



Leicester City Council Scrutiny Review

The effectiveness of Leicester's tourism strategy

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1. Title of Proposed Scrutiny Review

The effectiveness of current and planned strategies to encourage tourism in Leicester

Proposed by - Councillor Sue Waddington

2. Rationale

Members should outline the background to this review and why it is an area worthy of in-depth investigation.

The Economic Development Culture and Tourism Scrutiny Commission has not yet looked directly at issues relating to the promotion of tourism within Leicester.

However, a previous review about support for the three major city centre arts venues – De Montfort Hall, Curve and Phoenix – looked at the economic impact of these venues, including spending by tourists and visitors and the effectiveness of marketing.

And a significant review of the council's events and festivals programme has also been completed which included work on the economic benefits of the programme.

Two significant opportunities for an expansion of tourism within Leicester and Leicestershire have emerged in recent months. One is the confirmation of the discovery of the remains of Richard III.

A second is the ambition of the National Rail Museum at York to build a Museum annex at the southern end of the Great Central Line.

The decision to bid for Leicester to be the City of Culture 2017 provides the opportunity to further boost the local tourism economy by highlighting the city's history and reinforce its identity to a national and international audience.

The city's strong heritage, sport and leisure agenda further enhances the range of tourism events, attractions and venues.

The individual marketing of these projects should be set within the context of the full range of visitor attractions and experiences within Leicester.

There is already an existing set of attractions, ranging from the cultural to the commercial (a range of city centre shopping options) which should be considered to be part of a mosaic building up an image of Leicester being an attractive place to visit. Tourism should be seen as an important element of the city's integrated place marketing strategy encompasses includes inward investment, business and leisure tourism and the city's residents.

3. Purpose and Objectives of Review

Members should consider what the objectives of the review are

To examine the extent to which a holistic image of the city as an attractive commercial, cultural, heritage, sport, leisure and creative place to visit, is being achieved, and who are the major participants and partners involved in this enterprise.

To review the role of the city council as a leader of this effort to define an image of the city as a tourism attraction, including examining the relationship between marketing and promotion functions.

To review the role and functions of groups and organisations with a similar interest in promoting and supporting Leicester as a significant tourism destination

4. Methodology/Approach

Members should consider how the objectives of the review will best be achieved and what evidence will need to be gathered from officers and stakeholders, including outside organisations and experts.

A number of initiatives within the council and with partners are being developed. Once work on these projects has been developed they should be called in and reviewed.

Evidence from the Three Venues review, including financial data relating to spending by visitors to those venues, should be included as part of the Commission's review.

Similar data from the events and festivals review should also be included.

Significant partners should be asked to provide evidence, including

The City Mayor and relevant executive members

Leicester Chamber of Commerce

Sarah Harrison as city centre director lead officer on tourism and place marketing for Leicester.

LeicesterShire Promotions Limited

Hammerson Limited (Highcross)

Cultural Partnership

Heritage Partnership

LATCH (Represents the hotels in the city centre)

Sports Partnership

5. Expected length of the review

Members should anticipate the likely length of the review being proposed.

It is expected that the review will start in early May and last three months

6. Additional resource/staffing requirements

All scrutiny reviews are facilitated by Members Support/Scrutiny Support Officers. Members should anticipate whether any further resource is required, be this for site visits or independent technical advice.

No additional resourcing requirements will be needed for the review

7. Risks

Members should consider whether there are any additional risks to undertaking this scrutiny review, for example whether there is a similar review being undertaken by the Executive or whether a national or local change in policy or service may supersede the need for this review.

It is expected that any work being undertaken by or for the Executive will feed into this review.
Timing of the start of the review should take into account the extent to which current work on this issue by and for the authority has been developed.

8. Further Supporting Evidence

Members should consider whether they would like to add further information to support the case for a scrutiny review.

Before approving this scoping document the Scrutiny Commission should ensure the following boxes should be completed in conjunction with the relevant officers:

9. Likely publicity arising from the review

Members will wish to anticipate whether the topic being reviewed is high profile and whether it will attract media interest. If so, this box should be completed with help from the relevant officer in the Council's PR and Media Team.

10. Divisional Comments

Scrutiny's role is to influence others to take action. It is, therefore, important for the Scrutiny Commission and OSC to understand the Division's view of the proposed review. The following box should be completed in sufficient time for the Commission to consider as part of its deliberations whether to proceed with the review.

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The Department agrees to assist in the proposed review.

Departmental Comments Completed by Sarah Harrison

Job Title City Centre Director