

**Lincoln BIG**

Business Improvement  
Group

# BIG Annual Updates

July 2024 [www.lincolnbig.co.uk](http://www.lincolnbig.co.uk)

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

# Lincoln BIG continues to make a difference

Welcome to the third edition of BIG Annual Updates; focussing on what's to come in the next year and to reflect on some of the achievements of 2023/24.

The team are set to continue working on the priorities set out in our last year of this current Business Plan, which are designed to benefit our members, ranging from High Street retailers to niche independent stores, the hospitality sector, cultural venues, professional services and educational establishments.

“The Lincoln BIG team has worked hard to continue its priority of keeping the city welcoming and vibrant through these challenging times. Lincoln as a whole has managed these challenges with new businesses opening in the city and an increase in visitor numbers to the city.

This document, highlights that the team will continue to provide our valuable services whilst introducing new initiatives to benefit you, our members, in these forever changing times.

As we enter the final year of our fourth five-year term, the team and directors are looking to the future and

developing our Business Plan for 2025 – 2030 in consultation with you – our members. You will find the Ballot Timeline on page 10 with voting papers being posted out by City of Lincoln Council’s electoral team on 28 October with the vote being counted at 5pm on 25 November 2024.

The team and I look forward to continuing to make a difference and add value by working with you and partner organisation to ensure that Lincoln remains a great place to live, work and visit.”

**John Latham,**  
*Chair*



# Actions for success

Lincoln BIG aims to make an impressive difference during 2024/5 by taking our three priorities and focusing on the key areas to bring extra value to our members.

## WELCOME Our Focus:

Recognise the importance of having a clean, bright and welcoming city, which encourages people to return time and time again to shop, sightsee, attend events or meetings and more.

### Actions for Delivery 2024-2025

- Warden Service
- Street Management Service
- Security & Safety
- Evening Economy
- Street Dressing

## EXPERIENCE Our Focus:

Recognise the impact created by hosting lively, unforgettable events, which guarantees visitors to the city a great time and are irresistibly drawn to come back for more, whilst putting money into the local economy.

### Actions for Delivery 2024-2025

- Events
- Animating the City
- Vibrant High Street Experience
- Public Spaces Strategy
- Tourism Projects

## VALUE Our Focus:

Recognise that businesses continue to face various challenges. We are committed to delivering the level of support to members which represents a high value and return for their levy.

### Actions for Delivery 2024-2025

- BIG Bus and Car Park Deals
- Park & Ride
- Free workshops and Networking Opportunities through Partnership Working
- Promotional Activity
- Tourism Projects



# Welcome

The ‘welcome’ is a key priority. We are working tirelessly to ensure the city centre is a safe and vibrant environment for workers, residents, and visitors. We will continue to ensure Lincoln is an attractive city to visit with our street management provision.

## Warden Service and Street Management Service

Our Wardens work hard to assist businesses and ensure the city centre is a welcoming place to visit and work.

2024/25 will see the wardens continue to:

- Remove graffiti and respond to business requests about hotspot areas requiring cleaning
- Use our electric vehicle and cleaning equipment to deep clean the city, which are outside the City Council’s statutory remit
- Help deter and stop shoplifters with the additionality of working with the Police to collect statements and evidence to build prosecution cases for the prolific offenders.
- Report public realm issues to the relevant authority

## Evening Economy

Throughout the next year, we will continue to support the Hospitality sector with a range of initiatives and campaigns including Safer Venues, Licencing SAVI accreditation, Ask Angela.



New 2024/25:

- Evening Economy Event, in partnership with Lincolnshire Police and City of Lincoln Council. The focus will be on the promotion of the Evening Economy Action Plan on reducing crime and anti-social behaviour whilst promoting the safety
- Launch of Hotel Watch with Lincolnshire Police and supporting thereafter
- Training courses to include Basic First Aid & Trauma (PACT), Ask for Angela.

