



Lincoln
Business Improvement
Group



Making Lincoln City Centre a great place

Lincoln Business Improvement Group
Activities & Services 2015-20



Lincoln BIG is business led, business controlled and business funded – meeting the needs of levy payers and their employees is our priority.

Being Part of Lincoln City Centre

We work closely with the Lincolnshire Chamber of Commerce to create a single business voice for City Centre businesses and we can keep businesses informed and involved in making the key decisions about the City Centre through a range of networking activities.

Full membership of the Lincolnshire Chamber of Commerce is also offered at a discount to Lincoln BID levy payers and provides access to networking events, trading information, access to business advice and training.

Our sister company, Visit Lincoln Partnership delivers marketing activity for the City to increase visitor numbers, spend per head and length of stay. Relevant levy payers are entitled to a free basic listing on the main website for the City, visitlincoln.com.

Business Forums

“We want the widest possible involvement of the business community in our plans.”

Local area representation is provided through local business forums, which have allowed local independent businesses to develop their own strategies to improve their area of the City Centre. The Bailgate Area Guild and the Brayford Business Forum each have their own agenda and programme of activity.

Managers of stores around the City Centre also meet regularly and we liaise with the Waterside Shopping Centre and St Marks Retail Park representatives to discuss relevant issues.

Get involved and have your say in how the City Centre is managed and develops.

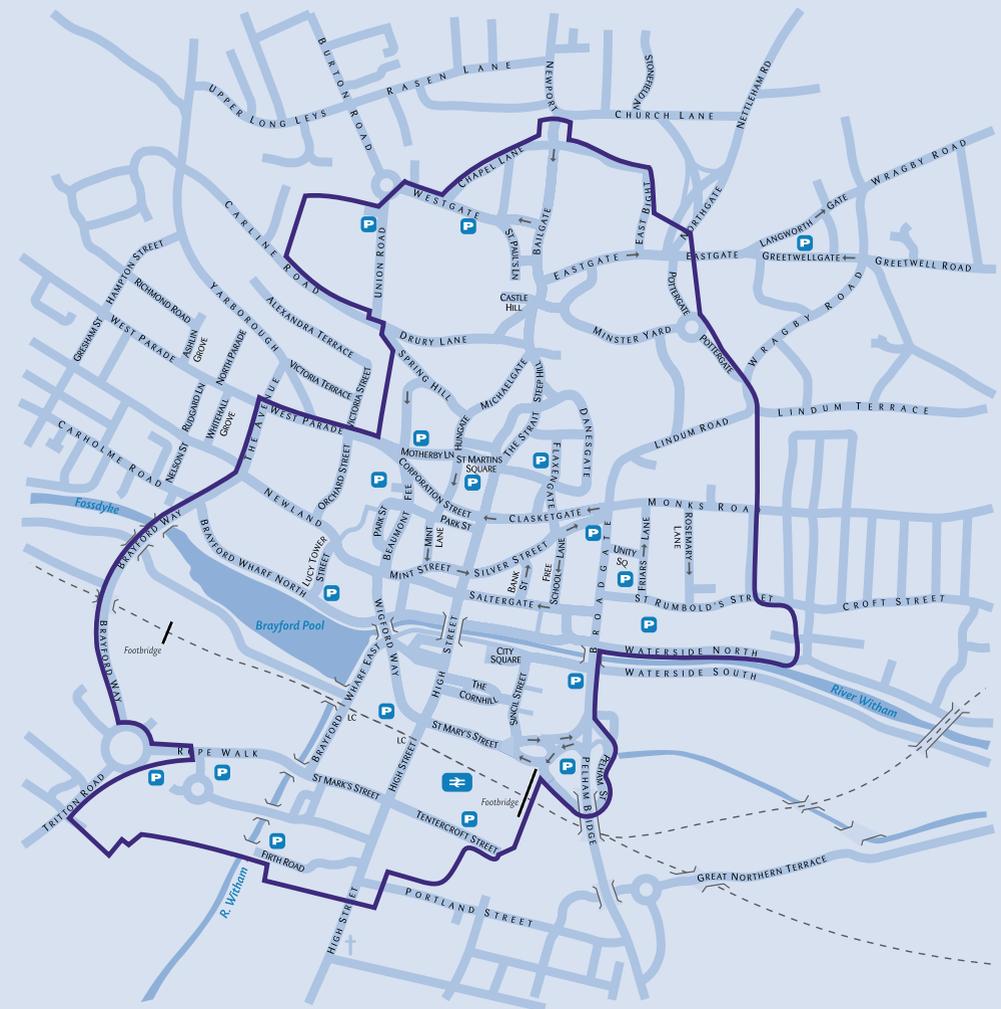
www.lincolnbig.co.uk will keep you up-to-date with activity around the City.

