



Making Lincoln City Centre a great place

Annual Report 2018/19

www.lincolnbig.co.uk



This report covers Lincoln BIG's activities from 1 July 2018 to 30 June 2019

Chairman's Report

Lincoln BIG is at the heart of the business community in a city whose star is certainly on the rise!

Lincoln continues to out perform many other destinations across the UK, with no let-up in its power to attract the attention of major investors, as it grows in prominence as a great place to live, work, learn and visit.

The impact of multi-million pound investments can be seen in all areas, from the Cornhill Quarter to St Marks Retail Park, the University of Lincoln Campus and the Cathedral Quarter, where work is currently underway on the £12 million Cathedral Connected Scheme.

The Business Improvement Group supports hundreds of levy payers in numerous ways and aims to make a visible difference



to city businesses working against this changing backdrop, at a time when people are continuing to worry about the uncertain state of the High Street.

During 2018/19 we supported businesses by delivering in the region of 300 events – an example is last year's RAF 100 celebrations incorporating our 1940s Weekend which attracted 50,000 people.

We also provided Park & Ride and Access Schemes – for workers, shoppers and visitors; an evening economy programme with two PubWatch Schemes, have our own Street Wardens, a Floral Scheme, and much more.

I remain positive about our city going forwards. We hear lots of stories about the death of the High Street, but we have already proved that is wrong.

It is true that there are negatives in some places. But I'm pleased to say that so many people who come to Lincoln ask us what is going on. They are intrigued to know why Lincoln is so vibrant.

Even on a rainy day we still see hoards of people in the High Street going about their business. Whilst some shops have closed a lot of new businesses have rushed to bring their names to the city over the past few months.

Ursula Lidbetter OBE
Chairman



I have been impressed by the breadth of BIG's work in making Lincoln more welcoming, staging hundreds of events, driving forward the Park & Ride operation and the ongoing delivery of the £350,000 Access Lincoln contract, which encourages people to choose active and sustainable ways of travelling to work.

Our free Security Group has gone from strength to strength with 204 businesses using our shop radio scheme. We sit at the heart of two lively Pubwatch Groups, have supported free drinks testing in Lincoln Bars and support Lincoln Street Pastors – to ensure a safer evening economy.

Did you know your Wardens returned nearly £500 worth of stolen goods back to businesses each month and also removed nearly 7 miles worth of graffiti a year from our streets.

I recently surveyed our levy payers, asking what they know about BIG, whether they are happy with our support, where they would like to see improvements and their priorities for the future.

That has helped me to define three strong priorities as Lincoln BIG moves towards its fourth Re-ballot this Autumn:

- Clean, Eco-Savvy City
- Inspiring Experiences
- Strong Voice for Businesses

Even better – we have already started to deliver these. Lincoln BIG introduced its Gumbuster machine, 'Chewy Chew', to start blitzing unsightly discarded chewing gum from the city's streets and produced 'No Chewy On My Shoe' chewing gum papers, encouraging responsible disposal of gum.

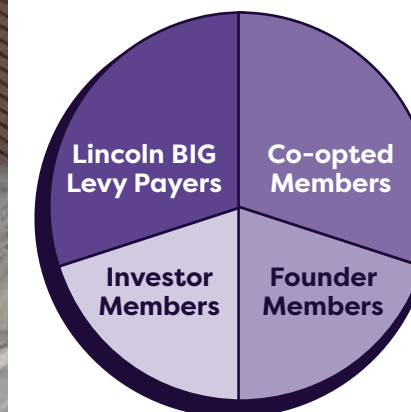
We have appointed our third City Centre Warden and launched an exciting digital loyalty scheme with the announcement of the LoyalFree App – it has already been taken-up by more than 50 businesses.

Sarah Loftus
Chief Executive

Lincoln BIG Board

Lincoln Business Improvement Group (Lincoln BIG) is a Company Limited by Guarantee, which is controlled by a Board of 20 Directors representing a range of stakeholders in the city centre.

It trades on the same basis as any small business, paying VAT and making Companies House returns. However, Lincoln BIG does not distribute profit but re-invests any surplus into delivering the Lincoln BIG Business Plan, with the aim of improving Lincoln city centre.



