

# 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



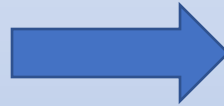
Jewry Wall



### **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.**

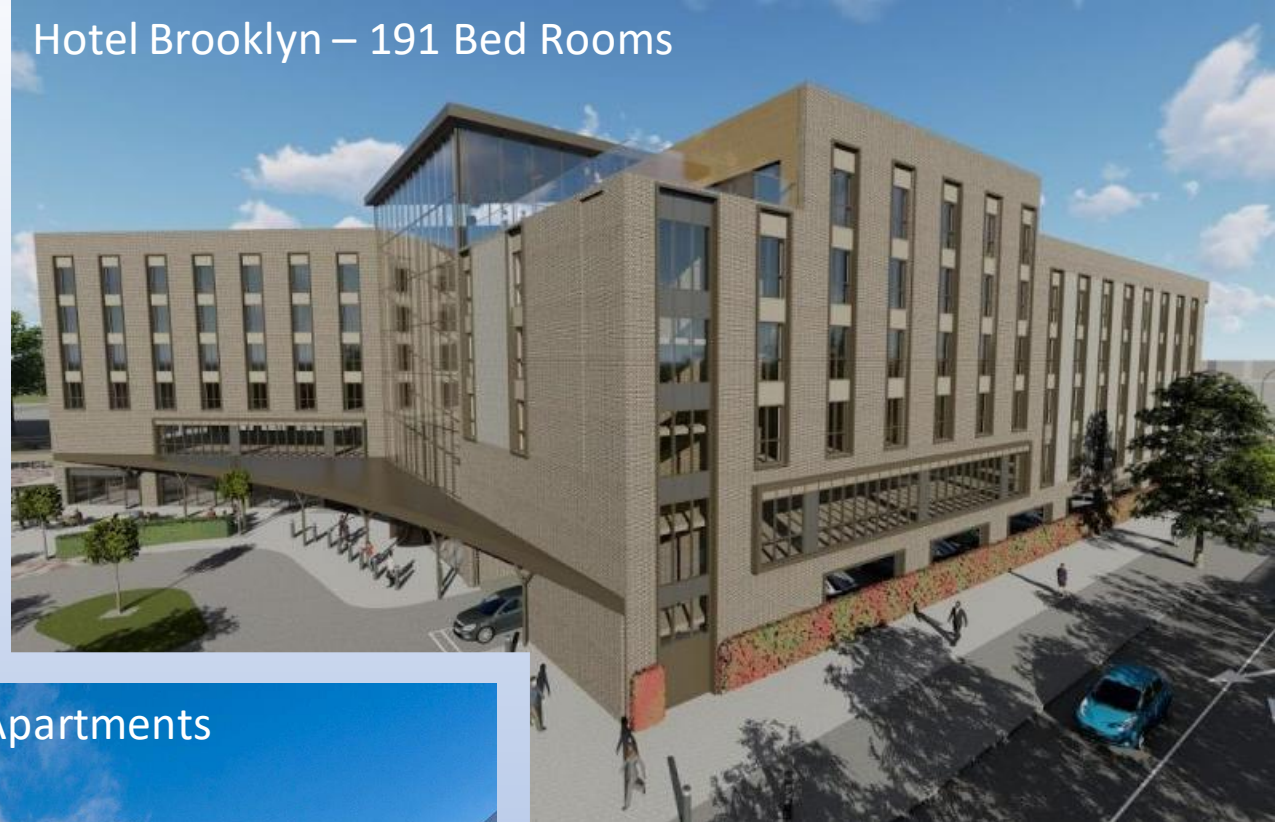
**Visit Leicester Information Centre moved  
from Gallowtree Gate to King Richard III  
Visitor Centre on 27 August 2020**



