

**GREATER LINCOLNSHIRE  
JOINT STRATEGIC OVERSIGHT COMMITTEE**

**LINCOLNSHIRE DAY**

**1. OBJECTIVE AND KEY POINTS IN THIS REPORT**

- 1.1 This report sets out a proposal for maximising the impact of Lincolnshire Day and seeks support from each partner authority to work up a programme of activities
- 1.2 It is recommended that the joint committee agree the proposed programme of activity to promote and celebrate Lincolnshire Day.

**2. BACKGROUND INFORMATION**

- 2.1 Lincolnshire Day can be traced back to 1536 and highlights the rich heritage that Greater Lincolnshire offers. It provides an excellent opportunity for the three partner authorities to showcase the benefits of working together across the Greater Lincolnshire region to promote the wealth of assets that Greater Lincolnshire offers and instil pride across Greater Lincolnshire.
- 2.2 Historically, Lincolnshire Day on October 1<sup>st</sup> has seen some key activity, promoted by BBC Radio Lincolnshire, The Lincolnshire Agricultural Society, Tourist Information Centres, Visit Lincoln, and schools. This paper presents a range of options for the Joint Committee to consider in order to enhance the profile of Lincolnshire Day and the Greater Lincolnshire region.
- 2.3 The proposals would see the three partner authorities working with organisations such as BBC Lincolnshire, Lincolnshire Agricultural Society (educational team), the tourism industry and the Greater Lincolnshire Local Enterprise Partnership to both develop and deliver a range of activities to celebrate Lincolnshire Day.

### 3. **DETAIL OF OPTIONS/PROPOSAL**

3.1 The joint committee is asked to consider three themes for Lincolnshire Day in 2021. The themes would see a range of initiatives being developed and delivered that demonstrate the importance of Greater Lincolnshire as a key economic region of the UK. The themes are set out below:

#### **3.2 Theme 1: Think bigger**

- The focus is an event celebrating big achievements and historic sites of importance in Greater Lincolnshire.

- It includes the commissioning of a giant map and an invite to businesses/attractions to come to an event and 'put themselves on the map'.

- To widen the theme, we would position giant deckchairs in locations around Greater Lincolnshire for photo or selfie opportunities – branded 'Think bigger'.

- To enable community participation we'd create and share a virtual map online and invite people to add and tag their own special places.

#### **3.3 Theme 2: Hidden Gems – Rediscovering Greater Lincolnshire**

- This sees us highlighting the key towns and attractions across Greater Lincolnshire and creating a middle focal point.

- Residents would be asked to tell us their hidden gems of the county – best places for open space, best places to walk, the best resort, best place to eat etc.

- It sees the creation of a centre point attraction - a middle focal point (a black and white signpost) at the Centre of Greater Lincolnshire, highlighting all the key locations.

- We would also use a pop up exhibition around the centre point attraction, celebrating Lincolnshire's finest. This provides a potential event opportunity for community engagement and networking.

#### **3.4 Theme 3: This is us**

- The production of an emotive Lincolnshire day place video - highlighting communities and individuals from across greater Lincolnshire talking

about what they love about the county and how they feel about Lincolnshire in one word, giving ownership back to the community.

- It would see projections of the words onto our key buildings on Lincolnshire Day – Lincoln Castle, Normanby Hall, Grimsby Dock Tower, Skegness clock tower etc., plus writing walls in key locations.

3.5 The delivery of the selected theme would utilise a range of channels. It provides multiple opportunities for business promotion and networking. As an example, the big deckchairs could be housed in prominent locations, highlighting and promoting businesses. The video could also be an effective tool to enable inclusion and promotion.

3.6 The approach enables schools to get involved in Lincolnshire Day. We would create a pack to send to schools which would include a virtual assembly video, a certificate, a pack of flags and the Lincolnshire flag / coat of arms to colour in.

3.7 The event would be promoted through engagement with local media, including BBC Radio Lincolnshire, BBC Radio Humberside and BBC Look North. This would link back to Lincolnshire's offer. To further add prominence to the day council buildings would fly Lincolnshire flags and we would have an official Lincolnshire day ceremony with invited representatives from each council and other parties.

#### **4. RESOURCE AND LEGAL IMPLICATIONS**

4.1 A budget will have to be agreed to deliver the marketing, comms and engagement events.

#### **5. RISKS AND OPPORTUNITIES (INCLUDE EQUALITY IMPACT ASSESSMENT IF RELEVANT)**

5.1 The delivery of this programme will deliver the following outcomes:

- Increased pride in the County
- An event that goes from strength to strength
- Strong local activity that inspires and celebrates
- Promotional effort that supports our year round campaigns

#### **6. CONSULTATION/ENGAGEMENT**

6.1 Engagement will occur as part of the development and delivery of the programme of activities.

**7. GOVERNANCE – DECISION(S) FOR MEMBER COUNCIL’S REQUIRED  
(in accordance with the Joint Committee’s Terms of Reference).**

7.1 Each member authority will commit to developing the communications and marketing programme required to maximise the impact of Lincolnshire day on the Greater Lincolnshire area

**8. RECOMMENDATIONS**

8.1 The joint committee agrees on which theme is preferred (the activities that sit under that can be mixed and matched and developed) to promote and celebrate Lincolnshire Day.

8.2 The joint committee receive a report back on a detailed programme of events and activities for the partner authorities to endorse in advance of Lincolnshire Day.

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**Background Papers used in the preparation of this report - Nil**