

North West Leicestershire District

Regeneration Framework



2024

DRAFT

Revision	Date	Notes
00	06.08.24	First Issue
01	04.08.24	Work in progress

© Corstorphine & Wright Ltd.
 The copyright of this document is vested with Corstorphine & Wright Ltd. and must not be copied or reproduced without the consent of the company.

Contents

Introduction..... 6

North West Leicestershire
 Past, Present, Future 12

The District in Numbers.....14
 Place.....16
 People.....18
 Business.....19

Vision & Approach..... 22

Key Projects.....24
 Enabling Health and Wellbeing.....26
 Reducing the Need to Travel by Car.....28
 Supporting out Economy and Local Centres
 52
 Workspace Site Development56
 Ambassadors.....58
 Conserving and Enhancing our Heritage 40
 Conserving and Enhancing our Natural
 Environment 44
 Visitor Economy Action Plan 46
 Measuring Success..... 48

Introduction

DRAFT



Introduction

The Regeneration Framework for North West Leicestershire highlights exciting planned developments and shows our commitment to making the district an incredible place to live, work and play.

These projects will boost our town centres, protect important historic assets and help to unlock new leisure opportunities for our communities across the district as we work alongside the large scale investment and development that the district attracts.

The framework builds on previous investment – the state of the art Whitwick and Coalville Leisure Centre and our Newmarket facility in a reimagined Marlborough Square are just two examples.

This is a framework for everyone – for residents in new housing, businesses in new office space, but also for existing residents and businesses alike. We hope the district will be enthused by the growth of the district economy and will rally round the framework as we set out our aspirations for North West Leicestershire.



Councillor Richard Blunt, Council Leader

DRAFT

North West Leicestershire
Past, Present, Future

DRAFT



North West Leicestershire *Past, Present, Future*

North West Leicestershire has always been a district at the leading edge of change and development, with a track record of being able to respond to opportunity. Whether it was embracing the Spa movement in the early 1800s and utilising the saline spring found at Moira Colliery to supply the Ivanhoe Baths, riding the wave of the Industrial Revolution with the arrival of one of the world's first steam railways, resulting in huge developments in Coal Mining and even the creation of our civic centre, Coalville, or having the vision to see the estate roads of Donington Hall as a racetrack, creating the Midlands' first motorsport venue.

This entrepreneurial spirit remained with the district throughout the 20th Century as the district and its towns underwent other changes – the Belvoir Shopping Centre was one of the country's first pedestrianised shopping centres when it opened in 1963. With the decline of the mining industry through the 1980s the District had to reposition itself, finding alternate sources of employment but also becoming part of the first forest created at scale for over 1,000 years as we looked to repair and refresh the landscape scarred by industry – The National Forest.

For businesses, excellent transport connections by road, rail and air mean it is no surprise that our major business parks and industrial estates are expanding to accommodate demand. Our district also contains one of the three major parts of the East Midlands Freeport, a Gateway Industrial Cluster (GIC). Centred around East Midlands Airport, the GIC will augment what

Today, North West Leicestershire is highly sought after as a place to live, work and play.



is already the country's busiest freight handling airport and now boasts a 50-acre Rail Freight Interchange.

North West Leicestershire is also an attractive place to live. Significant housing developments across Grange Road, Coalville, Money Hill, Ashby and Park Lane, Castle Donington are responding to the high demand for housing in the area. Further proposed settlements, for example at Isley Woodhouse will, subject to local plan approval, also bring homes along with new schools, care facilities and other amenities.

Within our communities, we have also experienced development in our leisure and hospitality offerings. Just one example is the renovation of Donington Hall into a 40-bedroom hotel, which will see it reconnected to the racing circuit for the first time in over 50 years. The park also hosts the continued growth of Download festival, which now attracts over 85,000 music fans each year in a festival second only in size to Glastonbury.



The Royal Hotel in Ashby, now over 200 years old, will be renovated and opened to guests again for the first time since 2018, with sensitively designed townhouses flanking the building also bringing new residential properties to the area.



This work complements the success of the Ashby Business Improvement District and recent re-accreditation of Purple Flag status, awarded in recognition of a secure and vibrant evening and night-time economy.

These developments and others, show the demand and the high esteem that North West Leicestershire is held in.

Within this Framework, we set out the NWLDC's ambitions to contribute towards these growth areas while also maintaining, protecting and improving our existing communities, town centres and green spaces – acknowledging our past as we build and change to face the future.

The District
in Numbers

DRAFT



Place

Broadband coverage



Superfast
broadband
coverage

98.65%

Gigabit
broadband
coverage

83.19%

Prosperity



25%

NWL ranks in the top 25% of UK Local Authority Districts' (2021 Prosperity Index)

National Forest

200
square miles



9
million

9 million trees
have been planted

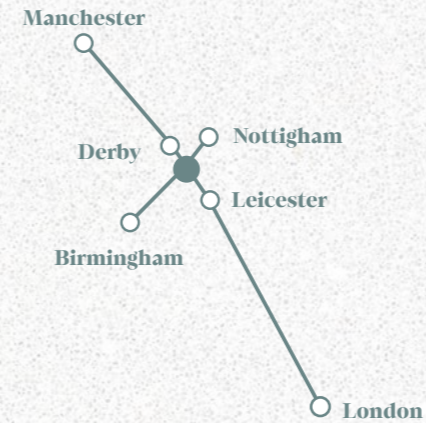
Scheduled monuments



684
listings

684 listings
in North West Leicestershire

Proximity to key destinations



20 Mins
Derby

23 Mins
Nottigham

28 Mins
Leicester

37 Mins
Birmingham

2 Hours
Manchester

2 Hours 38
London

Download Music Festival



2nd

2nd biggest music
festival in the UK

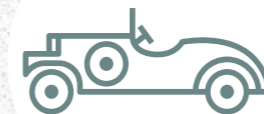
East Midlands Airport



370,000
tonnes

The UK's busiest pure cargo airport,
East Midlands Airport handles over
370,000 tonnes of flown cargo every year