Founder Members

Ursula Lidbetter OBE
Lincolnshire Chamber of Commerce

Suzanne Sampson
Lincolnshire Chamber of Commerce

Councillor Richard Metcalfe
City of Lincoln Council

Councillor Donald Nannestad
City of Lincoln Council

Lincoln BIG Levy Payers

Carl Jacklin
Agathas

Mark Hollingworth
Flowers by Suzanne

John O' Donoghue
Home / Craft / Old Curiosity Shop

Mark Brewer
Imp Travel

Stan Matthews
Thompson & Richardson (Lincoln) Limited

Ian Robinson
White Hart Hotel

Investor Members

Freddie Chambers
Lindum Group

David Lewis
Siemens

Dave Skepper
Stagecoach East Midlands

Valerie Johnson
St Marks Shopping Centre

Co-opted Members

John Latham
University of Lincoln

Elly Sample
University of Lincoln

William Harrison
Lincoln Cathedral

Councillor Colin Davie
Lincolnshire County Council

Gemma Skaley
Lincoln College

Stewart Brinn
Lincolnshire Police

Company Secretary

Michael Squirrel
Wilkin Chapman LLP

Chief Executive's Report

I was thrilled to be appointed Lincoln BIG's Chief Executive last September and eager to build on the great work done by my predecessor Matt Corrigan.

I arrived ready for the challenge and committed to doing my best for an organisation with the responsibility for making a real difference to hundreds of levy payers working in the retail, office, education and other sectors.

But bags of enthusiasm was not all I brought with me. I also had a BIG shopping list! I wanted to know every last detail about BIG's role, get to know what my team members did, understand the diversity of our levy payers, meet our partner organisations and get a clearer view of the BIG's finances.

There seemed to be so many priorities, but I was determined that there would be no let-up in our ongoing support for businesses. Setting-up regular face-to-face meetings with staff and partners and putting a strong working structure into place, has really helped.

About Lincoln BIG

In 2005, 2009 and 2014, Lincoln city centre businesses voted to support the creation and continuation of a Business Improvement District (BID) and implement the proposals set out in the Lincoln BIG Business Plan.

The Business Plan proposals are funded through a levy on business rates on all properties with a rateable value of over £6,000 located in the BID area. The levy is set at 1% of the 2010 rateable values plus an annual inflation increase.

Our aim

Our area of Lincoln city centre covers the historic Cathedral Quarter, the High Street, Cultural Quarter, St Marks Shopping Centre and Brayford Waterfront, together with the University of Lincoln campus to the west and Lincoln College campus to the east.

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.

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. When they do visit they will stay longer.

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



A dynamic partnership

We work closely with a wide range of public and private sector stakeholders plus both voluntary and community organisations to create a single business voice. Local area representation is provided through the Bailgate Area Guild, Brayford Business Forum, the Healthy High Street Group and Cornhill Quarter Traders.

Each of these groups has its own agenda and programme of activity supported by Lincoln BIG.

We also carry out local consultations and support ad hoc groups where issues affect businesses.

“
Business led, business controlled, business funded”

Our Highlights for 2018-19

We have delivered, commissioned and supported over 300 events in the city this year. These events have created a lively street scene and encouraged thousands of people to visit and enjoy Lincoln's city centre.

- **Lincoln by the Sea**, our very own city centre beach, created a summer attraction for kids. We brought a smile to over 5,000 families using the facility over the July and August period.
- **The RAF100 Weekend**, which incorporated the annual 1940s Weekend with the walking and cycling trails bringing regional and international visitors to the city.
- **We worked closely with retailers to deliver Lincoln Fashion Week 2019**. This was made up of 16 separate events and attracted thousands of shoppers to the city. The finale was extra special this year as we held it in the Cathedral.

