

Leicester Cultural and Creative Industries Strategy

Interim Summary Report



Introduction

Leicester City Council and its partners (De Montfort University, University of Leicester and Arts Council England) appointed consultants The Fifth Sector in November 2022 to help develop and shape a cultural and creative industries strategy for Leicester. The purpose of the strategy is to help the city raise its collective ambition, create a compelling vision for what it can become and guide priorities for the next five years, 2023-2027. The Fifth Sector is highly experienced in this field, having created cultural strategies and operating models for Liverpool, Derby, South Yorkshire, Wakefield, Somerset, Rushmoor and others.

The Brief

The brief required the consultants to:

- Carry out an initial audit and **convene key players** (cultural, community, education, health, higher education / further education, business/ commercial) to establish mutual interests and joint desired impacts of the strategy.
- Clearly **map and analyse existing sectors**, identifying areas of strength, weakness and opportunity including consideration of post pandemic sector reset.
- Undertake extensive **public, stakeholder and business consultation**.
- Review and comment on **existing local and national policies** that are relevant; and consider major routes of **funding** that may be available to support the strategy.
- Consider **best practice** from other cities that have effectively used similar strategies to deliver meaningful impact.
- Recommend interventions to **support specific sub sectors**, including dance, music, theatre, creative digital, design, museums, training and education.
- Propose **future priorities for investment and intervention**, particularly capital investment but also talent development and creative pathways, with consideration to the priorities of Arts Council England's *Let's Create* strategy, the diversity of the city's communities and the priorities of children and young people.
- Recommend a focus for a **future 'creative cluster' bid** for Leicester to drive creative industry growth.

- Draft a **Cultural and Creative Industries Strategy** for the city and present it to stakeholders to include clear objectives, priorities and measures that reflect the history, condition and distinct identity of the place.
- Explore the potential for development of a **Cultural Compact** as a model of governance to support the delivery of the strategy and draft terms of reference, membership, resourcing plan and action plan for next steps.

Work to Date

- The Fifth Sector undertook a series of place-based community workshops and research phases between December 2022 and March 2023, reporting regularly to a Project Steering Group.
- An Interim Report was produced in April 2023, summarising research findings and outlining a vision, model and priorities for the strategy.
- This document summarises the interim report and seeks comment on the draft vision, the proposed strategic objectives, actions and measures of success. It includes proposals for a new strategic and delivery partnership via a new Cultural Compact – *Creative Leicester* (working title).
- Summary information about the current state of Leicester’s creative industries, the creative skills and education offer, and examples of Leicester’s rich culture and heritage are included at the end of this document.

SWOT Analysis

Strengths

- Design cluster of national significance. Emerging creative services sector.
- An arts and cultural offer across many artistic genres, much of it world class.
- A city commitment to community cohesion and celebrating diversity.
- Established arts organisations that have embedded work within community settings.
- Strong year-round offer of cultural events and festivals.
- Growth of investment from Arts Council England via new National Portfolio Organisations, including several new diverse-led organisations.
- Strong partnership between the Universities and the council, codified in a Civic University Agreement including commitments to culture.
- Strong and growing cluster of heritage assets, both paying and free.
- Significant capital investment already undertaken or planned that will improve the cultural offer and capacity for growth.
- Some excellent partnership working between specific organisations.

Opportunities

- Appetite and enthusiasm amongst partners to work together.
- Expanded and more diverse group of NPOs enjoying additional Arts Council resource.
- New Workspaces at Pilot House, at Space City and (potentially) around Midland Street in Cultural Quarter to support Creative Industries growth.
- Underused assets that could help fill capacity gaps.
- Responding to UK Government's new Creative Industries Sector Vision – including opportunities to bid for funds to support growth of a Creative Industries Cluster.
- Synergy with other place marketing strategies (such as for the Visitor Economy, Inward Investment and Attracting Students).
- A 'post-LLEP' landscape could prioritise creative sector business support.

Weaknesses

- Some communities are not well served or engaged by the existing offer.
- Workforces, leaders, governing bodies and audiences do not reflect the diverse makeup of the city.
- Patchy track record of collaboration across the arts and cultural sector for promotion, programming, and audience development.
- Gaps in the cultural estate such as rehearsal space.
- Difficulties in attracting and retaining key creative talent remains a barrier to growth.
- Lack of demand for some creative learning opportunities.
- Shortages in key creative production capacity including grow-on space for businesses and bespoke facilities (e.g. lab space, production studios).
- Creative sector structurally imbalanced and overdependent on freelance working - too few small businesses demonstrate appetite or strategy for growth.
- Lack of a city proposition for creative industries growth that can secure resource at scale.