Donington Park Racetrack

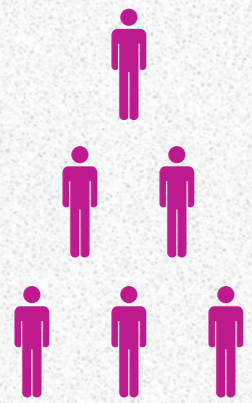


Oldest

Donington Park is the oldest UK
motorsport circuit still in operation

People

Population Growth over time



104,700

12% growth in population
2011-2021

+ 12.0%

The population here increased by a greater percentage than the overall population of the East Midlands (7.7%), and by a greater percentage than the overall population of England (up 6.6% since the 2011 Census)

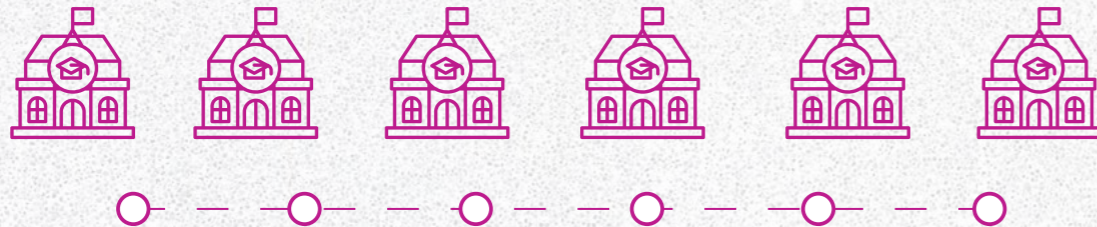
Job density



5%

NWL is in the top 5% of UK Local Authority Districts for job density (ratio of jobs to population aged 16-64)

Universities



6 Universities

within 30 minutes

Business

Business Turnover



52

52 of the top 200 businesses in Leicestershire by turnover

Employment Sites



**10 million
Sq.ft.**

Over 10 million Sq.ft. of commercial floorspace developed since 2015

How many businesses



4,995

In 2023 there were 4,995 businesses in North West Leicestershire (local units). This was nearly double (96%) higher than in 2010

Vision
& Approach

DRAFT



Vision & Approach



In the Council Delivery Plan for 2023-2028, North West Leicestershire set out the vision to support a clean, green and prosperous place where people want to live, work and visit. This vision is supported by four priorities, three of which are often interlinked with the projects set out in this document: Planning and Regeneration; Clean, Green and Zero Carbon and Communities and Housing. Like the National Forest that grows at the heart of the district, our work is rooted in the lives of the people we are here for. As in nature, we believe good growth comes from creating the right environment. Just like the branches of a tree extend out from the centre, we know that our reach is greater than our size.

We are proud to be part of North West Leicestershire, getting on with the vital day-to-day work of supporting and encouraging communities and businesses so that they are as healthy and prosperous as they can be.



All across our district there are positive things to shout about. We successfully attract big brands, whilst nurturing specialist and independent businesses so that there are jobs at all levels. We're focused on creating clean and green places where people want to live and visit.

Whether it's Download music festival or motor racing at Donington Park, family fun at Conkers, Hicks Lodge and Snibston Colliery Park, getting active at one of our leisure centres or enjoying heritage at Moira Furnace - everyone is welcome and there's something for everyone.

We aim to get our services right first time and will negotiate hard to make sure our residents benefit from change. Our location at the centre of the country, with the airport and road network, gives us some great advantages but that same thing also puts pressure on our district as we embrace growth in the right places.

Our duty is to act as a custodian of the district's welfare for future generations. We will be here in the tough times and the good. We will go the extra mile to get things right and share your frustrations when that doesn't happen. We know we need to be better at listening and responding to what residents tell us. We want the best because so many of us live here too.

Our challenge is to make the most of all the positive things and minimise any impact.

This isn't easy. We are realistic that a council of our size and budget can't do everything or support what everyone wants. It can be hard to meet the needs of all our different communities.

But from Ashby to Castle Donington, from Coalville to Ibstock, the rural areas, villages and towns in between, we will proudly work to make the biggest positive impact we can.

This is about leadership, creating the right environment, making connections, speaking up for the area and encouraging ambition. Our forest stands as a powerful symbol of a connected and resourceful council, one that nurtures, adapts and grows together with its community. That's what we aim to be.



Key
Projects

DRAFT



Enabling Health and Wellbeing

The Health and Wellbeing of the district population is paramount to its continued growth and success.

As part of our commitment to modernising and increasing our provision in this area, the Whitwick and Coalville Leisure Centre was opened in 2022 following a £22.5m investment. Ashby Leisure Centre, which hosts the only outdoor pool in Leicestershire, also underwent a £1m investment.

Project 1: Castle Donington 3G Pitch

NWLDC is part of a joint venture project team aiming to create a full sized 3G multi-sport pitch and changing facilities within Castle Donington College grounds. This responds to studies which show a gap in this provision within the North of the district and also to the forecast increased demand for such facilities as local population increases.

Project 2: Leisure provision opportunities research

NWLDC will commission a Community and Recreational Facilities strategy which will identify other local need across the district for new facilities, allowing us to include and support the Local Plan and secure Section 106 contributions toward such infrastructure when proposed.



Evidence Summary

A key aim of the North West Leicestershire Playing Pitch Strategy produced by Knight, Kavanagh and Page in 2017 identified that there was likely to be an increased demand for 3G pitches and recommended that new outdoor facilities should be explored.

This was further supported by the 2019 Local Football Facilities Plan, produced by the Football Federation in partnership with Sport England and locally with Leicestershire and Rutland County Football Association and NWLDC.

