



Lincoln BIG
Business Improvement
Group

Annual Report

**We are in
this together**

Continuing to make our
city THE place for business
and leisure 2021/22

June 2021

www.lincolnbig.co.uk

Chairman's Report

Firstly, I want to say a heartfelt BIG thank you to our levy payers for the way in which they have coped and adapted their businesses over the past few months, to ensure that Lincoln remains as safe and welcoming as possible during Covid-19.

I am absolutely overwhelmed with the number who have personally thanked me for the wide-ranging support that the Lincoln BIG team has continued to provide during a rollercoaster year.

It has not been easy, with non-essential retailers, pubs and entertainment venues particularly challenged and having to abide by changing Government rules which have forced them to stay closed for longer than other traders.

I am also conscious that, at the time of writing, tourist attractions and many accommodation providers are still waiting for the green light to welcome back families. It really has been a case of We are All in This Together.

I am particularly pleased that we have been able to keep our levy payers up to date about emerging grant and loan schemes, which are designed to help them as they embark on their journey to recovery.

It is sad to note that some levy payers feel they have had little option but to call it a day and we wish them the best for the future.

At the same time, new entrepreneurs have decided now is the time to launch their own venture in a city which continues to grow and intrigue many for its ability to be a magnet for major and small business investment.

What is so special about Lincoln's unique DNA is its power to attract rising numbers of shoppers and visitors from further afield, whilst enjoying success in encouraging local people to shop locally – a real balancing act!

Our fabulous mix of major national brand stores and niche retailers – many of which are based in the city's Uphill area, close to historic attractions – create a superb mix which offers something for everyone.

Lincoln continues to capture the interest of major companies who are keen to bring their names to a university city which is becoming increasingly diverse. This changing scene also ensures that Lincoln has always something new and fresh to offer locals and visitors.

Newer arrivals, including a wonderful mix of small shopkeepers and major retail and leisure brands which have moved into the city.

They include Trent Galleries, The Botanist, Everyman Cinema, jeweller k.fines and Superdry in the Cornhill Quarter, whilst TGI Fridays has snapped-up space in the city's High Street.

Once again, thank you to levy payers who have continued to show their faith in Lincoln BIG and its drive to help businesses to thrive and survive. We are delighted to report that 86 per cent have paid their levy and we look forward with renewed confidence

Ursula Lidbetter
Chairman



Chief Executive's Report

Welcome to our Annual Report, which reflects on a year unlike any other – along with our hopes for the future.

The words lockdown, unprecedented, challenging and furloughing, along with that overworked phrase “you're on mute?,” have been used repeatedly during the Pandemic – but they do not tell the full story of how Lincoln BIG has kept its promises to support levy payers.

Covid-19, and its resultant lockdowns, threw retailers, service businesses, market traders and events organisers a curve ball, leaving them forced to adapt, rethink their operations or sit it out.

I was acutely aware that we had pledged to work tirelessly to make Lincoln more welcoming, to provide unforgettable experiences and return good value to levy payers and the Lincoln BIG team was determined to get creative and provide gold star support.

We hit the ground running, by providing businesses with essential social distancing materials, from floor stickers to posters giving customers safety information and then adding queue markers. We even produced a unique Lincoln BIG sanitiser, thanks to the help of The Lincoln Distillery! In addition, our wardens

have been out and about regularly checking on levy payers' needs.

Great experiences are vital to boosting the city's economy and our events programme could have been in tatters. We fought back by postponing some events, having fun with 16 Christmas themed Imp characters by challenging families to Glimpse the Imp and find those hiding in shop windows and devised other “safe” activities.

Last summer we came up with the Summer Cornhill Cove – a unique spot to play crazy golf; launched a Valentines Day Competition with students from the University of Lincoln, welcomed people to a colourful street food market and set-up three festive trails, adding extra Christmas Sparkle to the street scene.

As well as making a visible difference in the city, we were proud to keep our levy payers up-to-date with the Government's raft of ever-changing rules and restrictions, by sending out numerous advice-packed newsletters. We still do.

Levy payers have also been regularly supplied with information about grants and loan schemes to help them to “bounceback” as we emerge from the pandemic.

Working in partnership with City of Lincoln Council, Lincolnshire Police, Visit Lincoln and Lincolnshire County Council we have been able to support businesses on their “road to recovery.”

Now, whilst mindful of the need to keep shoppers and visitors safe, we feel we can look to the future. To that end Summer hanging baskets will be free this year, as well as security radios for businesses who were not able to open during the lockdowns.

Like everyone else we cannot wait for the Imp Trail to hit the streets for real on July 3 running until September. We even took the Imps to London to promote the city. The much-loved digital Frequency Festival returns in October, plans are afoot for a surprise event to tempt more people to discover Lincoln and we are planning an exciting bigger Christmas initiative too!

Sarah Loftus
Chief Executive



Highlights July 2020 - June 2021

What we have delivered for YOU during our first year of our new five year term. This section of our Annual Report looks back from July 2020 to June 2021 - our BID year

Priority 1: Welcome

We said we would:

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

What we delivered 2020-21:

- **Removed** 83 items of graffiti; in excess of 1221 fly posters including Extinction Rebellion which was also reported as a crime. **Retrieved** six needles and safely disposed of (this is a reduced number on previous years, but none would be better). **Weeded** across the city including South High Street and Tentercroft car park areas and the Railway Station (Blue Bridge) area.
- **Delivered SIX community clean ups** - We painted lamp posts and bollards on the High Street and Bailgate; painted the railings and benches at the two Westgate car parks; CCTV poles along Corporation Street and Silver Street, the railings on Steep Hill and utility boxes. Vaccumed The Strait. Cleaned public realm signage.
- **Donated** litter picking equipment to the Lincoln Wombles to assist in the delivery of community clean-ups in the city.



