



Lincoln
Business Improvement
Group

Annual Report

2007/08



...thinking BIG for Lincoln

Introduction

This document explains what has been achieved by the Lincoln Business Improvement Group, (Lincoln BIG), in Lincoln between July 2007 and June 2008.

About Lincoln BIG

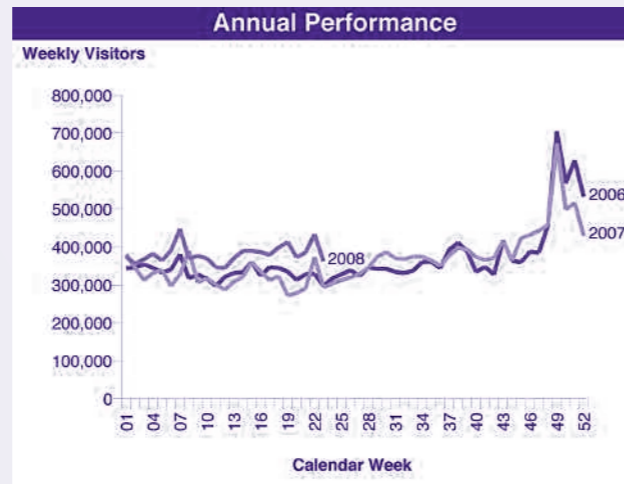
“Business led, business controlled, business funded.”

Lincoln City Centre

Lincoln is a leading retail and commercial centre for the East Midlands, offering a unique mix of 2000 years of heritage with a 21st Century city centre. The Lincoln city centre Masterplan provides the framework for new investment to take place in the city centre, including extensive changes in the access and road network. Copies of the Masterplan can be found at www.lincoln.gov.uk/doclib/Lincoln_EbD_Report_070223.pdf

The city centre has a growing cultural offer and a new theatre, concert venue and cultural industries workspace have opened in the last 12 months. Lincoln BIG is to complement this with a new series of Artists' Markets in the summer of 2008.

More retail and commercial trading data for the city centre, including regular Footfall statistics can be obtained by contacting us.



▲ Footfall Graph

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In April 2005, Lincoln city centre businesses voted to establish the first Business Improvement District (BID) in the East Midlands and implement the proposals set out in the Lincoln BIG Business Plan. The proposals are funded through a one per cent levy on business rates on all properties with a rateable value of over £5,000 located in the BID area, voluntary donations from investor members, grants and trading revenues.

The Business Improvement District is at the heart of Lincoln city centre and covers the historic Cathedral Quarter, the High Street, Cultural Quarter, St Marks Shopping Centre and Brayford Waterfront.

The Lincoln BID will operate for a five year period between 2005-2010. It can only be extended or renewed, subject to a new vote.

Our Investor Members

As well as our levy payers, a number of organisations make voluntary financial contributions towards the work of Lincoln BIG. These "Investor Members" contributed over £65,000 during 2006/7 to support the delivery of Lincoln BIG activities.

Lincolnshire County Council and Level One Security joined us as Investor Members during the year.



▲ Lincoln BIG area

▼ Cathedral Quarter



▼ The Terrace



▼ City Square



▼ St Marks



The Lincoln BIG Board

"Lincoln BIG is a Company Limited by Guarantee, which is controlled by a Board of Directors. It trades on the same basis as any small business, paying VAT and making Companies House returns. As a Company Limited by Guarantee, Lincoln BIG does not distribute a profit but re-invests any surplus into delivering the objectives of the Lincoln BIG Business Plan."



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(Alternative director
Jim Hughes - Prudential PLC - Waterside Shopping Centre)

Suzanne Sampson
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Co-opted Directors



Investor Members



Helen Wilson
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Bryan Williams
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BID Levy Payers

Founder Members



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Leader
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Suzanne Sampson
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Co-opted Directors - The Board chooses to Co-Opt 3 Directors. The Co-Opted Directors are from the University of Lincoln (our largest levy payer), from the Bailgate Area Guild (to represent smaller businesses), and from Lincoln Cathedral the city centre's iconic institution.

