

LINCOLN CASTLE REVEALED

MARKETING & ENGAGEMENT REPORT

November 2015



LINCOLN CASTLE REVEALED



“As part of the £22m restoration, Lincoln Castle needed to regain hearts and minds.”

Lincoln Castle Revealed (LCR) began in 2005, to restore the building dating to 1068 and in a very poor state of repair. Largely inaccessible to the public, the castle was unloved and unnoticed. As part of the £22m restoration, Lincoln Castle needed to regain hearts and minds.

The process of gaining funds took six years and delivering the works took a further four. This gave us plenty of time to turn the messages around but there was also a danger that we might lose our audience along the way. We felt that we had a powerful story to tell that included not only the beautifully restored castle, that was our ultimate goal, but also the fascinating behind the scenes account of how this was achieved. We resolved to ‘Tell the Story’ of the whole process, from start to finish, warts and all, hopefully building and holding our audience along the journey. At all times we would be open, inspirational and entertaining.

This document is an overview of how this approach worked.

Lydia Rusling





Marketing and Communications Lead for Lincoln Castle Revealed

Our aims for Lincoln Castle Revealed were reflected in our co-operative approach to marketing Lincolnshire:

- 1 For Lincoln to become the first choice cathedral city for visitors by establishing the city as a world class tourism destination
- 2 Develop a strong brand for Lincoln Castle that is recognised locally, regionally and nationally
- 3 Create an award winning year round heritage visitor attraction and public space
- 4 To raise awareness of Magna Carta and Charter of the Forest and their associations with Lincoln Castle
- 5 Make Lincoln Castle financially sustainable

Lincoln Castle Revealed has been the catalyst in the development of the city of Lincoln. We ensured that its significance was reflected in the marketing of the new castle as an all season, year round internationally important heritage and visitor attraction.

Our focus has been on these five key areas:

-  **The product**
Delivering an outstanding experience for visitors whether on an independent, group or education visit to the grounds, walls, prison, Magna Carta or the whole site
-  **Digital and direct marketing**
Including a new Lincoln Castle website
-  **Collaboration and engagement**
With public/private partners in the tourism and media industries, community and education sectors
-  **Public relations activity (PR)**
To capture people’s attention and generate positive word of mouth and stories about LCR
-  **Using anniversaries and events**
To raise awareness of Magna Carta and the history of Lincoln Castle resulting in more PR and repeat visitors

DELIVERING AN OUTSTANDING EXPERIENCE FOR VISITORS

THE VISITOR EXPERIENCE: WALL WALK, MAGNA CARTA VAULT & VICTORIAN PRISON

Lincoln made the headlines in 2015 as a decade of planning and conservation work completed and Lincoln Castle once more opened its doors to the public. The city's new visitor experience has been designed to entertain, enthrall and educate as each of the castle's treasures are explored.

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A TIMELINE OF EVENTS

REMOVAL OF SELF-SEEDED TREES FROM CASTLE BANKS
Began 2006

FIRST HISTORIC LINCOLN WORKSHOP
Held in February 2008

DETERIORATION TO CASTLE WALLS ACCELERATES
Harsh winters of 2009 and 2010



TIMETEAM FILMING OF ARCHAEOLOGICAL DIG
Autumn 2012



TOPPING OUT CEREMONY
May 2014

COUNTDOWN TO LINCOLN CASTLE REVEALED
September 2014

LINCOLN CASTLE OPENS 1 APRIL, 2015
New visitor facilities including Shop & Cafe open 2015

2004 HISTORIC LINCOLN PARTNERSHIP SET UP AND DESIGNATES CASTLE AS PRIORITY PROJECT
During 2004

QUARTERLY HISTORIC LINCOLN NEWSLETTER
Commenced 2007

ROUND 1 HLF GRANT APPROVED
March 2009

ROUND 2 HLF GRANT APPROVED
March 2012

HERITAGE SKILLS CENTRE OPENS
Officially opened February 2013



SAXON SARCOPHAGUS EXCAVATED WHILST BEING FILMED BY BBC THE ONE SHOW AND THE HISTORY CHANNEL
November 2013



LIFT TOWER & STAIRS GO IN
Autumn 2014

2015 OFFICIAL OPENING BY HRH THE PRINCESS ROYAL
8 June 2015

GIVING THE COMMUNITY A SENSE OF OWNERSHIP & PRIDE

“As Lincoln Castle Revealed gathered momentum as the priority project for the Historic Lincoln Partnership we not only had to gain some very substantial funds and work out how to sensitively improve the building; there also had to be a restoration of the castle’s reputation.

We needed the people of Lincolnshire to value it and feel that allocating substantial resources to the castle was both the right thing to do and good for Lincolnshire.

