

LINCOLNSHIRE



Lincolnshire...
a place to live, work and enjoy



LINCOLNSHIRE / so much more to offer



Life's so much better in Lincolnshire

That's what people tell us when they move to the county to live and work. The wide open spaces, the varied countryside, the low cost of living, the friendly people, the historic sense of place... these are all reasons why Lincolnshire is such a great place to live.

Every year thousands of people move to this part of the country; in fact, Lincolnshire is the second-fastest growing of all the shire counties with net inward migration twice the national average.

It's little wonder the county's so popular. If you're used to paying a huge mortgage on a tiny London flat you'll be amazed what your

money buys in this rural county; and if you're exhausted by the rat race or you've had enough of sitting in a traffic jam for two hours a day you'll find there's plenty of room for everyone in Lincolnshire.

Lincolnshire is a mix of beautiful and diverse countryside, historic buildings, big skies and busy market towns. It has a fast

growing economy where unemployment and crime rates are low, schools are well above average and business is booming.

In these pages we've tried to give you a taste of what Lincolnshire has to offer. We're sure that if you pay us a visit you'll want to stay.

LIVE / housing

Home is where the heart is

People move to Lincolnshire for all sorts of reasons: the wide open spaces, the quality of life and the friendly people, to name just three. But one of the biggest attractions – especially for those moving north – is the comparative affordability of property in the county.

In 2007 average house prices in the UK broke through the £200,000 mark and latest figures show that the average home in Britain now costs £222,256.

Contrast that with the situation in Lincolnshire, where despite large numbers of people moving to the county, a growing economy and a decade of rising house prices the average cost of a home stands at just £168,543.

Lincolnshire is a county of contrasts and that variety is reflected in the housing stock that is available. If you move to a quaint village in the Lincolnshire Wolds or the Stone Belt in the south of the county you can find a country cottage, a converted barn or a farmhouse for a fraction of the price you would pay elsewhere.

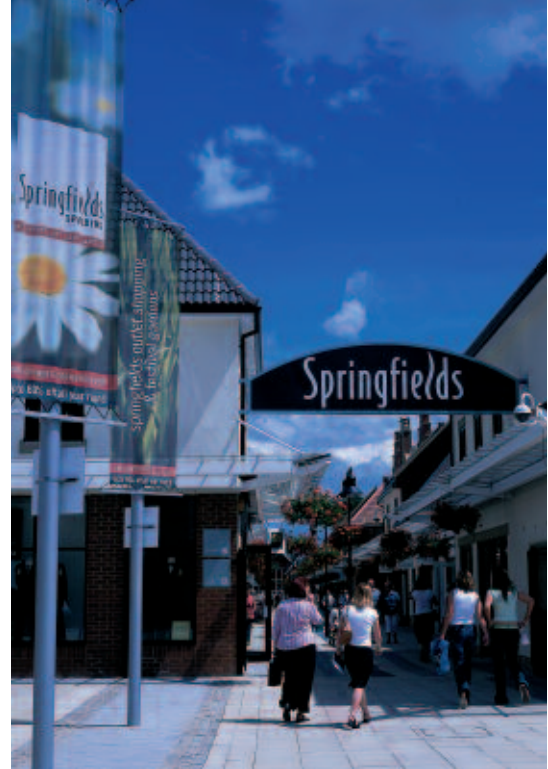
If on the other hand you prefer to live closer to the centre of things Lincolnshire has an extensive stock of Victorian and Edwardian houses in mature, sought-after locations and boasting many original features.

Those who have a yearn for the 'city living' lifestyle will have been delighted to see the recent trend for new and luxurious town and city-centre apartments. With its increasingly young, cosmopolitan outlook Lincoln has led the way with a number of high-profile developments in the city centre and on the Brayford waterfront, and other Lincolnshire towns including Gainsborough, Boston and Grantham are now following suit.

If you like the idea of a waterfront setting but want to be away from the bustle of the city centre Burton Waters near Lincoln is a prestigious canalside development of houses, apartments and chic boutiques with a new marina at its heart.

Whether you're looking for a starter home or a country pile, Lincolnshire has a fantastic range of properties to offer at a price which is bound to suit any budget.





LIVE / shopping

Shop till you drop

If you want somewhere you can shop till you drop, look no further than Lincoln. With a bustling high street, all the big name stores and an abundance of traditional independent shops full of character, you'll find everything you need in one place.