Founder Members - our founder members who helped to establish our organisation are the Lincolnshire Chamber of Commerce and The City of Lincoln Council. Each appoint two Board Directors.

Investor Members - our 11 investor members share 3 Board seats.

BID Levy Payers - our BID Levy payers in the city centre appoint 5 Board Directors.

Chairman's Report



Our ambitious plans to deliver a wide range of all year round projects and initiatives to improve the city centre are being realised. As you will see from this report these initiatives are being achieved not just at the expense of businesses though the Business Improvement District levy, but by using our business led organisation to secure extra funding and support to deliver our programme. For the third year running this has meant that we have directly generated £3 of investment in improvements for each £1 contribution by local businesses.

Our plans often involve breaking new ground and with no ice rink available this year at an economic price, the Lincoln BIG Board saw the opportunity to bring a big wheel to Lincoln for the Christmas season.

Despite ownership disputes which led to our original wheel being withdrawn we pulled out all the stops and secured an alternative wheel which looked impressive on Lincolns skyline at night and traded well, attracting over 10,000 customers during the 5 weeks that it was in place.

I am pleased to say that we have managed to secure an ice rink again, within our budget, for Christmas 2008.

Looking ahead we have secured funding to deliver a wireless network to serve the city centre, are planning more events, more marketing and more improvements to ensure that Lincoln City Centre is at the forefront of new developments and attracting more visitors.

Ursula Lidbetter

Chief Executive's Report



A highlight of the year has been the national recognition we have received for both our Warden team and our Security Group. The efforts that they have made alongside the Police Community Support Officer team has enabled us to secure extra funding to appoint our third City Centre Warden.

2007/8 saw us deliver a wide range of events in the city centre, which particularly over the summer months, have been complemented by a business led drive to improve the summer In Bloom campaign.

We are also making progress with our partners though the issues and legal maze that regulates activity on our streets. We now have noticeably less peddlers, but street drinkers and commission based charity collectors are proving more resilient!

Our access initiatives continue to gain momentum, and it is pleasing that active discussions are now taking place on Park & Ride for Lincoln. We have introduced a low cost bus pass initiative, offering a really good deal to levy payers on bus travel to and from the city centre, which complements our cycling and car parking schemes.

Improvements to the street scene in Lincoln's "Cultural Quarter" with new paving, squares and public spaces, are starting to make a real difference and we have been engaging with businesses on long term plans to improve the area, such as the introduction of our new Artists' Markets.

Matt Corrigan

Can you help evaluate the work of Lincoln BIG?

We have now come to the end of the third year of the five year life of the Lincoln Business Improvement Group and during the coming year we will be evaluating the work of Lincoln BIG and carrying out a consultation with a view to asking businesses whether they wish to continue with our initiatives at the end of our current mandate.

This will be with a view to a vote on these proposals early in our last financial year - the Autumn of 2009.

Our concern is, is the experiment working? Are the investments we made having their desired effect? Is there more that we could or should be doing?

A lot of businesses have been directly involved with Lincoln BIG initiative to date, but we would welcome the engagement of other businesses to help us to evaluate the impact of our plans and provide an independent sounding board about our future plans. *If you are willing to offer some of your time and are interested in this role please contact us. Or, if you have comments, concerns or suggestions on what we should, or should not be doing, we would be pleased to come and talk to you. Please call us on 01522 545233, or email the Chairman ulidbetter@lincolnshire.coop or Chief Executive matt@lincolnbig.co.uk.*

Events and Promotions

“We aim to create a lively festive city centre offering a range of attractions for residents and visitors.”



▲ Michael Armstrong
Events and Promotions Manager

Our events and promotions programme aims to bolster the city's offer through special events and animate the city centre in order to create a lively street scene.

Our programme of events is extensive and ranges throughout the year and across the city centre. With 17 public spaces and 365 days a year, we do our best to fill these with activity and events to give the city centre buzz and atmosphere.

