

Heritage Culture Leisure and Tourism Scrutiny Commission Tuesday 1 March 2022

Tourism Action Plan 2020 – 2025 Update



Sarah Harrison, City Centre Director



Cathedral Revealed



Phoenix 2020 — Roof Top Terrace



Jewry Wall



**Leicester
Museums
& Galleries**



New Innovations On The Way

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

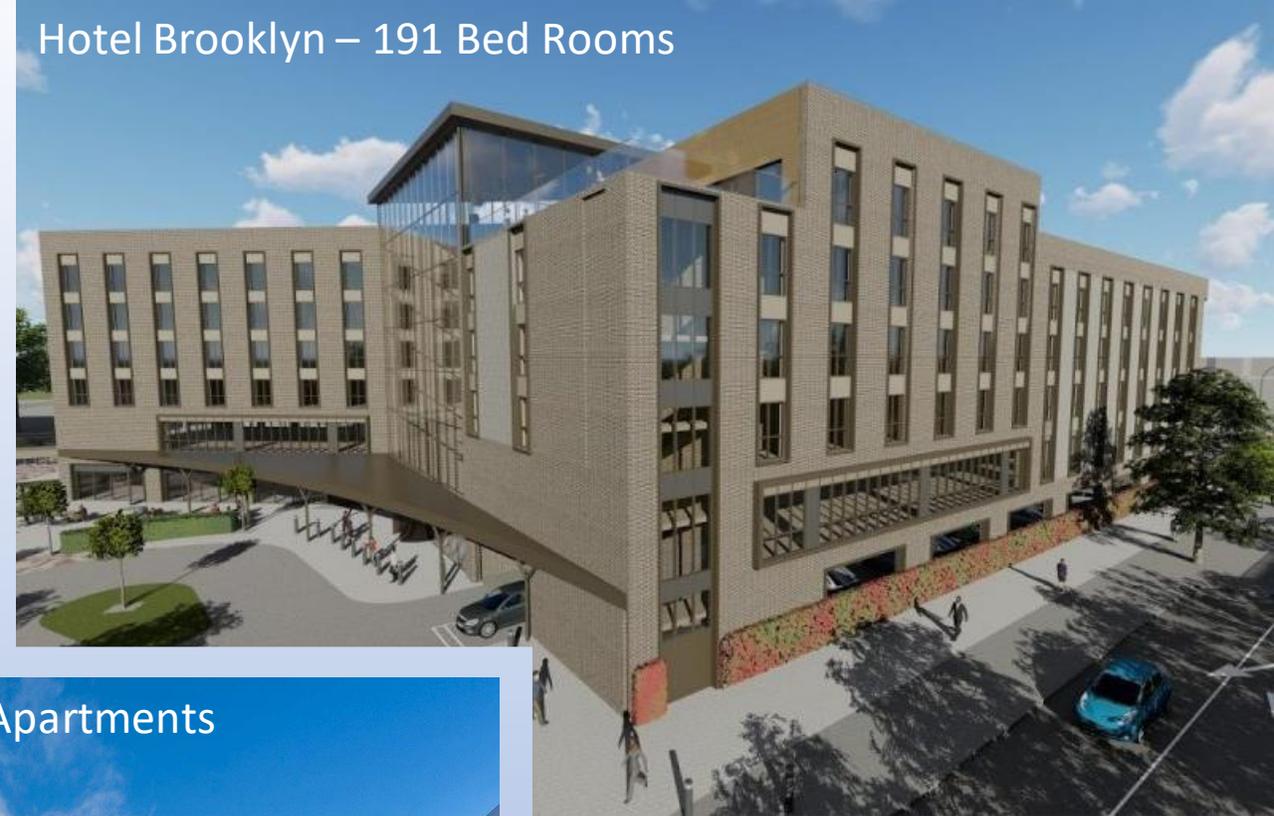
**Visit Leicester Information Centre moved
from Gallowtree Gate to King Richard III
Visitor Centre on 27 August 2020**



