



18 - 24 October 2021

Welcome

Supported by



What is Leicester Restaurant Week?

For one week only, participating restaurants in an area offer an exclusive fixed price menu.

Other UK Restaurant Weeks and their impact

Newcastle



attracts over
45,000 diners



gives a **£1/2 million
boost** to business and
the local economy



Other UK Restaurant Weeks and their impact



Cambridge



The inaugural Restaurant Week event resulted in over **60,000 website hits** and **4,000 voucher downloads**



The estimated economic impact was **£22,500** for the businesses involved

Other UK Restaurant Weeks and their impact

York



9,125 voucher
downloads worth a
value of **£107,625** during
Restaurant Week 2019



What we are asking of you...



Offer a fixed price menu that is available for the duration of Leicester Restaurant Week

OR

Offer something exclusive for the week

Preferred points are **£10**, **£15** or **£20**

Report back how many customers participated

Benefits for your business

& it's
free to get
involved!



Increased footfall

“Monday to Thursday of the week our food sales were up 100% each day. It worked incredibly well.”

– Restaurateur in York



Increased takings

Participating restaurants in Sunderland recorded as much as a 40 per cent increase in footfall and a £250,000 boost to the local economy



New, loyal customers

North Norfolk reported from their 2019 Restaurant week that 68% of diners chose to try a new restaurant, and 93% of diners had already or intended on returning to their chosen restaurant



Increased awareness

Make the most of additional opportunities for exposure through a promotional and press campaign

“Last year Restaurant Week was a very useful event, which gave us the platform to get locals to come and give us a try and helped us to put our name out there. I believe it is a fantastic opportunity for local people to come and sample some of the best restaurants in the City.”

Tarik Abdeladin, Owner and Chef at Los Moros

The Leicester Restaurant Week Brand



A Fresh New Website

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RESTAURANT
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18 - 24 October 2021

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Tasty deals
on a plate.

Welcome to Leicester's first Restaurant Week. Running from **18-24th October 2021**, we've got **XX+** restaurants all offering a range of amazing tasty deals on a plate. Check out the deals below.



Venues	Menu	Meal ▼	Amount ▼
▶ Middletons Steakhouse & Grill	Starter Special 2 x Starters		£3.00 <small>Get offer</small>
▶ St. Martin's Coffee Shop	Lunch Special 3 x Sandwiches / Crisps / Hot Drinks / Cake		£15.00 <small>Get offer</small>
▶ Casa Romana	Dinner Offer 1 Main & 1 Bottle of Wine		£17.99 <small>Get offer</small>
▶ James' Cafe Bistro	Business Lunch Special 2 x Sandwiches / Hot Drinks / Cake		£12.95 <small>Get offer</small>






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First Name

Surame

Email

From time to time we'd love to update you with news and offers from Restaurant Week.

Please tick these boxes below if you wish to receive these:

