



Hinckley & Bosworth Borough Council

Forward timetable of consultation and decision making

COUNCIL 30 January 2024

Wards affected: All Wards

Tourism Strategy 2024 - 2028

Report of Director (Community & Development Services)

1. Purpose of report

- 1.1 To seek Council approval to adopt the new Tourism Strategy 2024 - 2028 for Hinckley & Bosworth.

2. Recommendation

- 2.1 That Council approves the formal adoption of the Tourism Strategy 2024 - 2028

3. Background to the report

- 3.1 Tourism is a diverse industry that encompasses arts and leisure, sport, culture, environment, and retail sectors. This tourism strategy draws from relevant national and local strategies to ensure alignment and maximise opportunities for joint activity and linkages.
- 3.2 The previous Tourism Destination Management Plan 2017-2022 proved to be a document that initiated many positive tourism interventions, opportunities, and developments. Appendix A captures several high-level achievements.
- 3.3 This new strategy intends to build on previous successes and outlines the priorities for action and interventions in the visitor economy for the next four years in the Borough of Hinckley and Bosworth. It focuses on achievable outcomes and practical solutions that can be implemented by all stakeholders. The strategy encourages partnerships to work together towards common goals, maximising the impact of resources and activities.

- 3.4 The Borough enjoys a growing visitor economy. Anchored by attractions including the Bosworth Battlefield Visitor Centre, Twycross Zoo, the Triumph Visitor Centre, and the towns of Hinckley and Market Bosworth.
- 3.5 To underpin the importance of our tourism sector The Scarborough Tourism Economic Activity Monitor (STEAM) provides an indicative base of the local economic impact of tourism (from both staying and day visitors) for monitoring trends. The latest data for Hinckley & Bosworth shows that:
- Economic impact 2022 – £226m, an increase of 4.1% on 2019
 - Number of tourist days for 2022 - 4.15m, a decrease of 12.6% on 2019
 - Number of local employment FTE's that supports H&B Tourism industry - 2281, a decrease of 9% on 2019
 - Just under 90% of all visitors to the borough are day visits (3.28m with a further .38m staying overnight) however, overnight visitors accounted for £143m of the total economic impact, showing the importance of the staying visitor to the local economy.

4. Proud of our Tourism sector

- 4.1 Hinckley and Bosworth have a colourful and unique tourism offer steeped in rich history and heritage, which includes:
- 22 accommodation providers offering between them over 1,600 bedspaces, as well as a growing number of privately managed Airbnb's.
 - Over 160 pubs, restaurants, bars, tea rooms, coffee houses and farm shops, and a wide range of supporting facilities and services.
 - Twycross Zoo – The World Primate Centre. Twycross is dedicated to preserving threatened species whilst providing education, study and wonder for visitors.
 - Bosworth Battlefield Visitor Centre, an important landmark that commemorates a significant change in England's history as the birthplace of the Tudor Dynasty. This has been given further prominence by the reinterment of King Richard III in Leicester.
 - Hinckley & District Museum which attracts visitors from all around the country and overseas – many returning to ancestral roots and wanting to gather information.
 - The new Bosworth1485 sculpture trail which will celebrate the stories of people and places and the role they played in shaping history.
 - Triumph Visitor Centre, a high-quality attraction, free to enter with café and gift shop. Full factory tours also available. A strong boost to the Hinckley brand by association with this worldwide name
 - Bond Street Distillery is a craft distillery that produces award-winning gins and offers experiences from gin schools, to tasting events and entertainment.

5. Summary of the guiding principles and themes

- 5.1 In setting the priorities for the next 4 years, an approach is advocated which is ambitious without being unrealistic. Activities, whilst not needing to be fully funded at the time of writing, do need to have a reasonable prospect of being funded if they are to be included. The strategy is designed to largely be affordable within the existing budget scope but with the ambition of securing some additional project funding where available.
- 5.2 The Hinckley & Bosworth Tourism Partnership will oversee the strategy and its progress. The supporting action plan is guided by a framework based on three guiding principles:
- 1 Resilient and Effective
 - 2 Innovative
 - 3 Sustainable and Inclusive
- 5.3 This same framework then informs the four themes of the action plan -
- More visitors staying overnight
 - Businesses and Organisations working smarter
 - Sustainable Practices as a driver for success and profitability
 - Accessibility recognised as good business sense
- 5.4 To maximise the impact of a tourism strategy at a local level, it needs to be aligned within a 'hierarchy of influence' reflecting agreed national and regional priorities and objectives. This 'hierarchy' starts at the national level with Government through their tourism agency Visit Britain/Visit England. At a regional level, the Leicester and Leicestershire Enterprise Partnership (LLEP) has developed and agreed a Strategic Economic Plan (SEP) for the county that will guide future investment and the Place Marketing Team for Leicester and Leicestershire has developed a Tourism Growth Plan. This strategy will assist in supporting the emerging local plan for the Hinckley and Bosworth Borough and will support the council's Corporate Plan 2024 - 2028.
- 5.5 A Summary version of the strategy has been produced in the Council's format. To compliment this the detailed tourism sector strategy aimed at sector professionals can be downloaded via www.richardiiicountry.com