We knew the project would take many years to complete but we decided to keep our audience posted every step of the way. The quarterly Historic Lincoln Newsletter began in 2007; all contributors were named and wrote in the first person to create a friendly

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Historic Lincoln Newsletter
12,000 copies printed every quarter & sent to over 8,000 addresses



Good Taste Magazine
100,000 copies printed twice a year & sent to a database of over 28,000

positive feel. This gave a contact point for people to get in-touch and any misunderstandings could quickly be resolved with people responding in the same positive manner. We covered big crane moments, funding successes and failures, archaeological discoveries, results from the interpretation research and interviews with members of the team. The last newsletter before the castle re-opened offered the readership the chance to apply for tickets to the official opening as a thank-you for their support – nearly 2000 tickets were given out and it contributed to the whole ‘team’ feel of that day.

In the development phase, we also used our own Good Taste magazine, which had an even larger distribution to drip feed castle stories. We covered archaeology, filming of the interpretation, visits by personalities such as Tony Robinson and Robert Hardy, heritage skills, Magna Carta and the 800th anniversary beer – any story in fact that would give a different angle on Lincoln Castle Revealed showing what a fascinating, exciting and complex project it was. Some 42% of the readership of the magazine lives outside the county. This drip feed began in 2008 gradually intensifying over the years and hopefully keeping the audience enthralled and ever more closely tied into the project. A strong marketing campaign greatly contributed to our excellent visitor figures in the opening year, but we feel that developing and including our audience over the years was a major factor in the enormous good will towards Lincoln Castle Revealed. We simply had no detractors.

Events such as workshops and hard hat tours would result in large and enthusiastic audiences of people who almost felt ‘part of the team’.

The setting up of the Historic Lincoln Partnership (HLP) in 2005 has been vital in providing the strategic vision and engagement of stakeholders.

It brought together the Cathedral, City and County Councils, English Heritage, Lincoln BIG and the University of Lincoln. The support of the HLP has been crucial throughout the ten years it has taken to bring Lincoln Castle Revealed to fruition.

The HLP committed to an annual workshop and the quarterly newsletter. Priority project Lincoln Castle was often the focus, but other development projects such as repaving Bailgate and the burgeoning Lincoln Cathedral Connected were also covered. The event Countdown to Lincoln Castle Revealed in September 2014 was the beginning of the pre-opening publicity in Lincolnshire and it was attended by some 300 people.”



Mary Powell
Lincoln Castle Revealed Programme Manager

We promoted Lincoln Castle Revealed at over 50 events throughout the county, including the Lincolnshire Show, Lincoln and Bishop Grosseteste University Open Days, Lincoln Christmas Market and many Lincoln Castle events too.

We were aware of lots of road works forthcoming in 2015; therefore we worked with our colleagues in Transport and Lincolnshire County Council’s communications team to keep the public up-to-date with traffic information and supported the instigation of a Castle Shuttle for visitors to the castle to avoid using Lincoln’s car parks.

FAMILIARISATION VISITS & TALKS

In the midst of the final stages of the development we gave preview tours to Lincolnshire’s tourism industry and local businesses – these were our advocates and would spread the word for us to their guests and customers. But we didn’t just wait for them to come to us.

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“Thank you very much for your presentation to the Wednesday History Group on Lincoln Castle Revealed.

I am not quite sure how you agreed to do this with the opening so close! But I am glad that you did, and I know that the group appreciated your time, and we were all impressed with the work that you have done on this project which is vital to Lincoln’s success as a tourist destination. We are all looking forward to our visit in April to see the transformation for ourselves.”

Wednesday History Group

“On behalf of the Lincolnshire Heritage Forum I write to thank you for delivering the workshops with Heather yesterday and for inspiring delegates regarding Lincoln Castle.

Your willingness to give your time to inform and share your knowledge is much appreciated and valued.”

Lincolnshire Heritage Forum

466

Businesses attended the preview familiarisation visits



“OVER THE DEVELOPMENT YEARS OF LINCOLN CASTLE REVEALED THE TOURISM DEVELOPMENT TEAM HAVE GONE OUT ACROSS LINCOLNSHIRE TO LOCAL GROUPS, CLUBS AND SOCIETIES TO GIVE TALKS ABOUT THE WAY THE CASTLE IS DEVELOPING.”



OVER 1,000 MEMBERS OF THE PUBLIC WERE GIVEN HARD HAT TOURS DURING THE WORKS

As we neared completion the number of these accelerated and along with the Historic Lincoln Newsletter they proved effective at raising the excitement levels and stressing “this is a big deal for Lincolnshire”.

Well over **70 talks** were given reaching **over 4000 people**. The conversion rate from these talks into group visits after we’d opened was satisfyingly high.

Throughout the restoration we photographed every stage and so in talking to an audience they could get a real feel for the work involved in a £22m restoration. Pictures that they love the best? Big crane moments; anything to do with the archaeology; and those before and after shots.

Mary Powell
Lincoln Castle Revealed Programme Manager



“EVER SINCE THE PLANS FOR THE PROJECT WERE REVEALED, WE’VE HAD THE WHOLE HEARTED SUPPORT OF THE PEOPLE OF LINCOLN AND THE LOCAL PRESS”



Indeed, at times the amount of press interest was overwhelming.

There were significant challenges in accommodating the never-ending requests for interviews and access to the site while also ensuring the programme of works weren't overly disrupted. All the major milestones received extensive coverage, with the discovery of a Saxon sarcophagus proving particularly popular, being picked up by media outlets across the globe.