Threats

- Economic downturn and cost of living reduces audiences and spend, makes cultural businesses (most in varying stages of recovery) reluctant to invest in talent and innovation.
- Staff shortages and increased operating costs (including energy) threatens sustainability of some venue-based cultural organisations.
- Lack of sector coordination reduces chance of securing new investment. Revenue pressures restricts city council's ability to support the sector.
- Lack of trust and engagement undermines ability to coordinate joint working. Commitment to diversity, inclusion and equality is not sustained and embedded in organisational plans and cultures.

Inspiration

Diversity and inclusivity are Leicester's superpowers. Throughout history it has been a city of opportunity and refuge for changing populations, offering a unique cultural richness, complexity, diversity and inclusion. The Cultural & Creative Industries Strategy will build a convergence of diversity and inclusivity – of people, production and partnerships. This will both boost creative producers to address global audiences and develop disruptive approaches to new work, learning and audience development that improves inclusion, engagement and career opportunities for those currently disadvantaged. A plurality of diversity in practice requires partnerships and work programmes which celebrate and insist on it. It will develop advocates and champions from diverse backgrounds. The partners will commission, co-design and produce new cultural content working with people rather than for them.

Vision

Leicester is recognised globally as a creative and inclusive city.

Leicester is an exemplar of diverse arts practice, working collaboratively to develop a cultural offer that inspires and delights. It engages local audiences that reflect the city and delivers global impacts across live and convergent media platforms.

Leicester's cluster of creative businesses includes vibrant sector networks for design, music, film and visual arts that reflect the benefits of cross sector knowledge sharing, talent development and collaborative research and development with our local universities and others.

Average wage levels are higher as new jobs in the knowledge economy keep more graduates in the city and attract others.

Leicester improves cultural assets to make them more sustainable and accessible for all. The city offers spaces in the public realm that enable culture to be highly visible and accessible. Quality creative workspaces and businesses attract and retain talent in a city renowned for creativity.

Leicester's universities, colleges, schools and creative businesses develop pathways into creative employment which are effective, innovative and accessible to all. They work in partnership to build a workforce which contains the convergent creative and technical skills for growth and is representative of the plurality of diversity which exists across the city.

Leicester's unique demographics

The 2021 Census identifies Leicester as one of a handful of 'majority minority' cities in the UK. Over the last decade, Leicester's diversity has grown stronger. Its population is now made up of:

- 43.4 per cent of people who identify as Asian, Asian British or Asian Welsh.
- 40.9 per cent of people from white backgrounds (including both British and European nationals).
- 7.8 per cent of people who identify as black, black British, black Welsh, Caribbean or African.
- 3.8 per cent of people are mixed or of multiple ethnic groups.

The data alone does not fully account for the dynamism within and between the city's diverse communities, both established and new. The place of origin and mix of the city's communities is increasingly diverse and demographic change in Leicester influenced as much by educational and economic opportunity as by family ties.

Leicester's cultural offer already celebrates this diversity and projects it to national and international audiences; in 2023, the city saw five new diverse-led cultural organisations invited to form part of Arts Council England's National Portfolio, and an increase in annual investment in the city of £1.38 million (or 22%).

This success represents a step on the journey, not the end goal – there is much further to go before the makeup of Leicester's creative workforce and its cultural output are fully representative of the rich and complex diversity of the city's people and communities.

This strategy sets out a challenge to partners working across local and national government, in cultural agencies and educational institutions to support Leicester's diverse cultural and creative employers to increase and broaden their appeal to local and global audiences whilst improving inclusion, engagement and career opportunities for those currently disadvantaged.

Strategic Themes

Research and consultation undertaken to date has identified the following five key strategic themes:

- Strategic Theme 1 – Equality, Diversity and Inclusion
- Strategic Theme 2 – Audience Development
- Strategic Theme 3 – Capital Investment and Public Spaces
- Strategic Theme 4 – Creative Industries Development
- Strategic Theme 5 – Creative Talent and Skills

Strategic Theme 1 – Equality, Diversity and Inclusion

Objective

Develop programming, investment and governance that reflects the diversity of Leicester, champions cohesion, responds to the needs of both new and established communities and is sensitive to cross-cutting complexity.