We also carry out local consultations and support voluntary and community groups where issues affect businesses. These have included working with businesses in the South High Street around the level crossing issues.

We want to see the City Centre doing well and because of the relationships we have built up we are well placed to do this, responding quickly to changing circumstances and issues.

Because of its partnership nature, it is not always easy for Lincoln BIG as an organisation to take a public stand on some of the issues that some businesses would like us to.

However, we can ensure that the business voice is heard – through the local area forums we support we have helped businesses to campaign on the local issues that concern them.



Our Board

‘Business led, business controlled, business funded’

Lincoln BIG is controlled by a Board of Directors. Our BID levy payers in the City Centre appoint six Board Directors; our Investor members share three board seats; the Board chooses to co-opt six directors from key City Centre organisations and our Founder members who helped to establish our organisation are the Lincolnshire Chamber of Commerce and the City of Lincoln Council, each appoints two board directors.

Full details of our Board of Directors can be found on our corporate website www.lincolnbig.co.uk



What is a Business Improvement District (BID)

A Business Improvement District (BID) is a proposal to improve an area where business ratepayers come together to agree a plan and then vote on it. If the majority of businesses support the plan, in the vote, then legislation allows that all of the business ratepayers balloted contribute towards the cost of its delivery. A BID can last a maximum of five years, after which businesses must vote again if they wish to continue. In Lincoln, the Business Improvement District Plan is managed by Lincoln Business Improvement Group (Lincoln BIG).

What is the BID levy bill?

The levy bill is for your share of the costs of the operation of Lincoln BIG. The levy is collected by the City of Lincoln Council, but the monies are then passed to Lincoln BIG. The levy is based on the rateable values that prevailed at the time of the BID ballot (November 2014) plus an inflationary increase, and is collected every July.

In the ballot held in November 2014, 84% of businesses in Lincoln voted in favour of the continuation of Lincoln BIG's activities and services until July 2020.

Great Events

We establish great events to animate the City Centre and create buzz and atmosphere. Our strategy is to promote an on-going programme of regular activity and annual highlight events which we have helped to nurture and support.

Events organised by Lincoln BIG play a significant part in Lincoln's annual calendar. They include:

- › Lincoln Ice Rink
- › The Lincoln Festival
- › Lincoln by the Sea (beach)
- › Live music
- › Farmers, Artists, Craft and Antiques Markets
- › Dance, comedy and music festivals
- › Vehicle displays such as the Bike Fest
- › Festivals and Carnivals.

We plan to continue with our successful investment in seasonal events such as the summer beach and winter ice rink, where it is viable to do so.

Visit www.visitlincoln.co.uk/events for more information about events in the City.

Lincoln BIG has a management agreement with the City of Lincoln Council for the Cornhill and City Square. A particular aim going forward will be to provide a spread of activity across the City from the Bailgate to the Brayford and St Mark's.

City Space Hire

Lincoln BIG play an important role in this process by booking public spaces, providing licensing, health and safety advice, event equipment and offering support and funding to event organisers wanting to bring their activities into town.

