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Action No 45a from the Council Meeting held on 8 October 2025

Comms/Publicity Report: Louth Food and Drink Festival 2025/2026

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Overview of Publicity Activities

To promote the Louth Food and Drink Festival, a comprehensive, multi-channel marketing campaign was delivered to engage local residents, regional audiences, and visitors from further afield. Key activities included:

Social Media

- Regular posts across Love Louth's Facebook and Instagram channels.
- Sponsored posts and targeted content on East Lindsey District Council's Facebook and LinkedIn pages promoting the festival with key details and call-to-action to check Love Louth Facebook: [\[linkedin.com\]](https://www.linkedin.com)
- ELDC LinkedIn post (approx. Sept): Headline framing "A Feast for the Senses," date/time, and core value props (50+ stalls, entertainment, "free, family-friendly"). This encouraged Cross-channel CTA (Call to Action): "Check out the Love Louth Facebook page..." which helps funnel professional audiences to the richer Facebook content stream: [\[linkedin.com\]](https://www.linkedin.com)

Observations:

- LinkedIn effectively reached local professionals, stakeholders, and sponsors; the post's messaging aligned with economic development aims and community spirit.
- Lincs Wolds listing also pointed audiences back to Love Louth for updates: [\[lincswolds.org.uk\]](https://www.lincswolds.org.uk)
- Posts on ELDC website on Latest News page: [\[e-lindsey.gov.uk\]](https://www.e-lindsey.gov.uk)
- Community event aggregators (AllEvents, HappeningNext) carried festival details, adding discoverability for casual browsers: [\[allevents.in\]](https://www.allevents.in), [\[happeningnext.com\]](https://www.happeningnext.com)
- Infographics shared with traders and local businesses to encourage promotion through their own networks.

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- Local business page (King's Head Louth) carried the festival notice (over "60 stalls" language), supporting peer-to-peer reach: [\[kingsheadlouth.co.uk\]](http://kingsheadlouth.co.uk)

Digital & Paid Media

Key Messages & Assets Used in Summary

- Headlines: "Louth Food & Drink Festival returns," "50+ stalls," "free day out."
- Programme teasers: Street theatre (Bicycle Bistro, Sushi Stakeout, Never a Gull Moment); live music acts named in council/news copy and festival programme.
- Downloads: Public Festival Programme (PDF) from Visit Lincolnshire used as a definitive schedule/wayfinding asset.
- Location & accessibility: Town centre; "Accessible / dog friendly" flagged on Visit Lincolnshire listing (useful for families).
- Enhanced event listing on Visit Lincolnshire's official website: [Louth Food and Drink Festival 2025 - Visit Lincolnshire](#)
- Paid media campaign with REACH to extend audience reach.
- Editorial article with video and imagery on Lincolnshire Live, boosted via brand social channels.
- Two-week social media advertising campaign via Grimsby Live Partners page (Facebook and Instagram).
- Two-week InYourArea campaign, postcode-targeted to Lincolnshire Echo coverage areas.

On-the-Ground Promotion

- Posters, window stickers, and postcards distributed across Louth.
- Banners placed in key town centre locations for strong visual presence.

Additional Publicity

- Pre-event engagement: Letters delivered to local shops with 'Save the Date' postcards and window stickers.
- Broadcast media: Advertised on Lincs Sounds and featured in a live interview on BBC Radio Lincolnshire on the day of the event.

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Suggested Improvements for 2026

To enhance publicity and engagement for the next festival, the following actions are recommended:

- Develop a full communications plan in collaboration with the Tourism Department and Communities & Events Team, who will lead the event this year.
- Ensure the plan includes clear timelines for social media, press releases, and paid campaigns.
- Integration of influencer partnerships and user-generated content.
- Expanded radio and local press coverage with scheduled interviews.
- Enhanced engagement with traders and businesses through toolkits and promotional assets.
- Measurement and evaluation framework to track reach and impact.
- Maximise use of the Love Lincs Wolds website, which will be fully functional this year, to provide blogs, event details, itineraries, and promotional content.
- Establish a Business/Community Steering Group to help spread the word locally and encourage grassroots engagement.