



Economic Development, Transport and Tourism Scrutiny Commission

4th December 2019

Leicester Tourism Action Plan 2020-2025 Update

Report of the Director of Tourism, Culture and Inward
Investment

Useful Information:

- Ward(s) affected: All
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1. Summary

This report outlines the approach taken by Leicester and Leicestershire to sustain growth in the region's tourism sector over the next five years.

2. Recommendation(s) to scrutiny

Scrutiny is asked to note the contents of this report.

Scrutiny is invited to propose story ideas to be considered for the new *Uncover the Story* brand campaign.

3. Supporting Information**Tourism Matters**

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

Leicester and Leicestershire Tourism Growth Plan

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

Leicester Tourism Action Plan 2020-2025

The refreshed Leicester Tourism Action Plan has been developed closely in parallel with the wider Tourism Growth Plan. Both plans are designed to complement each other. The city plan will help to deliver priorities for the wider area, for example product investment, improved productivity and, in particular, it will support the strategy for creating a strong, distinctive and visible destination through a campaign brand entitled *Uncover the Story*. The brand will be adopted and used by a host of tourism businesses for a range of marketing purposes and is anchored by the King Richard III story.

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

STEAM Data

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

The value of tourism to Leicester and Leicestershire in 2018 was £1.88 billion. The number of people who visited the region was 34.93 million. 3,076 jobs were created and safeguarded.

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

Projected growth by 2025 would increase the value of tourism to Leicester to £792 million with a projected 2.5 million increase in visitors and 1,260 more jobs created and safeguarded.

Visitor and non-visitor research was conducted through online surveys in 2018 and a data capture exercise undertaken with tourism businesses to record their growth ambitions and perceived barriers to growth has informed the development of both the Tourism Growth Plan and Leicester Tourism Action Plan.

Aims and Objectives – Leicester Tourism Action Plan

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

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

Business Tourism

The plan sets out ten clear objectives to achieve this growth over the next five years which includes untapping the potential to build the city as a prime destination for business tourism events. A business tourism delegate typically spends four times that of a leisure visitors and business tourism events happen all year round. The city's ambition is to realise the full economic potential of business tourism through a sustainable and collaborative approach that unlocks opportunity for tourism businesses across Leicester and Leicestershire. New resources are being committed to do this.

Hotel Investment

The city's confidence in future growth is shared by the private sector and evidenced by the huge investment in new city hotels and tourism attractions. Hotel development plans in the city will deliver an additional 850 bedrooms. The 250-room Novotel and Adagio aparthotel complex, developed by Charles Street Buildings on the edge of Leicester's Waterside regeneration area, will open in January 2020. Already in the pipeline for a summer 2020 opening is a new 67-bed Travelodge in the heart of the city at the Haymarket. Soon to follow is a premium 110-bed aparthotel which will transform the old Fenwick department store building. Leicester Tigers plans to be on site in 2020 with a new 180-bed hotel and conference centre, while the planned expansion of the King Power stadium also includes a plan for a new hotel.

Visiting Friends and Relatives Market

Leicester has a large Visiting Friends and Relatives (VFR) market and by fostering civic pride amongst residents to act as our ambassadors the city has plans to capitalise on this important sector.

Three Key Target Groups

Three key target groups have been identified as being

- Existing visitor base – Empty Nester Couples with Traditional Values – mostly mature couples with no children at home who enjoy holidaying in the UK and appreciate heritage and culture.
- Active Family Fun Seekers – families and groups of families with children under 16 who want lots to do, whatever the weather, and are specifically interested in visitor attractions, activities and events
- Free and Easy Mini Breakers - typically under-35s and enjoy travelling solo, in couples or in groups. They are interested in living like a local and getting insider tips.

Uncover the Story

To be successful in a highly competitive marketplace, Leicester needs a strong identity to differentiate itself. *Uncover the Story* is a campaign that invites intrigue and curiosity, and a desire to find out more. It will repackage our tourism offer in an imaginative and memorable way. King Richard III is the city's hero story, but the *Uncover the Story* campaign will be effective for discrete as well as collective stories. The initial themes for the campaign have been selected following consultation with city tourism organisations. The brand campaign will be launched at the end of 2019

and a brand toolkit will assist individual attractions and venues to promote their own stories. This collective identity campaign will enable our destinations to feature prominently and visibly in wider tourism partnerships, such as Midlands Engine and with Visit Britain. Closer to home, campaigns and strategies will be developed working closely with local district tourism partnerships with the Tourism Advisory Board and city Tourism Forum.

Four Themes

The Tourism Action Plan is organised around four main themes: Product, Place, Positioning and People with actions clearly identified under each theme.

Actions and Delivery Approach

In total there are over eighty actions and the delivery of these actions will be managed by the Tourism, Culture and Inward Investment division working in close partnership with the tourism attractions and venues and the county and districts. This collaborative approach will enhance engagement and support from all partners.

9. Financial, legal and other implications

9.1 Financial implications

There are no significant immediate financial implications arising from this report. However, the costs of any particular initiatives should be identified and considered as they arise – Colin Sharpe, Deputy Director of Finance, ext. 37 4081.

9.2 Legal implications

N/A

9.3. Climate Change implications

The Tourism Action Plan recognises that worldwide tourism is growing as people get richer. However, tourism has expanded so rapidly it now accounts for 8% of greenhouse gases (New Scientist May 2018). Tourism will be affected by policy change and efforts to reduce the greenhouse gas emissions which are causing global warming. This could be a good opportunity for Leicester if 'staycations' exploring the UK start to be preferred over international travel.

Further implications will be considered on a project by project basis as the Action Plan is delivered.

9.4 Equalities Implications

One in five people in the UK has an impairment and those with health conditions, and their travelling companions, are estimated to spend £12 billion on trips in England each year (Source: HM Government Industrial Strategy Tourism Sector Deal). Half a million British Adults cited 'lack of accessibility provision' as the reasons they did not take a domestic trip in the last 12 months. Leicester's pedestrianised city centre is compact and accessible and many of the city's attractions and venues have excellent facilities. This will feature in future marketing strategy and plans. Objective 3 on p48 of the Action Plan outlines the action to 'Produce an accessibility guide for the city and encourage individual attractions and destinations to create their own guides online'.

9.5 Other Implications

None

10. Background information and other papers:

Leicester and Leicestershire Tourism Growth Plan
Leicester Tourism Action Plan 2020-2025

11. Is this a private report?

No

12. Appendices

As the Tourism Action Plan and Tourism Growth Plan are large documents, paper copies have been provided for members of the Committee. The documents also can be accessed from the following links:

[Tourism Action Plan 2020-2025 – Leicester](#)

[Leicester and Leicestershire Tourism Growth Plan](#)