

Leicester Shire Promotions Ltd

Contract to deliver Tourism Services

Progress Review

What we said we would do by March 31 2016

	Baseline 2012	Target 2016
8% growth in tourism value	£911m	£983m
10% growth in employment	13,000	14,300
85% Visitor satisfaction levels of good or better		
15% Increase in leisure tourism bed-nights attributable to the tourism strategy	21500	24750
50% Increase in business tourism bed-nights attributable to the tourism strategy	325	500

What we said we would do by March 31 2016

	Baseline 2012	Target 2016
25% increase in online bookable product	250	315
50% of all known businesses supported for growth and development	430	215
80% of all eligible businesses actively promoting online	280	224
Destination briefings to press and media	80	120
Briefings to stakeholders and influencers	8	12
50% increase in coach and group tour operators contacted annually	400	600
50% increase in number of conference bids presented annually	16	24

Leisure Tourism

Just stay & explore™
Leicestershire

£129

Short Breaks in Leicester & Leicestershire

Leicester and Leicestershire is packed with so much to do, you'll need more than a day to discover it all!

With fascinating attractions and places to explore, it's the perfect place to bring the family for a weekend full of action and fun. Leicester and Leicestershire's great value themed short breaks start from just £129.

If you're looking for a getaway for two, the City Treat or Gourmet Taste short breaks are the ideal way to escape from it all. Indulge in fabulous food and drink, sample local produce or catch a movie!

Step back in time into Leicestershire's rich and interesting past and discover the story of King Richard III or the glorious heritage of the county.

Why not take a look at our seasonal special events and packages on offer!

Booking your short break couldn't be easier. Simply choose your preferred break from the selection below and click for more details or to book online. Start planning your 2015 short break in Leicester and Leicestershire today, we look forward to welcoming you!

Family fun Leicestershire

Family Short Break

3 out of 5 world-class attractions plus hotel from £129

[Read more...](#)

Family adventure Leicestershire

Family Short Break

3 out of 5 exciting adventure activities plus hotel from £129

[Read more...](#)

GOURMET taste of Leicestershire

Short Break for 2 Adults

3 out of 5 gourmet experiences plus hotel for £129

[Read more...](#)

CITY TREAT experience Leicester

Short Break for 2 Adults

3 out of 5 indulgent city experiences plus hotel for £129

[Read more...](#)

glorious HERITAGE Leicestershire

Short Break for 2 Adults

3 out of 5 fascinating and historical attractions plus hotel for £129

[Read more...](#)

KING RICHARD III SHORT BREAK

Short Break for 2 Adults

3 out of 5 King Richard III experiences from £129

[Read more...](#)

Leicester - A visit to the site of the Battle of Bosworth and the Richard III, Dynasty, Death, Discovery visitor centre.

Warwick - Tour the castle that King Richard III owned after the execution of his brother, and was the home of his wife Anne Neville.

Coventry - King Richard III visited and stayed in Coventry in June 1485.

York - Visit the Richard III Museum to discover the truth behind the much maligned monarch.

For more information about the King Richard III Tour of England call Janine Williams, Marketing Director, Leicester Shire Promotions on 0116 225 4028 or janine.williams@lp-4.com

- Home
- Family Fun
- Family Adventure
- Gourmet
- City Treat
- King Richard III



KING RICHARD III - TOUR OF ENGLAND

Tour of England

The King Richard III Tour of England is an exciting new itinerary for groups to explore destinations across the Midlands that can tell a part of the story of King Richard III.

Stratford upon Avon - Visit Shakespeare's birthplace and discover the connection and impact of Shakespeare's representation of the King.

Warwick - Tour the castle that King Richard III owned after the execution of his brother, and was the home of his wife Anne Neville.

Coventry - King Richard III visited and stayed in Coventry in June 1485.

Leicester - A visit to the site of the Battle of Bosworth and the Richard III, Dynasty, Death, Discovery visitor centre.

