



### Chief Executive's Welcome

Welcome to the latest corporate newsletter from Leicester Shire Promotions. This brings you details of the most recent successes and developments that we have influenced as part of our ongoing activity and campaign work to promote Leicester and Leicestershire to the visitor market.

In this edition, we feed back on our Annual Tourism Forum, talk about the UK City of Culture, update on the development of the Tourism Strategy 2011-2016 and the Food & Drink Strategy, launch the Industrial Heritage campaign, engage in research to discover the economic impact of the Leicester Comedy Festival and send our best wishes to Maiyango for the national Excellence in England tourism awards.

**Martin Peters**  
Chief Executive

Leicester Shire Promotions



[www.goleicestershire.com](http://www.goleicestershire.com)

### Annual Forum shows way forward for tourism

Around 70 local tourism businesses attended the annual Leicester and Leicestershire Tourism Forum on 1 March 2011, co-ordinated by Leicester Shire Promotions and supported by Barcelo Hinckley Island Hotel.

The Forum focused on new developments that are set to continue to grow the economic impact of the visitor economy.

Key developments discussed at the Forum included:

- Supporting Leicester Shire Promotions to champion the city and county as a visitor destination
- Developing bespoke activity to help each business perform cost-effectively
- Co-ordinating group activity to target the business tourism market
- Piloting new marketing activity around major weekend events
- Growing the awareness of the benefits of collective working with Leicester Shire Promotions
- Positioning tourism and culture as a key driver in the economic development strategy for Leicestershire

Martin Peters, Chief Executive of Leicester Shire Promotions, commented: "The annual Forum was well-attended again this year with a broad cross-section of representatives from visitor attractions, accommodation providers, local authorities and other tourism services-related organisations.

"Given the challenges to persuade people to spend their valuable finances on leisure and tourism, it is essential that local tourism partners take advantage of our free services and expertise to make their own business more cost-effective, and work together with us to strengthen Leicester and Leicestershire's profile as a leading UK visitor destination."



### Consultation closed for Tourism Strategy

The four-week consultation period for the Leicester and Leicestershire Tourism Strategy 2011-2016 closed on 9 March. Comments and feedback received will be reviewed and fed into the strategy, produced by the Leicester and Leicestershire Enterprise Partnership (LLEP) and Leicester Shire Promotions. When the final strategy has been agreed, a more detailed plan of action will be developed and delivered, led by LLEP and Leicester Shire Promotions with the support of tourism partners and local businesses.

## Launch of Food & Drink Strategy

Businesses are invited to attend the 'Leicester and Leicestershire Food and Drink Sector Strategy Launch' which is set to take place on Tuesday 22 March.

The launch will take place at The Royal Oak, Main Street, Kirby Muxloe, Leicester LE9 2AN. Registration is at 5.30pm presentations will commence at 6.00pm, and the event will close at 8.00pm.

Incorporating a delicious buffet made from Leicester and Leicestershire food and drink, this event will provide businesses with the opportunity to be the first to hear about the food and drink strategy that has been developed, the learning's and insights provided by the sector and the exciting work which has already commenced within Leicester and Leicestershire including the local food trail for Market Harborough.

In addition to all of this Managing Director, Stephen Gould from Leicestershire business Everards Brewery Limited will talk about local sourcing opportunities.

Attendance is FREE, and we would like to see as many Leicester and Leicestershire food and drink businesses there, along with valued colleagues and associates of the Leicester and Leicestershire Food Co-ordinator project.

To book your place simply email [enquiries@foodanddrinkforum.co.uk](mailto:enquiries@foodanddrinkforum.co.uk). If you would like more information please call 0115 975 8810.

## New campaign to celebrate industrial heritage

A major pilot project has been launched to promote the industrial heritage of North West Leicestershire and South Derbyshire. Funded by Renaissance East Midlands, Leicester Shire Promotions is working with museum partners in the two areas to deliver the programme of marketing activity that will promote the area's industrial heritage offer to day and overnight visitors.

Renaissance East Midlands has commissioned Leicester Shire Promotions to work with local museum partners to produce a map of trails and information, and a dedicated website that will include additional details on museums, attractions, trails and suggested places to eat, drink and stay. These will be promoted through Tourist Information Centres, libraries, museums and attractions throughout Leicestershire, Nottinghamshire and South Derbyshire. The brochure and website will be launched at the Diseworth Heritage Centre in Diseworth at 2.30pm on Thursday 24 March 2011.

