

# Hinckley & Bosworth Tourism Partnership

Our Tourism Strategy 2013 - 2018



Incorporating our Blueprint for Action



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## FOREWORD



**Steve Wegerif**

Steve Wegerif, Chair of Hinckley and Bosworth Tourism Partnership said: “By continuing to bring together the local attractions and accommodation providers – indeed, all businesses involved in the tourism services sector - Hinckley and Bosworth Tourism Partnership continues to deliver a forward thinking and cohesive approach to raising the profile of the area as a major tourism destination. By sharing skills and experiences, operators are able to achieve continual improvements to the already high standards of quality and customer service. This approach, coupled with the positive promotion of the very many tourism attractions located in our area, will help to attract more visitors and encourage them to actually stay in the area for longer periods.”

## Introduction

This Strategy identifies the Hinckley and Bosworth Tourism Partnership’s key strategic priorities for developing tourism in Hinckley and Bosworth and outlines an action plan for marketing development over the next five years. It has been developed in consultation with partners and their endorsement for the vision and actions have been agreed. It is intended to assist in the targeting of resources and aims to maximise the potential benefits for Hinckley and Bosworth from the growth of tourism.

Successful tourism marketing is dependent not only on effective marketing but also on the quality and equality of the ‘product’. This Strategy sets out the profile of the Borough and highlights the very best of the destination’s product and what it has to offer. It is also important that we set our aims and objectives in line with the national and local context in which we will operate. It then sets out our vision statement before examining the priorities and actions to be undertaken as part of the Strategy. Monitoring and reviewing is part of our process to ensure that we are successful in the tasks we have set ourselves.

This Strategy is the result of the initial work undertaken in association with members of the Hinckley & Bosworth Tourism Partnership and builds upon the considerable knowledge, experience and lessons learned from the previous Strategy that has developed further and built into this latest version for the period 2013 to 2018.

## Borough Profile and Products

- The Borough of Hinckley and Bosworth covers 297 square kilometres (115 square miles) of rolling English countryside boasting the two market towns of Hinckley and Market Bosworth and 56 rural villages.

We believe that the business of tourism in the area comprises:

- Around 48 accommodation providers offering between them over 1,730 bed spaces, as well as over 200 pubs, restaurants and bars, tea rooms, coffee houses and farm shops, and a wide range of supporting facilities and services
- Over 20 specified visitor attractions offering nature and wildlife, historic sites, antiques centre, water attractions and parklands, a hugely successful voluntary run theatre at the Concordia (celebrated 40 years in 2012) and a celebration of local history at the voluntary run independent Hinckley and District Museum