All this coverage helped to generate an extraordinary level of anticipation ahead of the re-opening in April, an event that was attended by our six main local news agencies.

All of these organisations returned for the official royal opening in June, and have continued to provide positive coverage as visitors flock in their thousands to the new-look site.

I can think of no other local project that has been so well received in recent years.

Ethan Thorpe

Lincolnshire County Council Strategic Communications Officer

Rallying support from Lincolnshire’s businesses not only helped us reach their employees and customers, it gave us that seal of approval from the county’s well-respected companies, including Lincolnshire Co-operative, Siemens and Batemans Brewery.

Lincolnshire Co-operative

10 Co-operative community groups from across the county came together to create 20 flags, creatively led by professional artists and paraded as part of the Radiating Signals event celebrating Lincolnshire’s proud heritage. It’s estimated that the flags were seen by over 8,000 people on the day they made their way through the city and since taking up residence in front of the Festival 800 commissioned sand sculpture over the summer, have been appreciated by a further 35,000 visitors. Co-op staff have also been present at all 23 consultation sessions since the beginning of the project.



Siemens

Siemens’ sponsorship supported the 2015 Magna Carta events programme in Lincoln, with specific sponsorship contributions supporting the successful Magna Carta celebrations at Lincoln Castle, the Eastern Three Choirs Festival, Festival 800 and Lincolnshire’s Great Exhibition.

“Siemens were delighted to support the Magna Carta celebrations. Not only did this mark an historic occasion in the city, but it allowed customers, employees and their families to take an active role in a number of events and activities.”

Ann Wallis

Director of Culture Partners



OVER 40 BUYERS AND JOURNALISTS WERE WELCOMED TO THE LAUNCH OF BATEMAN’S LAW OF THE LAND

Sales Manager for Batemans Brewery, Nathan Wride explains, ‘the name was very important to us. Law of the Land is in tune with what Magna Carta set out to achieve. As we are in the 800th anniversary year of Magna Carta we chose a name that resonated with democracy. As Magna Carta was adopted by the U.S. as its bedrock of democracy and is still revered there today it is especially befitting that the U.S. Military are taking a considerable consignment of this new beer. From RAF Lakenheath, British home to the U.S. Air Force; the pallets of Law of the Land will be air freighted on military aircraft to Germany to be distributed to US air bases worldwide and as far afield as Okinawa, Japan.’

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LINCOLN VISITOR INFORMATION CENTRE

Since the re-opening of Lincoln Castle in April, we now welcome over 1,000 visitor a day to the Lincoln Visitor Information Centre.

The quality and variety of Magna Carta 800 events have helped create the busy, bustling feel in the city with local people and visitors alike. The Visitor Information Centre has received over 167,000 enquiries between April and September 2015.

Perceived as great value for money to see these two iconic attractions, The Joint Castle and Cathedral Ticket has been a great success in terms of the volume of sales and visitor feedback.

The investment at Lincoln Castle has certainly helped to promote the city's heritage and tourism offer placing us firmly on the tourist map.

Michele Sims
Visitor Information Manager



“FOOTFALL HAS ALMOST DOUBLED OVER THE SUMMER FROM THE PREVIOUS YEAR”



V.I.P DINNER IN THE CASTLE PRISON, MARCH 2015

Over 90 guests attended the Magna Carta Dinner held in Lincoln Castle Prison. With the Castle still unfinished this event was hugely challenging, but a great learning experience and led to very positive profile and as a bonus a number of businesses have since booked private dinners in this atmospheric and unusual space.



THE OFFICIAL OPENING OF THE CASTLE, JUNE 2015

The Official Opening was highly successful with some 2,300 people attending - largely through the public ballot - and we have received a high number of very complimentary letters and emails since. Our HLF funders pronounced it as 'the best Royal opening they'd ever been to' due to the overwhelming public attendance.



HISTORIC LINCOLN TRUST

The Historic Lincoln Trust accepted the challenge to raise funds for the Magna Carta Vault and support the Lincoln Castle Revealed project. Thanks to a magnificent donation from the David Ross Foundation, and from the Garfield Weston Foundation, we have been able to accomplish our goals.

Throughout the project the Trust has offered to support the castle's marketing through its contacts which has included meetings at the House of Lords to discuss the project and promote the activities to government officials. In December 2014, the Trust organised to attend Lincoln's

Christmas Market, which attracts over 250,000 people, with a stall in the Castle grounds where the general public could come and ask questions about the project.

The Trust knew that the castle would be a catalyst for other events in Lincoln and, as such, organised for two stand-out events to be held during the summer.

The Three Choirs Festival in June brought the cathedral choirs of Lincoln, Peterborough and Southwell together for a week of concerts and services,

the programme of which was based around the themes of Magna Carta. Two weeks later Lincolnshire's Great Exhibition was opened to the public featuring some of the greatest artworks connected with Lincolnshire. Loans from both national collections and private individuals included the 1225 Magna Carta, on loan from HM The Queen. Perhaps the greatest treasure from Lincolnshire, the Luttrell Psalter, was loaned by the British Library and displayed at The Collection.