- **Advised** buskers on noise levels – five in particular who repeatedly visit the city.
- **Designed, produced and provided**, with the help of the Ruddocks design and print team, 7,800 pieces of COVID secure collateral including posters, floor stickers, No Entry without Face Covering window stickers, Beer mats, and Queue Ends Here A Boards. With Lincoln Distillery we produced bottles of hand sanitizer. We marked up queue areas outside of 70 businesses.
- **Produced** 100 IMP face masks for selected establishments to do as a prize draw.
- **Assisted** with queue management and carried out courtesy checks of premises seven days a week. A queue management document and business checklist was produced for business to help with re-opening.
- **Rented** 194 Hytera PD565 digital radios to our businesses within the BID area, ten more than in 2019. **We only charged levy payers 50% in 2020-21 for their radio!**



- **Continued** to run the Security app which offers an added sense of security for reporting incidents immediately to others, being able to contact CCTV directly to monitor and record incidents. The app provides up-to-date information, incidents that have been reported, wanted lists and the ability for users to familiarize themselves with local offenders. These images are obtained from Lincolnshire Police through a secure process. For 2020/21 we obtained 62 images of prolific offenders to the city.
- **Administered** the security scheme for 439 members, with 15,940 log-ins from members and 323 incidents submitted, during the many and varied lockdown periods. A summary of reported incidents for 2020/21 include 98 anti-social behaviour (including begging, rough sleeping, vandalism), 186 shop

theft (including attempted) and 109 evening economy reported incidents.

- **Recovered** £5,570 worth of goods for retailers – an increase of 16% on last year.
- **Delivered** a reduced In Bloom package for 2020 due to COVID-19. Thank you to those businesses that continued to have hanging baskets across the summer months to add some colour to the city. To compliment the baskets, we put up 160 Proud to be Lincoln and Lincolnshire Flags and 783 linear metres of bunting. For the Cathedral Quarter's Pumpkin trail, we put up 230 metres of black and orange Halloween bunting.
- **Displayed** 76 Christmas trees for businesses across the city with our illuminated Christmas Present which was lit up for all to see on High Bridge. We also gave everyone the opportunity to have their photo taken with our gnome on the log at St Marks and send their letters to Santa via Santa's post box outside the Visitor Information Centre.
- **Displayed** 27 IN Lincoln lamppost banners along the Brayford Waterfront with the messaging of Eat Out, Enjoy Time and Support Business in Lincoln.
- **Displayed** 2,000 metres of IN Lincoln bunting along the Bailgate, Steep Hill, The Strait, Guildhall Street, Saltergate and Sincil Street.



The City Centre Wardens have been a massive help during lockdown, from checking on businesses when closed, to helping with social distance stickers and floor markings for when customers could be welcomed back they have provided support to the city. They have always been on hand and will go out of their way to support where they can, thank you.

A Levy Payer

Priority 2: Experience

We said we would:

- 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

What we delivered in 2020-21

As you will be aware, as an organisation we had to cancel and postpone most of our events during 2020 and the first half of 2021 due to the pandemic and Government restrictions. **However, we DID deliver 7 EVENTS in six months!**

When restrictions started to be lifted in July we worked with Open Air Events, to bring the **Cornhill Cove** to the city as a free, family friendly, socially distanced event to play crazy golf, sit in the oversized deckchair and have some refreshments with an open-air bar.



This community engagement project attracted 9,479 people with the social media reaching 100,000 people with 40,000 people engaged.

We also saw the return of the **Street Food Festival** to the High Street. There were 27 traders at the event, although smaller due to social distancing, there was still a variety of foods for all to enjoy and saw the same kind of footfall numbers as in 2019.

Over October half-term, Lincoln BIG brought to the city a digitalised **MonsterVillain Safari**. Ten businesses displayed the MonsterVillians in their windows with their unique QR code. There were 68 unique engagements (the national average being 65). Once all the QR codes were unlocked a downloadable E-book was accessible. We also supported the **Pumpkin Trail** in the Cathedral Quarter with 574 leaflets distributed, although it was pushed mainly through social media for safety reasons. The social media reach was 53,500.



An **illuminated light trail** with partners for selfie moments which lit up the High Street over the Christmas period. The trail included a Christmas Present, JOY, Bauble, Christmas Trees and a curtain of light. We also gave everyone the opportunity to have their photo taken with our gnome on the log and send letters to Santa. 500 leaflets were distributed.

The **Christmas Spirits trail** told the story of Albert Clause. You may not have heard of him, but Santa has a less famous brother, Albert Claus. Albert's job is to maintain the Christmas Spirit and spread joy bubbles on Christmas day, but he's gone missing! By visiting the trail stopping and speaking to each of the cheerful Spirits of Christmas, players learnt what had happened to Albert and, finally, were able to solve the mystery, save him and read a free Christmas Spirit eBook at the end. 157 groups (over 500 people) took part in the Christmas trail.

Following the postponement of the IMP Trail in 2020 we brought 16 festive Imps to the city including Santa, Rudolf, Elf, Frosty, Sprout and friends who looked very impish in their Christmas outfits across the city! Did you **'Glimpse our Imps'**? Visitors were asked to 'Glimpse' the 16 Imps across the city whilst parents were invited to purchase a Paint Your Own Imp for their children to decorate along with a game of hiding their Imp in places within their home that spelt the name of one of our Imps.



Due to the lockdown which came into force after Christmas 2020, the Imps remained in-situ for an extra month or so and were seen by locals using the city as their daily exercise.

We continued with the planning of the IMP Trail 2021 following its postponement. We launched a design a Community Imp on social media, appointed an artist for the Evening Economy Imp and recruited a sponsor for our final IMP! These three new IMPs will be unveiled in 2021! We worked with EBP to recruit schools for the Education Programme. The ever popular Paint Your Own sculpture was designed and launched for Christmas with more merchandise to come.

