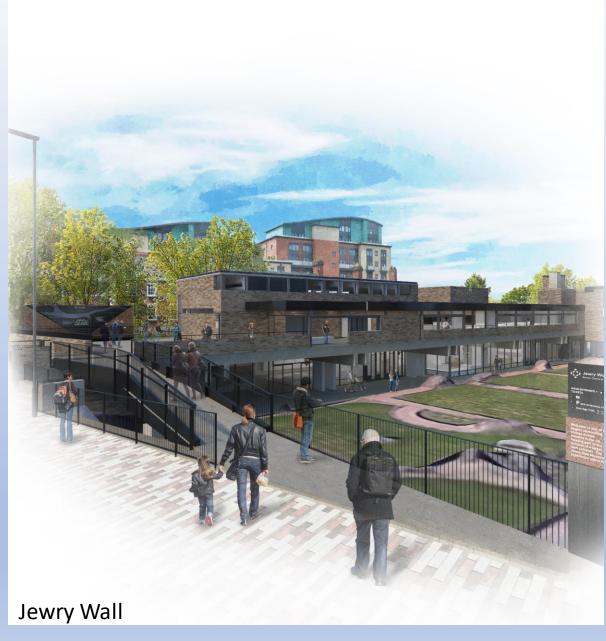
# Heritage Culture Leisure and Tourism Scrutiny Commission Tuesday 1 March 2022

Tourism Action Plan 2020 – 2025 Update













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.

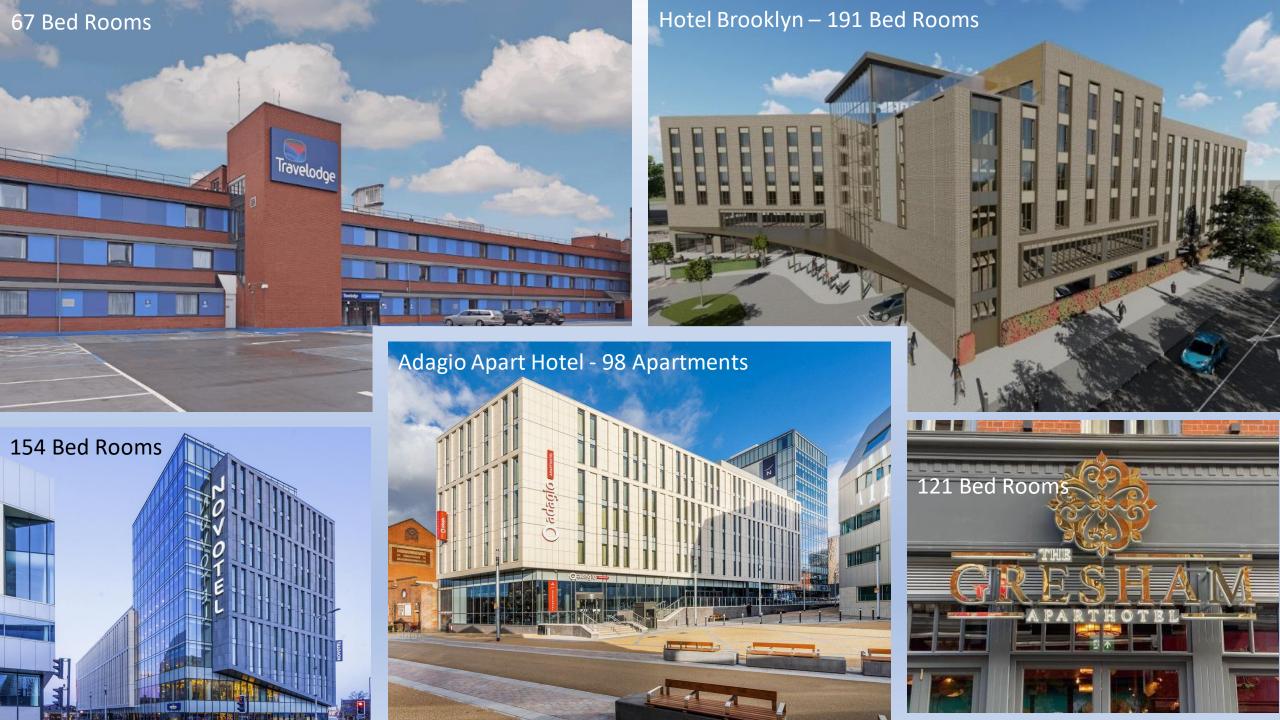
## Visit Leicester Information Centre moved from Gallowtree Gate to King Richard III Visitor Centre on 27 August 2020

