Will Wright
Historic Lincoln Trust Officer

ATTRACTING VISITORS

In developing the marketing strategy, we made use of the marketing analysis undertaken for the castle, visitor surveys, focus groups, meetings with individual stakeholders and applied our own intimate knowledge of tourism in Lincolnshire.


We used the approach which had been successful with our other projects - not to see the site in isolation, but as a key heritage site and visitor attraction within the city and county that needs to work collaboratively to draw in and engage with the local community, day trippers and staying visitors.


In some cases by combining resources we have been able to take a more imaginative approach to marketing, ensuring greater impact.

We tried to think like a visitor, we didn't assume their castle visit was their sole purpose, but rather an integral experience of the day or short break that included other elements such as shopping, eating, visiting other attractions or going for a walk. We incorporated all the opportunities so that the whole package became irresistible. Particularly key was telling the 'back story' as we found that people loved the behind the scenes detail.

TRAVEL TRADE

A bespoke campaign targeted specific Group Travel media in the build-up to the opening in April with advertising and editorial publications. This was accompanied by familiarisation visits and e-newsletters targeted at the travel trade industry.

 300 Travel Trade contacts received an informative e-newsletter communication regarding the forthcoming opening of Lincoln Castle. The open rate was 34% and led to Albatross Travel arranging a visit to Lincoln.

 1330 US Travel Trade agents received a tailored e-newsletter communication. The open rate was 23% and has led to increased interest from the American market.

 From April to August 2015 the Castle welcomed 125 Group Visits, 25 of which included groups over 50 in number.

Alongside the Castle and LCC tourism team, I scoped out and implemented a mix of paid for activity to promote the new attractions to a variety of audiences. The budget was used effectively to create a well-spaced programme throughout the year targeting a variety of family and tourism sectors, both locally and further afield. The depth of feeling towards the attraction also allowed us to work on 'adding value' to the paid for scheme, and a great deal of editorial and supplementary coverage was also secured to compliment the core activity. Along with the national publicity campaign implemented by Mark Hibbert, this meant that we delivered a far reaching, wholly positive, and integrated campaign.

The campaign spanned multiple channels and media including lifestyle publications; local and regional press with a mixture of print; competitions and online activity; local and regional school publications; road side/lamppost banners; on bus advertising; leaflet distribution across the region and local and regional radio."

Hayley Bury

Media Planner



COVERAGE & PUBLICITY

“THANKS TO SOME SUPERB COVERAGE ACROSS REGIONAL, NATIONAL AND INTERNATIONAL MEDIA, LINCOLN WAS POSITIONED AS A MUST-SEE VISITOR DESTINATION FOR MAGNA CARTA 800 - AND BEYOND”

Mark Hibbert
Media Relations

PR work began in late 2013 at the beginning concentrating on the US market. We needed to drip-feed the messages about this £22m restoration and to give journalists early notice, particularly if they were planning to visit Britain. We needed to get Lincoln Castle on their agenda. Journalists were ‘hooked’ using a specialist PR agency and the Chamber of Commerce provided a ‘ground handling’ service. The tourism team showed the journalists around the works to give the personal touch, often as hard hat tours thanks to the supportive contractors, Woodhead Heritage. This sharing out of the work led to a very slick operation, vital as the number of journalist visits accelerated.

Coverage included magazines, websites, social media, newspapers, specialist publications, features, national, international & local press.



4 CONTINENTS 80 ARTICLES 55 PUBLICATIONS



£584,217 EDITORIAL VALUE

32,450,282 TOTAL REACH

COVERAGE HIGHLIGHTS



212,489 reached

FEBRUARY 2015

Full page spread on Magna Carta and history of each of the existing copies.

“Now, Lincoln is a charming, slightly out of the way city of crooked houses and narrow streets, dwarfed by the Gothic cathedral and Norman castle”



212,489 reached

MARCH 2015

Full page spread by Jonathan Foyle on the reopening of Lincoln Castle and Victorian Prison and the city's involvement in Magna Carta.

“Should justice prevail, Lincoln's castle and cathedral will be seized by curious visitors this summer. And you are at liberty to join them.”



37,000 reached

MARCH 2015

Double page spread featuring Lincoln as a travel destination and the importance of Magna Carta and the 800th anniversary to the city.

“There's a reason why so many people were jostling for space up there - Lincoln is celebrating a historic anniversary”



176,124 reached

MARCH 2015

A feature in the travel supplement covering Lincoln and the reopening of the castle Magna Carta vault as a key attraction.

“Lincoln's Norman castle reopens on 1 April after a four-year restoration”



486,025 reached

JANUARY 2015

Full page on the 800th Anniversary of Magna Carta and preservation of Lincoln's 1215 copy by conservator Chris Woods.

“When the Lincoln Magna Carta went to the World's Fair in New York in 1939 14 million people came to gaze upon it”



486,025 reached

MARCH 2015

Half page spread telling the story of Lincoln Magna Carta's travels around the world, restoration of the Victorian Prison and discovery of the Saxon sarcophagus.

