





# a quality choice...

The Greater Lincoln area encompasses the thriving urban centre of Lincoln, as well as a number of growing regional towns such as Gainsborough and Sleaford, making it one of the most vibrant places in the UK to live and work.

Within this broad geographical area, a diverse range of businesses are supported by a highly-skilled workforce with good road, rail, sea and air links, making it a highly attractive location for investment.

Brayford Pool, Lincoln



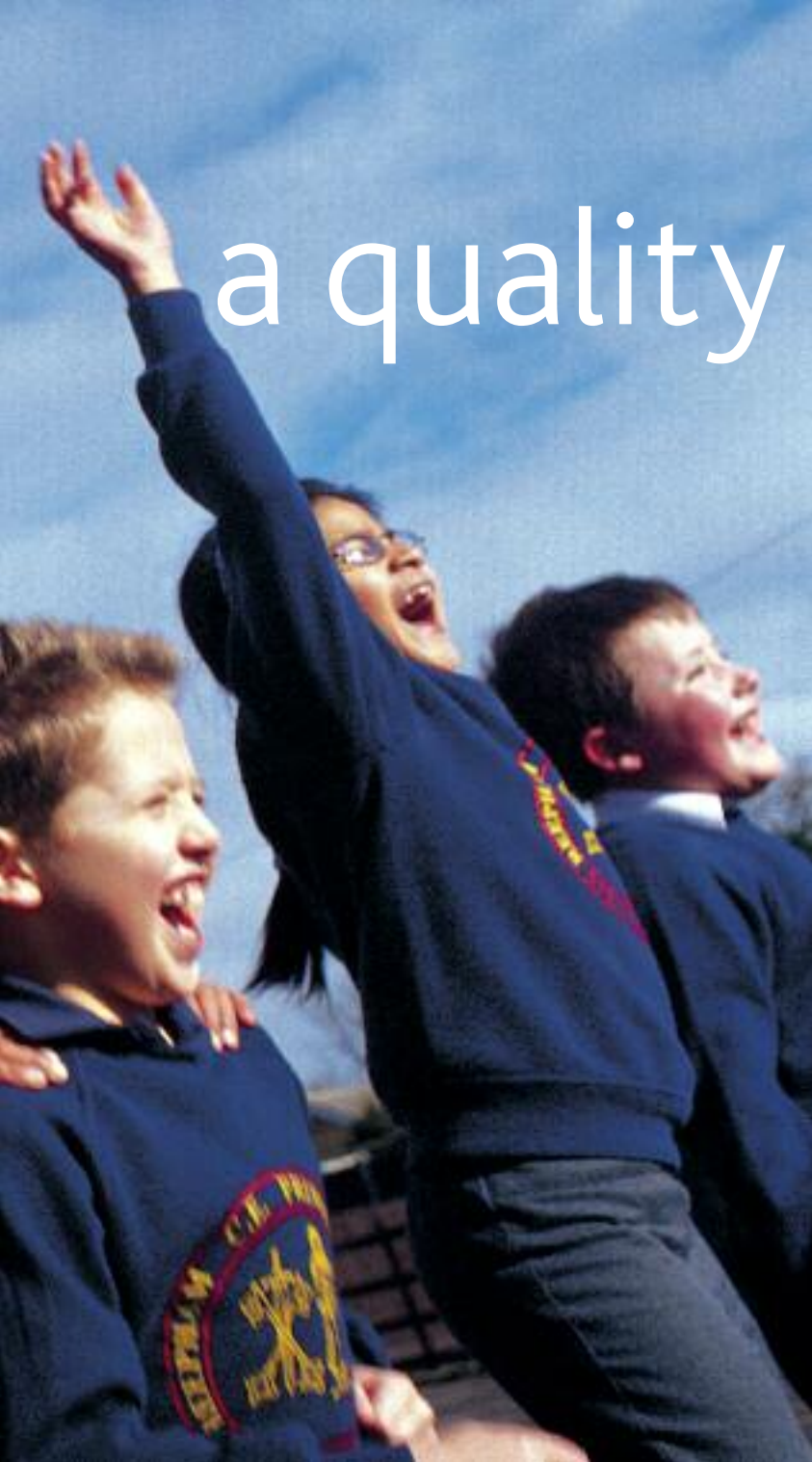
Rand Farm Park



Housing development  
Harmston



Home to the Red Arrows



The Collection,  
LincolnThe Guildhall,  
Lincoln

Jet Skiing



The Greater Lincoln area boasts some of the UK's best-performing schools, extremely competitive property prices and an excellent quality of life.

