



Lincoln BIG

Business Improvement
Group

Annual Report

**July 2021 –
June 2022**

Making a difference to
Lincoln now and in the future

www.lincolnbig.co.uk

Chairman's Report



Welcome to our 2021/22 Annual Report which is filled with activity our BIG team has carried out to ensure the city is bright, welcoming, and secure for those that work, enjoy our hospitality and visit our great city.

The past two years has been challenging for all businesses and although we have seen some businesses close, we can be proud of the bounce back to an active city with new Independent and High Street brands opening. The Lincoln BIG team has geared up and put on activities, created a welcoming atmosphere and vibrancy, including the IMP Trail, In Bloom, flags and Christmas trees, Halloween and Christmas events and the Safari, all of which led to over four million people visiting the city with the dwell time increasing on previous years. The Safari, over the Easter period, drew a total of 138,822 visitors to the city with the Gorilla being voted the favourite!

With the ongoing cost of the living crisis, Lincoln BIG have joined with other BIDs across the country to support the #BusinessSOS campaign, calling on Government to do more to support Lincoln's retail, hospitality and leisure businesses. The campaign's 3-point plan is to reduce VAT and give Business Rates and energy costs relief.

We successfully attracted funding for the City Centre Wardens new electric van and steam cleaning equipment to improve the efficiency and cleaning of the city above the statutory requirement by the City Council. This has enabled the team to deal swiftly with the increased graffiti around the City Centre. Our wardens have increased recovery of stolen goods to around £10,091.

In April, we relaunched our updated lincolnbig.co.uk website making it easier to navigate and search for offers and activities.

Our Bus and Car Parking scheme offers levy payers and their employees reduced rates through a bulk purchase agreement with Stagecoach East Midlands and City of Lincoln Council. It's good

to see how well used and valued the scheme is by our levy payers. We have improved the website's online payment system this year to make it easier to use.

We were pleased to secure an extension to June 2023 to our ERDF funded project, Collaboration 4 Growth, which we run with the Lincolnshire Chamber of Commerce. This has provided workshops and grants totalling £42,107 to businesses across Lincoln, West Lindsey and North Kesteven.

At our AGM last November, we said goodbye to Sarah Loftus our Chief Executive, as she left to take up a new role as Managing Director of Make It York. Sarah worked tirelessly during the pandemic securing funding, supporting levy payers, and lobbying government and we thank her for all she did for Lincoln in her time here.

The Board records its thanks to Simon Beardsley who took on the role of Interim Chief Executive, Lee Roberts for stepping up to manage the day-to-day business and the whole team who over the last year have done a great job delivering our services as laid out in our 2020-2025 business plan. We plan to build on this success and are finalising our thoughts on future management structure ready for my retirement as your Chair at the end of the year.

Having been involved with Lincoln BIG since its inception I am proud of what has been achieved by the collective imagination and application of our levy payers and the team here at BIG. I know with your support Lincoln BIG will continue to add value and, working with our levy payers and partner organisations, ensure the city remains a great place to live, work and visit. I wish you well.

Ursula Lidbetter
Chairman

Lincoln BIG is the trading name for the Lincoln City Centre Partnership (Company number 04662323)

It is controlled by a Board of Directors representing city stakeholders. It trades as a small business – paying VAT and filing Companies House returns. Lincoln BIG does not distribute profit. It reinvests surpluses into delivering its Business Plan to improve Lincoln City Centre and operates under The Business Improvement Districts (England) Regulations 2004. Our board is made up of the following stakeholders:

Founder Members

Ursula Liddbetter OBE	Lincs Chamber of Commerce
Simon Beardsley	Lincs Chamber of Commerce
Councillor Chris Burke	City of Lincoln Council
Councillor Richard Metcalfe	City of Lincoln Council

Lincoln BIG Levy Payers

Carl Jacklin	Agatha Boutique
John O'Donoghue	Home / Craft / Carousel
Mark Brewer	Imp Travel
Stan Matthews	Thompson & Richardson (Lincoln)
Dean Cross	Waterside Shopping Centre
Ian Robinson	White Hart Hotel

Investor & Co-opted Members

William Harrison	Lincoln Cathedral
Nicola Hall	Lincoln College
Councillor Tom Dyer	Lincolnshire County Council
Freddie Chambers	Lindum Group
David Lewis	Siemens Energy
Valerie Johnson	St Marks Shopping Centre
Dave Skepper	Stagecoach East Midlands
John Latham	University of Lincoln

Ex Officio

Simon Walters	City of Lincoln Council
Chief Insp Philip Baker	Lincolnshire Police
Joe Philips	Lincolnshire County Council (Highways)

