

Tourism, Culture and Economy

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



Leicester
City Council

Services relevant to commission

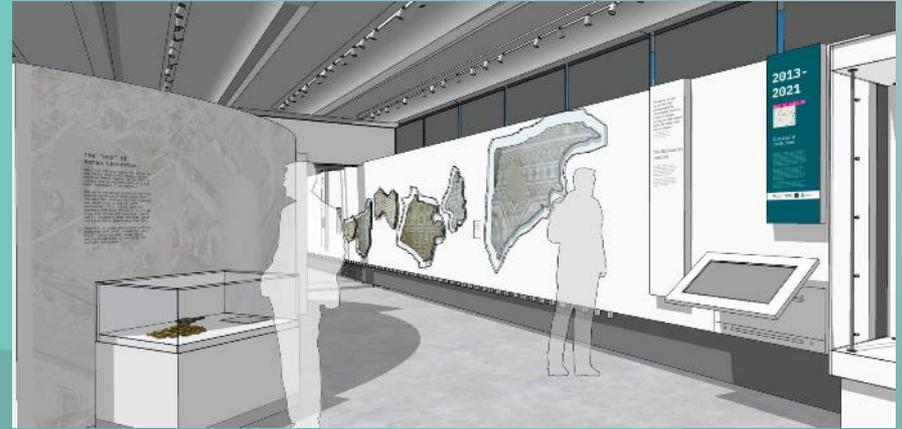
- Museum and visitor attraction services at 6 key sites – Leicester Museum, Jewry Wall, Leicester Guildhall, KRIII Visitor Centre, Abbey Pumping Station and Newarke Houses Museum
- Music, comedy, panto and more at De Montfort Hall
- Arts based training at Haymarket Theatre for hundreds of young people
- 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)

- 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









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



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

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