Events & Displays

If you require an area in the City Centre for a charity or other event, Lincoln BIG holds entertainment licences for the Cornhill, City Square, High Street, Brayford Waterfront and Castle Hill. We can book the area for you and provide advice about organising and promoting your event. For example larger events include: Mini Day, Bike Fest, Jazz Festival, Children's Festival and Punch & Judy Fair.

Markets

We coordinate a range of markets including regular Farmers Markets in City Square, High Street/Cornhill and Castle Hill every month; Craft Markets from March to December, Artists Markets from May to September and also Antique, Continental and Italian markets.



Lincoln Christmas Market



Lincoln Farmers Markets

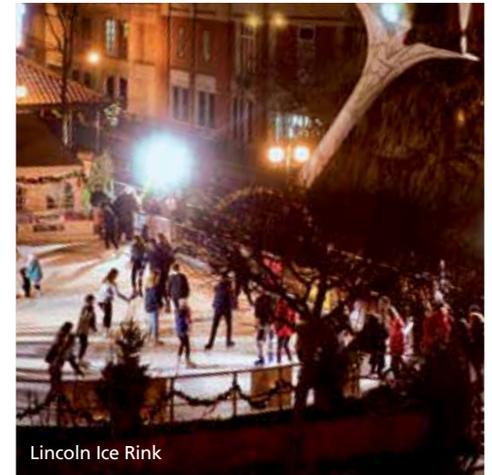
Marquees and Stall Logistics

We have a range of gazebos, market stalls, umbrella stands and tables for use at events which can be hired through the Events team.

Street Banners

We have many locations around the City Centre to display banners to advertise events, including the High Street, Silver Street, Guildhall Street and Sincil Street. The Events team can give advice on locations, take bookings and arrange banner hanging during your required dates.

For more information email events@lincolnbig.co.uk or visit our website www.lincolnbig.co.uk



Lincoln Ice Rink



Lincoln Festival

A Great Place to Visit

Lincoln BIG operates the Visitor Information Centre under a service level agreement with the City of Lincoln Council. Since taking on the operation in 2010 we have significantly increased opening hours and increased retail turnover.

Open Top Tour Bus

From Easter to October you can discover Lincoln's 2000 year history in under one hour by joining our Open Top Tour Bus with experienced and entertaining guides providing live commentary that includes Roman Lincoln and the Newport Arch, Lincoln's 1215 Magna Carta, Alfred, Lord Tennyson; engineering heritage including the invention of the first ever World War I tank and much more.



Gifts and Souvenirs

We have a range of Lincoln gift stock – ideal for corporate gifts. We can order quantities for Lincoln BIG levy payers and offer a 10% discount.

Tickets

Tickets are sold for local events online at visitlincoln.com. We also offer an accommodation booking service for local and national bookings.

Information Points

We can provide free local information stands for suitably located businesses and we provide free City maps to all.

Promotional Opportunities

There are also promotional opportunities within the Lincoln Visitor Information Centre for Lincoln BIG levy payers. We offer a 50% discount on our normal window display charges.

For more information email
visitorinformation@lincolnbig.co.uk

Visit Lincoln

In recognition of the importance of tourism to the City, Lincoln BIG was one of the founders of the Visit Lincoln Partnership (VLP), which we formed with Lincolnshire Chamber of Commerce, the City of Lincoln Council and other stakeholders in 2011.

Since then, Lincoln BIG has provided the investment of more than £100,000 in the development of the City's official visitor website - visitlincoln.com. This includes the secondment of a full-time Digital Marketing Co-ordinator who ensures the content is up to date, interesting and informative. Social media channels are also fully utilised in the promotion and marketing of the City.

You can follow Visit Lincoln on social media to keep up to date with VLP activity on Twitter, Facebook email hello@visitlincoln.co.uk.

All relevant Lincoln BIG levy payers receive a free listing on www.visitlincoln.com



Lincoln Ambassadors

Lincoln BIG's Ambassador programme recruits and trains Volunteers to represent the City of Lincoln and Lincoln BIG by taking an active part in the civic life of one of England's finest historic cities. Volunteers will get involved in public engagement activities and help make

the City of Lincoln a more welcoming, vibrant and friendly place.

