

Lincoln Castle Revealed

Marketing 2013 – 15

Lincoln Castle Revealed (LCR) will be a key milestone in the development of the city of Lincoln. We will ensure that its significance is reflected in how we intend to market the new Castle as an all season, year round internationally important heritage and visitor attraction.

In developing the marketing strategy we have drawn on the marketing analysis that we have undertaken for the Castle, visitor surveys we have conducted, meetings with individual stakeholders and drawn on our intimate knowledge of the area. We have also taken the approach which has been successful with other projects we have delivered, not to see the site in isolation, but 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 tourists as by combining resources we will be able to take a more imaginative approach to marketing ensuring a greater impact.

We try and think like a visitor, we wouldn't assume that their Castle visit is their sole purpose, but rather that it is an integral experience of the day or short break that includes other elements such as shopping, eating, visiting other attractions and going for a walk. We add in all the opportunities so that the whole becomes irresistible. Particularly key is telling the 'back story' as people love the behind the scenes detail.

We are also mindful of the current financial situation and opportunities that are being presented through new technologies. We know that visitors find out about the Castle through the internet and word of mouth recommendation. We are not therefore looking at traditional promotional print unless it fulfils the above, but concentrating on:

- The product – we intend to deliver 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 which will include a LCR 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

Some key points of our marketing will be as follows:

Events

The schedule of marketing activity focuses on:

1. Key milestones in the development of Lincoln Castle Revealed
2. The grand opening
3. Post opening and promotion of on-going events and activities to maintain momentum and ensure future sustainability

Marketing event activities for 2015 fall into the following areas:

1. Academic Programme – e.g Conference, Youth Forum
2. Magna Carta 800th Anniversary Celebrations
3. Support Celebratory 2015 events e.g Lincolnshire's Great Exhibition 2015, Three Choirs Festival
4. Official Opening

Bids to the Arts Council for England (ACE) are being developed to provide capacity and co-ordination of activities across a broad artistic and family friendly programme of events.

The educational programme around Magna Carta necessitates a long lead up with the start earlier than September 2014 and culminating in a Pageant. Ideas mooted included:

- Links to Eastern Europeans through EMTEC; Write your own Magna Carta; Lecture series, eg. Colin Powell, Clintons, Tony Blair; Speaker of the House of Commons is booked to attend
- Lincoln University is leading on this programme of activity in partnership with Lincolnshire County Council, Lincoln Cathedral and key partners in the City.
- June 2015: Monday 15th June is the date of the anniversary and utilising the weekend before and after this date we propose to create an 8 Day Festival (each day representing a century for the 800th anniversary of Magna Carta)

Activity over the eight days included the following suggestions:

Use lighting displays to project Magna Carta and image montages onto the Cathedral and Castle Walls; Music and fireworks for the big event; Protest songs to celebrate freedom of speech; Street theatre; Graffiti freedoms; The right to dance; Sound installations to maximise any performances.

July 2015: OPENING 'The Big Reveal' with Royal visit

Build up (gradual revealing)

One Year Countdown from June 2014

Bi-monthly one day festivals with a mix of family and arts activities, incorporating:

- Performances in the Male Prison, Walls or promenade performances, which could potentially encourage visitors up Steep Hill. Tie-in big name actors like John Hurt or Daniel Day-Lewis that have connections with Lincoln. Exploit any political or skills connections.
- Temporary structures/sculptures, eg. Archers in Castle Walls (in willow work from HSC), borrow from Arts Council Collections
- Medieval Fayre and Buskers

Ideas for the grand opening included: Red Arrows/BBMF Flypast; Parachuting; Chelsea Flower type exhibition incorporating vegetable/food displays and potentially utilising the 'arches' style from the branding; Big Picnic of Lincolnshire food with turf laid between the Castle and Cathedral; Music/concert making use of amphitheatre surroundings; Use light displays to maximise the 'arches' from branding and project forthcoming events; Sound and vision through suite of poems from Poet Laureate and open Tennyson Centre; Sculptures/structures as a permanent memorial to the opening, eg. Anthony Gormley sculpture, Arts Council or memorial to Magna Carta sealing, which could maximise photographic opportunities and may lead to trails.

Target Audiences:

- Monitoring current visitor numbers, what percentage is out/in county currently visiting Castle? Acquire a segmentation breakdown of visitors (e.g. Experian Group) and tailoring marketing messages, e.g. Family
- Large County with a population of over 720,000, which will be targeted to 'Return' to Lincolnshire
- Need to ensure the marketing and themes are fun, and avoid less appealing themes of legal and justice
- Maximise the new visitor experience/exciting/celebrate story

Press

- Historic Lincoln Revealed Newsletter
- Visit Lincolnshire website and visitor guide
- Internal Comms
- Direct working with the travel press – including press releases, targeted comms, familiarisation trips and media packs

- Networking and talks to groups, eg. WI, Rotary, etc.
- Good Taste
- Award applications
- Film tourism, eg. Downton
- Stories, e.g sarcophagus – The One Show and History Channel

Digital

- Website Development, creation and promotion and SEO activity
- App development
- Social media, incorporating Blog, YouTube, Twitter, Facebook, Pinterest, etc.
- Digital communications – e-newsletters

Marketing

- Advertising eg. utilising buying power through agencies
- Campaigns eg. Visit England
- Direct mail
- Joint promotions eg. Monopoly launch, EM Trains and P&O Ferries
- On pack promotions eg. capitalising on our relationships with Select Lincolnshire members
- Competitions eg. Bremmerhaven Festival with NE Lincs
- Signage eg. lamppost banners
- Travel packs for Lincolnshire, eg. making connections across the county
- Motivating tourist industry through fam visits in Jan-Mar 2015

Measuring success

- Focus groups
- Research
- Evaluation