



Lincoln BIG

Business Improvement
Group

BIG Annual Updates

July 2025 www.lincolnbig.co.uk

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

Lincoln BIG continues to make a difference as we enter our fifth term as a Business Improvement District

Welcome to the fourth edition of BIG Annual Update focusing on our plans for 2025/26 to benefit members from our independent shops, national retailers, hospitality venues, professional services, educational establishments, and our visitor attractions across the BID area.

Thank you to all our businesses for their continued support over what has been a challenging and turbulent five years, and for trusting us to continue delivering our vital work for another five years by voting YES at our ballot back in November with an overwhelming 85.6%.

This mandate enables us to further enhance the visitor experience, support local businesses, and contribute to the city's continued growth and vibrancy. This is an exciting time for us, and we are full of anticipation for what the next five years will bring. Our focus has always been on creating an enjoyable environment for residents and visitors alike while boosting the amazing businesses that make Lincoln so special.

Looking ahead, the team at Lincoln BIG are already working on some exciting projects aimed at making Lincoln a must-visit destination. From enhancing public spaces and promoting local events to improving business support services, we are committed to fostering a thriving city that will continue to attract visitors and ensure a prosperous future for all.

We are so proud of our city, and the projects we are working on will help ensure that Lincoln remains an enjoyable and welcoming place for everyone.

John Latham
Chair



Actions for success

Lincoln BIG's priority for 2025/6 is to build on the successful work of the last 20 years and continue to add value on our three priorities set out in our Business Plan 2025-2030 that you overwhelmingly voted YES on at the Ballot. The new actions for 2025-30 will be progressed and built upon over the 5-year period.

ENHANCE

To deliver a coordinated and effective approach to ensure Lincoln offers a welcoming and safe city centre for you, our residents, and visitors.

- City Centre Wardens
- Safety and Security
- Street Dressing and Installations

New for 2025-30:

- Look at Increasing the number of City Centre Wardens and include weekends and busier times
- Look at possibilities to build upon the success of the Civilian Investigator position to tackle shop theft and ASB with partner organisations
- Deliver additional safety initiatives
- Review baseline agreements with partners and stakeholders

EXPERIENCE

To continue our focus on creating a world class experience for all to visit.

- Flagship Events and Trails
- Support Partner Projects / Events
- Leaflet Trails to compliment activity
- Lincoln Sightseeing Tour Bus

New for 2025-30

- Continue to increase the scale of existing events
- Introduce new events across the city

ENGAGE

To continue to represent value for money and use the collective voice of members and partners within the city.

- Provide discounted Bus and Car Parking deals for members and their employees
- Manage and delivery of the Park & Ride service for the city with partners
- Be the voice of Business to lobby on issues that affect members
- Deliver the annual GEM Awards showcasing businesses that go the extra mile with their customer service
- Organise regular engagement events including Brew with the BID and networking events

New for 2025-30

- Arrange a programme of relevant training and e-learning courses to encourage continuous professional development for members and their teams
- Collate and share a repository of key smart data to better inform such as footfall, vacant properties, shop thefts, car parking and public transport
- Provide a hub of data for potential investors to Promote Lincoln as a Place to Invest
- Promote member's businesses through specific marketing campaigns and promotions
- Develop and deliver transport related projects

Enhance

The key priority for Lincoln BIG is to continue our focus on delivering a coordinated and effective approach to ensure Lincoln offers a welcoming and safe city centre for you, our residents, and visitors.

City Centre Wardens

Our City Centre Wardens work hard to assist businesses and ensure the city centre is a welcoming place to visit, shop and work. We will continue to:

- Be ambassadors for the city welcoming and signposting visitors.
- Removing graffiti and responding to business requests about hotspot areas requiring cleaning.
- Use of electric vehicle and cleaning equipment to deep clean the city, which are outside of the City Council's statutory remit.
- Help and deter shoplifters with the additionality of working with Lincolnshire Police City Centre team to collect evidence packs to build prosecution cases for offenders.
- Report public realm issues to the relevant authority.
- Look at Increasing the Warden service to include weekends and busier times.

Safety and Security

The BIG Security Group continues to be a member of the (NABCP (National Association of Business Crime Partnerships) Our Safety and Security team work with all businesses across the BID to ensure they are supported by:

- Upgrading the encrypted radio system in the first quarter. This system connects shops and venues to CCTV and the Police promoting swift responses to incidents.
- Intelligence gathering and sharing via the DISC app and website.
- Developing new initiatives and target resources to reduce shop theft, anti-social behaviour, begging and illegal activity alongside partners.
- Deliver Safety and Security initiatives.
- Support the City Council's Tasking meetings to report and tackle anti-social behaviour.
- Support Lincoln Pubwatch and Hotel Watch to foster collaboration among local businesses to maintain a secure environment.
- Maintain defibrillators and trauma kits across the city to ensure quick access to emergency equipment when needed.