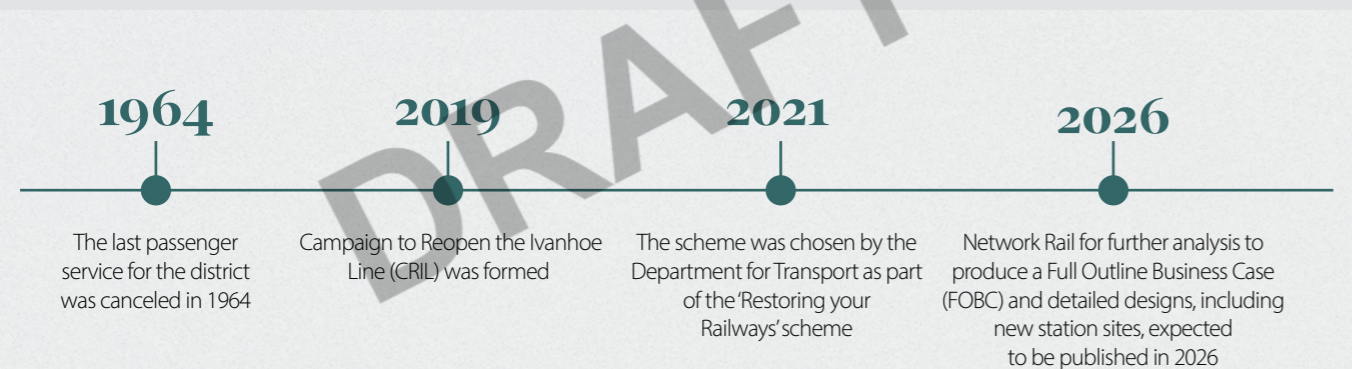


The plan identified only one full sized 3G pitch in the district and predicted future demand for up to five pitches.

Target	Responsibility	Timescale	Project Cost	Funding Source
3G pitches due for completion	Joint venture with Castle Donington College and Castle Donington Parish Council	Q4 24-25 (January-March)	£250,000 NWLDC contribution Total project cost likely to cost C.£1,000,000	TBC
Community and Recreational Facilities scoping	NWLDC	Starts Q2 24-25 (July-September)	£20,000 (estimated)	NWLDC
Site and Opportunity Feasibility assessments arising from scoping above	NWLDC	TBC	TBC	TBC

Reducing the Need to Travel by Car

As well as the physical health and wellbeing benefits, active travel also reduces pollution and congestion on our roads. A well implemented structure of public transport options also enables those without a vehicle to travel across the district more easily for work or leisure.



Reopening the Ivanhoe Line

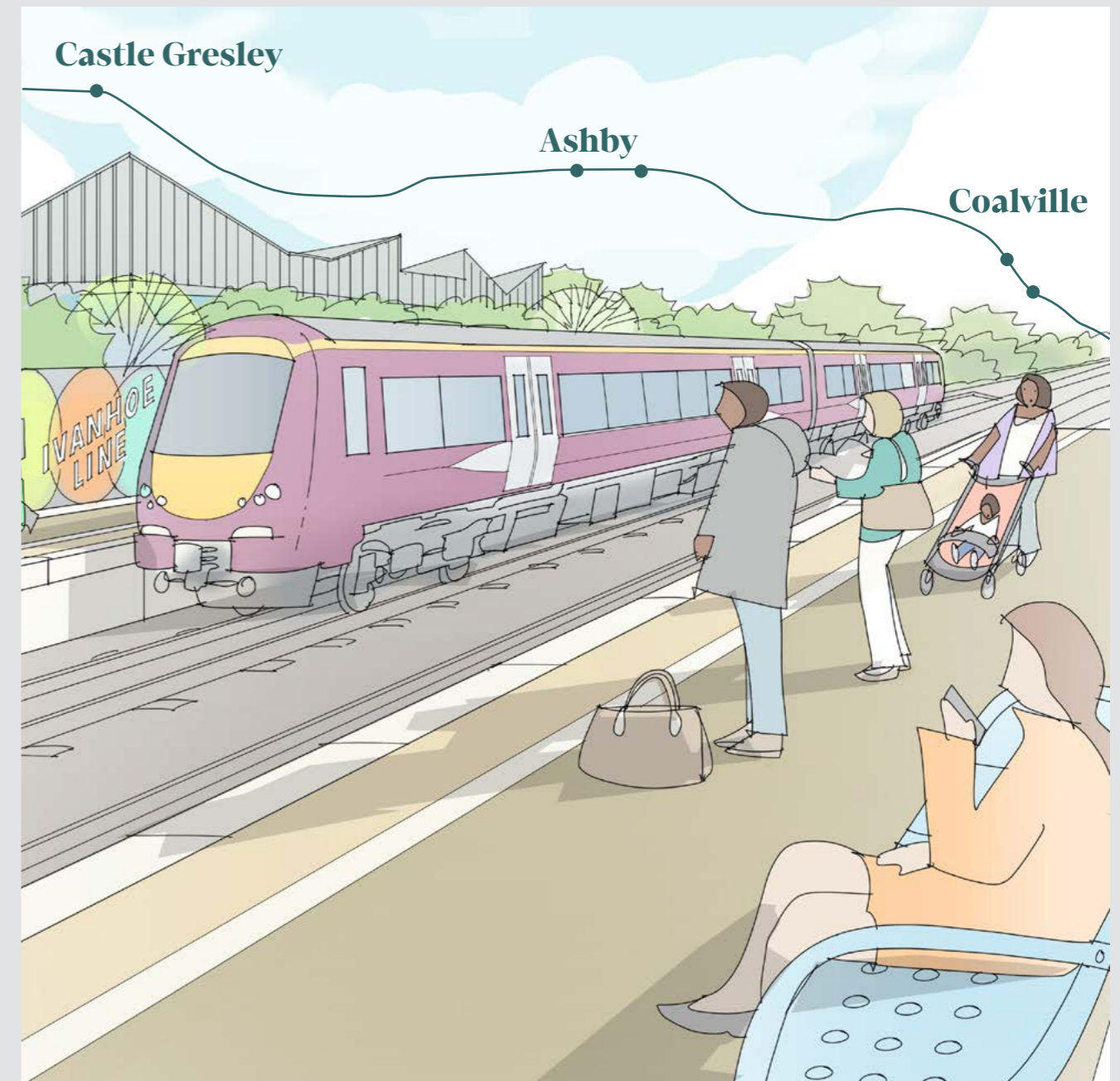
The last passenger service for the district was cancelled in 1964, in response to falling revenues and the rise in private car usage. The intervening 60 years have seen both sharp population growth and a change in attitudes towards cars and public transport.

