

BIG Annual Updates

July 2022 www.lincolnbig.co.uk



Lincoln BIG
Business Improvement
Group

**Making a difference to
Lincoln now and in the future.**

Lincoln BIG is on a mission to make a difference!

Welcome to this special edition of our BIG Annual Updates Report. It aims to reflect on our recent work, with a strong focus on what's to come in the next year!

The Lincoln BIG team is confident and eager to get working on the year ahead and commit to the pledges made in our previous Annual Report. We have been following a clear plan, mapping out our important role in raising the city's profile and assisting levy payers to achieve continuous success in the upcoming months.

Our plan features the key priorities designed to benefit the levy payers, ranging from High Street retailers to niche independent stores, professional services and educational establishments.



Actions for success

Lincoln BIG aims to make a noticeable difference during 2022 - 2023 by putting Levy Payers money to work. We plan to do this by taking the three priorities and focusing on the key areas to create actions for success.

WELCOME

Our Focus:

Recognise the importance of having a clean, bright and welcoming city, which encourages people to return time and time again for shopping, sightseeing, meetings and more.

Actions for Delivery 2022-2023

- Warden Service
- Street Management Service
- Evening Economy
- Security and Safety
- Street Dressing

EXPERIENCE

Our Focus:

Recognise the huge impact created by hosting lively, unforgettable events, which guarantee people have a great time and are irresistibly drawn to come back for more.

Actions for Delivery 2022-2023

- Events
- Animating the City
- Vibrant High Street Experience
- Public Spaces Strategy
- Tourism Projects

VALUE

Our Focus:

Recognise that businesses and organisations face many challenges and we are determined to deliver the level of support which represents a high value and a high return for their levy.

Actions for Delivery 2022-2023

- BIG Bus & Car Park Deals
- Partnership Working
- Park & Ride
- Promotional Activity
- Loyal Free

Welcome

The 'Welcome' is a key priority of Lincoln BIG and we are working hard to ensure the City Centre is a safe and pleasant environment for employees, residents and visitors. We will also continue working to clean Lincoln City Centre and remove graffiti, chewing gum and other eye sores from the city.

Warden Service

Our Wardens work hard within the city to assist businesses with security checks and ensure Lincoln City Centre is a welcoming place to visit and work.

Throughout the next year, the wardens will continue to remove graffiti and respond to business requests about hotspot areas requiring cleaning. They will also continue to report public realm issues to the relevant authority. Additionally, our Wardens will continue to help deter and stop shoplifters.

Lincoln Creates

We're passionate about boosting city footfall, through the use of exciting art projects. Look out for innovative murals, sculptures and installations, such as the eye-catching Imp on the old Boots' store or the mural under the Brayford Bypass. Keep an eye out for new art and creativity that will enhance Lincoln City Centre!

Street Dressing

Throughout the next year, Lincoln BIG will continue to offer a wide range of street dressing opportunities that businesses can get involved in. This includes our In Bloom campaign with fabulous floral displays, flags and bunting to create a lively, vibrant environment.

During the festive seasons, we will also offer street dressing to welcome tourists to the city and ensure Lincoln is the 'go to' place for seasonal holidays (including Halloween, Christmas, Easter etc.)

Street Management

Using our electric vehicle and cleaning equipment, we will continue to deep clean the city and promptly respond to reports about clean problem areas, which are above the Council's statutory remit.

The recent implementation of our Gum Drops, located in key areas around the city, will continue throughout the next year. This reduces the amount of chewing gum that is dropped on the pavement and causes an eyesore in the city. It costs £1.50 to clean chewing gum from the street, so we are keen to continue the use of these fun, colourful alternatives.

Hospitality & Evening Economy

Throughout the next year, Lincoln BIG will update the Ale Trail, and develop a new Cocktail & Coffee leaflet showcasing all that Lincoln has to offer within the hospitality sector.

Lincoln BIG will continue to support and attend the Lincoln Pubwatch meetings, whilst recruiting new venues for membership.

