

Response to Elected Member comments on the Tourism Growth Plan - Scrutiny Commission meeting held 4th September 2019

A number of changes have been made to the Tourism Growth Plan in response to comments made by members of the Scrutiny Commission on 4th September. In addition, feedback on the Tourism Growth Plan draft was received from tourism officers from the district councils and members of the Tourism Advisory Board. These comments have all been considered and incorporated as appropriate.

The points raised by Scrutiny Commission on 4th September have been addressed as indicated:

Point 1: Concern was expressed that the Tourism Growth Plan did not sufficiently reflect the industrial heritage of Leicestershire. Officers acknowledged the lack of specific reference but clarified that stories from each area could be built into specific campaigns. Each destination would have itineraries which could include historic industrial sites. Members requested that Leicestershire's industrial heritage be made more explicit within the Plan.

Response:

- **Incorporated on page 15.** A specific action point has been included as part of the Uncover the Story tourism campaign:

Action
Use the Uncover the Story campaign as a platform to better connect Leicester & Leicestershire's rich industrial heritage to the visitor economy. The area boasts some of the earliest developments of the Industrial Revolution in canal and rail transport as well as popular visitor attractions such as Abbey Pumping Station, Foxton Locks and Moira Furnace. Planned developments in Coalville and Snibston Park, including the 'Many Faces of Palitoy' project, will support the campaign

- **Incorporated on page 21.** An additional sentence has been included referring specifically to the industrial heritage of the Leicestershire Coalfield
"The area also has a rich industrial heritage linked to the former Leicestershire Coalfield with attractions including the Moira Furnace, Ashby Canal, Swannington Incline and Hough Mill.
- **Incorporated on pages 15, 25.** Additional references to Moira Furnace

Point 2: Members considered that the Plan focused disproportionately on Richard III and attractions within the city of Leicester and expressed disappointment with this. It was felt that Bosworth Battlefield deserved a higher status within the Plan and suggested that it could be linked to the Shakespeare experience at Stratford-upon-Avon which attracted visitors from around the world.

Response:

- **Not incorporated.** The King Richard III story received, and continues to receive, global interest. This 'story' incorporates a range of attractions across the city and county which have all been referenced together. The King Richard III Visitor Centre is always referenced alongside Bosworth Battlefield (for example on page 4 "*the multi-award winning Bosworth Battlefield heritage centre*", and page 19 "*Closer partnership working with key attractions: King Richard III Visitor Centre, Bosworth Battlefield and Visitor Centre....*") so it is not considered that a focus on Richard III is either disproportionate or involves an excessive focus on Leicester.
- **Incorporated on page 4.** An additional reference to Bosworth Battlefield has been made in the Trophy Cabinet section to celebrate the recent Sandford Award in 2018 for Excellence in Educational Provision.
- **Incorporated on page 24:** An additional action point has been included to address the point made about linking our Richard III story to that of Shakespeare.

Action
Explore opportunities for joint campaigns with other Midland Destination Management Organisations e.g. Shakespeare's England

Point 3: It was felt that the Plan lacked detail and was missing reference to a variety of smaller museums and tourist attractions. These included Taylor's Bell Foundry in Loughborough, the transport and gas museums and the microbrewery sector, particularly the Trappist beer which had recently featured in the national press. In addition, although the Plan referred to football, it did not mention rugby and the attraction of the Leicester Tigers. Officers advised that the Plan had been intended to act as a framework which would inform detailed action plans and individual campaigns and that it could not therefore expected to include reference to all attractions and tourism-related opportunities in the sub-region.

- **Already incorporated:** Reference has already been made to Taylor's Bell Foundry and Charnwood Museum on page 22. Museums, and their role in supporting tourism, are referenced in general terms on page 15 "*Support our museums and visitor centres to become our primary storytellers of place and gateways to appreciating Leicester & Leicestershire*". The microbrewery sector falls within the campaign 'Taste the Place' which explicitly mentions both food and drink on page 19. Specific references are made to brewery and distillery behind-the-scenes tours and tasting sessions in an action point.
- **Incorporated on pages 17 and 22:** A specific additional reference to the Trappist beer and other attractions has been made on page 22: "*Other attractions include the National Trust's Stoneywell Cottage, 1620s House and Garden, the UK's first Trappist brewery at Mount Saint Bernard Abbey, the*

industrial heritage of Swannington and historic Charnwood villages". Whilst specific references to individual sporting clubs have not been made, action points on page 17 have been reworded to make more explicit reference to sporting events "*Develop mechanisms to capitalise on the large audiences attending major local spectator sport and cultural events to cross promote our tourism product e.g. Big Sporting Weekends Calendar*" and "*Support Leicestershire & Rutland Sport's Premier Sporting Location campaign to bring major events into the sub-region*"

Point 4: It was suggested that footfall in markets, including Melton Mowbray, was decreasing and that the Plan needed to take into account the ways in which tourism was changing. Once completed, the extension to Fosse Park would be a major tourist attraction and consideration should be given to how its visitors could be directed to other tourist attractions in the area. This should include issues such as accessibility for coaches and the promotion of hotels.

- **Incorporated on pages 5, 18 and 22:** Fosse Park has been added to the map of key attractions on page 5. Information regarding the new Fosse Park development is featured on pages 18 and page 22
- **Not incorporated:** The dispersal of visitors from key local destinations or attractions identified in the Plan will be addressed through local district tourism plans as will infrastructure matters such as coach parking and drop-off sites or local hotel promotion.

Feedback from Scrutiny Commission was considered and discussed by the Tourism Advisory Board on 20th September.

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