Five Imps visited Kings Cross Station over the May Bank Holiday weekend to promote Lincoln as a staycation destination and the IMP trail. Our Red Glitter IMP went on a trip of its own to support Lincoln City FC in their bid to beat Blackpool in the play-offs at Wembley.

To support the first stage of reopening the High Street there were **two walking trails** delivered across the city. These had been held back from their original dates in February. They were similar to the previous High Street trails where users scan the QR code on the characters to collect them. The two trails were aimed at different groups, Secret Carnival aimed at families where entrants could win a computer console if they complete the trail. The second Dr Cupid was for couples who when completed were entered into a National prize draw to win £5,000. In total these two trails captured over 275 unique visitors to the city.



The **MonsterVillain trail** was very easy to do, we had fun finding the characters hidden in the shop windows. We did it at our own pace when the city was quiet. The free book at the end was a nice way to finish off our hunt. It was great to see these types of trails in Lincoln to encourage families to safely spend time in the city. We look forward to doing more!

Mrs A from Lincoln

Priority 3: Values

We said we would:

- Increase the take-up of the BIG Bus and Car park passes by 5%
- Recruit 40 businesses to receive up to 12 hours 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

What we have delivered in 2020-2021:

Financial assistance for our levy payers

- Negotiate the delay in collection of the levy until October 2020
- Gave businesses a 50% subsidy for their 2020/21 security radio rental
- Stopped the admin charge for re-joining the Bus and Car Park schemes between May and November 2020
- Worked with Stagecoach East Midlands for free bus passes in May and June 2020 for those front line workers.

World Environment Day's Plastic Bag Amnesty

Lincoln BIG joined forces with Lincolnshire Co-operative and both Waterside and St Marks Shopping Centres to promote World Environment Day on Saturday 5 June 2021 with a Plastic Bag Amnesty! With 17 retailers hosting collection boxes until 20 June.

Visitors to the city were invited to bring their unwanted plastic bags to either the Waterside or St Marks Shopping collection points on Saturday 5 June where, for one day only, plastic bags were exchanged for a lucky dip goodie (whilst stock lasts).

The pupils at Westgate School have taken up the challenge to build a sculpture from all the plastic bags collected. This will go on display at the Waterside Shopping Centre.



The team from Lincoln BIG and Waterside Shopping Centre also volunteered at Westgate Academy on 3 June to re-generate their garden with plants kindly donated by Wilkos and Chambers.



BIG Bus and Car Parking Deals

- We saw a dramatic decrease of 53% during lockdown in March 2020 of the number of people using our bus pass schemes and 75% using the Car Park permits. However, numbers are now on the increase again by 32% with the bus scheme and 74% for the car parking scheme offering a significant saving for those traveling into the city centre.
- Our bus scheme saves users on average £24 per month with similar savings on our car parking deals. It's a priority for 2021 to give this savings to levy payers and get numbers back up!
- In 2020 we added the new Central Car Park to our list of discounted car parks available for our levy payers with an option for a 5- or 7-day pass, and we continue to offer the car parking scratch cards which are ideal for those working in the city on a part-time, ad hoc basis.

Park & Ride

- We had to suspend the Park and Ride service during the first Lockdown but have since seen the passenger usage increase with 8,020 passengers since June 2021. The service has been subsidised by Government funding and without this funding the service would have ceased. With support from Stagecoach East Midlands, Lincolnshire County Council and City of Lincoln Council the service continues to offer a cheap and convenient way of traveling into the city at just £2.60 for an adult return ticket.

We know our levy payers and staff find real value through these schemes and our car and bus deals **will** continue to be a key benefit of levy membership. **We know you and your employees will rejoin soon.**

"Brilliant service from Danielle I just want to say a massive thank you for all your help. I didn't know about the scheme so I contacted Lincoln BIG and spoke to Danielle who was very knowledgeable and wanted to help. She gave me all the details I needed and explained how payment works. Thank you so much again for all you help and for saving me a huge amount on a monthly basis!"

Lincoln BIG member employee

Loyal Free App

Despite COVID the Loyalfree app has been helping you; 212 businesses have been promoted, which was an increase of 12%. Currently there are 93 live deals at time of print. A 5% increase in users was seen with 2,708 users, 5,598 deals were redeemed. A number of trails were introduced to the app which included the Ale Trail, a Coffee trail and dog friendly areas. For when lockdown was easing an outdoor seating and pub garden trail was introduced to guide visitors to those that were able to open.

If you would like to join and advertise your special offers please email info@lincolnbig.co.uk



Partnership Working

During these very difficult times, the team at Lincoln BIG have worked with and alongside all our Partners, including City of Lincoln Council, Healthy High Streets group, Lincolnshire Police, Visit Lincoln throughout the lockdowns and re-openings across the past 18 months. These have included, but not limited to:

- Applying for grants to benefit the High Street – State grants – Town Team Fund, the ARG Fund, Peer to Peer, C4G, Recovery of High street and Arts Council
- 119 E-newsletters and social media to signpost and remind
- Three Resident and Business surveys to help inform decision making for allocation of resources. 71% informed us that they wanted to support local, independent businesses more. As a result, we are developing the INLincoln Campaign with City of Lincoln Council and Visit Lincoln; 71.6% wanted an increase in cleansing and sanitation in public areas, again we have worked with City of Lincoln Council and added extra cleaning to their statutory contracted cleaning.
- Working with businesses and partners to create a Recovery Plan for the High Street 2020-21 which we received national recognition for.
- A new Recovery Plan was written in March 2021 for the three stages of re-opening of the High Street as set out by the Government. This included new social distancing collateral and activity to remind visitors that Lincoln is a safe city.
- Participating in the City Centre Management Group, City Centre Tasking Group and the City Centre and Uphill Recovery Group with partners and actioning where required
- Working alongside partners to create and deliver a sensitive marketing campaign which encourages people back into the city. A thank you to City of Lincoln Council and Visit Lincoln.