“I barely scratched the surface in Lincoln[...] The Vault and auditorium were of superb quality”



OFFICIAL OPENING BY HRH THE PRINCESS ROYAL, 8 JUNE

UNIFICATION OF THE FOUR SURVIVING MAGNA CARTA, FEBRUARY 2015

Lincoln Castle Revealed worked in partnership with the press team at the British Library of the historic unification of all four surviving 1215 documents. This unique event resulted in huge exposure in the world's media.



“If you visit only a single Magna Carta exhibition this year, make it this one...”

Rough Guides

DIGITAL & SOCIAL

WE HAVE CONSISTENTLY DELIVERED AN IMPRESSIVE 'IMPRESSION' COUNT WELL INTO THE MILLIONS AND THE FOLLOWER BASE BOTH ON TWITTER AND FACEBOOK CONTINUES TO GROW.

The social media coverage and reach achieved has been testament to both the time and planning invested in this media, but also the emotive subject and support the LCR project has generated. I believe this activity has been crucial to the success of the overall campaign.



83,818
WEBSITE VISITORS &
564,132
PAGE VIEWS ON
LINCOLN CASTLE WEBSITE
April - September 2015

OVER 6,000 TWITTER FOLLOWERS AND A REGULAR FACEBOOK REACH OF 45,000

OVER LAUNCH WEEK, WE SAW A TOTAL OF

4,307,887

IMPRESSIONS ACROSS TWITTER @LINCOLNCASTLE

OVER 9,000 PEOPLE AROUND THE WORLD

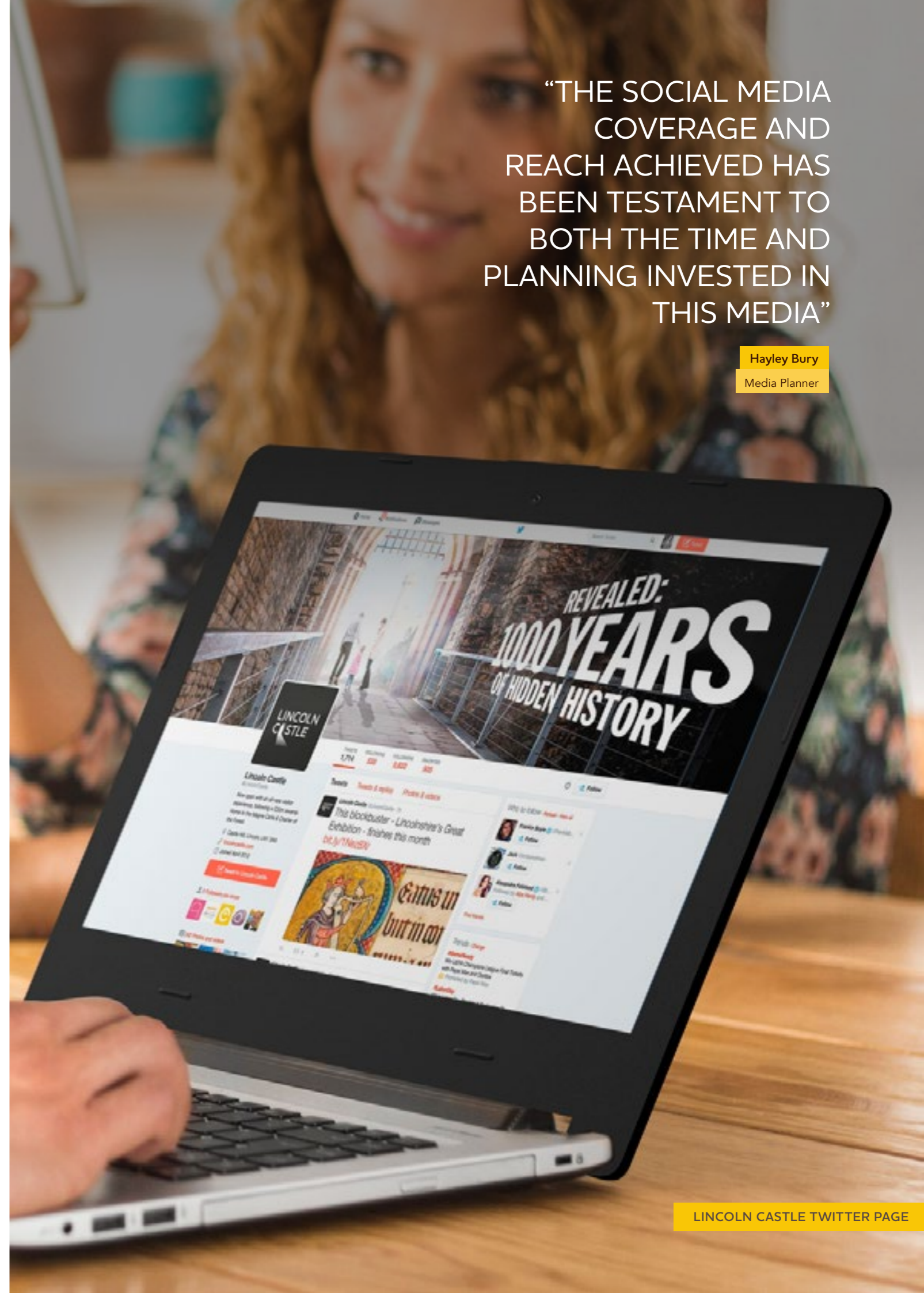
...have viewed Lincoln Castle Revealed progress films on YouTube produced by our forward thinking contractor, Woodhead Heritage