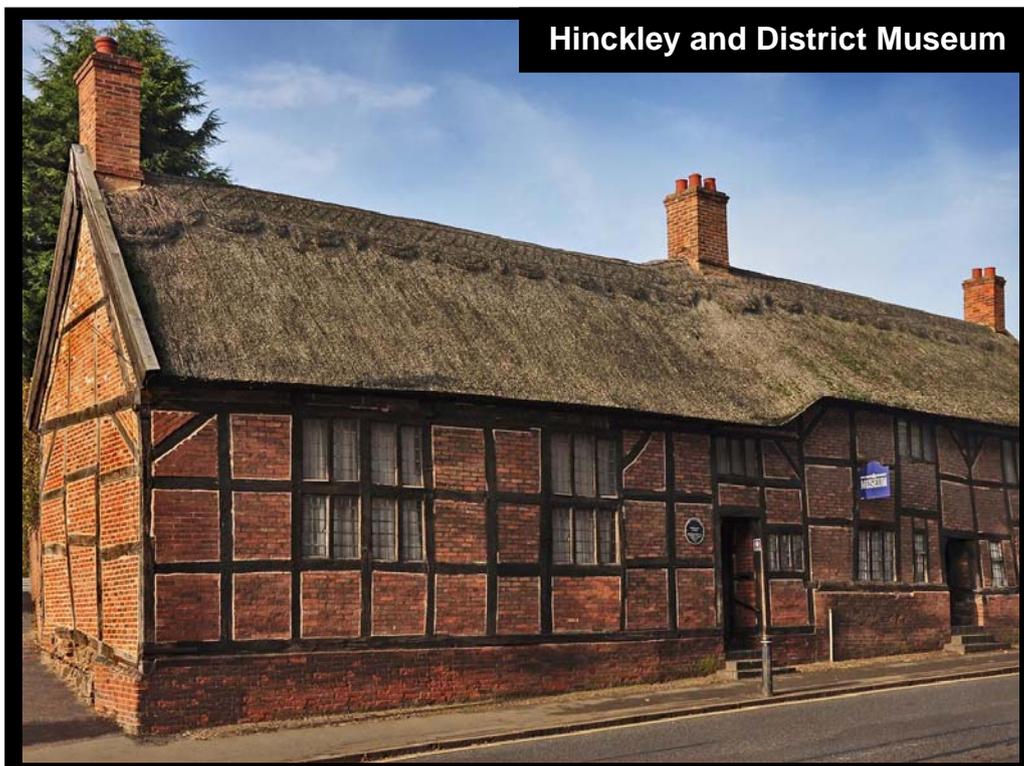


- Outdoors – walking, cycling and riding together with the heritage transport offers of the Ashby Canal and Battlefield Line railway
- Twycross Zoo – The World Primate Centre. More than just a zoo, Twycross is dedicated to preserving threatened species whilst providing education, study and wonder for visitors. Increasingly, Twycross is developing and evolving as a tourism hub for the region and sub-region. They are also a popular conference, events and wedding venue.
- Bosworth Battlefield Visitor Centre, an important landmark which commemorates a major change in England's history as the birthplace of the Tudor Dynasty. This has been given further prominence by the discovery of the skeleton of King Richard III in Leicester.

- 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 Mira and Triumph, both internationally renowned companies resident in the borough
- Leisure offers at major hotel operations such as the Hinckley Island Hotel and Sketchley Grange which offer comprehensive accommodation, conference and banqueting services just off the A5 and M69 motorway

### **National and Local Context**

The concept of tourism now embraces all manner of business activities, leisure and recreational pursuits, from business meetings, conferences and corporate events, to undertaking activities, visiting attractions, attending events and staying overnight. It includes the economic activity of local residents and their visiting friends and relations, as well as the traditional visitor from outside of the area including overseas. There is currently a significant trend towards attracting domestic tourism and towards attracting greater 'consumption' of tourism by ever more focused consumer segments based upon lifestyle characteristics. Underlying all this is a continuing growth in leisure, in experiencing a 'sense of place', and in the wider aspects of improving one's quality of life.



## National Context

*National Tourism Policy March 2011*

Tourism is an important sector of the UK economy. It is one of the sixth biggest industries. It accounts for almost £90bn direct spend each year, contains over 200,000 businesses and provides 4.4% of the nation's jobs.

The Government aims to

- Fund the most ambitious marketing campaign ever to attract visitors to the UK in the years following 2012. The £100m campaign, co-funded by the government and the private sector, aims to attract 4 million extra visitors to Britain over the next 4 years
- Increase the proportion of UK residents who holiday in the UK to match those who holiday abroad each year
- Improve the sector's productivity to become one of the top 5 most efficient and competitive visitor economies in the world.

The full National Tourism Policy can be accessed at [www.culture.gov.uk/government2\\_Tourism\\_Policy\\_2011.pdf](http://www.culture.gov.uk/government2_Tourism_Policy_2011.pdf)



Visit England is the national tourist board for England, responsible for marketing England to domestic and established overseas markets and for improving England's tourism product. It provides leadership, knowledge and marketing services in order to support government achieve its policy aspirations.

Its vision is to maximise tourism's contribution to the economy, employment and quality of life in England.

The Strategic Framework aims to achieve four interdependent objectives which are designed to address the opportunities and challenges for England's visitor economy;

**Objective 1** - To increase England's share of global visitor markets.

**Objective 2** - To offer visitors compelling destinations of distinction.

**Objective 3** - To champion a successful, thriving tourism industry.

**Objective 4** - To facilitate greater engagement between the visitor and the experience.

## **Local Context - Leicestershire**

### *Tourism Strategy for Leicester and Leicestershire (2011-2016)*

The Tourism Strategy identifies four strategic priorities that express the local tourism industry's ambitions in a practical way. These cover –

- Expanding the quality of Leicestershire as a destination
- The positioning of Leicestershire to distinguish it from its competitors
- Improving customer service through training and improved skills
- Ensuring up to date intelligence and data

Finally it outlines a delivery framework and range of organisations and businesses which need to be involved and committed in delivering its priorities.