- Visiting businesses, alongside the Environmental Health, Licencing and Police to assist with COVID-19 guidance and to ensure compliancy. A thank you to our businesses.
- Meetings with the city's higher education establishments on how best to manage the return of students and develop a campaign to inform. A thank you to University of Lincoln, Bishop Grosseteste University and Lincoln College for ensuring everything ran smoothly – Lincoln wasn't in the National press like other cities.
- Working with our evening economy venues to assist wherever possible: zoom meetings, sponsorship of a Night-time Economy IMP for the 2021 trail, Help Out to Eat Out and the Pub is the New Office campaigns. A thank you to our venues.

- We lobbied Government through the ATCM and BID Foundation with the Bounce Back Better manifesto of asks that will help support retail, hospitality and leisure sectors to survive. These included Provide a one-off 'bounce-back' grant of up to £15,000; Pause employer NI contributions of furloughed employees through to 31 March 2021; Provide an extension to the VAT reduction scheme for the hospitality and leisure industry to April 2022 and for the continuation of the Business Rates holidays for 2021/22.
- Patrolling the High Street when the 10 pm closing time was introduced with Lincolnshire Police and City of Lincoln Council staff.
- Wardens checking on empty businesses during the second and third national lockdowns.



COVID Ambassadors are here

We have worked with the City of Lincoln Council to appoint **COVID Ambassadors**. These Ambassadors have provided practical support to aid and encourage COVID compliance and support measures to aid public and business awareness and understanding of COVID regulations and guidance. They report back any issues that require further consideration to Environmental Health. They do not have any enforcement powers.

The ambassadors are being supplied by SPA Security and Events Ltd and have had training from and are supported by the City of Lincoln Council's Environmental Health team. They have City Council photo ID cards and should present them if they visit you. They will be in the City until June 2021.

1,130,371

Average venue visits, per year

43,476

Average venue visits, per week

188,395

Average venue visits, per month

6,110

Average venue visits, per day

1,127,248

Total visits this period

173 minutes

Average dwell time

12 noon - 1pm

Busiest time of day

6,093

Average visits per day

Footfall Counters ARE HERE

Businesses have been asking for footfall counters in the city for a very long time. We are delighted that seven have been installed within the city at key points. Castle Hill, High Street (TGI Fridays and Boots), Sincil Street (Central Market and Lincolnshire Co-op), South High Street (Magistrates Court and St Mary's Guildhall.)

The supplier, Proximity Future, has a wealth of knowledge in providing footfall data and work with around 80 other towns and cities. The data will prove to be very useful for everybody locally.

Since December 2020 the footfall counters have recorded visits to the city as detailed in the infographics adjacent.

Social Responsibility Charter

In February 2021, Lincoln BIG gained recognition of being a good employer and supportive of the local community. We are committed to treating our staff fairly to ensure we have a reliable, skilled and motivated workforce.

We support our local communities to enable local charities and community groups to deliver their services, and help to make Lincoln a better place to live and work.

Undertaking socially responsible activities not only benefits employees and the community but also benefits the local economy and the business.

We are collectively committed to:

- Supporting employees to have a healthy work/life balance
- Enhancing the local economy through paying fair wages
- Supporting local charities and community groups to ensure they have the resources needed to succeed
- Developing the knowledge and skills of employees
- Continuing to make Lincoln a remarkable place to live & work
- Encouraging other/new organisations to embrace Social Responsibility
- Monitoring the progress we are making

The activities that we, as an organisation, are committed to do for the benefit of the local community:

Environment

- Green space sponsorship
- Commitment to plastic free initiatives and reduction in single use plastics

Community

- Fundraising for local charities
- Sponsorship of local events/groups

Resources

- Donation of surplus resources
- Use services of local businesses/local products

Activities that, as an organisation, will benefit our employees

Terms and conditions

- Time off for medical appointments
- Consideration of flexible working requests beyond the statutory requirement
- Travel to work benefits for all employees
- Staff recognition scheme

Opportunities

- Training and development

Health

- Support for mental wellbeing
- Health insurance package

- Promotion of healthy living - for example walk/cycle to work incentives including travel plans

Collaboration4Growth Project

Despite COVID-19 severely affecting our planned programme of events:

- We delivered eight workshops with 171 attendees. The topics included: Delivering effective PR; Social Media masterclasses; Entrepreneurs toolkit; Supervisor to Manager; Director Development plus other topics. Comments from attendees included: 'Very helpful, have learned positive ways to move forward with our team'; Great workshop, good opportunity to share experiences and ideas'. The topics are identified as a result of consultation with local businesses, and any suggestions for topics are gratefully received.
- We paid out for 13 grants to the value of £65,676 to businesses in and around the Greater Lincoln area.


Press & PR

- We continue to send regular e-newsletters to our levy payers on relevant topical information.
- We issued our 2019/20 Annual Report in July 2020.
- We continue to increase our social media coverage.

Where we've been seen!



Reached over 55.7K people, with 10.9K engaging with posts



354 Tweets, followed by 8,948 with 249K impressions. Top Tweet - Warmer days - Green Spaces Flyer/map



621 reactions to posts -potential to use this medium more



119 editions of the Mailchimp e-newsletter sent to over 520 recipients



www.lincolnbig.co.uk
Over 32.5K views of pages, with most popular being the Parking Deals. Most visitors to the website come via Facebook or Business Lincolnshire's website.

Lincoln BIG is a Company Limited by Guarantee.

It is controlled by a 19-strong Board of Directors representing city stakeholders. It trades as a small business – paying VAT and filing Companies House returns. Lincoln BIG does not distribute profit. It reinvests surpluses into delivering its Business Plan to improve Lincoln city centre.