Street Dressing and Installations

Our team continue to enhance the look of the city with floral displays in the summer and solar powered Christmas trees where there is an existing Lincoln BIG bracket. Solar Christmas trees will also be on display on lamp posts along the High Street during the festive season.

Experience

Our second key priority is to continue our focus on creating a world class experience for all to visit.

Our popular events return with a NEW addition. To enhance our programme plans and discussions are continuing to develop our events programme for 2026 further.

Sightseeing Tour Bus 18 April – 31 October



Discover 2,000 years of history with our extended route with live commentary to include International Bomber Command Centre in this 80th anniversary year of VE Day. We have also introduced Children GO FREE for children under the age of 16.

1940s Weekend 19 – 20 July



With live music and dance, street theatre, vintage games, classic car displays and a visit from Winston Churchill in the uphill area of Lincoln. There will also be a shop window competition, team costume awards.

This year sees the introduction of living history elements as well as the return of the replica Spitfire inside the grounds of Lincoln Castle.

Big City Fashion Show 9 October

NEW



The spotlight is on style at The Drill. This exciting event will showcase the latest Autumn/ Winter collections from some of Lincoln's best-loved high street fashion brands, celebrating the city's diverse and vibrant style scene.

The BIG Spook 25 October – 1 November



With the success of last year's BIG Spook, the Monster Invasion returns across the city with the Strolling Bones Parade in Uphill Lincoln.

Christmas 27 November – 31 December



This Christmas we continue with our popular Christmas Light Trail including a new set of L*NCOLN lights! Thors will also be returning to the Cornhill with their log fire and hot chocolate!

#DinoCity Easter 2026



After the continued success of this popular Dinosaur event, DinoCity will return with pop up street theatre and lots more.

Festival of History May 2026



We look forward to working in partnership with City of Lincoln Council on Christmas and the Festival of History.

We look forward to supporting other upcoming events including:



**Weekend at
the Asylum
Steampunk
Festival**
22 – 25
August



**Street Food
Festival**
25 – 28
September



**Lincoln
Vegan
Market**
12 October

Engage

Our third key priority is to continue to represent value for money and use the collective voice of members and partners within the city.

Bus & Car Parking Scheme

We continue our partnership with Stagecoach East Midlands and City of Lincoln Council to offer our members and their employees this cost-effective deal to save money on commuting into the city for work.

The bus passes are for the inner and outer routes (for journeys passed the MegaRider boundary require an Outer Pass).

The car park permits can be part-time and full-time and are available at the following car parks:

- Broadgate
- Central
- Chaplin Street
- King Street
- Langworthgate
- The Lawns

We also do books of Scratch Cards for more infrequent parking at Broadgate, Langworth Gate, Chaplin & King Street and The Lawn.

Park and Ride

We continue our commitment to manage the Park & Ride service in partnership with Stagecoach



East Midlands and Waitrose with support from Lincolnshire County Council and City of Lincoln Council.

The service runs Monday to Saturday including bank holidays, offering a time advantage over car travel. Parking is for cars and motorcycles only at Waitrose (off Nettleham Road) between 7 am and 7 pm in the allocated signposted bays. Concessionary bus pass holders can use the service after 9.30 am every day.

GEM Awards

134 Nominations have been received for our third annual GEM Awards. The Award recognises Lincoln BIG members for high levels of customer service and those that go the extra mile for their customers. Judging takes place anonymously by an independent specialist company, Proinsight, to ensure all participating businesses are judged fairly and equally.

The categories are:

- National Restaurant
- Independent Restaurant – NEW FOR 2025
- Health, Beauty, and Wellness
- National Retailer
- Independent Retailer
- Coffee Shop and Tea Rooms
- Bar, Pub and Club
- Professional Services
- Experience and Entertainment
- Accommodation Provider

Student Voucher Booklet

We continue to work with businesses to produce this popular discount voucher booklet for our student population in the Autumn to introduce them to the city and what we have to offer.

Smart Data

We are looking to enhance the data that we collect and share. A new project will deliver a wider range of data with the aim of better understanding the performance of the city.

Brew with the BID and networking

We continue to arrange Brew with the BID to give our members the opportunity to meet the team and network with other businesses over a cuppa.