Company Secretary

Tom Hickingbottom	Wilkin Chapman LLP
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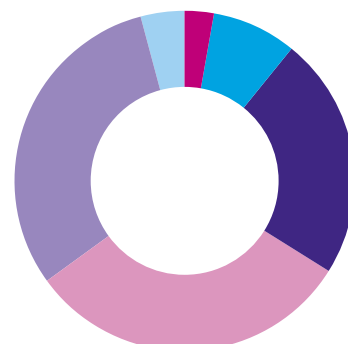
Financial Figures

For the year ended 30 June 2022

INCOME total:

Welcome	3%
Experience	8%
Value	23%
Projects	31%
BIG Levy	31%
Membership	4%

1,413,650 Total



EXPENDITURE total:

Welcome	13%
Experience	15%
Value	27%
Projects	36%
Overheads	9%

1,331,129 Total



Accounting Period: Our Financial Statement is for the year ending 30th June 2022, approved by directors on the 11th October and will be presented to our AGM on the 8th November.

Our Funding: Approximately one-third the BID levy, one-third from grants/voluntary donations. The remainder from our trading activities, therefore for every £1 our levy payers pay to us, we work hard to multiply and gain a further £2 to spend on improvements for the city.

BID Levy: In line with national legislation (BID Regulations Act 2004 and Local Government Act 2003) and our BID levy rules, the BID is not permitted to discount the levy without an alteration ballot.

BID Levy Collection Rates: In 2021/22 97.37% of BID levy has been paid.

Investor Members



Priority 1 Welcome

What we delivered in 2021 - 22

Our Focus: As we continue to support the City Centre, we will focus on large footfall areas, targeting neglected areas, the removal of graffiti, maintenance and other tasks to improve the city's look and feel. The cleanliness of the city remains a key priority for Lincoln BIG, our members and partners. We will continue to work hard to improve the standard of the public realm and the City Centre, which encourages people to return time and time again for shopping, sightseeing, meetings and more.

Street Management

Using our electric vehicle and cleaning equipment, the Wardens have completed 3 deep cleans, plus additional weekly cleans of the city and targeted cleaning of the main bridges whilst promptly responding to reports about problem areas, which are above the Council's statutory remit. The implementation of the Gum Drops, located in key areas around the city, have reduced the amount of chewing gum that is dropped on the pavement which causes an eyesore in the city.

Evening Ambassadors Scheme

Through the Welcome Back Fund, in partnership with City of Lincoln

Council, we were appointed to set up and manage an Evening Ambassador Scheme to provide safety patrols for the evening economy from December 2021 to 31 March 2022 with COVID-19 still at the forefront and restrictions still in place. Onyx Management Ltd were recruited through a successful tender process. Four ambassadors worked a Friday and Saturday evening from 10pm to 4am during this period. Incidents included vulnerable persons, medical, anti-social behaviour, violence and assault, criminal damage and other crimes. Total incident figures for each month were:

Dec 2021 - 42	Jan 2022 - 40
Feb 2022 - 49	Mar 2022 - 23

Hospitality & Evening Economy

We continue to administer the Lincoln Pubwatch meetings, whilst recruiting new venues for membership. We also attend City Centre Street Tasking Meetings, discussing the issues around safety within the city.

- We have provided 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.
- **46** Businesses are involved in the 'Ask for Angela' Scheme
- **1,050** 'Check Your Drink' drink safety test strips have been deployed across venues
- Vulnerability Training workshop delivered to **15** venues

"Steve came to our business in the town centre to clean up some graffiti that we had on our sign, we didn't even call to ask it was his own initiative. Steve cleaned this up for us and now looks as good as new. Very professional and lovely man."

Leah W, Levy Payer



- Supported the Licensing Security and Vulnerability Initiative (License SAVI) - a confidential self-assessment tool designed to help licensed premises provide a safe and secure environment for their managers, staff, customers and local communities. 10 pilot venues took part this year, with every venue scoring 4.5 or 5 stars out of 5.

Warden Service

We have two wardens who patrol the City Centre in uniform six days a week. Our Wardens work hard within Lincoln to assist businesses with security checks and ensure the City Centre is a welcoming place to visit and work. The wardens have continued to remove graffiti and respond to business requests about hotspot areas requiring cleaning. They have also reported many public realm issues to the relevant authority. Additionally, our Wardens will continue to help deter and stop shoplifters.

Street Dressing

We continue to offer a wide range of street dressing opportunities that businesses can get involved in. This is important to welcome tourists and residents alike to the city and ensure Lincoln is the 'go to' place with a lively, vibrant environment.