York - Visit the Richard III Museum to discover the truth behind the much maligned monarch.

Arrive in UK

Day One

Stratford upon Avon

AM Blue badge walking tour of Stratford upon Avon including the historical connection to the area and the impact of Shakespeare's representation of the King.

Visit to Shakespeare's Birthplace.

Lunch in Stratford

PM Visit to Warwick Castle

A tour of the castle that the Richard III owned for a while after the execution of his brother, and was the home of his wife Anne Neville. Richard ordered the construction of the tower on the north wall, but only the Bear and Clarence Towers at a much smaller height were built.

Evening Accommodation in Stratford

Day Two

AM Blue Badge Walking Tour of Coventry - King Richard III visited and stayed in Coventry in June 1485. He is famously featured in the main tapestry in the Guildhall, as is Anne Neville. Troops from the city are also supposed to have supported him at Bosworth and the city provided food for him at Bosworth. The Guildhall is also a place of visit for William Shakespeare, and there is the suggestion that William got his inspiration for the play from the War of the Roses, partly from the tapestry, which also features King Henry VI and his wife.

Lunch in Coventry

PM Bosworth Battlefield Heritage Centre (including exhibition, guided walk, falconry display & lunch).

Bosworth is a site of national historic significance, as the location of one of the three most important battles fought on British soil. It is the site of the Battle of Bosworth fought in 1485 between King Richard III and Henry Tudor.



Official visitor website for Leicester and Leicestershire

GROUPS | ACCOMMODATION | SEE AND DO | ITINERARIES | COACH INFORMATION



Welcome to Leicester & Leicestershire

We have exciting tour ideas and fabulous places to visit. We have great accommodation deals for your group. Let us help you to organise your trip to Leicester and Leicestershire.

TOUR GROUP TO LEICESTER AND LEICESTERSHIRE

Leicestershire is a destination brimming with exciting and fabulous places to visit for your group.

Enjoy city style and rural tranquility with award-winning local food and drink, exciting history and scenery, along with a world class arts and culture scene and performances throughout the year. You can also enjoy retail therapy in market towns, shopping markets.

There are a number of themed guided walks around Leicester's city centre, led by one of our fully qualified Blue Badge guides.

King Richard III



Following the discovery of King Richard III in Grey Friars car park in Leicester in 2012, the mortal remains were reinterred at Leicestershire Cathedral on Thursday 20th March 2015.

We have two exciting itineraries for groups to experience the King Richard III across the city and county of Leicester and Leicestershire, and also across key destinations such as York, Coventry and Warwickshire.

See the King Richard III itineraries: Leicester and Leicestershire Tour of England



Observer, Telegraph, Times, Express, Guardian



**Fantastic short breaks
for just £129**

Includes bed and breakfast for a family of four at a fabulous hotel PLUS entrance to three of five amazing family attractions.

The award winning National Space Centre, the largest visitor attraction dedicated to space.



Make your very own discovery at www.StayPlayExplore.co.uk

"At the National Space Centre we discovered that there's a science superstar hiding inside every little princess"

Bev Mackay, Manchester
Mother of one little diva

Stay Play Explore short breaks promoted by Leicester Shire Promotions



**Fantastic short breaks
for just £129**

Includes bed and breakfast for a family of four at a fabulous hotel PLUS entrance to three of five amazing family attractions.

World renowned Twycross Zoo



Make your very own discovery at www.StayPlayExplore.co.uk



"At Twycross Zoo we discovered that as a family we want to take more interest in what we're doing to our planet"

Rachael Franklin, London
Mother of three cheeky monkeys

Stay Play Explore short breaks promoted by Leicester Shire Promotions



**Fantastic short breaks
for just £129**

Includes bed and breakfast for two at a fabulous rural hotel PLUS a choice of three out of five amazing food and drink experiences.