In 2019, the Campaign to Reopen the Ivanhoe Line (CRIL) was formed. The group was successful in securing funding to prepare a Strategic Outline Business Case (SOBC) for reopening the line, which was submitted in May 2021. In November 2021, the scheme was chosen by the Department for Transport as part of the 'Restoring your Railways' scheme, which has provided funding to Network Rail for further analysis to produce a Full Outline Business Case (FOBC) and detailed designs, including new station sites, expected to be published in 2026.

NWLDC is supporting Network Rail and the Campaign to Reopen the Ivanhoe Line (CRIL) toward the reopening of the Ivanhoe Railway Line and regularly attending multi-agency progress meetings with Network Rail, CRIL, Leicestershire County Council and other districts along the line. We are also focussed on where we can add value; for example, in ensuring station sites are supported by other infrastructure.

Evidence Summary

While work continues on the Full Outline Business Case, early indications from Network Rail support the initial work by CRIL and show a significant passenger demand - around 350,000 journeys per year - from both Coalville and Ashby, were services able to run between Derby and Coalville. A 2021 report from the Rail Industry Association, showed that for every £1 spent on the railway, £2.50 was generated in the local economy, as well as providing a boost in jobs, lowering carbon emissions and improved social outcomes resulting from rail connections.



Target	Responsibility	Timescale	Project Cost	Funding Source
Outline Business Case to be published	Network Rail	Q1 24-25 (April-June)	N/A	N/A
Full Business Case and designs to be published	Network Rail (input from CRIL, NWLDC and other parties)	Q1 26-27 (April-June)	N/A	N/A
Transport Feasibility Studies outlining parking and active travel connections for prospective station sites	NWLDC	Q2 26-27 (July-September)	TBC	TBC



Kegworth Quietway

NWLDC is leading on the creation of a new cycling Quietway along Long Lane, Kegworth. A Quietway is a well connected cycle route which follow highway routes with low traffic activity. They include carriageway signage to guide riders and provide some segregation from motorised traffic.

This Quietway will improve links between Kegworth and East Midlands Parkway, with potential for improved onward routes to Ratcliffe Power Station, Nottingham and the Aldi distribution centre at Sawley.

Evidence Summary

The creation of a Quietway along Long Lane was identified as a priority project for Kegworth in the Leicestershire Cycling and Walking Strategy 2022-2032, published by Knight, Kavanagh and Page.



Target

Road Survey to be completed



Responsibility

NWLDC
Leicestershire County Council



Timescale

Q2 24-25 (July-September)
Q4 2024-25 (January-March)



Project Cost

N/A
£150,000



Funding Source

N/A
UK Shared Prosperity Fund

Supporting our *Economy and Local Centres*

Responding to the needs of a diverse range of businesses in the district is key to supporting the growth of our economy, including in rural areas.

Because of our unique make up of rural and urban centres, the needs of our businesses from place to place is different and nuanced, so our responses must also be individualised.

Our local centres, as well as forming part of the district economy, are important community centres which hold significant heritage assets and hold civic functions. We must be able to support our centres to adapt to emerging trends for the future while also ensuring they retain their special character.



Kegworth Marketplace

NWLDC is leading on the reimagined public realm space in Kegworth's Marketplace alongside Kegworth Parish Council. The new space will be a vibrant multi-area in the heart of Kegworth, incorporating space for pedestrians, parking and occasional events. This will encourage footfall and increased dwell time, benefitting local businesses. Improved access and parking will also make it more attractive for visitors.

Evidence Summary

Improved Accessibility, Appearance and Space are some of the key factors noted by the High Streets Task Force towards creating a vital and viable high street. The Kegworth Public Realm scheme has taken feedback from Kegworth residents and businesses so that local needs and desires have shaped the overall scheme.



Target

Completed public realm works



Responsibility

Technical delivery by Leicestershire County Council



Timescale

Q3 24-25 (October-December)



Project Cost

£450,000 contribution from NWLDC
Total project cost £1,000,000



Funding Source

Jointly funded between NWLDC, Kegworth Parish Council and the Leicester and Leicestershire Enterprise Partnership (LLEP)



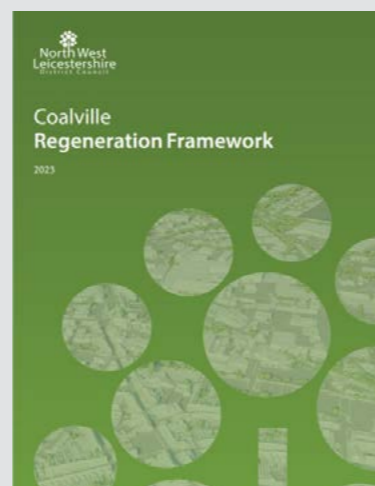
Four Squares

Memorial Square had been part pedestrianised by 2000, but much work has gone in subsequently to improving the square and environs, including new artwork, the restoration of the Memorial Clock Tower in 2018 and improvements to the Mantle Lane gateway over 2022-2023. A new square was created in the South East corner of the shopping precinct by the owners in early 2022, alongside other visual and public realm improvements to the centre. This leaves two other squares, of which, Marlborough Square is undergoing a comprehensive redesign, allowing it to cater for modern needs and improving the attractiveness of this historic area of the town. The final square, planned for the area around Stenson House, is currently undergoing design and feasibility work.

Coalville Regeneration Framework

NWLDC published the first Coalville Regeneration Framework in January 2023. This document identified several projects which build on the Prince's Foundation study and contribute toward making Coalville a vital and viable centre, helping to meet the specific Council Delivery Plan objective of 'Creating the right environment in Coalville for people and businesses to thrive'.

The Council will continue to monitor progress of the projects within this framework and update it annually with new initiatives as projects are completed.



Evidence Summary

The Prince's Foundation produced a study in 2009 which identified challenges within connectivity within the town centre area. It advised measures to create more public realm spaces, specifically four squares, and supporting infrastructure to make walking between them attractive. The Regeneration Framework outlined the other challenges Coalville faces, given its location and resulting competition from outlying towns and nearby cities, and the need for the regeneration projects to make it a more attractive centre.