Experience

We have continued organising and supporting fantastic events throughout the year, which have created a buzz within the city. Going forward, we will work hard and make Lincoln City Centre a great place to live, work and visit by repeating some of our popular success stories and events, whilst providing a fresh spin and new attractions for all to enjoy.

Sightseeing Tour Bus

26 March - 30 October

After the success of previous years, Lincoln's Open-Top Sightseeing Tour Bus returns to provide fun for families and friends. Come enjoy the tour and soak up Lincoln's 2000 year history from our experienced and entertaining Tour Guides. The live commentary tells stories from the bygone ages including Lincoln's Magna Carta, the stunning Castle and Cathedral, Roman Lincoln, Aviation Heritage and much more.

Cornhill Cove

29 April - 29 August

We're delighted to bring back the popular Cornhill Cove for Summer 2022! With a seaside style pop-up bar, a bespoke crazy golf course and yummy street food / ice cream vendors in the heart of the city, it's an event not to be missed providing fun and enjoyment for all.

In Bloom

June - September

We encourage our levy payers to get involved and help turn Lincoln City Centre into a blaze of colour with the help of our fabulous floral displays. We will also be hanging out flags and bunting to ensure Lincoln is providing a vibrant, fun experience for all those in the city. A brilliant opportunity for businesses to benefit and get involved in making Lincoln flourish!

1940s Weekend

23 - 24 July

The 1940s Festival is returning July 2022! Get ready to experience the spirit of 1940s Britain with two days of vintage performances, activities and classic vehicle displays in Lincoln's historic Cathedral Quarter and across the city.

1940s Weekend



Steampunk Weekend 26 - 29 August

We're lending our support to one of the biggest events of its kind, as the Steampunk Festival returns to Lincoln for Summer 2022! The cobbled streets of Lincoln are set to be transformed with top hats, flying goggles, corsets and flamboyant feathers. Attracting visitors from all over the world, this innovative event celebrates a steam powered world in the late 19th century, with a programme of art, literature, music, fashion and comedy.

Fashion Week September

Coinciding with the return of students this September, we're looking to offer a stylish event that

will bring fashion, and all its glory, to the streets of Lincoln! Including offers, promotions, and trails - a brilliant opportunity to strike a pose and catwalk through the city.

Street Food Festival 8 - 11 September

Featuring a variety of food and drink stalls, each serving up various worldwide cuisines including gourmet burgers and tapas, hot crepes and chocolate covered churros.

Halloween October

Get ready to be spooked and celebrate this Autumn with some fun, Halloween-themed, family activities taking place throughout the city.

Christmas December

This Christmas we will continue to develop the popular Christmas Light Trail, with the return of the 'L ✨NCOLN' lights, giving people the opportunity to be the 'I' in Lincoln! We'll also be looking for business involvement throughout the holiday and promote their festive deals and offers through the Digital Advent Calendar.

Don't forget to pop these unmissable events in your diaries!

We will also look to support other events in the city, for more information email info@lincolnbig.co.uk



Value

Our services and support provide essential help for our “members”, make our businesses more attractive to employees and more easily accessible for shoppers and tourists!

Park & Ride

Our popular Park and Ride service continues to operate six days a week, offering a time advantage over car travel. Parking is at Waitrose (off Nettleham Road).

The service is operated by Lincoln BIG in partnership with Stagecoach East Midlands and Waitrose, with the support of the City of Lincoln Council and Lincolnshire County Council. Passengers pay £2.80 per person for a day return. Concessionary bus pass holders will also be able to use the service, for free, after 9.30am on weekdays.

Lincoln BIG Security Group

Hundreds of levy payers are enjoying our FREE Security Group membership. This includes access to Littoralis Disc (a secure website and app that allows businesses to share information and intel on Crime, Antisocial Behaviour and Shop theft). Businesses will also have access to encrypted radios, with radio training at a discounted price. Lincoln BIG are responsible for 7 working defibrillators across the city, available for everyone to use. There is also access to free defibrillator training.

LoyalFree App

We will continue to offer this free loyalty app for our levy payers. LoyalFree allows consumers to claim deals and discounts posted by levy payers and discover Lincoln BIG's trails and events.