All the well known names can be found on the pedestrianised High Street, from Next and House of Fraser to HMV and Debenhams, while the Waterside Shopping Centre provides an attractive focal point for city centre shopping.

If you're after something a little more eclectic just head up the hill towards the spectacular Gothic cathedral. The uphill area of Lincoln is a chocolate-box maze of cobbled streets, chic boutiques, tea rooms and restaurants. Seek out your favourite tipple in The Whisky Shop, tempt your tastebuds in Comestibles delicatessen or browse the shelves for a favourite book at the Reader's Rest.

Of course, Lincoln isn't the only place in Lincolnshire where shopping is a pleasure: a number of new shopping centres have been

built around the county over recent years. The Springfield Shopping Outlet in Spalding has over 40 retail outlets while the new Marshall's Yard retail centre in the centre of Gainsborough boasts 30 shops as well as restaurants and even a health club.

Meanwhile shopping in Boston has been transformed by the opening of the Pescod Square shopping area in the centre of town which has received three design awards since it opened in 2004, including the prestigious British Council of Shopping Centres Gold Award.

And for food shopping the county is well served by all the big name supermarkets including Waitrose, Sainsbury and Tesco.

But you don't need to hit the high street or the superstores to find

the best local produce. Many Lincolnshire towns have their own regular markets offering a variety of food, drink, craft and local produce, and special farmers' markets are becoming a common feature in the county.

Lincolnshire produces one-fifth of the country's food and is famed for local specialities such as Lincolnshire sausage, haslet, pork pies, plum bread, stuffed chine and Lincolnshire Poacher cheese.

Organic fruit and vegetables are readily available direct from farmers around the county, and fresh fish from the coast is always in plentiful supply.

Lincolnshire people have an independent streak, and our excellent shopping reflects that individuality.

LIVE / schools

Freedom to learn

Access to good childcare and education is a crucial factor when deciding where to live and the schools in Lincolnshire are among the best in the country.

The county offers excellent childcare facilities such as nannies, childminders, pre-school nursery and crèches. Primary schools range from traditional village schools to larger modern premises as well as private education being on offer in most towns and the City.

Lincolnshire is one of the few counties in the UK to retain grammar schools and has a large number of schools with specialist status in a wide range of subject areas including Maths, Science, Technology, Languages and the Arts.

Children with special needs are also well catered for with increasing emphasis on meeting their

individual needs within the setting of mainstream schools.

Grammar schools and many of the comprehensive schools offer excellent sixth form facilities, but for those who wish to continue their education at a college Lincolnshire has three main colleges in Lincoln, Boston and Stamford with learning centres across the county reaching more rural locations.

Lincoln itself is home to two universities: the University of Lincoln, which opened its Brayford Pool campus in 1996, and Bishop Grosseteste University College, which was granted university status in 2007.

During the last 10 years over £100 million has been invested in the University of Lincoln's Brayford Pool campus which is one of the newest purpose-built city centre campuses in the UK. Faculties include Art, Architecture & Design, Business & Law, Health, Life & Social Sciences, Media, Humanities and Technology.

Bishop Grosseteste specialises in primary and secondary teacher training but also offers degrees at foundation, undergraduate and postgraduate levels across a wide range of subjects. In the 2007 National Student Survey Bishop Grosseteste's English Department was rated as the best in the country.





LIVE / healthcare

Peace of mind

Healthcare is not always an obvious thought when you are thinking of moving to a new area. Rest assured Lincolnshire can meet your needs.

The Lincolnshire Teaching Primary Care Trust is the sixth largest PCT in the country, employing over 30,000 people, with hospitals in Lincoln, Boston, Grantham, Louth and Skegness and 102 GP practices. The two existing hospitals in Spalding are being replaced by a new £24 million community hospital.

Lincolnshire has a dedicated Oncology Centre which provides a comprehensive range of radiotherapy and chemotherapy treatments. The centre's research into innovative ways of treating

breast cancer has put the county at the forefront of oncology developments.

With Lincolnshire being over 2,000 square miles the need for a quick response air ambulance service has become a necessity. The Lincolnshire and Nottinghamshire Air Ambulance is a dedicated helicopter medical air service based at RAF Waddington, south of Lincoln providing an emergency service to any destination in Lincolnshire and Nottinghamshire in 19 minutes.