☐

 I DO wish to receive updates via email from Restaurant Week

☐

 I DO wish to receive updates via email from the restaurant

Submit

»→

St. Martin's Coffee Shop

Lunch Special

3 x Sandwiches / Crisps / Hot Drinks / Cake

£15.00




Please fill in your details to get your offer

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St. Martin's Coffee Shop

Lunch Special

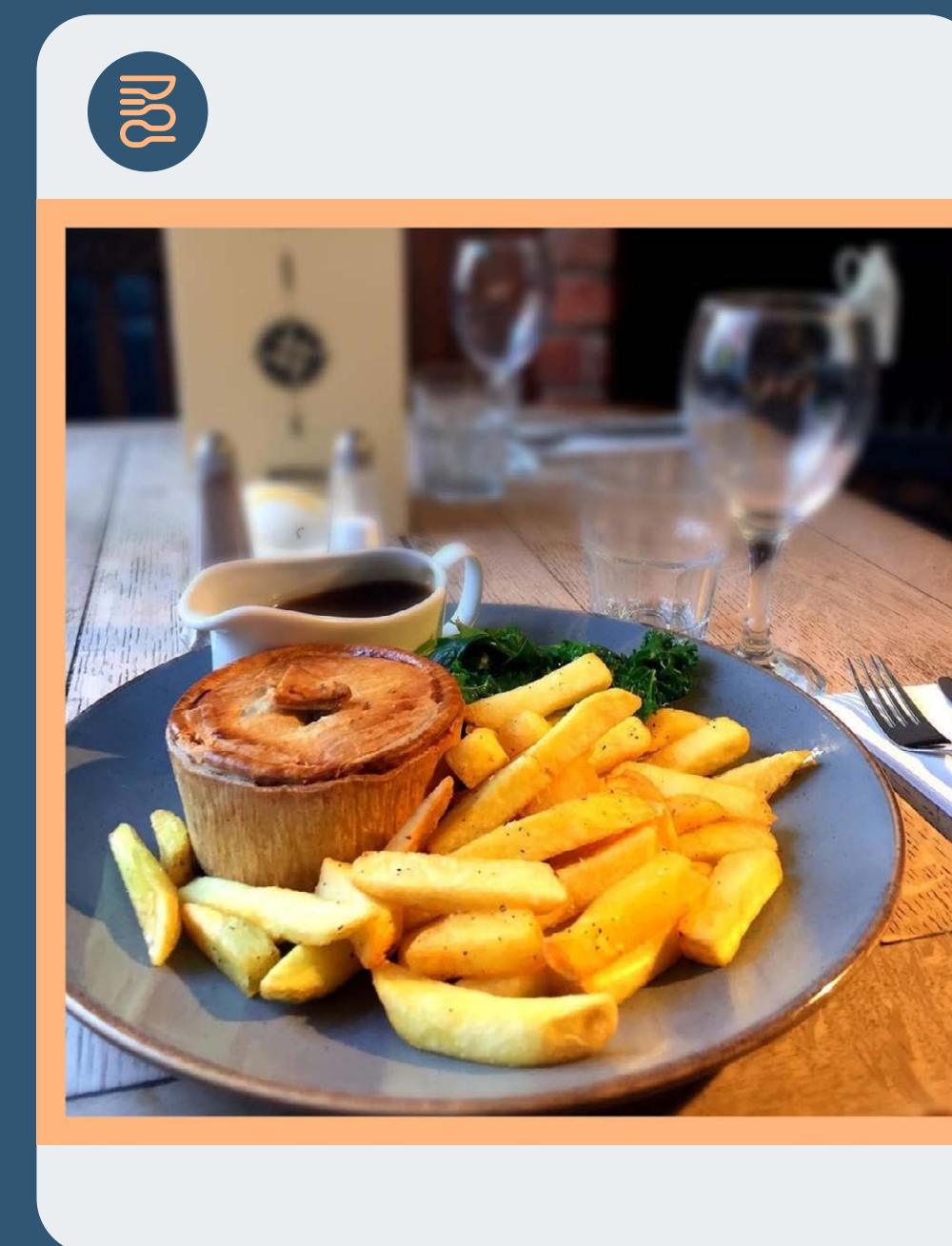
3 x Sandwiches / Crisps / Hot Drinks / Cake