## **Strategic Themes**

There are four key themes which address our ambitions in a practical way. They establish also the rationale in linking with the wider ambitions and longer-term direction being set by the Leicestershire Strategy for Economic Growth through to 2020. The themes are:

1. **Destination:** offering people a wide range of quality attractions, accommodation and experiences with growing local distinctiveness and a warm and genuine welcome
2. **Positioning:** developing and promoting the county's assets while differentiating between the business and leisure markets in a way which offers a unique and quality product
3. **People:** ensuring visitors enjoy a world class experience and have their expectations surpassed, promoting tourism as a 'first choice' career by investing in skills and training and creating a workforce capable of delivering high standards of customer service
4. **Intelligence:** providing a robust evidence base enabling tourism businesses and the public sector to make informed and more co-ordinated investment decisions

Leicester Shire Promotions is the Destination Management Organisation for Leicester and Leicestershire.

Figures have shown that the visitor economy in Leicester and Leicestershire has continued to grow and reached £1.402 billion in 2011. In 2010, the economic impact of tourism was £1.321 billion. This research also shows that the value of overnight stay visitors to Leicester and Leicestershire – the economic impact of the serviced and non-serviced accommodation sector – rose by 20 per cent over the last five years (from 2007 - 2011).

Tourists visiting the county rose from 20.763 million in 2010 to 20.886 million last year. The economic impact value was £928.82 million in 2011, up from £916.37 million in 2010.

## Tourism contribution of over £147.9 million per year to the local economy.

Key findings for Leicester and Leicestershire: 2011

- Economic impact of tourism: £1.402 billion
- Tourist numbers: 30.710 million
- Tourist days: 36.436 million
- Jobs supported by tourism activity: 20,012
- Economic impact of accommodation sector (serviced and non-serviced): £302 million

The research was conducted by Scarborough Tourism Economic Activity Monitor (STEAM). STEAM data can be explored to understand the economic contribution of different sectors. It is the eighth major consecutive study into the economic impact of tourism at a destination level.



## Local Context – Hinckley and Bosworth

There are area-specific tourism partnerships, each focusing on one of Leicestershire's distinctive tourism areas. The key function is to provide local support, assistance and representation for tourism businesses and operators. Hinckley & Bosworth Tourism Partnership (HBTP) is one of these tourism partnerships, and it works alongside the other area partnerships both in Leicestershire and Warwickshire

Employment within the Tourism industry provides 2,200 jobs (full time equivalents) employed in around 600 businesses.

In excess of 3.7 million 'visitors' come to the borough every year, with over 91% visiting for the day, amounting to an estimated 4.1 million visits.

Tourism contributes over £155.75 million per year to the local economy.

## **Hinckley & Bosworth Tourism Partnership**

*'Hinckley & Bosworth Tourism Partnership will clearly and firmly establish the Hinckley & Bosworth area, together with its distinctive mix of market towns, rural tourism product and major conferencing and corporate entertainment venues within the broader context of the Leicestershire tourism 'destination' attracting leisure and business visitors from across the UK and beyond'*

Hinckley & Bosworth Tourism Partnership (HBTP) is a partnership of like-minded people and organisations with a shared ambition to improve the business of tourism in our area. The Board comprises a mix of local public, private and voluntary sector representatives that meets three times a year. The Partnership is a membership organisation that is relevant to attractions, accommodation providers, town centre management, night time economy and heritage providers, creating individual opportunities through a variety of networking, relationship building and partnership working opportunities.

HBTP remains the single focus for all aspects of tourism at a local level. Operational from late 2004 and becoming an independent not-for-profit company in 2009 the Partnership is well placed to make a valuable economic impact at the local level. There is a commitment to a practical remit for tourism covering product development, visitor information and services, industry services including local assessment schemes, skill development, and advice about grants and support to improve business performance.