“
Great Events and a Great Place to Visit”

- Other events which were a great success included **Lincoln Loves Valentines**, **Christmas Lantern** and **Reindeer Parade**.
- **Lincoln BIG manages the Visitor Information Centre for the City of Lincoln Council**, this year we received a record number of visitors through our door! The most random question was ‘What type of cloud formation is in the sky today please?’ And who would have believed the top two items that have been sold this year are postcards and fridge magnets.
- **Lincoln BIG also supports Visit Lincoln**. This support gives bid levy payers a local listing and the promotion of Lincoln BIG events and activities on the visitlincoln.com website. This year our events saw 49,000 unique visitors and 57,000 page views.

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We aim to create a lively festive city centre offering a range of attractions for residents and visitors and to provide a quality visitor management service”



Lincoln BIG Access

An Accessible City

With the support of your levy funding we carry out a number of initiatives to make the city more accessible for workers in the city centre.

Our established Access Opportunities Fund purchases car park permits and bus passes in bulk resulting in you, our levy payers and your employees being able to purchase the passes at a lower rate. This collective purchasing means on average a BID levy employee saves £30 a month! To date we have 365 people taking advantage of our car parking passes and 326 for our bus passes.

We teamed up with Lincolnshire County Council, City of Lincoln Council and Stagecoach to operate the City's only Park & Ride Scheme and we are now in our third year. We have seen a 20% increase in passenger numbers over the past year.

Our Access Lincoln project is in its final year as funding from Lincolnshire County Council and Department of Transport comes to an end. We have put the funding to great use this year by providing residents, commuters and visitors with more travel choices.

We have run lots of fun events including adult cycle training, business travel plans, lunchtime leg stretches, Dr Bike. We have been able to put temporary cycle racks in the centre and also provided the city with new bicycle pumps!

If your business would like to increase the number of people travelling by foot, bicycle or public transport, and want to develop transport schemes to help people travel to work, please contact us.



“We develop creative solutions to improve access to the city centre for workers, shoppers and visitors”

“

Promoting Lincoln as a great shopping destination ”



Great Shopping

Lincoln has a great mix of both national and independent retailers and we are helping it become an even more important retail destination in the region!

Through the BID levy we have been able to deliver the pumpkin trail, Love Lincoln, shop window dressing competition and Ale Trail.

Due to popular demand we have purchased a new App for BID levy payers to use. This loyalty app helps businesses promote their offers to entice shoppers to keep coming back for more. The app is also a local guide giving vital tourist information and shows our events and attractions. In the first two months, the App has received 2,646 redemptions of offers for levy businesses, 5,706 profile views and 1,080 users.

We know trading conditions are challenging but by working together we are making Lincoln a destination of choice.



Safe and Secure

Lincoln BIG levy payers are entitled to free membership of our Security Group.

This includes membership of the 'Shopwatch' scheme, quarterly intelligence meetings, Intranet access, loss prevention and radio training and a civil recovery scheme. There is also an encrypted radio scheme available to businesses for £3.84 a week.

The Security Group is going from strength to strength this year with the majority of our retailers being members. There are now 204 radios in the city centre enabling shops and businesses to alert fellow traders if they spot a known or new shoplifter, swiftly nipping potential criminal acts in the bud.

This year we responded to businesses raising concerns regarding the growing homelessness and begging issues in the city. We teamed up with the City of Lincoln Council, Lincolnshire Police and Addaction to create an intervention team. The primary objective of the team is to help people into support and off the streets. Only where this fails is enforcement action taken for any who are committing anti-social behaviour (ASB).

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We deliver a comprehensive package of initiatives to try to ensure a safe and crime free environment in Lincoln city centre ”