Ambassadors are welcome to be involved from supporting one off events a couple of times during the year - or getting involved on a more regular basis.

If you are interested in becoming a volunteer please email ambassadors@lincolnbig.co.uk



An Accessible City

Lincoln BIG recognises that access and car parking are key issues for City Centre businesses, and despite not owning land itself, Lincoln BIG has worked hard to develop creative solutions to improve access to the City Centre for workers, shoppers and visitors. This has included a number of direct initiatives to make a real difference to people's experience of working in and visiting the City Centre.

Travel Support

Through our Access Opportunities Fund we have continued to negotiate the bulk purchase of car parking in the City Centre's less pressured car parks and resell these to our levy payers. We also purchase cheaper bus passes for resale. These initiatives continue to be very successful, with over 300 daily commuters using season tickets sold at these discounted rates.

BIG Bus Deal

The BIG Bus Deal is a scheme developed by Stagecoach East Midlands with Lincoln BIG, to encourage people to travel to and from work by bus. The BIG Bus Deal helps cut the costs and stress involved in travelling. If your employer is within the Lincoln BIG district, you can join the scheme.

Low Cost Car Parking

Lincoln BIG has negotiated a bulk purchase deal for Levy Payers and their employees to park more cost effectively in the City Centre.

The scheme allows a variety of options: from full-time parking seven days a week to books of scratch cards for more infrequent parking.

To find out more visit www.lincolnbig.co.uk/what-we-do/an-accessible-city/



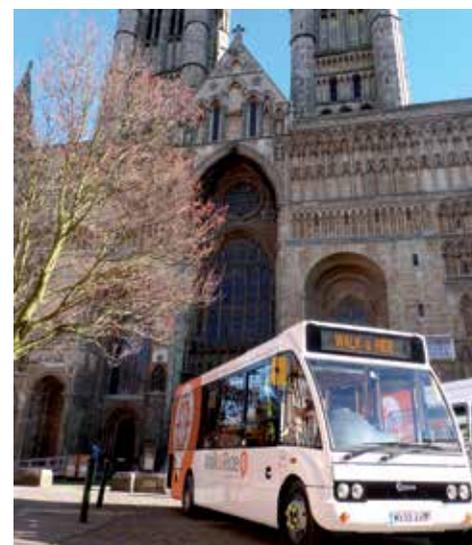
Cycling

We have also carried out work to promote cycling including the provision of cycle lockers and pooled electric bikes for City Centre businesses and their employees to use.

Walk & Ride

Lincoln BIG took on the operation of the Walk and Ride bus service, in conjunction with PC Coaches in 2013, saving it from closure. The service runs six days a week every 20 minutes, ferrying shoppers and tourists between the uphill and downhill areas of the City. The fleet of vehicles has been rebranded and now sports an orange and white livery, operating under the nickname 'The Steep Hill Shuttle'.

A timetable and ticket prices can be found at www.visitlincoln.com/walkandride



Safe and Secure

Information from our surveys indicate that the City generally has a reputation for being a safe place and we want to keep it that way, although more recently the prevalence of begging and street drinking in particular has started to impact on our reputation.

Safety and security is a key issue for both customers and staff and is particularly important both in promoting the City as a visitor destination and in attracting students to our universities and colleges. We work closely with Lincolnshire Police to address issues such as street drinking and begging, which continue to have a negative impact on perceptions of the City and a significant localised impact where they are prevalent. Shoplifting is also an ongoing issue for City Centre retailers – having an impact on trade, staff morale and reducing business profit. We successfully lobbied for the introduction of a ban on street drinking where it is likely to lead to antisocial behaviour.

Lincoln BIG operates a number of initiatives to help reduce crime and make Lincoln City Centre a safer place. This includes our Security Group which has over 200 members who



regularly share information about persistent offenders in real time through our radio link, and online through our website and reporting tools. We have recently introduced secure tablet computers which link to this as well.