Founder Members

Ursula Lidbetter OBE
Simon Beardsley
Councillor Richard Metcalfe
Councillor Donald Nannestad

Lincolnshire Chamber of Commerce
Lincolnshire Chamber of Commerce
City of Lincoln Council
City of Lincoln Council

Investor Members

Freddie Chambers
David Lewis
Dave Skepper
Valerie Johnson

Lindum Group
Siemens
Stagecoach East Midlands
St Marks Shopping Centre

Co-opted Members

John Latham
Elly Sample
William Harrison
Councillor Colin Davie
Gemma Skaley

University of Lincoln
University of Lincoln
Lincoln Cathedral
Lincolnshire County Council
Lincoln College

Lincoln BIG Levy Payers

Carl Jacklin
Dean Cross
John O'Donoghue
Mark Brewer
Stan Matthews
Ian Robinson

Agatha
Waterside Shopping Centre
Home / Craft / Old Curiosity Shop
Imp Travel
Thompson & Richardson (Lincoln)
White Hart Hotel

Company Secretary

Jonathan Mackinder

Wilkin Chapman LLP

Ex-officio

Simon Walters
Chief Insp Philip Baker
Joe Philips

City of Lincoln Council
Lincolnshire Police
Lincolnshire County Council
(Highways)

Financial Forecast

For the year ended 30 June 2021

Income		£	Expenditure		£
Welcome	£239,970		Welcome	£265,773	
Experience	£230,580		Experience	£148,898	
Value	£296,241		Value	£239,167	
Projects	£561,206		Projects	£451,687	
Total	£1,327,997		Total	£1,105,525	

Accounting Period: Final Audited Accounts published October 2021.

Presented at AGM on 10 November 2021

Accounts: Include overheads – apportioned to individual projects

Our Funding: Approximately one-third the BID levy. One-third from grants/voluntary donations. Remainder from our trading activities

This year there will be a surplus of funds due to the postponement/ cancellation of activity and additional grants received. These funds will be deferred for activity during the financial year 2021/22 and 2022/23

In line with national legislation (BID Regulations Act 2004 and Local Government Act 2003) and our BID levy rules, the BID is not permitted to discount the levy without an alteration ballot. In 2020/21 86% of BID levy has been paid

Investor Members



Priorities July 2021 - June 2022

What we will deliver for YOU during our second year of our five year term.

This section of our Annual Report looks forward from July 2021 to June 2022 - our BID year

Priority 1: Welcome

The Welcome matters ... we promise to deliver the following services:

As we continue to support the city centre, Lincoln BIG will be focusing on large footfall areas, street by street targeting neglected areas, The removal of graffiti, maintenance and other tasks to improve the look and feel. The cleanliness of the city remains a key priority for Lincoln BIG, our members and partners. We will continue to work hard to improve the standard of the public realm and the city centre.

Wardens

- To continue to assist businesses when closed with security checks.
- To continue to remove graffiti and report public realm issues to the relevant authority.
- To assist businesses with social distancing materials to support their response to COVID-19

Street Management

- To deep clean the city using our new electric vehicle and cleaning equipment.
- To continue to respond to reports to clean problem areas
- To enhance working relationships with partners to support the recovery of the High Street
- To carry out five community clean-ups

Security and Safety

As we look to reopen, it is important to bring together all operators and partners. We invite businesses from within the hospitality and retail sectors to attend regular Healthy High Street and Pubwatch meetings to review the reopening and operational plans for the city. Partners attending these meetings include Lincoln BIG, City of Lincoln Council and Lincolnshire Police.

Hospitality & Evening Economy

- To update the Ale Trail
- To produce a Hospitality leaflet
- To produce a new Cocktails and Coffees trail.
- To increase the number of venues supporting the Ask Angela Campaign
- To support the City and Uphill Pubwatch Groups
- To introduce and manage the Drink Detective campaign to all members of the Pubwatch, called Drink Detective, whereby venues can test a customers drink if they request it, with an immediate result as to where a drink may have be tampered with.
- To recruit new venues for membership into Pubwatch.
- To hold discussions around reinstating the Evening Economy Group to re-establish stronger working partnerships.
- To investigate an art project, ie murals to be displayed in a number of beer gardens in and around the city.

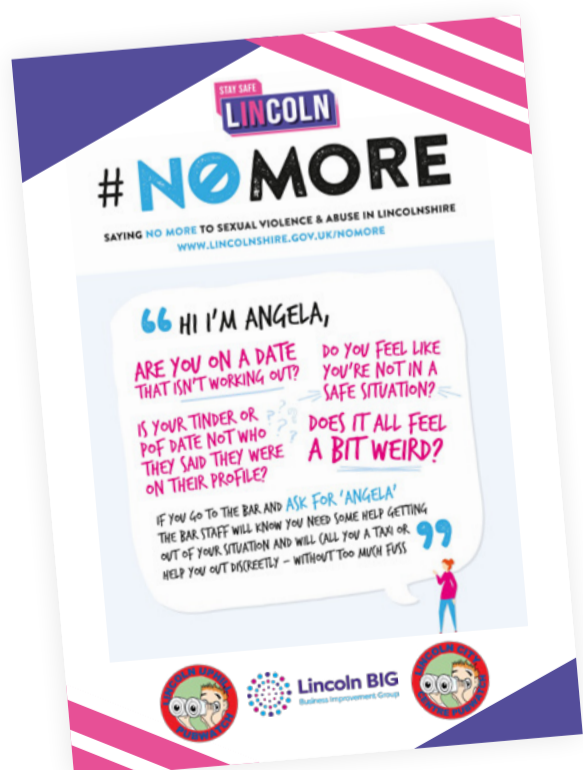
We will look to encourage more businesses to become members of the security group and utilise the lease of security radios.