67 Bed Rooms



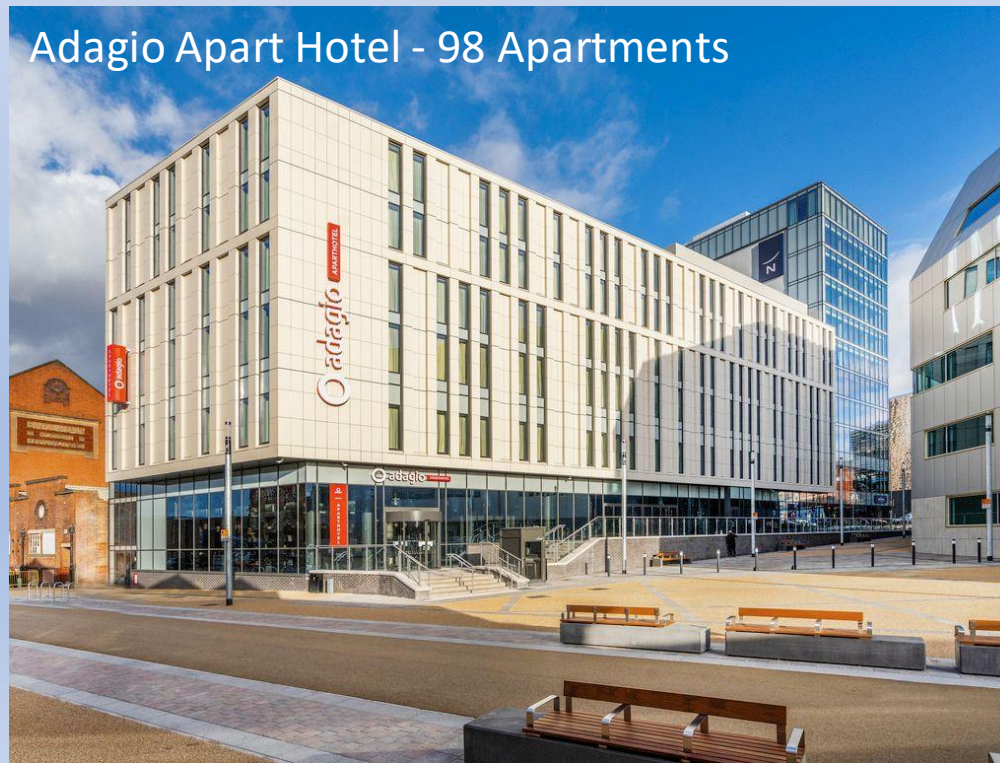
Hotel Brooklyn – 191 Bed Rooms



154 Bed Rooms



Adagio Apart Hotel - 98 Apartments



121 Bed Rooms





Large  
scale  
quality  
events

Christmas Light Switch On

Bring the Paint Festival

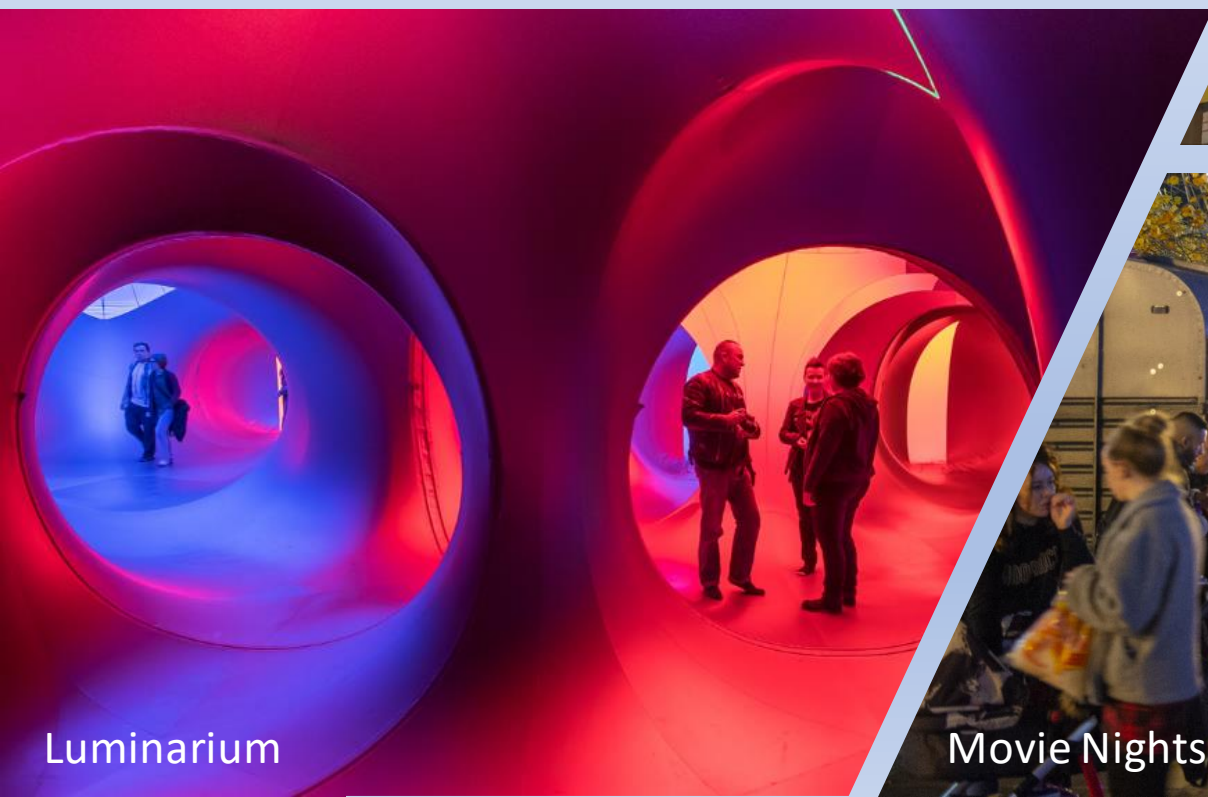
Light up Leicester

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





Belgrave Gate and  
Mansfield Street Link



## Santander Cycles Bike Share Scheme



**UNCOVER 2000  
YEARS OF HISTORY**



## A New Approach to Story Telling

**UNCOVER THE  
STORIES, EXPERIENCE  
THE ADVENTURE**



**UNCOVER  
OUR CITY'S  
