



.....Press Release



A PLAN to create a team of tour guides ready to meet the crowds travelling to Lincoln for the Magna Carta celebrations has been revealed by Lincoln BIG.

The idea is just one of a raft of proposals outlined in BIG's new five-year business plan.

BIG plans to submit a bid to the Heritage Lottery Fund for funding for City ambassador and guide training – to ensure the city's rich heritage is promoted to visitors and their experience is a good one.

Other ideas that will be pursued by BIG include:

- A new loyalty scheme for city centre workers which will offer deals and discounts
- The launch of a new business directory to encourage inter-trading between city centre businesses
- New software and handheld computers that will allow City Centre wardens to record incidents whilst on the street with automatic geo location
- Developments of the Walk and Ride service to improve access between arrival points, car parks and attractions such as the Cathedral and Castle
- Promotion and growth of the evening economy is also high on the agenda for BIG if it is elected for another five-year term this October.

A package of measures – including research with consumers, increased use and powers of pub watch and new door staff training programme – will be launched.

Lincoln BIG officials have also pledged to continue to lobby for a city centre Park and Ride scheme and improved train services from London and Nottingham.

A full business plan can be viewed at Lincoln BIG's website at <http://www.lincolnbig.co.uk/>

Ballot papers for the 850 businesses eligible to vote will be sent out at the beginning of October.

Chief executive Matt Corrigan said the BIG team were excited about the possibility of another five years of work on behalf of the city centre economy.

“We hope the business people of the city centre give us an opportunity to turn these plans into a reality,” he said.

“There are fantastic opportunities to grow the reputation of this fantastic city and the Magna Carta celebrations are an important part of that process.

“We are proud of what we have achieved in the last decade and hope to be able to continue that work for another five years.”

NOTES TO EDITORS

1. Lincoln Business Improvement Group (Lincoln BIG) was created by businesses in Lincoln city centre who voted to establish a Business Improvement District in April 2005.
2. Lincoln BIG is a business in its own right and is controlled by a board of directors drawn from stakeholders in the city centre.
3. Funding to deliver the services come a variety of sources. About one third of the revenue comes from the BID levy, one third from trading and investor membership and one third from the grants and services income obtained from a range of agencies to improve the city centre.
4. Lincoln BIG is a not for profit business, it is registered as a company limited by guarantee and any surplus revenues are ploughed back into delivering the aims and objectives of the company.