NHS dentistry in Lincolnshire has also been significantly improved and the work is ongoing to ensure that NHS dental care is provided in all major towns and villages.

Lincoln and Boston both benefit from private hospitals and private healthcare is offered throughout the county.

The county has over 400 care homes should you need to consider adequate provision for the care of elderly relatives when relocating.

ENJOY / country and coast

Picture perfect place to be

Lincolnshire is England's fourth largest county and much of its appeal lies in its wide open spaces, but those who believe Lincolnshire to be uniformly flat are much mistaken.



It's true that in the south of the county the flat fenlands, drained for farming between the 17th and 19th centuries, stretch for miles in all directions. Those who live here would argue that there are no hills to spoil the view! Freiston Shore, just outside Boston is one of the RSPB's newest reserves and links conservation with sea defence to benefit wildlife and people.

In the north-east of the county meanwhile, the Lincolnshire Wolds are a range of hills and valleys which have been designated as an Area of Outstanding Natural Beauty. Green hills and hedgerows are in abundance and for those who love the outdoors there is a bountiful supply of attractive and friendly villages and bustling market towns for you to choose from.

With over 50 miles of coastline from the Humber to the Wash, Lincolnshire also combines traditional seaside resorts such as Skegness, Mablethorpe and Sutton-on-Sea with miles of secluded sandy beaches and nature reserves such as Donna Nook and Gibraltar Point. The coast has something for everyone, bracing sea air and fantastic walks, great watersports activities and in Skegness an extreme sports centre offering indoor and outdoor skate, BMX and boarding facilities.

Sailing enthusiasts have the best of both worlds on offer in Lincolnshire with lakes and waterways inland, while Boston and Fosdyke have marinas with easy access to the open waters of The Wash.

ENJOY / city living

The heart of the county

Wherever you decide to base yourself on the coast, in the Wolds or the Fens, the city is never more than an hour away, or vice versa.

Lincoln is rich in history and culture with the fantastic Cathedral at the heart of the city, dominating the skyline it can be seen from miles away.

With two main areas, the 'Uphill' cultural quarter, home to the cathedral and castle along with quaint cobbled streets, boutiques and fine dining and 'Downhill', where you will find the High Street shops and the centre of commerce.

Lincoln has enjoyed ten years of unprecedented growth since building its own university in the city centre. The influx of students and university staff has kick-started the city's renaissance. Bars, restaurants, clubs and two new arts centres have transformed the city, which is increasingly being seen as an excellent place to live and do business.

If you prefer the feel of the country but still like the idea of all your amenities close then towns such as Grantham, Gainsborough, Boston, Sleaford and Spalding may be the choice for you.

The outstanding quality of life is at the heart of Lincolnshire's appeal. Little wonder that those who live here say they love it.





ENJOY / leisure

Take time to enjoy life

Whether your idea of a fantastic day out is taking the family to the beach, watching superbike racing or visiting a 17th-century stately home, Lincolnshire has something for everyone to enjoy.

In such a large and colourful county there is a wealth of countryside to explore. Walkers are spoilt for choice with the Lincolnshire Wolds, a designated Area of Outstanding Natural Beauty, not to mention over 50 miles of scenic coastline where you'll find some of the cleanest beaches in Britain.

If playing sport or keep fit is your passion you can take in the fresh air and spectacular vistas while making your way round one of Lincolnshire's many golf courses, including a championship course at Woodhall Spa.

Almost every town in the county now also boasts a well equipped leisure centre, either private or publicly owned, offering ultra-modern surroundings in which to relax or workout.

Keen anglers can take advantage of the many bountiful fishing lakes, scenic waterways and reservoirs, whilst those who prefer something wet and wild can enjoy water skiing, windsurfing, wakeboarding, jet-skiing, canoeing or sailing.

If you prefer to watch sport rather than take part Lincolnshire boasts a number of excellent venues across a wide range of sports which attract some of the leading competitors in their field.

Thousands of football fans flock to Lincoln City Football Club's Sincil Bank stadium, whilst Cadwell Park near Louth hosts some of the country's top motor racing events.

Equally exhilarating, Market Rasen Racecourse offers good quality horse racing, and the international horse trials are held every year at historic Burghley House near Stamford.

For those who enjoy stepping back in time Lincolnshire boasts some of the country's most impressive historic buildings, including the world famous Lincoln Cathedral which was one of the locations for the Hollywood film version of The Da Vinci Code starring Tom Hanks.