Lottery Programme

Royal Opening

“THE SOCIAL MEDIA COVERAGE AND REACH ACHIEVED HAS BEEN TESTAMENT TO BOTH THE TIME AND PLANNING INVESTED IN THIS MEDIA”

Hayley Bury
Media Planner



PARTNERSHIPS & COLLABORATION

“THE LINCOLN CASTLE REVEALED PROJECT HAS UNDOUBTEDLY BEEN A CATALYST TO RAISE AWARENESS OF LINCOLN AS A VISITOR DESTINATION”

Emma Tatlow
Head of Visit Lincoln

NATIONAL ADVERTISING

The project has seen a number of partners come together to deliver joined up, coordinated marketing and promotion of the city. As the Destination Management Organisation for Lincoln, Visit Lincoln has worked closely with Lincoln Castle and a number of other partners to deliver a national marketing campaign for the city.

Shortly after the opening of Lincoln Castle in April, the carefully planned national marketing campaign was launched, coinciding with key events in the Lincoln calendar. Its objective; to position Lincoln as a compelling short-break destination, increasing the number and value of visitors to Lincoln and the surrounding county.

The campaign included articles in key national newspapers and digital advertisements displayed both online and at London Kings Cross station.



National Newspapers
Throughout the summer, the campaign spanned over full, half and quarter page advertisements in National news titles and travel supplements.



Digital
Digital activity saw feature email and highly targeted content campaigns across the web reach over 12 million over a 6 month period.



Outdoor
The campaign extended to regional railway stations with high impact 48 sheet advertising and higher frequency 6 sheet digital activity in key positions at Nottingham, Peterborough and Leicester railway stations.



WOODHEAD HERITAGE

Woodhead Heritage who were the main contractor for Lincoln Castle Revealed have a small but excellent marketing team. Apart from submitting award applications, they produced regular castle case studies, attended our events, led hard hat tours and allowed us extensive access for journalist and familiarisation visits. Most successful however was their

regular YouTube videos from 2011 onwards showing the progress on site. We had full input into the briefs for these films and our comments were taken on board. They provide a unique record of the works and the most popular film has had 3,986 views to date.

MAGNA CARTA 800 TRAIL

As part of the national anniversary celebrations a Magna Carta 800 committee was set up to help coordinate a whole series of events that were taking place not only at Runnymede and the home of the four original 1215 documents,

but at a number of other places that had Magna Carta connections.

This was very helpful through their newsletter and regular meetings for making connections and ensuring that there was no duplication. They produced a Magna Carta Map which had a series of trails across England connecting the Charter towns.

TRAIL 3: THE CATHEDRAL CITIES OF THE NORTH

TRAIL 6: THE HEART OF ENGLAND

TRAIL 2: SALISBURY AND WILTSHIRE

TRAIL 1: LONDON TO WINDSOR



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LINCOLN BARON'S CHARTER TRAIL

Lincoln BIG's main contribution to the 800th anniversary was to organise a number of celebratory events. However it was the development of the Lincoln Barons' Charter Trail which went well beyond all their expectations and was particularly successful at capturing the attention of the family market.

The Trail of 25 Barons were on display from 13 June to 13 September and it is estimated that the Barons helped to contribute at least £1 million of additional expenditure to the Lincoln economy.

Lincolnshire County Council sponsored the Baron of Riches celebrating Lincoln Castle and its recent £22m refurbishment. We utilised our Baron to not only promote the castle but also to rally support for votes for Lincoln Castle Revealed in the National Lottery Awards, which we attracted over 4,000 votes for.



JOINT LINCOLN CASTLE & LINCOLN CATHEDRAL TICKET

The joint ticket accounts for around a quarter of all ticket sales.

Lincoln Cathedral is delighted with the success of the joint ticket arrangement we have with Lincoln Castle.

Since April when it was launched it has proved very popular with visitors to Lincoln and Lincolnshire and the feedback we have received is overwhelmingly positive.

The joint ticket is a powerful demonstration of a modern day link between "church and state", and a continuation of the partnership first established in Norman times by William the Conqueror and his supporter Remigius, who became first Bishop of Lincoln.

Jackie Croft

Chapter Clerk, Lincoln Cathedral

IT'S FASTER BY RAIL

Virgin Trains East Coast (VTEC) offered six dates to provide a special direct service to support Lincoln Castle Revealed, Magna Carta and other events in the city.

The Community Rail in the City Event in May offered an excellent opportunity to promote Lincoln by Rail. The joint promotion brought together ideas and funding to deliver an excellent marketing event.