HERITAGE**



**UNCOVER UNIQUE  
ATTRACTIONS  
AND ACTIVITIES**



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

## Leicester Cathedral & KRILL



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

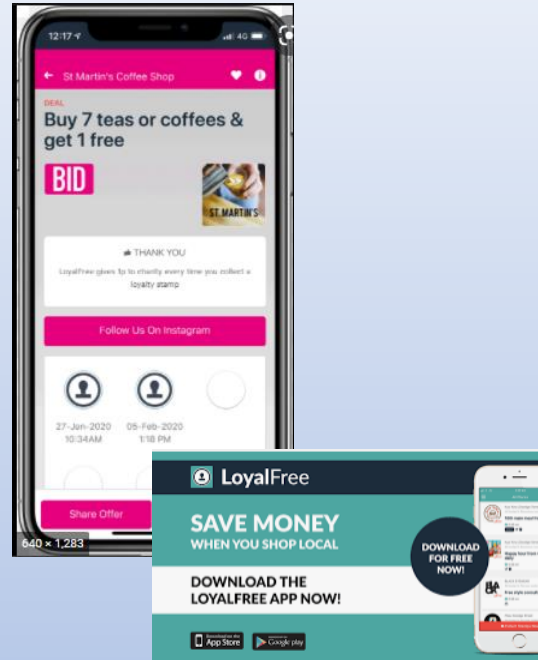


Reach: 394,677  
Impressions: 660,802  
Landing page views: 1,937  
Video Views: 52,914

# 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.



# Meet Leicester

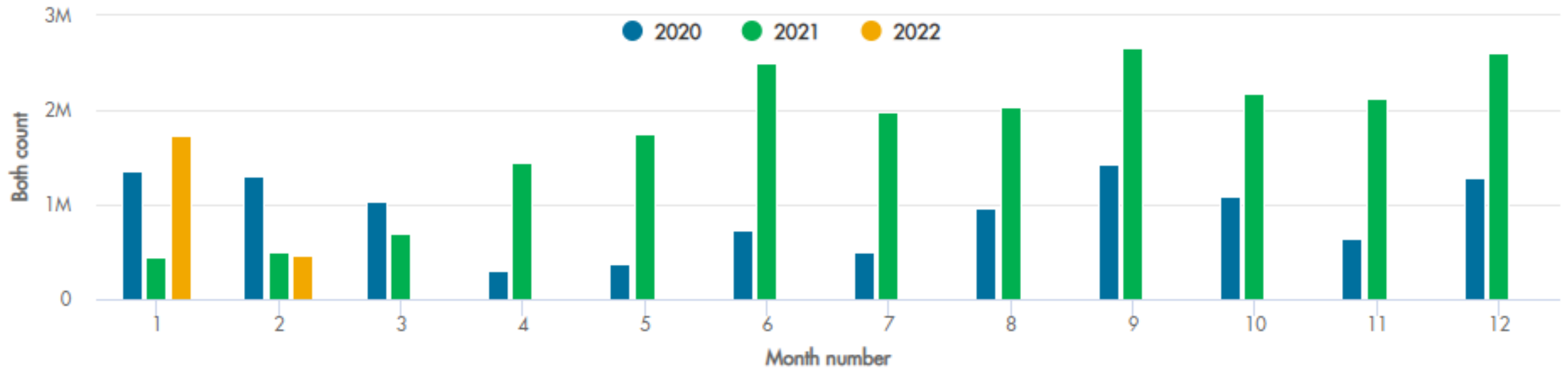
**Business Tourism . Conferences and Events**

# 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 3-8 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](#)