Target



Responsibility



Timescale

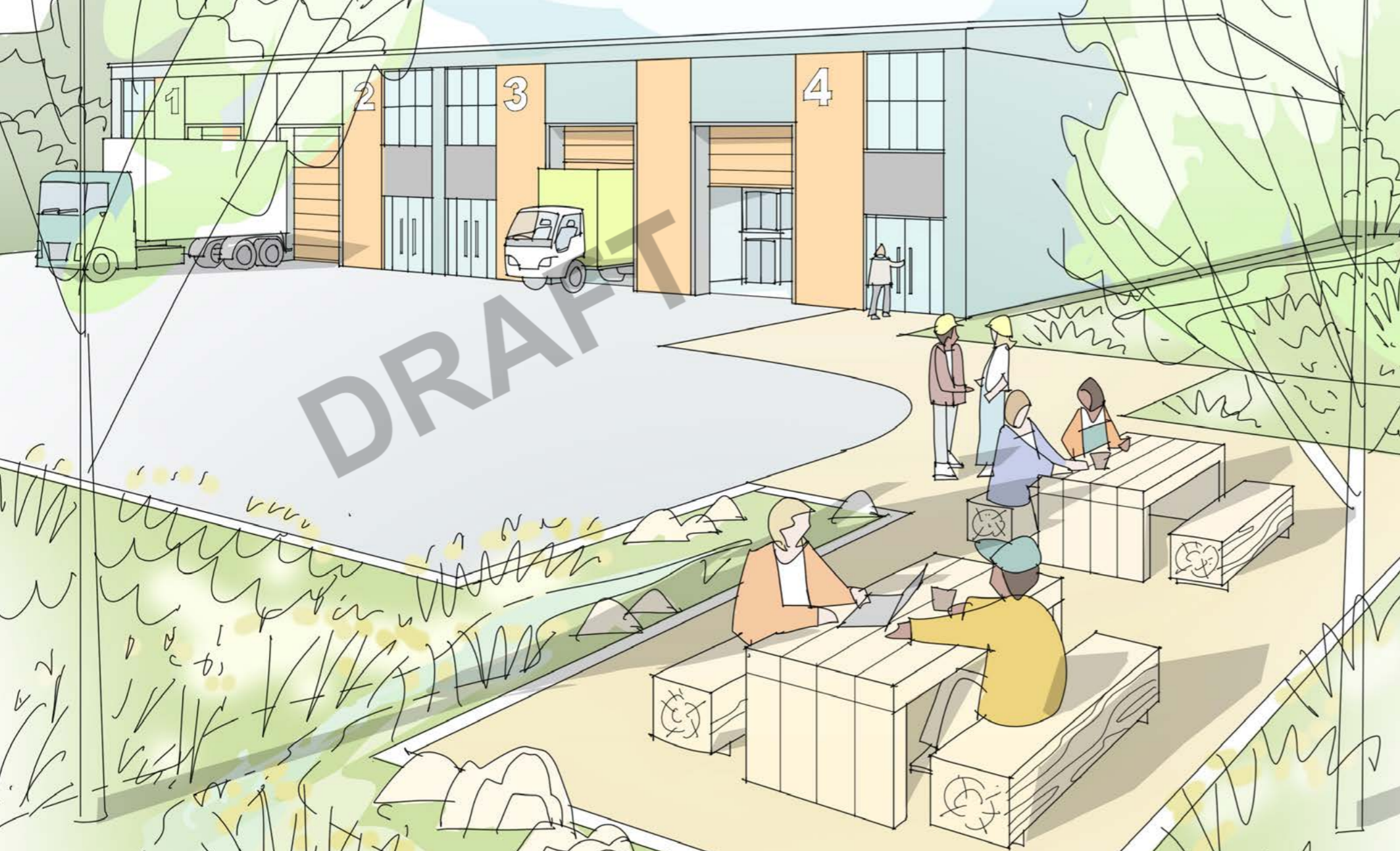


Project Cost



Funding Source

Target	Responsibility	Timescale	Project Cost	Funding Source
Redevelopment of Marlborough Square	NWLDC through Gleeds and Stepnells	Q2 24-25 (July-September)	£2.7m	Joint funded by NWLDC and Leicester and Leicestershire Enterprise Partnership (LLEP)
Marlborough Square events, activities and further usage	NWLDC	Ongoing post completion	£75,000 – equipment costs and first year of events	NWLDC
Feasibility studies for Stenson Square and former Council Offices	Arup	Q2 24-25 (July-September)	£130,000 (Stage 1 and Stage 2 RIBA)	UK Shared Prosperity Fund
Framework to be updated annually to take account of completed projects and new opportunities	NWLDC	Q1 24-25 (April-June)	N/A	NWLDC to produce document internally Projects identified within may require 3rd party funding



Evidence Summary

Studies from SQW in 2020 and BE Group in 2023 identified growth in industrial businesses within the district, particularly in Manufacturing and Construction. They also found a very high occupancy rate of existing industrial space (over 90%) coupled with a lack of small space (sub 200sqm).

Property agents and NWLDC also advised that most enquiries were for start up space or small units with grow on space.

90%

very high occupancy rate of existing industrial space

sub 200sqm

lack of small space

Workspace Site Development

Studies have identified a gap in the workspace market within North West Leicestershire, especially within the 100-500sqm sector. We will work to identify and develop sites which will help provide employment opportunities and also meet the needs identified by the studies.

Priority will be given to exploring sites which will also generate income for the authority to support the delivery of council services.

Ongoing projects include the refurbishment of the Coalville Memorial Square toilets into a modern workspace, complimenting the new Wolsey Road development.