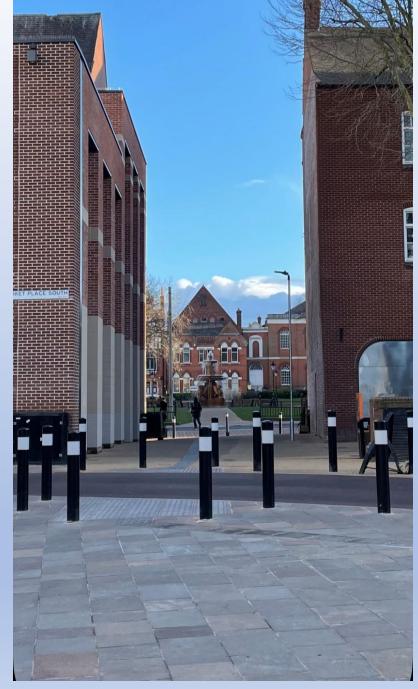






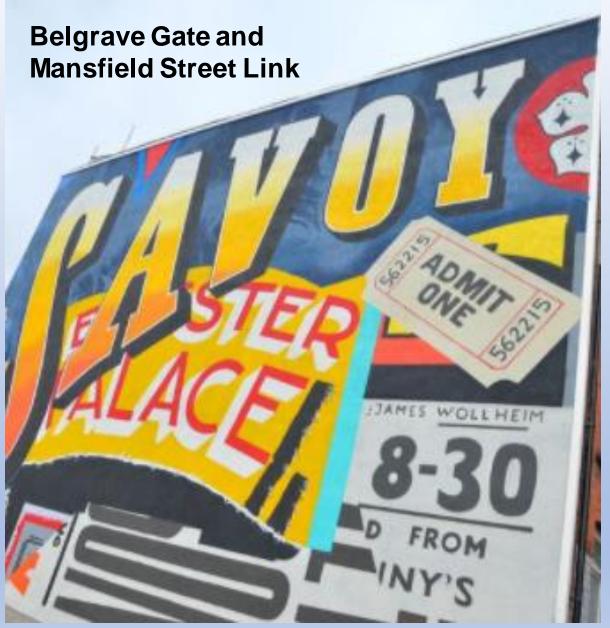












### Santander Cycles Bike Share Scheme





## A New Approach to Story Telling

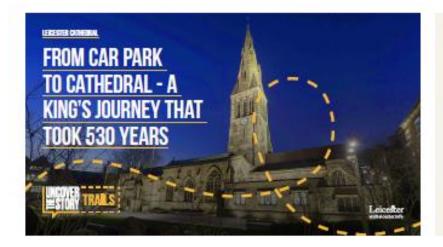






## Trails and Itineraries Aligned to the Uncover the Story Brand Campaign

#### Leicester Cathedral & KRIII









#### BLUE BOAR INN

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Main UTS Logo

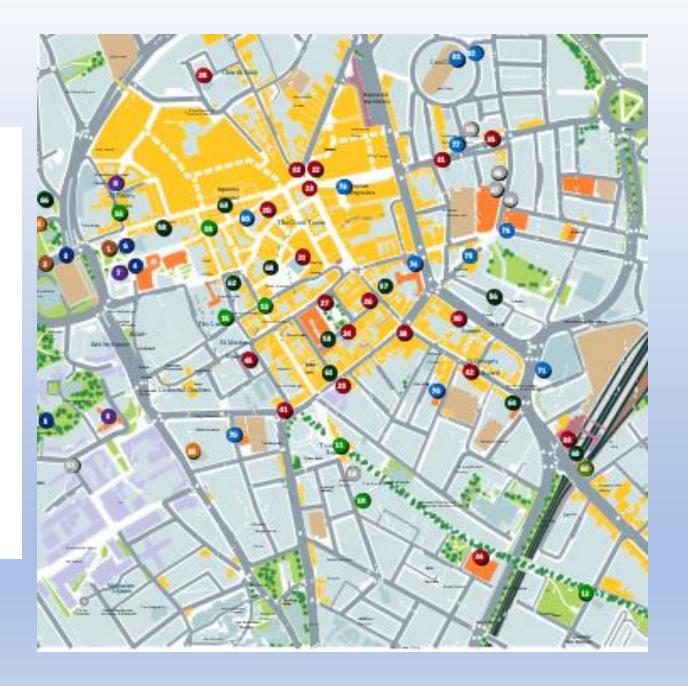


Trails UTS Logo



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

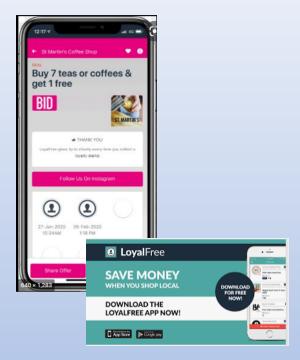
Landing page views: 1,937

Video Views: 52,914

## BID Ambassadors, Loyal Free and Purple Flag



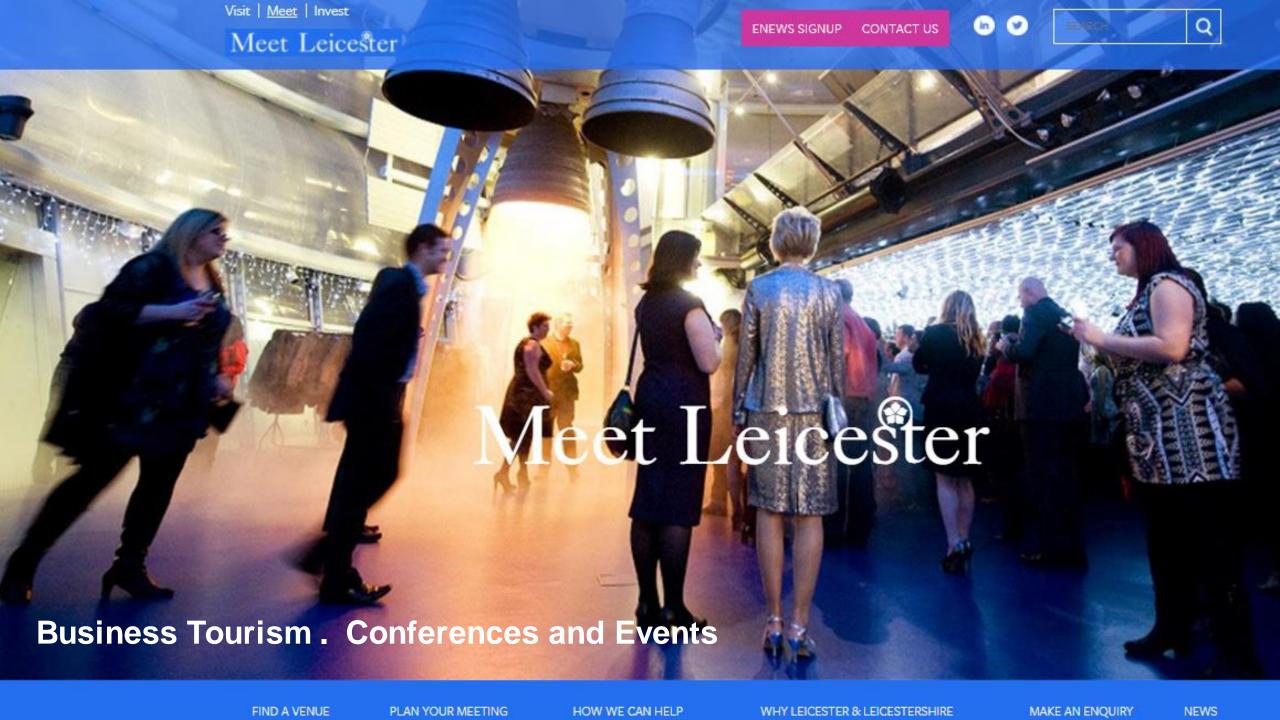