Local amenities, including leisure and retail facilities, are plentiful and highly regarded. From the dynamism of Lincoln to the more relaxed pace of life offered by the area's smaller market towns, there is a lifestyle available to suit all tastes.

In addition, the Greater Lincoln area benefits from excellent road routes to many of the UK's other regional centres. Nottingham and Sheffield are within one hour's drive and Manchester, Birmingham and Leeds can all be reached within two hours by car.

If you are choosing a business location which has significant potential for future growth, Greater Lincoln has a lot to offer with a quality that would be difficult to find anywhere else.

Steep Hill, Lincoln



Wide retail choice



An eclectic mix of old and new



Jousting at Lincoln Castle

The medieval kitchen  
in Gainsborough Old Hall

High quality education



Heckington Windmill



Leisure facilities

Lincoln's bustling High Street



The Drill Hall, Lincoln



Sleaford Market



Gainsborough riverside



Doddington Hall, a stunning Elizabethan mansion



# ...with quality businesses...

The Greater Lincoln area offers some outstanding and diverse business opportunities, built on a strong historic basis in the engineering and food processing sectors but, increasingly, including a growing number of hi-tech and service sector companies.

Excellent road network



Diverse business offer



Development opportunities



Sleaford,  
Enterprise parks

Hi-tech components



Dairy produce



Good communications and infrastructure are vital to a successful business environment. The Greater Lincoln area has always enjoyed good rail, road and air links with other parts of the UK. However, its importance as a key distribution hub has been considerably enhanced with the dualling of the A46 between Lincoln and the A1/M. This has resulted in significant improvements in journey times, particularly to destinations across the East Midlands and the South East.

In recent years, the dramatic growth of the University of Lincoln - which opened in 1996 - has helped to attract increasing numbers of new businesses to the City and surrounding area by enhancing the quality of the available workforce.

Creating opportunities for new enterprises to grow and flourish is a priority for the Greater Lincoln Partnership. Investment at all levels, from state-of-the-art business parks to managed workspace and incubator units, is helping to encourage entrepreneurship, boosting the local economy and diversifying the business offer of the area as a whole.

Engineering



Technology



Business Incubation

Distribution



Horticulture



Crafts

Efficient Supply Chain



Trading



Design and print



Food manufacturing

# ...and an unrivalled quality of life

Greater Lincoln offers an exceptionally high standard of living. With some of the UK's most beautiful countryside, the area presents abundant opportunities for outdoor pursuits and a wide range of cultural activities. Golfing, sailing, walking and cycling are well catered for, together with other sports and leisure activities. In addition, the area boasts excellent cinemas, theatres and exhibition venues which attract the latest film releases and celebrated artists on a regular basis.

As home to some of the UK's finest heritage sites, and with a strong calendar of annual events, the Greater Lincoln area is a popular tourist destination all year round. It has a growing leisure economy and is famous for a variety of seasonal festivals, antiques fayres and markets - including the internationally-renowned Christmas Market.