Target



Responsibility



Timescale



Project Cost



Funding Source

Creation of Memorial Square Workspace

NWLDC

Q4 24-25 (January-March)

£350,000

UK Shared Prosperity Fund

Potential Workspace Project

NWLDC

Begins Q1 25-26 (April-June) pending planning consent and land acquisition

£2-2.5m (estimated)

NWLDC with UKSPF contribution

Future site scoping and feasibilities

NWLDC

Throughout 2024-2025

To be confirmed

NWLDC

Ambassadors

With empowered local champions on every high street, effective stakeholder collaboration will become the norm rather than the exception when it comes to developing towns and local centres.

Based upon the advice and research of SaveTheHighStreet.org and good practice from award winning high streets, North West Leicestershire will launch an innovative pilot Ambassadors Programme for Coalville Town Centre and, if successful, look to expand and roll out the Ambassadors programme districtwide.



Evidence Summary

Ambassador Schemes exist in other places already across the country. In 2014, Belper Town Centre won the Market Town category and went on to win overall at the Great British High Street awards. They later repeated this success and were awarded the England Champion at the same awards in 2020. Amongst a number of initiatives driving their success, Belper has consistently employed a well supported ambassadors scheme. Effective Networks and Partnerships within a town centre are also one of the 25 Key Vital and Viable factors identified by the High Streets Task Force.

- Save the High Streets (2023/4 -Coalville: Local Champions on every high street report)

Target	Responsibility	Timescale	Project Cost	Funding Source
Ambassador project scoped and approved	NWLDC	Q3 24-25 (October-December)	N/A	N/A

Conserving and Enhancing our Heritage

North West Leicestershire has a rich history, with important spaces and buildings telling over 500 years worth of stories. These spaces give the district its own unique character and are important assets for our communities, who are protective of their shared heritage.

Maintaining these assets is only part of the challenge, as we also need to enhance them – improving access, information and future usage to ensure they are safeguarded for, but also visited by, our future population



Moira Furnace

Dating from 1804, Moira Furnace is a scheduled ancient monument and a key surviving example of a blast furnace from the early Industrial Revolution. After years of dereliction, the site was acquired by NWLDC in 1981 and developed as a museum and country park. NWLDC is now leading on a project with Moira Furnace Museum Trust and the National Forest Company to improve the site's footpaths, security and wider facilities to accommodate more visitors and to make visits to the park and museum more attractive, with improved site interpretation. Work will also be undertaken to repair and safeguard the structure itself.

Evidence Summary

In 2017, NWLDC commissioned DarntonB3 Architecture to undertake a visual inspection of Moira Furnace and to provide a detailed condition report. The report identified a range of works required, ranging from urgent to desirable, to safeguard the future of the building.

Alongside this, NWLDC commissioned Planning Solutions Consulting to produce an Options Appraisal for Moira Furnace, specifically to look at opportunities within the site that would enhance the visitor offer, engage with the tourism market and build in financial resilience for Moira Furnace Museum. The report was published in 2021 and the key findings highlighted the need for improvements to the courtyard and catering offer, footpaths, accommodation and parking.

Target	Responsibility	Timescale	Project Cost	Funding Source
Footpath and facility upgrades, improved site interpretation	NWLDC	Q4 24-25 (January-March)	£150,000	UK Shared Prosperity Fund
Building repairs and safeguarding	Gleeds, with permission from Historic England	Q4 25-26 (January – March)	£410,000	UK Shared Prosperity Fund / NWLDC



Ashby Canal

The Ashby-de-la-Zouch canal was opened in 1804 and operated until progressive closures over the 1940s -1960s closed the route North of Snarestone. Work on the restoration of this section has been ongoing for many years, with an isolated section near Moira Furnace opened between 1999 - 2005, and in 2009 the first 100 yards of the infilled section were restored.

New bridges and continued expansion have continued over the last 10 years. NWLDC have previously granted £20,000 towards the restoration efforts. We will continue to support the continued development and restoration of the canal and will look to work together with the Ashby Canal Association on future joint funding bids.

Evidence Summary

Ashby Canal Association was successful in being granted the land and permissions for the continued restoration of the canal from Leicestershire County Council in 2023.

The Canal and River Trust alongside Northampton University published a report in 2014 that showed the wide-ranging benefits of waterway restoration across job creation, improved wellbeing, the visitor economy and more.



Target

Access to towpath through Moira Leisure Centre car park

Future funding opportunities to be explored



Responsibility

NWLDC

NWLDC and ACA



Timescale

Q3 24-25 (October - December)

Throughout 2024 - 2025



Project Cost

Legal and Administrative costs to be confirmed

TBC



Funding Source

NWLDC

TBC

Conserving and Enhancing our *Natural Environment*

North West Leicestershire has a unique blend of large urban centres and employment sites nestled between large rural expanses.

Our green landscape encompasses farming and rural businesses but also large amounts of leisure space, ranging from ancient woodland to more modern developments, including the National Forest's work to transform former industrial sites and mining activity into large green and blue spaces.

Supporting our natural environment improves biodiversity, the wellbeing of our inhabitants and encourages visitors inward to experience what it is that makes North West Leicestershire so special.

UK Shared Prosperity Fund

The Council was awarded £2,414,817 by the Department for Levelling Up, Housing and Communities (DLUHC) in 2022. A further £469,090 was awarded by the Department for Environment, Farming and Rural Affairs (DEFRA) in 2023.

A highlight project has seen the Council commit over £250,000 to the National Forest to support the Heart of the Forest Masterplan, which sets out the aim to transform the centre of the National Forest over the next 10 years, strengthening the sense of place, improving the visitor experience and encouraging sustainable enterprise and inward investment. Other projects (not including those already highlighted in this document) include £400,000 towards business support and growth initiatives, £300,000 toward community nominated projects and over £100,000 towards skill projects to improve employability of inhabitants who experience barriers to employment.

Evidence Summary

The National Forest's Heart of the Forest Masterplan identified that North West Leicestershire has extensive path networks and accessible woodland. We already have three key attractions in Moira Furnace, Ashby Canal and Conkers, and are surrounded by other strong attractions. However, they also found that we lacked a strong visitor hub, had a shortage of accommodation and also struggled to promote our attractions effectively. Alongside this, the path network is poorly integrated or has gaps in places and many of the activities rely on good weather. The masterplan seeks to respond to these weaknesses and other opportunities.

