

# Tourism, Culture and Investment

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Director, Mike Dalzell

## Key Service Leads

Arts and Museums : Jo Jones

De Montfort Hall : Tony Flint

City Centre Director: Sarah Harrison

Festivals & Events and Cultural Policy : Graham Callister



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# Services relevant to commission

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- Museum and visitor attraction services at 6 key sites – Leicester Museum, Abbey Pumping Station, Jewry Wall, Guildhall, KRiii Visitor Centre and Newarke Houses
- Music, comedy, panto and more at De Montfort Hall
- Promoting 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

# Services relevant to commission (cont'd)

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- Support for the records office (statutory) in partnership with the county council
- Tourism campaigns to drive the visitor economy and to animate the city centre
- Place Marketing initiatives that position Leicester as a great place to live / work / study / visit / invest
- Cultural and Creative Industries Policy Development







# Walking & cycling trails

**FITCATION**  
**ACTIVE ESCAPES**  
IN LEICESTER & LEICESTERSHIRE



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# Key Priorities

## Policy

Develop and launch a new Cultural and Creative Industries Strategy

## Arts and Museums

Strengthening engagement work with schools and communities

Developing plans for new art, climate change and social history galleries

Creating exceptional visitor experiences through capital investment at Jewry Wall

Leicester Museum & Art Gallery



Leicester City Council



# Key Priorities

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## De Montfort Hall

- Delivering an exciting and balanced programme for audiences
- Investing in the building and key operational systems
- Maximising cost efficiencies and driving income

## Tourism

- Support destination marketing campaigns (Taste the Place, Fitcation, Uncover the Story etc)
- Promote Leicester's Old Town
- Develop an Ambassadors scheme for residents and front of house teams to better promote the city offer