Membership of the City Centre security group is provided as a free service to all levy payers and offered commercially outside of the City Centre. We also continue to work closely with the City Centre police team on anti-social behaviour initiatives and civil recovery schemes.

Membership of our Security Group includes:

- › Membership to the 'Shopwatch' scheme
- › Bimonthly intelligence meetings
- › Security Group Intranet access
- › Security Group Intranet App
- › Access to regional intelligence from MRCI and YHPAC
- › Free loss prevention and radio training
- › Free defibrillator training
- › Voluntary membership to the Civil Recovery scheme
- › Voluntary active membership to the Child Safe Zone
- › Encrypted radios are also available for £3 a week.

The Security Group is accredited through the Home Office recognised NABCP scheme.

We work closely with Lincolnshire Police through sponsorship and support of the City Policing Team.

All members have access to the companies DISC system (see page 14) which is used by us to document all offenders and offences reported by you.

Low Cost Radio Leasing Scheme

Lincoln BIG offers a hire service for encrypted radios, suitable for use on the town link. The cost is £150 per annum for the rental of a radio and includes repairs for general wear and tear, a replacement radio during repairs and software updates. For businesses with a radio, we offer free personal safety and radio training on request.

Child Safe Zone

Businesses can participate in this scheme by housing a distribution board which holds armbands, wallet cards and flyers. The Freephone number on the merchandise is manned by Level One Security who when they get a call will let all units with a radio know and notify CCTV via a telephone call that a child/parent has phoned the helpline for assistance. All units available will then work to reunite the parent and child.



Defibrillator Training

We work with East Midlands Ambulance Service to provide the City Centre with defibrillators and training which is free of charge. Let us know if you would like to know how to use these important lifesaving devices.

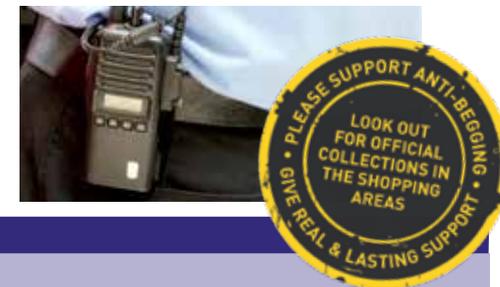


'Shopwatch' Scheme

We work with Lincolnshire Police and the City of Lincoln Council to combat prolific offenders in the City Centre. All businesses are issued with Banning Notices which they give to offenders who are detained in their store, when an offender has two or more they receive a Warning Letter from the City of Lincoln Council PPASB Team if the offender continues to breach the Warning they will be asked to sign an Acceptable Behaviour Contract from the City of Lincoln Council as well as an Exclusion Order from Lincoln BIG, if the offending continues a ASBO or CRASBO is sought.

Civil Recovery Scheme

A Civil Recovery Scheme is offered to businesses that do not already use one independently. Lincoln BIG pays the membership fee to RLP for the scheme and administers the claims. In return any payment over £10 which is received from the offender is subject to an admin charge by Lincoln BIG before being forwarded on to the business. It's a way for the businesses to get some compensation for the items stolen as well as employee time taken to deal with the offence.



Diverted Giving Scheme

Faced with an increase in the number of people begging on the street, Lincoln BIG has worked with two local homeless charities, Lincolnshire Police and local businesses to establish and promote diverted giving. This encourages a person to make a charitable donation to support agencies, rather than hand it to someone who is begging where the likelihood is that it will be used for drugs. The campaign has received extensive media coverage and helped to raise awareness of the issues that begging can cause.

For more information please email security@lincolnbig.co.uk



Lincoln BIG's Evening Economy management programme brings together partners with an interest in the evening economy and aims to co-ordinate a range of initiatives to ensure a safe, vibrant and accessible City at night.

Co-ordinating Security

Lincoln has the bonus of an Evening Economy Manager, employed by Lincoln BIG, who manages and co-ordinates partner agencies and all involved in the Night-time economy. This is a 24/7 service, and can be accessed through the website or contacting the manager directly.