## Street Dressing


Throughout the next year, we will continue to offer a wide range of street dressing opportunities that businesses can get involved in. This includes hanging baskets, bunting, Christmas trees and Christmas light features to create a lively, vibrant, and picturesque environment.

Members that have existing brackets will continue to receive FREE hanging baskets and solar powered Christmas trees.



## Security and Safety

As a member of the BCRP (Business Crime Reduction Partnership). The BCRP provide a single reference for good operating standards to give reassurance to members and stakeholders. Members continue to enjoy our FREE Security Group membership.

 This includes access to the Littoralis Disc (a secure app and website that allows businesses to share intelligence on crime, anti-social behaviour and shop thefts), monthly newsletters and much more. Businesses also have access to encrypted radios (at an additional discounted price) with full training.

2024/25 will see the:

- Introduction of **Op Portum** to be launched to create a safer environment within the city and will empower staff and security to support those who feel vulnerable

 Operation Portum  
Creating Safe Spaces in Retail

2023/24



- Upgrading the Littoralis Disc app and website, which is available to all businesses
- Introduction of the national **#ShopKind campaign** which unites the retail sector to tackle violence and abuse against shopworkers by asking people to ShopKind when in stores. Posters, shelf edging and badges are available
- **ACT Awareness training** sessions for businesses, run by Lincolnshire Police and the Counter Terrorism Police, to introduce counter terrorism to identify and respond to suspicious activity and how to deal with/report to threats
- Introduction of the **Lost Child Safety Scheme** for the summer holidays. There will be wristband distribution points at key places. The Lost Child Policy will be re-introduced working with partner agencies like CCTV
- Investigating an upgrade to our existing security radio system which connects directly to the Police and CCTV.



# Experience

Experience is essential to animate the city. We promise to continue with organising and supporting incredible events throughout the year to create an entertaining and vibrant city.

For 2024/25 our popular events return with a selection of brand new ones.

## Sightseeing Tour Bus

16 March – 27 October



Discover 2,000 years of history with live commentary of the Sightseeing Bus. The Sightseeing Bus runs weekends and bank holidays during March, April, May, June and October and seven days-a-week during July, August and September.

## Cornhill Cove

22 June – 24 August



A popular attraction for Lincoln offering free crazy golf, street food, a bar and a range of pop-up entertainment and performances.

## Elmer's BIG Art Parade

13 July – 15 September

NEW



We will be welcoming a stampede of colour and creativity with Elmer, the much-loved patchwork elephant and friends, created by David McKee.

## Summer of Fun

20 July – 31 August

NEW



An opportunity for children of all ages to take part in a range of activities every Tuesday to Saturday. Working in partnership with local businesses a timetable of events will be published to include author visits, fun workshops, arts and crafts.

## 1940s Weekend

20 & 21 July



Lincoln BIG 1940's returns uphill with live music and dance, street theatre, vintage games and rides and classic car displays. Shop window competition, team costume awards will also be taking place again.

## Kickstart at the Castle

27 & 28 July



Returning for a second year by popular demand, we have extended this event to 2-days showcasing live music, trade stalls and classic scooters all on display.

## Krazy Races

15 September

NEW



We have commissioned Sarah Belcher Events to bring a new event to Lincoln for 2024. Krazy Races will provide a fun filled day of downhill soapbox racing.

## The BIG Spook

19 – 28 October



Expanding on our BIG Spook success we will be leading on the Monster Invasion of eight colourful inflatable monsters on rooftops. We will also continue with the popular Skeleton Parade taking place Uphill.

There will also be the Pumpkin Patch in the Waterside Centre along with a scarecrow trail and ghost bus tours.

## Christmas

28 November – 31 December



This Christmas we will continue to develop the popular Christmas Light Trail, including the well-loved 'L+NCOLN' lights, giving people the opportunity to be the 'I' in Lincoln! Joining the light features will be 10-15 Nutcrackers for visitors to find.