The main key achievements have been:

- A successful **membership scheme** of the Partnership which currently has 60 active members supported by a board of unremunerated directors from the premier attractions, accommodation providers and Hinckley and Bosworth Borough Council
- The introduction of the new and improved **Visitor Guide** of which two editions have been produced. 20,000 copies are distributed throughout the region and it is available on the website.
- The introduction of a dedicated **tourism website** for the area at [www.visithinckleyandbosworth.co.uk](http://www.visithinckleyandbosworth.co.uk) currently getting 3,500 hits per year and increasing
- The introduction of an **industry newsletter** which is distributed to members throughout the year featuring valuable, up to date information about publicity campaigns, members' news and useful statistics
- Several **leaflet swap and seminar events** to encourage local business and tourism attractions to work together for mutual benefit. This also attracts national Government Ministers and our MP with the remit for tourism
- The introduction of the **Local Accommodation Assessment Scheme** enables businesses currently not accredited to become so at a reasonable cost. This was introduced to drive up the quality of our local accommodation stock and enable wider publicity

The sustainable Partnership is kindly support funded via Hinckley and Bosworth Borough Council. Additional income streams allowing operational delivery is via membership subscriptions. In kind support is welcomed via Leicestershire Promotions and the many volunteer hours.

## **Local Strategic Priorities**

Hinckley & Bosworth offers themes that enhance the main distinctive tourism offer. These supporting themes can be used to demonstrate the variety and range of the visitor experience available within the area, whilst still enabling the main distinctiveness 'hook' to be prioritised, marketed and promoted accordingly. It is important that this relative positioning is maintained to maximise all potential messages and communications about Hinckley & Bosworth.

## Triumph Motorcycles



These themes act in a complementary manner and enable the length and the nature of the visitor experience locally to be extended thereby 'dispersing' the visitor throughout the area to stay longer and hopefully spend more. This can also have a beneficial impact upon and positive implications for transport. A proportion of the overall visitor audience may well have a distinct and specific interest in one or more of these themes.

**Destination:** promoting the wide range of quality attractions and accommodation highlighting the borough's diverse offer

**Positioning:** working with a wide range of partners to ensure the area competes efficiently to enhance the visitor experience and ensure overnight stays and repeat visits; enhancing opportunities for business tourism and supporting opportunities in major economic developments

**People:** ensuring a warm welcome in quality assessed accommodation and attractions; advocating for employment and skills development within the industry

**Intelligence:** ensuring our local businesses are connected and have access to reliable sources of data

The Strategy will continue to implement and effect positive change to bring about beneficial tourism development and activity in a consistent and coherent manner.

### **Hinckley and Bosworth Distinctiveness**

We have agreed there are benefits arising from more cohesively and single-mindedly presenting the area's tourism product. We refer to this as creating the Hinckley and Bosworth '*distinctiveness*'. It requires that we focus on just a few aspects around which we can position all the other facets of

tourism and deliver the cross-selling opportunities. It is the central story that all partners can translate to fit their own needs.

In identifying this single-minded focus we flag up the possible 'iconic' attractors of Bosworth Battlefield and Twycross Zoo, the growing appeal of Hinckley for shopping, the diversity of accommodation options and attractions, the miles of pure English countryside, and also consider the potential of the 'gateway' position between Warwickshire and the West Midlands conurbation and the National Forest and the East Midlands conurbations. The area has a particular advantage in a growing portfolio of high-quality conference and business tourism locations including the Hinckley Island Hotel and the new developments at MIRA and Triumph. These can all be placed within a context of quiet by-waters and the offer of a hidden corner of Middle England – located literally in the centre of the country.

The Strategy recommends the positioning of three themes

Family Fun - ***the perfect location for families of all ages to enjoy time together***

History and Heritage - ***discover what has made us who we are***

Business Tourism - ***unique quality venues in a perfect location***

These are the propositions behind the marketing and communications activity that will be developed and implemented. The core proposition will be used as the platform for building area distinctiveness, and as the basis of the wider sales appeal. In this way Hinckley and Bosworth will build a more distinctive profile and will succeed through offering a genuinely unique tourism story within the Leicestershire destination supported solidly by the strength of the links with associated tourism themes.

These themes are not exclusive, there are many others including the outdoors, walking etc that will be used where appropriate. However, these are the themes that are most distinctive to the borough and therefore offer the greatest opportunity to develop a competitive edge.

