

Appendix A – Position Statement

Delivering our strategic priority 'Let's drive economic growth' is more than just delivering projects. Some of the day-to-day service delivery work at the council contributes greatly, either directly or indirectly. This includes;

Provision and Management of Managed Workspaces

The City Council directly manages two of the 10 managed workspaces within the City aimed at supporting Small Businesses and start-ups.

The April Business Services Team report identified that for financial year 18/19

- 1296 contacts with businesses were recorded
- 101 live business enquires were being worked on
- 206 new business enquires were recorded.
- 98% occupancy rate at Greetwell Place
- 93% occupancy at The Terrace
- April 2019 to date occupancy - Greetwell Place 99% and Terrace 95%
- Since September 2011 the team have successfully achieved 1476 Business Enquiries averaging 185 enquiries per year over 8 years

Central Market & City Square

71.07% occupancy rate at Lincoln Central Market for 2018-19

Quarter 1 – 73.55%

Quarter 2 – 70.55%

Quarter 3 – 71.13%

Quarter 4 – 69.06%

City Square occupancy for 2018-19

We have 14 pitches available on City Square, currently Friday and Saturday are the busier days.

Monday – 21%

Tuesday - 14%

Wednesday – 28%

Thursday - 14%

Friday – 50%

Saturday – 42%

5 traders regularly trade 1- 2 times a month on city square and City of Lincoln Council operate a daily lets system inside the central market, for pop up traders.

Supporting Lincoln Business Improvement Group (BIG) as an Investor Member.

Lincoln BIG aims to promote Lincoln as a retail and tourist destination and improve the experience of the city Centre for those who visit, live and work there. Centre and the core activities include;

- Events and promotions
- Evening economy management
- Lincoln in Bloom
- Safety strategy
- Street management
- Access initiatives

Appendix A – Position Statement

Providing employment and training opportunities

The City Council supports the local labour market as employer and training provider

- 46 apprentices over the past year (14 Aug 2018 – 30 Aug 2019) have successfully completed an Apprenticeship
- Since 2012, 1744 CoLC employees have completed an apprenticeship
- 666 people employed by CoLC (as of 31 August 2019)

Provision of Rate relief for Small /Medium Enterprises

- Supports Small Businesses through managing of the Small Business rate relief Policy
- adoption of a new Business Rates Growth Policy in which aims to provide a time limited rate relief discount to new and extended business premises within the City, in the interest of building the Business Rates base, supporting economic growth and job creation.
- 5 number of businesses supported through Rate Relief Growth policy

Engaging and supporting City Economic Partners

- Developer, Agents and Landowners
- Universities
- Other Public bodies Lincolnshire County Council/Districts
- Greater Lincolnshire Local Economic Partnership
- Lincolnshire Chamber of Commerce
- Investors in Lincoln
- Retail Groups – Bailage Area Guild, Brayford Business Forum , Bottom of the Hill Group, Major High Street Traders
- Hosting Engineering Breakfast
- Supporting Visit Lincoln

Championing Lincoln as a quality place for investment

- Promoting positive communication/media messages
- Developing a strong vision and strategic approach to meeting Lincoln's needs
- Be Lincoln (Place Marketing) A Place to Invest, Learn and Visit
- Active members of Team Lincolnshire
- Officer attendance at MIPIM 2019