

Hinckley and Bosworth Tourism Partnership

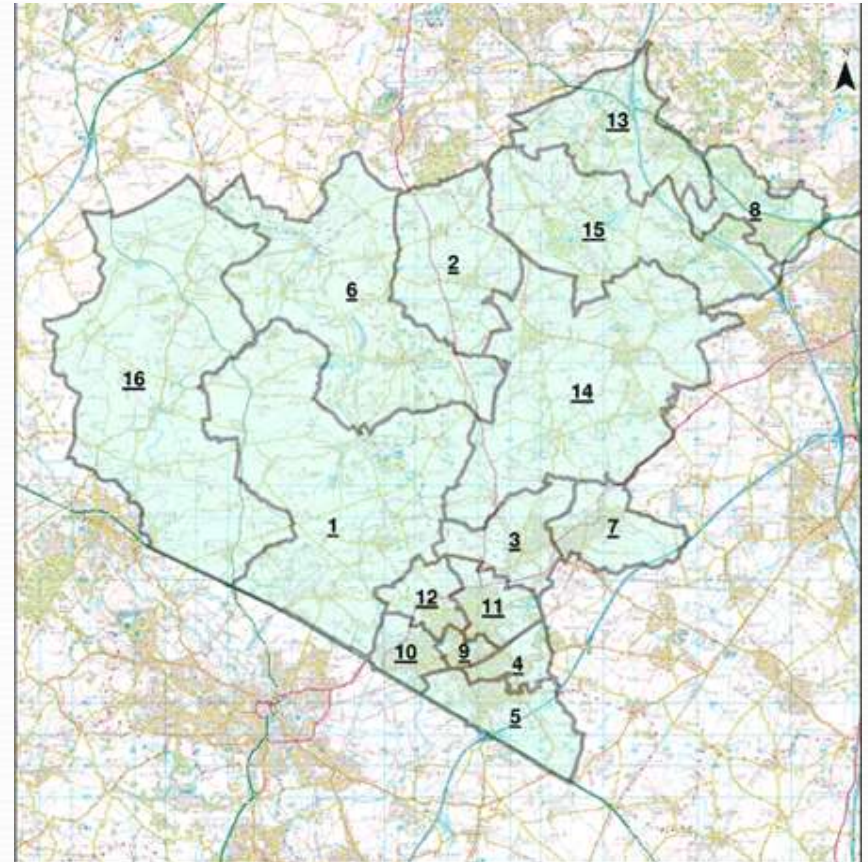
Simon Jones, Cultural Services Manager



Overview – Our Tourism Offer

Covering 114 square miles we have:

- Award winning Twycross Zoo
- Market Towns of Hinckley and Market Bosworth
- Bosworth Battlefield and Visitor Centre
- Quality hotels with conference facilities and spas
- Range of B&Bs and Guest Houses
- Caravan Parks, Camping and Glamping
- Bars, Restaurants, Tearooms
- Close to National Forest and award winning Green spaces
- Boats, trains and automobiles
- Water and motor sports
- Culture & Heritage – Atkins, Museum, Concordia, Whitemoors



New Tourism Developments

- Twycross Zoo
 - £55m masterplan launched 2015
 - £6m investment 2015/7
- The Crescent
 - £60m investment
 - New retail and leisure facilities
- Hinckley Leisure Centre
 - £15m investment
 - 880,000 visits per annum
- Bosworth Marina
 - Links Bosworth to Ashby Canal
 - Space for 150 narrowboats
- King Richard III
 - Heritage trail - £150k Arts Council



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Our Tourism Economy

- Scarborough Tourism Economic Activity Monitor (STEAM)
- The 2012 dip was recorded all over the country with attention being focussed on London for the Olympics and Queen's Diamond Jubilee
- STEAM 2015 capture the impact of the interment of Richard III and Rugby World Cup – *expected figures*

Year	Revenue	Tourist days	Tourist numbers	Employment
2006	£132m	4,053,000	3,677,000	2,080 FTE
2010	£161m	3,996,000	3,599,000	2,137 FTE
2012	£151m	3,769,000	3,364,000	2,098 FTE
2015	£160m	4,000,000	3,700,000	2,200 FTE