Actions

- (A) Establish a Cultural Compact – *Creative Leicester* (working title) – whose governance and membership arrangements embed diversity in Leicester’s cultural leadership in principle and in practice.
- (B) Stakeholders create clear EDI plans for improving diversity and inclusion across their workforces, leadership and governance structures.
- (C) Develop an online presence for *Creative Leicester* via the Place Marketing team to improve visibility, showcase stories and increase engagement.
- (D) Review the framework of the Black Lives Matter 2021 Framework for Change to guide actions and measure progress.
- (E) Commit to engage both established and more recent communities in a shared forum.
- (F) Identify strategic funds to support development of creative education, careers advice and workforce.

Some relevant actions are also included in the workforce and audience development themes.

Measures of success

- (A) Creative Leicester board and governance established.
- (B) Membership and leadership of *Creative Leicester* reflects plurality of diversity of the city’s people.
- (C) Audience data and feedback for cultural venues and events.

- (D) Numbers and proportions of workforces, performers and creative leaders with protected characteristics.
- (E) Cultural organisations and stakeholders have clear EDI strategies.
- (F) Sustain and add to the number of diverse-led organisations within ACE's National Portfolio and further increase the overall level of ACE investment (including NPO) by 2027.

Strategic Theme 2 - Audience Development

Objective

To deliver a cultural offer that inspires, delights and is more inclusive and accessible to all.

Actions

- (A) Audit existing audience profiles across city venues, events and festivals to identify gaps and create an over-arching Audience Development Plan for the city.
- (B) Develop inclusive events that animate the public realm and reflect the city's diverse communities.
- (C) Commission, co-design and produce new cultural and heritage initiatives through a lens of community agency and champion engagement with Global Majority communities.
- (D) Celebrate, co-ordinate and promote the ambition, quality, inclusivity and diversity of Leicester's cultural and creative offer.
- (E) Encourage cultural producers to be more inclusive (e.g., moving festivals beyond discrete events for discrete communities).
- (F) Develop collaborative work amongst cultural producers on programming, promotion and audiences.
- (G) Demonstrate the effectiveness of cultural and creative activity as a means to support people furthest from the labour market.
- (H) Develop a new City Festival format - *This Is Leicester* (working title) - promoting the work and quality of Leicester's cultural and creative sector / artists.
- (I) Update and re-issue the 'World Class' brochure.
- (J) Organise regular, high-profile conferences, seminars and other platforms that showcase the Leicester offer.

Measures of success

- (A) Number and proportion of residents engaging in cultural activity.
- (B) Number of people with protected characteristics engaging in cultural activity.
- (C) Audience feedback on accessibility and quality.

- (D) Extent of new programming that is co-curated with Global Majority creatives and communities.
- (E) Sustained increase in audience numbers.
- (F) SMART targets as set out in the Audience Development Plan.

Strategic Theme 3 - Capital Investment and Public Spaces

Much has been done in recent years to invest in physical spaces and places that support the city's cultural offer. Specialist events spaces such as Jubilee Square and Green Dragon Square have been supported by initiatives like the Phoenix 2020 extension and the creation of a unique network of heritage panels and street art. Some proposed actions are also captured in the Creative Industries theme.

Objective

Attract and deliver capital investment to enhance Leicester's cultural and creative industries offer and to support audience and workforce development.

Already in the pipeline

- £15m new visitor attraction at Jewry Wall to celebrate Roman history of the city - opens Summer 2024.
- £7m+ to create new climate emergency and art galleries and re-tell the social history of the city at Leicester Museum and Art Gallery, delivered in phases 2024–26.
- £12.7m Leicester Cathedral Revealed scheme completes with the Cathedral open to the public at end 2023 followed by a new visitor learning centre in 2024.
- £13m creative workspace (60,000 sq ft) at Pilot House, King Street opens early 2025.
- 55,000 sq ft of new innovation and tech DOCK workspace at Space City in 2024.

Future priorities

- (A) Develop the *All In* initiative that champions improved access for all (including people with disabilities, neuro diverse conditions, dementia etc) creating a Leicester specific standard.
- (B) Improve specialist event site infrastructure including in city parks.
- (C) Establish if Curve could expand to be a Tier One venue (1,200+ seats).
- (D) Re-open Haymarket Theatre with programming that targets under-served communities.
- (E) Improve infrastructure where the current offer has gaps (dance rehearsal space, contemporary arts gallery etc).

