



Lincoln Business Improvement District Final Business Plan *2010/2015*

Full details of Lincoln Business Improvement Groups prospectus,
existing activities and proposal can be found at www.lincolnbig.co.uk

This is the fourth and final year of the existing Lincoln BIG business plan and without further mandate, Lincoln BIGs existing activities will cease by July 2010. The Lincoln BIG Board has, therefore, agreed to ask businesses in Lincoln City Centre to consider a new plan for the period from July 2010 to July 2015.



Lincoln
Business Improvement
Group



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The Lincoln Business Improvement Group (Lincoln BIG) aims to put Lincoln on the map as a retail and visitor destination and improve the experience of the city centre in Lincoln.

Lincoln BIG is a business in its own right controlled by a board of directors drawn from city centre stakeholders. It is funded equally by a levy on business rates. The organisation also receives grants and voluntary donations and carries out its own trading activity. It has a turnover of just over £1 million per annum and employs 12 full-time and part-time staff.

Lincoln BIG aims to ensure that Lincoln city centre fulfils its potential, is a pleasant place to work, attracts trade and tourism, and is vibrant, safe, clean and lively, with a real sense of place.

Why is a Business Improvement District still needed?

Lincoln BIG undertook an extensive programme of consultation in 2008 and continues to talk with businesses through its regular forums. The survey of businesses highlighted issues limiting the city's economic prosperity including;

- Access and parking are major concerns
- The safety of staff and customers are important issues
- Some activities such as street drinking give a bad impression
- The city is not reaching its potential as a visitor destination
- Marketing of the city could be improved
- Lincoln's evening economy has both benefits and challenges.

Lincoln BIGs

Activities & Proposals

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 peoples’ experience of the city by raising standards of appearance and maintenance throughout the city centre. Our Operations Manger and three City Centre Wardens help us to address quality standards and street management issues throughout the city centre.

Our Wardens 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 and report problems.

Future Priorities

Public Space

As part of the City Centre Masterplan we will develop a strategy for the improvement of public spaces at the heart of the city, particularly in light of the proposed Lindongate Development.

Pigeons

We will we redouble our efforts to eradicate food sources and educate the public about feeding which we believe underlies the excessive numbers of birds that continue to damage the historic fabric of the city.

Mini Street Surveys

We will conduct surveys to set standards for each street, backed-up with a shop front improvement scheme, for which we will seek extra funding.

Improving Safety and Security

“We deliver a comprehensive package of initiatives to ensure a safe and crime free environment in Lincoln city centre”



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.

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

Future Priorities

Street Drinkers

Working with Lincolnshire Police, the City of Lincoln Council and other agencies we will explore ways of tackling persistent street drinkers in the city centre.

New City Centre Police Beat

We will support the introduction of designated “beat” for the city centre co-terminus with the BID area and will continue to support and sponsor the city centre beat and PCSO team.

Safe Child

We will rebrand and re-launch our Safe Child scheme.

Training

We will provide a wider range of security training, e.g. self defence and stopping suspects.

A hassle-free High Street

We will continue to work with the Police, Lincoln City Council and Lincolnshire County Council to try to cut through the red tape and set sensible rules that give priority to customers who want to enjoy visiting the city centre.

Keeping Lincoln in Bloom

“Lincoln in Bloom aims to bring seasonal colour and interest to the city centre”



We work closely with businesses to create an environment that provides interest, colour and a welcoming feel, 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 operate a hanging basket voucher scheme, provide sponsored summer displays, a bracket installation service, flags and Christmas trees.

Future Priorities

South High Street

The lack of Christmas cheer in the south High Street is an obvious gap. We will aim to brighten up this area at Christmas.

Improving and Developing Access

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



Car parking and access are by far the most commented upon issues by business ratepayers and Lincoln BIG carries out a number of direct initiatives to make a real difference to people's experience of working and visiting the city centre, including the bulk purchase of car parking in the city centre for our levy payers and a commuter bus pass.

We will 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.

Future Priorities

Park and Ride

Businesses have indicated support for park and ride, and Lincoln BIG's engagement and potential financial contribution to speed implementation will be progressed.

