



## Summary of the Tourism Strategy

The Tourism Strategy details the visitor economy growth plan for the Hinckley and Bosworth Borough Council destination area. This plan outlines the priorities for action and intervention in the visitor economy for the next four years in the borough of Hinckley and Bosworth. This document is a summary version of the full Tourism Strategy.

Tourism is a diverse industry that encompasses arts and leisure, sport, culture, environment, and retail sectors. This tourism plan draws from relevant national and local strategies to ensure alignment and maximise opportunities for joint activity and linkages.

In 2022 the borough attracted 4.15m tourist days, generating an economic impact of £226m, supporting 2281 jobs.

The action plan is guided by a framework based on three guiding principles:

- 1 Resilient and effective
- 2 Innovative
- 3 Sustainable and inclusive

This same framework then informs the four themes of the action plan:

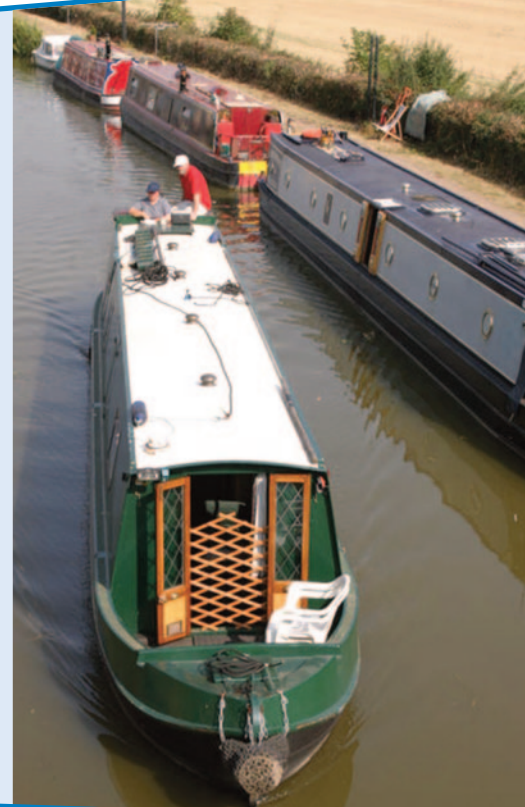
- More visitors staying overnight
- Businesses and organisations working smarter
- Sustainable practices as a driver for success and profitability
- Accessibility recognised as good business sense

## Borough profile

Hinckley and Bosworth has a colourful and unique tourism offer steeped in rich history and heritage, which includes:

- Around 22 accommodation providers offering between them over 1,600 bed spaces, as well as a growing number of privately managed air b&bs
- Over 160 pubs, restaurants and bars, tea rooms, coffee houses and farm shops, and a wide range of supporting facilities and services
- Over 20 places to visit offering nature and wildlife, historic sites, antiques centre, water attractions and parklands, a hugely successful voluntary run theatre at the Concordia and a celebration of local history at the voluntary run independent Hinckley and District Museum
- Outdoors – walking, cycling and riding together with the heritage transport offers of the Ashby Canal and Battlefield Line Railway

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- 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 ancestor roots and wanting to gather information.
- The new Bosworth 1485 sculpture trail which will celebrate the stories of people and places and the role they played in shaping history.
- The town of Market Bosworth with its restaurants, cafes, boutiques and specialist shops with the Market Bosworth Country Park to the east of the town.
- Mallory Park Racing Circuit offers regional and national car and motorcycle racing, festivals, corporate events and other related facilities and services
- 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
- In 2002, Britain’s foremost mapping agency, the Ordnance Survey, calculated the precise centre of England to be in a wheat field at Lindley Hall Farm in Fenny Drayton. In May 2013, a lasting monument was installed to mark the spot. The Farmer family, who own the farm and the land, allowed the monument to be installed on the edge of their wheat field, thereby marking the spot for posterity
- Bond Street Distillery is a craft distillery that produces award-winning gins and offer experiences from gin schools, to tasting events and entertainment
- A vibrant programme of events ranging from the Soap Box Derby to Farmers’ Markets, marathon races to lunchtime concerts, art and craft exhibitions in the Atkins Building to guided walks
- Proximity to various attractors within the adjacent ‘National Forest and Beyond’ area offering significant partnership working and joint promotional opportunities
- Related ‘business tourism opportunities’ with major economic developments at Horiba Mira and Triumph, both internationally renowned companies resident in the borough
- Leisure offers at major hotel operations such as the Hinckley Island Hotel, Bosworth Hall and Sketchley Grange which offer comprehensive accommodation, conference and banqueting services within easy reach

## Four themes of the action plan

The supporting action plan will be delivered by key sector partners. Examples of the supporting actions for each of the four themes are captured below:

### Theme 1 - More visitors staying overnight

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|--|
| 1 We will promote the new website Richard III Country                              |
| 2 Seek to increase supply of guest accommodation within the borough                |
| 3 We will maximise overnight stays linked to the new Bosworth 1485 Sculpture Trail |

