

**GREATER LINCOLNSHIRE
JOINT STRATEGIC OVERSIGHT COMMITTEE**

LINCOLNSHIRE DAY

1. OBJECTIVE AND KEY POINTS IN THIS REPORT

- 1.1 Members are asked to note the progress update on the agreed programme of activities to promote and celebrate Lincolnshire Day.

2. BACKGROUND INFORMATION

- 2.1 At the last joint committee meeting on 25 June 2021, members considered a report which detailed proposals for Lincolnshire Day.
- 2.2 Members supported the three elements outlined in that report; namely a Civic Event, Greater Lincolnshire Menu competition, and schools engagement.
- 2.4 Representatives from the partner councils have continued to meet to plan the delivery of the agreed proposals.
- 2.5 The following report provides an update on the three elements of the agreed proposals, and actions taken following feedback from members at the last meeting.

3. DETAILS OF PROPOSAL

- 3.1 Civic Celebration
- This event will bring dignitaries from each of the three authorities together at Normanby Hall on Lincolnshire Day, to show a united commitment to Greater Lincolnshire and celebrate the county.
 - Normanby Hall's Regency Dining Room and Morning Room have been booked for the celebration event, and refreshments will be provided.

- Invitations have been sent from each of the three leaders to invitees including deputy leaders, unitary mayors, chief executives, executive councillors/cabinet members/portfolio holders, Lincolnshire MPs and others.
- The event will begin at 10am with a welcome and speeches by each of the three leaders. Then the Lincolnshire flag will be raised and a tree planted outside the hall.
- The tree-planting shows the three councils' commitments to enhancing and protecting our environment, referencing the councils' individual environmental commitments, and in particular their tree-planting targets.
- A local North Lincolnshire school will provide entertainment at the celebration.

3.3 Greater Lincolnshire Menu

- This sees us highlighting food from across Greater Lincolnshire with chefs and food businesses invited to submit a recipe for a Lincolnshire dish.
- To allow for a food business or chef from each local authority area to be celebrated, each council will accept entries for a different meal of the day.
- Allocated at random, North East Lincolnshire businesses and chefs are invited to submit a breakfast dish, North Lincolnshire is seeking a lunch dish, and Lincolnshire a dinner dish.
- Entries can be either sweet or savoury and should be submitted as a recipe, description and/or photograph to a single Lincolnshire Day email address.
- Each council will then judge their entries and choose their winner.
- The competition provides local food businesses in each of the three areas the opportunity to raise their profile by participating in the competition.
- This competition provides a lot of opportunities for content for both local media including BBC Radio Lincolnshire and BBC Radio Humberside, encouraging chefs and food businesses to apply.

They will also be invited to attend tasting sessions with shortlisted entries.

- The three winning entries – one from each authority area – will be invited to the Civic Celebration at Normanby Hall and be able to present their dishes.



- Marketing materials and branding have been prepared for the Greater Lincolnshire Menu competition, for use by the three authorities to ensure a consistent, recognisable look for the competition, and a single contact point for entries. Businesses and chefs are being

encouraged to apply through each council's website and social media channels, through resident publications and newsletters, and through local media outlets.

- Entries opened on Monday 23 August 2021, and will close on Sunday 12 September, ready for shortlisting and judging ahead of Lincolnshire Day.
- Each partner authority has utilised their existing links with food businesses and chefs within their area to encourage competition entries. We have also approached key contacts within the Lincolnshire Chamber of Commerce and the Lincolnshire Federation of Small Businesses to raise further awareness of the competition within their networks.

3.4 Schools

- A digital resource pack has been produced with activities for classes to do on the history of Greater Lincolnshire, and Lincolnshire Day, and will include a Lincolnshire flag to colour in.
- The digital resource pack will be delivered through each councils' education teams in early September. It will also be available online for parents and guardians to download directly.

- 3.5 To further promote the day within our communities, each authority has contacted their town and parish councils through their newsletter or council clerks, and local community groups and other local organisations they work with to encourage them to decorate for Lincolnshire Day and share details of the Greater Lincolnshire Menu competition and educational resources.
- 3.6 The Lincolnshire Society, a group that has been set up to promote the restoration of the historic county of Lincolnshire, has also been contacted to explore how we can work together to support each other's plans for 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 marketing materials and prizes for the Greater Lincolnshire Menu winners.

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 agreed programme of events to maximise the impact of Lincolnshire Day on the Greater Lincolnshire area.

8. RECOMMENDATIONS

- 8.1 The joint committee notes the progress of the agreed plans for Lincolnshire Day and supports their continued delivery through engagement with key stakeholders.

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Date: August 2021

Background Papers used in the preparation of this report

1. Greater Lincolnshire Joint Strategic Oversight Committee – 19 March 2021 – Lincolnshire Day Report
2. Greater Lincolnshire Joint Strategic Oversight Committee – 25 June 2021 – Lincolnshire Day Report