£15.00

Your offer code:
MMNNOO

DOWNLOAD

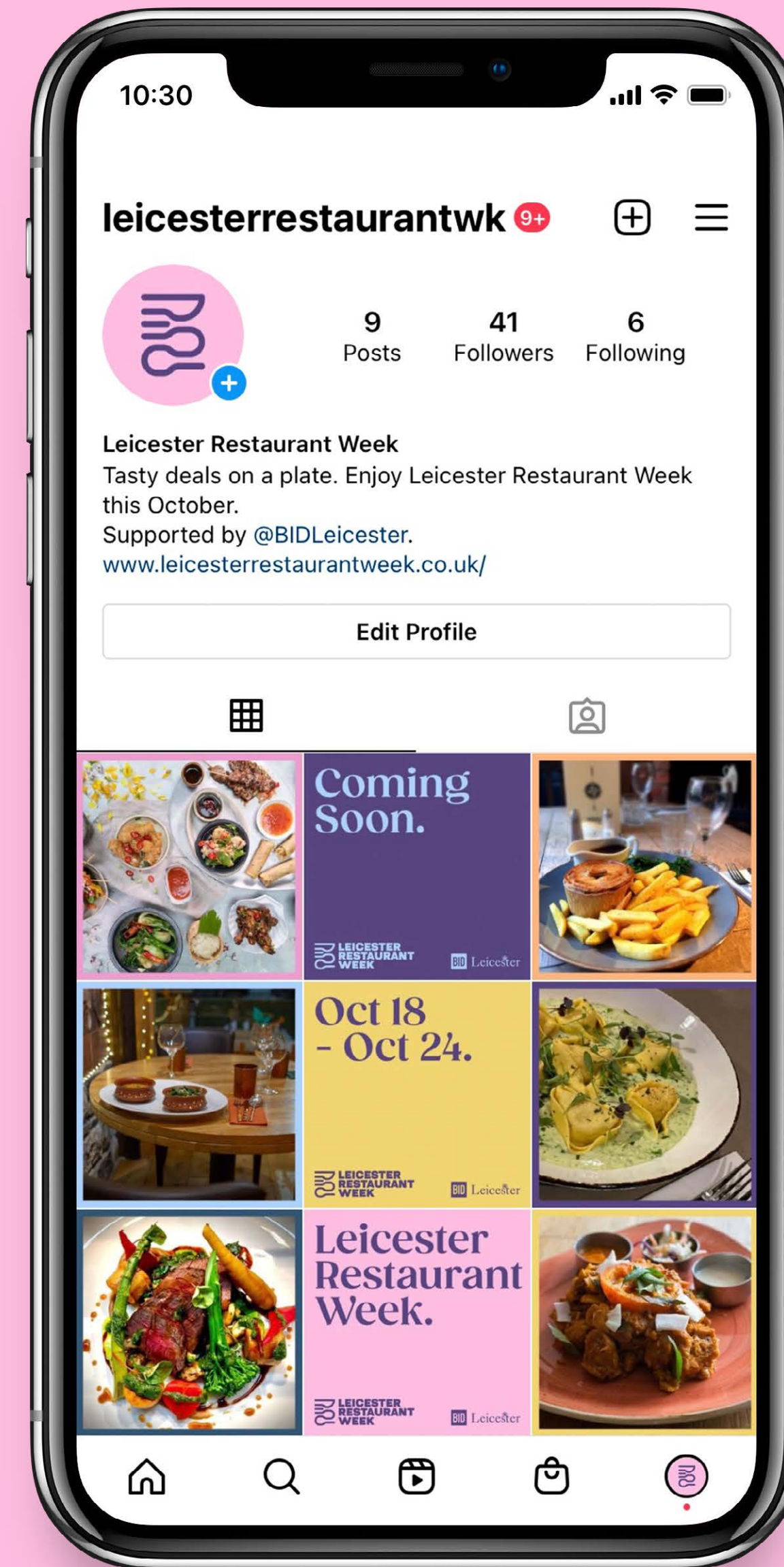
A Mouthwatering Social Feed



Social Media & Promotion

Leicester Restaurant Week will be promoted across 3 main channels - **Instagram**, **Facebook** and **Twitter**.

A full campaign will be in action across all channels using restaurant's existing imagery, new content and branded graphics and video.



Benefits for your business



Each restaurant will be guaranteed a minimum of 2 individual posts per channel promoting their specific menu offer

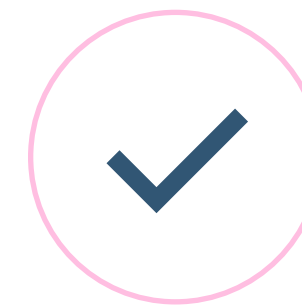


Each restaurant will have an individual branded graphic for IG stories detailing their offer

We will supply you with these assets so that you can also use them on your own social channels.



We will also have a paid campaign running alongside this to encourage a new audience to sign up



Menu updates, news and information will be sent to the highly targeted audience created from our mailing list sign ups

Competitions & Influencers

We will work with key local digital influencers to also build the audience further through joint competitions to win Leicester Gift Cards or restaurant specific prizes.

- influencers can be tailored to specific audiences, e.g. family friendly, vegan, halal etc.
- for venue specific competition prizes, we can place this with an influencer whose audience is aligned with yours

Wider Benefits

Through Cool As Leicester, Dlux Magazine and Independent Leicester we have access to a social audience in excess of

 **65,000**

to target and drive to the event and LRW social channels.

PR & Events

What We'll Do...

- A campaign of awareness building
- Upbeat releases
- Interview opportunities
- Preview/review content – including filmed promo content
- Competitions ahead of and throughout the event



Given the timing of Leicester Restaurant Week, we will specifically target:

✓ Families

✓ Students starting the new term

We have excellent links with both of the city's Universities

✓ Self-defined Restaurant and Food lovers

✓ Those living in the county to encourage them into the city

✓ The PR will be targeted at all key local/regional media

Broadcast, print, online and social (within c30 minutes' drive time).