The NWLDC contribution to the plan was also ratified by DLUHC as part of the approval of our Investment Plan for the UKSPF.

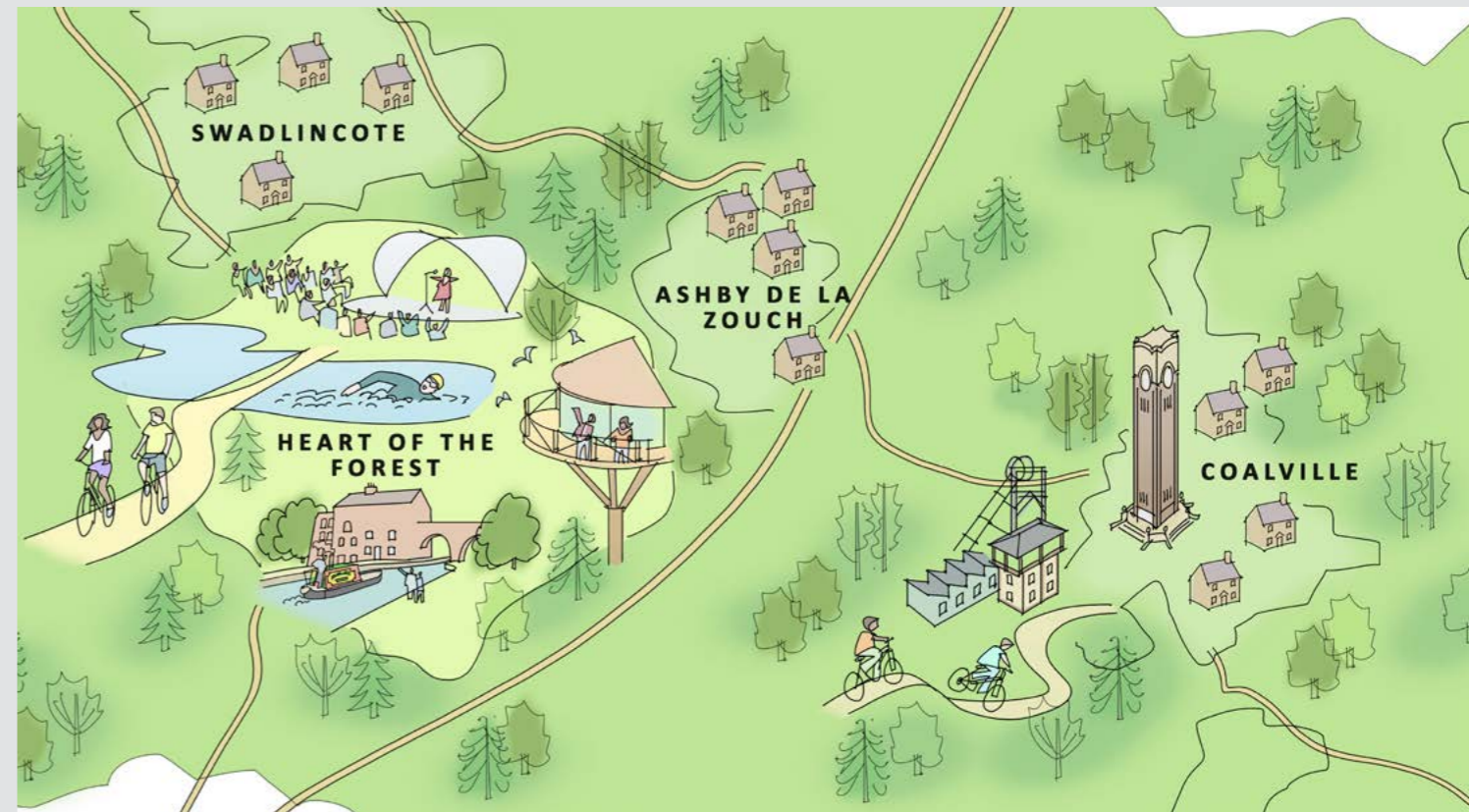
DRAFT






£2,414,817

The Council was awarded £2,414,817 by the Department for Levelling Up, Housing and Communities (DLUHC) in 2022.

£469,090

A further £469,090 was awarded by the Department for Environment, Farming and Rural Affairs (DEFRA) in 2023.



 Target	 Responsibility	 Timescale	 Project Cost	 Funding Source
Reporting on overall funding and project progress to Department for Levelling Up, Housing and Communities (DLUHC)	NWLDC	3 monthly reports required. UKSPF programme ends March 2025	N/A	N/A
Feasibility Studies for Heart of the Forest Projects	National Forest	Q1 24-25 (April-June)	£253,000 (NWLDC contribution)	UKSPF
Heart of the Forest development (of projects from feasibilities)	National Forest and external partners including NWLDC	Throughout 2024 - 2025	£253,000 (NWLDC contribution)	UKSPF

Visitor Economy Action Plan

The Leicester and Leicestershire Tourism Growth plan, published in 2019, found that although Leicestershire had almost 35m visitors a year, almost nine in 10 were day visitors, with over five in 10 visiting family, rather than for attractions or other reasons. Additionally, only a little over one in 10 were overnight stays. The plan set out the opportunities around these figures, as despite the low numbers, overnight stays contribute over a third of the economic impact that visitors generate.

