



Partner Update

FSB Special

FSB CONFERENCE WILL BRING £2 MILLION TO LEICESTER AND LEICESTERSHIRE VISITOR ECONOMY

Leicester has emerged triumphant as the location for the national Federation of Small Businesses (FSB) annual conference in 2013. A local bid team, led by Leicester Shire Promotions with partner organisations including Athena conferencing centre, Curve theatre and Ramada Jarvis Hotel, successfully pitched to host the three-day conference from 20-23 March 2013. More than 800 FSB members are expected to attend the conference which is estimated to contribute around £2 million to the Leicester and Leicestershire visitor economy.



Federation of Small Businesses
The UK's Leading Business Organisation

This will be the first time that Leicester has hosted the prestigious annual conference in its 20 year history. Leicester Shire Promotions initiated the approach to the FSB and co-ordinated the local bid team to win the nomination ahead of other shortlisted destinations including Brighton and Bournemouth. This followed a significant campaign including the hosting of a series of familiarisation visits for senior FSB executives and the production of a major bid document. Leicester Shire Promotions will work with the partnership team to deliver the conference in 2013.

Guest speakers at previous FSB annual conferences have included Prime Minister David Cameron, Chancellor of the Exchequer George Osborne, Lord Mayor of London Boris Johnson and former Labour Business Secretary Lord Mandelson.

Dave Nicholls, FSB Chairman of Leicestershire, Northamptonshire and Rutland, commented: "The competition for the host city for the 2013 conference was extremely strong and Leicester's bid was unanimously received as the outstanding offer. Despite competition from larger and more traditional conference destinations, Leicester Shire Promotions and its partners presented a detailed bid that successfully profiled Leicester as an ideal location in which to hold our annual conference. We very much look forward to bringing our members to the city in 2013.

"As the local FSB office, we fully supported Leicester Shire Promotions' bid and are particularly proud that the conference will be coming to Leicestershire for the first time," continued Dave Nicholls.

Martin Peters, Chief Executive of Leicester Shire Promotions, added: "We're delighted that the FSB team has chosen Leicester as its host city for the prestigious annual conference in 2013. This is the latest business tourism success in Leicester and Leicestershire, and is further evidence that not only is our event bidding strategy helping to establish major new venues such as Curve and Phoenix Square on the national conference circuit, but it is also successfully delivering significant economic returns for the city and county."

Cllr Abdul Osman, Leicester City Council cabinet lead for regeneration, said: "This is fantastic news for the city and an excellent example of how Leicester's recent regeneration has raised its profile across the region. It also shows how this work is successfully helping attract more money into the local economy."