Melton Mowbray, Rural Capital of Food



Make your very own discovery at www.StayPlayExplore.co.uk



"During our foodie break in Leicestershire we discovered how great it is to spend time together, doing something we both really enjoy"

Joe Fielder & Caroline Fletcher, Dorset
Dedicated food lovers

Stay Play Explore short breaks promoted by Leicester Shire Promotions



BOSWORTH BATTLEFIELD HERITAGE CENTRE



NEED TO KNOW:

Opening Times:

January - weekends only 10.00am to 4.00pm
 February & March - 10.00am to 4.00pm
 April - September - 10.00am to 5.00pm
 October - December - 10.00am to 4.00pm

Any uneven surfaces and safety issues:

There is a lift in the main building which allows wheelchair access. The website includes more details to the site.

Wheelchair access:

Yes - please visit the "Access" page of our website.

Best time to visit groups:

Late July and August are the best times to visit. There are no school groups in the school. Weekends are also good. There are no school groups in the school. Otherwise visit the school at 2pm as the school closes at 2.30pm.

Minimum and maximum group size:

Minimum is 10 to coach. Maximum 120.

Specific dates for events:

Guided walks weekends throughout the year.
 Bosworth Battle re-enactment - 20th & 21st August 2016
 Other talks, guided walks, ghost walks & falconry events are listed on our website.

Prices valid until the end of 2016:

Group rates available - please visit www.bosworthbattlefield.com
 Group Organiser and coach driver - free entry.
 Carers - free entry.

Address:

Bosworth Battlefield Heritage Centre
 Ambion Lane, Sutton Cheney
 Near Nuneaton CV13 0AD

Follow Brown Tourist signs

Can you offer a pre-book service for arrival tea and coffee or lunch/tea packages:

Yes - please visit the "Access" page of our website.

Wheelchair access:

Yes - please visit the "Access" page of our website.

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Prices valid until the end of 2016:

Group rates available - please visit www.bosworthbattlefield.com
 Group Organiser and coach driver - free entry.
 Carers - free entry.

On-site catering facilities and if suitable for groups of up to 50 people:

Yes there is on site catering - if groups are visiting we recommend you contact the Café to ensure your needs can be met.

Further information not already included important and relevant information defined by a visit to the site:

There is a lift in the main building which allows wheelchair access. The website includes more details to the site.

Wheelchair access:

Yes - please visit the "Access" page of our website.

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 Carers - free entry.

CHARNWOOD MUSEUM



NEED TO KNOW:

Opening Times:

April - September
 Mondays: Closed
 Tue-Sat: 10am - 4.30pm
 Sun: 2pm - 5pm

October-March

Mondays: Closed
 Tue-Sat: 10am - 3.00pm
 Sun: 12pm - 3pm

Any uneven surfaces and safety issues:

There is a text on the museum but should be a problem for wheelchair access.

Wheelchair access:

The museum is a large building with easy access for wheelchair access. For motorised scooters please let us know in advance. Large motorised scooters can advise you on access.

Best time to visit groups:

Term time on Wednesdays and Thursdays.

Minimum and maximum group size:

Minimum of 8, maximum of 50.

Specific dates for events:

None.

Prices valid until the end of 2016:

Free entry to the museum, if a talk is required this may incur an extra charge.

Address:

Charnwood Museum
 Queen's Hall
 Granby Street
 Loughborough
 LE11 3DU

Can you offer a pre-book service for arrival tea and coffee or lunch/tea packages:

Yes - all catering enquiries to be directed to Holly Kirkland on 01509 233750

Payment:

Payment for talks by arrangement by cash, cheque or invoice if requested. Catering payment to be made in advance.

On-site catering facilities and if suitable for groups of up to 50 people:

Queen's Park Café is situated at the far end of the museum building offering light lunches, snacks, hot and cold drinks and afternoon teas. Catering arrangements to be discussed with the proprietor Holly Kirkland directly on 01509 233750.

Further information not already included important and relevant information defined by a visit to the site:

There is a lift in the main building which allows wheelchair access. The website includes more details to the site.

Wheelchair access:

Yes - please visit the "Access" page of our website.

