



Lincoln BIG

Business Improvement Group

Making Lincoln City Centre a great place

Business Plan

2020-25

www.lincolnbig.co.uk

Introduction from Ursula



Lincoln BIG plays an important role in a city which has fast-gained a reputation as THE place to live, work, visit – and run a successful business

I'm proud to be able to say that, for more than a decade, there has been no let-up in Lincoln's power to act as a magnet for major investment.

That trend continues to see millions of pounds being ploughed into the retail, service, higher education and tourism sectors, extra money being spent on our impressive historic venues and the arrival of more exciting high-growth companies.

Outside and local investment has been supported by important infrastructure changes too, including the completion of the city's East-West Link Road and Lincoln's smart new Transport Hub, with its state-of-the-art bus station and adjacent multi-storey car park.

A dramatic renaissance is underway in The Cornhill Quarter, where Lincolnshire Co-op is investing £70 million in a phased scheme that has attracted new names in shopping and leisure. Now the city's exciting Everyman Cinema is taking shape.

Lincoln BIG sits at the heart of this changing scene, providing sterling support designed to help businesses to succeed in the face of changes which are driving footfall and opportunities to attract more customers, despite nationally led commentaries about the state of the High Street. I think Lincoln definitely stands out from the crowd!

Over the past five years, Lincoln BIG has supported businesses in many ways, including through its security group and Pubwatch services, radio scheme, street cleaning initiatives, travel schemes for city employees, management of the night-time economy and vibrant events.

Our levy payers have benefited from all these services and more. Now, ahead of our five-yearly rebalot, I am delighted to commend our 2020-2025 Business Plan to you.

I hope it will encourage you to VOTE YES in our Autumn ballot – giving BIG a mandate to serve you for another five-year term.

To get the "green light" we need more than 50 per cent of our levy payers to say YES – and that the YES votes must represent at least 50 per cent of the Rateable Value of the businesses and organisations casting votes.

Business owners and managers who have not had time to sit down and look at the real cost of their own levy, and what they get in exchange, might be surprised. Why not sit down with a cuppa and read more about Lincoln BIG.

It costs a small independent the price of one cup of coffee and a national retailer seven cups of coffee a week. We think you are worth it. We hope you do too!

Ursula Lidbetter OBE
Chairman

Introduction from Sarah



Lincoln BIG is committed to giving its levy payers first class support and great value for money.

Our Business Plan for 2020-2025 has focused on three key priorities. This has been a fascinating exercise and required me to reflect on our achievements to date and devise clear priorities for the next five years.

I hope you will find Lincoln BIG's plan exciting, interesting and persuasive. It is based on what you have told us and in-house research from my staff and our Board of Directors.

When you start listing everything, it is amazing how much we have done already but, in today's fast-moving business environment, we knew it was vital to come up with strong priorities for the future – even though we will be working even harder to give levy payers the best value for their money.

We decided on just three priorities. The good news is – they are wide-ranging enough to help all our levy payers and we've already made a head start on delivering them! We are also confident that they complement the needs of our ever-evolving city.

1. Welcome

It's vital that Lincoln is bright and welcoming. We have increased our team of street wardens to three people and we've a volunteer on board too. They are continually out and about, giving street furniture a lick of paint, popping to see levy payers, putting our Gumbuster machine 'Chewy Chew' and street "hoover" to work and signposting visitors too.

2. Experience

We know locals and visitors love Lincoln's fabulous mix of events and attractions. We have pledged to put extra polish on those we organise ourselves, as well as to support those led by others. We will also work with partners to deliver new quality events.

3. Value

We have more than 800 levy payers. They range from retailers to service businesses to educational establishments and charities. Naturally, they have varying needs. We will introduce new initiatives to help drive customers to our levy payers and we will ensure appropriate business support is provided where required.

We will also continue to run our popular Bus and Car Parking pass scheme.

Our Chairman, Ursula Lidbetter has explained how each levy payer will pay anything from the price of one cup to seven cups of coffee a week for our service if you say YES and vote us back in later this year.