Coach Parking

Working as part of the Lincoln City Centre Masterplan Implementation team we will review the provision of coach parking in the city centre and explore improvements.

Shoppers Lockers

We will investigate the potential for shoppers' lockers and a motorcycle parking helmet store.

Making the most of Rail

We will foster a dialogue with train operating companies to improve the railway station and the promotion of rail connections.

Managing the Evening Economy

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



Our Evening Economy Management programme brings together partners with an interest in the evening economy, as part of the Lincoln Crime and Disorder Reduction Partnership.

We employ an Evening Economy Manager, organise the Lincoln "Best Bar None" Awards, employ evening wardens, provide a high visibility jacket scheme and a taxi marshal scheme and assist in pub watch co-ordination.

Future Priorities

New Steering Group

We propose a new group, as part of the Lincoln Local Strategic Partnership, to tackle alcohol-related crime and disorder in the city centre.

Creating Events and Promotions

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



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.

Our programme of events is extensive, it covers the whole of the city centre and runs all year.

We organise over 160 days of events including Farmers' Markets, Craft Fairs, Artists' Markets, Continental Markets, Bike Festival, Morris Dancing Festival, Punch & Judy Fair, Car Rallies, Half-Term Events, Christmas Late-Night Shopping, Street Entertainment, Bands and Jazz Week.

Future Priorities

Events Strategy

We will evaluate our events and explore how these can be dovetailed into our overall marketing strategy to ensure maximum impact and a fair distribution of our events activity.

2012 London Olympics

We will engage with local and regional partners to ensure that 2012 is year to remember in the city.

Lincoln Ice Rink

We have included provision of the Ice Rink each year in our future plan, subject to satisfactory continued public response.

Growth through Tourism and Marketing

“We will invest in welcoming tourists, and in marketing to attract more visitors”



The Lincoln BIG Board has agreed to take responsibility for the delivery of customer-facing visitor information in the city centre as part of its funding agreement with the City of Lincoln Council.

The Visitor Information Centre will provide the opportunity to review our visitor management strategy, develop an ambassador scheme, introduce mystery shopper and other customer care measures.

A particular emphasis of the visitor management strategy will be to ensure that people are encouraged to explore and enjoy the whole of the city centre.

Future Priorities

Build a network of visitor information points

We will provide a network of static information points and explore providing electronic directories, what's on information and interactive maps.

Wi Fi

We will complete delivery of a wireless network covering the whole of the city centre.

Marketing Strategy

We will join forces with Lincolnshire Tourism and others to instigate a major strategy review of how we market the city.

Membership Services and Administration

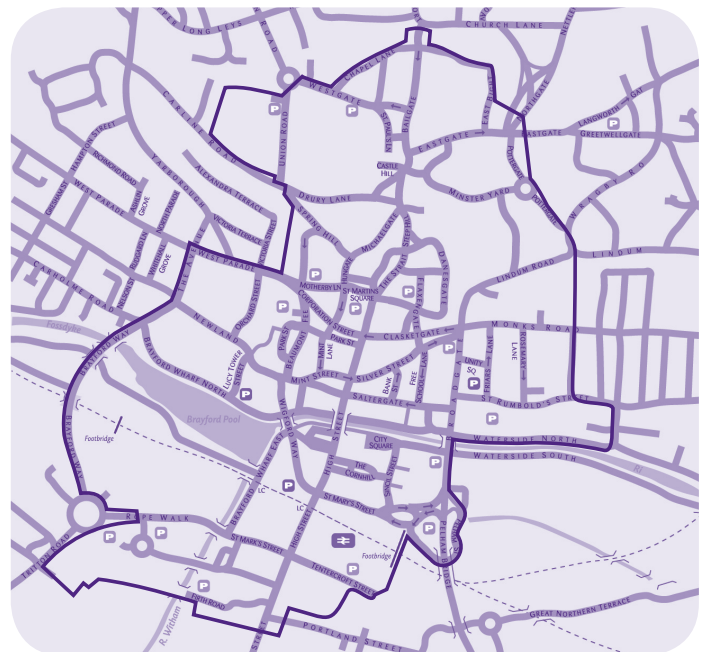
“Business led, business controlled, business funded”



We work closely with the Lincolnshire Chamber of Commerce to create a single business voice within the city.

