

January 2014

## HAPPY NEW YEAR

There have been plenty of announcements and signs that 2014 is going to be a key year in the ongoing development and promotion of Lincoln.

The city is on the brink of radical changes which will have the power to make the city centre look and feel very different from the way in which it does today.

Major investments on the transport and infrastructure fronts will make a visible difference. Work on Lincoln's city centre East-West Link Road is scheduled to start in September and on long awaited railway footbridges, whilst work on the important Eastern Bypass is expected to start within the next five years.

The East-West Link will have a significant impact, not just on the south High Street, but on traffic movement throughout the city centre.

Meanwhile, the agreed Brayford Wharf East Railway Footbridge and the potential High Street Footbridge are poised to be complemented by the pedestrianisation of the High Street between St Mary-le-Wigford and St Mark's, extending Lincoln's pedestrian precinct.

Lincoln's railway station is already in line for £250,000 worth of improvements and a proposed new transport interchange – featuring a coach station with links to the railway station and a new multi-storey car park in Tentercroft Street – are also still high on the city's "wish list."

The Transport Interchange will help to pave the way for the multi-million pound Lindongate project, which is still very much on the cards.

Along with the physical changes, we are crucially tuned-into the fact that people's lifestyle and shopping habits are continuing to



change in the fast-paced digital age.

This is creating ongoing challenges for shops and other businesses but also opportunities for those prepared to tap into the growing use of mobile technologies and use the internet as an ally of the High Street, not just a competitor.

In 2014 Lincoln BIG will be using web-based and mobile technologies, alongside traditional promotional and marketing methods, to assist its levy payers, in spreading the word about the city's shopping and tourism offering, as well as its events.

Our Security Group members are also developing a new range of digital services, which are aimed at dealing with business crime. These include a special group Intranet and App, which allow the speedy reporting of problems and sharing of intelligence.

Lincoln BIG has taken every opportunity to

enhance its work by applying for European Regional Development Fund monies for a diverse variety of projects, including crowd pulling events, environmental improvements and new High Street signage – 2014 will be a critical year in the delivery of these plans with an anticipated investment of over £300,000.

On the tourist front, the £20 million Castle Revealed project, proposed Bomber Command Memorial, the city's links with the RAF and VisitLincoln aviation and Roman trails promise to boost footfall and get Lincoln noticed by a wider audience.

We will play a central role – through the welcome we give visitors through the expansion of the Lincoln Ambassadors Scheme to the installation of signage, operation of The Steep Hill Shuttle and Lincoln Tour Bus and events.

Matt Corrigan  
Chief Executive

## CHECK OUT YOUR FREE YEAR PLANNER

During 2013 Lincoln BIG was involved in staging more than 150 events and we are not about to rest on our laurels.

For a long time we have known that local people, and discerning day and staying visitors, expect the 21<sup>st</sup> century town and city to deliver an "experience", which offers them everything from superb shopping to lively entertainment, street activities, evening events and eating out.

Your Lincoln BIG Year Planner – delivered

free with this edition of City Talk - aims to help businesses to plan ahead and explore ways in which they can get involved with specific events or perhaps time special offers to coincide with key diary dates.

High spots for the coming year include plans to bring another BIG Screen to the city's Cornhill, just in time to catch the coverage of the Commonwealth Games.

This will be screening the action between July 23 and August 3 (between 10am and 8pm each

day). A complementary Commonwealth Food Festival will also be trading in the High Street.

Other Summertime events to look forward to include Music in The Garden, at St Mark's, on June 28 and the return of The Beach to City Square. The city's very own seaside will make a comeback on July 21 and stay open until August 1.

Keep up to date with all of the key events via our sister site [www.visitlincoln.com](http://www.visitlincoln.com) where you can also sign up to social media feeds.

## PROUD TO BE AMBASSADORS

LINCOLN BIG would love to hear from more people who would like to join its growing team of Ambassadors. They are being offered great opportunities to make a difference to people's experience of Lincoln whilst, at the same time, enhancing their own knowledge and making new friends.

It is clear that our current Ambassadors believe they have made a great move.

