

# Tourism, Culture and Economy

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Director, Peter Chandler

## Key Service Leads

Arts & Museums : Jo Jones

De Montfort Hall & Haymarket Theatre : Tony Flint

City Centre Director: Sarah Harrison

Festivals & Events and Cultural Policy: Graham Callister

Place Marketing/ Visit Leicester: Mike Denby

# Services relevant to commission

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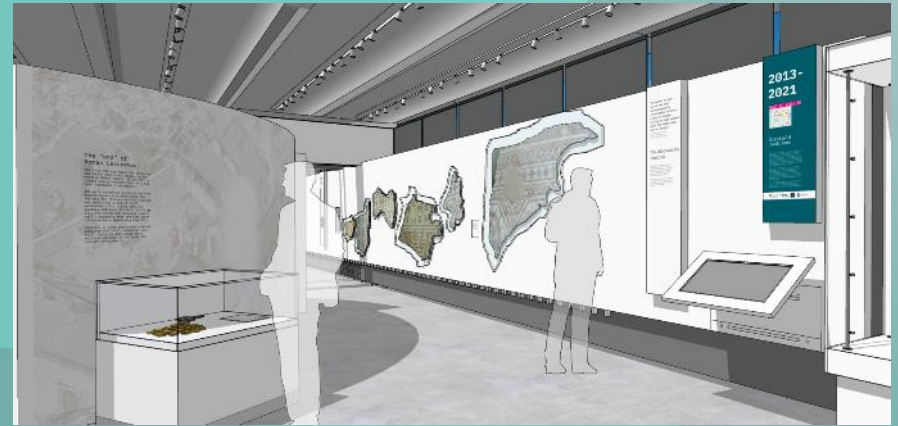
- Museum and visitor attraction services at 6 key sites – Leicester Museum, Jewry Wall, Leicester Guildhall, KRIII Visitor Centre, Abbey Pumping Station and Newarke Houses Museum
- Music, comedy, panto and more at De Montfort Hall
- Arts based training at Haymarket Theatre for hundreds of young people
- 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 record office (statutory) in partnership with Leicestershire and Rutland County Councils
- 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

# Jewry Wall Museum - Opens 26th July





Leicester  
Museums  
& Galleries











# Walking & cycling trails

**FITCATION**  
**ACTIVE ESCAPES**

IN LEICESTER & LEICESTERSHIRE







## Key Priorities

### Policy

New Cultural and Creative Industries Strategy & Museums Vision & Strategic Priorities

### Arts and Museums

Strengthening engagement work with schools and communities

Developing new art, climate change and social history galleries

Creating exceptional visitor experiences through capital investment at Jewry Wall & LMAG

ACE NPO funding 2023-26 £1.2m



Leicester  
City Council

## Hub & Spoke Model: Offsite Activities



Museums & collections taken offsite to locations across the city.

- **Library & Neighbourhood Centres**
- **Shopping Centres**
- **Popping to the Shops exhibitions:** libraries & museums
- **Festivals**

**28% increase in offsite Engagement:**

**2018/19: 61,609**

**2023/24: 79,017**



# Key Priorities

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## **De Montfort Hall & Haymarket Theatre**

- Delivering an exciting and balanced programme for audiences
- Investing in the buildings and key partner/stakeholder relationships
- 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



# Key Priorities

## Heritage

Heritage Panel scheme

Improved online offer- Story of Leicester

NLHF funded Heritage Places programme

£250k first phase just started



## Festivals

Animating the city centre & city parks with high quality events

Improving co-ordination & promotion of the city festivals offer

Securing external resources to support new activity

Working with communities & festival organisers to improve programming and participation