

BIG Annual Updates

July 2023 www.lincolnbig.co.uk



Lincoln BIG

Business Improvement
Group

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

Lincoln BIG continues its mission to make a difference in the city centre!

Welcome to the second 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 Business Plan. 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 and years.

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

“The Lincoln BIG team has worked hard creating a welcoming and vibrant atmosphere, which has led to millions of people visiting the city each year.

Looking forward, we will continue to provide our invaluable services including events, the Warden team, marketing support and much more, ultimately assisting our Levy Payers in every sector.

The team and I look forward to the upcoming year as we continue to make a difference to the city and add value by working with our Levy Payers and Partner organisations, to ensure Lincoln remains a great place to live, work and visit.”

John Latham,
Chair

Find out more about what Lincoln BIG does [youtube.com/watch?v=j3gsA1ld7vo](https://www.youtube.com/watch?v=j3gsA1ld7vo)



© Andrew Scott

Actions for success

Lincoln BIG aims to make a noticeable difference during 2023 - 2024 by putting Levy Payers money to work. We plan to do this by taking our 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, events, meetings and more.

Actions for Delivery 2023-2024

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

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, whilst putting money into the local economy.

Actions for Delivery 2023-2024

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

VALUE

Our Focus:

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

Actions for Delivery 2023-2024

- BIG Bus and Car Park Deals
- Loyal Free
- Park & Ride
- Free Workshops and Networking Opportunities through Partnership Working
- Promotional Activity

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 continue working hard to ensure Lincoln is an attractive city to visit by removing eye sores, such as graffiti and chewing gum.

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 help deter and stop shoplifters. Going forward, we look to increase the number of wardens within the city.

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, and picturesque environment.

During the festive season, 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.).

2023 saw Levy Payers receive free hanging baskets, and businesses where existing brackets are located will also receive free solar powered Christmas trees. Going forward, Lincoln BIG are looking to upgrade our street dressing with new bunting.

Street Management

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

Evening Economy

Throughout the next year, Lincoln BIG will continue to update the Ale and Cocktail Trails, whilst developing new leaflets, such as 'Experience Lincoln', showcasing all that Lincoln city centre has to offer.

Lincoln BIG will continue to support and administer the Lincoln Pubwatch meetings. Additionally, we continue our support for the Licensing SAVI accreditation scheme and ensure this is available for all Hospitality venues.

Over the next year, we will continue providing Levy Payers the opportunity to visit and experience the CCTV control room,

to have a better understanding of how the operation works.

We're delighted to share that Hotel Watch will soon be coming to Lincoln!

Security and Safety

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. In the upcoming year, we will take further steps to grow and strengthen the City Security Group, through increased coordination and working towards accreditation to national standards.

Lincoln BIG are responsible for seven working defibrillators across the city, available for everyone to use. There is also access to free defibrillator training. Within the next year we will be installing 4 Trauma PACT First Aid kits in locations around the city, sited with the defibrillators.

Lincoln BIG will continue to provide 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.



Experience

We have continued organising and supporting fantastic events throughout the year, which have created a buzz within the city. This includes #DinoCity which welcomed almost 60,000 visitors to the DinoDig site alone.

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. We have taken feedback from our Levy Payers and will continue to develop the events to benefit all.

Lincoln BIG organises a range of events to increase consumer dwell time, footfall and spend, whilst also increasing local engagement, to get people talking about Lincoln online, and in surrounding communities.

Sightseeing Tour Bus 25 March – 29 October

Lincoln's Open-Top Sightseeing Tour Bus returns to provide fun for families and friends. Come enjoy the tour and soak up Lincoln's 2,000-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.

We also look forward to bringing back the Lincoln Ghost Bus Tour for Halloween, which sold out in 2022!

Find out more about the
Sightseeing Tour Bus [youtube.
com/watch?v=gBcgYDdy67Q](https://www.youtube.com/watch?v=gBcgYDdy67Q)

Cornhill Cove May – August

Returning for Summer 2023 in the heart of the city, Cornhill Cove has become a regular, popular attraction for Lincoln and offers free crazy golf, street food, a bar and a range of pop-up entertainment and performances. Cornhill Cove returns better than before as this year we welcome a new surf simulator on the 5th and 19th August, amongst other exciting free workshops!

Following Levy Payer feedback last year, we have altered the layout to ensure the event benefits those in the city.

Lincoln Creates

Following the success of last year, we are delighted to commit to delivering Lincoln Creates year on year. We're passionate about enhancing the city, through the use of exciting art projects. Look out for innovative murals, sculptures, installations, and events, such as 'Dinos on the Loose'.

1940s Weekend 22 – 23 July

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.