Best time to visit groups:

Late July and August are the best times to visit. There are no school groups in the school. Weekends are also good. There are no school groups in the school. Otherwise visit the school at 2pm as the school closes at 2.30pm.

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Minimum is 10 to coach. Maximum 120.

Specific dates for events:

Guided walks weekends throughout the year.
 Bosworth Battle re-enactment - 20th & 21st August 2016
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Prices valid until the end of 2016:

Group rates available - please visit www.bosworthbattlefield.com
 Group Organiser and coach driver - free entry.
 Carers - free entry.



WHO TO KNOW:

Former Victorian baths building, Charnwood Museum is something for everyone. From Charnwood's history to the walk beneath the giant oak tree, the 4,000 year old Saxon Crossington Boy, the museum has a grocers shop, a museum with the video of the chair carved from a single oak tree. Charnwood's rich history is at the interactive exhibition.

Point of Contact: Cassandra Costelow

Email: museum@charnwood.gov.uk

Phone Number: 01509 233 754

Available: Office hours, Mon-Fri

Response times to email or voicemail: Within 2 days maximum

Business Tourism



INTERNATIONAL ASSOCIATION FOR MEDIA
AND COMMUNICATION RESEARCH

HOME ABOUT IAMCR PUBLICATIONS SECTIONS AND WORKING GROUPS

IAMCR 2016 CONFERENCE IN LEICESTER

The 2016 conference of the International Association for Media and Communication Research (IAMCR) will be held at the University of Leicester in the UK from July 27-31, 2016. The date coincides with the 50th anniversary celebrations of Leicester's Department of Media and Communication, which was founded in 1966 as the Centre for Mass Communication Research.



IAMCR President Janet Wasko signing the agreement with the University of Leicester

Announcing the decision, IAMCR president Janet Wasko recalled that when IAMCR was last held in Leicester, in 1976, it was attended by 300 people from forty countries. "The 2016 conference will be considerably larger, representing the growth of media and communication research around the world as well as IAMCR's growth. Many of our key members have been associated with the University and we look forward to celebrating these historical connections."

Peter Lunt, head of Leicester's Department of Media and Communication and chair of the local organising committee, also recalled the historical links with IAMCR. "Jim Halloran, the founder of the Centre, played a significant role in the development of IAMCR during his time as president (1972-1988) and strong links between the Association and the Department of Media and Communication at Leicester continue today. The conference will be an opportunity to reflect on the role of media and communication in memory and commemoration as well as the history and future of media research."

The conference's theme, *Memory, Commemoration and Communication: Looking Back, Looking Forward*, is particularly appropriate for marking the 50 years of media and communication studies in Leicester while also anticipating IAMCR's own 60th anniversary, which will be celebrated in 2017.

Official visitor website for Leicester and Leicestershire

VISIT EXPLORE DISCOVER

STAY | SEE & DO | MARKET TOWNS | LEICESTER | EVENTS | INFO | SHOP

PLANTWORX

2nd - 4th JUNE 2015

BRUNTINGTHORPE

WELCOME TO LEICESTER

Leicestershire is pleased to welcome exhibitors and visitors of Plantworx 2015 which is taking place at Bruntingthorpe Proving Ground 2-4th June 2015.

Special rates for overnight accommodation have been negotiated for exhibitors and visitors to the event. In order to ensure you access these exclusive rates click the box opposite to book your hotel or B&B accommodation now.

Please note that all bookings are between the delegate and the accommodation provider and that Plantworx 2015 organiser and Leicester Show Promotions are not responsible for any issues that may arise once the booking has been made.

To book Self-Catering accommodation please email the number of nights, rooms and dates that you require. We will be in touch with you with 48 hours with details of accommodation. Simply [click here](#) to send us your requirements.

Find out more below about what you can see and do in Leicester and Leicestershire whilst you are here, also see below for special discounts and offers during the three day event.