## #DinoCity

Easter 2025



The return of the popular Dinosaur activity for families over the Easter holidays. The Dino Dig pit and T-Rex paddock will be on the Cornhill. There will be several dinosaurs across the city, pop up street theatre and opportunities to "Meet Pete" the dinosaur at The Waterside Centre and Uphill as well as a dinosaur shop window trail to take part in.

Don't forget to put these unmissable events in your diary!



## Ale and Cocktail Trails

The Ale and Cocktail trails continue to be popular with residents and visitors alike. The trails will be updated in 2024 to include new premises that have opened in the city centre.



## Restaurant Week

Following the success of Restaurant week in 2023, with 39 businesses taking part, we will organise again in February 2025.



## Lincoln Creates

We continue to commit to delivering Lincoln Creates to enhance the city, through the use of exciting art projects including innovative murals, sculptures, installations and events.

Successful applicants from Phase 4 of the project will start to deliver their projects at the beginning of this summer. Phase 5 will be opened for applicants in the summer with a closing date of 27 September for projects to be delivered by Spring 2025.

If you would like to participate in any of our events and campaigns please email [info@lincolnbig.co.uk](mailto:info@lincolnbig.co.uk)

We look forward to supporting other upcoming events including:

## Steampunk Festival

24 – 26 August



## Street Food Festival

5 – 8 September



## Lincoln Vegan Market

29 September







GEM Awards



Training Courses

## Value

Adding value and support is essential for us to help our members make their businesses more attractive to employees and more easily accessible for shoppers and visitors.

### Bus & Car Parking Scheme

We continue to work with Stagecoach East Midlands, to offer members and their employees this cost-effective deal to save money on commuting to the city centre for work in 2024/25. There are Inner and Outer Bus Passes (journeys past the MegaRider boundary require an Outer Pass).

We also continue our popular car parking scheme, allowing members and their employees to park most 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.

### Student Voucher Booklet

We will continue to work with businesses to produce this popular discount voucher booklet for our student population during Freshers.

### Networking Opportunities

We will continue to arrange 'drop in' sessions and networking opportunities for members.

### Park & Ride

We have committed to continuing the Park & Ride service in partnership with Stagecoach East Midland 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 at Waitrose (off Nettleham Road) between 7 am and 7 pm in the allocated signposted bays. Adult passengers pay £3 per person for a day return with accompanied children £2. Concessionary bus pass holders can use the service after 9.30 am everyday.

### Free Training and Workshops

We are introducing FREE training for our members and their employees. Examples include First Aid, ACT Awareness, Ask Angela and many more.

### Our Future High Streets Forum

We have introduced 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. To find out more please email [info@lincolnbig.co.uk](mailto:info@lincolnbig.co.uk)

### GEM Awards

Nominations have been received for our second annual GEM Awards. The Awards recognise Lincoln BIG members for high levels of customer service and those who go the extra mile for their customers. Judging will take place anonymously by an independent, specialised company, Proinsight, to ensure all participating businesses are judged fairly and equally.

The categories include:

- Health, Beauty, and Wellness
- National Retailer
- Independent Retailer
- Restaurant
- Coffee Shop, Tea Room, and Café
- Bar, Club, and Late-Night Venue
- Professional Services
- Experience and Entertainment
- Accommodation provider  
NEW for 2024

Good luck to all businesses and we look forward to seeing the short-listed nominations at the Award Ceremony in October.