By adding an exclusive offer to the app, you will benefit from:

- Advertising of your offers to locals and visitors with the option to run a digital loyalty scheme
- Customer insights through a live dashboard
- Click-throughs to your website, social media, reviews and more through your business profile

Bus & Car Parking Scheme

We will continue to work with Stagecoach East Midlands, to offer levy payers and their employees this cost effective deal to save employees money on commuting to the city centre for work in 2022/23. There are Inner and Outer Bus Passes (journeys past the MegaRider boundary require an Outer Pass). This scheme ensures our city keeps moving, carbon

emissions are reduced, and a safer environment can be enjoyed by all.

We will also continue our popular car parking scheme, which allows Levy Payers, their employees and University of Lincoln students to park more cost-effectively in the city centre. The scheme includes low cost part-time and full-time season permits in selected City of Lincoln Council car parks, along with scratch cards for more infrequent parking.

Safety & Security Schemes

Our Hospitality Manager, Marion Cooney, attends Lincolns Pubwatch meetings (with 50+ active members within the Hospitality and Evening Economy community) and City Centre Street Tasking Meetings, discussing the issues around safety within the city. Also, Lincoln BIG provides the 'Safer Venues' scheme to all those in the Hospitality sector. This includes information on the “Ask for Angela” initiative, where people can use the scheme to escape an unwanted date in a pub or club and the 'Check Your Drink' scheme, helping prevent and reduce the risk of drink spiking.

Funding that will help bring shoppers and tourists to the city

Lincoln BIG will continue to support levy payers through identifying suitable funding and support available to the city and those working within Lincoln City Centre.

Heritage Action Zone

The High Street Heritage Action Zone (HSHAZ) cultural programme will enable Lincoln BIG to highlight the heritage, culture and area of the heritage action zone in the city. As part of this programme we will:

- Curate an additional element to the 1940's festival. This will animate and celebrate the HSHAZ and its history while providing entertainment to those in the area during the festival.
- Look at ways to encourage the emergence of and support of new festivals and events in the city. We will be looking to pilot a digital wallet giving people the chance to donate while enjoying the free events in the city. Any donations received will be redistributed to encourage new and emerging events and festivals in the city to take place.
- Create an additional lighting scheme for the HSHAZ during the festive period. We are looking at ways of showcasing the HSHAZ and drawing visitors to this area during the Christmas market and the festive period.

Collaboration4Growth

We will continue to work in partnership with Lincolnshire Chamber of Commerce and provide the Collaboration 4 Growth (C4G) project, which runs until 30th June 2023. C4G provides business support workshops and grants to SME's in the local authority areas of City of Lincoln, West Lindsey and North Kesteven. So far, 258 Businesses have been supported through the C4G project...

£693,000

Total Grants Provided

80

Jobs created

86

Grants awarded

172 BUSINESSES

Have received 12 hours of support

Collaboration 4 Growth has recently organised a successful 'Let's Talk Business Growth' Conference in partnership with Lincolnshire Chamber of Commerce. The conference focussed on Sustainability, Leadership and Investment with guest speaker Ollie Ollerton! Many Lincolnshire SME's attended the event and had the opportunity to gather useful intel from a panel of experts. The conference helped provide invaluable information and support to local businesses, allowing them to network and grow.



Lincoln Safari Trail © David Harrison

Looking back...

According to Lincoln BIG's Financial Statement, in the last year, the BID Levy reported was £401,478*. In the same period, our turnover came to £1,424,362*. Therefore, the BID levy allowed Lincoln BIG to generate over £1m in additional income for the City!

*Figures quoted are for the last financial year for the BID company which ended on 30th June 2021.

The Company's Annual Report 2021/22, with the financial statements for the year ended 30th June 2022, will be available at the Annual General Meeting to be held on Tuesday 8th November 2022. Invitations will be sent out to levy payers by email and our newsletter at the end of September 2022.

In the past year, Lincoln BIG has organised and supported multiple trails and events in the city to encourage people to experience all that Lincoln has to offer! This includes: (just to name a few!)

