

**GREATER LINCOLNSHIRE
JOINT STRATEGIC OVERSIGHT COMMITTEE**

LINCOLNSHIRE SHOW 2022

1. OBJECTIVE AND KEY POINTS IN THIS REPORT

- 1.1 Members are asked to confirm their intent for a joint stand at the Lincolnshire show 2022.

2. BACKGROUND INFORMATION

- 2.1 Officers from the three councils met in early 2020 and began making plans for a joint stand at that year's show.
- 2.2 Lincolnshire County Council and North Lincolnshire Council have exhibited on their own stands at the show for many years. A joint stand would mark the first time that the councils have exhibited together, and first time that North East Lincolnshire Council would have a presence at the show.
- 2.3 Both the 2020 and 2021 Lincolnshire Shows were cancelled. The 2022 Lincolnshire Show is scheduled to take place on Wednesday 22 and Thursday 23 June 2022.

3. DETAILS OF PROPOSAL

- 3.1 Members are asked to agree to have a single joined-up approach across the three councils with a single brand. This joint branding will be displayed alongside the logos of the three councils on a stand, for example on flags at the entrance.
- 3.2 It is proposed that the spaces within the marquee will be used as follows:

'Meet your councillors' marquee

- This could use advertised time-slots where councillors are present in the marquee at a specific time for residents to meet, or staffed at all times by councillors from all three authorities to speak with their residents, on a non-advertised rota.

Corporate marquee

- Lincolnshire County Council could use this space to award their 'Good Citizens Awards' which recognise unsung community heroes and volunteers. LCC will also award their adult learning awards in the corporate marquee in 2022.
- North and North East Lincolnshire councils could use the space for similar awards presentations if they wish.
- It is recommended that lunch is provided on each day to invited guests from each authority, with light refreshments available at other times.

Main council services marquee

- There are several options for promoting council services. The first option would see a joined-up approach where sections would represent council services areas across the three councils. A second option could see the space being split into three zones for use by each authority. Officers will discuss options and confirm recommendations at a future meeting.
- Staff from each of the partner authorities will work with the services who wish to be represented in these marquees, to make sure they have an engaging activity and to ensure a cohesive flow between the different services within the marquees.

Outside area

- Officers will work together to make sure that the outside area is welcoming and will attract visitors into the marquee space. Consideration will also be given to display space, which in the past this has been used by Lincolnshire Fire and Rescue to exhibit new fire-fighting equipment.

3.5 Part of the show's overarching theme for 2022 is the celebration of the Queen's Platinum Jubilee. The joint working group will incorporate elements of this celebratory theme in their plans.

4. RESOURCE AND LEGAL IMPLICATIONS

4.1 Members are asked to agree a joint budget contribution if the recommendation is accepted.

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

5.1 The delivery of a joint stand at the Lincolnshire Show 2022 will achieve the following outcomes:

- Demonstrate a continued commitment from the three partner authorities to working together and uniting all of Lincolnshire.
- Raising awareness of the services provided by the three partner authorities, and promotion of their visitor economies and businesses.

6. CONSULTATION/ENGAGEMENT

6.1 N/A

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

7.1 If the proposal is taken forward, each member authority will commit to developing the plans to maximise the impact of our joint stand at the Lincolnshire Show 2022.

8. RECOMMENDATIONS

8.1 The joint committee confirms their intent for a joined-up approach to the Lincolnshire show and supports the continued development by officers from the three authorities.

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Background Papers used in the preparation of this report

Nil