We have provided:



126

Flags



125

Discounted Christmas Trees



+2,350m

of bunting



168

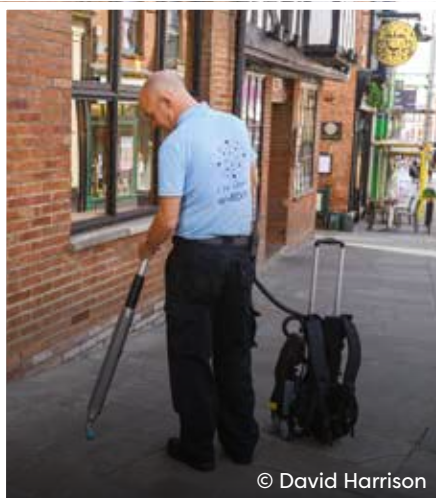
Hanging baskets

Our City Centre Wardens have recovered approximately £10,091 following shop thefts!

39% higher than last year.

Going forward we will:

- Expand, manage and maintain our warden service
- Deliver community-clean up projects
- Deliver and manage the In Bloom scheme
- Increase the number of venues involved in the 'Ask for Angela' campaign
- Encourage more businesses to become members of the security group
- Respond to business requests to target hotspot areas for graffiti and gum removal
- Continue our Street Management service & dressing



© David Harrison

"We want to send our upmost thanks to Danny and share what a brilliant job he does in helping deter and stop shoplifters that steal from our store and for everything that he retrieves, the team and I can't thank him enough." L Donini, Levy Payer

Warden highlights



447

Pieces of graffiti removed



17

Items painted



116

Fly posters removed



12

Used syringes collected and disposed of



53

Areas cleaned, removing gum and weeds



85

Hours of gum busting



© David Harrison

Priority 2 Experience

What we delivered in 2021 - 22

Our Focus: Lincoln BIG 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. We have continued organising and supporting fantastic events whilst repeating some of our popular success stories throughout the year, which have created a buzz within the city.

Tour Bus

After the success of previous years, Lincoln's Open-Top Sightseeing Tour Bus returned to provide fun for families and friends. The live commentary told stories from the bygone ages including Lincoln's Magna Carta, the stunning Castle and Cathedral, Roman Lincoln, Aviation Heritage and much more. A brilliant opportunity to soak up Lincoln's 2000 year history from our experienced and entertaining Tour Guides. For 2021/22, the Tour Bus ran from July - September only due to COVID-19 restrictions. For the 2022 Summer season, the Tour Bus reverted back to operating April - October.

Park and Ride

In partnership with Stagecoach East Midlands, Lincolnshire County Council and City of Lincoln Council, the Park and Ride service continues to offer a cheap and convenient way of travelling into the city. 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) and the bus travels to the Lincoln Bus Station.



3,365

Passengers have used the Park and Ride service from July 2021 - June 2022



32%

Passengers use the service more than three times a week

Animating The City

To celebrate the historic occasion of the Platinum Jubilee, everyone was invited to join Lincoln BIG in taking part in the free, magical augmented reality story-trail. Located around Lincoln were seven magical characters on a day trip from Buckingham Palace. People could see the characters in augmented reality, decide what happens next in the story learn about each decade in The Queen's historic seventy-year reign and even win a free digital fun pack at the end.

Tourism Projects and High Street Experiences

During February half-term, we teamed up with the City of Lincoln Council, Continental Drifts and Visit Lincoln to provide fun, free activities for everyone to enjoy. Lincoln's Family Festival of Fun brought a range of magic, dance, art and craft activities to the city every day during the half term holiday. The event provided something unique for everyone and was a week not to be missed. Activities include art and craft workshops, street performances, circus acts, sporting events, innovative workshops and experiencing their very own Godzilla Town, all of which was free to attend.

We also saw the return of the popular Street Food Festival to the High Street. With a range of traders at the event, offering a variety of food and drinks for all to enjoy including a smorgasbord of worldwide cuisines. People could choose from a selection of delicious gourmet burgers and tapas, to hot crepes and chocolate covered churros.



5,383

Tour Bus tickets sold: July 2021 - September 2021



1,731

Tour Bus tickets sold April 2022 - June 2022



117

Reviews were left on Tripadvisor, 103 rated as Excellent and Very Good



"Great service when visiting the city."

Chris R,
Park and Ride Passenger



**“Passionate,
collaborative,
realistic.”**

Matthew D,
Local Tour Guide



© Andrew Scott



**“Had a lovely tour of
Lincoln which was
conducted by Leslie
and pointed out some
hidden treasures within
the city that would have
otherwise been missed.”**

Aless F, TripAdvisor Review



Experience continued...

