

**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 on 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 At the last joint committee meeting on 19 March 2021, members considered a report which set out proposals for maximising the impact of Lincolnshire Day.
- 2.2 Members supported the themes outlined in that report and requested the partner councils work together to develop a detailed programme of events and activities to celebrate Lincolnshire Day on 1 October 2021.
- 2.3 Discussions have been held with BBC local radio in region to garner their support for our Lincolnshire Day activities this year.
- 2.4 Representatives from the partner councils then met to develop the proposals outlined in this report.
- 2.5 The following proposals provide opportunities for partner councils, communities and schools to celebrate Lincolnshire Day, and to promote local businesses and the visitor economy across Greater Lincolnshire.

### 3. DETAILS OF PROPOSAL

3.1 The joint committee is asked to consider three elements for this year's Lincolnshire Day celebrations, as set out below:

#### 3.2 Civic Celebration

- This event would bring together dignitaries from each of the three authorities, including leaders, mayors, the Lord Lieutenant and Chairman, to show a united commitment to Greater Lincolnshire and celebrate the county.
- This year's first event could be held at Normanby Hall in North Lincolnshire, with the intention to 'rotate' the venue across each authority each Lincolnshire Day.
- The event to begin with a flag raising ceremony, and include speeches from each of the leaders or mayors.
- The youth orchestra, or local school choir, could be invited to provide entertainment at the celebration.

#### 3.3 Great Lincolnshire Menu

- This sees us highlighting food from across Greater Lincolnshire with chefs and food businesses invited to submit a Lincolnshire dish.
- A nominated judge from each authority would then visit businesses to try the food and select a winner.
- If numerous entries are received, local 'heats' could be held to create a shortlist of entries.
- This would provide numerous opportunities for social media coverage in the run up to Lincolnshire Day, and opportunities for BBC local radio to visit businesses during the judging process. Local food businesses also have the opportunity to raise their profile by participating in the competition.
- In preliminary talks with BBC local radio, they were keen to have content to air in the run up to Lincolnshire Day, rather than just on the day itself. This competition would provide a lot of opportunities for content for both BBC Radio Lincolnshire and BBC Radio Humberside, and would help to encourage chefs and food businesses to apply.

- The finalists of the competition would be invited to the Civic Celebration and the winner announced as part of the event, with a suitable prize given.

### 3.4 Schools

- A digital resource pack to be prepared and disseminated to schools with activities for classes to do on the history of Greater Lincolnshire, and Lincolnshire Day, and the Lincolnshire flag to colour-in.
- A competition for school pupils to draw or write a poem about their favourite place in Lincolnshire. The entries could again be judged by a representative from each of the local authority areas and the winners invited to the Civic Celebration event to receive their prizes.
- The Lincolnshire Agricultural Society Education Team host an annual Lincolnshire Day Schools event. We will contact the society to help further support their engagement with schools, either by enabling more schools to attend the event, or helping disseminate their learning materials to a wider audience of schools across Greater Lincolnshire.

3.5 To further promote the day within our communities, we will contact town and parish councils and other local organisations and businesses to encourage them to decorate for Lincolnshire Day.

3.6 An amount of flags or bunting could be bought to distribute to interested towns and parishes on a first-come-first-served basis.

3.7 A suite of digital resources to be produced for each authority to use on their website and social media channels in the run up to, and on Lincolnshire Day.

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

4.1 A budget will have to be agreed to deliver the proposals, including the Civic Celebration event, as well as for prizes for the Great Lincolnshire Menu and schools competitions, and for flags and bunting for towns and parishes.

## 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 supports the content of the papers and the development of the initiatives through engagement with key stakeholders.

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### **Background Papers used in the preparation of this report**

Greater Lincolnshire Joint Strategic Oversight Committee – 19 March 2021  
Lincolnshire Day Report