- To increase the number of businesses using the security app by 15%.
- To increase the level of membership of the Security Group by 10%.
- To produce quarterly newsletters for the Security Group

- Offer FREE radios to existing radio scheme members who have been effected by closure during the national lockdowns.
- We will continue to monitor and maintain the defibrillators.
- Upgrade radio scheme to enable the radios to have their own operating system that will enhance the sound and reception yet still be compatible with the current CCTV operation.
- Radio training will continue to be offered to all radio users.

Street Dressing

- To re-evaluate and increase the number of businesses involved in a newly designed In Bloom scheme
- To enhance the Christmas Illuminations offer for the city.
- Lincoln BIG aim to Focus on making the city 'clean', 'safe' and 'friendly'. Helping to ensure the city centre is ready to welcome people and businesses back to experience all it has to offer.
- In the first couple of months of this financial year, we will install 188 free hanging baskets, 27 lamp post flower baskets across the city and 27 banners along the Brayford Waterfront. At Christmas we will be installing 27 solar Christmas trees on lamp posts in addition to the normal Christmas trees and illuminated features.



Priority 2: Experience

The EXPERIENCE matters ... we aim to bring world class events to Lincoln in 2021/22

IMP Trail 2021

IMP Trail 2021 will see 30 colourful and vibrant sculptures positioned on their plinths across the city centre from Saturday 3 July bringing lots of joy to all that visit. For the first time in 2021, a free downloadable app will be available to follow the trail. You may have seen them out and about with their sponsors.

Look out for the full range of IMP merchandise, including the ever-popular Paint Your Own Imps, ladies scarves and tea towels from the Visitor Information Centre.



During the trail, in collaboration with Waterside Shopping Centre, St Barnabas and the EBP, an IMP Hub will run weekly Thursday to Saturday throughout the summer holidays with children's activities including making IMP coasters, IMP Sproftacchel for selfie opportunities and much more. St Marks Shopping Centre are also working with the Little Pottery Studio with children's activities relating to the IMP trail.

There are many myths and legends associated with the IMPs coming to Lincoln. Our five roaming IMPs, which will appear in windows across the city are named after the five in this famous poem.

50 schools from Lincolnshire participated in the Education Programme that has been run for us by the EBP. Each school received an educational pack which included activities that ran alongside the national curriculum together with a half size IMP. Each school designed their IMP which will be displayed across the city at indoor venues from Sunday 10 July to Thursday 16 September. These schools range from primary, special schools and secondary schools.

At the end of the trail, all of our main trail IMPs will form a Guard of Honour at Lincoln Castle to say a fond farewell before they go to their new homes after the Auction at Lincoln Cathedral on Lincolnshire Day, Friday 1 October 2021. We anticipate welcoming 400 people to the Auction where Auctioneers, JH Walter, will encourage our audience to dig deep in their pockets to purchase one of these spectacular impes to raise money for our Charity Partner, St Barnabas and the Lincoln Creates Fund.

Fingers crossed we raise lots of money! To play your part and to purchase Auction ticket(s) please email info@lincolnbig.co.uk for more details.



Refresh Lincoln

A city-wide installation created by Zest Theatre

Frustrated by being locked down, isolated and unheard, the words of Children and Young People are about to be unleashed across the city.

Earlier this year, Zest Theatre led workshops with over 800 young people aged 10 - 19 years old across Lincoln. The aim? To create space for young people to reflect on their year and release the voice of a generation. Workshops were facilitated by a team of Zest's Creatives and local young people from Zest's Youth Advisory Board.

During summer 2021, their words will be turned into 40+ vibrant artworks, ready to be found on flags, banners and billboards in every corner of the city centre. Refresh Lincoln is set to reclaim the city centre for young people, placing their voices at the heart of Lincoln's recovery.

Refresh Lincoln will share the questions, advice, and hopes of Lincoln's children and young people, bringing colour and conversation to the place they call home.

Lincoln Open Top Tour Bus

July 2021 sees the return of our Open Top Tour Bus, Come and enjoy the tour with family, friends and soak up Lincoln's 2000 year history from our experienced and entertaining Tour Guides. The live commentary will tell stories from the bygone ages including Lincoln's Magna Carta, the stunning Castle and Cathedral, Roman Lincoln, Aviation Heritage and much more. This tour lasts approximately 60 minutes and you can hop on and hop off at any of the 9 stops during your journey to explore the city.



Monsters From The Brayford

A fun, themed, family event in Lincoln over the Halloween weekend. This event will include surprise and delights over the October half term. Visitors will see escaped monsters from the Brayford positioned in key locations around the BID area. Share your photos as you find them all across the city. Look out for offers and promotions from partaking businesses and keep an eye out for any other surprises that may happen during the event!!!



Christmas

This Christmas we will continue to develop the hugely popular Christmas Light Trail. For 2021 we want you to become the “I in Lincoln!”. Make sure you visit over the festive period, see the illumination trail and share your selfies with us using the #ChristmasInLincoln



This Christmas will also see Thor's Tipi return for their final contracted year in Lincoln. Returning to bring you offerings of festive drinks as well as hosting traditional German sausage stalls.



Glimpse the Imp

Glimpse our 16 Christmas Imps will return in 2021 to delight visitors even more, they will bring more cheer and mischief and possibly some friends!

Love in Lincoln Trail

Spend time in the city with your loved one as you follow this Valentine's trail. Businesses will display the winning designs from submissions by University of Lincoln Students. Follow the trail and spend time visiting the shops and businesses, maybe you will be able to pick up a bargain or take advantage of valentines offers and promotions.



Lincoln City Safari 2022

As well as traditional Easter activities taking place across the city, we will be bringing a new event for 2022, Lincoln Safari will see Rhinos, Elephants and Monkeys take over the city!



FASHIONISTA 2022

London, Paris, Milan, Lincoln! This week long event will bring fashion in all its glory to the city. Enjoy offers and promotions, strike a pose on our catwalk or with the sculptures. There will be something for everyone to enjoy at Lincoln Fashionista.