Martin Peters, Chief Executive of Leicester Shire Promotions, said: "Industrial Heritage is a key theme in our promotion of the destination to visitors. By working in partnership with Renaissance East Midlands

## Learning lessons from UK City of Culture

The city of Derry in Northern Ireland has been designated UK City of Culture in 2013 and as they start to prepare for this major event, representatives from Leicester are exploring the opportunities that might be presented for our own city and county.



During a 24 hour fact finding visit to Derry, a small team from The Chamber of Commerce, Ramada Jarvis Hotel, De Montfort University and Leicester Shire Promotions learned the motivation behind Derry's bid for the event and were able to meet the key players involved.

Derry's bid for the event focused heavily on getting people engaged with the city. Brendan McMenemy from Derry City Council explained that "we have enjoyed substantial investment in new buildings and facilities, especially in the cultural sector. City of Culture will be a vehicle for ensuring all the people of Derry and further afield have ownership of these developments and benefit from them."

The delegation learned that on top of the huge social benefits for the people of Derry, the economic forecasts indicate that the city will enjoy a doubling of its tourism revenues during the year.

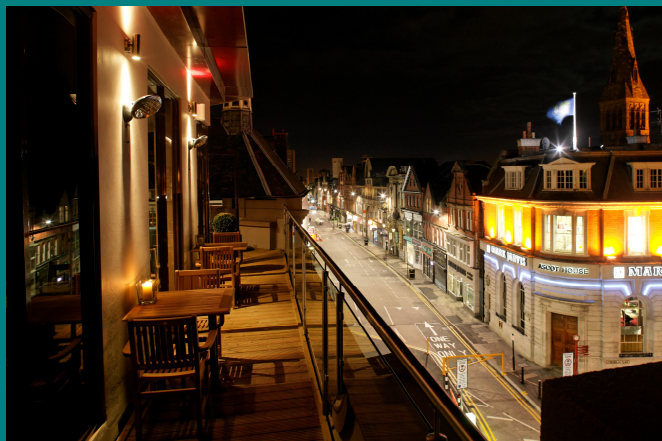
Martin Peters, Chief Executive of Leicester Shire Promotions explained: "As well as the huge impact on tourism revenues during 2013, the city was able to show us how they will enjoy a substantial uplift in tourism every year thereafter, thanks to the raised awareness and profile."



### Maiyango shortlisted for national tourism award

Hotel Maiyango and Restaurant in Leicester city centre has reached the finals of the prestigious National Enjoy England Awards for Excellence 2011.

Hotel Maiyango and Restaurant was shortlisted in the Taste of England category.



Now in their 22nd year, the awards celebrate the finest tourism businesses in England. All the East Midlands finalists were winners of East Midlands Tourism's 2010 Enjoy England Excellence Awards.

Judges, drawn from senior positions in the tourism industry, selected finalists that demonstrated excellence against strict criteria such as service and customer care from more than 130 entrants.

Director at East Midlands Tourism, East Midlands Development Agency's tourism arm, Ruth Hyde commented: "Visitor expectations are increasing all the time and it's important businesses stay ahead of the game. East Midlands Tourism and Leicester Shire Promotions have worked with local businesses to improve and maintain the quality of the product in the region."

The winners will be announced at the national awards ceremony held in Birmingham on 15 April.

### Make your pledge for 2012

Leicester Shire Promotions is supporting Inspire LeicesterShire's campaigns to create a lasting legacy from the London 2012 Games. You can also get involved by making a personal pledge for 2012. Please visit [www.inspireleics.org.uk/pledges.html](http://www.inspireleics.org.uk/pledges.html) for more details.

My Games My Legacy

### University research to find the value of smiling

Major research into the economic value of Leicester Comedy Festival has been commissioned by Leicester City Council, Prospect Leicestershire and Leicester Shire Promotions. The research was conducted by De Montfort University during the 18th birthday celebrations of the festival which ran during February 2011. The research explores what impact the festival has on the economic wellbeing of Leicester.



Leicester Comedy Festival is the longest running comedy festival in Europe and attracts 60,000 people to the events across the 17-day event. More than 360 events take place in venues across the city and county, involving more than 800 performers. This activity generates a significant amount of income for the city and the research aims to quantify the contribution the festival makes each February.

Leicester Comedy Festival Director, Geoff Rowe, said: "We already know that the festival generates £373,000 in ticket sales but this research will consider the wider economic impact of the event. We have a long and established partnership with De Montfort University which, in many ways, is a national leader in researching cultural events and activity. We're really excited to be working with DMU, Leicester City Council, Prospect Leicestershire and Leicester Shire Promotions on this research."

Martin Peters, Leicester Shire Promotions, said: "As it is five years since we measured the impact the festival has on the local visitor economy, this will give us a strong indication of how the importance has grown over that time."