This is really what Lincolnshire is all about – the old and the new, town and country and young and old coming together in one great location for all to enjoy.



ENJOY / entertainment

Look no further for varied nightlife

A busy and varied nightlife and an abundance of entertainment is essential for many when relocating to a new town or city, and Lincolnshire doesn't disappoint.



Whether your ideal night out is dinner followed by a show or popcorn and a movie, you will find what you're looking for in this cultured county.

Food lovers in the county are spoiled for choice. Though Lincolnshire may seem a long way from the top hotels in London the county has a reputation for fine dining, with Harry's Place and The Old Bakery leading the way as restaurants with an excellent reputation.

From fast food and fish and chips to fine dining and cosmopolitan cuisine, Lincolnshire's restaurants have something to suit every taste and pocket.

Lincolnshire's wide open spaces encourage the county's towns to be self-sufficient when it comes to cultural attractions, and the result is

that even the smallest towns boast their own theatre or arts centre offering a varied programme of music, dance and drama.

Local authorities support their own community arts centres in Spalding, Grantham, Stamford and Lincoln, while elsewhere theatres thrive thanks to the tireless work of charitable trusts and unpaid volunteers.

The Red Lion Theatre in Horncastle, the Little Theatre in Sleaford, the Riverhead Theatre in Louth and the Broadbent Theatre in the tiny hamlet of Wickenby are all part of a rich fabric of live arts provision which makes Lincolnshire a unique artistic community.

Major investments have brought about an explosion in live arts in Lincoln in recent years. The popular Theatre Royal, which once flew the flag

for live entertainment in the city, has now been joined by the Drill Hall community arts centre and the university's new Lincoln Performing Arts Centre.

The arrival of the university in Lincoln in 1996 certainly gave the city a younger, more cosmopolitan feel and boosted the nightlife in the city. Now trendy bars and student nights mingle with traditional pubs and clubs to provide a truly diverse nightlife in the heart of Lincoln.

The nightlife is just as lively in Gainsborough, where the Sands Venue – billed as the UK's premier jazz club – and The State Club compete for attention.

Summer concerts, open-air Shakespeare, comedy nights, country pubs and lively bars – there's a great life to be enjoyed in Lincolnshire.





WORK / infrastructure

A first-class infrastructure

Lincolnshire's central location and easy access to road, rail, sea and air make it an ideal base for a multitude of businesses and industries.

Lincoln is less than two hours by rail from London and with the proposed addition of a new two-hourly direct Lincoln-London train service by 2010, access to the capital will become easier and quicker than ever before.

Whilst many people live and work in Lincolnshire, others choose to live here – enjoying the quality of life and affordable housing - whilst working in neighbouring counties. Thanks to its central location other cities including Nottingham, Sheffield and Hull are only a short commute away.

Lincolnshire produces more crops than any other county in Britain, agriculture is thriving so

is the food processing sector which produces many of the leading brands you find on your supermarket shelves. Alongside this highly productive sector printing, packaging, logistics and distribution businesses have established themselves in the south of the county. From here they have easy access to all the country's major road networks.

Lincolnshire also has a number of airports very close by, including Nottingham East Midlands, Humberside and Doncaster Robin Hood, all flying to European destinations; meanwhile major international airports such as Birmingham, Stansted and Luton are all within an hour drive.

In addition to having excellent transport links Lincolnshire benefits from improved internet connections thanks to a Lincolnshire broadband initiative. Onlincolnshire was launched in 2003 to provide businesses across the county with advanced broadband access at an affordable price.

By embracing broadband businesses in Lincolnshire can now compete with the rest of the world, saving both time and money. Increasing access to the latest high-speed broadband services is also increasing work opportunities for people in a wide spectrum of industries who would prefer to work more locally or even from home.

WORK / business

A great place to do business

Over the last few years Lincolnshire has become increasingly recognised as a location which is experiencing sustainable business growth.



Food and farming contributes an estimated £1 billion to the county's economy and is the third biggest sector in terms of value and employment. Around 35,000 Lincolnshire people work in agriculture or food production. On top of this, thousands more work in related fields such as farm equipment manufacturing, freezing, distribution, packaging and food importation.

manufacturing, tourism and the creative industries have been identified as a key sector for Lincolnshire's future economic growth.