Lincoln BIG has an agreement with the City Council to manage key public spaces within the city centre and through our City Space Programme, we provide a “one-stop-shop” for people wishing to carry out events and activities.

We also work to raise Lincoln's profile as a regional centre for shopping and tourism. This usually involves working with other partners to add value though Lincoln BIG to existing initiatives to promote the city.

We have invested a little over £75,000 per annum in marketing the city centre, and about £200,000 in organising events including our staff time and overheads. We generate just over £200,000 of income towards these initiatives from stall rents, booking fees, advertising, sponsorship and grants.

Major Events in 2007/8

Date	Event	Number of Days
Year Round	Farmers' Markets	42
Summer	Craft Fairs	22
June	Children's Festival	10
July	Busking Festival	1
July	Continental Market at the Waterfront Festival	2
July	Lincoln BIG Bike Fest	1
September	Morris Dance Festival	1
September	Punch and Judy Fair	7
March April and October	Continental Markets	9
May and Oct and Feb	School half term street events	10
Christmas	BIG Wheel	28
Christmas	Reindeer Parade	1
Christmas	Nativity Parade	1
Summer	Summer Bands	8
December	Christmas Late Night Shopping Events	6
March	Discover Lincoln Weekend	3
April	Classic Car Rally	1
April	Mini Festival	1
May	Jazz Week	9
Christmas	Santa's Grotto	9
		172

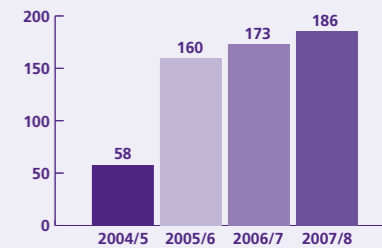


Total Annual Investment
£181,873

Income
£107,229

Amount and (%) Funded
By Levy
£74,644 (41%)

Typical Annual Cost to
a City Centre Business
£93* (*based on a
annual BID Levy of £354,
see page 13 for details)
Daily Cost **£0.26p**



▲ Graph showing the number of event days 2005 - 2008

Improving Safety and Security

"We deliver a comprehensive package of initiatives to ensure a safe and crime-free environment in Lincoln city centre."

Ordinary membership of our Security Group which includes; sharing of intelligence, newsletters, training, exclusion schemes and photographs of persistent offenders, is offered at no additional cost to all Lincoln BIG levy payers and we also offer a range of support services including a low cost radio hire scheme.

The Security Group is accredited through the Home Office recognised Action Against Business Crime (AABC) scheme and was successful in winning the AABC National Partnership Excellence award for the second year running this year, for the design and introduction of our new Security Group website - www.lincolnbigsecurity.co.uk



▲ Our Radio Link now has over 200 participants

Our Security Manager and Assistant provide information, training and advice and we hold regular meetings to which all Security Group members are invited. During the year we re-launched our Safe Child Scheme, organised 12 Security Group Meetings and 4 Steering Groups.

We work closely with Lincolnshire Police to deliver a dedicated Police presence in the city centre through sponsorship of a team of four Police Community Support Officers.

We also work closely with the City of Lincoln CCTV control centre, ensuring that a comprehensive intelligence system is in place throughout the BID area.

The Security Group also has a wide membership on a commercial basis outside of the city centre.

Our Exclusion Scheme has been particularly effective during the year and by working closely with Lincolnshire Police and the City Council's Anti-Social Behaviour Order Team we have secured two ASBOS on our most persistent offenders to exclude them from our member's businesses in the city centre.



▲ PCSO Claire Hart



▲ PCSO Donna Page



▲ PCSO Robert Kerby



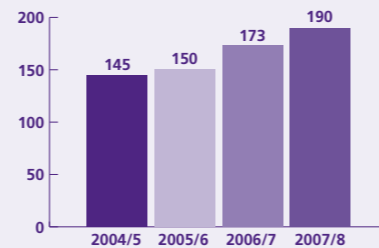
▲ PCSO Margaret Marelli

Annual Investment
£115,234 (including PSCO presence)

Income
£37,270 (from Radio Leasing, small charges and grants)

