christmas lights from the 130 ft Ferris wheel.  
Mon - Thurs 11am - 9pm  
Fri - Sat 11am - 11pm  
Sun 11am - 9pm

Billy Bates Fun Fair

11 Nov 22 - 1 Jan 23

Experience all the fun of the fair in the heart of the city this Christmas!

Paint to Pixels  
Christmas Edition Show

3 Dec 22 - 24 Dec 22

See Leicester's Green Dragon Square in a whole new light, as it is transformed into a vibrant kaleidoscope of colour.  
Showtimes at 5pm, 6pm, 7pm, 8pm and 9pm

Nativity Scene

3 Dec 22 - 23 Dec 22

Enjoy the traditions of Christmas at the delightful Nativity scene in Town Hall Square.  
Mon - Fri 12noon - 6pm  
Sat 11am - 4pm  
Sun 11am - 4pm

Movie Nights

17 Nov 22 - 19 Nov 22

Pull up a seat and settle down with some snacks to enjoy a family evening at the movies!  
Thurs 5pm | Fri 5.30pm  
Sat 5.30pm

Santa in the Square

3 Dec 22 - 23 Dec 22

Magical memories are waiting to be made as children of all ages can visit Santa and all in his grotto.  
Mon - Fri 12noon - 6pm  
Sat 11am - 4pm  
Sun 11am - 4pm

Leicester

christmasinleicester.co.uk

visitleicester

visitleicester

ChristmasinLeicester

Leicester  
City Council

Christmas  
in Leicester

REAL  
ICE RINK

1ST DECEMBER - 2ND JANUARY

BUY TICKETS ONLINE NOW!  
christmasinleicester.co.uk



To book a group or school visit, please email our friendly team on  
info@visitleicester.info







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City Council

Christmas  
in Leicester

FREE  
EVENT

PAINT  
TO PIXEL

CHRISTMAS EDITION

3RD - 24TH DECEMBER

See Leicester's Green Dragon Square in a whole new light, as it is transformed into a vibrant kaleidoscope of colour.



A spectacular moving projection of 3D animated murals will transform the space into an illuminated wonderland, as it is projected into the square in this impressive, large-scale artwork.

Presented by BID Leicester and created by Metro Boulot Dodo.

BID Leicester

christmasinleicester.co.uk

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Leicester  
City Council

A5 4 Page Brochure  
Style Setter

Front cover work-in-progress look-and-feel.

Please note that these designs are style setters only  
and doesn't include the final content. The designs also  
need double checking for accessibility.





Inside Spread.

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# KEY EVENTS

## CHRISTMAS LIGHTS SWITCH-ON

THURSDAY 17 NOVEMBER | FROM 5PM

The most wonderful time of the year kicks off with Leicester's Christmas Lights Switch-On.



BOOK NOW!

## OUTDOOR FILMS GREEN DRAGON SQUARE

THURSDAY 18 - SATURDAY 20 NOVEMBER

What better way to get in the festive mood than with a Christmas movie!

## IT'S SHOWTIME

A spectacular season of special productions this Christmas include Cinderella at De Montfort Hall, Wizard of Oz at Curve, Aladdin at the Little Theatre, and Dear Santa and Santa Saves Christmas at The Y.



## SANTA'S GROTTO & NATIVITY SCENE

TOWN HALL SQUARE

SATURDAY 3 - FRIDAY 23 DECEMBER

Mon-Fri 12noon - 6pm | Sat 11am - 6pm  
Sun 11am - 4pm | FREE EVENT

## PAINT TO PIXEL CHRISTMAS EDITION

See Leicester's Green Dragon Square in a whole new light, as it is transformed into a vibrant kaleidoscope of colour.

## CHRISTMAS CRAFTS

Come and support local artists and enjoy unique festive experiences!

**LEICESTER GUILDHALL CHRISTMAS CRAFT FAIR**

SATURDAY 3 & SUNDAY 4 DECEMBER

Entry: Adults £1 | 11am - 4pm

**LEICESTER MUSEUM AND ART GALLERY CHRISTMAS DECORATIONS WORKSHOP**

SATURDAY 17 DECEMBER

Entry: £1 | 11am - 3pm

**NEWARKE HOUSES MUSEUM WREATH MAKING WORKSHOP**

SUNDAY 4 DECEMBER

Entry: £30 | 1pm - 3pm

## JUBILEE SQUARE REAL ICE RINK

Get your skates on for a Christmas on real ice

THURSDAY 1 DECEMBER - MONDAY 2 JANUARY

Jubilee Square's real ice rink is back! With its clear roof, skaters can show off their best moves, come rain or shine, under the starry sky.