### Theme 2 - Businesses and organisations working smarter

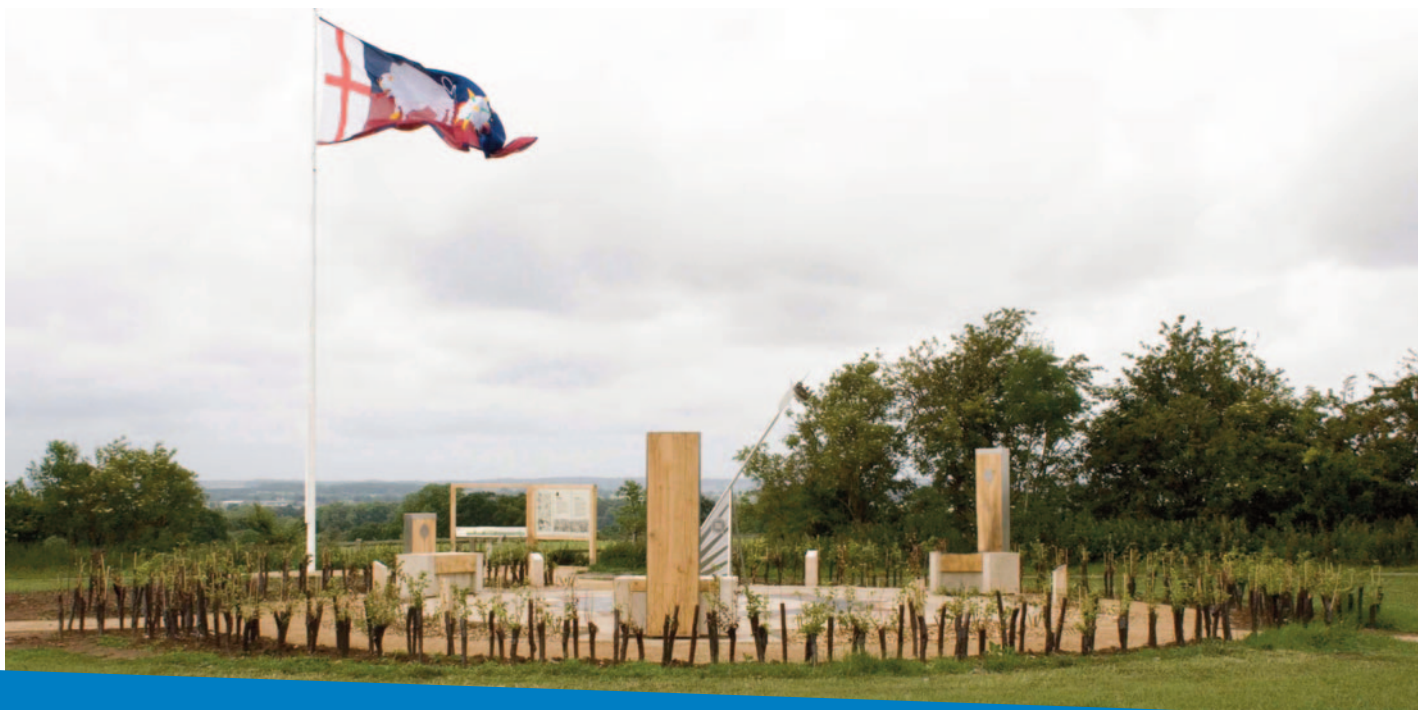
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| 1 Support the sector in embracing going digital   |
| 2 We will continue to expand the online presence via social media platforms                                 |
| 3 Assist businesses to increase confidence in using smart technologies to drive efficiency and productivity |

### Theme 3 - Sustainable Practices as a driver for success and profitability

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|---|
| 1 Promote membership of Green Tourism and promote their free 'Green Check' audit                |
| 2 Ensure more businesses adopt sustainable and 'green' tourism practices                        |
| 3 Uplift new day and overnight visitors that are generated based an improved 'well-being' offer |

### Theme 4 - Accessibility recognised as good business sense

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|---|
| 1 Increase in visitors with access needs visiting and staying overnight |
| 2 Promote accessible accommodation packages                             |
| 3 We will undertake specific promotion focused on target audiences      |



## Structure and partnerships

The structure of tourism delivery nationally, regionally and locally evolves constantly. Key considerations for this plan include:

Local Visitor Economy Partnerships (LVEPs)

Hinckley and Bosworth Tourism Partnership

Leicestershire Promotions Limited

Place Marketing Team

Bosworth Rural Tourism Partnership



## Strategic context

To maximise the impact of a tourism plan at the 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 (LEEP) 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. Other local influences include the emerging local plan for the Hinckley and Bosworth Borough, the Council's Corporate Plan 2024 to 2028 and the Rural Strategy.

## Monitoring and review

Project monitoring will take the form of a 'RAG' chart using traffic lights to indicate the status of progress at any given point. This report will be updated and presented quarterly to the Hinckley and Bosworth Tourism Partnership which will be charged with overseeing and supporting the delivery of the ambitions and outputs described and monitoring progress.

## Related websites

[www.hinckley-bosworth.gov.uk/tourism](http://www.hinckley-bosworth.gov.uk/tourism)

[www.richardiiicountry.com](http://www.richardiiicountry.com)

[www.goleicestershire.com](http://www.goleicestershire.com)

[www.visitleicester.info](http://www.visitleicester.info)

[www.visitengland.com](http://www.visitengland.com)

To view the full tourism sector strategy please visit

[www.richardiiicountry.com](http://www.richardiiicountry.com) where you can download a copy.



Hinckley & Bosworth  
Borough Council