



**Lincoln BIG**  
Business Improvement  
Group

# Annual Update

**July 2026**

Making a difference to  
Lincoln now and in the future

[www.lincolnbig.co.uk](http://www.lincolnbig.co.uk)



This update summarises Lincoln BIG’s work in 2025-26 and sets out our priorities for 2026-27. It is designed to give members a clear, concise view of what has been delivered, where value has been added, and what we plan to do next under our three priorities: Enhance, Experience and Engage.

Key delivery performance indicators will be provided in detail in our Annual Report alongside confirmed financial outturn. This will be published at our Annual General Meeting on Monday 23 November 2026.

## What we have delivered in 2025-26

During the first year of our fifth term, we continued to support levy members through city centre management, business support, events and partnership working. Our focus has been on maintaining a safe, welcoming environment, responding to day-to-day challenges, and helping strengthen Lincoln’s position as a vibrant place to trade, visit and invest.

### Key achievements

- Maintained visible services that help keep the city centre clean, safe and welcoming.
- Worked with businesses and partners to address operational issues, including the Civilian Investigator role gathering shop theft evidence, and vehicle and vehicle access concerns on the High Street.
- Received the following awards:
  - ATCM – Winners - Best Safety, Security and Resilience Scheme.
  - NABCP – Innovation in Retail Crime Reduction - Highly Commended
- Delivered and supported events and promotional activity to increase footfall and strengthen Lincoln’s appeal including Dino City, Tour Bus, 1940s, BIG Spook and Christmas light features.
- Launched the BIG City Fashion event in October 2025 putting a spotlight on 19 of our retailers to a sold out audience.
- Held a Fun Day during May half-term which included Sandcastle workshops and circus skills.
- Encouraging businesses to shout about their success - Annual GEM Awards.
- Introduced the City Performance Indicator for footfall and spend in the city.
- Provided practical value through representation, communication, partnerships, lobbying on behalf of members, and member services.
- Many of the team gained qualifications/further learning in their areas over the past year.

This work shows the importance of balancing visible day-to-day delivery with longer-term investment in place, promotion and partnerships. It also underlines our commitment to remaining responsive, collaborative and focused on delivering value for members.

## Estimated Financial Figures

For the year ending 30 June 2026



### FORECAST INCOME FY26:

- £318,891 Enhance
- £409,125 Experience
- £701,089 Engage

1,429,105 Total



### FORECAST EXPENDITURE FY26:

- £360,913 Enhance
- £410,103 Experience
- £628,388 Engage

1,399,404 Total

At 31 May 2026, the BID levy collection rate was 98.89%. For every £1 of levy received £2 was invested in the city.



## What we plan to do in 2026-27

Over the coming year starting 1 July, Lincoln BIG will continue to focus on our three priorities: Enhance, Experience and Engage. Together, these priorities will guide our work to improve the city centre, strengthen Lincoln’s offer, and ensure members and partners continue to shape and benefit from BID activity. What follows is a summary, for more detail see our website and our Business Plan 2025-2030.

### 1. Enhance

Enhance will focus on maintaining a safe, welcoming and well-presented city centre for members, residents and visitors.

- Support initiatives that improve safety and cleanliness.
- Deliver visual and environmental improvements in key areas.
- Work with partners to address place-based issues affecting businesses and visitor confidence.
- **NEW** Introduce the Best Bar None accreditation scheme to the hospitality sector.

### 2. Experience

Experience will focus on giving people strong reasons to visit Lincoln and spend more time in the city. Through events, promotions and partnerships, we will encourage footfall, repeat visits, increase dwell time and visitor spend to support a distinctive city centre experience.

Alongside established events such as BIG Spook, Christmas feature lighting, Dino City and 1940s Weekend, 2026-27 will include:

- Return of the popular Scooter Rally in a new location – Kickstart at The Lawns.
- Continue to deliver BIG City Fashion.
- **NEW** Isaac Newton 300 sculpture trail and activity to mark the 300th anniversary of Lincolnshire born, Sir Isaac Newton’s death in Summer 2027.

### 3. Engage

Engage will keep levy payers and partners at the centre of our work. We will strengthen communication, representation and collaboration so that members are informed, heard and able to influence priorities.

- Continue member benefits, including BIG Bus and car park permits.
- Manage the Park & Ride service.
- GEM Awards - continue to showcase the high level of customer service provided by our businesses.
- Continue to develop city centre performance indicators.
- Maintain regular communication on services, opportunities and city centre issues.
- Provide opportunities for networking and member voices to be heard.
- Represent member interests with public and private sector partners.

## Estimated Financial Budget

For the year ending 30 June 2027



### BUDGET INCOME FY27:

- £317,384 Enhance
- £550,832 Experience
- £659,106 Engage

**1,527,320 Total**



### BUDGET EXPENDITURE FY27:

- £336,586 Enhance
- £584,892 Experience
- £621,854 Engage

**1,543,332 Total**

Lincoln BIG enters the year ahead with a clear focus and a strong framework for delivery. By building on what has been achieved and concentrating on Enhance, Experience and Engage, we will continue to support members, strengthen the city centre and deliver visible value.

Make sure your details  
are up-to-date and  
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by visiting

[www.lincolnbig.co.uk](http://www.lincolnbig.co.uk)

### Getting involved

Are you interested in any of the projects or activities detailed in this Annual Report? Do you have ideas that you would like to put forward? Would you like more details or to get involved? If yes, please contact [info@lincolnbig.co.uk](mailto:info@lincolnbig.co.uk)

**Simon Beardsley**, Managing Director

**Lee Roberts**, Head of Operations

**Sharon Stone**, Governance & Projects Manager

**Danielle Hairyes**, Relationship & Operations Manager

**Yvette Mills**, Safety & Security Manager

**Courtney Harrison**, Marketing Executive

**Rebecca Johnson**, Office Administrator

**Danny Mason**, City Centre Warden

**Wayne Nettleton**, City Centre Warden

**LINCOLN**  
SOCIAL RESPONSIBILITY CHARTER



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