- (F) Develop a plan for using new Digital Technology to enhance the programming offer in venues and the public realm.

Measures of success

- (A) Increase in total area of workspace occupied by creative businesses.
- (B) Increased occupancy of creative workspace.
- (C) Audience feedback on accessibility and quality.
- (D) Increase number of and attendance at events held on public open spaces.
- (E) Event infrastructure improvements at city parks and public spaces.
- (F) Improvement in talent attraction and perception of Leicester as a creative economy.

Strategic Theme 4 - Creative Industries Development

Objective

Deliver a step change to the scale, rate of growth and external perception of Leicester's creative industry economy.

Actions

- (A) Develop an overarching strategic plan for Leicester's design cluster.
- (B) Identify opportunities based on authentic strengths (such as in textiles) to create new Creative Cluster propositions and partnerships that can attract resource.
- (C) Build visibility and encourage growth of sector networks (design, film, music, visual arts, Createch etc) and collaboration between sectors and supply chains.
- (D) Work with the city's universities and colleges to make available facilities and develop R&D approaches to cross-sector production which help creative producers scale their practice to meet the demands of global commissioners and audiences.
- (E) Develop tailored business support and access to finance for creative businesses, particularly those with high growth potential, to boost creative employment and opportunity, building on the Create Growth programme.
- (F) Explore scope for new creative industry investment in the Midland St area adjacent to Phoenix in the Cultural Quarter.
- (G) Secure inward investment of creative businesses new to the city economy.
- (H) Pursue the development of a Clothworkers Entrepreneurial Centre (CECIL).

Measures of success

- (A) Increase number of creative businesses in Leicester employing 10+ people.
- (B) Increase in number and value of national and international commissions.
- (C) Increased business numbers and employment growth in creative sectors.
- (D) Attract new capital investment and businesses new to the city.
- (E) Improve talent attraction and perception of Leicester as a creative economy hub.

Strategic Theme 5 - Creative Talent and Skills

Objective

Leicester's learning institutions work together to develop pathways into creative employment which are effective, innovative and accessible to all.

Actions

- (A) HE and FE providers engage with employers to co-design and commission provision of convergent creative and tech skills education (both accredited and CPD) to address future skills needs of creative producers and commissioners.
- (B) Provide internships, placements, mentoring and work experience opportunities in Leicester's creative economy for students and graduates from diverse backgrounds.
- (C) Develop awareness, career routes, advice and work experience opportunities in Leicester's creative economy and technology sectors for secondary school students.
- (D) Create high quality working and learning environments that help deliver this strategy.
- (E) Promote and champion the significance of cultural and creative education in the school curriculum.

Measures of success

- (A) Increase in numbers and % of students studying creative subjects at GCSE and FE.
- (B) More graduates from diverse backgrounds retained two and five years after graduation.
- (C) Increase in supply and take up of accredited courses and professional training in digital creative skills.
- (D) Increase in number of internships in creative businesses from Leicester's universities.
- (E) Increase in take up of T-Levels and apprenticeships in creative subjects.
- (F) Increase in number of apprenticeships within creative employers.
- (G) Increase in number of creative employers hiring apprentices.

A Cultural Compact for Leicester – *Creative Leicester*

We also recommend that a new public-private partnership of arts and cultural sector alongside non-sector organisations – a **Cultural Compact** to be called **Creative Leicester** (working title) – is needed to deliver this strategy.

Compacts are cross-sector and independently led organisations which aim to increase the connectivity between the arts and cultural sector through strategic partnerships with others. Many exist across the country.

Their ambitions typically are to cohere cross-sector ambition for places and ensure that culture and creativity drives partnerships and regeneration, leverages additional funding and embeds culture and creativity within learning curriculums.

A Leicester Compact must inspire partnerships and new work that celebrates the individuality and uniqueness of Leicester's super-diversity. It must develop advocates and champions from diverse backgrounds to support the strategy, reach new audiences and effectively promote Leicester as a cultural and creative place.

We hope that a future Compact may in time develop wholly independent resources, however the funding environment now is particularly difficult, and sustainability is critical. Key partners including the city council, Arts Council England, De Montfort University and University of Leicester are committed to supporting a new Compact, but it is recognised this will primarily be via in-kind support and existing resource. Maximum opportunity will also be made of existing arrangements and partnerships to deliver strands of this strategy so as to minimise duplication and maximise accountability.