### Terry McAree from Lincoln:

"I picked up a leaflet about the scheme from the City of Lincoln Council's offices. I moved up here six years ago from London. It's a great place to live and this is a great opportunity to help visitors to become more aware of the city's attractions."

### Karen Johnson from Brant Broughton:

"I have lived in the Lincoln area all of my life. I am very proud of the city and I wanted to get involved in events and to showcase what a fabulous city this is and to encourage others to come and enjoy it as well."

### Elizabeth Edwards from Lincoln:

"I am a student at the University of Lincoln and I heard about Lincoln Ambassadors at a volunteering opportunities meeting. When I learned about the aims of the scheme, I thought this is a great idea."

If you know of anyone who would like to join the Ambassadors, please encourage them to email: [ambassadors@lincolnbig.co.uk](mailto:ambassadors@lincolnbig.co.uk) or go to [www.visitlincoln.com](http://www.visitlincoln.com) or telephone 01522 545233.

## LINCOLN AMBASSADORS PROVIDE A WARM WELCOME FOR VISITORS



Volunteers who joined the new Lincoln Ambassadors scheme have certainly hit the ground running – and it is hoped that their success will encourage more people to apply to join the team!

People who signed-up to the scheme, which was introduced by Lincoln BIG in mid-September, quickly became very enthusiastic ambassadors who were keen to welcome visitors and local people to the city centre and ensure they make the most of what is on offer.

Further training and familiarisation visits are now being offered to the volunteers to help them to make an even bigger impact in the city and enhance everyone's experience of Lincoln's unique mix of shopping, tourism attractions and great events.

In the run-up to Christmas the Ambassadors helped to "dec the halls" when they got together with staff from Lincoln BIG to decorate the Ice Rink in City Square, ahead of its grand opening on Saturday, November 30.

An energetic and fun day gave everyone involved a great sense of satisfaction, as well as a dose of early Christmas cheer.

BIG Volunteer Co-ordinator Maureen Keddy said: "They were just amazing. This was the very first task that the Ambassadors had undertaken as a group and they just got there and got on

with hanging all the decorations and putting up Christmas trees.

"It was brilliant to see the Ice Rink and Marquee/Ticket Office looking so festive by the end of the day!"

The Ambassadors were also out and about during Lincoln's World-famous Christmas Market, meeting and greeting visitors to the city, as well as giving people useful information and directions.

"This occasion provided an exciting introduction for the Ambassadors' presence at the Market, this being the first year of what we hope will become a regular feature and a big boost to our city's biggest event of the year," said Maureen.

Over the coming year, the Ambassadors will be increasing their knowledge of Lincoln and its attractions, by attending more training/information sessions and they will be out and about in the city supporting future events and activities.

Ambassadors come from all walks of life. Some of them work full or part-time, some are students and others are retired people.

"The attraction for these volunteers seems to be the diverse range of things that they can get involved in, as well as their desire to give something back to the city whilst improving their knowledge of what is available in Lincoln," added Maureen.

## SHOPWATCH SCHEME SUCCESS

Lincoln BIG has strengthened its partnership with Lincolnshire Police and the City of Lincoln Council in a concerted drive to tackle shoplifting.

Once an offender is ejected from, or detained by a store, they should be given a Banning Notice (with a copy sent to BIG). After they receive a second one from a member shop, the offender is given a Warning Letter from the Council.

If that is ignored and further offences occur, an Acceptable Behaviour Contract will be sought by the Council and – at the same time – an Exclusion Order will be issued by BIG. Further breaches will lead to the collection of evidence for an ASBO

To date: 121 Banning Notices, 25 Warning Letters, seven Exclusion Orders and four Acceptable Behaviour Contracts have been issued.

## SECURITY SCHEME UPDATE

In 2014 Lincoln BIG's Security Group Intranet will be completely updated ([www.lincolnbigsecurity.co.uk](http://www.lincolnbigsecurity.co.uk)) and levy payers, who are concerned about the safety of their customers and staff and who haven't already done so, are urged to sign-up to this.

The Intranet features a range of useful information and allows businesses to report incidents ranging from vandalism to shop lifting. It also contains the latest intelligence, security alerts and downloads.