The Tourism Partnership

- Mixture of key Tourism stakeholders in public, private and voluntary sectors
- Strategy and Action Plan
- Task and Finish groups focused on specific initiatives
- Actions for marketing and promoting the area
- Funding and investment opportunities



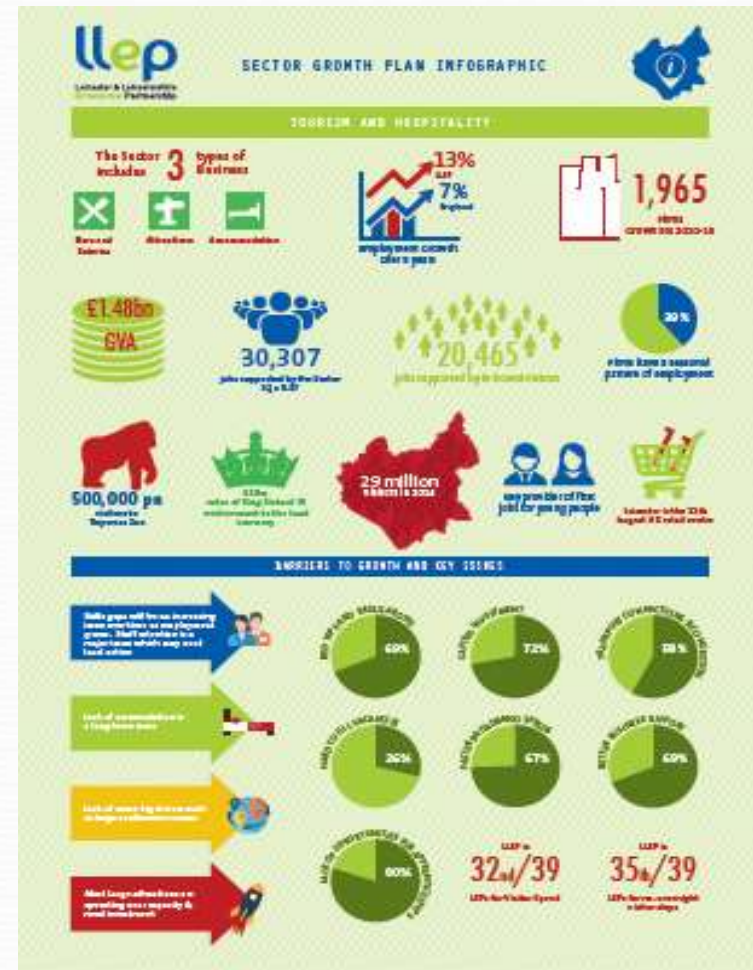
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Strategy for Tourism

- **LLEP Tourism Sector Plan for Leicestershire**
- To generate an additional 10,000 jobs by 2020
- To increase the value of Tourism to 2.2bn by 2020 (currently at £1.56b)
- To increase the number of visitors to 35m by 2020 (currently at 30m)
- **LEADER**
- £1.4m fund across Hinckley and Bosworth and North Warwickshire rural areas
- Development of Destination Management Plan for the area to be able to assess LEADER bids for Tourism



Drive up quality of the visitor experience in our Borough

- **Hinckley & Bosworth Strategy 2015 - 2018**
- **Objective 1:** Develop a visitor interpretation scheme across the borough
- **Objective 2:** Increase the number of unique and exciting visitor experiences and package with existing experiences
- **Objective 3:** The area maximises the opportunities to benefit from the re-interment of the mortal remains of King Richard III in Leicester and associated activity



Our Key Achievements

- A legacy project for Richard III including Stoke Golding and the Birthplace of the Tudors being developed
- Familiarisation visit in June to develop links between businesses to cross promote accommodation providers with attractions
- Success in the local Tourism Awards for members such as Bosworth Battlefield, Dandelion Hideaway and Market Bosworth village centre
- 4th edition of a Visitor Guide - 20,000 copy circulation and online
- Successfully lobbied for a LLEP Tourism Sector Plan