It is proposed that the new Compact would:

- Create a new partnership with a broad membership and an independent Chair.
- Have a remit to:
 - Review progress of the overall strategy.
 - Advocate and be ambassadors for the city.
 - Identify opportunities for new partnerships and resources.
 - Create and disseminate information about culture and creative activity.
 - Organise a high-profile annual event (at minimum) that brings together cultural and creative partners.

It is also proposed that the strategy needs two key Delivery Partnerships who would provide regular feedback to the Compact.

(1) A new Arts and Cultural Partnership

Drawing on but not restricted to the group of organisations supported as National Portfolio Organisations by Arts Council England, this group would lead much of the work around Audience Development and Equality, Diversity and Inclusion. This partnership would also be independently chaired and supported by the city council's Head of Festivals, Events and Cultural Policy.

(2) Civic Partnership

Leicester benefits from an existing 'civic university agreement between De Montfort University, University of Leicester and Loughborough University and the city and counties of Leicester, Leicestershire and Rutland. The partnership is an existing compact which prioritises actions in arts, culture and heritage, economic development, education, environmental sustainability and health, wellbeing and sport.

It is proposed we use these arrangements as the basis to drive delivery of and accountability for the Creative Industries and the Creative Talent and Skills elements of the strategy, though it is recognised other partners will also need to be engaged with this work. Both city universities are heavily engaged with research and innovation work to foster creative industries economic growth and will be core to any future 'Creative Clusters' bid or similar for the city. Securing such resource is an explicit ambition for the strategy.

Now - Leicester's Cultural and Creative Industries

Leicester's creative industries comprise 1,440 companies and a workforce of 30,000 people, 15,600 of whom are based in the city and the remainder across the county. This indicates that potential for the creative economy as a driver for inclusive growth is far greater than suggested by national statistics (895 businesses and 4,395 employees).

Sector Strengths

Internationally renowned for its **fashion** manufacturing, Leicester boasts a nationally significant cluster of **design** businesses, working both across creative services of **advertising, marketing and graphic design** and in delivering innovation and added value across Leicester's manufacturing and services sectors.

The city is increasingly recognised as a hub for original **digital content**: immersive technology pioneers **Metro-Boulot-Dodo** have gained national and international recognition for their work and **National Space Centre** is developing applications of mixed reality in live performance and in large-scale specialist digital content.

De Montfort University and **University of Leicester** are working in partnership with the city's diverse creative producers to provide access to facilities and collaborative approaches to research & development to meet the challenges in creative technology. These will help producers scale up to exploit opportunities which the city's unique diversity lends them in addressing global marketplaces and platforms across all genres.

Creative Workforce

65% of the creative workforce in the LLEP area is full-time or part-time permanent employment, suggesting that creative industries employment – and therefore economic output – is roughly double that shown by BRES: 9,880 in Leicester and 18,665 in the LLEP area. There is, in addition, a large talent pool of freelance or self-employed creative workers: some 11,700 people, of whom half are based in the city and half in the rest of Leicestershire.

Benchmarking

Leicester demonstrates a similar size and composition of its creative and digital business base and workforce to nearby cities and city regions, including Derby (a similar sized business base but a workforce in the city and county about half the size of Leicester and Leicestershire) and South Yorkshire (where the sector consists of almost twice as many creative enterprises but draws from a similarly sized creative workforce across the South Yorkshire city region.)

Creative Skills and Education

Our research has shown that there are 427 courses in creative subjects in Leicester and Leicestershire.

This includes:

- 170 at FE level
- 180 HE level
- 7 T levels
- 16 Apprenticeships
- 52 CPD courses – professional training for new entrants and people already in the workforce.

Table 1 Supply of creative skills training across Leicester and Leicestershire

The five creative skills pathways are:

- **Pathway 1 - Creative Originals:** arts & crafts, fine art, apparel and fashion.
- **Pathway 2 - Creative Services:** marketing and advertising, photography, architecture & planning, graphic design, product design, design services.
- **Pathway 3 - Creative Experience:** music, performing arts, museums, and institutions, libraries.
- **Pathway 4 - Creative Content:** computer games, mobile games, publishing, motion pictures & film, broadcast media, animation.
- **Pathway 5 - Digital Technology:** computing and digital technology, digital skills, coding, software development.

