



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.

This month we're bringing you news of some fantastic achievements. A student of the hugely successful taxi driver NVQ initiative - a project that we helped bring into the destination - received a national award and praise from the Prime Minister, our campaign for a local museum to land the biggest museum award in the country gets a step closer, and through the work of our PR team, positive news stories of Leicester and Leicestershire's tourism offering reached just under four million consumers. Please read on...



Martin Peters
Chief Executive
Leicester Shire Promotions

www.goleicestershire.com

New festive short break launched



Leicester Shire Promotions has been working with local tourism partners to launch a family fun short break to help visitors make the most of their festive stay in Leicestershire. For just £122, the short break enables a family of four to get onboard the Santa Special Steam Train at Great

Central Railway, ice-skate their way through a Winter Wonderland at Twinlakes family theme park, and enjoy 4 star accommodation at Burleigh Court in Loughborough. The campaign will capitalise on this year's enhanced number staycationers with young children who want to experience the magic of a Christmas break at an affordable price.

See us in the press...

National and international print and broadcast media coverage of Leicester and Leicestershire, directly influenced by Leicester Shire Promotions' activity, reached just under four million consumers between October to December 2009. This included major features in The Guardian and the Daily Mail.



Taxi initiative participant is recognized by the Prime Minister

A Leicester taxi driver who recently completed an NVQ2 course in Road Passenger Vehicle Driving - a scheme initiated in Leicestershire by Leicester Shire Promotions - won the prestigious N/SVQ Achiever of the Year award at the Go for Excellence Passenger Transport Awards and received a letter from Prime Minister Gordon Brown congratulating him on his achievement.



Saeed Khan, from Evington in Leicester, headed down to London on 3 December 2009 to attend the glitzy ceremony which was attended by 24 finalists from across the country competing for awards across eight categories. Saeed started the NVQ course in Road Passenger Vehicle Driving at Leicester College in September 2007 - the first time the course was offered in Leicestershire - and completed the class-based qualification in the summer of the same year whilst working full-time. The qualification, which is being offered free of charge to eligible taxi and PHV drivers, was initiated by Leicester Shire Promotions to help local drivers develop their customer service skills and ultimately enhance the experience of those that use taxis when visiting the destination.

Local businesses accredited



Leicester Shire Promotions' tourism team has a clear focus on improving the quality of the visitor experience across the Leicester and Leicestershire tourism industry. An important part of this endeavour is a number of accreditation initiatives to encourage local accommodation providers to participate in official quality assurance grading schemes -

something that can significantly improve visitor numbers.

In the past two months, the team has provided help and support to four local accommodation providers to successfully attain an official quality accreditation through National Quality Assurance Schemes offered by Quality in Tourism and the AA.

The newly accredited accommodation providers are **Croft Guest House** in Shepshed, **Pillings Lock Marina Penthouse** in Loughborough, **Peacock Inn** in Melton Mowbray and **Copperfield Hotel** in Market Harborough.

These accommodation providers have shown their commitment to industry standards of quality and are now enjoying the marketing benefits that come with their accreditation such as promotion on Leicester and Leicestershire's online visitor guide at www.goleicestershire.com and on the national EnjoyEngland and VisitBritain websites.

For more information about quality grading, contact Elizabeth Furniss, Quality Manager at Leicester Shire Promotions, on (0116) 225 4011 or email elizabeth.furniss@l-p-l.com



Ways to connect with us...

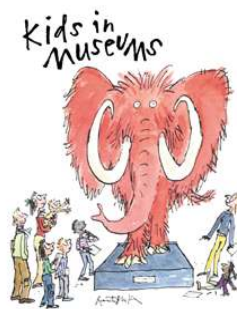
There are numerous ways in which you can keep up to date with consumer and industry news and developments for everything related to tourism in Leicester and Leicestershire. The official online visitor guide to Leicester and Leicestershire at www.goleicestershire.com is a hub of all

kinds of visitor related information such as short break offers, event listings and accommodation. For news and developments related specifically to tourism businesses, you can visit the tourism industry website at <http://tourism.goleicestershire.com>



Or to really show your support for Leicester and Leicestershire, why not join us on Facebook and Twitter? Links to our increasingly popular pages can be found at www.goleicestershire.com

Campaign gets museums closer to prestigious national award



Two Leicestershire museums have been included in the longlist for the prestigious Guardian Family-Friendly Museum Award 2009 as a result of a campaign led by Leicester Shire Promotions. Snibston in Coalville and Charnwood Museum in

Loughborough, both run by Leicestershire County Council with Charnwood Museum managed in partnership with Charnwood Borough Council, have been selected for their 'pioneering work with families'. These are the only two museums to have been chosen in the East Midlands region.

This achievement is the result of a focused campaign of activity, led by Leicester Shire Promotions, with support from Leicestershire County Council and the National Space Centre, to encourage visitors to five museums in the city and county to nominate their favourite by filling in specially-designed scrapbooks.

Set up by Journalist Dea Birkett in The Guardian newspaper in conjunction with the charity 'Kids in Museums', the Guardian Family-Friendly Award aims to recognise museums in the UK that have shown a particularly welcoming attitude towards the family market. The 20 in the national longlist will now go before a panel of distinguished judges who will draw up a shortlist that will be road tested anonymously by families, who will pick the national winner in the New Year.

Highlighting the benefits of partnership working

A special one-day forum is being planned for the New Year that will highlight the marketing, publicity and business development opportunities available to Leicester and Leicestershire tourism businesses through effective partnership working with Leicester Shire Promotions. The forum, which will include special workshops, is planned for Thursday 11 February 2010 and is sponsored by Barcelo Hinckley Island Hotel in Hinckley.

Invitations to Leicestershire tourism businesses will be issued in January 2010 and further information will be posted on the Leicestershire Tourism Alert at <http://tourism.goleicestershire.com>. To register your interest for the forum, please contact Gill Brown at Leicester Shire Promotions on 0116 225 4028 or email gill.brown@l-p-l.com