The "Lincoln – it's faster by rail" stand at Kings Cross was very well received by the public and thanks to Lincoln BIG we were able to have the VTEC sponsored Baron on display and special voucher booklets. There was lots of interest.

Lincoln Castle supported paid-for advertising on the two large digital screens in the main concourse area, as well as a 'takeover' of the northern ticket barriers at Kings Cross Underground. Richard Farrar, Leaf Hospitality/DoubleTree Hilton emailed: "Awesome work! This as well as the main Baron stand in Kings Cross brought a tear to mine and Mark's eye... so proud!" [Mark Hollingsworth, chair of Visit Lincoln].

The event was well supported by Train Operators VTEC and East Midlands Trains and this was recognised by the Department for Transport who commended the success of the event.

Jayne Wingad

Community Rail & Policy Officer



The highlight of the marketing campaign was the promotion in London. It demonstrated how all partners can come together and work effectively to put Lincoln on a national stage. Working closely with Visit Lincoln, Lincolnshire County Council officers across departments, Lincoln BIG and the train operators ensured our message was consistent. The promotion echoed the national advertising campaign, and the 'takeover' at Kings Cross

train and tube stations was negotiated for a quarter of the original price. The success of the special direct service 'exceeded Virgin Trains expectations' with the most popular train service being for the Magna Carta anniversary weekend in June, directly following our promotion in London in May. VTEC is now working with Visit Lincoln and Lincoln BIG to significantly increase the service in 2016.

Lydia Rusling

Marketing and Communications Lead for Lincoln Castle Revealed

EDUCATION

“WE COULD NOT HAVE FORESEEN HOW BUSY AND POPULAR THE SCHOOLS INVESTIGATE LEARNING PROGRAMME WOULD HAVE BEEN FROM THE OUTSET.”

There was so little time to test things out with the delays and so the new team had to ‘hit the ground running’ which they did so with great effect. The excellent feedback from teachers is a testament to this. We had a school workshop every day for the whole summer term, as well as multiple self-led visits.

To promote the programme, we produced an A4 colour brochure with the new branding and logos and sent these out to every school in Lincolnshire. We had the opportunity to promote the programme in Primary Times before the new term. The same branding was used on documentation for activities, loan boxes etc.

The new website, lincolncastle.com has a learning area where teachers can find out what is on offer. This will be regularly updated by the team.

Sally Bleasdale
Lincoln Castle Learning Manager

“An absolutely amazing day - perfectly tailored to our visit”



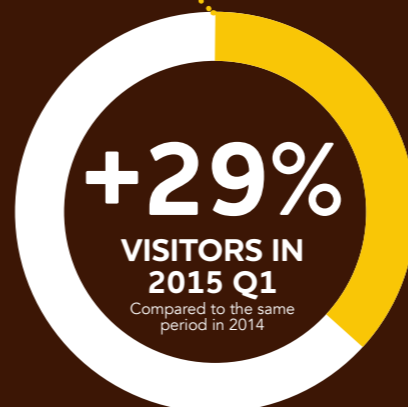
7,021
HAVE ENGAGED
IN THE LEARNING
PROGRAMME
(APRIL TO AUGUST 2015)

+240%
FROM THE SAME
PERIOD LAST YEAR
(2,067 PUPILS APRIL TO AUGUST 2014)



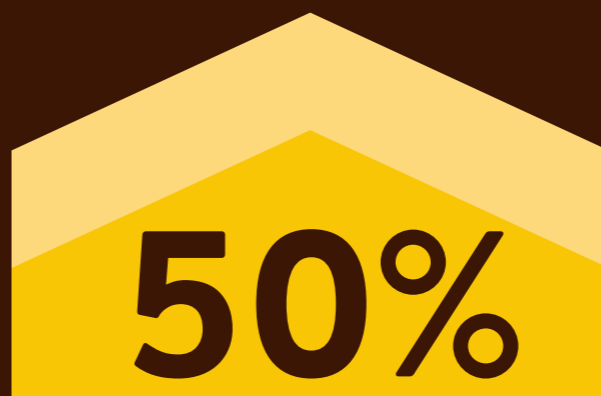
OUR SUCCESS

ONLINE TICKET SALES FROM
ALL OVER THE
COUNTRY

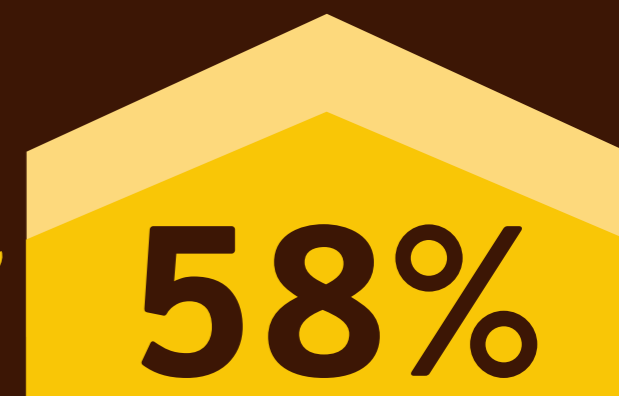


6000
VISITORS IN FIRST TWO
DAYS OF OPENING

12000
HAVE ATTENDED EVENING EVENTS
AT THE CASTLE & PRISON



ON VISITOR INFORMATION
CENTRE FOOTFALL
WITH A TOTAL OF
142,241
April - September 2015
Compared to same period last year



ON VISITOR INFORMATION
CENTRE ENQUIRIES
WITH A TOTAL OF
73,541
April - June 2015
Compared to same period last year

AWARDS

Awards are an important part of the marketing mix and provide an external endorsement of the quality that has been achieved.

