

**Open Report on behalf of Richard Wills, Executive Director for Environment and Economy**

Report to:	<b>Economic Scrutiny Committee</b>
Date:	<b>12 January 2016</b>
Subject:	<b>Lincoln Castle Revealed - Update</b>

**Summary:**

This report gives members a description of the impact of Lincoln Castle in 2015.

**Actions Required:**

Members are asked to note and comment on the report.

## 1. Background

Lincoln Castle has had the best possible opening year following its £22m restoration. The visitor figures and their reactions have been everything we could have hoped for. The restoration only completed in the nick of time, with the result that much of the snagging had to take place once we were open. We think that this was mostly achieved without visitors being aware and the Castle staff have worked tirelessly to ensure a great visitor experience. High Trip Advisor scores of four and five stars are testament to their success.

Some highlights are as follows:

- Visitor figures April to end November are 242,425.
- Over 80 articles have been written in national and international press regarding the Castle.
- Lincoln Castle has won a number of awards. It also came second in the National Lottery Awards, and the 3 minute clip on BBC1 on prime time Saturday night gave the Castle an excellent quantifiable profile.
- Successful and varied events programme.
- Awarded the Tower of London Poppy installation for 28 May-4 September 2016 (the only English venue) giving us a high profile in our year after opening.

The marketing, promotion and PR effort has been considerable and reflects activity over a number of years. For our funders and awards applications we have drawn all this activity into one document (attached) and we thought that members would like to see it. It shows that we proceeded in our promotion along a very broad front

and over a long time period. Some of the activity is minor, but it is the cumulative drip effect that has delivered for Lincoln Castle Revealed: raising excitement levels, generating local pride and motivating our supporters.

## **2. Conclusion**

2015 was an excellent year, and there are plans in place to achieve similar benefits in 2016.

## **3. Consultation**

### **a) Policy Proofing Actions Required**

n/a

## **4. Appendices**

These are listed below and attached at the back of the report	
Appendix A	LCR marketing and engagement report

## **5. Background Papers**

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Mary Powell, who can be contacted on 01522 550612 or [mary.powell@lincolnshire.gov.uk](mailto:mary.powell@lincolnshire.gov.uk).