BOOK NOW

PLEASE NOTE THAT IN ORDER TO ACCESS THE EXCLUSIVE ACCOMMODATION RATES PLEASE BOOK ONLINE.

If you would like to speak to a member of staff to assist you with making your booking, or to discuss any special requirements or disabled access rooms please call Helen Davies on 0116 225 4011.

[Click here to book your accommodation](#)

Transport Discount

We work with East Midlands



Enjoy conference and events facilities fit for a King in Leicester and Leicestershire

Discover why the Federation of Small Businesses, Confederation of British Industry, the Labour Youth Party Conference, UKinbound and the International Association of Media and Communications Research have chosen to hold conferences and events in Leicester and Leicestershire.

From a King in a car park to castles and conference venues, we will meet your requirements no matter how unusual they are!

Contact us now to find out more
MeetLeics@goleicestershire.com
0116 299 6666
www.MeetLeics.com
@conf_goleics

Leicestershire
● Promotions

Official visitor website for Leicester and Leicestershire

STAY | SEE & DO | MARKET TOWNS | LEICESTER | EVENTS | INFO | SHOP

Events and festivals
From local markets and craft fairs to food festivals and evening nights, there's so much to see and do, why not stay a while longer

MAJOR EVENTS AND FESTIVALS

Browse these events

- Leif's Dance International Frontiers
Leicester
Wed 29 Apr - Wed 20 May 2015
- Artisan Cheese Fair
Menton Mowbray
Sat 2 - Sun 3 May 2015
- Burghage Community Arts Festival
Hinckley
Sun 3 - Sat 10 May 2015
- Guys and Dolls at Concordia Theatre
Hinckley
Tue 5 - Sat 16 May 2015
- Classic & Vintage Vehicle Festival at Great Central Railway
Leicester
Sat 16 - Sun 17 May 2015

Online

goleicestershire.com

Hilton Leicester
★★★★ £96-£109 prnrb,
Leicester, 0116 263 4504

Hotel Maiyango
AA★★★★ £99-£165 prnrb,
Leicester, 0116 251 8898

Ramada Leicester Stage Hotel
★★★★ £69-£99 prpn, Wigston, 0116 288 6161

Ramada Encore Leicester City Centre
AA £60-£195 prpn, Leicester, 0116 366 0150

Leicester Marriott Hotel
AA★★★★ £93-£129 prnrb,
Leicester, 0116 282 0100

Belmont Hotel
AA★★★★ £59-£150 prnrb,
Leicester, 0116 254 4773

Official visitor website for Leicester and Leicestershire

STAY | SEE & DO | MARKET TOWNS | LEICESTER | EVENTS | INFO | SHOP

BRING YOUR OWN

Discover contemporary winning attractions, heritage, rolling countryside, a programme of productions and performances will also enjoy a spot of retail therapy in market centres and local markets.

We can organise a number of themed guided walks around Leicester's historic city by one of our fully qualified Blue Badge guides.

Following the discovery of King Richard III in Grey Friars' car park in Leicester in 2012, the mortal remains were reinterred at Leicester Cathedral on Thursday 26th March 2015.

We have two exciting itineraries for groups to experience the King Richard III across the city and county of Leicester and Leicestershire and also across key destinations such as York, Coventry and Warwickshire.

See the King Richard III itineraries
Leicester and Leicestershire
Tour of England

Official visitor website for Leicester and Leicestershire

STAY | SEE & DO | MARKET TOWNS | LEICESTER | EVENTS | INFO | SHOP

Book a short break
There is so much to see and do in the city and county and exciting events taking place you will need more than a day to fit everything in.

WELCOME TO LEICESTER AND LEICESTERSHIRE

Explore the rich heritage of Leicester and Leicestershire - visit the site where King Richard III met his death at Bosworth Battlefield and then travel into the city to the new Visitor Centre and see where his mortal remains were discovered and reinterred.