The plan set out the ambition to increase the number of overnight stays, visitors and overall economic impact

35m

Leicestershire had almost 35m visitors a year

9 in 10

Almost nine in ten were day visitors


5 in 10

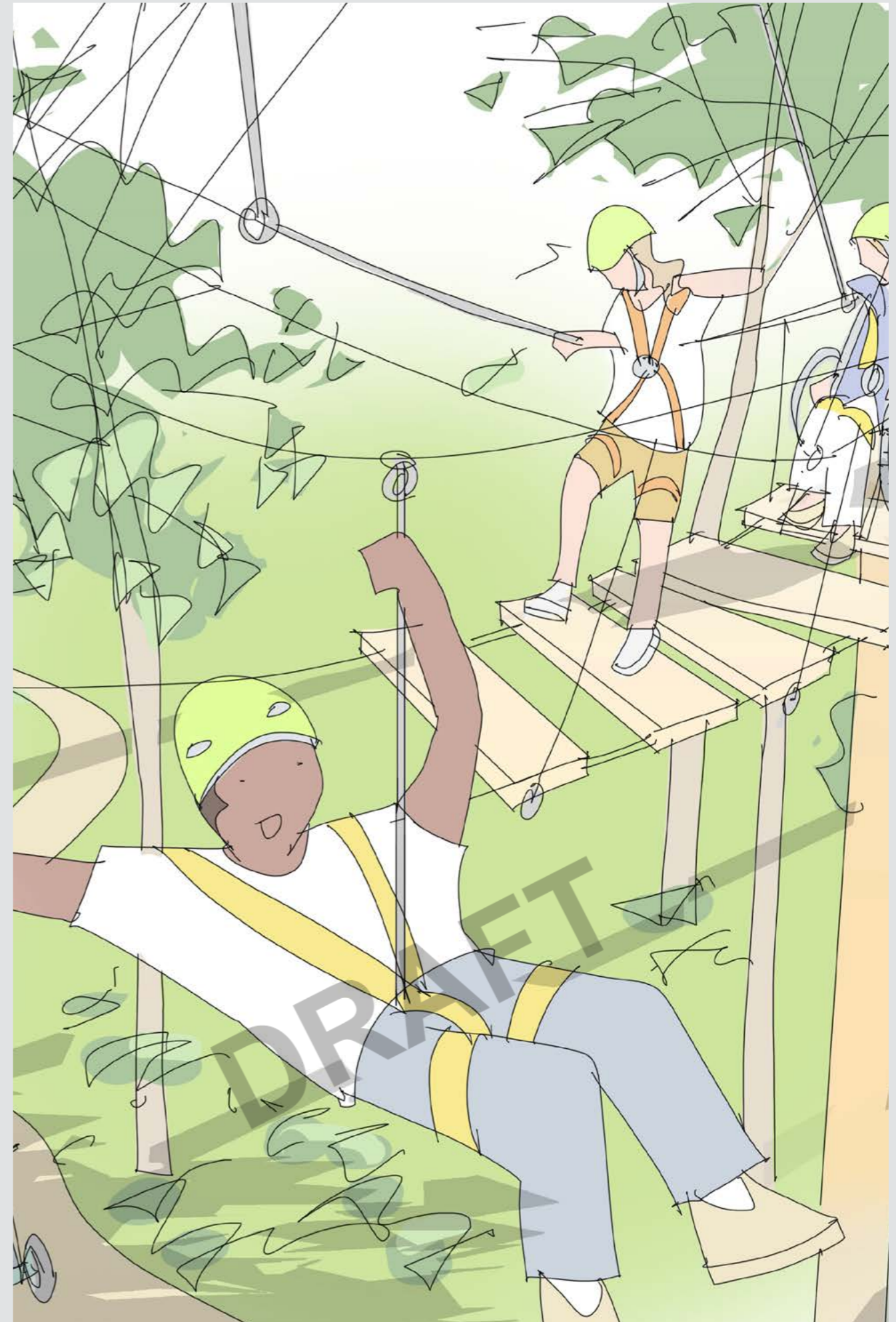
Over five in ten visiting family

Evidence Summary

Published in 2022, the NWLDC Visitor Economy Action Plan responded to the findings of the 2019 Leicester and Leicestershire Tourism Growth Strategy. This identified four priorities North West Leicestershire should take in order to contribute to the county wide plan:

- Providing leadership and championing our visitor economy at a regional level,
- Increasing the amount of officer time in working with local attractions and businesses,
- Prioritising resources to support projects which create infrastructure and allow attractions to support a greater number of visitors, and
- Leading the promotion of the District as a place to visit, particularly through digital channels.

 Target	 Responsibility	 Timescale	 Project Cost	 Funding Source
New visitor economy website	NWLDC	Q3 24-25 (October-December)	£10,000	NWLDC
New woodland festival at Moira Furnace	Moira Furnace Museum Trust with NWLDC support	Q2 24-25 (July-September)	£3,000 (estimated, multi year support)	Part funded by NWLDC and MFMT
District promotion within Download Festival	NWLDC	Q2 24-25 (July-September)	£3,000 (estimated)	Part funded by NWLDC with private sector involvement



Measuring Success



The Council is committed to the above projects achieving the best outcomes possible for the businesses and people in the district.

Progress will be reported through the Council's regular performance reporting to Cabinet and relevant Scrutiny committees. We will monitor the projects as they progress and use a variety of qualitative and quantitative review techniques to gather both numerical data but also thoughts, feelings and behaviours to judge the initial and ongoing impact of the projects as they progress and complete.

Progress will be reported through the Council's regular performance reporting to Cabinet and relevant Scrutiny committees.

We will monitor the projects as they progress and use a variety of qualitative and quantitative review techniques to gather both numerical data but also thoughts, feelings and behaviours to judge the initial and ongoing impact of the projects as they progress and complete. This work will also ensure that we are able to respond to new developments or make future changes or updates to these projects, ensuring we are proactive in our support and reaction to the data we gather.

The Regeneration Framework sets out where funding has been secured or is being sought to deliver individual projects where known. Any further funding required will be subject to securing external funding or through request for funding underpinned with a business case via the Council's Capital Strategy Group.



As part of our ongoing commitment to these and future projects within the district, the Regeneration Framework will be annually reviewed in line with our commitments set out in the Council Delivery Plan.



Corstorphine & Wright



Economic Development and Regeneration Team

☎ 01530 454 578

✉ economicdevelopment@nwleicestershire.gov.uk



Contact us to discuss your project

🌐 www.corstorphine-wright.com

✉ contact@cw-architects.co.uk

🌐 [corstorphine-wright](https://www.linkedin.com/company/corstorphine-wright)

✂ [@cwrightarch](https://twitter.com/cwrightarch)

📷 [corstorphinewright](https://www.instagram.com/corstorphinewright)