- Lincoln Imp Trail
- The Digital Advent Calendar
- Lincoln City Safari
- Cornhill Cove
- Family Festival of Fun
- Discover Lincoln Street Decorations
- Halloween Day of the Dead Parade
- The Street Food Festival

New Website Launch

Lincoln BIG officially launched it's NEW website in March 2022. After all the hard work, time and thought that went into improving the site, we were delighted to share the new and improved Lincoln BIG website with everyone.

The aim is to make it easier for levy payers to use, see what Lincoln BIG do, and the benefits they get from us (such as the discounted bus and car park passes).



To check it out, visit www.lincolnbig.co.uk

Funding secured in 21/22 that helped bring shoppers and tourists to the city

Welcome Back Fund

Lincoln BIG received funding from the European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020, which ended 31 March 2022. Working with the City of Lincoln Council, we delivered a wide range of activities to assist with the High Street recovery following COVID-19. This included:

- The implementation of the Evening Ambassadors, acting as an extra level of protection in the city
- Lincoln Family Festival of Fun, providing a 9 day programme of free workshops, activities and street theatre for all to enjoy
- Street dressing in the key areas of the city centre: The University of Lincoln were commissioned to animate and dress areas of Lincoln to welcome visitors and residents back to the city centre as a build up to Discover Lincolnshire Weekend.

Additional Restrictions Grant funding (ARG)

In the midst of the COVID-19 pandemic, Lincoln BIG was commissioned by the City of Lincoln Council (CoLC) to deliver extended delivery of business support and city centre projects. The focus of the ARG project was to promote business support and the safe increase in footfall by offering high quality experiences for visitors to the city. To achieve this, Lincoln BIG undertook the following activities:

1. **Radio security scheme** – to provide over 100 businesses with free Radios, connectivity to the CCTV control room and access to the security app
2. **Purchasing additional cleaning equipment** - this includes specific chewing gum removal machines, a new electric vehicle and pressure washer to enable targeted cleaning across the city
3. **Public Realm improvements** - Lincoln BIG provided free Hanging Baskets, Street Light Baskets and green animation

including the creation and installation of new In Lincoln branded bunting and banners to dress the city

4. **Events** – funding to support trails and outdoor events, such as Zest Theatre's 'Refresh Lincoln' project
5. **Website Development** – support for the Lincoln BIG new website and technology, making it easier for our members to interact and take advantage of the offers and projects we operate
6. **In Lincoln Campaign materials** - providing our business community with free access to hand sanitiser, safety posters, window stickers and other materials to encourage a safe return to reopening the high street
7. **Night Time economy campaign material** - including updated Pubwatch materials, drink spiking test kits and promotional video production reminding people what great services our city has to offer.



Press and PR

- We continue to send regular e-newsletters to our levy payers on relevant topical information. Our e-newsletter goes to 360 subscribers with the average open rate of 44%
- We have sent out 8 press releases to over 50 contacts within Media Companies
- We issued our 2020/21 Annual Report in July 2021
- We continue to increase our social media coverage (increase compared to July 2021 statistics displayed on the right)

Our website has had 71,774 total pageviews, by over 28,422 users. The most popular pages include:

- Lincoln BIG Bus Pass and Car Parking Deals
- Moorings in Lincoln
- The Team
- Open Top Sight-Seeing Tour Bus



Lincoln Cathedral © David Harrison



Followers: 9,127
Engagements: 2,510
Reach: 285,539

↑
2%
Increase



Followers: 1,671
Engagements: 2,386
Reach: 21,654

↑
21%
Increase



Followers: 3,256
Page likes: 2,375
Engagements: 24,275
Reach: 190,334

↑
51%
Increase



Followers: 1,155
Engagements: 5,491
Reach: 31,402

↑
42%
Increase

We are reaching **2,755** more people on Social Media than this time last year!



Lincoln Imp Trail. Image © Steve Mitchell

Footfall Data: 1st July 21 - 30th June 22

2,343,472

Total city visits
20/21*

171 MINUTES

Average dwell
time 20/21*

5,114,743

Total city visits
21/22

190 MINUTES

Average dwell
time 21/22

12 – 1PM

Busiest time of
day 20/21*

8,265

Venue visits, per
day 20/21*

12 – 1PM

Busiest time of
day 21/22

8,244

Venue visits, per
day 21/22

*Please note, 2020/21 footfall data is only recorded from 20.11.20 onwards.