## **Town Twinning**

There are numerous advantages to the future development of the borough by celebrating and encouraging cultural links with our neighbours. Twinning brings people together, allowing citizens of the



twinned towns to experience and explore other cultures. It encourages economic development and trade opportunities:

- To promote economic and trade opportunities
- To improve tourism links and visits
- To celebrate and improve trade links

A good twinning partnership can benefit many sections of the community. On a practical level twinned towns can encourage their Chambers of Trade to link, as well as encouraging youth exchange visits. Twin towns' websites can be linked, and art or cultural exhibits can be arranged. It can also enable young people to get involved with their counterparts from a different country, helping to overcome stereotypes and encourage tolerance and understanding. There are opportunities for young people:

- To promote intercultural learning
- To develop skills
- To encourage participation

Hinckley is currently twinned with Grand Quevilly in France and Herford in Germany. There also links with Laatzen in Germany and Gubin in Poland, both of which are twinned with Grand Quevilly. [More information is available on our website.](#)



## Action Plan

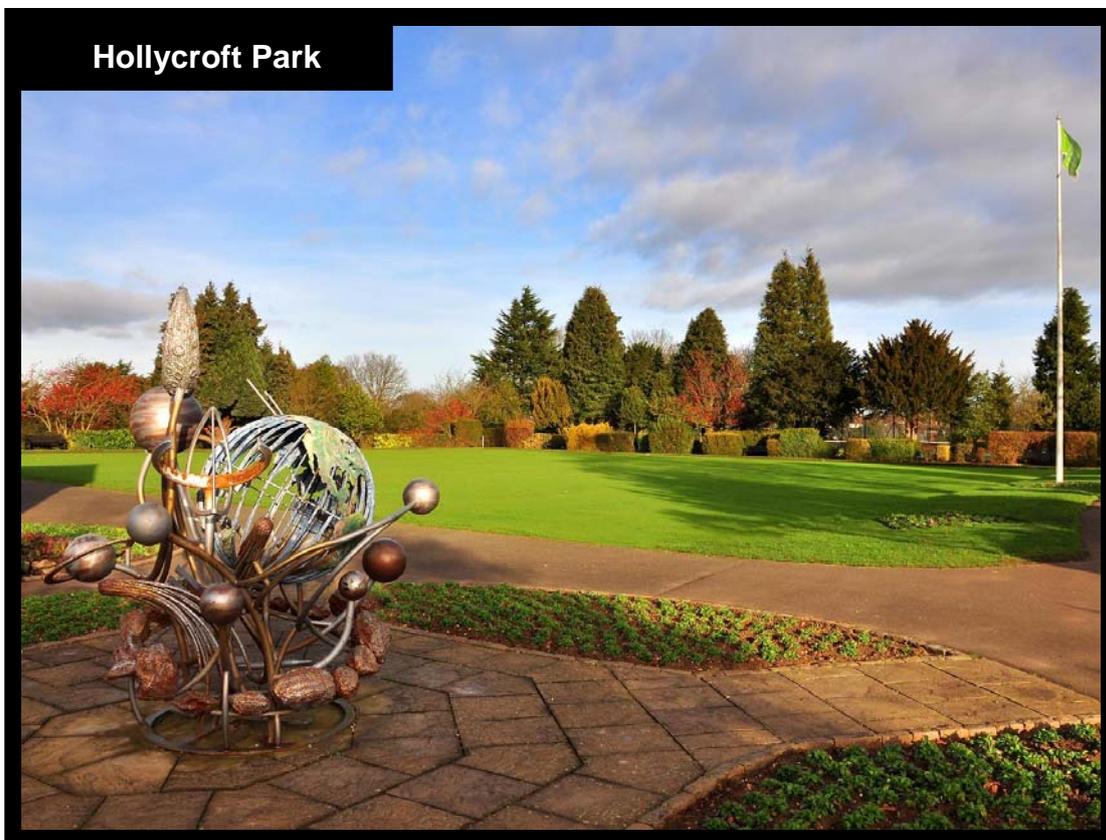
The main aims of the Strategy are to bring about greater cohesion, consistency and focus, to enable us to work closer together and to reduce duplication – in order to attract greater tourism business. The Strategy identifies and prioritises the actions that will make most difference to the business of tourism.

It is a practical and considered plan for the whole tourism sector and embraces our collective ambitions. It will make a difference where difference is most needed. As well as stakeholder partners, the Strategy also identifies our tourism neighbours and the basis of working with them. It should also be regarded as the catalyst for identifying, developing and funding new tourism initiatives.

**The Partnership aims to deliver in 2013 to 2018:**

- 1** Distinctive tourism story for the Hinckley and Bosworth area promoted through
- 10%** Growth in economic activity over the first 3 years through greater visitor spend
- 12%** Growth in visitor numbers over the first 3 years
- 75%** Sector inclusion in the district pages of [goleicestershire.com](http://goleicestershire.com)
- 80%** Of tourism businesses using proactively online marketing
- 85%** Visitor satisfaction

Members of the Partnership and its key partners will receive quarterly updates on performance at board meetings and our specially organised seminar events. The Partnership will also conduct its own survey amongst the tourism trade to add to our knowledge of the area and how we can measure the impact of the Partnership's activities.