All that levy payers need to do is send an email to [Yvette.Hall@lincolnbig.co.uk](mailto:Yvette.Hall@lincolnbig.co.uk) advising their email address. They will be sent a link to the intranet allowing them to register. The site also tells levy payers about our great new App, where information can also be picked-up via iPhones and other smartphones.

In a still newer development, Lincoln BIG is starting to provide shops with "tablets" on a

trial basis, with access to the security group site only and reporting tools. These will be free of charge for the first year, then levy payers will be required to pay a "contract fee" of £6 a month thereafter. A limited number of tablets are available in the trial.

Security Group members enjoy other benefits – including access to a Civil Recovery Scheme, which the Security Group runs in partnership with Retail Loss Prevention (RLP) which helps to recover the cost of stolen goods and disruption.

Security Group Co-ordinator Yvette Hall said: "It's a free service and we deal with the administration. All our levy payers need to do is complete a form for every incident they wish to claim for. Seventeen more cases are currently being processed under the scheme. Two cases have been settled and payments are being made to the relevant shops.

# IMPORTANT YEAR FOR PARTNERSHIP

2014 sees the Visit Lincoln Partnership enter its third year. Founded by Lincoln BIG, the Lincolnshire Chamber of Commerce and the City of Lincoln Council, the Partnership has made great strides in leading on destination management and marketing in the city, including new branding and the development of the visitlincoln.com website.

With the significant Magna Carta 800 anniversary in 2015 fast approaching, Visit Lincoln is now looking to make a real step change in the way in which Lincoln is promoted to national and international audiences.

The £22 million investment in Lincoln Castle, including the re-housing of Magna Carta is a once-in-a-generation opportunity to put Lincoln on the international stage.

Visit Lincoln is working with partners to ensure that, collectively, Lincoln maximises this opportunity and uses it as a springboard to back growth in Lincolnshire – by getting it right in Lincoln.

A significant campaign will be launched in 2014, but making it work will require commitment and support from all businesses, organisations and people in Lincoln.



This year, Visit Lincoln will also be promoting the city as part of a VisitEngland national campaign, promoting cycling in and around Lincoln, working on themed activity and promotion that includes antiques; food and drink and an ale trail.

The Partnership will be targeting the group travel trade market and promoting Lincoln as a place to meet and hold conferences and events through “Meet Lincoln” promoting the city as an accessible destination and working with businesses to ensure that front of house staff are offering visitors to the city a friendly welcome.

Visit Lincoln Partnership Manager Emma Tatlow said: “We have made great progress with Visit Lincoln and we are working hard to put Lincoln on the map. A vibrant visitor economy will increase footfall to the city, bringing more business to retailers, places to eat, bars and other businesses across Lincoln.

“Lincoln BIG has been fundamental to the success of the partnership so far, and we look forward to working with the group during the coming years.”

To get involved in Visit Lincoln activity, contact: [emma.tatlow@lincs-chamber.co.uk](mailto:emma.tatlow@lincs-chamber.co.uk)

# NEW BUS LINK PROVES POPULAR

Lincoln's eye-catching Steep Hill Shuttle, with its bright orange and white liveried vehicles, has maintained the popularity of its predecessor, the Walk & Ride service

Local shoppers and visitors have been using the hop-on, hop-off service, which also proved its worth during the city's Christmas Market, when visitors were keen to make the most of their time in Lincoln and see both uphill and city centre attractions.

The service hit the road in November following the withdrawal of support for the service by the City of Lincoln Council due to budget constraints forced on the authority by cutbacks in Government funding.

Since then, Lincoln BIG – working in partnership with PC Coaches and Lincolnshire County Council – has been responsible for sponsorship of the service.

The switch has required the partners to make some changes to the service, giving passengers the chance to board a new 27-seater bus, which was added to the fleet,



or use one of the original Walk & Ride service vehicles.

PC Coaches Operations Manager Sarah Smith said: “We are pleased to have maintained the level of usage of the service and we are trying hard to get word about it out to more potential passengers.”

Lincoln BIG Chief Executive Matt Corrigan said: “The new vehicle also offers superb sponsorship opportunities on a vehicle which has a noticeable livery. Any business interested in finding out more should contact me on 01522 545233.”