Architecture, the art and antiques market, crafts, design, designer fashion, music, the performing arts, public relations and television and radio are all emerging markets within the county and the University of Lincoln is rapidly generating spin-off businesses in these sectors – particularly in the areas of film, video and computer software.

Across the county entrepreneurship is encouraged and supported by a number of business incubation centres and managed workspaces.



Lincolnshire is also home to a thriving manufacturing industry which provides skilled and varied employment to over 45,000 people and contributes an estimated £1.5 billion to the local economy. The RAF and defence-related industries in the area have also contributed to the local core of expertise.

The city of Lincoln, which has produced world-renowned names such as Clayton and Shuttleworth, Ruston and Hornsby and Robey and Foster, has a well established reputation within the field of engineering. However the list of Lincolnshire's achievements is not just historic; the engineering tradition of excellence and innovation continues today. Ruston, a pioneer of gas turbines, is now part of the Siemens Group – a world leader in its field and one of biggest employers in the county.

In Lincoln, The Terrace is a creative industries managed workspace which provides 50 serviced workshops, studios and offices for the creative sector. The new Innovation Centre comprises eight workshop units, 20 offices and two meeting rooms.

In Boston a new state-of-the-art business enterprise centre offers 45 office suites with access to advanced broadband and professional business support services, whilst similar facilities are available right across the county in Gainsborough, Louth, Kirton and Holbeach.

Although Lincolnshire has a long history of traditional industries focused around agriculture,





SUMMARY /

Want to find out more?

So now you know a great deal more about Lincolnshire than you did before. It's one of the UK's best kept secrets, a place which offers a diverse and expanding economy, a superb natural and clean environment, increasing job opportunities, affordable housing, low crime rates, highly rated public services, plus a rich and colourful choice of leisure activities to enjoy.

You may be looking for a better work/life balance; or seeking a lifestyle which puts you in touch with the great outdoors. Perhaps you are intending to start a family and are looking for a child-friendly place to live, or thinking of launching or relocating a business.

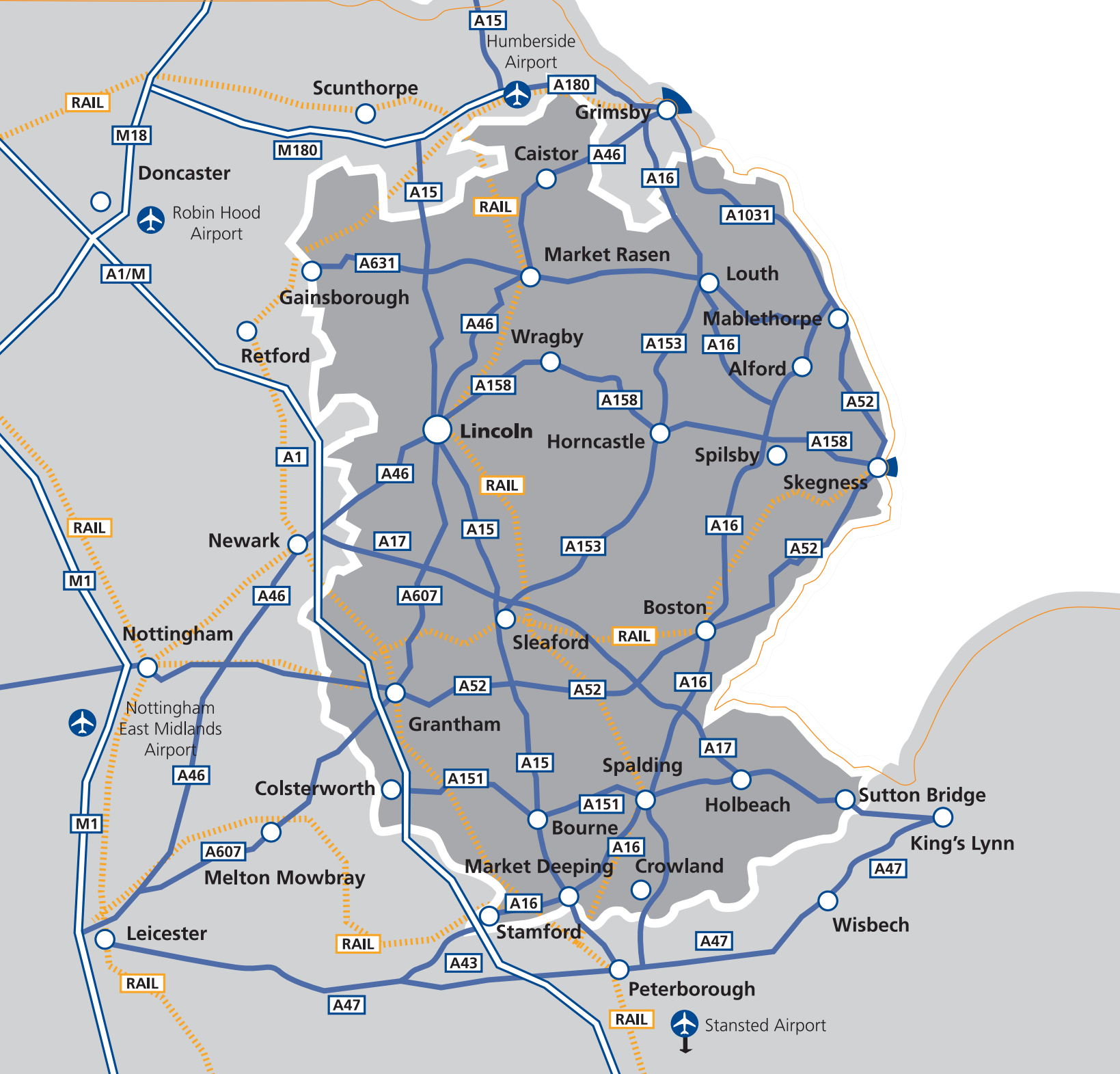
Now you've realised that you want to make the move to the county of choice for people who want to enjoy an improved quality of life, let us make it easy for you to achieve your goals. Whatever your motivation, there are many compelling reasons to consider Lincolnshire as a place to live and work.