Lincoln BIG
Security Group
Exclusion Scheme and
Civil Recovery in Action



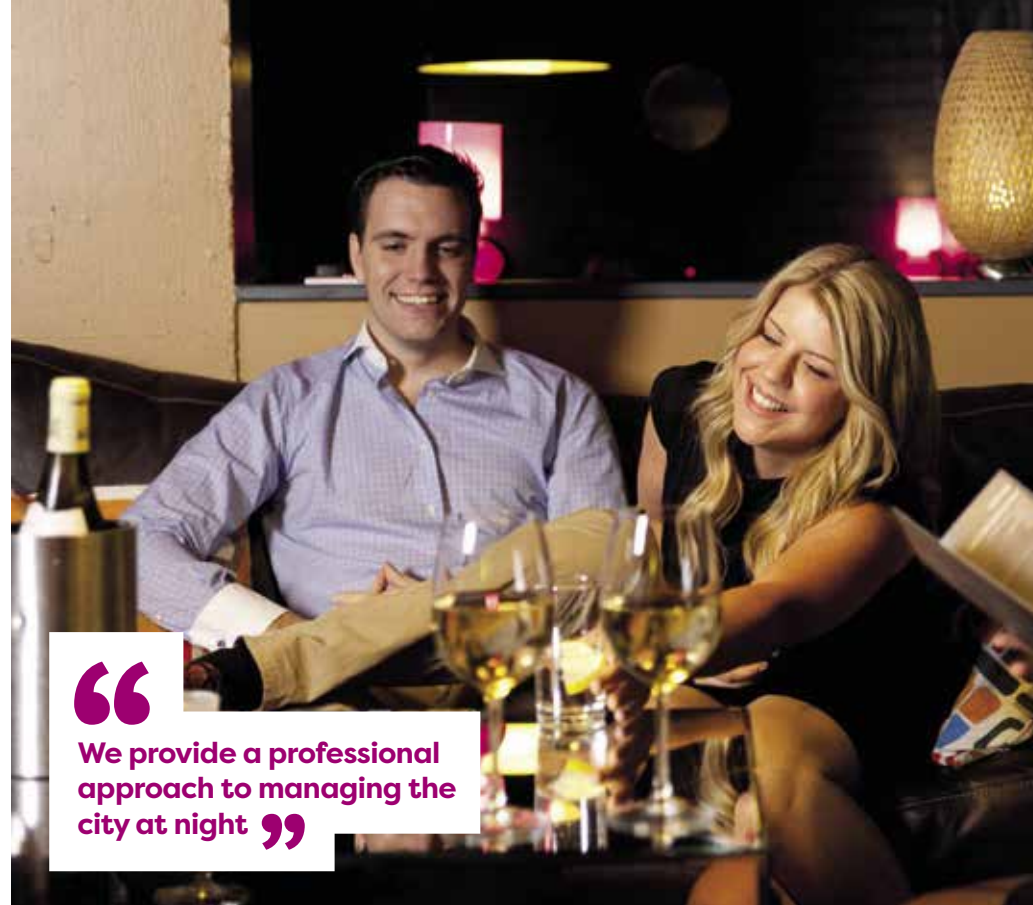
Lincoln BIG
Evening Economy
Management

A Great Night Out

Our Evening Economy Management programme brings together partners with an interest in the evening economy and co-ordinates a range of initiatives to ensure a safe, vibrant and accessible city at night.

Key initiatives include two professionally managed Pub Watch schemes which now extend to cover almost all licensed premises in the city centre and support for the Lincoln Street Pastors initiative.

An Evening Economy Strategy Group meets quarterly to help manage the multi-million pound evening economy in a fast-developing city, which continually attracts new investors. Representatives attend from the police, its licensing team, City of Lincoln Council's Housing and Anti-Social Behaviour teams and the two Pubwatch groups.



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We provide a professional approach to managing the city at night ”



#NoMore and Ask Angela Campaign

The campaign was launched in September 2017 and still continues to run in the city to raise awareness of the issues around consent, sexual assault and rape in Lincolnshire. This campaign was led by Lincolnshire County Council and Lincolnshire Police. Lincoln pubs, bars and clubs continue to support #NOMore and the Ask for Angela scheme. Venues have posters within their buildings to promote the scheme, and many have the additional window stickers too.

Lincoln bars offer free drinks testing for safer nights out

The 'Drink Detective' scheme of which offers to test drinks for the presence of drugs as part of the measures introduced to help keep people safe when they are on a night out in the city, continues to be successful. Currently the scheme has 10 venues using the narcotic-testing kits, with the remaining venues coming on board during 2019.

Lincoln Street Pastors

Lincoln's Street Pastors and Prayer Pastors support the city's night-time economy every Saturday and the last Friday of the month between 10.30 pm and 3.30 am the next morning. The Street Pastors talk and listen to people whilst they are out. They carry flip-flops, water bottles and space blankets to help vulnerable people on their night out.

