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 @EMChamberNews



Ms Louise Driver
Economic Growth Team Leader
Leicestershire County Council
County Hall
Glenfield
Leicester
LE3 8RA

30 March 2016

Dear Louise,

Tourism Support Services Review in Leicester and Leicestershire

We are writing to you ahead of the 6 April 2016 meeting of the Scrutiny Commission to offer the Chamber's input on the proposed changes to how the strategic governance of tourism operates in Leicester and Leicestershire.

The Chamber works closely with partners in Derbyshire and Nottinghamshire in this area and so I hope our experiences offer value to the review. We have had an opportunity to consider the report produced by Blue Sail, and the three options it offers for future governance models.

The Chamber is concerned that making Tourism Support and Place Marketing a function of the public sector would stifle the ability of the private-sector experience to shape and inform strategy. While we acknowledge the proposed creation of a Tourism Advisory Board to support this, we would be concerned that in reality this might translate into stilted private sector input and missed opportunities, with no safeguards to ensuring meaningful engagement from non-public sector groups or organisations.

It is the Chamber's view that a reformed Public Private Partnership (Option 1 as put forward by the review) would provide the better approach to this going forward. A true partnership model would emphasise the strengths of both the public and private sector and foster an evidence-based entrepreneurial approach to Tourism Support and Place Marketing in the Leicester and Leicestershire area. We feel that this approach would also make it easier to work cross-boundary with other areas, when and where occasions arise, to promote other opportunities on a wider scale. This approach also recognises the success of current arrangements over the last few years by the incumbent provider, Leicestershire Promotions.

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We acknowledge the importance of ensuring greater collaboration between local authorities, deemed to be the attraction of Options 2 and 3. There is no reason why this could not take place under a Public Private Partnership approach and we would be happy to work with partners on the development of a model that ensures this happens.

The area has seen a number of high-profile developments over recent times that create fantastic opportunities to promote the wider attractions of Leicester and Leicestershire. We look forward to continuing our work with all partners in ensuring this is done effectively and that the great assets we already have can be maximised.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S Knowles', with a stylized flourish at the end.

Scott Knowles
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Please note our new address with effect from 11 April 2016:
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