Over the next two decades Lincolnshire is set to grow both in population and economy with the help of the Government's Growth Points strategy. Lincolnshire has been awarded £13 million in funding to deliver sustainable development and intensive growth through sites of key regional significance. In essence, the target for Lincoln is 14,000 new homes and 12,000 new jobs by 2026 whilst the target for Grantham is an additional 3,200 homes by 2016 and at least 6,200 by 2026. This housing growth will be supported by the provision for 4,800 jobs by 2016.

If you would like to find out more about our county, and even pay us a visit, log on to www.livelincolnshire.com – and let's talk about your future.

LINCOLNSHIRE







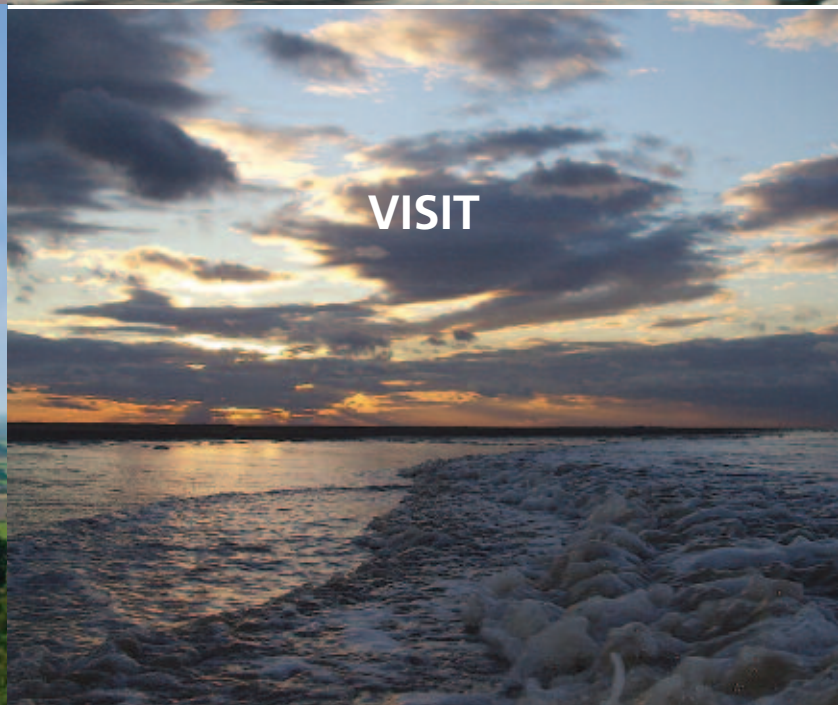
LIVE



INVEST



WORK



VISIT

Lincolnshire... a place to live, work and enjoy

Lincolnshire
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