Amount and (%) Funded By Levy
£77,964 (68%)

Typical Annual Cost to a City Centre Business
£97* (*based on an annual BID Levy of £354, see page 13 for details)
Daily Cost **£0.27p**



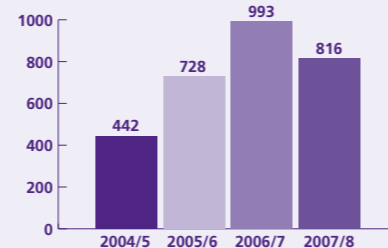
▲ Graph showing Security Group membership



▲ City Centre Beat Officer Jane Pickworth



▲ Security Group Co-ordinator Yvette Hall



▲ Graph showing the number of incidents dealt with by the security group 2004 - 2008

Lincoln in Bloom

"Lincoln In Bloom aims to bring seasonal colour and interest to the city centre."



▲ Floral display on Wigford Way



▲ Rebecca Potts In Bloom Manager



▲ Lincoln in Bloom Pop-up card

We work closely with businesses to create an environment that provides interest, colour and a welcoming feel for businesses, residents and visitors to the city with a particular focus on summer floral displays and Christmas decoration.

The programme also works with partners to improve poorly maintained areas of land within the city centre, particularly through the use of landscaping and floral features such as street planters and barrier baskets which make a real difference to the experience of the city centre. We continue to rely greatly on sponsorship and support to be able to provide the extensive programme that we do.

Sponsorship packages are also in place for displays at key roundabouts around the city, including Doddington Road roundabout on the A46, where a 3 year sponsorship package with Langleys Solicitors has been agreed.

We deliver a programme of over 100 Christmas trees each Christmas and continue to work very closely with the City of Lincoln Council on the provision of Christmas displays.

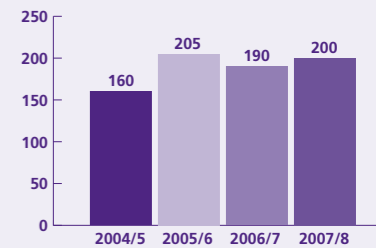
With our partners and sponsors, we consistently invest over £50,000 per annum in creating summer floral displays within the city centre.

Annual Investment
£61,699 (including floral display, hanging baskets, Christmas trees, staff time and overheads)

Income
£35,486 (from sponsorship grants and payment for services)

Amount and (%) Funded By Levy
£26,213 (42%)

Typical Annual Cost to a City Centre Business
£33* (*based on an annual BID Levy of £354, see page 13 for details)
Daily Cost **£0.09p**



▲ Graph showing the number of hanging baskets and planters installed

Improving Street Management

"We aim to raise the quality of experience of the city centre for businesses, residents and visitors."

The street management programme seeks to make a difference to people's experience of the city by raising standards of appearance and maintenance throughout the city centre.

Our Street Manger and two City Centre Wardens help us to address quality standards and street management issues throughout the city centre.

The street management programme relies on, and helps to foster, close integration with other services that have an impact on the city centre, including those delivered by Lincolnshire County Council, Lincolnshire Police and particularly the City of Lincoln Council, all of whom actively support the scheme, making financial contributions and improvements to their own management contracts for the city centre. For example, street washing which helps to remove gum from the city centre.

Mick Lake our Street Manager is also responsible for helping to improve the rules and regulations in the city centre to tackle unauthorised activities, such as street trading and peddling.



▲ Mick Lake Street Manager

Annual Investment
£61,699 (including management, Wardens overheads and materials)

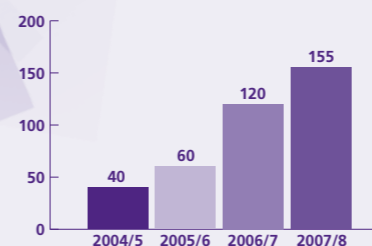
Income
£42,283 (Contributions from City of Lincoln Council, Lincolnshire County Council, grants and charging for our work where possible)

Amount and (%) Funded By Levy
£19,416 (31%)

Typical Annual Cost to a City Centre Business
£24* (*based on a annual BID Levy of £354, see page 13 for details)
Daily Cost £0.07p

Our two City Centre Wardens, Steve and Lance, provide a caretaking and ambassadorial presence. They directly tackle problems such as graffiti and monitor standards within the city centre. They also carry out regular patrols, tackle issues and report problems, especially the "nooks & crannies" of the city centre that don't otherwise get looked after.