Like Ursula, I hope you feel that we offer you a really great deal and that you will be encouraged to vote YES in our re-ballot and give us a further five years in office – simply because you believe you are worth it!

As we move closer to that vote – which closes on Wednesday 6 November – please keep in touch with the latest news from Lincoln BIG by checking our website news, newsletters and our social media channels. Please call us on 01522 842704 if you have any further questions.

Sarah Loftus
Chief Executive

MAKING A DIFFERENCE IN LINCOLN, NOW AND FOR THE FUTURE



Priorities for the BIG 2025

We propose to focus on three priorities over the next five years with five key focus areas

1. Welcome

The key priority for Lincoln BIG is to focus activity around delivering a coordinated and effective approach to ensure Lincoln offers a well-managed, welcoming and safe city centre.

You want a safer, cleaner, well managed and welcoming city centre. You want an excellent Warden service that focuses on removing graffiti, maintaining public spaces, street furniture and signage. You want a BIG that ensures pride in the environment, delivering initiatives and projects that create a clean, bright and amazing city environment and landscape. You want a city free from anti-social behaviour, that is well connected and safe to use at all times of night or day.

WHAT WE WILL DELIVER IF YOU VOTE YES:

Warden Service

We will employ wardens who will protect and maintain your streets, working closely with City of Lincoln Council, Lincolnshire Police and other key partners. We will ensure street cleaning is undertaken to a high standard.

Street Management Service

We will work closely with City of Lincoln Council, Lincolnshire County Council, Lincolnshire Police and other agencies to reduce the level of begging and anti-social behaviour in the city centre. We will develop and support initiatives to disrupt anti-social hotspots occurring. We will work with business owners, public bodies to reduce the number of vacant properties.

Night Time / Evening Economy

We will continue to run the two successful Pubwatch Schemes, support Lincoln Street Pastors, develop the radio scheme and initiatives such as Ask Angela and the Drinks Detective Kits.

Security & Safety

We will grow and strengthen our Security Group, improve communication and target resources to reduce shop theft, anti-social behaviour, begging and illegal activity in the city centre. We will continue to lobby others to ensure they meet their responsibilities.

Street Dressing

We will continue to develop initiatives which enhance and improve the public realm. We will dress the streets with interesting art and culture that creates a stunning environment for people to enjoy. Our streets will be the envy of other cities showcasing floral displays, Christmas decorations, cultural points of interest, colourful displays and creative spaces.

Actions for delivery 2020 - 2021

- Manage and maintain our Warden service.
- Respond to business' requests to target hotspot areas for cleaning using our gum removal machine and vacuum and for graffiti removal.
- Deliver four community clean-up projects.
- Deliver and manage Lincoln in Bloom project.
- Increase the number of venues involved in the Ask Angela Campaign and increase membership of our Security Group by 10%.

2. Experience

The second key priority for Lincoln BIG will be to focus on creating a world class experience for all who visit.

We will make Lincoln a destination of first choice to visit, live and work in. We would continue to deliver and support high quality events, animate the city with a focus on delivering cultural, independent themed activities, celebrating Lincoln's history and modern future. Lincoln BIG would continue to create trails which entertain and encourage footfall in the city. As well as working in partnership to develop a high street that bucks the trend and keeps a strong, diverse retail sector in Lincoln.



WHAT WE WILL DELIVER IF YOU VOTE YES:

Events

We will deliver quality events/festivals unique to Lincoln each year, working closely with our partners. We will grow these events to have a regional and national importance e.g. Steampunk, 1940s Weekend, Lincoln Fashion Week, Lincoln by the Sea and Frequency Digital Arts Festival.

Animating the City

We will coordinate a year long events calendar plan on behalf of partners, bringing together a festival of events. We will animate the city – a place where everyone will want to spend time each weekend – Lincoln becomes recognised as the animated, alive city for its residents, workers and visitors 'Something will always be happening in Lincoln'.

Vibrant High Street Experience

We will continue to work with retailers to create unique shopping and High Street experiences. We will ensure Lincoln is a destination shopping experience. We will develop new initiatives and projects with the Healthy High Streets group to ensure Lincoln bucks the trend.