Training and Workshops

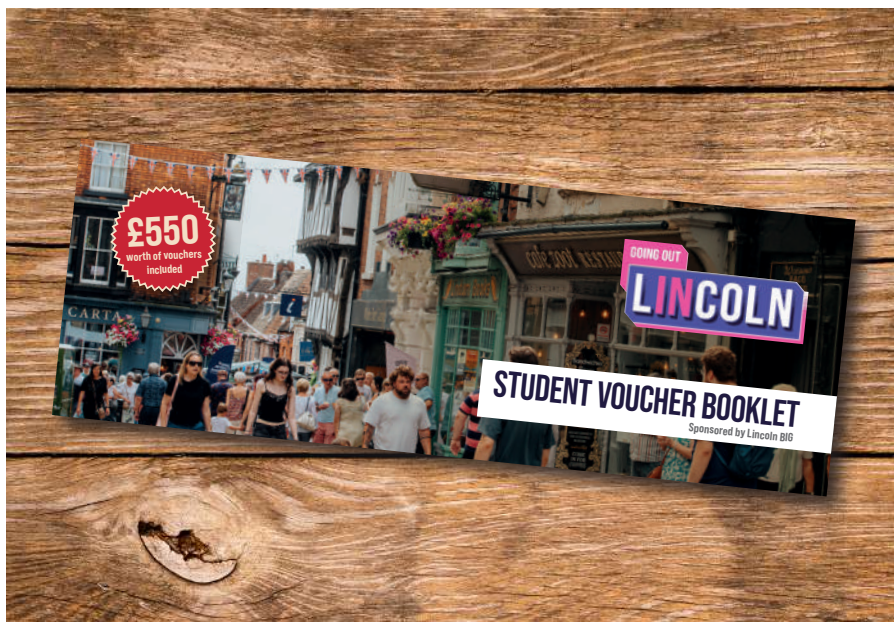
We continue to arrange training for our members and their employees. Examples include First Aid, ACT Awareness, Ask for Angela and many more.

Our Future High Street

We continue to deliver this Forum to provide a communication platform for all businesses in the city centre who are interested in the growth and prosperity of Lincoln, to receive information and provide feedback to key stakeholders on key initiatives.

Secretariate Services

We continue to act as the secretariate for the Bailgate Area Guild and Lincoln Pubwatch.



Training Courses

Our key achievements over the past year

The Lincoln BIG team had another busy year ensuring that Lincoln remained on the map as a retail and visitor destination and building on the experience people who live, work and visit.

The company's Annual Report 2024/25 with its financial statement for the year ended 30 June 2025 will be presented at the Annual General Meeting to be held on Monday 24 November at 5.30 pm.

The Annual Report will show the activity achieved during 2024/25 in more detail. To show that we are making a difference to Lincoln now and in the future, a few highlights are shown below:



Welcome

For Safety and Security



153

evidence packs completed as part of the Civil Recovery initiative



360

incidents reported on the DISC app



£8,169

amount recovered worth of goods for retailers



63

businesses participated in the Ask Angela Scheme



144

businesses leased a Security Group radio



17

venues became Licencing Savi accredited



2,000+

linear meters of bunting were hung



210

hanging baskets were displayed during the summer



210

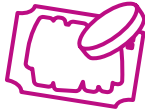
solar Christmas trees were displayed

Value



529

customers using the Bus and Car Park Scheme



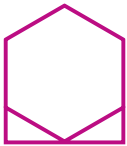
1194

books of scratchcards sold



44,884

passengers using the Park & Ride service



160

businesses were nominated for the GEM Awards



39

businesses took part in Restaurant Week 2024



10,000

Student Voucher Booklets produced and distributed



£5,800

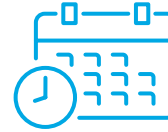
total worth of variety of training courses delivered, free of charge

Experience



12

key events/ experiences delivered



6

events/festivals supported at a value of £10,200



Back Chat Band at GEM Awards



Winner of the Restaurant Category - Ask Italian



Key Summary of Services

This section shows the high level overview of services that Lincoln BIG deliver on behalf of our levy members.

Access to Advice

Through our network of contacts, we can help steer you in the right direction on almost any subject affecting businesses in the 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 members and their employees.

Retail Crime Liaison

Working with Lincolnshire Police, to collect statements and evidence to build prosecution cases for prolific offenders.

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 and 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.

Events

We manage, procure and deliver events across the city centre. We can also help with road closure notices and 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 members with footfall. Monthly reports are sent out in our newsletter to all subscribed members. Recent data for each location is also available on our website.

Forums

We participate in the Bailgate Guild, Cornhill Quarter and Lincoln Pubwatch meetings to update on activity and promotions. We also run Our Future High Street meetings to discuss issues in and around the city.

Free Workshops & Networking Opportunities

We organise various events with networking opportunities that are free for our members.

Marketing

We offer marketing support by promoting members 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.

Security Group Membership

We manage a FREE secure app and website with business crime intelligence.

Street Banners

We have locations around the city centre for banners to advertise events. Members receive a discount.

Lincoln Sightseeing Tour

We manage the Lincoln Sightseeing Tour Bus during the summer season with live commentary by our trained Tour Guides on 2,000 years of history in and around the city.

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, hanging baskets and Christmas trees to dress the city centre.

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



Getting involved

If you are interested in any of the projects or activities detailed in this Business Plan and you would like more detail or to get involved please contact us.

Simon Beardsley, Managing Director

Lee Roberts, Head of Operations

Sharon Stone, Corporate Manager

Danielle Hairyes, Relationship
and Operations Manager

Yvette Mills, Project Manager

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