Educational institutions across the city and country demonstrate complementary strengths in provision of creative skills:

- The three Universities in the sub-region all have excellent facilities including immersive labs and emerging technologies.
- The University of Leicester is a recognised centre of excellence in **museum studies**.
- De Montfort University is strong in **textiles and fashion design**.
- De Montfort University has a new £6.5m **Digital Tech Learning Hub** which includes a digital creative suite with motion tracking and image capture technologies.

- De Montfort University offers a range of postgraduate MA and PhD delivery with associated research projects and expertise in areas such as artificial intelligence, interaction design, usability and innovation and virtual, augmented, and mixed realities.
- At FE level, Gateway College and Loughborough College are two of only 15 colleges in the UK to deliver the highly respected, industry designed Next Gen Level 3 Extended Diploma course which includes animation, gaming and VFX.

An understanding of the role of creative technologies is being embedded into undergraduate modules. This addresses immediate skills gaps and shortages identified by employers, and provides a future supply of talent for local creative producers looking to exploit the growing global demand for non-traditional, multi-disciplinary work across a range of live and digital platforms.

However, our consultation with employers exposed some problems in the present talent pipeline:

- Employers think there are significant skills gaps and shortages in the workforce in most creative sectors.
- Employers feel there is little “good” support for development of skills.
- Few believed Leicester has sufficient people with a high level of skills or that there is a strong existing creative workforce.

The creative workforce is far from reflective of Leicester’s demographic. Local consultation reflected national findings that arts and creativity is not seen as a viable career choice for many, particularly those with protected characteristics and from more economically disadvantaged backgrounds. There is a challenge to local providers to address this - and make better connections with Leicester’s diverse communities.

Leicester's Cultural Offer

Leicester already offers a rich and vibrant cultural and creative scene which increasingly reflects and champions the city's diversity to local, national and international audiences. Cultural organisations include:

Curve Theatre, a state-of-the-art theatre hosting a wide range of productions, including musicals, plays, dance performances and community engagement; **Phoenix**, offering film screenings, art exhibitions, performances, workshops, and a digital media centre, promoting engagement with the arts and creative technology; and **Attenborough Arts Centre** at University of Leicester, a centre of excellence for disability arts creating and curating a range of inspiring artistic exhibitions, live performances, events and creative courses.

Serendipity Institute for Black Arts and Heritage centres perspectives from the African and African Caribbean Diaspora as part of cultural experiences for all. Arts Council England has added diverse-led organisations such as **Inspirate**, **Opal 22** and **Phizzical** to its National Portfolio which also includes theatre companies such as **Bamboozle**, South Asian dance company **Nupar Arts**, **Darbar** (a national centre of excellence for Indian classical music). **Aakash Odedra**, a dance company uses the voice of British-Asian experience to tell new stories about modern life.

Leicester Museums and arts companies such as **Soft Touch**, **Spark** and **The Mighty Creatives** have many years of experience working with young people in disadvantaged communities. The **City Classroom** is an ambitious cultural education partnership committed to providing a rich cultural experience for children and young people.

The city boasts a vibrant music scene. **De Montfort Hall** is a historic concert venue that hosts classical music, popular concerts, and touring acts; **The Shed**, **The Soundhouse** and **2Funky Music Cafe** promote a range of upcoming artists and club nights covering a vast range of musical genres. **HQ Recording** is a regional hub for Urban, R&B and Hip-Hop artists.

Leicester festivals reflect the diverse cultural traditions, arts, and music of its residents. It hosts the largest **Diwali** celebration outside India, a longstanding **Caribbean Carnival** and the **Leicester Comedy Festival**, an annual event with national profile that showcases comedy acts from renowned comedians to emerging talents.

Recent years have seen a significant growth in the visual arts offer including **The Gallery** at De Montfort University, **Two Queens** in the Cultural Quarter, StudionAme, ambitious development plans at the **Leicester Museum and Art Gallery** and a world class street art offer courtesy of successive Bring the Paint festival events led by **Graffwerk** including the tallest artwork in Europe on Leicester's Blue Tower.

Leicester is well known for creating generations of world class **dancers** via **De Montfort University** and a healthy dance school infrastructure including **Addict Dance Academy, Studio 79** and the **Ann Oliver Stage School**.