Open Air Art Gallery 2022

The team are currently planning the first Open Air Art Gallery for the city, which will be a new high quality cultural event, which is also COVID-19 compliant and could feasibly stay in-situ for a period of three years. This event will encourage footfall to those places that we are not normally able to include with our normal sculpture trails. The launch date for this project would be summer 2022.

Artists, professional and amateur from across the country, will be invited to submit their paintings using a brief with the theme of Happiness. A panel, which will include professional artists, will judge the entries.

There will be three sizes of framed paintings displayed across the city and locations will be chosen subject to permission by landowners and City of Lincoln Council Planning department.

If you would like to have one of these on your wall, please contact info@lincolnbig.co.uk

Animating the City 2021/22

- We will support Threshold Studios with the sixth edition of Frequency International Festival of Digital in October 2021 bringing more unusual happenings on the High Street.



- We will be working in partnership with City of Lincoln Council to Welcome visitors and residents back into Lincoln. Utilising the Welcome Back Fund, we will look to bring two new interactive city activities to animate the high street and entertain you during your visit.
- We will be supporting a number of static vehicle events along the Brayford Waterfront during 2021 including Minis, bikes and classic cars.



Vibrant High Street Experience 2021 - 2022

- In addition to the above to make the High Street experience vibrant we will be re-designing the In Bloom scheme to make it simpler and more attractive for all businesses to benefit and be involved in. Watch our city flourish!

Priority 3: Values

... we promise to offer great travel and parking deals and run cost saving initiatives in 2021/22

In Lincoln

We're really proud of our city and the businesses within it, and want to do all we can to promote it as a great place to live, work and conduct business. In order to celebrate our city and to share all that we know is good about it we have worked in partnership with the City of Lincoln Council and Visit Lincoln to develop a campaign that we can all use. 'We' in this context means any business around the city which is prepared to sign up to support the campaign.

We'd like to invite you to pledge your support for this campaign, and get involved by emailing info@lincolnbig.co.uk

What will YOU get out of it?

- Chance to be part of a city-wide campaign with national reach and impact at no cost to yourselves
- Free use of IN Lincoln branding for your business
- Access to free workshops – Keep your eyes open for emails and social media posts announcing these. e.g. Instagram boot camp; PR masterclasses; Making social media work for you; Email marketing – how to develop and manage campaigns; Creating and editing video for your business etc. Any other suggestions welcomed
- Free marketing collateral – although there will be limited supplies

- Loyalfree App and Loyalfree marketplace access
- Access to free support to be COVID secure

We commit to:

Supporting your business through social media
Promoting the IN Lincoln campaign at every opportunity both locally and further afield
Providing marketing collateral as available
Organising workshops in response to demand
Providing business advice and support or signposting to organisations who can do so.
Facilitating peer to peer support for those who wish to benefit

Do you want to be involved. If so, email info@lincolnbig.co.uk

BIG Bus and Car Park Deals

We will continue to offer levy payers and their employees this cost effective deal to save employees money who commute to the city centre for work in 2021/22. Our target is to recover the take-up of our schemes to pre-pandemic levels.

Employees of levy paying businesses are saving themselves jointly across the city £170,000 per annum by purchasing the Lincoln BIG Bus deal, run in conjunction with Stagecoach East Midlands; combined with our discounted Car Parking schemes with City of Lincoln Council.

We will continue to manage the Lincoln Park & Ride service with Stagecoach East Midlands, allowing employees to park for free at Waitrose then catch the bus into the city centre. This ensures our city keeps moving, carbon emissions are reduced, and a safer environment can be enjoyed by all. We hope that we will get passenger numbers up to 37,230, which it was before the service was suspended due to the pandemic. This will be a challenge!

LoyalFree app

We will continue to offer this Free loyalty app for our levy payers. This app allows smartphone users to claim special deals and discounts posted by levy payers and discover trails and events which Lincoln BIG have developed. It has proved popular with businesses, shoppers and leisure seekers since its introduction in 2019.

We aim to increase business usage by 15% and customer interactions by 10% to ensure people shop in Lincoln. Please contact us to place your deals.

Collaboration 4 Growth

We will continue to support the C4G project which has been running since 2016, providing business support and grants to small businesses in the local authority areas of City of Lincoln, West Lindsey and North Kesteven. The current project is due to end in December 2021 and we will continue to work with our partner, Lincolnshire Chamber of Commerce, to deliver the events and small grants. For more information please email info@lincolnbig.co.uk

An extension application is currently being assessed by MHCLG with a decision expected in August 2021. The extension, if granted, will be until June 2023 in partnership with Lincolnshire Chamber of Commerce.

Update on other Grant Funding

Community Renewal Fund is an application, which has been submitted in partnership with the Coastal BID, to pilot a number of activities in the two areas between July 2021 and March 2022. This includes a comprehensive ambassador recruitment and training programme and a programme of cultural events to increase footfall during the low season.

Refresh Lincoln will be delivered with the support of a £4,500 grant from Lincolnshire Community Council NET funding. Lincoln BIG will collaborate with Zest Theatre that specialises in working with young people, to create a digital audio experience with two schools in Lincoln, documenting their experiences of the pandemic.

Visitor Economy Peer Network is a funded project working with Visit Lincoln. The first phase includes supporting Visit Lincoln with undertaking case studies with businesses who have participated in the network and the preparation of the evaluation report.

Town Team Fund is a five-year project funding by Government to deliver three elements: Digital signage, Light up Lincoln and Lincoln Creates. We are currently working on developing the business case with Visit Lincoln as they requested a sum of money for a CRM system.



Spotlight

Levy payers are invited to take part in our Spotlight Campaign to promote everything local and welcome people back into the city.

We have featured 42 businesses on our social media platforms since April 2021 using a number of questions and a photo of the business.