We use an "AIMS" Database, which allows us to monitor our City Centre Wardens' work.



▲ Graph showing graffiti removal from 2004 – 2008

We will be taking on a third City Centre Warden in 2008, supported by European Regional Development Funding and additional sponsorship from Lincolnshire County Council.

We have acquired a new grant funded 'electric truck' for the City Centre Wardens.



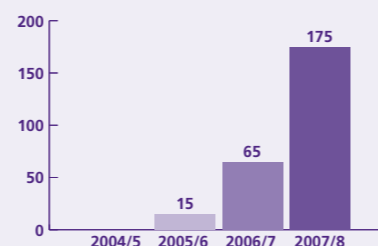
▲ Lance Hodgson



▲ Steve Roney



▲ Brayford Waterfront



▲ Graph showing improvement projects 2004 - 2008



▲ Fire exit before



▲ Sheds before



▲ Shop sign before



▲ Fire exit after



▲ Sheds after



▲ Shop sign after

Managing the Evening Economy

"We provide a professional approach to managing the city at night."

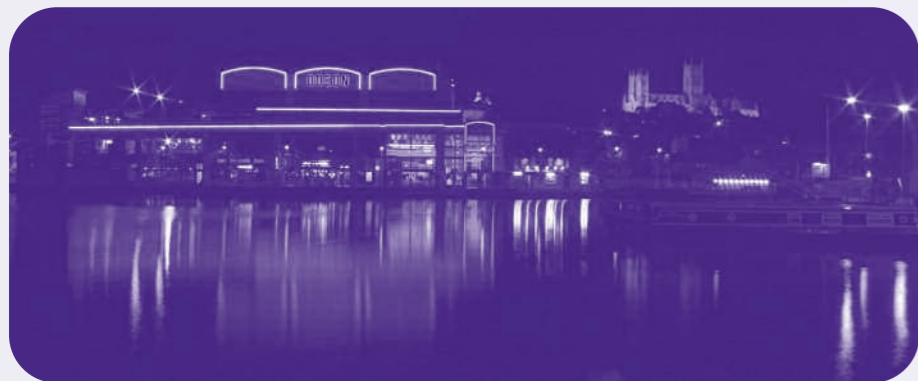
The Evening Economy Management programme gets its strategic direction from the Lincoln Safe In The City Group, which brings together partners with an interest in the Evening Economy as part of the Lincoln Crime and Disorder Reduction Partnership.

It can be called upon as and when required on issues such as trading standards, lighting and cleansing.

The Evening Economy programme is managed by Shaun Barnett, who is responsible for co-ordinating a range of initiatives to ensure a safe, vibrant and accessible city at night. Key initiatives include two professionally managed Pub Watches, which now extend to cover almost all licensed premises in the city centre, uniforms for doorstaff, taxi marshals and the introduction of the Best Bar None Awards, which aims to introduce a new quality assurance management standard for Evening Economy operators throughout the city centre.



Best Bar None Logo - pubs, bars and clubs are able to gain accreditation if they are able to show they have quality management standards in place.



▲ Lincoln Waterfront at night



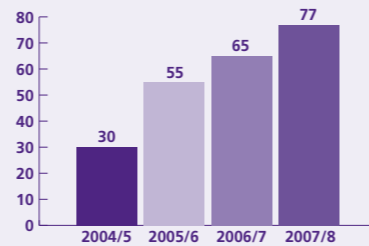
▲ Uniformed door staff

Annual Investment
£49,713 (including Staff Time Overheads and Marketing Materials)

Income
£26,523 (Pub Watch, Lincolnshire County Council)

Amount and (%) Funded By Levy
£23,190 (47%)

Typical Annual Cost to a City Centre Business
£29* (*based on a annual BID Levy of £354, see page 13 for details)
Daily Cost £0.08p



▲ Graph showing pub watch membership



▲ Shaun Barnett - Evening Economy Manager

Improving Access

"We develop creative solutions to improve access to the city centre for workers, shoppers and visitors."