### Secretariate Services

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



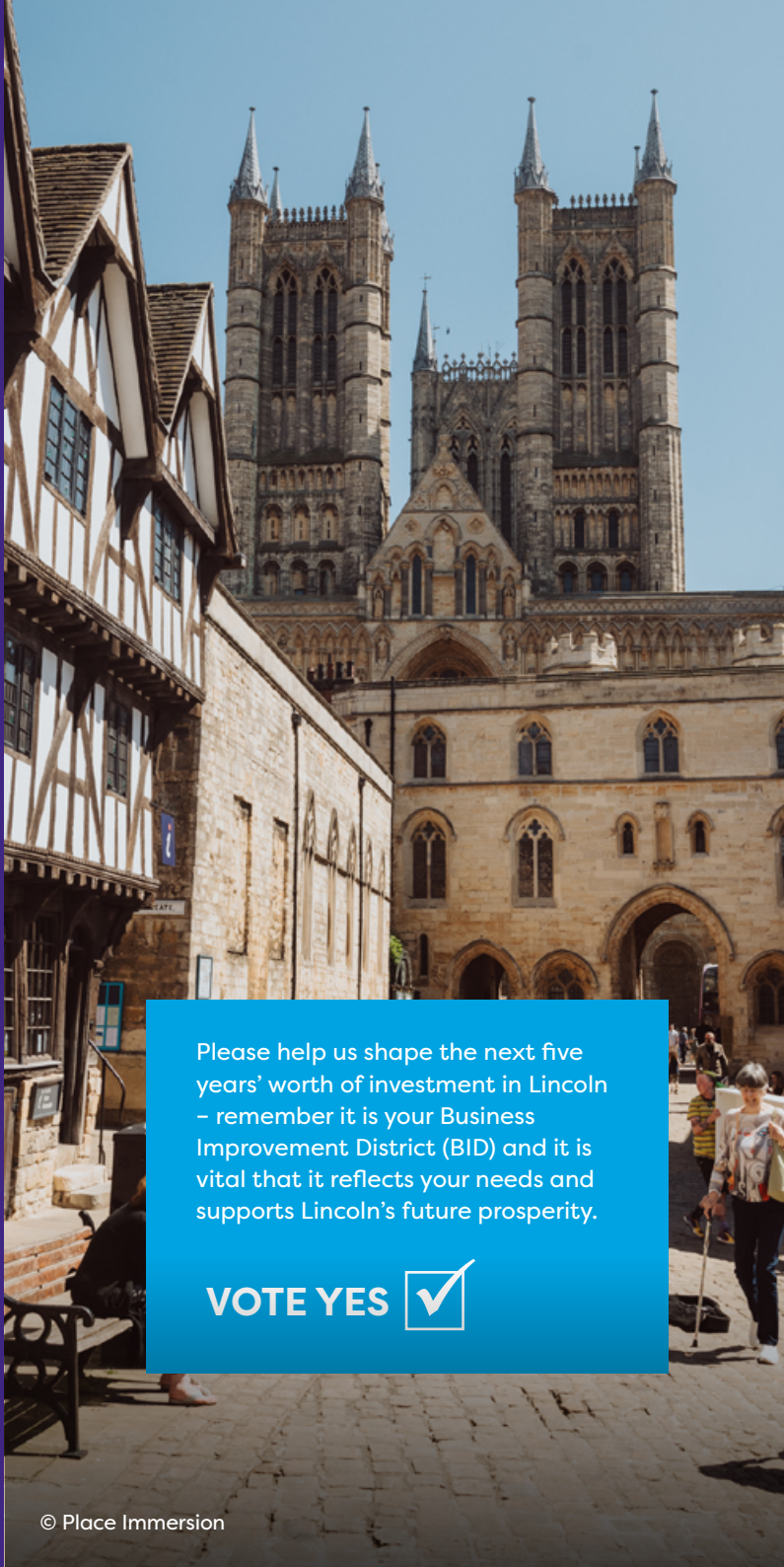
# Ballot Timeline

Lincoln BIG's fourth term finishes on 30 June 2025 but can be renewed subject to a new ballot being held with every levy paying businesses over the threshold of £6,000 rateable value having a vote.

For Lincoln BIG to proceed to a fifth term, there must be a majority voting in favour by number and by rateable value.