Halloween

We delivered a Halloween activity known as the 'Day of the Dead', allowing people to decorate Halloween crafts, join in the festival parade with a giant skeleton, as well as experience scare actors for the night time economy venues!

Christmas

Throughout the Christmas period, we worked hard to ensure Lincoln was the 'Go To' city for the festive period. Following the success from last year, we brought back Glimpse the Imp, with 16 cheeky Christmas Imps including Santa, Rudolf, Elf, Frosty, Sprout and friends located throughout the city!

The illuminated light trail with partners also returned providing brilliant selfie moments which lit up the High Street. The trail included JOY, the Bauble, Christmas Trees and the new L^{IN}COLN lights, giving everyone the opportunity to be the 'I' in Lincoln! Despite some vandalism to one of the light installations, the trail was well received by the public with numerous pictures shared across social media. Lincoln businesses got involved with our pioneering Digital Advent Calendar - offering 24 exclusive Christmas deals helping people spend within the city. We're looking forward to bringing this back this year with even more deals!

23 businesses were also involved in the Christmas Shop Window Dressing Competition, with prizes given to the best! This was a brilliant campaign to encourage visitors and locals to explore the different stores Lincoln has to offer and get into the festive spirit. Winners included Bunty's Tea Room, DialaRide and Shopmobility, Joules, K.Fines jewellery and Simpsons Nail and Beauty Salon.

Thor's also took place throughout the Winter months, providing a true festive spirit with Christmas trees, fairy lights, live music, mulled wine, hot chocolates and their famous log fires! Visited by over 50,000 people and selling more than 14,000 hot chocolates, this ever popular and highly-acclaimed attraction is now a firm fixture of the Christmas offering in the city, due to return again this year.

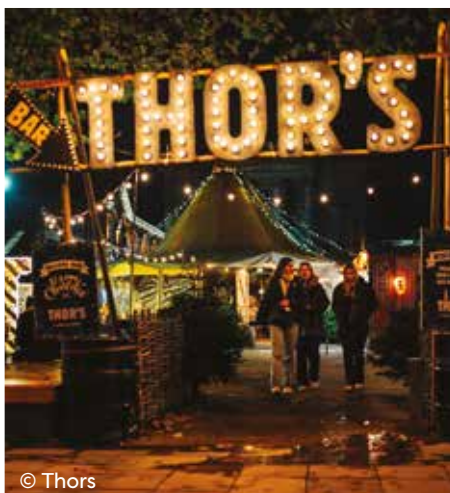
Going forward we will continue to:

- Deliver a range of quality events by repeating popular success stories and provide a fresh spin for new attractions in the city
- Develop tourism projects with our partners
- Deliver new and manage existing seasonal trails in the city for Christmas, Halloween, etc
- Create vibrant high street experiences
- Continue to animate the city

"Really great place for adults and kids!"

Sarah J, Member of the Public

© Fizzco



© Thors



"Fabulous place for a drink and food in the sun."

Cheryl I, Member of the Public



© Steve Mitchell



“We all LOVED wandering through the city over the Easter holidays on a safari!”

Miller Properties, Lincoln

Other popular events delivered and supported by Lincoln BIG:

IMP Trail

Following the success of the Barons' Charter Trail in 2015, the Knights' Trail in 2017 and RAF100 in 2019, our fourth trail ran during the summer of 2021 across Lincoln City Centre. This was a mass participation public art event to celebrate Lincoln, its art, culture and heritage whilst encouraging more people to visit and experience the city's vibrant and contemporary edge. We saw visitors from across the UK and the world visit in this Covid-secure outdoor event.

Lincoln is famous for many things, however we wanted visitors in the city to know about our IMP. The key event was a fun art trail of 31 colourful IMP sculptures that were strategically placed across Lincoln's historical City Centre during the summer of 2021 for visitors to follow. To complement the main trail, 60 Lincolnshire Schools took part in the Education Programme. During September, our IMPish friends joined together at Lincoln Castle to say farewell before moving to Lincoln Cathedral on 1st October to be auctioned in aid of St Barnabas. We are delighted that the evening raised £125,000 with all the IMPs finding new homes!

- **19,000** Website visits
- Over **1 million** interactions with the IMP trail app with **169,312** sculpture unlocks

- **40,000** Leaflets printed
- **5,103** App users
- The IMP Trail generated in excess of **£244,299** in PR value during the duration of the trail. With press visits and articles appearing in the Sunday Times, Daily Mail, Irish Sunday Mirror, Yorkshire Times, Lancashire Times, Cumbria Times, the Metro, Wigan Evening Post, Sunderland Echo, the News (Portsmouth). Together these reached **209,475,665** readers!