Over the past year, the Street Pastors have given out:

- 182 pairs of flip-flops
- 372 bottles of water
- 100 space blankets
- 194 people accompanied to safety.

Clean, Bright and Welcoming

Our street management programme seeks to make a difference to people's experience of the city by raising the standards of the appearance and maintenance of the city centre.

This year alone your wardens have removed graffiti from Barclays Bank, Usher Gardens, West Parade, Clasketgate, Lucy Tower Street to name but a few, painted street furniture, weeded and removed stickers and fly posters. We have also delivered community clean-ups with Wilkos as part of the 'Keep Britain Tidy' campaign.

This year we also purchased our Gumbusting machine 'Chewy Chew' to clean-up the streets. The streets of the city have become, in parts, unsightly with discarded gum. To reinforce the work of cleaning the streets handy gum disposal papers carrying the message "no chewy on my shoe!" are available from retailers to encourage people to bin their gum instead of dropping it on the pavements.

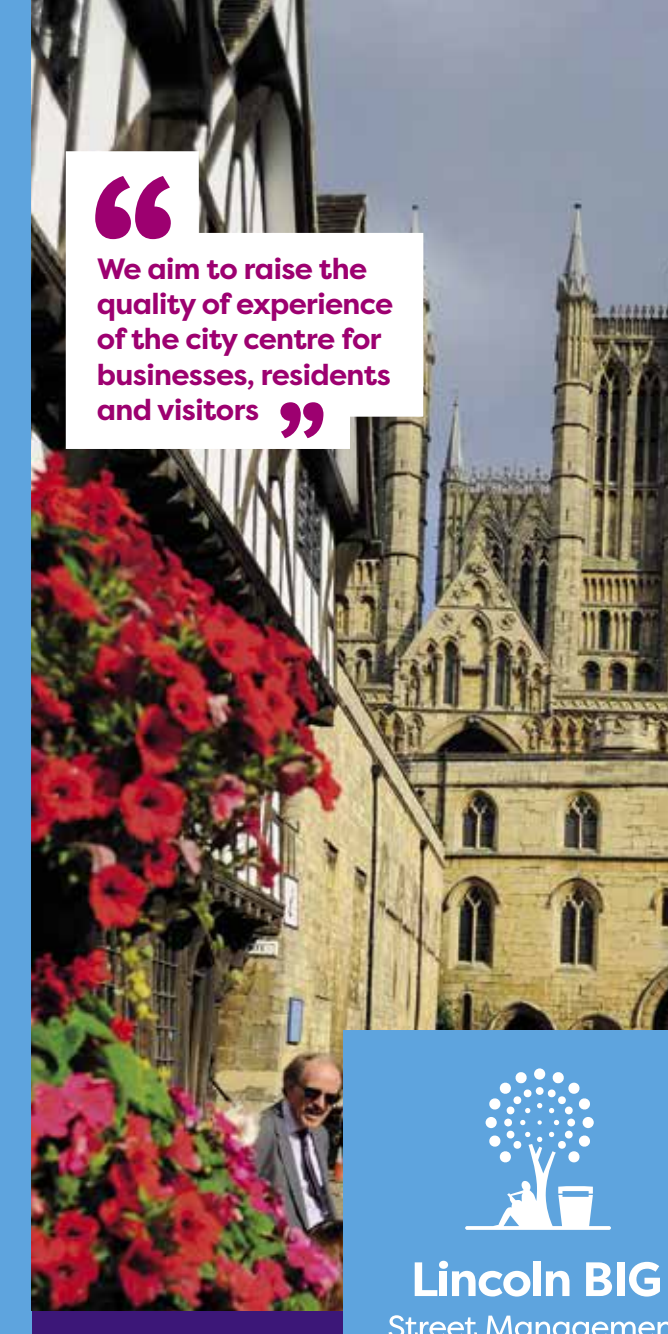
Lincoln refuses to stand still. The city is attracting more and more shoppers and visitors, who want to experience our great mix of shopping, superb events and leisure activities. This means people are increasingly spending more time in the city. We want to ensure they like what they see and that their experience is not marred by dirty pavements. With so much money being spent on city regeneration projects, we also want newly-paved areas to stay looking good.

