

Supported by over 1000 businesses, together we invest £2million a year to put the Lincoln city region on the map and make it a great place for visitors, residents and businesses. Our roles and responsibilities include:

| <h3>Visit Lincoln</h3> <p><i>Growing the value of the visitor economy</i> <i>Attracting people to Lincoln</i></p> <p><i>Funded by Private and Public Sector Partners</i></p> | <h3>Lincoln BIG</h3> <p><i>Looking after the wellbeing of Lincoln city centre</i> <i>Making sure that people have a positive experience in Lincoln</i></p> <p><i>Funded by City Centre ratepayers</i></p> |
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| <ul style="list-style-type: none"> • Raising the profile of Lincoln and Central Lincolnshire nationally & internationally as a visitor destination • Digital marketing including VisitLincoln.com & associated social media channels • Printed material: maps, city guides etc. • Meet Lincoln: raising the profile of the region's business visits & events venues • Attracting groups and travel trade • Media & PR – profiling the region in the media through local, regional, and national PR • National profile & partnerships with VisitEngland, VisitBritain, England's Heritage Cities • Supporting businesses and product development to enhance visitor experience • Research and insight into visitors & destination performance • Guardian of the Lincoln Destination Management Plan | <ul style="list-style-type: none"> • Street Events and Entertainment, including beach and Ice Rink • City Centre safety & security • Lincoln in Bloom • Organising & coordinating events calendar • Evening economy management • Access: car parking & public transport deals • City Centre Warden team and street management • Projects: Lincoln Knights' Trail etc. • Management of the Visitor Information Centre under a Service Level Agreement with the City of Lincoln Council • Operation of the open-top Tour Lincoln bus in partnership with Stagecoach • Operating the 'Ambassadors' volunteer scheme • Shop Lincoln website shoplincoln.co.uk • Healthy High Street programme |

Partnership Work & Joint Projects

- In-destination information and signage
- Seasonal events, marketing themes, and street dressing
- Cultural Destinations: Lincoln Cultural and Arts Partnership
 - Visitor welcome

Distinctiveness

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| Central Lincolnshire focus with no firm geographical boundaries | City Centre focus (Business Improvement District) |
| Funding through private & public sector partnerships, and commercial (i.e. advertising) | Funding through levy payers, grant funding, and commercial income |
| Part of the Lincolnshire Chamber of Commerce (not for profit) | Company Limited by Guarantee (not for Profit) |