## Our Ballot timeline

- **Monday 16 October**  
Issue of Lincoln BIG Business Plan 2025-2030
- **Monday 28 October**  
Ballot Papers sent out to eligible voters
- **Friday 15 November** *by 5 pm*  
Appointment of Proxy
- **Wednesday 20 November** *by 5 pm*  
Cancellation of Proxy
- **Wednesday 19 November**  
Lost Papers (*lost and able to be reissued if not received by*)
- **Wednesday 20 November**  
Spoilt Papers (*issue up to*)
- **Monday 25 November** *5 pm*  
Close of Ballot
- **Monday 25 November** *After 5 pm*  
Count
- **Monday 25 November** *After result counted*  
AGM and Ballot Result



Please help us shape the next five years' worth of investment in Lincoln – remember it is your Business Improvement District (BID) and it is vital that it reflects your needs and supports Lincoln's future prosperity.

VOTE YES ☒

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# A brief look back at 2023/24...

Another busy year was had by the team at Lincoln BIG to ensure that Lincoln was on the map as a retail and visitor destination and improve the experience of the city centre for businesses and people who live, work and visit.

The company's Annual Report 2023/24, with the financial statements, for the year ended

30 June 2023 will be presented at the Annual General Meeting to be held on Monday 25 November, 6 pm at Lincoln Museum.

More detail of our activity during 2023/24 will be published in our Annual Report. A few highlights of activity that shows that Lincoln BIG is making a difference to Lincoln now and in the future:



## Welcome

- Increased the number of businesses joining the Security Group
- Working with Lincolnshire Police to gather evidence statements for prolific offenders
- Updating the Black and Green heritage wayfinder signage to ensure visitors can easily navigate the city.

## Experience

- Continued with events programme including the introduction of #DinoCity and Kickstart at the Castle
- Lincoln Create projects animating the city including the Pride bench on High Bridge
- Introduction of Restaurant Week with 39 businesses taking part.

## Value

- Introduction of the GEM Awards with 83 businesses taking part
- Promoting businesses through campaigns including:
  - Independents Day – July 2023
  - Small Business Saturday – December 2023
  - International Women's Day – March 2024
- Lobbying a range of issues, on behalf of members. An example being the issue of vehicles on the High Street outside of the permitted hours of 4 pm and af 10 am. Sought views of businesses on the closure of the Christmas Market.

# Footfall Data

We have continued to use the footfall counters located throughout the city to track visitor information and record visits to the city.

This is valuable data and insight into how busy the city is during shopping weekends and when events are taking place.

Footfall counters are in key locations throughout the city including City Square, High Street (North), High Street (South) and the Cathedral Zone. From 9 April 2024 three counters were switched off at High Street (Magistrates Court), Sibthorpe Street and Sincil Street due to the cessation of the Heritage Action Zone (HAZ) funding.



Lincoln		National Comparison Results
1 Jul '22 – 31 May '23	1 Jul '23 – 31 May '24	
3,990,665 Total visitors this period	3,550,029 Total visitors this period	2,513,147 Total visitors this period
228 MINUTES Average dwelltime	241 MINUTES Average dwelltime	215 MINUTES Average dwelltime
12 – 1PM Busiest time of day	12 – 1PM Busiest time of day	12 – 1PM Busiest time of day





# Lincoln BIG Services

## 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.

## Business 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](http://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

**Marion Cooney**, Hospitality Manager

**Yvette Mills**, Project Manager

**Rebecca Johnson**, Office Administrator

**Danny Mason**, City Centre Warden

**Wayne Nettleton**, City Centre Warden

**LINCOLN**  
SOCIAL RESPONSIBILITY CHARTER

**British  
BIDS**  
Leading the BID industry

**ACM**  
Association of town centre management

**PROUD MEMBER OF  
THE BID FOUNDATION**



**T:** 01522 545233 **E:** [info@lincolnbig.co.uk](mailto:info@lincolnbig.co.uk)

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

**BS1 | The Terrace | Grantham Street | Lincoln | LN2 1BD**

