

Lincoln BIG

Business Improvement
Group

Annual Report

**July 2022 –
June 2023**

Making a difference to
Lincoln now and in the future

www.lincolnbig.co.uk

Chair's Report

Welcome to our 2022/23 Annual Report which is filled with activity our BIG team has carried out to ensure the city continues to be bright, welcoming, and secure for those that live, work, and visit.

I am delighted to be able to report another year of good performance with events, projects and activities going well, benefitting our members and the city. Before moving on to other things, I want to pay tribute to my immediate predecessor as Chair of Lincoln BIG, Ursula Lidbetter. Ursula was instrumental in creating the original City Centre Management Project and led BIG from the outset, helping create the exceptional organisation we have today.

Our commitment to fostering strong relationships with our members and stakeholders remains unwavering. Advocacy on behalf of our members, through the use of surveys, is a core part of our mission and we have actively represented your interests in discussions with local authorities, advocating for positive changes that benefit our community. This year, we have organised a series of engaging drop-in sessions, workshops, and meetings to ensure that our BID continues to represent and address your needs.

Despite the ongoing economic uncertainties and challenges stemming from external factors, our resilience has allowed us to adapt and find new opportunities to support our members. This includes new events, projects, and activities, such as Kickstart at the Castle in June, and the improved Lincoln BIG Security Group. We have also been working in partnership with external organisations to

provide essential guidance for local businesses, whether that be funding, training or more. Balancing the diverse needs and expectations of our members can be challenging, however the Lincoln BIG team are continually working hard to find common ground and address concerns effectively.

Our wardens continue to work hard recovering stolen goods, removing litter, chewing gum, graffiti, and other eyesores from the city. We were thrilled to have our very own Danny Mason, City Warden, feature on BBC Look North: East Yorkshire and Lincolnshire earlier in the year, showcasing the work he does in the city.

Our Bus and Car Parking scheme continues to offer levy payers and their employees reduced rates through a bulk purchase agreement with Stagecoach East Midlands and City of Lincoln Council. It's good to see how well used and valued the scheme is by our levy payers.

In June 2023, we saw the end of our ERDF funded project, Collaboration 4 Growth, which we ran in partnership with Lincolnshire Chamber of Commerce. This provided workshops and grants totalling £605,130.57 to over 120 businesses across Lincoln, West Lindsey and North Kesteven. Ultimately, over 350 businesses were supported through the project.

Looking forward, strengthening our support for member businesses is a top priority. We aim to provide resources and assistance to help you thrive in an evolving business landscape. Lincoln BIG will continue its efforts to enhance the community, making it an even more attractive place to live, work, and visit.



We recognise that change is constant, therefore, we will remain agile and ready to adapt to evolving circumstances, ensuring that our BID remains relevant and effective whilst driving footfall and opportunities to attract more customers.

Over the past year, Lincoln BIG has directly supported businesses in many ways, through its security group, radio scheme, street cleaning initiatives, travel schemes for city employees, management of the night-time economy and vibrant events, to name but a few. Now, ahead of our five-yearly ballot, I am delighted to share our 22/23 Annual Report, showcasing what has been achieved in the last 12 months from the Levy fee. I hope it will encourage you to VOTE YES in our upcoming ballot in November 2024 – giving BIG a mandate to serve you for another five-year term to 2030.

In closing, I want to express my gratitude to our dedicated team, members, and partners for their unwavering commitment to our shared goals. I am proud of what has been achieved by the collective imagination and application of our Levy Payers and the team here at BIG. I look forward to another productive year ahead and am confident that we will meet the challenges of the future with the same determination.

John Latham
Chair

Lincoln BIG is the trading name for the Lincoln City Centre Partnership (Company number 04662323)

It is controlled by a 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 and operates under The Business Improvement Districts (England) Regulations 2004. Our board is made up of the following stakeholders:

Founder Members

[Councillor Richard Metcalfe](#)

City of Lincoln Council

[Councillor Chris Burke to 10 September 2023](#)

City of Lincoln Council

[Naomi Tweddle from 13 November 2023](#)

City of Lincoln Council

[Simon Beardsley](#)

Lincolnshire Chamber of Commerce

[Kevin Kendall](#)

Lincolnshire Chamber of Commerce

Lincoln BIG Levy Payers

[Carl Jacklin](#)

Agatha Boutique

[Nicola Lockwood](#)

Bells Tea Shop

[John O'Donoghue](#)

Craft / Carousel / Home

[Mark Brewer](#)

Imp Travel

[Stan Matthews](#)