With the introduction of super off-peak pricing there will be opportunities to skate for just £5 at specific times. Plus, popular demand on the ice means you can skate on Christmas Eve and New Year's Day. The opening hours have been extended adding a new 'later skater' session of 9pm-10pm.



TICKETS £5.00 PER PERSON

## A CRACKING COMPETITION

WIN 48 hours in Leicester.

Two lucky people will enjoy an overnight stay, great food, shopping, shows and much more!

Enter Now at xxxxxxxxx



Go to [visitleicester.info/christmas-competition](https://visitleicester.info/christmas-competition) to see the list of prizes. Closing date Sunday 11th December at 5pm.

You can ask for a printed entry form at Visit Leicester Information Centre at 4A St Martins, LE1 5DB and pop it in the entry box.

Terms and conditions can be found at [visitleicester.info/good-to-know/competitions-and-terms](https://visitleicester.info/good-to-know/competitions-and-terms)

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Back cover.

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### EXTENDED PARK & RIDE

Beat the festive crowds and make use of public transport into Leicester. Take your time in choosing the perfect presents, enjoy some seasonal refreshments and follow the festive trail to uncover lots of Christmas fun and activities.

Normal timetabled services will run throughout December and on Boxing Day and the Bank Holiday of Tuesday 27th December. Buses will run every Sunday from 10am to 5.30pm. There is no service on 1st and 2nd January 2023.



### LOYALFREE DISCOUNT APP

Did you know you can save money whilst you shop in Leicester by downloading the LoyalFree app?

Find discounts, loyalty offers, competitions and tours and trials to help you discover the best value in the city.

Download for free from your app store today.

### LATE NIGHT SHOPPING UNTIL 9PM\*

For everything you need to know about Christmas shopping during the festive period head to [christmasinleicester.co.uk](https://christmasinleicester.co.uk)

\*Please check individual store times

### BID LEICESTER GIFT CARD

Discover the best of Leicester with one handy gift card. Take the decision out of gifting and by the Leicester gift card for a wide choice of spending across food, drink and leisure entertainment.

Find out more [theleicestergiftcard.com](https://theleicestergiftcard.com)

## CHRISTMASINLEICESTER.CO.UK

 [visitleicester](https://www.instagram.com/visitleicester) | 
  [@visit\\_leicester](https://twitter.com/visit_leicester) | 
 [#ChristmasinLeicester](https://twitter.com/visit_leicester)







75 Thank you





# Christmas in Leicester 2022





# Jubilee Square Ice Rink

**Dates:** Thurs 1<sup>st</sup> Dec – Mon 2<sup>nd</sup> Jan 2023

## Food & Beverage Offer

The structure will feature a designated food and beverage retail area for skaters and spectators. This will increase dwell time for visitors and increase overall experience. To be themed around an alpine lodge aesthetic. The rink provider is working with local vendors such as the Coffee Counter to provide hot drinks and has secured Brewdog as the brewery.

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## Extended opening hours

Due to increase in demand last year, opening hours were extended by 1 hour to accommodate for another skate session.

A 9pm session has been added across the schedule for 2022. The sessions for Christmas Eve will also be extended to 6pm and 9pm on New Years Eve plus the rink will be open for the first time on New Years Day.

## Theme Evenings

A programmed of themed sessions is in development. Disco evenings Friday & Saturday 6pm-10pm slots, sports team takeovers and GEM Radio DJ nights.





# Jubilee Square Ice Rink Ticket Price Overview

## Peak

£9.50 - £12

## Off Peak

£8.50 - £10

2 Super Off Peak  
£5

## Preview

£5

## Schools

£5

Concessions & group discounts available

Carers and teachers with school groups receive free ticket



# Session Structure 2022

[illegible]



# GEM Radio Partnership

The relationship with GEM Radio last year was a great success with GEM DJ host nights selling out and on air marketing increasing audience reach across the midlands. We are building on this success for 2022 with the following campaigns:

## 4 x Santa's Talking Post-boxes – Christmas in Leicester

**Locations:** Town Hall Square, Ice Rink, Humberstone Gate funfair, Haymarket Shopping Centre

## Skating on Thin Ice – Jubilee Square Ice Rink

Featuring 2 x breakfast show presenters to host ice rink launch party



# Christmas Light Switch On

Thursday 17<sup>th</sup> November, 5pm – 8pm

## Town Hall Square

- Brass band & choir performances, traditional nativity scene & Santa's Grotto

## Green Dragon Square

- The Joke Spot from The UK Kid's Comedy Festival & Wallace and Gromit short film screenings
- Seating and food and drink vendors on site from 12noon – 9pm

## Humberstone Gate Funfair

- ∞ Plus rides placed at the opening of Dolphin Square

## Jubilee Square

- Christmas Wheel of Light

## Roaming Street Performers

## Countdown

- BBC Radio Leicester Switch On Special from 5pm – 8pm
- PAs at Town Hall, Green Dragon Square, Clock Tower and Humberstone Gate to relay the show.





# Movie Nights

**Location:** Green Dragon Square

**Thursday 17<sup>th</sup> Nov**

Christmas Lights Switch On Screening

**Friday 18<sup>th</sup> Nov**

**5.30pm – 8pm**

Wallace & Gromit, The Wrong Trousers

Small Foot (Warner Brothers Family friendly animation)

Wallace & Gromit, A Grand Day Out

**Saturday 19<sup>th</sup> Nov**

**5.30pm – 8pm**

Wallace & Gromit, A Close Shave

Ice Age (family friendly animation)

Wallace & Gromit, A Matter of Loaf and Death

# Santa in the Square

**Dates:** Built and externally dressed for Switch On, Operational on Saturday 3<sup>rd</sup> – Friday 23<sup>rd</sup> December

**Location:** Town Hall Square

New grotto structure commissioned.





# Funfair on Humberstone Gate

In place from 11<sup>th</sup> November – 1<sup>st</sup> January



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# Clock Tower Tree

New has been selected, Instal w/c 31<sup>st</sup> October

Order of 300 new matte white baubles that were not used last year will replace the pink to create a new colour scheme of blue, gold and white for 2022.



46ft Tree



# Wheel of Light

**Dates:** Fri 11<sup>th</sup> Nov – Sun 1<sup>st</sup> Jan

**Location:** Jubilee Square

**Prices:**

Standard £6

Small child (under 1.4m) £4.50

Family (2 adults + 2 Children or 1 adult +  
3 children) £18

**Times:**

Mon – Thurs: 11am – 9pm

Fri – Sat: 11am – 11pm

Sun: 11am – 9pm





Leicester

## Paints to Pixel – Christmas Edition

Location: Green Dragon Square projector screen

3<sup>rd</sup> December – 24<sup>th</sup> December

20 minute projection show

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Running on the hour every hour from 4.30 pm – 9.30 pm inclusive

