



Lincoln  
Business Improvement  
Group

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## VOLUNTARY MEMBERSHIP OPPORTUNITIES

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*To make Lincoln City Centre a Great Place*



The Lincoln Business Improvement Group (Lincoln BIG) aims to put Lincoln on the map as a retail and tourist destination and improve the experience of the City Centre in Lincoln for those who live, work, invest and visit.

As a business below the BID levy of £6,000 rateable value or outside of the BID area, become a member of Lincoln BIG TODAY and benefit from our range of membership benefits.

## About Lincoln BIG

Lincoln BIG has been in existence as a business since 2003 and has been a Business Improvement District (BID) since 2005.

During this time we have achieved some great things. including receiving the Purple Flag award for the evening economy, operating the Lincoln Visitor Information Centre, managing bus and car parking deals, introducing Security Group tablets, organising the City Square beach and ice rink, delivering Artists', Antiques, Farmers and Craft markets and supporting tourism and the establishment of the Visit Lincoln Partnership.

At the same time, we continue to provide our core services to businesses which include employing the City Centre Wardens, Lincoln in Bloom, Christmas arrangements, dealing with security incidents and administering the Pub Watch Scheme.

## Our Objectives

Our philosophy is simple, if the City Centre is clean, bright and welcoming with lots of activity and events taking place then more people will visit, and when they do visit they will stay longer.

Our work also ensures that that the City Centre is a great place in which to operate a business, and a better environment for staff to work in.

We want to continue to invest and to keep Lincoln moving forward but we can only do it with the continued support of City Centre businesses.



## Great Events

Great events help to animate the City Centre and create buzz and atmosphere. Our strategy is to promote an on-going programme of regular activity including annual highlight events which we have helped to nurture and support.

## A Great Place to Visit

Lincoln BIG invests in the visitor experience of the city and is a founding partner of the Visit Lincoln Partnership.



## An Accessible City

Lincoln BIG recognises that access and car parking are key issues for City Centre businesses, and works hard to develop creative solutions to improve access to the City Centre for workers, shoppers and visitors.



## Great Shopping

Lincoln has a great mix of both national and independent shops and is an important retail destination. We want to ensure that the status of Lincoln as an important retail destination for both national brands and the quality independent offer is recognised



## Safe and Secure

Safety and security is a key issue for both customers and staff and is particularly important both in promoting the City as a visitor destination and in attracting students to our universities and colleges.

## A Great Night Out

Lincoln BIG's Evening Economy management programme brings together partners with an interest in the evening economy and aims to co-ordinate a range of initiatives to ensure a safe, vibrant and accessible city at night.



## Clean, Bright and Welcoming

Lincoln BIG's warden team ensures that the City Centre is bright and welcoming and raises the quality of experience of the City Centre for businesses, residents and visitors.

## A Great Place to do Business

Lincoln City Centre is the largest employment centre in Lincolnshire and a key driver for the local economy. We want the City Centre to maintain its role as an employment centre and be a great place to work and be proud of.



## A Dynamic Partnership

Lincoln BIG is business led, business controlled and business funded – meeting the needs of levy payers and their employees is our priority.

## Membership Benefits



- Full listing of the 'Shop Lincoln' website with interactive map location pin and ability to post special offers [www.shoplincoln.co.uk](http://www.shoplincoln.co.uk)
- Our monthly City Talk e-newsletter with details of issues affecting business, events, training and business support. A profile for each new business is also offered free in this to let other traders know who you are.
- Full membership of any local trader forums including Bailgate Area Guild, Brayford Business Forum – this will include receiving agendas and minutes.
- Full membership of the Lincoln BIG Security Group including membership pack, security alerts, exclusion scheme and low cost radio leasing if required.
- For licensed businesses, access to membership of the City Centre or Uphill Pub Watch Schemes including exclusions.
- The ability to call our City Centre Wardens to remove graffiti and report back or tackle other public realm issues affecting your business.
- Reduced hire rates for public spaces for promotion and events
- FREE standard listing on [visitlincoln.com](http://visitlincoln.com)
- Visit Lincoln's corporate e-newsletter updating on what's on and marketing opportunities available
- Member discounts on marketing campaigns and opportunities
- £50 discount for our In Bloom package including hanging baskets(s), St Georges Flag, Lincolnshire Day Flag and a Christmas tree when booked through an approved contractor.
- Access to low cost parking and business season tickets and Free cycle locker hire for you and your employees
- 10% discount on all Lincoln merchandise at the Lincoln Visitor Information Centre
- An invitation (without voting rights) to the Lincoln BIG AGM



Visit  Lincoln  
TOGETHER WE'RE STRONGER



## Membership Rates

Rateable Value	Rate inc VAT
Below £6,000	£50
Between £6,000 and £20,000	£120
Between £20,000 and £50,000	£250
Over £50,000	£500

**To find out more** contact Sharon Stone, Membership Coordinator, Lincoln BIG on 01522 545233 or email [sharon.stone@lincolnbig.co.uk](mailto:sharon.stone@lincolnbig.co.uk)

**Or to Join** simply complete the attached application form and return to Membership, Lincoln BIG, 3-5 St Swithins Square, Lincoln LN2 1HA