Lincoln BIG carries out a number of direct initiatives to make a real difference to people's experience of working in and visiting the city centre. Through our Access Opportunities Fund we have negotiated the bulk purchase of car parking in the city centre's less pressured car parks and resell this to our levy payers. This continues to be very successful, with over 200 season tickets sold at the discounted rate.

We also have just introduced a new commuter bus pass and we will be marketing this extensively in our next year.

It is very pleasing that active discussions are now taking place on Park & Ride in Lincoln. Lincolnshire County Council has established a steering group and has commissioned a three phase feasibility study, of which the first phase has already been completed. It is anticipated that the final phase of the study will be completed by the end of the year.

We manage over 20 cycle lockers within the city centre and promote cycling to work as a healthy alternative for commuters.

We continue to work with partners, including Lincolnshire County Council and Stagecoach Lincolnshire, to explore opportunities around new initiatives, including car sharing, public transport and cycle schemes.



▲ New cycle lockers



▲ Lincoln BIG sponsors the city centre Walk & Ride service



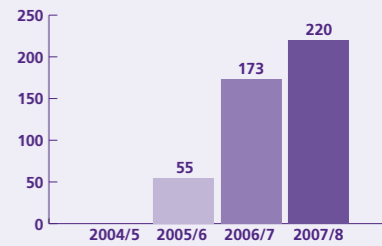
▲ Gillian Merron MP helps out at the BIG Bus Deal launch

Annual Investment
£98,754 (including staff time, payment of parking and bus passes)

Income
£76,055 (purchase of parking and bus passes for resale, grants)

Amount and (%) Funded By Levy
£22,699 (23%)

Typical Annual Cost to a City Centre Business
£28* (*based on a annual BID Levy of £354, see page 13 for details)
Daily Cost £0.08p



▲ Graph showing participants in access initiatives 2005 - 2008

Membership Services and Administration

"Business led, business controlled, business funded."

We work closely with the Lincolnshire Chamber of Commerce to create a single business voice within the city and have also introduced with them a number of joint services. Local area representation is provided through the Bailgate Area Guild, Brayford Business Forum and a Sincil Street Traders Group. Each of these groups has their own agenda and programme of activity.

We also carry out local consultations and support ad hoc groups where issues affect businesses. In the last year these have included working with businesses on the Clasketgate one-way system and in the south High Street renewal of the level crossing.

Brayford businesses have sought to introduce delivery restrictions and the Sincil Street Traders Group has pressed the Council to introduce an alcohol ban. The Bailgate Guild has been involved in a series of consultations about the future of the area including Castle Hill, the Castle, repaving of the Bailgate and future of the Christmas Market.



▲ Chris Brown - Membership Services Co-ordinator

Chris Brown, our Membership Services Co-ordinator, is a joint appointment between Lincoln BIG and the Lincolnshire Chamber of Commerce.

Annual Investment
£134,016

Income
£95,000 (from Investor Membership, Grants, and Miscellaneous Income)

Amount and (%) Funded By Levy
£39,016 (29%)

Typical Annual Cost to a City Centre Business
£49* (*based on a annual BID Levy of £354, see page 13 for details)
Daily Cost £0.13p



Brayford Business Forum
The Brayford Business Forum represents businesses from the Brayford Waterfront. It is involved in promoting events around the Brayford, developing a website and

looking at ways to improve access to the area.

Contact: Christine Murphy (christine.murphy@kewgreen.co.uk) tel 01522 544244



Sincil Street Traders Group
The Sincil Street Traders Group works with Lincoln BIG to develop its activities and events in the Sincil Street and Cornhill area.