Thompson & Richardson (Lincoln)

Investor & Co-opted Members

[Dr Tracy Buckby](#)

Lincoln Cathedral

[Nicola Hall](#)

Lincoln College

[Councillor Tom Dyer](#)

Lincolnshire County Council

[Freddie Chambers](#)

Lindum Group

[David Lewis](#)

Siemens Energy

[Dave Skepper](#)

Stagecoach East Midlands

[John Latham](#)

University of Lincoln

Observers

[Simon Walters](#)

City of Lincoln Council

[Joe Philips-Melhuish](#)

Lincolnshire County Council

Company Secretary

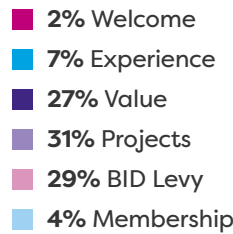
[Tom Hickingbottom](#)

Wilkin Chapman LLP

Financial Figures

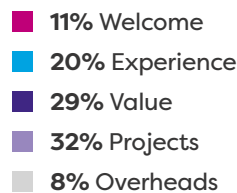
For the year ending June 23

INCOME total:



1,560,000 Total

EXPENDITURE total:



1,536,000 Total

Accounting Period: Our Financial Statement is for the year ending 30th June 2023, approved by directors on the 28th November 2023 and will be presented to our AGM on the 16th January 2024.

Our Funding: Approximately one-third the BID levy, one-third from grants/voluntary donations. The remainder from our trading activities, therefore for every £1 our levy payers pay to us, we work hard to multiply and gain a further £2 to spend on improvements for the city.

BID Levy: 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.

BID Levy Collection Rates: In 2022/23 97.85% of BID levy has been paid.

Founder and Investor Members

[abrdrn](#)



CITY OF
Lincoln
COUNCIL



[LINDUM](#)

Lincolnshire
COUNTY COUNCIL
Working for a better future

Lincolnshire
Chamber of
Commerce
The Ultimate Business Network

[SIEMENS
ENERGY](#)

[St.MARKS](#)
SHOPPING • LINCOLN

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Our Focus: As our commitment to our levy payers continues, our primary focus will be on neglected spots and places of high footfall. This includes activities like graffiti removal and general maintenance aimed at enhancing the overall appearance of the city. The cleanliness of Lincoln remains a priority for Lincoln BIG and our stakeholders. We will continue our efforts to elevate the quality of the public environment, creating an inviting atmosphere that encourages people to shop, work and visit.

Street Management

The Wardens use a range of specialised cleaning equipment and our electric vehicle to complete deep cleans in the BID area. This includes focused cleaning of key areas, such as the main bridges and hotspot areas. They swiftly address reported issues in areas that go beyond the Council's statutory remit, ensuring a cleaner and safer environment for everyone.

Hospitality & Evening Economy

Lincoln BIG continues to act as secretariate to the Lincoln Pubwatch meetings and actively seek out new venues to expand membership. Additionally, we also attend the bi-weekly City Centre Street Tasking Meetings, discussing issues around safety within the city and how to enhance the overall well-being of the community.

We have continued to offer the 'Safer Venues' initiative to businesses within the Hospitality sector. This scheme includes details about the 'Ask for Angela' initiative, providing individuals with a discreet means

to exit uncomfortable situations in pubs, bars or clubs. Additionally, we have further promoted the 'Check Your Drink' campaign, actively contributing to the prevention and reduction of the risks associated with drink spiking.

- **65** Businesses are involved in the 'Ask for Angela' Scheme
- **390** 'Check Your Drink' drink safety test strips have been deployed across venues

Lincoln BIG has continued contributing to the Licensing Security and Vulnerability Initiative (License SAVI), a confidential self-assessment tool aiding licensed premises in ensuring a secure environment for managers, staff, customers, and the community. This year, 6 venues participated, each achieving impressive scores of 5 out of 5.

Lincoln BIG Security Group

Numerous businesses are benefitting from our FREE Security Group membership, which is open to all levy payers.