# VISITLINCOLN.COM



The official website for the city – visitlincoln.com - is an up-to-date, top quality website listing a range of things to do, places to eat, where to stay and more about Lincoln. It attracts 50,000 visitors each month.

Lincoln BIG Levy payers can raise the profile of their business to visitors to the site through advertising and listings.

All levy payers (with a relevant business) are entitled to a free basic entry on the site which also links to the shopping directory for the city, [shoplincoln.co.uk](http://shoplincoln.co.uk).

Tickets for events and attractions and accommodation can be purchased through the website.

To find out more about how the website can support you, contact [Joel@visitlincoln.com](mailto:Joel@visitlincoln.com)

# WORKPLACE CHALLENGE

JANUARY is traditionally a time when people think about improving their fitness and staff and colleagues at businesses across Lincoln and the wider county are being encouraged to get active by signing-up to a new initiative.

January 6 sees the launch of the Workplace Challenge, which encourages workplaces and employees to sign-up to lead a more active lifestyle by logging all their activity online over an eight-week challenge. There are rewards up for grabs too.

Colleagues will be able to compete against other businesses in this "one of a kind" initiative, which is being masterminded by Lincolnshire Sport, by battling it out to win points for their company or organisation by taking part in sports and physical activity - the more points you log, the more prizes you win.

Businesses which want to support staff who have made New Year's resolutions and opportunities on the Workplace Challenge website. Register at [www.workplacechallenge.org.uk/lincolnshire](http://www.workplacechallenge.org.uk/lincolnshire). For more details contact Lincolnshire Sport Physical Activity Manager Sarah Clarke on (01522) 585580.



## DID YOU KNOW?



LINCOLN BIG is – business led, business controlled and business-funded.

We work closely with the Lincolnshire Chamber of Commerce. Together, this gives us a stronger, single business voice within the City. In partnership with the Chamber we have been able to introduce a number of joint services.

Newer levy payers may not be aware that there are several "local" groups within the city – each of which has its own agenda. Their activities are supported by BIG.

They include the Bailgate Area Guild, Brayford Business Forum, the Bottom of the Hill group and City Centre Independent Traders Group and there are tenants meetings too.

Lincoln BIG's work includes carrying out local consultations and supporting ad hoc groups where there are issues which affect local businesses.

If you have an issue that you would like to raise or want to get more involved in the management of the Lincoln City centre then do let us know.

## THINKING OF A SPRING CLEAN?



Okay, it is not quite Spring yet, but the City Centre Wardens are putting their plans together to smarten up the city in time for the tourist season. Do you have any ideas or suggestions to brighten things up? Is there graffiti or an eyesore that needs tackling or forgotten corners that would benefit from some extra care? Drop us a line on 01522 545233.

## THANKS!

Thanks to everyone who took extra Christmas trees – these really helped to enhance the City Centre and brighten up many areas not covered by the civic lights. In all we installed over 180 trees, 6 large trees and 30 sets of icicle lights – over 50 lights in total.

Lincoln BIG offers an all-inclusive Christmas tree, hanging basket and flag deal to brighten up your premises from £100 with free bracket fitting. Contact [info@lincolnbig.co.uk](mailto:info@lincolnbig.co.uk) for details.

## LEARN THE LINGO

LINCOLNSHIRE has become increasingly multicultural – so if your workforce and customer base are changing, learning a new lingo could be a positive move.



January 2014 sees the first anniversary of PAB Translation's expansion into Lincoln – after starting out in Boston in 2009.

PAB provides businesses with interpretation and translation services and also offers tuition and cultural training in a variety of different languages. The business deals with 50 spoken languages and in house staff can translate over 200.

PAB receives regular requests for help with Arabic, German, Polish, Lithuanian, Latvian and sometimes other languages.

In celebration of its first year in Lincoln, PAB is offering FREE taster sessions in Italian, French, Russian and English as a Second Language (ESOL), starting from this month. (January)

Anyone interested is invited to enrol via the PAB website – [www.pabtranslation.co.uk](http://www.pabtranslation.co.uk) or they can find out more by calling (01522) 244947.