Pubwatch Schemes

Membership to one of our two professionally run 'Pubwatch' schemes is offered to City Centre and Uphill venues as part of the Night-time Package. Meetings are held every 6 to 8 weeks with a 24/7 access to the online DISC system (Database and Intranet for Safer Communities) and an app to accompany the site so the information can be accessed on the move.

Pubwatch Banning notices can be issued to offenders if a majority vote is given, preventing them from entering Licensed Premises. This can be tracked on the DISC system which is updated after every Pubwatch meeting. Individuals who continue to break Pubwatch Banning Notices can be put forward to the City of Lincoln Council Anti-Social Behaviour Team; further breaches will result in an ASBO or CRASBO.

An encrypted radio system is also available from Lincoln BIG. This gives direct access to CCTV staff, Street Pastors, Door Staff and other venues that operate a radio, for less than £3 a week. Free radio training is also offered to all venues, their staff and the door security companies that work there. Contact the Energy Economy Manager (EEM) for details.

There are Intelligence meetings held bi-monthly which allows Lincolnshire Police, Lincoln City Council, Lincoln BIG and Security Group members to swap useful information.

Lincoln Street Pastors Scheme

Lincoln BIG actively supports the Street Pastors Scheme which operates in the City Centre from the Lincoln BIG offices on Friday and Saturday nights between the hours of 11pm and 4am, plus Bank Holiday Sundays.

The Street Pastors are on hand to call the appropriate services if needed and help people get a taxi home, contact friends and family, be a listening ear and even just chat with people. They carry bottles of water, flip-flops, space blankets and tissues and are First Aid and Defibrillator trained. A prayer team is in situ at

Lincoln BIG while two teams go out on patrol, with direct contact to CCTV control room via their radios, as well as carrying mobile phones.

Defibrillator Training is available free of charge to any business or individual who would like it. In association with EMAS, Lincoln BIG have placed defibrillators in various locations throughout the City in bars and hotels. The 'defibs' are very easy to use and have already been instrumental in saving lives.

For more information email eveningeconomy@lincolnbig.co.uk



Clean, Bright and Welcoming

Lincoln BIG's Warden team ensures that the City Centre is bright and welcoming and raises the quality of experience of the City Centre for businesses, residents and visitors.

Our three City Centre Wardens help to address quality standards, and street management issues throughout the City Centre. They provide a caretaking and ambassadorial presence. They are also trained in First Aid and defibrillator use and, through their contact with the CCTV team, are often the first line of support to arrive at an incident. The Wardens have been involved in several City Centre enhancement projects, including Motherby Hill as part of the newly launched Roman trail route.

Our City Centre Wardens work closely with the Lincoln City Centre policing team and have radio link with them via the CCTV control room.

The Wardens are empowered to issue fixed penalty notices for littering and dog fouling. Other issues tackled on the streets include:

- Graffiti Removal
- Removal of fly-posters and stickers
- Painting bollards, railings and public seating
- Routine cleaning of street and visitor signage
- Removal of broken glass and needles.

Buskers

We monitor the activity of buskers to ensure that they comply with an agreed code of conduct which includes a requirement to move along on a regular basis.

Pedlars

We monitor the activity of people trading under the authority of a pedlar's certificate, to ensure they adhere to strict rules. We report any breaches to the relevant authority.

