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Your Reference:

Our Reference: Louth Food and Drink

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Date: March 11, 2020

Help us raise the profile of Louth as a Food and Drink destination

I'm wanted to update you on our Vital and Viable market towns project and to ask for your support in helping us promote the fantastic food and drink offer we have in the town.

Last year we commissioned the Institute of Place Management (IPM) to deliver their Vital and Viable workshop in each of our inland market towns. The IPM created a report for each town with suggestions around town centre regeneration. You can find the reports and details of how to sign up to our Louth newsletter at: www.e-lindsey.gov.uk/vitalandviable.

Throughout Louth's IPM report, place promotion is a strong theme for Louth and food and drink was highlighted as a key 'hook' to attract people to the town. With this in mind, and following conversations with local businesses, we have decided to showcase the town with a Food and Drink Trail leaflet. Initially we were looking to work with Taste Lincolnshire on this project. However, feedback from businesses suggested they believe we should be delivering the project ourselves, to ensure the trail is inclusive, accessible and promotes the town in the best possible way.

Here is how you can get involved:

Louth Food and Drink Trail

As mentioned, we are in the process of creating a Food and Drink Trail. We will use businesses involved in Pie Day as a basis for this trail. This will be promoted in the summer edition of Good Taste magazine and through a variety of different marketing channels.

Join the Louth Food and Drink Forum

Special thanks to the Pin Gin team for hosting our first Louth food and drink forum and to Taste Lincolnshire for speaking about their offer. We would like to continue these events for food and drink businesses in the town as an opportunity to talk about how we can all work together to promote the town, and bring in guest speakers. We are delighted to let you know that The Panacea have offered to host the next meeting on **June 23rd 6.30pm**, please email samantha.phillips@e-lindsey.gov.uk if you would like to book onto this or host a future event.

If you would like this information in a different format, please contact us on 01507 601111



Free listing on Love Lincolnshire Wolds

LoveLincolnshireWolds.com is operated, in partnership with West Lindsey District Council, by our Tourism Team. You are able to list your business on the site free of charge. Signing up is simple and all businesses listed will benefit from traffic linked to our annual marketing plan, which includes national coverage for the Lincolnshire Wolds. Just visit www.lovelincolnshirewolds.com/register/business to get started.

We are developing a bespoke microsite for Louth linked to LoveLincolnshireWolds.com, meaning the business listing area will become more user friendly. Sign up now to ensure you are part of this update. Get in touch if you would like to provide content and blog posts.

Celebrate your favourite recipes

We are keen to promote your favourite recipe, whether it's something you make in-house or a recipe that showcases the ingredients you produce. We'd like to get a series of recipe cards produced to support with the marketing of the Food and Drink Trail. Whatever you can contribute, from cocktails to casseroles, we would love to hear from you!

Make the most out of Google

Using Google maps is a great, free way to promote your business. Please ensure your business is listed and your information is up-to-date. You can even upload a 360° image of inside your shop/café/bar/pub to give potential new customers a great idea of what to expect when they arrive. Imagine the impact of having every Louth food and drink business listed on Google Maps – working together in this way would literally 'put Louth on the map'.

Improve your online exposure

If you are thinking about creating or improving your company website you may wish to apply to the Lincolnshire Growth Hub SME Digital Growth Grant (DGG). The fixed grant amount is £1,000 with an intervention rate of 50% in all cases. For more information please email admin@bizlincolnshire.com.

Please keep in touch...

We will continue to provide updates on our work through our Louth e-newsletter, please do sign up at: www.e-lindsey.gov.uk/vvLouth.

If you want to know more about any of the initiatives we've covered, book onto the next food and drink forum meeting, or want to get involved, email samantha.phillips@e-lindsey.gov.uk. The more businesses we have involved the better, your involvement will help boost the town and increase footfall to the town centre.

Best wishes,

Lydia Rusling
Head of Economic Development and Growth