Public Spaces Strategy

We will manage our public spaces, creating a series of events to bring our public spaces life, to ensure they are well used, well managed and protected. We will do this by working with others to target resources to ensure they are spaces of interest and quality.

Tourism Projects

We will work with partners to ensure our visitors have a quality experience in the city centre. We will ensure signage and wayfinders enable people to navigate around the city easily. We will promote our events and activity to visitors, residents and workers through our social media and working with other organisations such as Visit Lincoln, City of Lincoln Council, Lincolnshire County Council, Bailgate Independent, CityX and Lincolnshire Echo. We will develop and deliver tourism products that complement our partner's events, eg Lincoln Castle, Lincoln Cathedral, Lincoln Drill Hall, New Theatre Royal and University of Lincoln to maximise opportunities and resources.

Actions for delivery 2020 - 2021

- Deliver five quality events.
- Deliver a sculpture trail and manage existing seasonal trails in the city.
- Develop tourism projects with our partners.
- Develop five High Street experiences.
- Develop a public spaces plan with landowners.

3. Value

Our third priority is to represent value for money and use the collective voice of levy payers and partners within the city.

This will ensure Lincoln city centre remains competitive, sustainable and people will want to remain and come to Lincoln. This would include supporting initiatives that make a real difference to people's experience of working in the city, e.g. Bus and Car Parking permits, cycling schemes. Lincoln BIG will support and develop loyalty schemes, training schemes and encourage inter-trading and collaborations between businesses within the city centre. The coordinated voice for businesses on key issues, be business led, business controlled and business funded to ensure the BIG meets the needs of levy payers and employees.



WHAT WE WILL DELIVER IF YOU VOTE YES:

BIG Bus and Car Park Deals

We will continue to deliver the BIG Bus and Car Park deals for levy payers and their employees.

Partnership Working

We will host, manage and develop joint initiatives and cost saving exercises which will encourage inter-trade and collaborations, e.g. buy local initiatives and increase BID levy benefits between BID levy payers.

We will develop specific campaigns to professional services in Lincoln city centre to raise their profile locally and regionally.

We will seek out grants to support business growth. We will work with Colleges and Universities to develop training schemes for businesses – funded and unfunded.

Access

We will be the strategic voice for businesses to ensure access to the city centre.

Park & Ride

We will continue to manage the service with a subsidy from City of Lincoln Council, Lincolnshire County Council and Stagecoach East Midlands while needed.

Promotional Activity

We will work with stakeholders to promote Lincoln's uniqueness, identity and culture. We will do this through developing appropriate campaigns.

Actions for delivery 2020 - 2021

- Increase take-up of the BIG Bus and Car Park passes by 5%.
- Forty businesses to receive up to 12 hours of targeted support under the Collaboration4Growth programme.
- Enable businesses to access the Collaboration4Growth programme.
- Manage and promote the Park & Ride service.
- Work with Partners to promote Lincoln's uniqueness through three campaigns.

Proposed annual budget

	Levy		Other Income Generation	Total Budget
	£403,890		£613,564	
Priority One Welcome	£161,556	40%	£81,573	£243,129
Priority Two Experience	£161,556	40%	£100,000	£261,556
Priority Three Value	£80,778	20%	£431,991*	£512,769
			Total	£1,017,454

This proposed budget will change if the need arises and will be reviewed annually. * Primarily income from bus and car deals.

Rateable Value	Average Annual Amount per Business	Average Weekly Amount per Business
£6,000-£9,999	£94	£1.82
£10,000-£19,999	£141	£2.73
£20,000-£49,999	£316	£6.02
£50,000-£99,999	£706	£13.51
£100,000 and above	£2,694	£51.66

It doesn't cost much per week:

Small Independent



Independent Retailer



National Retailer

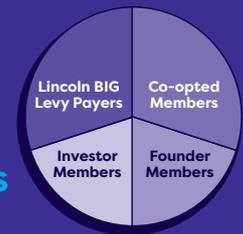


Large National Retailer



THE EQUIVALENT IN CUPS OF COFFEE...