The Sincil Street Traders Group has helped oversee our development work with City Square and provides a basis to discuss the improvement of Lincoln's traditional Central and Cornhill Market area.

Contact: Barry Reeve at Viva Cafe tel 01522 787629



Bailgate Area Guild
The Bailgate Area Guild aims to promote tourism in the city and improve the visitor experience of the Bailgate area. It is particularly concerned with car parking and access issues in the historic uphill area of the city.

Contact: Mark Hollingworth (mark@flowersbysuzane.co.uk) tel 01522 690105



Cultural Quarter
A new cultural quarter group is starting to address issues in the area.

Contact: Keith Luckey (keith.luckey@lincoln.gov.uk) tel 01522 845976



▲ City talk - we publish and distributed 12 editions of city talk annually

Financial Summary

"On average our services cost businesses less than £1 a day."

The tables below set out Lincoln BIG's expenditure in 2005/6 2006/7 and estimated financial position for the period 1st July 2007 to 31st June 2008, at the time of publication.

	Investment £	Income £	NET Cost/Income	% of Turnover
Street Management	61,699	42,283	19,416	9%
Lincoln In Bloom	61,699	35,486	26,213	9%
Safety and Security	115,234	37,270	77,964	16%
Access Initiatives	98,754	76,055	22,699	14%
Evening Economy Management	49,713	26,523	23,190	7%
Events and Promotions	181,873	107,229	74,644	26%
Membership Services	134,016	95,000	39,016	19%
BID Levy	5,500	284,000	-278,500	
TOTAL	708,489	703,846	4,643	

Summary Profit and Loss Account

	2005/06	2006/07	This Year	Next Year
	Actual	Actual	Projected	
Income	891,148	787,659	703,846	796,342
Less Costs	786,866	815,741	708,489	825,300
Operating Profit/Loss	104,282	-28,082	-4,643.2	-28,958
Add Bank Interest	4,934	4,159	7,970	7,500
Net Profit for the Period	110804	-23,923	3,327	-21,458

Typical Costs

	Investment £	Income £	Amount funded by bid levy	% of overall costs funded by bid levy	Typical Annual Cost £	Typical Daily Cost £
Street Management	61,699	42,283	19,416	31%	24	0.07
Lincoln In Bloom	61,699	35,486	26,213	42%	33	0.09
Safety and Security	115,234	37,270	77,964	68%	97	0.27
Access Initiatives	98,754	76,055	22,699	23%	28	0.08
Evening Economy Management	49,713	26,523	23,190	47%	29	0.08
Events and Promotions	181,873	107,229	74,644	41%	93	0.26
Membership Services	134,016	95,000	39,016	29%	49	0.13
TOTAL	702,989	419,989	283,143		354	0.97

We calculate typical cost by dividing the Levy Income by the number of Levy payers.

Number of Levy payers 800 Typical cost £354

In fact a small number of levy payers, mainly larger retailers, Government Offices and the University pay the greatest share of the levy and the actual cost is less than £354 for two thirds of levy payers.

If you would like an exact levy calculation for your business please contact us.

Notes:

1. Our accounting period is from the beginning of July until the end of June each year. Our final Audited Accounts will be published in September 2008 and will be presented at our AGM in October 2008.

2. The accounts include our overheads, which have been apportioned to the individual projects.

Getting involved

If you are interested in any of the projects or activities detailed in this report and want to get involved, then there are a number of ways that you can do this.

Lincoln BIG's activities are also overseen and supported by a number of working groups. These include an In Bloom Committee, Safety and Security Group, Evening Economy Group and the Access Committee and Local Area Forums.



Lincoln
Business Improvement
Group

Lincoln Business
Improvement Group

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www.lincolnBIG.co.uk

Contact

If you'd like to find out more about any of Lincoln BIG's activities or ways you can get involved, please contact Chris Brown - Membership Services Co-ordinator or any member of the Lincoln BIG Team:

Matt Corrigan *Chief Executive*

Mick Lake *Street Manager*

Michael Armstrong *Events and Promotions Manager*

Shaun Barnett *Evening Economy Manager*