For more information email streetmanagement@lincolnbig.co.uk



Lincoln in Bloom

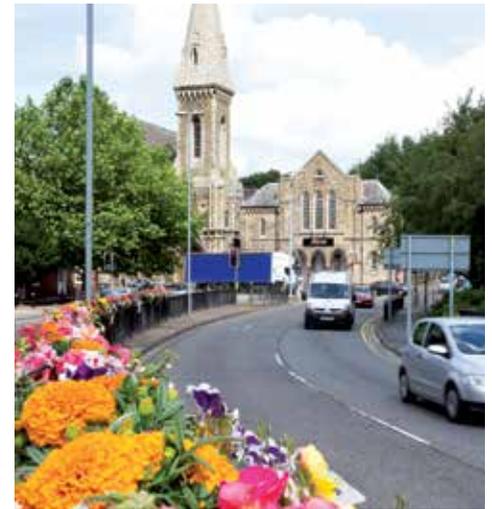
Lincoln BIG is responsible for delivering the Lincoln in Bloom initiative which is supported by over 100 local businesses. We work closely with businesses to create interest, colour and a welcoming street scene for businesses, residents and visitors to the City with a particular focus on summer floral displays and Christmas decorations. The programme also works with partners to improve poorly maintained areas of land within the City Centre, through the use of landscaping and floral features such as street planters and barrier baskets which can make a real difference to the experience of the City Centre.

All Year Round 'Street Dressing' Offer

We offer levy payers a subsidised 'All Year Round' deal which includes a maximum of two hanging baskets from June to September, one Christmas tree and flags for St George's Day and Lincolnshire Day. The displays and flags are fully installed, maintained and removed at an all in price – you just need to look and admire!

We can also offer businesses the opportunity to be noticed at various prominent positions within the City's Cathedral, Cultural, High Street and Brayford Waterfront quarters with Tiered Planters and Barrier Troughs.

For more information email inbloom@lincolnbig.co.uk



A Great Place to do Business

Lincoln City Centre is the largest employment centre in Lincolnshire, employing over 10,000 people and a key driver for the local economy. Our levy payers include the University of Lincoln, Lincoln College the City and County Councils; solicitors, accountants, banks and financial institutions, as well as over 200 office based employers.

Much of the work that Lincoln BIG does to attract shoppers and visitors to the City Centre also benefits all City Centre businesses by making it a better place for customers, visitors and staff. We want the City Centre to maintain its role as an employment centre and be a great place to work.

For many people, the cost of working in the City Centre, with access and parking is higher than if they worked on an industrial estate. With this in mind, Lincoln BIG introduced the Access Opportunities Fund to support City Centre employees and promote City centre working.

For more information on the access schemes please refer to page 10-11 or email access@lincolnbig.co.uk



Great Shopping

Lincoln has a great mix of both national and independent shops and is an important retail destination. Almost half of our City Centre levy payers are retailers, and the sector employs over 3,000 people in the City Centre alone. As such, it is vital that we do our best to promote this important sector.

Much of our work, such as events and seasonal street decoration, benefits the retail sector but we also plan to promote both the range of national brands and the quality independent offer through the integration of the **VisitLincoln.com** and **ShopLincoln.co.uk** websites. This will include features such as a search facility for visitor accommodation.

Christmas in the City Centre

Christmas is an important time for the City and we work with the City Council to support the Christmas lights switch on and the Christmas market as well as organising a number of supplementary events to animate the Christmas season.



Lincoln BIG solely runs the shopping site for the City of Lincoln: **www.shoplincoln.co.uk**.

Every Lincoln BIG levy payer in the retail sector is featured on the Shop Lincoln website with an individual listing and special offers listed.

For more information email shoplincoln@lincolnbig.co.uk



Useful Contact Numbers

Lincoln BIG

Accounts

Ambassadors

Bus & Car Deals

Enquiries

Evening Economy

Events

In Bloom

Membership

Security

Shop Lincoln

Street Management

Visitor Information

Visit Lincoln

t 01522 545233 **f** 01522 545833

admin@lincolnbig.co.uk

ambassadors@lincolnbig.co.uk

access@lincolnbig.co.uk

info@lincolnbig.co.uk

eveningeconomy@lincolnbig.co.uk

events@lincolnbig.co.uk

inbloom@lincolnbig.co.uk

membership@lincolnbig.co.uk

security@lincolnbig.co.uk

shoplincoln@lincolnbig.co.uk

streetmanagement@lincolnbig.co.uk

visitorinformation@lincolnbig.co.uk

hello@visitlincoln.com

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Lincolnshire County Council

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Lincolnshire Police

t 101

Stagecoach

t 01522 522255

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