Bespoke student accomodation



Independent retailers

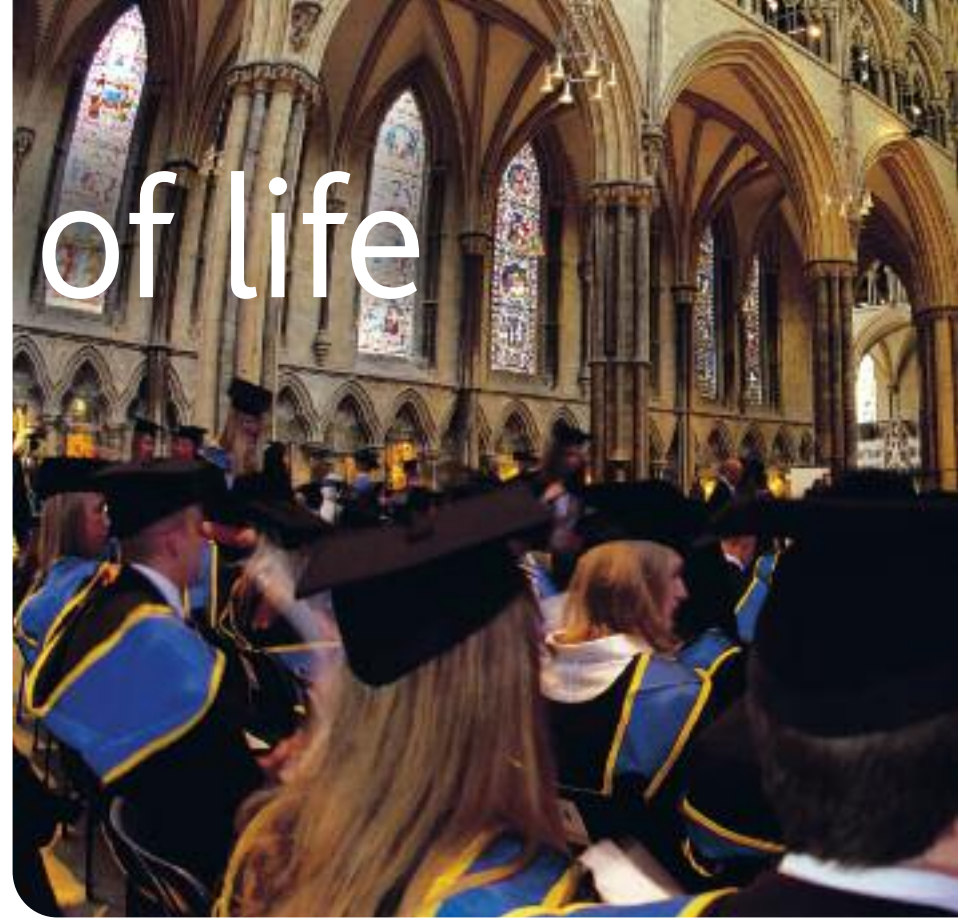
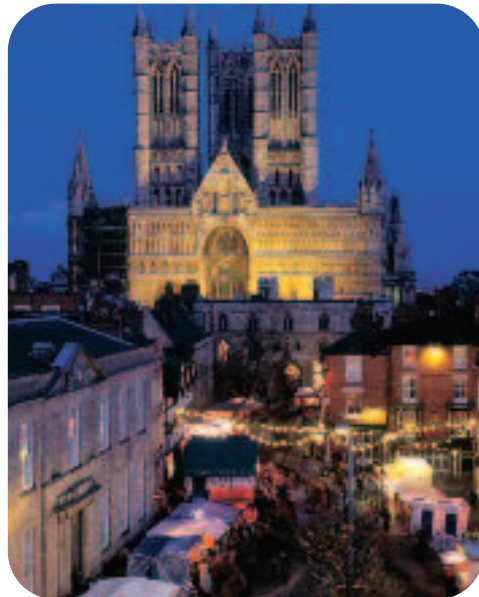


The Hub

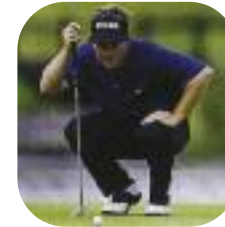


Market Rasen, home to one of the UK's leading race courses

The Christmas Market draws up to 200,000 visitors annually to Lincoln



The Natural World Centre, Whisby - a £3 million eco-friendly experience



Gainsborough is home to Ping Europe Ltd and the English Golf Union resides in Lincolnshire





Degree graduation inside Lincoln Cathedral, one of Europe's finest 12th century buildings



The front cover design is based on the sculpture 'Empowerment' (left) by Stephen Broadbent which spans the River Witham outside Lincoln's Waterside shopping centre. This is one example of Greater Lincoln's many pieces of public art.



## Greater Lincoln Partnership

The Greater Lincoln Partnership is dedicated to maximising investment opportunities in the Greater Lincoln area. Its dual focus delivers tangible benefits to businesses already established within the regional economy and to those considering making an investment in or relocating to the area.

### The Partnership offers strategic advice and assistance to promote:

- inward investment
- economic development
- regeneration
- tourism
- leisure

### Services include:

- site-specific investment information
- assistance with business relocation
- in-depth briefings on investment opportunities to property professionals

### The Partnership comprises:

- The City of Lincoln Council
- Lincolnshire County Council
- North Kesteven District Council
- West Lindsey District Council

### with support from:

- East Midlands Development Agency (emda)
- Groundwork Lincolnshire
- JobCentrePlus
- Lincolnshire Chamber of Commerce
- Lincolnshire Tourism
- University of Lincoln

The Greater Lincoln Partnership has inherited a strong track record from its predecessor, the Lincolnshire Heartlands Campaign. During its ten-year existence, this Campaign was instrumental in securing over £70 million of investment in the area and creating or safeguarding over 5,000 jobs.

With a wider remit and increased resources, the Greater Lincoln Partnership is committed to continuing the work of the Heartlands Campaign across a larger area, optimising investment opportunities throughout Lincoln, North Kesteven and West Lindsey.

# INVEST LINCOLNSHIRE



Greater Lincoln Partnership Area

Lincolnshire

For further information on what the Greater Lincoln Partnership can offer you and your business, please contact:

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