Lincoln City Safari

In April 2022, Lincoln welcomed a range of wild animals bringing a mixture of wildlife, fun and sense of adventure to various locations throughout the City Centre.

The Safari raised Lincoln's profile and provided something unique for visitors to see and experience. Many businesses also got involved with the trail, providing face painting, workshops and competitions with multiple prizes to be won!

- The Facebook event page reached **18,911** people with 629 event responses
- **636** Lincoln City Safari social media post engagements
- **2,000** physical maps

collected and **631** online maps downloaded

- **1,118** website event page visits
- **138,822** visits to the city during the Lincoln City Safari trail

Cornhill Cove

The popular Cornhill Cove returned May 2022 with a seaside style pop-up bar featuring a bespoke free crazy golf course in the heart of the city flanked by street food and ice cream vendors throughout the Summer! New for this year, there was also a number of pop up entertainment and performances on the garden stage correlating with city events, such as Lincolns 1940's Weekend.

Cornhill Cove was popular throughout the warmer days as the public stopped by to enjoy some crazy golf, spend time with friends and family and relax in the heart of the city. With over 340,000 tourists walking past during this period, Cornhill Cove was well received from the public with many positive reviews!

Other popular events delivered and supported by Lincoln BIG:

- Lincoln's Family Festival of Fun
- Street Food Festival
- Platinum Jubilee Augmented Reality Trail
- Lincoln's 1940's Weekend
- The Dino Trail

Priority 3 Values

What we delivered in 2021 - 22

Our Focus: Lincoln BIG acknowledge that businesses and organisations are facing many challenges following Covid-19, the current Energy crisis and more. Therefore, we are determined to deliver support, value and a high return for your levy through our services.

BIG Bus and Car parking deals

We have continued to work with Stagecoach East Midlands, to offer levy payers and their employees a cost effective deal to save money on commuting to the City Centre for work. There are Inner and Outer Bus Passes (journeys past the MegaRider boundary require an Outer Pass). This scheme ensures our city keeps moving, carbon emissions are reduced, and a safer environment can be enjoyed by all.

We have also continued 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.

We know our levy payers and staff find real value through these schemes and our car and bus deals will continue to be a key benefit of levy membership.

Student Voucher Booklet

19 businesses got involved with our student voucher booklets, promoting their deals and business to students within the city. 7,000 booklets were distributed.

Lincoln BIG Security Group

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 have also have access to encrypted radios, with radio training at a discounted price. Lincoln BIG have continued to be responsible for 7 working defibrillators across the city, available for everyone to use. There is also access to free defibrillator training.

- Over 355 incidents have been recorded on the security and evening apps.
- 135 radios have been leased to businesses

“I use the Lincoln Central Car Park daily as part of my commute to work, and dealt with Danielle to set up the payments etc. She’s been super helpful, the team at Lincoln BIG are always amazing!”

Lauren W, Levy Payer

Going forward, we will:

- Increase the take-up of the BIG Bus and Car park passes
- Continue to manage and promote the Park and Ride service
- Continue to work with partners to promote Lincoln through various events and projects
- Continue working with LoyalFree to promote businesses and their deals and display new trails

Loyal Free App

The LoyalFree app has been continuing to help your business advertise throughout the year to both locals and visitors to the city. If you would like to join and advertise your special offers please email info@lincolnbig.co.uk



LoyalFree
The Place Promotion App

20,632 Total deal views

14,417 Trail Interactions

241 Lincoln businesses promoted

89 Live deals (at time of print),
162 total deals throughout the year

2,526 Competition entries

3,716 App users with
6,728 deal redemptions

BIG Bus & Car park deals



33%

Increase in Car Park Permit members since last year



25.4%

Increase in Bus Pass scheme members since last year



15.6%

Increase in Scratch card users

Priority 4 Projects

What we delivered in 2021 - 22

Our Focus: We continue to offer funding and business support for organisations in Lincoln. This includes offering various projects, events and activities that will help the city and make Lincoln a great place to live, work and visit.

Collaboration 4 Growth

We delivered 17 workshops with over 160 attendees

Topics included:

- Delivering Effective PR
- Social Media masterclasses
- Phone Photography
- Wellbeing and Resilience
- and more!

The topics are identified as a result of consultation with local businesses, and any suggestions for topics are gratefully received

We hosted a 'Let's Talk Business Growth' Conference in June 2022, with around 100 attendees. Topics included Sustainability, Leadership and Investment with guest speaker Ollie Ollerton, from the TV show 'SAS: Who Dares Wins'.

The Collaboration 4 Growth project finishes in June 2023. Going forward there are over 20 workshops planned with 3 larger events for networking and business support.