At Stonejewell Cottage, the newly opened National Trust property in Charnwood Forest, discover examples of furniture designed by the arts and crafts designer Ernest Gimson or visit Aulley Pumping Station to see the fully restored steam engines that were also designed by Ernest Gimson.

NOW OPEN
The Bellehouse at Foston Locks re-opened with fantastic new displays and a state of the art equipment on Saturday 25th April.

The glitties are back at Tarycross Zoo where there are around 500 animals of 160 species to see, including many endangered animals and native species and at Stonehurst Farm. Here you can feed friendly animals and have a cuddle with the rabbits in pets corner.

At the National Space Centre explore the universe in the planetarium or take the family to Thimblefish to try out the rollercoasters and water rides.

You'll find a huge choice of live entertainment at the many theatres that are in our city and county. You'll find comedy, dance, classical music and Shakespeare. There are festivals taking place throughout the year across the city and county including canal festivals, food and drink festivals - something for all the family.

Win tickets to Curse
Enter our free prize draw and win a family ticket to Horrible Histories at Curse in May 2015.

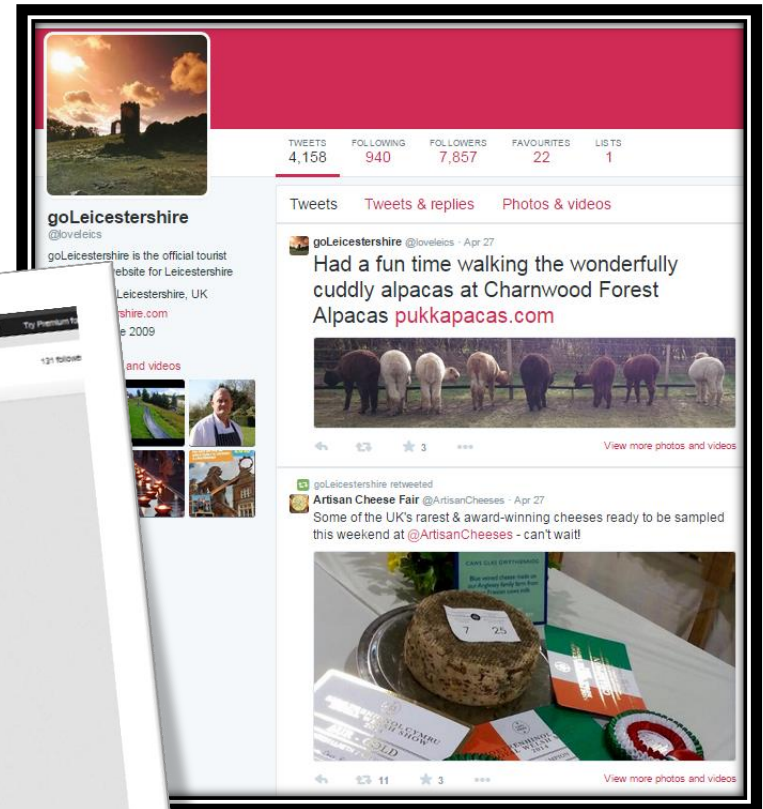
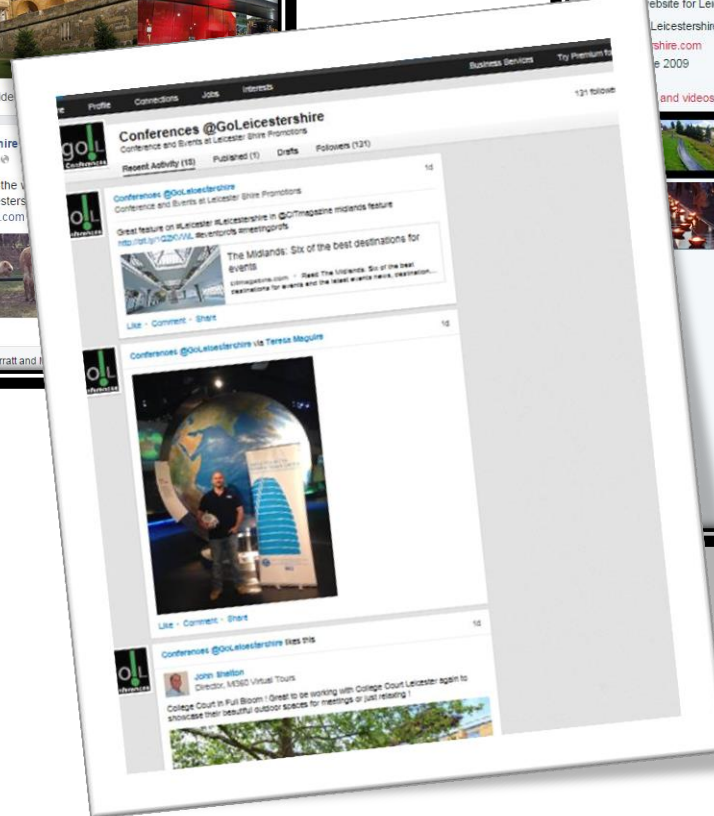
Historical figures and events will come alive on stage and hover at your fingertips.