We have continued using the seven footfall counters located throughout the city to track visitor information and record visits to the city.

This is useful for giving us valuable data and insights into how busy the High Street is, monitoring shopping activity and how city events effect the businesses on Lincoln High Street.

Footfall counters are located in the key locations throughout the city including: City Square, High Street (North), High Street (South), Cathedral Zone, High Street (Magistrates Court), Sibthorp Street, and Sincil Street.

To see more footfall data, visit www.lincolnbig.co.uk

Other Lincoln BIG Services

Access to Advice

Through our network of contacts we can help steer you in the right direction on almost any subject affecting business in Lincoln city centre.

BIG Bus Deals

We offer a low-cost Inner and Outer season ticket for Stagecoach services to and from Lincoln city centre for levy payers and their employees.

Business Support

We manage a range of business support activity including training and grants through our European funded project.

Buskers

Working with City Partners including City of Lincoln Council and Lincolnshire Police, we monitor the activity of buskers to ensure they comply with an agreed Code of Conduct.

Campaigns

We support campaigns within the city centre, for the benefit of local businesses.

Car Park Deals

We offer low cost part-time and full-time season permits in selected City of Lincoln Council car parks, along with scratchcards for the occasional use.

City Centre Clean-ups

We carry out city clean ups regularly across the city. This includes FREE gum & graffiti removal and a vacuum cleaning service to remove glass and cigarettes from hotspots in the city centre.

Development of Trails

We develop and run trails to animate and attract visitors into the city centre.

Events

We manage, procure and deliver events across the city centre. We can also help with road closure notices, safety plans for people wanting to hold events in the city centre. We hold an entertainment licence for city spaces and can book an area for you.

Forums

We participate in the Bailgate Guild and Cornhill Quarter meetings to update on activity and promotions. We also attend Lincoln's Pubwatch and Healthy High Street meetings to discuss issues in and around the city.

Security Group Membership

We manage a FREE secure app with business crime intelligence and hold quarterly meetings to help reduce crime.

Intervention Team

We work with the City of Lincoln Council and Partners to ensure the city centre is free from beggars and the homeless. We also monitor people with pedlar's certificates to ensure they adhere to the rules.

Marketing

We manage campaigns to provide the city and Levy Payers with footfall.

Park & Ride

We manage the Park & Ride service with Stagecoach East Midlands, Lincolnshire County Council and City of Lincoln Council to run from Waitrose to Lincoln Central Bus Station.

Pubwatch Scheme

We act as secretariat to Lincoln Pubwatch.

Radio Leasing Scheme

We manage and maintain a radio scheme which links with Lincolnshire Police and CCTV.

Street Banners

We have seven locations around the city centre for banners to advertise events.

Tour Bus

We manage the Tour Lincoln open-top bus service during the summer season with live commentary by our trained Tour Guides on the history of Lincoln.



Warden Service

We have two wardens who patrol the city centre in uniform five days a week.

Street Decorations

We provide planters, Christmas trees, hanging baskets and flags for hire across the city centre.

Hear about the latest news, events and city information by signing up to our e-newsletter!



Getting involved

If you are interested in any of the projects or activities detailed in this publication and would like more detail or to get involved, then please email info@lincolnbig.co.uk

Simon Beardsley, Interim Chief Executive

Sharon Stone, Corporate Manager

Lee Roberts, Operations Manager

Danielle Hairyes, Operations Coordinator

Steve Roney, City Centre Warden

Danny Mason, City Centre Warden

Jenny Damp, B2B Digital Marketing Manager

Marion Cooney, Hospitality Manager

Sue Bell, Projects Consultant

Yvette Hall, ERDF Project Manager

Olivia Dexter, ERDF Project Coordinator

T: 01522 545233 **E:** info@lincolnbig.co.uk

lincolnbig.co.uk

BS1 | The Terrace | Grantham Street | Lincoln | LN2 1BD