C4G case studies are available on the website:
lincolnbig.co.uk/projects/collaboration-4-growth

The C4G project is funded by ERDF and delivered by Lincoln BIG and their project partner Lincolnshire Chamber of Commerce.



European Union
European Regional
Development Fund

C4G Highlights



30

Businesses received 12 hours of support



8

Grants were provided to the value of £42,107



4

Jobs created



“It has provided a basic understanding which I’ve been able to use to go forward and learn more from, as a steppingstone to developing a better marketing and social media interaction for my customers.”

Five Rounds More, Workshop Attendee



“It successfully created logistical, financial, and creative benefits for us.”

Electric Egg Ltd, Grant Beneficiary



“I’m so happy that I took the plunge with applying to Lincoln Creates 2022 and am delighted with the support I’ve received to collaborate with local businesses to help bring my artwork to life for the City Centre.”

Mel Langton, Local Artist

Lincoln Creates coming soon 2022/23

© Waterstones
Lincoln



Lincoln Creates

A Priority 4 Projects program

Lincoln Creates is a Lincoln BIG initiative which was developed to build on the success of BIG's Arts Council funded Cultural Lincoln programme. Originally conceived as the Art Innovation Fund in 2017, the aim of Lincoln Creates is to award small grants to artists for projects that enhance the vitality of Lincoln City Centre and promote collaboration between businesses and creative practitioners. Funding was established from a percentage raised from the auctions of the Knights' and the Imps art trails.

In 2018, following consultation with partners, an application and assessment process was established, and artists were invited to apply for funding. Over 30 artists submitted proposals with the first round of projects receiving their grants in 2019. This included funding for the first artwork at Brayford Underpass entitled 'Wigford Bridge 1.0'.

After the pandemic, Lincoln Creates was relaunched with Lincoln BIG holding two bidding rounds in 2022. Following the first bidding round, the panel met in June to consider presentations from the eight artists shortlisted from eighteen applications for funding. The projects to look out for in 2022/23 are:



“Thank you, that is fantastic and an amazing piece of art!”

Mick H, Member of the Public

2022

AUGUST

Wigford Way Bridge 2.0: with artist James Mayle and Luke St Clair-Pedroza

SEPTEMBER

Writing Wild with Ruth Charnock

OCTOBER

Piecing Us Together Trail with artist Mel Langton

NOVEMBER

Rethread Denim, a Giant Jeans Installation with Kerry Gibson

2023

JANUARY

Cycle Stand by Paul Mann and Kenny Roach

FEBRUARY

Valentines Projections by Simon Hollingworth

MARCH

City Centre Stories by Beth Lambert & Laura Mabutt

APRIL

Dinosaur Storybook by Sian Ellis

THROUGHOUT 2023

Lincoln Pride with Jason Reid

The Voice of our Levy Payers

It's been the best year ever on the Lincoln BIG website and social media channels...

Last year we reached over 338,720 people online. We have successfully increased our reach by 86.7%, reaching over 632,517 people.

We have shared thousands of Levy Payer promotions, events and services across our platforms!



15

Press Releases have been created to support Lincoln BIG's activities and events



12

Radio interviews about upcoming events and projects including Lincs FM and BBC Radio Lincolnshire



72

Number of articles in local, regional and national press, including the Sunday Times and Daily Mail



50

We have grown our reach to over 50 contacts within the Media Industry



“Just wanted to say a BIG thank you for all your support over the years in driving everything LINCOLN! You have both worked tirelessly with businesses, agencies, councils etc, all for the good of Lincoln. Personally, I have enjoyed working alongside you.”

M Blastland, Store Manager, House of Fraser



Followers: 9,129 (+231)
Engagements: 6,408
Reach: 277,800



Followers: 1,679 (+333)
Engagements: 1,028
Reach: 15,109



Followers: 3,304 (+740)
Page likes: 2,390 (+487)
Engagements: 26,073
Reach: 224,929



Followers: 1,165 (+369)
Engagements: 2,840
Reach: 44,185



Total views: 70,074
by 59,424 users

This is 115% higher than last year! Popular pages include:

- Parking and Bus Deals
- Open Top Sightseeing Tour Bus
- The Team
- Event page - Lincoln City Safari



We continue to send regular e-newsletters to our levy payers on relevant topical information. Along with sharing upcoming events with the general public, and grant / workshop information to the C4G audience.

MailChimp's sent: 35

Subscribers: 420

Average Open rate: 47%

Footfall Data: 1st July 21 - 30th June 22

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.