When not running there will be a still picture on the screen



# Heritage, Culture, Leisure and Tourism Scrutiny Commission

## Draft Work Programme 2022 -23

Meeting date	Meeting items	Notes/Actions Arising	Progress
7 <sup>th</sup> June 2022	<ol style="list-style-type: none"> <li><b>Use of the Cultural Ambition Fund in 2021/22</b> (lead: Mike Dalzell)</li> <li><b>New Stories Gallery</b> (lead: Mike Dalzell)</li> <li><b>Sports &amp; Physical Activities Strategy Planning phase</b> (lead: Andrew Beddow)</li> <li><b>Sports Capital Programme</b> (lead: Andrew Beddow)</li> <li><b>Update on progress with Task Group review work into 'Women's Participation in Sport'</b> – verbal update on position by the Chair</li> <li><b>Work Programme 2022/23 planning</b> – work in progress.</li> </ol>	<ol style="list-style-type: none"> <li>That the Commission be kept up to date on the success and funding of Arts, Heritage and Cultural groups and events in the city.</li> <li>Comm praised new gallery and noted presentation.</li> <li>a) that the Task Group review work be acknowledged and to feed into the new strategy. b) that a report detailing the developmental statistics of the previous Active Leicester strategy be presented to the Commission c) That the new Active Leicester strategy be brought to the Commission upon draft completion for consideration.</li> <li>Members expressed concerns about the impact of the current rising costs across the economy on the running of the leisure facilities, and noted that budget forecasting had taken place, which suggested an extra £300-350k increase in costs were projected in energy consumption. Overall, the situation was difficult to assess but would be explored further in the ongoing year. Commission to receive an update in 6<sup>th</sup> months.</li> <li>Chair reported that evidence gathering work is continuing.</li> <li>Work Programme – work in progress noted.</li> </ol>	
9 <sup>th</sup> August 2022	<ol style="list-style-type: none"> <li><b>Jewry Wall – Roman Leicester. Update report</b></li> <li><b>UA 50 Art work presentation</b></li> <li><b>Swim Leicester update</b></li> <li><b>Work Programme update</b></li> <li><b>Task Group review – update on progress</b></li> </ol>	<ol style="list-style-type: none"> <li>Members to receive progress report in 6 months, and members suggestions / ideas to be considered by project leads.</li> <li>Members praised exhibition and new artwork</li> <li>a) wild swimming and outdoor swimming exploring provisions and safety for this, b) more info on work with schools and adults in the city to encourage swimming, c) BME data on usage requested.</li> <li>Work programme noted as work in progress, members agreed: <ol style="list-style-type: none"> <li>hotel occupancy and what are visitors doing when they come to the city. New hotels, has this impacted on existing hotels in the city?. Topic to be added to wp for early 2023.</li> <li>report to explore additional heritage panels in the city e.g. Evington cinema / old cinemas, and locations in N/hood areas.</li> </ol> </li> </ol>	

## Heritage, Culture, Leisure and Tourism Scrutiny Commission

### Draft Work Programme 2022 -23

		5. Vice Chair reported on progress and survey consultation drafted to inform review – details on this will be shared with members.	
<b>20<sup>th</sup> September 2022</b>	<ul style="list-style-type: none"> <li>• <b>Draft Local Plan – JOINT SCRUTINY</b> with N/hoods scrutiny members invited for this item.</li> <li>• <b>Heritage Panels Project update</b></li> <li>• <b>Autumn / Winter events programme</b></li> <li>• <b>Task Group review – update</b> (incl survey consultation link and survey questions copy)</li> <li>• <b>Work Programme update</b></li> </ul>		
<b>8<sup>th</sup> November 2022</b>	<ul style="list-style-type: none"> <li>• <b>Provision of Adult Swimming</b></li> <li>• <b>Heritage Action Zones</b></li> <li>• <b>Christmas Campaign events</b></li> <li>• <b>Task Group Update – Women’s Participation in Sport</b></li> </ul>		
<b>10<sup>th</sup> January 2023</b>	<p>Possible items tbc</p> <ul style="list-style-type: none"> <li>• <b>Annual Council Budget reports, - revenue and capital</b></li> <li>• <b>Sports Capital Programme – progress report</b> (recommended in June 2022 minutes)</li> <li>• <b>Christmas activities – feedback report</b></li> </ul>		



# Heritage, Culture, Leisure and Tourism Scrutiny Commission

## Draft Work Programme 2022 -23

28 <sup>th</sup> February 2023			

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FORWARD PLAN / SUGGESTED ITEMS		
Topic	Detail	Proposed Date
<b>Forward Plan of key decisions</b>	Commission members to be kept updated on items impacting on services areas. Watching brief, as required	Ongoing
<b>Budget reviews and Annual budget</b>	Commission members to be kept updated on budget impacts on service areas. Watching brief, as required.	Ongoing
<b>Consultations</b>	Commission members to contribute to planned and live consultations impacting on service areas. Watching brief, as required	Ongoing
<b>Suggested Items to be presented to scrutiny:</b> <ul style="list-style-type: none"> <li>Leicester Cathedral investment - report</li> <li>Pheonix Arts Centre investment - report</li> <li>Festivals &amp; Events plans - report</li> <li>Football Investment Strategy update</li> <li>Tourism Action Plan update (members requested info visitors data, experience and places they visit and stay at).</li> <li>Jewry Wall project – progress reports</li> <li>Haymarket Theatre update</li> </ul>		

## Heritage, Culture, Leisure and Tourism Scrutiny Commission

### Draft Work Programme 2022 -23

FORWARD PLAN / SUGGESTED ITEMS		
Topic	Detail	Proposed Date
<ul style="list-style-type: none"><li>Heritage Interpretation Panels – any further phases</li><li>Cultural &amp; Creative industries plan item – <i>update following item in late 2021</i></li></ul>		