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.

Proposed Bid Boundary



Income and Expenditure

The next Lincoln BIG Business Plan will generate £6 million of new investment in Lincoln city centre.

The majority of our funding comes from the private sector. Our BID levy payers will contribute £350,000 per annum to our anticipated £1 million per annum Lincoln BIG budget.

As well as our levy payers, a number of organisations make a voluntary financial contribution towards the work of Lincoln BIG. These “Investor Members” will contribute over £200,000 per annum to support the delivery of Lincoln BIG activities, whilst our own trading revenue from events, security services, marketing and other activities will generate £250,000 of revenue.

Lincoln BIG is eligible to apply for a range of external grants to fund elements within its Business Plan. Significant external funding has already been secured, including:-

- ERDF** - £400,000
- City of Lincoln Council** - £750,000
- Property Owners** - £125,000
- Private Sector Sponsors** - £150,000

Our existing budgets and financial commitments have been used to create an indicative profit and loss forecast for the next Lincoln BIG operational period.

The levy forecast is based on 1% of rateable value on all properties with a rateable value of over £5,000 - located in the existing eligible area on the basis of 2005 values.

Business Plan Limitations

During the five-year period of the Business Plan it is likely that a number of new projects and opportunities will come forward which it is not possible to predict at the time of preparing this document. The delivery of these projects will be dependent on securing additional income, either from external funding sources or revenue generating initiatives.

The five-year Business Plan is based on some forecast - but not yet secured – sources of revenue.

Duration

The Lincoln BID will only operate between 2010 – 2015. After this it can be extended or renewed only subject to a new vote.

The Levy

The BID Levy will be collected by the City of Lincoln Council, based on the rules for Non-Domestic Rates. This will be governed by a Service Level Agreement between Lincoln BIG and the City of the Lincoln Council.

The BID Levy for the period July 2010 until July 2015 will be based on 2005 rateable values

The indicative cost to a business for a 1% BID levy is:

Rateable value of property	Annual BID Levy	Weekly Cost	Daily Cost
£5,000	£50	£0.96	£0.14
£20,000	£200	£3.85	£0.55
£50,000	£500	£9.62	£1.37
£100,000	£1,000	£19.23	£2.74
£250,000	£2,500	£48.08	£6.85
£500,000	£5,000	£96.15	£13.70

There will be an annual inflationary increase during the 5 year Business Plan. This will be based on the RPI index in May of each year. The annual change in the levy, if any, to be a percentage increase equal to any annual increase in the Small Business Non-Domestic Rating Multiplier for the relevant year. If there is no increase in the multiplier, the levy is to remain unchanged.

- No development or ballot costs will be recovered through the levy.
- Unoccupied premises will be charged the full levy.
- New premises will pay a levy based on the rateable value at the time of occupation.
- Levies, where property is split or merged, will be based on the rateable value at the time of the change.

All budget headings and project costs can be altered within the constraints of the revenue received through the levy. Lincoln BIG will be empowered to move funds between budget headings.

For over two-thirds of our Levy Payers, the cost of our proposals will be less than £1 per day.

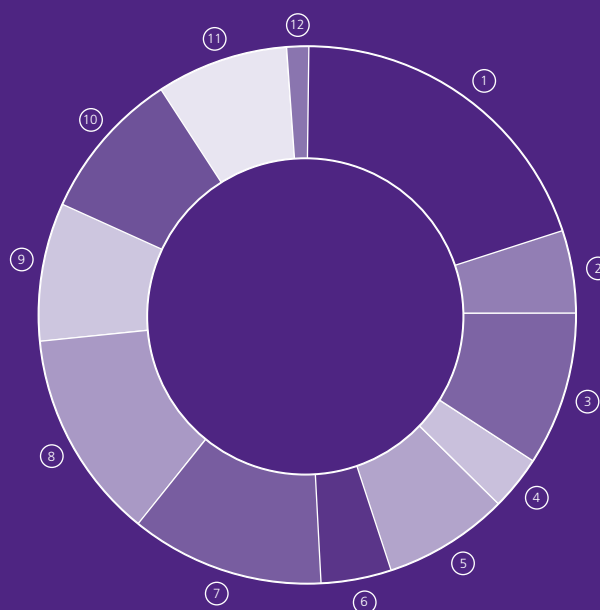
The streets covered by the Business Improvement District proposal are:

The Avenue, Bailgate, Bank Street, Beaumont Fee, Brayford Side North, Brayford Wharf East, Brayford Side South, Brayford Pool, Brayford Street, Broadgate, Campus Way, Carholme Road, Castle Hill, Christs Hospital Terrace, Clasketgate, Cornhill, Cordage Court, Corporation Street, Danes Terrace, Drury Lane, Eastgate, Exchequergate, Firth Road, Flaxengate, Free School Lane, Friars Lane, Garmston Street, Gordon Road, Grantham Street, Guildhall Street, High Street, James Street, Kings Arms Yard, Lindum Road, Lucy Tower Street, Melville Street, Michaelgate, Minster Yard, Mint Lane, Monks Road, Motherby Lane, Newland, Norman Street, North Witham Bank, Orchard Street, Oxford Street, Park Street, Ropewalk, Rosemary Lane, St Benedicts Square, St Marks Street, St Martins Lane, St Mary Street, St Pauls Lane, St Swithins Square, Saltergate, Silver Street, Sincil Street, Spring Hill, St Rumbold St, St Marks Square, Steep Hill, The Strait, Swanpool Court, Tentercroft Street, Union Road, Unity Square, Water Lane, Waterside South, Waterside North, West Parade, Westgate, Wigford Way, Wordsworth Street.

Typical Year Prediction Chart

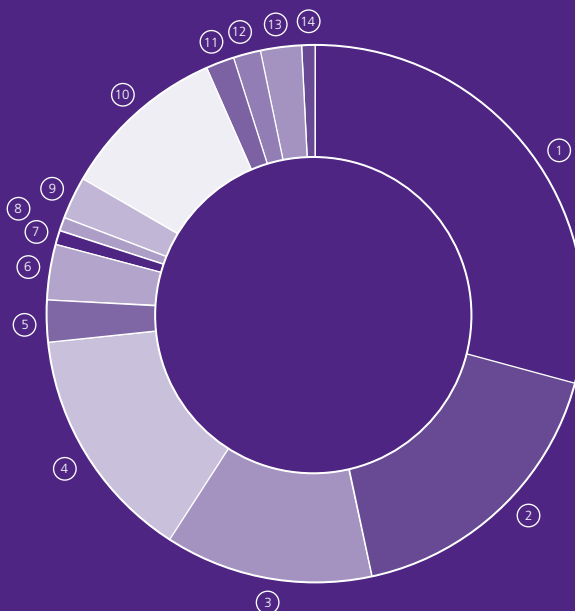
Anticipated Expenditure

	Expenditure Amount	Chart Ref
Events and Promotions	£240,000	1
Marketing	£60,000	2
Security Services	£110,000	3
Lincoln In Bloom	£40,000	4
Street Management Services	£90,000	5
Evening Economy Management	£50,000	6
Access Initiatives (Bus/Parking deal)	£140,000	7
Visitor Management/TIC sales	£150,000	8
Projects e.g. Wi Fi	£100,000	9
Membership Services/Administration	£110,000	10
Overheads (Rent Office etc)	£95,000	11
BID Levy Collection	£15,000	12
Total	£1,200,000	



Anticipated Income

	Income Amount	Chart Ref
BID Levy	£350,000	1
Investor Members (City Council, landowners etc)	£210,000	2
Grants	£150,000	3
Event Revenues (stall rents, ice rink etc)	£170,000	4
Advertising Revenues	£30,000	5
Security Services	£40,000	6
Lincoln In Bloom Sponsorship	£10,000	7
Street Management Services	£10,000	8
Evening Economy Grants	£30,000	9
Access Initiatives (bus and parking deal)	£120,000	10
Visitor Management (TIC sales)	£20,000	11
Projects (e.g. Wi Fi)	£20,000	12
Membership Services	£30,000	13
Miscellaneous Income	£10,000	14
Total	£1,200,000	



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