To see more footfall data, visit www.lincolnbig.co.uk

2021

2,343,472

Total city visits 20/21*

12 – 1PM

Busiest time of day 20/21*

173 MINUTES

Average dwell time 20/21*

6,110

Venue visits, per day 20/21*

2022

5,114,743

Total city visits 21/22



12 – 1PM

Busiest time of day 21/22

190 MINUTES

Average dwell time 21/22



8,244

Venue visits, per day 21/22



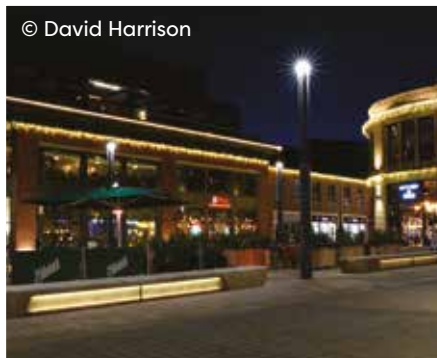
*Please note, 2020/21 footfall data only recorded from 20.11.20 onwards, when counters were installed.



© Andrew Scott



© Andrew Scott



© David Harrison

Grant Funding secured helping to bring shoppers and tourists to the city

Lincoln BIG has continued to support levy payers through identifying suitable funding and support available to the city and those working within Lincoln City Centre.

Additional Restrictions Grant funding (ARG)

In the midst of the COVID-19 pandemic, Lincoln BIG was commissioned by the City of Lincoln Council (CoLC) to deliver business support and City Centre projects. The focus of the ARG project was to promote business support and the safe increase in footfall by offering high quality experiences for visitors to the city. To achieve this, Lincoln BIG undertook the following activities:

- **Radio scheme** – provided over 100 businesses with discounted Security Radios with connectivity to the CCTV control room.
- **Purchasing additional cleaning equipment** – this included chewing gum removal backpack machines, a new electric vehicle and pressure washer to enable targeted cleaning across the city.
- **Public Realm improvements** – provided free hanging baskets, Street light baskets and animation including the creation and installation of new In Lincoln branded bunting and banners to dress the city.
- **Events** – funding to support trails and outdoor events, such as Zest Theatre's 'Refresh Lincoln' project.
- **Website Development** – support for the Lincoln BIG new website and technology, making it easier for our levy payers to interact and take advantage of the offers and projects we operate.
- **In Lincoln Campaign materials** – providing our business community with free access to hand sanitiser, safety posters, window stickers and

other materials to encourage a safe return to reopening the high street after the pandemic lockdowns.

- **Night Time economy campaign material** – including updated Lincoln Pubwatch materials, drink spiking test kits and promotional video production reminding people what great services our city has to offer.

Welcome Back Fund

Lincoln BIG received funding from the European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020, which ended 31 March 2022. Working with the City of Lincoln Council, we delivered a wide range of activities to assist with the High Street recovery following COVID-19. This included:

- The implementation of the Evening Ambassadors, acting as an extra level of protection in the city.
- Lincoln Family Festival of Fun, providing a 9 day programme of free workshops, activities and street theatre for all to enjoy.
- Street dressing in the key areas of the City Centre: The University of Lincoln were commissioned to animate and dress areas of Lincoln to welcome visitors and residents back to the City Centre as a build up to Discover Lincolnshire Weekend.

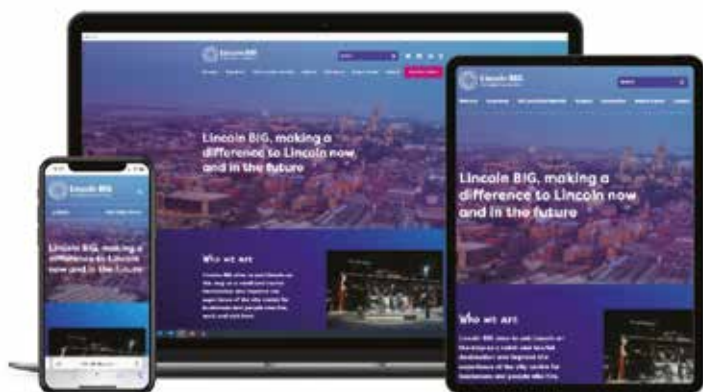
Heritage Action Zone

The High Street Heritage Action Zone (HSHAZ) cultural programme enabled Lincoln BIG to highlight the heritage, culture and area of the Heritage Action Zone in the city. As part of this programme we have:

- Curated an additional element to the 1940's festival. This animated and celebrated the HSHAZ and its history while providing entertainment to those in the area during the festival.
- Looked at ways to encourage the emergence of and support of new festivals and events in the city. We will be looking to pilot a digital wallet giving people the chance to donate while enjoying the free events in the city. Any donations received will be redistributed to encourage new and emerging events and festivals in the city to take place.
- Create an additional lighting scheme for the HSHAZ during the festive period. We are looking at ways of showcasing the HSHAZ and drawing visitors to this area during the Christmas market and the festive period.