We were fortunate that our contractor, Woodhead Heritage are very proactive in this area. With our support they have made a number of applications and have achieved great success in many of the construction awards; some of these have regional stages that lead to national awards and results of some of these are still to come.



FINALIST IN THE NATIONAL LOTTERY AWARDS HERITAGE CATEGORY

Lincoln Castle Revealed was a finalist in the heritage category of the National Lottery Awards with the winner being decided by a public vote. Lincoln Castle came second, losing to a WWI project that ran an excellent campaign to get votes. However the whole process has given us excellent profile including a 3 minute clip on the Castle on the BBC Lottery programme Saturday 29 August.

The clip finished just before 9pm and the Visit Lincoln website showed a huge spike in hits straight after.

British Guild of Travel Writers



WINNERS OF THE BRITISH GUILD OF TRAVEL WRITERS OUTSTANDING UK TOURISM PROJECT AWARD

Further benefits of the amount of resources allocated to PR occurred when one of the travel writers we hosted at Lincoln Castle put us forward as Best UK Tourism Project.

The prestigious British Guild of Travel Writers subsequently shortlisted Lincoln Castle Revealed which went on to win the award for Outstanding Tourism Project.

Interestingly one of their most important criteria is that the project awarded not only has tourist potential, but also benefits the local community and this has a close fit with the objectives of Lincoln Castle Revealed.

“THE BRITISH GUILD OF TRAVEL WRITERS WAS THE AWARD I REALLY WANTED TO WIN. WE WERE NOMINATED BY JOURNALIST GILLIAN THORNTON, WHO I HAD SHOWN AROUND THE CASTLE EARLIER IN THE YEAR, AND THEN VOTED FOR BY HER FELLOW TRAVEL WRITERS. IT FELT LIKE A REAL ENDORSEMENT”

Mary Powell

Lincoln Castle Revealed Programme Manager



WINNER

Heritage Award

HIGHLY COMMENDED

Project of the Year



WINNER

Project of the Year



HIGHLY COMMENDED

Building Conservation Award



WINNER

Heritage Project of the Year

BUSINESS & VISITOR FEEDBACK...

The Historic Lincoln Newsletter, backed up by the regular workshops, Good Taste magazine and social media, have always driven very strong feedback from the public whether by phone, tweet, letter or email. Since the Castle has opened we have monitored Trip Advisor which is receiving largely 4 and 5 star from the 1,467 reviews.*

"The renovation is something to be very proud of and I am sure it will be another great centrepiece of the Lincoln offer for future generations. It took courage and vision to do it but the best things always do"

"Mary, just to inform you myself and one of my members of staff who actually worked at the Castle, Malcolm Morton, we cannot praise you enough, we both thought all the effort of you and your team have done a fantastic job of the Castle, you can see where the money has gone and visitors and locals will be amazed just like us. What a massive asset Lincoln has got now and finally will most definitely put Lincoln on the map. Again congratulations Mary and your team on a great job done!"

"I wanted to thank you on behalf of all of us for your time and presentation last week. Your contribution was very much appreciated and the feedback received was that the conference content was interesting and relevant to the business attending and very complimentary comments were made about the quality of all the speakers"

"I remember thinking when I left, that it was about time that Lincoln had a tourist attraction that took more than an hour/two hours to look around. I think that you could literally spend the majority of the day within the Castle grounds and have a fun, full day of exploration and activities."

"We really do think that you are an example of an excellent National Lottery funded project....congratulations on the great work you are doing with your project."
- National Lottery Awards

"It seems that at last Lincoln is realising it's potential as a competitor to other cathedral cities. The castle wall walk is nothing short of spectacular, both in design and execution"

"I think the best moment for me was a kind of 'ambush of pleasure' when I visited the Castle shortly after it had opened and was able to look at the completed project through the eyes of the visitors and listen to some of their comments....This was truly thrilling"
- Andrew Arrol, Project Architect and Design Team Leader

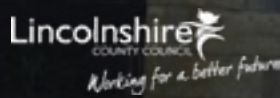
"No detail had been forgotten, everything was perfection and the guests were all so friendly that it all felt part of one big Lincolnshire family!"

"My best moment was realising that the proposals were even better than before and then seeing our Board agree that this great project absolutely deserved HLF support."
- Carole Souter, Chief Executive, Heritage Lottery Fund

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LINCOLN CASTLE

SIEMENS



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