Watch out for our Wardens as they progress around the city's streets putting the gum machine to work and ensure the streets are safe, clean and welcoming.

City of Lincoln Council, through a Ministry of Housing, Communities and Local Government grant, awarded monies to Lincoln BIG to enable more street furniture to be painted, the removal of graffiti and cigarette butts, deep cleaning of the areas and investment of some new waste bins.

“

We aim to raise the quality of experience of the city centre for businesses, residents and visitors ”



Lincoln BIG
Street Management

Lincoln in Bloom

Lincoln BIG provides the summer floral displays and Christmas decorations. We invested over £50,000 along with St Marks Shopping Centre, the City of Lincoln Council and Continental Landscapes to make Lincoln attractive.

This year saw 111 hanging baskets, 226 flags and 151 Christmas trees being displayed to enhance our beautiful city.

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Lincoln in Bloom and Street Dressing aims to bring seasonal colour and interest to the city centre ”



Lincoln
in Bloom

COLLABORATION 4 GROWTH

We are pleased to announce this year that we have received approval from the Ministry of Housing, Communities and Local Government for our application for a three-year extension to the successful ERDF-funded Collaboration 4 Growth (C4G) project.

It has been designed to provide business support and grants for small to medium-sized businesses in the Lincoln, North Kesteven and West Lindsey areas. The project will continue to be delivered by Lincoln BIG in partnership with Lincolnshire Chamber of Commerce.

In the year 2018/19 the outputs of the C4G scheme are:

	Anticipated to June 2019	Total Target for July-June
Number of Enterprises Receiving Support	76	106
Number of Enterprises Receiving Grants	28	31
Number of Enterprises Receiving Non-Financial Support	48	72
Employment Increase in Support Enterprises	9.1	1



Lincoln Creates

Lincoln Creates, the art fund that was created from the money raised at the Lincoln Knights' Trail auction in September 2017.

The scheme, which is run by Lincoln BIG in collaboration with partners, has gathered momentum this year with three exciting city centre art projects.

Pulp and Fold

A small-scale origami project by artist Karen Barnes which was displayed in Paperchase for Mother's Day.

Poetry in the City

Women in the Arts launched its Poetry in the City project and commissioned six Lincolnshire poets to produce poems which are displayed at six venues across the city.

Brayford Underpass Mural

This a piece of artwork by artist James Mayle, incorporating a historic nautical theme whilst drawing on Lincoln's iconic landscape for this contemporary design.

Financial Summary

1. Our accounting period is 1 July to 30 June. Our final Audited Accounts will be published in October 2019 and will be presented at our AGM on Wednesday 6 November 2019.
2. The accounts include our overheads, which are apportioned to individual projects.
3. Approximately one third of our funding comes through the BID levy, one third from grants and voluntary donations and the remaining third from our own trading activities such as market stall rentals, security services and marketing.

July 2018 – June 2019

INCOME	£
BID Levy	395,583
Investor Membership	61,500
Projects	486,141
Radio Scheme	26,000
Access Scheme	343,033
Other Operating Income	584,684
	1,896,941
EXPENDITURE	£
Safety & Strategy	43,698
In Bloom	74,981
Events	185,997
Evening Economy	44,004
Access	377,346
Street Management	94,499
Visitor Information	447,720
Projects	458,841
Central and Administration	195,634
	1,922,720
BALANCE*	(25,779)

*The overspend indicated in the Financial Summary was approved by the Board of Directors.

Look out for our Renewal Ballot proposal in July

which outlines our plans for the next Business Plan 2020-2025 following our consultations with you, our levy payers, earlier this year.

If you have any ideas or suggestions of what you would like us to do please let us know by emailing admin@lincolnbig.co.uk

Our Investor Members

As well as our levy payers, a number of organisations make voluntary financial contributions towards the work of Lincoln BIG.



If you'd like to find out more about any of Lincoln BIG's activities or ways you can get involved, please contact us:

T: 01522 545233 E: info@lincolnbig.co.uk

lincolnbig.co.uk

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