12,990 miles walked by Street Ambassadors in the BID area.. More than half the circumference of the earth!



Loyal Free app with special offers and trails



- 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.



## **Heritage Panels**



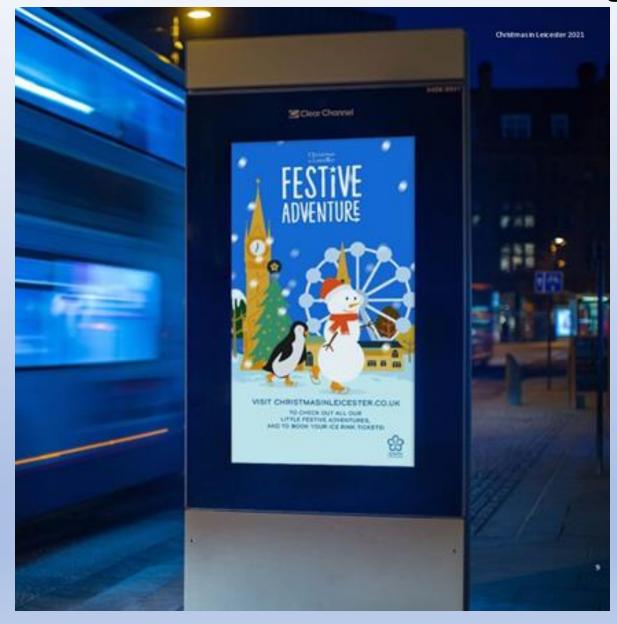
- 10 new heritage panels recently installed to tell the stories behind key historic and cultural sites across the city.
- 165 heritage panels have been installed throughout the city since 2014 as part of the Story of Leicester project.
- Since September 2020 53 have been installed
- 135 more planned 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 mmersive 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 3-8 March and is a citywide 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