✓ To include liaison with Visit Leicester, Leicestershire Promotions and LCC to explore opportunities to target national travel and food journalists



PR content might include listicle ideas such as:

'The 15 Best Family Restaurants in Leicester'

'Top 10 Sunday Roasts for a Tenner'

'Leicester's Best Independent Eateries'

'Ethical Eating and Best Vegan'

'How To Eat The World in One City'

'10 Things To Do in Leicester over Half Term'

'Best Date Night Restaurants'

'Hottest NUS-Friendly Eateries in Leicester'

Awareness Events

The PR outreach, includes two targeted events:

1

Restaurateurs & Businesses Event

The first, as you'll no doubt have guessed, is this event! Specifically targeted at the restaurateurs and businesses within the BID area who **we'd love to get on board for LRW.**

2

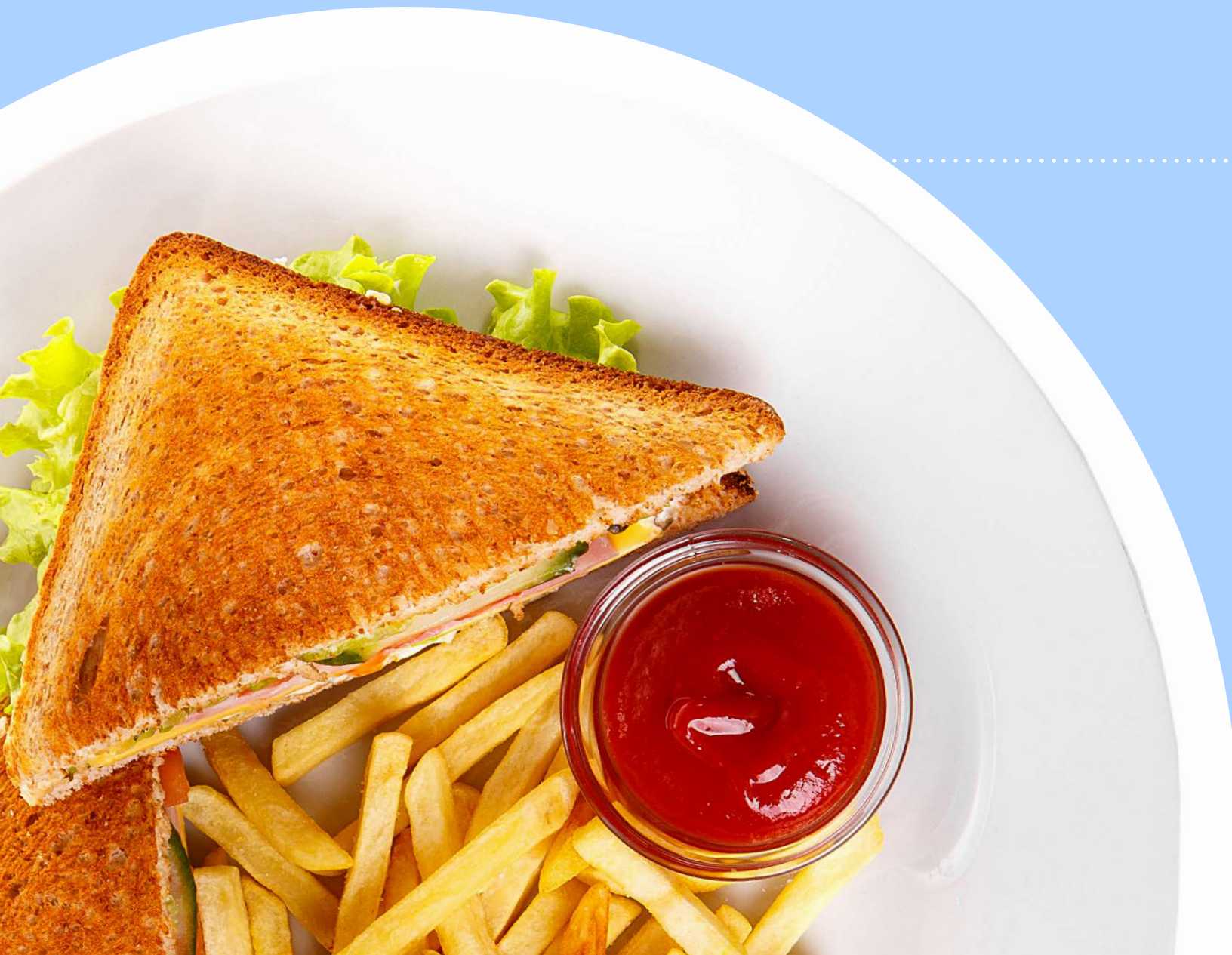
Press & Blogger Event

Targeting key press and platforms to raise awareness and discuss content, added value and review opportunities including print/online/social/database in the build-up to and throughout the campaign. The aim would be to create content and build excitement ahead of the event itself to help drive footfall to the website and social media channels.



Case Study

Making the most of Leicester Restaurant Week:



1

Design your menu

2

Fill in the sign up form

3

Get involved with promotional opportunities

4

Promote to your network and in your venue

5

Have a reporting system in place and make sure all your staff know about it

6

Give guests a Leicester Restaurant Week experience to remember!

7

Report back!

Q&A

Do you
have any
questions?



Thank you!