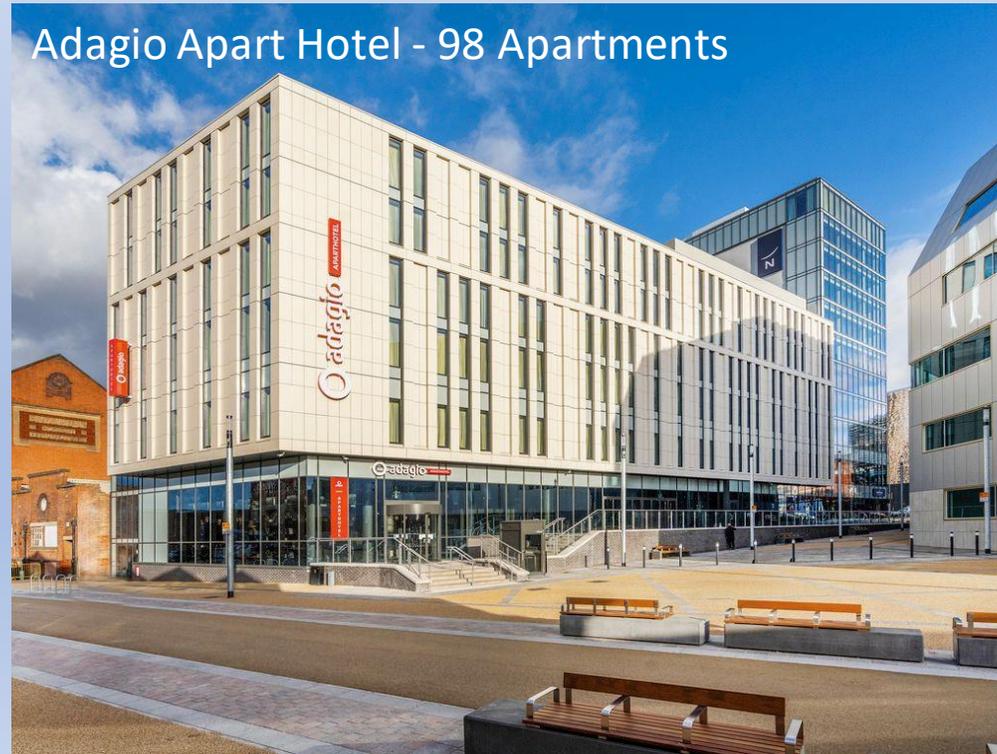
67 Bed Rooms



Hotel Brooklyn – 191 Bed Rooms



Adagio Apart Hotel - 98 Apartments

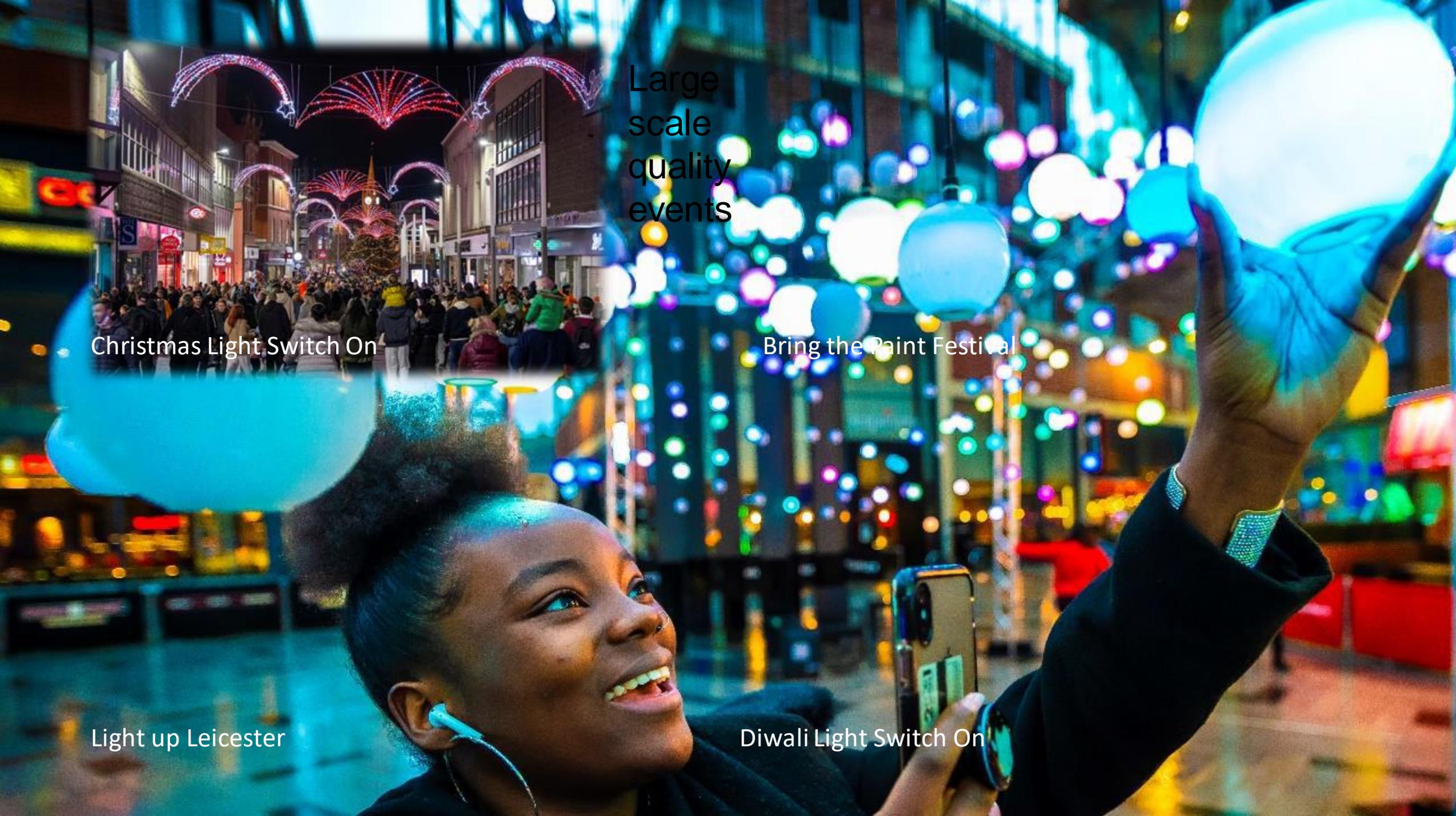


154 Bed Rooms



121 Bed Rooms





Large
scale
quality
events

Christmas Light Switch On

Bring the Paint Festival

Light up Leicester

Diwali Light Switch On





**Green Dragon Square
Projections and Events**



Luminarium



Movie Nights



St Martins Pedestrianisation





Dolphin Square link between Town Hall Square and Market Place South



Santander Cycles Bike Share Scheme



A New Approach to Story Telling



Trails and Itineraries Aligned to the Uncover the Story Brand Campaign

Leicester Cathedral & KRILL



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 the time of Rome.

It is the final resting place of King Richard III who remains one of the most well-known Leicester City Council, the University of Leicester and the Richard III Society have worked together to create this.

JOIN US ON THIS SPECIAL TOUR TO FIND OUT MORE.

POINTS OF INTEREST

1. Leicester Cathedral
2. St. Mary de Castro
3. St. Mary de Castro
4. Leicester Castle
5. St. Mary de Castro
6. Leicester Cathedral
7. Leicester Cathedral
8. Leicester Cathedral
9. Leicester Cathedral
10. Leicester Cathedral

BLUE BOARD INN

The Leicester medieval High Street, close to where the Cathedral stands today, features some of the finest timber-framed buildings in the city. The Blue Board Inn, built by the monks of St. Mary de Castro in the 15th century, is one of the best examples of this style in the city.

BOW BRIDGE

In a bridge originally named the 'Bridges of the Bow', the Bow Bridge was the first stone bridge in the city. It was built by the monks of St. Mary de Castro in the 15th century and is one of the finest examples of this style in the city.

ST MARY DE CASTRO

In 1501 the monks of St. Mary de Castro, who had been living in the city since the 12th century, were expelled from the city. The monks of St. Mary de Castro were expelled from the city in 1501 and the church was used as a school for the next 100 years.

LEICESTER CASTLE

A Roman and Saxon castle built in the 10th century, the castle was one of the most important buildings in the city. It was built by the monks of St. Mary de Castro in the 15th century and is one of the finest examples of this style in the city.