With a packed schedule of entertainment on throughout the weekend, including live music, singing and dancing, Lincoln will be full of atmosphere. The Bailgate will be filled with entertainment and vintage vehicles from the era, alongside traders offering vintage clothing, confectionary, artwork and crafts.

Cave Experience

4 August



New for 2023, a Mobile Caving Experience will be located at St Marks providing visitors with a realistic artificial cave. Explorers are invited to make their way through a two-tiered tunnel system, with plenty of ball pits, stalactites, and stalagmites and of course a few squeezes!

Steampunk Weekend

25 - 28 August

We're once again lending our support to one of the biggest events of its kind, as the Steampunk Festival returns to Lincoln for Summer 2023! The cobbled streets of Lincoln will be transformed with top hats, flying goggles, corsets and flamboyant feathers. This innovative event attracts visitors from all over the world and celebrates a steam powered world in the late 19th century, with a programme of art, literature, music, fashion and comedy.

Halloween

October

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

- Lincoln Ghost Bus Tour
- Pumpkin Patch
- Skeleton Parade

Christmas

December



This Christmas we will continue to develop the popular Christmas Light Trail, including the well-loved 'L+N COLN' lights, giving people the opportunity to be the 'I' in Lincoln! This year Lincoln will also be hosting 10-15 Nutcrackers for visitors to find. Additionally, we will be looking for business involvement throughout the holiday and promote their festive deals and offers through the Digital Advent Calendar.

2024

#DinoCity

April



Following the success of #DinoCity during Easter 2023, we're delighted to announce that the event will be returning bigger and better than before during Easter 2024! Everyone is invited to unearth an amazing T-Rex fossil at the Dino Dig site. There will also be a range of dinosaur themed activities, events, and street dressing to get everyone involved. We hope to get a variety of local businesses to participate in the event again.

Kickstart at the Castle

June

Following the success of this new, popular event, Lincoln BIG are looking to bring it back next year in June! This one day event in the heart of Lincoln city, located at Castle Square, will showcase a

range of vintage and new scooters. Bands will be present all day with DJ's from Scooterist Internet Radio, trade stalls and a custom show with scooter parking available.

Cocktail and Ale Trail Leaflets



Going forward for the next year, we will continue to promote our Cocktail and Ale Trail leaflets, showcasing some of Lincoln's hospitality venues. These trails have been popular and well received so we look to continue developing the trails to keep up to date as an accurate guide for those living in, and visiting the city. We are also delighted to be working on an 'Experience Lincoln' leaflet, showcasing all that Lincoln has to offer for locals and visitors alike!

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

We look forward to supporting other upcoming events and activities in Lincoln, including:

- Classic Car Day: 24 September
- Street Food Festival: 28 September – 1 October

If you're organising an event in the city and are looking for more support, email info@lincolnbig.co.uk



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HOW YOU CAN PROMOTE YOUR PLACE WITH



LoyalFree
The Place Promotion App

INTERACTIVE TOURS & TRAILS

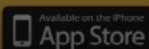
DIGITAL LOYALTY & BUSINESS OFFERS

IN-APP COMPETITIONS

EVENT LISTINGS & TOURISM INFORMATION



© Loyal Free



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!

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 money on commuting to the city centre for work in 2023/24. There are Inner and Outer Bus Passes (journeys past the MegaRider boundary require an Outer Pass).

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.

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 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

Contact info@lincolnbig.co.uk for help setting up your business profile and offers!

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.

Free Workshops and Networking Opportunities through Partnership Working

The Team at Lincoln BIG will continue to arrange 'drop in' sessions, workshops, and themed networking opportunities with Partners to bring Levy Payers up-to-date initiatives and information.

Secretariate Services

We will continue to act as the secretariate for the Bailgate Guild, Healthy High Street Group and Lincoln Pubwatch.

www.lincolnbig.co.uk





Looking back...

Lincoln BIG's Financial Statement shows that, in the last year, the BID Levy reported was £438,550*. In the same period, our turnover came to £1,413,650*. Therefore, the BID levy allowed Lincoln BIG to generate almost £1m in additional income for the city!

*Figures quoted are for the last financial year for the BID company which ended on 30 June 2022.

The Company's Annual Report 2022/23, with the financial statements for the year ended 30th June 2023, will be available at the Annual General Meeting to be held on Tuesday 16 January 2024.

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!)

- The Digital Advent Calendar
- #DinoCity
- Dino Trail
- Pumpkin Trail
- Piecing us Together Trail
- All we need is LOVE projections
- Cornhill Cove
- And many more!