Town Deal Fund

The Town Deal Fund is a five-year project funding by Government to deliver three elements: Digital signage, Light up Lincoln and Lincoln Creates. We are currently working on developing the business case with Visit Lincoln as they requested a sum of money for a CRM system.



Details correct at time of printing



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A Summary of our key Partnership Working

Over the past twelve months we have continued to work closely with and alongside City of Lincoln Council, Healthy High Streets group, Cornhill Quarter traders, Bailgate Guild, Lincoln Pubwatch, Lincolnshire Police, Visit Lincoln as well as other national BID organisations. The activity has included, but not limited to:

As part of the Government's Welcome Back Fund we:

- Produced more 'Keep Lincoln Safe' posters and bollard cones to ensure the city stayed safe during Summer/Autumn 2021.
- Delivered 'Lincoln's Family Festival of Fun' a variety of events during February half-term;
- Managed Street Dressing during March in make the city vibrant as we stepped into Spring;
- The management of Evening Ambassadors from December 2021 – March 2022. The ambassadors provided safety patrols during the evening economy period, assisting members of the public during the evenings.

As part of the Heritage Action Zone funding we began plans to deliver:

- An additional element to the 1940's Weekend in the HAZ area to compliment the main event
- A digital donation station for visitors to tap and donate when experiencing free City Centre events to create a new fund for future events in the city.

Continued participation in the City Centre Management Group, City Centre Tasking Group and the City Centre and Uphill Recovery Group, playing a key role in ensuring Lincoln remains a vibrant and successful city.

Applying for grants to benefit the High Street including the Shared Prosperity Fund.

Working with partners to deliver sustainable travel and reduced travel and parking into Lincoln for member employees, including:

- The BIG Bus deal for levy payers and their employees to benefit from reduced bus fares
- Full and part-time car park passes for levy payers and their employees at a discounted rate
- The Park & Ride service
- The City Sightseeing Tour Bus (March – October only)

Introduced a new accreditation scheme for hospitality and night time economy venues. Licensing Savi enables businesses to help owners and operators of licensed premises provide a safe and secure environment for their managers, staff, customers and local communities. It has been devised and developed by the Police Service via Police Crime Prevention Initiatives (PCPI), who work closely with Local Authorities throughout the UK to reduce crime and the fear of crime.

Working with the Evening Economy venues to:

Produce a student voucher booklet for Freshers of which 7,000 booklets were used across various venues and the two shopping centres Offered Vulnerability training workshop for venues and their staff.



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Upcoming Lincoln BIG Events

Following this busy past year, we are now looking ahead. 2022/23 will see the continued roll-out of our public events, operational, security, city intel and lobbying support.

Lincoln BIG will continue organising and supporting fantastic events throughout the year, creating a buzz within the city. 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 will also look to continue to support other events in the city, for more information email info@lincolnbig.co.uk

DEC 22

Light trail
Digital advent calendar
Glimpse the imp
Window decoration competition
Thor's

JAN 23

Lincoln Creates |
Lincoln BIG Cycle Stand by Paul Mann

Lincoln Creates |
Lincoln BIG Lincoln Pride with Jason Reid January - December

FEB 23

Lincoln Creates |
Lincoln BIG Valentines Projections by Simon Hollingworth

MAR 23

Tour bus (March - September

Lincoln Creates |
Lincoln BIG City Centre Stories by Beth Lambert and Laura Mabbutt

APR 23

Dino Dig - a fun dinosaur themed family event over Easter school holidays on the Cornhill.

Lincoln Creates |
Lincoln BIG Dinosaur Storybook by Sian Ellis

MAY 23

Cornhill Cove: May - September

JUL 23

Lincolns 1940's Weekend

AUG 23

The Asylum Steampunk Festival

Make sure your details
are up-to-date and
register for our e-newsletter
by visiting our website:
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 detail or to get involved? If yes, please contact info@lincolnbig.co.uk

Simon Beardsley, Interim Chief Executive

Sharon Stone, Corporate Manager

Lee Roberts, Operations Manager

Danielle Hairyes, Operations Coordinator

Jenny Damp, B2B Digital Marketing Manager

Marion Cooney, Hospitality Manager

Sue Bell, Projects Consultant

Yvette Mills, ERDF Project Manager

Olivia Dexter, ERDF Project Coordinator

Steve Roney, City Centre Warden

Danny Mason, City Centre Warden

LINCOLN
SOCIAL RESPONSIBILITY CHARTER



European Union
European Regional
Development Fund

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