TURRET GATEWAY

The Turret Gateway is one of the most important buildings in the city. It was built by the monks of St. Mary de Castro in the 15th century and is one of the finest examples of this style in the city.

TRINITY HOSPITAL

The hospital of the House of God and the Church of St. Mary de Castro was founded in 1200 by Henry Fitz Roger, the Bishop of Leicester and Leicester was one of the most important buildings in the city.

GREYFRIARS

Archaeologists excavating the site in 2012 and 2013 during the search for Richard III have been making plans to build a new museum in the city. The museum will be one of the most important buildings in the city.

THE GUILDHALL

Leicester Cathedral was built on the site of the Guildhall. The Guildhall was one of the most important buildings in the city. It was built by the monks of St. Mary de Castro in the 15th century and is one of the finest examples of this style in the city.

OTHER TOURS

- THE CITY
- NEWARKE
- OLD TOWN
- NEW WALK
- ARTS
- THEATRE
- MUSIC

Main UTS Logo



Trails UTS Logo



Itineraries UTS Logo



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



130 businesses directly promoted
via Independent Leicester
campaign

Its Showtime

Paid social media campaign supporting theatres and cinemas



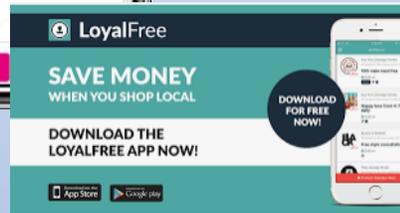
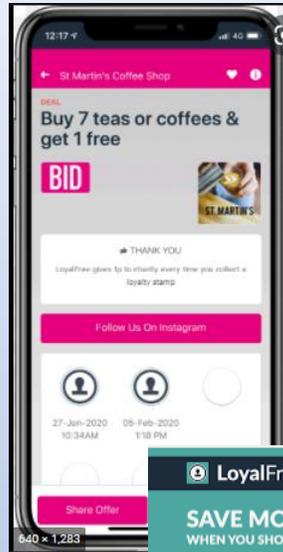
Reach: 394,677