We also ran a number of FREE workshops and networking events for our members to attend:

- Cyber Protection for Businesses Networking Event
- Getting the most out of Loyal Free
- Defibrillator and CPR awareness training
- Counter Terrorism training
- Health and Wellbeing Networking Event



© Chris Vaughan

Press and PR

- We continue to send regular e-newsletters to our Levy Payers on relevant topical information. Our e-newsletter goes to 1,224 subscribers with the average open rate of 47%
- We have sent out 19 press releases to over 50 contacts within Media Companies
- We issued our 2021/22 Annual Report in November 2022

Our website has had **76,651** total pageviews, by over **35,000** users. The most popular pages include:

- Lincoln's 1940s Weekend
- Lincoln BIG Parking and Bus Deals
- Lincoln Tour Bus
- Lincoln Park and Ride



Piecing us Together Art Trail by Mel Langton



Followers: 9,202
Engagements: 4,368
Reach: 193,484

↑
74%
Increased engagement



Followers: 2,038
Engagements: 2,328
Reach: 97,181

↑
21%
Increased followers



Followers: 4,232
Page likes: 3,148
Engagements: 59,729
Reach: 545,036

↑
32%
Increased followers



Followers: 1,697
Engagements: 3,227
Reach: 41,059

↑
46%
Increased followers

We are reaching **340,000** more people on Social Media than this time last year!



© Andrew Scott

Footfall Data: 1 July 22 - 30 June 23

923,764

Total city visits
21/22

1,305,003

Total city visits
22/23

↑
41%

190 MINUTES

Average dwell
time 21/22

229 MINUTES

Average dwell
time 22/23

↑
22%

12 – 1PM

Busiest time of
day 21/22

12 – 1PM

Busiest time of
day 22/23

8,244

Venue visits per
day 21/22

11,881

Venue visits per
day 22/23

↑
44%

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.

Monthly reports are sent to all Levy Payers in our e-newsletters. To see more footfall data, visit lincolnbig.co.uk/bid-levy-payer-benefits/city-data



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.

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.

Car Park Deals

We offer low cost part-time and full-time season permits in selected City of Lincoln Council car parks, along with scratch cards 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.

Footfall

We manage campaigns to provide the city and Levy Payers with footfall. Monthly reports are sent out in our newsletter to all subscribed Levy Payers. Recent data for each location is also available on our website.

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.

Free Workshops & Networking Opportunities

Lincoln BIG organise various workshops relating to relevant topics that affect our members and multiple networking events that are free for Levy Payers to attend.

Security Group Membership

We manage a FREE secure app with business crime intelligence.

Marketing

We offer marketing support by promoting Levy Payers and sharing latest news and events on our website, social media and mailing list. We also promote city events to our Media contacts through regular meetings and press releases.

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.

Radio Leasing Scheme

We manage and maintain a radio scheme which links with Lincolnshire Police and CCTV. Initial radio training and manuals are made available to all radio users and refresher training is given on request.

Street Banners

We have seven locations around the city centre for banners to advertise events. Levy Payers receive a discount when booking.

Tour Bus

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

Warden Service

We offer our warden service, with wardens patrolling the city centre, ensuring Lincoln is safe and welcoming for all.

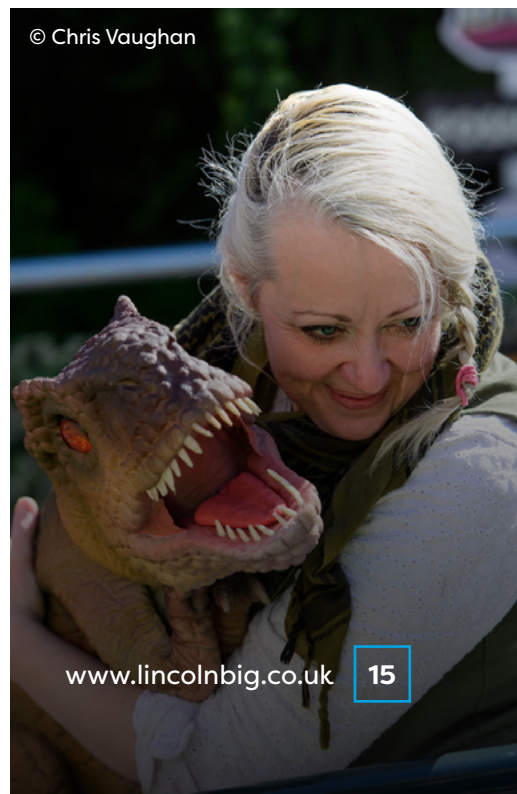
Street Decorations

We provide bunting, Christmas trees, hanging baskets and flags to dress the city centre.

Hear about the latest news, events and city information by signing up to our e-newsletter: lincolnbig.co.uk



© Chris Vaughan



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

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