6. Exemptions in accordance with the Access to Information procedure rules

- 6.1 To be taken in public session.

7. Financial implications [AW]

- 7.1 None directly from this report.

8. Legal implications [MR]

- 8.1 Section 144 Local Government Act 1972 empowers the Council to encourage people by advertisement or otherwise to visit their area for recreation, health purposes or to hold conferences, trade fairs and exhibitions.

9. Corporate Plan implications

- 9.1 This strategy supports the Places priority- creating clean, sustainable and attractive places to live, visit and work in and the Prosperity - encouraging sustainable commercial economic and housing growth, as well as attracting businesses, improving skills and supporting regeneration continue to boost.

10. Consultation

- 10.1 Key tourism sector stakeholders have supported the development of this strategy. Leicestershire Promotions were commissioned to assist the Council in developing this strategy.

11. Risk implications

- 11.1 It is the officer's opinion based on the information available, that there are no significant risks associated with this strategy have been identified.

12. Knowing your community – equality and rural implications

- 12.1 The strategy supports elements of the Rural strategy.

13. Climate implications

- 13.1 The tourism sector continues to play its part in lowering carbon emissions.

14. Corporate implications

- 14.1 By submitting this report, the report author has taken the following into account:

- Economic regeneration implications
- Voluntary sector

Background papers: None

Contact officer: Simon D. Jones, Cultural Services Manager

Executive member: Mark Bools, Deputy Leader of the Council

Appendix A

High-level achievements:

- HBBC destination area gets 57% of all bookings for StayPlayExplore holidays. Over the 5 years, this means that we have sold just under 15,000 bed nights into your area with an economic impact of £1.2m.
- The Bosworth Sculpture Trail secured £500k form LLEP. The 5 pieces of artwork are being constructed and the onsite installations are due in 2024.
- Visit our tourism website for further information:
<https://www.richardiiicountry.com/>

Period	Key Themes	Delivery Highlights
2018 - 2020	<p>Provision of destination website</p> <p>Tourism support, advice, and guidance</p> <p>Upgrade of destination website</p> <p>Provision of STEAM data</p>	<p>Increase in hits to the new website by 30%</p> <p>Businesses trained in managing their own data on the website.</p> <p>Average 8 business contacts per month</p> <p>Supported interest groups and related activities</p> <p>Attended H&B Tourism Partnership meetings.</p> <p>Develop a greatly enhanced responsive borough tourism website that includes a home page which feeds out to individual pages for each of the tourism business groups, overnight accommodation, days out, places to eat and drink, events and festivals.</p> <p>Data collected, analysed, and submitted. Results summarised and presented.</p>
2020 - 2022	<p>Production of new Visitor Guide</p> <p>Redesign and revision of the Hinckley Tourism Website</p> <p>Covid Bounce Back</p>	<p>Copywriting and design 10,000 copies produced and distributed.</p> <p>New brand and concept researched and presented</p> <p>King Richard III Country brand agreed by partners and developed. New website launched.</p> <p>50,000 leaflets researched, produced and distributed nationally promoting Hinckley for shopping and leisure visits.</p>
2022 – 2023	<p>Provision of destination website</p>	<p>Maintenance of content and events etc.</p> <p>Businesses trained in managing their own data on the website. Annual licences, hosting fees etc.</p>

	<p>Tourism support, advice, and guidance</p> <p>UKSPF</p>	<p>Average 10 business contacts per month Supported the area DMP delivery Supported interest group and related activities Attended H&B Tourism Partnership meetings. New Tourism Strategy researched, consulted on, developed, and presented.</p> <p>Successful tourism project pitched and included. Contacts made for increased short-break packages in the area, new packages to be launched and promoted from January 2024.</p>
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