## Action Plan

Ref	Activity	Yr1 to 3 2013-16	Yr 4/5 2016-18	Lead	Resources	Anticipated Outcomes
	<b>Objective 1 – Destination</b>					
1.1	Support and develop key marketing campaigns around the themes of Family Fun, History and Heritage and Business Tourism	✓	✓	LPL HBTP	Existing activity	Increased visitor numbers especially overnight stays
1.2	Produce a bi-annual Visitor Guide reflecting useful information and promoting members	✓		LPL HBTP	Existing budgets	Increased visitor numbers Increased revenue for HBTP
1.3	Continue to develop and improve the tourism website through targeted online activity, suggest itineraries to encourage movement around the borough	✓	✓	LPL	Existing activity	Increased visitor numbers Increased membership of HBTP
1.4	Promote cycling and walking within the borough to day visitors and residents via Local Transport Plan 3.	✓	✓	HBTP	Existing activity	New markets attracted to visit the area
1.5	Work collaboratively with Planning Authority to maximise development of new tourism activities/businesses	✓	✓	HBTP	n/a	Enhance the Tourism offer Create new employment opportunities
1.6	Devise a programme of town and country trails to include a Children’s trail to encourage travel around the area	✓		Hinckley Bid	Existing budgets	New family markets attracted to the area
1.7	Promote the vast range of events that are delivered by key partners	✓	✓	HBBC HBTP	Existing budgets	Increased visitor numbers Increased footfall in the town
1.8	Support the expansion plans at Hinckley and District Museum		✓	HBTP	External funding	Enhance the Tourism offer
	<b>Objective 2 – Positioning</b>					
2.1	Encourage support from the local tourism industry at local events in the borough to promote the attractions to day visitors and residents	✓	✓	HBTP	Officer time	Increased promotion and membership
2.2	Investigate the smart phone technology to create Apps and DVD to promote tourism in the area		✓	Hinckley Bid	Existing activity	Wider access by the public to the area
2.3	Support the opportunities in tourism and economic development being developed by large international companies in the borough	✓		Mira Triumph	Existing activity	Promote the area to a national and international visitor Enhance the tourism offer

2.4	Enhance opportunities for the borough following the discovery of Richard III in Leicester	✓		Bosworth Battlefield	Existing activity	Promote the area to a national and international visitor
2.5	Review and evaluate appropriate marketing material, to support the visitor with key what's on information.	✓	✓	HBTP	Officer time	Efficient use of budgets
2.6	Promote tourism to the new housing developments planned across the borough		✓	HBTP	Officer time	Increase visitor numbers
2.7	Work to develop event bidding to encourage the events and conference market to the area	✓	✓	LPL	Officer time	Promote the area to a national and international visitor
	<b>Objective 3 – People</b>					
3.1	Increase the awareness of Hinckley & Bosworth Tourism Partnership within the tourism industry and increase membership	✓	✓	HBTP	Officer time	Increased membership Partnership working with other areas
3.2	Circulate the list of members to each other to maximise connectivity and to encourage B2B opportunities	✓	✓	HBTP	Officer time	Increase in buying services locally Increased partnership working
3.3	Develop and promote a Local Accommodation Assessment Scheme	✓	✓	LPL	Officer time	Marketing material accepted in more places Quality standards increased
3.4	Actively support initiatives such as Britain in Bloom and Leicestershire Food Fortnight to enhance the appeal of the area	✓	✓	LPL	Officer time	Increase visitor numbers Enhance the tourism offer
	<b>Objective 4 - Intelligence</b>					
4.1	Hold an annual tourism industry networking event to connect with local business	✓	✓	LPL	Existing budgets	Increased membership Increased partnership working
4.2	Promote Tourism Awards and support applications in all categories	✓	✓	HBTP	Officer time	Enhance the tourism offer
4.2	Conduct a survey amongst members to gather information about visitor numbers and economic impact	✓		HBTP	Officer time	Increased intelligence of the area

## Monitoring and Review

This Action Plan will be reviewed and updated on an annual basis, commencing April 2014.

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