Horrible Histories

Free prize draw
After your visit to Leicester and Leicestershire, come back here and tell us about your trip. We'll enter your name into a free prize draw to win a Stay Play. Explore short break, worth £125. Closing date: 30th September 2015.

Rugby World Cup 2015
Book your accommodation for the Leicester games online here and plan your visit with help from our website.

Press, PR, Social Media



Quality



Product Development




Leicestershire Tourism Partnership

Quality marque (150 so far)

Quality charter

Customer Survey

Product Development

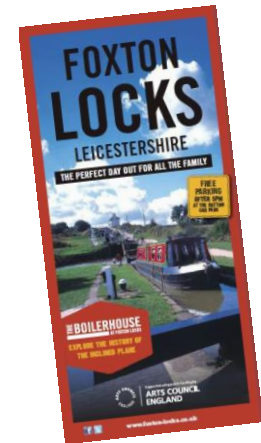


Did your visit to Leicestershire meet your expectations?

- It exceeded my expectations by far
- It exceeded my expectations
- It met my expectations
- It did not meet my expectations
- It was far below my expectations

[Previous](#) [Next](#)

Product Development



Financial Leverage (2014)

£163,000 arts council

£187,000 project fees and sponsorship

£600,000 trading income

Total turn over £1.39m

Results

Sir Patrick Moore
PLANETARIUM

we are
ALIENS!

PRODUCED BY



SUPPORTED BY



	Baseline 2012	Target 2016	Actual March 31 2015
8% growth in tourism value	£911m	£983m	£1.03bn
10% growth in employment	13,000	14,300	13,734
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50% increase in coach and group tour operators contacted annually	400	600	562
50% increase in number of conference bids presented annually	16	24	15

Outcomes



STEAM

- Double regional average increase in 2013
- 2014 another increase of over 6%

	2012	2013	2014	difference
City Value	482.72 £m	512 £m	541 £m	+5.6%
County Value	913 £m	969 £m	1,030 £bn	+6.3%
Combined Value	1.395 £bn	1.481 £bn	1.571 £bn	+6.1%
City Jobs	6,597	6,913	6,982	+1%
County Jobs	13,007	13,572	13,734	+1.2%
Combined jobs	19,604	20,485	20,716	+1.1%
City Vis Numbers	9.239m	9.475m	9.778m	+3.2%
County Vis Numbers	19.451m	19.975m	20. 632m	+3.2%
Combined	28.69m	29.45 m	30.41m	+3.2%

6 Year Trends

Value - 1.3 £bn – 1.571 £bn + 20.8%

Employment - 20,238 – 20,716 +2.35%

STR Hotel Occupancy Data 2014-2015

- Occupancy up 2.2% to 76%
- ADR up 7% to £56
- REVPAR up 10% to £43

Leicester Shire Promotions Ltd

Contract to deliver Tourism Services

Progress Review