

Tourism, Culture and Investment

Director, Mike Dalzell

Key Services

Arts, Museums, Festivals & Events : Head of Service – Jo Jones

De Montfort Hall : General Manager - Tony Flint

City Centre Director: Sarah Harrison

Activities relevant to HCLT commission

- Museum services at 6 key sites – Leicester Museum, Abbey Pumping Station, Jewry Wall, Guildhall, Kriii Visitor Centre and Newarke Houses
- Support for arts initiatives e.g. Bring the Paint, Spark Arts
- Music, comedy, panto and more from De Montfort Hall
- Exploring, promoting and investing in Leicester's heritage e.g. via Story of Leicester website, digital content, heritage panels, exhibitions
- Delivering a vibrant festivals and events programme, directly through the council and via support for others

Activities (cont'd)

- Financial support for key cultural organisations (Curve, Phoenix, Soft Touch) and the records office
- Tourism initiatives to drive the visitor economy and to animate the city centre
- Place Marketing initiatives that support tourism and also position Leicester as a great place to live / work / study / visit / invest

Key Priorities

- Strengthening engagement work with schools and communities, young people and health
- Retaining accreditation and improving access to our collections
- Creating exceptional visitor experiences in our museums through capital investment at Jewry Wall / Leicester Museum / Abbey Pumping Station
- Supporting corporate work around race equality
- Improving opportunities for more schoolchildren to learn

Key Priorities – cont'd

- Creating new plan for income earning and to achieve savings
- Supporting the wider arts and culture sector in the city
- Animating the city centre with high quality events
- Establishing the 'Uncover the Story' destination marketing campaign
- Promoting Leicester as a destination for meetings, events and conferences