Meet the Board of Directors



Lincoln BIG is a not-for-profit organisation limited by guarantee with a Board of Directors representing businesses from within the BID area.

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

The Directors of the BID represent businesses in the BID area. Some Board members are elected, with others nominated to ensure expertise and representation.

The Board will continue to meet every three months with responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance.

Where representative changes, they will be replaced in November 2019 at the AGM.

The BID Rules - If you Vote yes

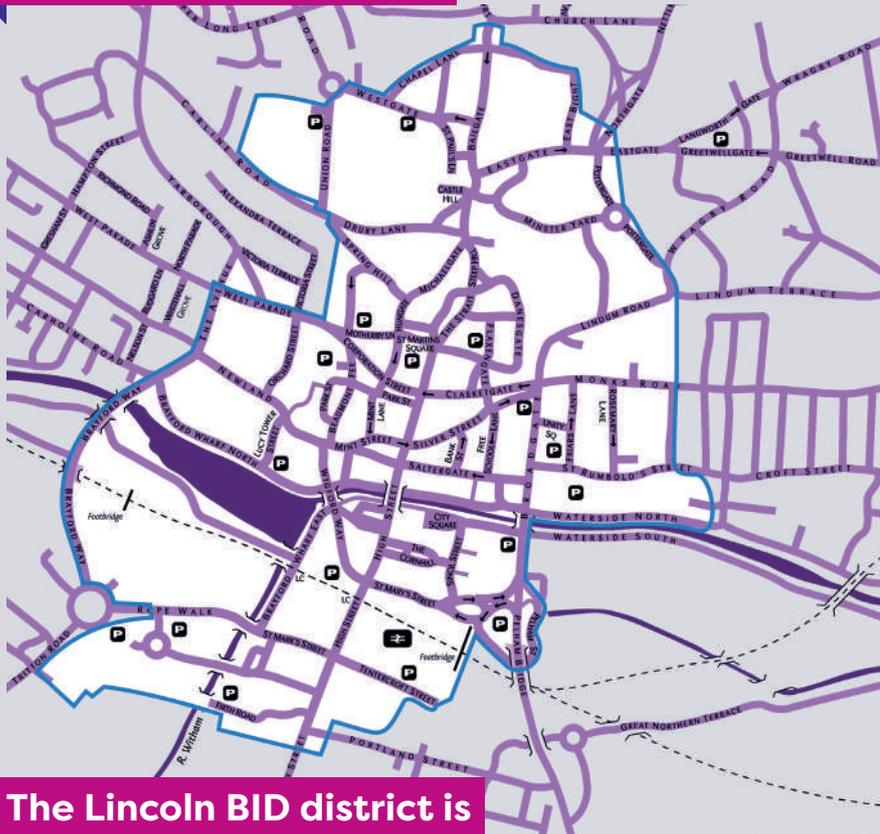
- The BID levy will be collected by the City of Lincoln Council as previous years, based on the legislation for non-domestic rates. This will be governed by a Service Level Agreement between Lincoln BIG and the City of Lincoln Council.
- To keep the current levy rate at 1% based on the 2017 rateable value, this will bring in a BID levy of approximately £403,890.
- The levy threshold should remain at £6,000. The initial list indicates that there are 852 business ratepayers who will receive a BID levy.
- Inflation to the BID levy will be applied based on the Retail Price Index (RPI) at the beginning of May each year.
- Unoccupied premises will be charged the full levy with the exception of properties left empty due to administration or liquidation.
- New premises constructed during the term to pay a levy based on the rateable value at the time of occupation.
- Where property is split or merged, the levy will be based on the new rateable values issued at the time of the change.
- Managed shopping centres already provide some of the services proposed in the BID Business Plan. However, businesses will benefit from the events, environmental and access improvements and footfall. In recognition of this, a levy of 0.5% will be applied to tenants of managed shopping centres.
- Educational institutions will be charged the full 1% levy. They have much to gain from Lincoln BIG through improved city centre ambience to attract students and conferences.
- Charity shops benefit from marketing, proved retail ambience and free security group membership. Charity shops will be charged at 0.5% of the BID levy.
- It is anticipated that owners of the managed shopping centres will continue to make additional contributions through the Investor membership of Lincoln BIG.