Impressions: 660,802

Landing page views: 1,937

Video Views: 52,914

BID Ambassadors, Loyal Free and Purple Flag

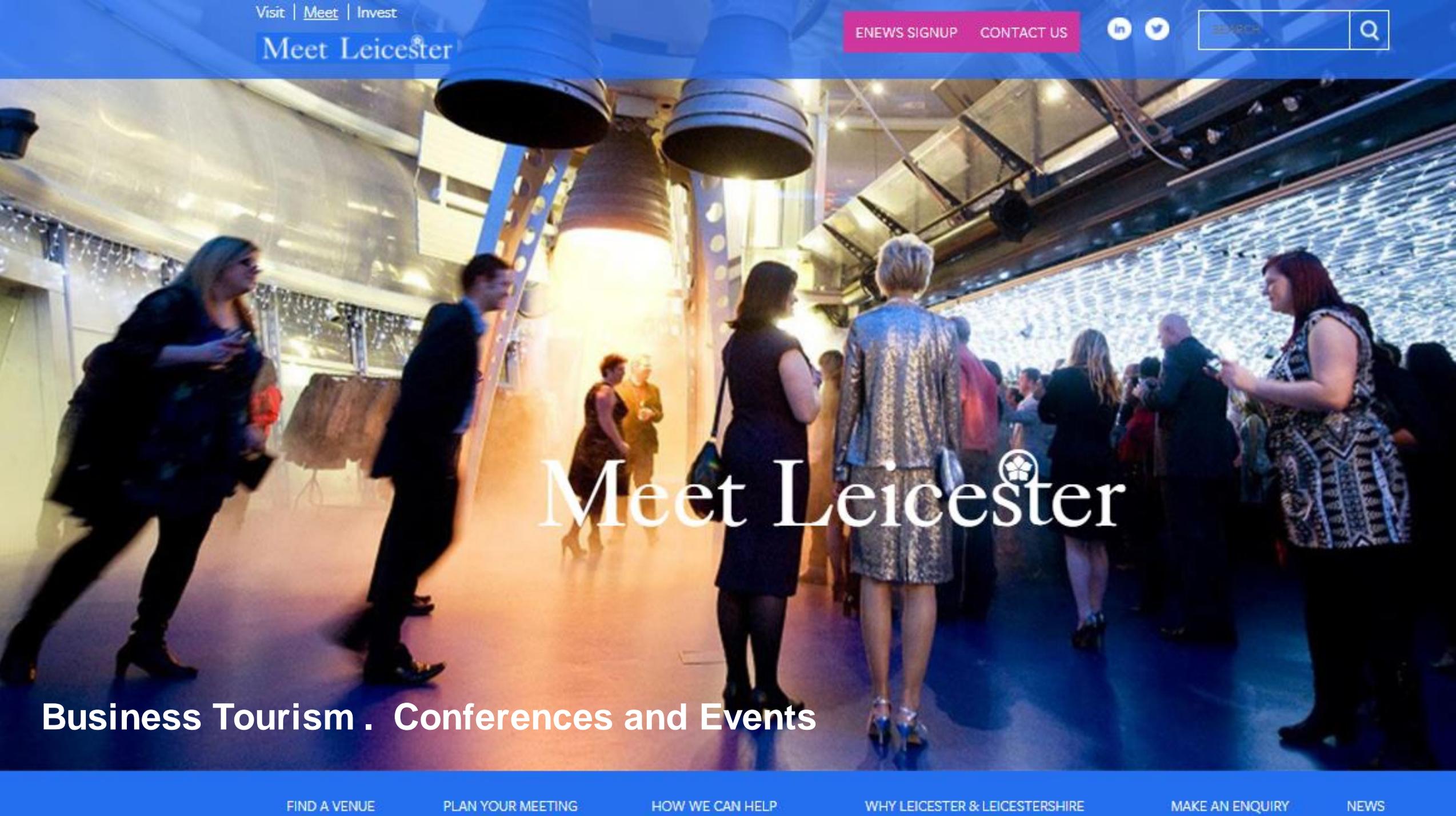


Loyal Free app with special offers and trails



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

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



Meet Leicester

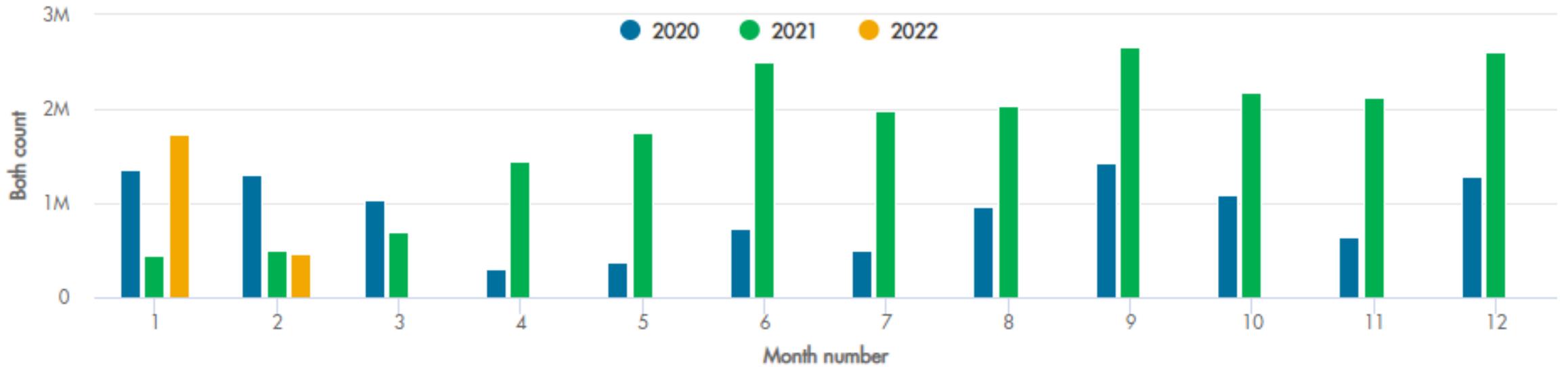
Business Tourism . Conferences and Events

Heritage Panels



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

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



On-street digital screens



Visit Leicester Newsletter Example



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



Light Up Leicester runs from 3-6 March and is a city-wide festival of illumination with nine amazing light based installations
[Light Up Leicester](#)



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



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



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