- Over **650** incidents have been recorded on the security and evening apps
- **152** radios have been leased to businesses

Lincoln BIG will continue to develop and improve the Security Group, ensuring it provides the best value for our members. The current Security Group benefits, free of charge, include:

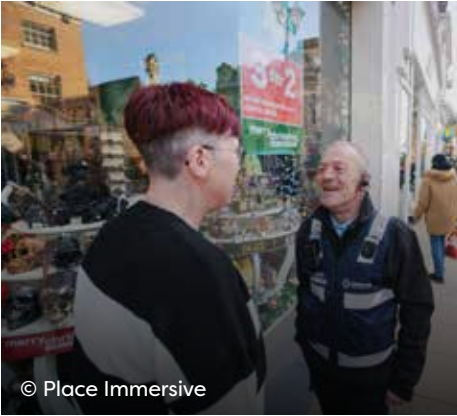
- A Secure and BCRP (Business Crime Reduction Partnerships) Accredited Security Group
- Bimonthly Intelligence Meetings
- Voluntary Membership to the Banning Notice and Exclusion Scheme
- Security Group Intelligence Website and App Access (DISC)
- Regional Intelligence from NABCP (National Association of Business Crime Partnerships)

Additionally, businesses have access to encrypted radios, and we offer discounted radio training.

Lincoln BIG remains responsible for seven operational defibrillators situated throughout the city, accessible for public use. Free defibrillator training is also available.

“Lincoln BIG goes above and beyond to enhance the vibrancy and vitality of our city. Their dedication to organising engaging events has not only brought people together but has helped boost foot traffic to Lincoln city centre. Creating a welcoming atmosphere is evident in each initiative they undertake. From street dressing to strategic marketing initiatives, they demonstrate their support and attentiveness to the needs of local businesses. The team have worked hard to build and develop excellent relationships with business across the city.”

Mary-Jane Booth, Centre Manager at Waterside Shopping Centre



© Place Immersive

“Thank you for your continued support, I really appreciate everything Lincoln BIG does for the city and how you support me and my business.”

Emma Haigh, Managing Director at Jailhouse Frock

Warden Service

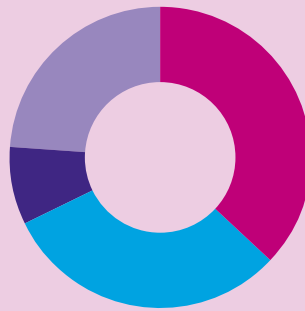
We continue to deploy uniformed wardens to conduct patrols in the City Centre. Our dedicated wardens play a crucial role in enhancing the security of businesses and maintaining the City Centre’s welcoming ambiance for both visitors and employees. Their responsibilities include graffiti removal, responding to business requests about hotspot areas requiring cleaning and reporting various public realm issues to the appropriate authorities, and actively assisting in deterring and preventing shoplifting incidents.

Street Dressing

Lincoln BIG maintains its commitment to providing a diverse range of street dressing for businesses to participate in. This plays a vital role in welcoming tourists and residents to the city and ensuring Lincoln is the ‘go to’ place with a lively, vibrant environment.

Warden highlights

- 36% Graffiti removal
- 30% Fly poster removal
- 8% Cleaning (removing gum, weeds or jet washing)
- 23% Other (painting, staining)



We have provided:

-  **128**
Flags
-  **96**
Christmas Trees
-  **+2,350**
metres of bunting
-  **98**
Hanging baskets



Our City Centre Wardens have recovered approximately **£15,129.39 following shop thefts!**

Going forward we will:

- Expand, manage and maintain our warden service and street management service
- Deliver community-clean up projects.
- Deliver and manage the In Bloom scheme and street dressing
- Increase the number of venues involved in the ‘Ask for Angela’ campaign
- Encourage more businesses to become members of the Security Group
- Respond to business requests to target hotspot areas for graffiti and gum removal



© Place Immersive



© Place Immersive

Priority 2 Experience

What we delivered in 2022 - 23

Our Focus: Lincoln BIG recognise the significant influence of hosting vibrant and memorable events that ensure visitors and locals have an enjoyable experience, enticing people to return for more time and time again. Throughout the year, we have consistently organised and supported remarkable events, repeating some of our popular success stories, generating excitement and enthusiasm within the city.

Tour Bus

Following the triumph of past seasons (annually April to October) Lincoln's Open-Top Sightseeing Tour Bus made a return, offering enjoyment for families and friends, locals, and visitors. With live commentary telling tales from bygone ages, such as Lincoln's Magna Carta, the impressive Castle and Cathedral, Roman Lincoln, Aviation Heritage, and more, it provided a fantastic opportunity for everyone to immerse themselves in Lincoln's 2,000-year history through our knowledgeable and entertaining Tour Guides.

Lincoln's Ale and Cocktail trails

In the past year, Lincoln BIG successfully curated and produced the updated Ale trail and a brand new Cocktail Trail, enhancing the city's social landscape and promoting local businesses. The Ale Trail showcases the rich diversity of Lincoln's pubs, offering enthusiasts a delightful journey

through a variety of real ales. The Cocktail Trail also provided a unique exploration of the city's brilliant cocktail scene, encouraging participants to indulge in Lincoln's finest cocktail establishments.