How will we measure our success?

- Customer and business surveys x 1 per year.
- PR and media coverage and social media reach.
- Performance reports to the Board.
- Annual Report with an Annual General Meeting (AGM).
- Quarterly review meeting with key investors.
- Communicate with businesses throughout the year by email bulletins, social media, drop-in sessions, door to door visits.
- Number of businesses actively engaged in Lincoln BIG activity and projects.
- Increased footfall and visitors to the city centre.
- Increased levels of sales activity and productivity in the city centre.

— LET'S CONTINUE
TO SHAPE OUR
CITY TOGETHER

What is a BID & BID Area?



The Lincoln BID district is

- A Business Improvement District (BID) which is a defined geographical area within Lincoln City where the businesses have voted to invest collectively to improve their trading environment.
- A not-for-profit company which is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- The lifetime of the BID is covered by National Regulations and is set at no more than five years.
- The BID is about additionality. It does not replace local authority or police services but has to provide additional resource and activities to benefit the area.

Ballot timeline

Issue of final Lincoln BIG Business Plan for 2020-2025

Week commencing
Monday 2 September 2019

NOTICE OF BALLOT
Tuesday 24 September 2019

BALLOT PAPERS POSTED
Wednesday 9 October 2019

NAME OF PERSON NOMINATED TO VOTE IN THE ABSENCE OF ORIGINAL VOTER
By 5pm on Monday 28 October 2019

LOST BALLOT PAPERS POSTED
Thursday 31 October 2019

CANCELLATION OF PERSON NOMINATED TO VOTE IN THE ABSENCE OF ORIGINAL VOTER
By 5pm on Friday 1 November 2019

CLOSE OF BALLOT
5pm on Wednesday 6 November 2019

DECLARATION OF RESULT
6pm on Wednesday 6 November at Home, Park Street

A photograph of the Lincoln Big sculpture, a large, abstract, metallic structure with two long, curved arms reaching upwards. The sculpture is set against a blue sky with white clouds. In the background, a red brick building with a classical facade is visible, featuring the word 'UNIVERSITY' on its upper part. A large, green weeping willow tree is in the foreground on the left, partially obscuring the view of the building. A canal or river is visible in the bottom right corner, reflecting the sky and the building.

LINCOLN BIG IS MAKING
LINCOLN A GREAT PLACE
TO VISIT BY SUPPORTING
THE VISITOR ECONOMY

Exit strategy

IF THERE IS A NO VOTE THE FOLLOWING SERVICES WOULD STOP BY JUNE 2020

Should the BID Ballot in November fail to gain majority support from businesses, we will wind up the activities of Lincoln BIG, based on contractual, staff and financial considerations – in that order. We will aim to do this in a way which will minimise disruption to our levy payers.



- We will continue our full range of services until December 2019.
- No new schemes will be developed and no renewals or new applications for car parking and bus deals will be accepted from November 2019.
- Park & Ride Service will be terminated in February 2020.
- In March 2020 our events programme will cease, and our car parking and bus deals terminated, websites will close and security group services cease, Evening Economy management programmes will be terminated, and our administration of trader group meetings cease, the Lincoln in Bloom will terminate and the Radio Link Scheme close down.
- Fashion Week, 1940s, Christmas events, Street food Festivals etc will not take place in 2020.
- Loyal Free App will cease in June 2020.
- June 2020 – Lincoln BIG will cease to operate, the City Centre Wardens will terminate and the Lincoln BIG office close.
- Any remaining assets of Lincoln BIG will be passed to another organisation at the discretion of the Lincoln BIG Board.
- The 2020 trail will be completed by September 2020 by negotiation with our Charity Partner.



BIG benefits

Access to advice

Through our network of contacts we can help steer you in the right direction on almost any subject affecting business in Lincoln city centre.

Bailgate Area Guild

We support the Guild to discuss matters of concern to independent retailers.

