

**GREATER LINCOLNSHIRE  
JOINT STRATEGIC OVERSIGHT COMMITTEE**

**LINCOLNSHIRE DAY 2021**

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

- 1.1 Members are requested to note the feedback from Lincolnshire Day activities in 2021, including the Civic Event held at Normanby Hall Country Park.
- 1.2 Members are asked to agree a date to hold the Lincolnshire Day Civic Event in 2022.

**2. BACKGROUND INFORMATION**

2.1 Feedback and overview of Lincolnshire Day 2021

Civic Event:

- The Lincolnshire Day Civic Event took place on Friday 1 October 2021, 10am at Normanby Hall Country Park.
- The event was well attended by dignitaries representing each of the three authorities with 60 invitees confirming their attendance prior to the event.
- The event was attended by all three upper tier Authority Leaders with a strong representation of Leaders, Mayors and MPs from the area and districts too.
- Normanby Hall Country Park was felt to be the right setting for the event and positive feedback was received.
- All refreshments were made using produce local to Greater Lincolnshire ensuring the context of the day ran through the event.

- Businesses who provided their produce at the event were given the opportunity to attend to showcase their offer and raise their profile.
- The planting of a tree at the event in the grounds of Normanby Hall by the three leaders provides a legacy of the event for years to come and confirms a united commitment to Greater Lincolnshire.

#### Competition

- Uptake was not at the levels expected for competition entries. However, winners were identified for each of the three authority areas with outstanding menus showcasing the best of Lincolnshire produce.

#### Schools

- A digital resource pack was made available to schools and on our websites with resources about the history of Lincolnshire and Lincolnshire Day.

#### Press Coverage

- Greater Lincolnshire Menu competition, including: BBC Radio Lincolnshire, LincsFM, Lincolnshire Echo, Boston Standard, Louth Leader, Sleaford Standard, Lincoln Independent, Horncastle News, Market Rasen Mail.
- Lincolnshire Day (inc. civic event), including: as above plus Grantham Journal, Stamford Mercury, Spalding Guardian, Skegness Standard, Gainsborough Standard, Gi Scunthorpe News

### **3. DETAILS OF PROPOSAL**

3.1 Next year Lincolnshire Day will take place on Saturday 1 October 2022.

#### 3.2 Civic Celebration

- Lincolnshire County Council have agreed to host the Civic Event in 2022, with the event being held in North East Lincolnshire in 2023.
- It is proposed the same format is maintained for the invitee list.
  - Consideration needs to be given to the day the event is held next year. It is proposed that the civic event takes place on Friday 30 September to maximise the attendance of dignitaries.

#### 3.3 Business and Community Engagement

- Growth opportunities will be explored with community groups and businesses

- Businesses and community groups will be encouraged to participate in a social media campaign. A suite of graphics will be developed and provided to them.

#### 3.4 Schools

- A digital resource pack will again be available online with the theme of Lincolnshire Day. This will be promoted to schools through each councils' education teams.

#### 3.5 Competition

- It is proposed we use Lincolnshire Show as an opportunity to launch a competition in 2022. Consideration should be given to developing a competition which has a wider pool of applicants e.g. community focused.

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

4.1 A budget will need to be agreed by each authority area in order to deliver events and campaigns for Lincolnshire Day 2022.

4.2 As host NLC paid for costs associated with the Civic Event in 2021, with the understanding that LCC would pay in 2022, and NELC in 2023.

4.3 Resource will need to be identified by each authority area to ensure the whole of Greater Lincolnshire benefits from the impact of Lincolnshire Day.

### 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 and raises the profile of the area

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

6.1 Consultation will occur with all stakeholders, businesses and communities as plans develop for celebrations in 2022.

**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 raising the profile of Lincolnshire Day and developing a programme of events to maximise the impact on the Greater Lincolnshire area.

**8. RECOMMENDATIONS**

8.1 That the joint committee notes the success of Lincolnshire Day 2021 and supports the plans to continue joint working between the three authorities on the celebrations in 2022.

8.2 That agreement is provided for the Lincolnshire Day Civic Event to be held on Friday 30 September 2022 with Lincolnshire County Council hosting.

DEPUTY CHIEF EXECUTIVE: NORTH LINCOLNSHIRE

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

Nil