

**NORTH LINCOLNSHIRE COUNCIL**

**REGENERATION  
CABINET MEMBER**

**PROMOTING NORTH LINCOLNSHIRE AT REGIONAL SHOWS IN 2013**

**1. OBJECT AND KEY POINTS IN THIS BRIEFING NOTE**

- 1.1 We attend the Lincolnshire Show and Waddington Airshow to promote North Lincolnshire as a visitor destination.
- 1.2 This report outlines our plans for 2013.

**2. BACKGROUND INFORMATION**

**Lincolnshire Show**

- 2.1 For the last nine years we have attended the Lincolnshire Show to promote North Lincolnshire as a visitor destination. Our stand has grown in both size and quality over the years. We now have a regular clientele who call in each year to find out about the latest attractions and events.
- 2.2 We work with attractions, event organisers and hotels to showcase all that the area has to offer. Our marquee is a mini Tourist Information Centre providing the customer with everything they need to plan a visit to our area.
- 2.3 We engage with over 1,000 visitors over the 2-day period and gather over 100 email addresses that we use to market the area.
- 2.4 In 2012 we moved to a prime position on one of the main 'roads' in the showground. Our stand won the Constance Eastwood Cup for the best non-agricultural stand in the show.

**Waddington Airshow**

- 2.5 In 2011 we attended the Waddington Airshow for the first time. This two day event attracts over 125,000 people from across the UK. Many plan their holiday around the event and stay on in the local area.
- 2.6 Our first stand was a success and in 2012 we were able to get a prime position facing the main display area. Despite poor weather we gave information to over 3,000 people who were interested in visiting the area, from couples and families to group travel organisers.

## **What we aim to do**

2.7 At both events our aim is to:

- Raise awareness of North Lincolnshire as a destination
- Promote the area as a place to spend quality leisure time
- Promote our quality markets and shopping
- Gather data to use for future marketing
- Increase the number of day visits and short breaks, bringing money into the local economy

2.8 We work with teams across the Places Directorate promoting North Lincolnshire attractions, travel by public transport, walking, cycling and the countryside.

2.9 We produce a 16 page booklet, the 'North Lincolnshire Great Attractions Guide', which is given out at the shows and major events.

## **Proposals for 2013**

2.10 We have rebooked our pitches at both events. We may also attend other local events if we have staff available. For a list of dates see Appendix 1.

2.11 The visitor information marquee works well. Over the years we have found that visitors to the show do not want to discuss problems or projects in detail. On the rare occasions that someone asks us about other council services we take details and pass the enquiry on.

## **3. OPTIONS FOR CONSIDERATION**

3.1 This report is for information; there are no options for consideration.

## **4. ANALYSIS OF OPTIONS**

4.1 None.

## **5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Attendance at the two shows is within existing budgets and is staffed from various sections across the Places Directorate.

## **6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 – CRIME AND DISORDER, RISK AND OTHER)**

6.1 None.

**7. OUTCOMES OF CONSULTATION**

7.1 None.

**8. RECOMMENDATIONS**

8.1 That the Cabinet Member notes the information above.

**DIRECTOR OF PLACES**

Civic Centre  
Ashby Road  
Scunthorpe  
North Lincolnshire  
DN16 1AD  
Author: Christine Edwards  
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**Background Papers used in the preparation of this report**  
None

## **Appendix 1:**

### **Tourism and Town Centres Team Events 2013**

Key:

**O** Event organised by the team

**E** Team are exhibiting at this event

**O/E** Event organised by the team, with significant promotional stand

#### **January**

12 Barton Farmers' Market **(O)**

26 Brigg Farmers' Market **(O)**

26-27 Wedding Fair Waters' Edge **(E/O)**

#### **February**

2-3 Craft Fair Waters' Edge **(E/O)**

9 Barton Farmers' Market **(O)**

10 Here Come the Girls, Baths Hall **(E)**

23 Brigg Farmers' Market **(O)**

#### **March**

8 Market Operators Event – Love Your Local Market **(O)**

9 Barton Farmers' Market **(O)**

17 Northern Lincolnshire Great Attractions Fair **(E/O)**

23 Brigg Farmers' Market **(O)**

30 Epworth Spring Food Fair **(E/O)**

30-1 Craft Fair Waters' Edge **(E/O)**

#### **April**

13 Barton Farmers' Market **(O)**

27 Brigg Spring Food Festival **(E/O)**

#### **May**

11 Barton Farmers' Market **(O)**

15-29 Love Your Local Market Week **(E/O)**

19 Normanby Regional Food Festival **(E)**

25 Brigg Farmers' Market **(O)**

#### **June**

8 Barton Farmers' Market **(O)**

16 Appleby Country Fair **(E)**

19/20 Lincolnshire Show **(E)**

22 Brigg Farmers' Market **(O)**

## **July**

- 3 Barton Bike Night **(E)**
- 6/7 Waddington Airshow **(E)**
- 13 Barton Farmers' Market
- 17 Driffield Show **(E) to be confirmed**
- 20 Epworth Summer Food Fair **(E/O)**
- 27 Brigg Farmers' Market **(O)**
- 28 Wildlife Day Waters' Edge **(E/O)**

## **August**

- 10 Barton Farmers' Market **(O)**
- 24 Brigg Summer Food Festival) **(E/O)**
- 26 Epworth Agricultural Show **(E) to be confirmed**

## **September**

- 14 Barton Farmers' Market **(O)**
- 21 Epworth Autumn Food Festival **(E/O)**
- 28 Brigg Farmers' Market **(O)**

## **October**

- 12 Barton Farmers' Market **(O)**
- 26 Brigg Harvest Farmers' Market **(E/O)**
- 31 Halloween Waters' Edge **(O)**

## **November**

- 2-3 Craft Fair Waters' Edge **(E/O)**
- 9 Barton Farmers' Market **(O)**
- 21 Scunthorpe Christmas Lights & Late Night Shopping **(O)**
- 23 Brigg Farmers' Market **(O)**
- 29 Brigg Christmas Fayre **(E)**
- 30 Epworth Christmas Food Fair **(E/O)**

## **December**

- 14 Barton Christmas Farmers' Market **(O)**
- 21 Brigg Christmas Farmers' Market **(O)**