BIG Bus Deal

We offer a low cost inner and outer season ticket for Stagecoach services to and from Lincoln city centre.

Brayford Business Forum

We facilitate this quarterly Forum meeting to promote events and improving tourism and trade along the waterfront.

Business Support

We manage a range of business support activity including training and grants through our European funded project.

Buskers

We monitor the activity of buskers to ensure they comply with an agreed code of conduct.

Campaigns

We support campaigns within the city centre, for the benefit of local businesses.

Car Park Deal

We offer low cost part-time and full-time season permits in selected City of Lincoln Council car parks.

Christmas Trees

We provide Christmas trees for hire and provide low cost brackets.

City Celebrations

We manage events to celebrate the city's historical and current events.

City Spaces hire

We support organisations to book public space for an event or promotion.

City Talk

We provide a free e-newsletter to all levy payers.

Cornhill Quarter Traders

We support this meeting on a regular basis to discuss concerns, ideas and events within the area.

Cycle Racks and Pumps

We provide temporary cycle racks and pumps for the city.

Development of Trails

We develop and run trails to animate and attract visitors into the city centre.

Digital Screens

We manage a number of digital screens within the city centre for partners to advertise their events.

Electricity for events

We can provide pop-up units and a quiet running generator for business use.

Event Facilitation

We can help with road closure notices, safety plans for people wanting to hold events in the city centre.

Events and Displays

We hold an entertainment licence for city spaces and can book an area for you.

Exclusion Scheme

We manage prolific offenders and excluded from all retail premises.

Free Security Group membership

We manage a secure website, business crime intelligence and quarterly meetings to help reduce crime.

Graffiti Removal

Our Wardens offer a free graffiti removal service from city centre buildings.

Healthy High Streets Group

We manage a regular meeting of businesses to discuss issues in and around the High Street.

Intervention Team

We work with City of Lincoln Council and Partners to ensure the city centre is free from beggars and the homeless.

Lincoln In Bloom

We subsidise summer hanging baskets, flags and Christmas trees as well as provide planters and barrier planters.

Lincoln Street Pastor Scheme

We actively support the Lincoln Street Pastors Scheme whose volunteers help vulnerable people at night.

Loyalty Free App

We offer a free loyalty app for levy paying businesses to use to encourage return customers.

Markets

We coordinate a range of markets for the city centre.

Marquees and Stall Logistics

We offer on loan of a range of gazebos, stalls and stands.

Park & Ride

We manage the service with Stagecoach East Midlands, Lincolnshire County Council and City of Lincoln Council to run from Waitrose to Lincoln Central Bus Station.

Pedlars

We monitor people with pedlar's certificates to ensure they adhere to the rules.

Publicity Support

Extra publicity opportunities for member news stores including City Talk free of charge.

Pubwatch Schemes

We administer Lincoln's two Pubwatch Schemes (Uphill and City Centre).

Radio Leasing Scheme

We manage and maintain a radio scheme which links with the Police and CCTV.

Sharps

We deliver for the city a free safe removal and disposal of sharps via our Warden service.

Street Banners

We have many locations around the city centre for banners to advertise events.

Tour Bus

We manage the Tour Lincoln open-top bus service.

Training Courses

We work with training partners to provide free statutory courses including Fire Safety, Health & Safety and First Aid.

Wardens

We have three wardens who patrol the city centre in uniform six days a week.

A thriving night time economy

MAKING A DIFFERENCE IN LINCOLN, NOW AND FOR THE FUTURE



Inspiring events & displays



Varied market scene



BIG Bus Deal



In bloom



City celebrations

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 then please contact us.

Sarah Loftus, Chief Executive
sarahloftus@lincolnbig.co.uk

Sharon Stone, Office
& Corporate Projects Manager
sharon.stone@lincolnbig.co.uk

Richard Baxter, Operations Manager
richardbaxter@lincolnbig.co.uk

Marion Cooney, Security
& Evening Economy Manager
marion.cooney@lincolnbig.co.uk



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

lincolnbig.co.uk

Lincoln BIG | 3-5 St Swithins Square | Lincoln | LN2 1HA