Do you want to be involved. If so, email info@lincolnbig.co.uk

Footfall

The city centre currently has seven footfall cameras installed at: (Castle Hill, High Street (TGI Fridays and Boots), Sincil Street (Central Market and Lincolnshire Co-op), South High Street (Magistrates Court and St Mary's Guildhall).) These cameras provide current footfall data in comparison to year to date and year on year giving us valuable data as to how our city recovers from COVID-19.

Working with City of Lincoln Council we pledge to compile the comparative data of the counters as it builds and to show as part of our communication strategy.

Dates for Your Diary



Small Teams: **BIG Ambitions**

How we will continue to measure our success for 2021 - 2022

We will:

- undertake a customer and business survey.
- continue to increase our PR and media coverage and social media reach.
- provide four performance reports to our Board of Directors,
- write an Annual Report for 2020/21 with an Annual General Meeting (AGM) to be held in November 2021.
- hold Quarterly review meeting with key investors.
- communicate with businesses throughout the year by email bulletins, social media, drop-in sessions, door to door visits.
- increase the number of businesses actively engaged in Lincoln BIG activity and projects.
- increase footfall and visitors to the city centre.
- increase levels of sales activity and productivity in the city centre.

AND DON'T FORGET OUR BIG Services

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.

BIG Bus Deals

We offer a low-cost Inner and Outer season ticket for Stagecoach services to and from Lincoln city centre for levy payers and their employees.

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 Deals

We offer low cost part-time and full-time season permits in selected City of Lincoln Council car parks, along with scratchcards for the occasional use.

City Centre Clean-ups

We carry out city clean ups regularly across the city.

Christmas Trees

We provide Christmas trees for hire.

City Celebrations

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

City Space Hire

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

City Talk

We provide a free newsletter to all levy payers.

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.

Events

We manage, procure and deliver events across the city centre.

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.

Forums

We participate in the Bailgate Guild and Cornhill Quarter meetings to update on activity and promotions.

FREE Security Group Membership

We manage a secure app with business crime intelligence and hold quarterly meetings to help reduce crime.

Graffiti Removal

We offer a free graffiti removal service from city centre buildings.

Gum Removal

We provide a gum removal service across the city centre.

Healthy High Street Group

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

Information Points

We manage a number of information points across the city centre.

In LINcoln Campaign

A campaign to promote Buy Local, Shop Local within the city.

Intervention Team

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

Lincoln Creates

We manage funding for creative art works to animate the city centre.

Lincoln In Bloom

We organise summer hanging baskets, flags and Christmas trees as well as providing planters and barrier planters across the city.

Lincoln Street Pastor Scheme

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

Loyal Free App

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

Marketing

We manage campaigns to provide the city and levy payers with footfall.

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 Lincolnshire 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 seven locations around the city centre for banners to advertise events.

Vaccum Cleaner

We provide a service to levy payers of vacuuming glass and cigarette ends in hotspots across the city centre.

Tour Bus

We manage the Tour Lincoln open-top bus service during the summer season with live commentary by our trained Tour Guides on the history of Lincoln.

Training Course

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

Warden Service

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

A BIG THANK YOU TO ALL who have supported us as Levy Payers, Investor Members and Voluntary Members

Getting Involved

Are you interested in any of the projects or activities detailed in this Annual Report?
Do you have ideas that you would like to put forward?
Would you like more detail or to get involved?

If yes, please contact email info@lincolnbig.co.uk



Helpful Contacts



Public Protection and ASB Team (PPASB)

Email: PPASB@Lincoln.gov.uk
Tel: 01522 873378 – this is answered by customer services

Licensing Team

Email: Licensing@lincoln.gov.uk
Tel: 01522 873564

Food, Health and Safety Team

Email: Food@Lincoln.gov.uk
Tel: 01522 873249/423

Intervention Team

Email: intervention@Lincoln.gov.uk
Tel: 07966211381 or 01522 873581

Insp Claire Hime
Sgt Paul Mayo
PC Chloe Toyn
PC Craig Wray
PC Luke Dady
PC Nige Beck
PCSO Clare Bond
PCSO Donna Page

Email: LCPT@lincs.police.uk
Mobile: 07385 399 303
Shopwatch Radio: Lima 23 and Lima 24

If there is no answer, please call 101 as it is likely the above will be dealing with another matter.

For emergencies dial 999.

City Centre Wardens

Danny Mason

Mobile: 07717 410454
Shopwatch Radio: Bravo 3

Steve Roney

Mobile: 07717 410698
Shopwatch Radio: Bravo 1

Operations Manager

Lee Roberts

Email: leeroberts@lincolnbig.co.uk
Mobile: 07584 687772
Shopwatch Radio: Oscar Mike

If you are reporting someone who has been seen **BEGGING**:

1. Call **101** and report the incident, and note the incident number that they give you.
2. Call the Intervention Team on **01522 873581** or **07966 211381** and give them details of the incident.
3. Email details of the incident including where and when it took place to lincolncitycentre.npt@lincs.pnn.police.uk, and intervention@lincoln.gov.uk

If you wish to report **AN ISSUE ON A STREET**

Fix My Street fixmystreet.lincolnshire.gov.uk/ you can report any issues on a street such as trip hazards. Again, you don't have to log in to report.

If you are reporting someone who has been seen taking **DRUGS OR IS UNDER THE INFLUENCE**:

1. Call **101** and report the incident, and note the incident number that they give you.
2. Call the Intervention Team on **01522 873581** or **07966 211381** and give them details of the incident.
3. Email details of the incident including where and when it took place to lincolncitycentre.npt@lincs.pnn.police.uk, and intervention@lincoln.gov.uk

If you wish to report **FLY TIPPING**

Clearwaste [clearwaste.com /user/login](http://clearwaste.com/user/login) you don't have to log in just click on Fly Tipping and report on the next page – it can be done anonymously.



BID Levy area



European Union
European Regional
Development Fund

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

lincolnbig.co.uk

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