From hidden Speakeasy's to the vibrant pubs on the Brayford Waterfront, there is a huge choice for a delicious cocktail or a pint of smooth ale in the city. Lincoln's Ale and Cocktail Trails are a fun and sociable way for locals and visitors alike to discover Lincoln's amazing mix of bars and pubs. Each guide features 24 venues across the city centre and customers are encouraged to rate their experience in each venue.

These trails can be accessed online, collected from participating businesses or from the Visitor Information Centre and can be seen on the LoyalFree app.



4,089

Tour Bus tickets sold: July 2022 - October 2022



1,501

Tour Bus tickets sold April 2023 - June 2023



137

Reviews were left on Tripadvisor, 123 rated as Excellent and Very Good

“A delightful, informative and often funny tour of this lovely town. A great way to get introduced to the sights and a very relaxing way to learn more about the history of Lincoln from Medieval times up to the present day.”

Member of the public,
James H



© Place Immersive



© Place Immersive



© Place Immersive

“What a day, brilliant bands & fantastic setting, many thanks to everyone involved.”

Member of the public, Sarah H



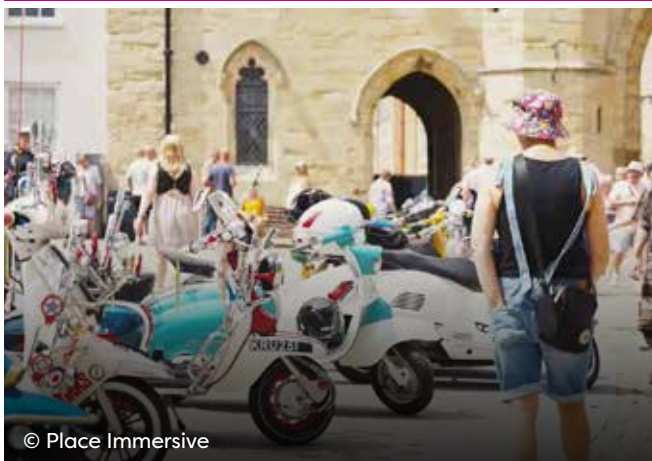
© Place Immersive

“Brilliant insight into the history, culture and fascinating aspects of this beautiful city. Ken, the tour guide made our trip fun, full of interesting and colourful information and would thorough recommend - A must when visiting Lincoln!”

Member of the public, Janet L



© Chris Vaughan



© Place Immersive

“The buzz in Bailgate was great. Thanks Lincoln BIG for bringing something new to Lincoln and for introducing our city to hundreds of new people, hopefully it’s an event that can be built on each year..”

Josie Rossington, Owner of Follie

Experience continued...

Halloween

Lincoln BIG hosted the Halloween 'Day of the Dead' event, where participants engaged in decorating Halloween crafts, and joined a festival parade featuring a giant skeleton. Additionally, the Lincoln Ghost Bus tour, a city favourite, saw high demand and sold out.

Christmas

During the Christmas period, Lincoln BIG's dedicated efforts aimed to position Lincoln as the ultimate destination for the festive period. Building on the success of the previous year, we reintroduced Glimpse the Imp, featuring 16 playful Christmas Imps, including Santa, Rudolf, Elf, Frosty, Sprout, and their companions scattered throughout the city!

The popular illuminated light trail with partners also returned to the city, providing brilliant selfie moments which lit up the High Street throughout the dark nights. The trail included new additions such as the reindeer, Jingle All the Way arch at Thor's as well as the popular reoccurring light installations, including the L^{IN}COLN lights, giving everyone the opportunity to be the 'I' in Lincoln! Lincoln BIG also installed lights and baubles in the tree outside House of Fraser.

Lincoln businesses also got involved with the Digital Advent Calendar - offering 24 exclusive Christmas deals helping people spend within the city. Welcoming over 3,500 entries and door opens, this was a brilliant opportunity to promote local businesses and share some festive joy.

The Christmas Shop Window Dressing Competition featured 27 businesses, with prizes given to the best! This engaging campaign successfully encouraged both visitors and locals to explore the diverse array of stores Lincoln offers. Winners included Jalousie Boutique Bailgate, the Cocktail Gift Shop, and Daniella Draper Jewellery!

Thor's was a delightful presence during the winter season, providing the true festive spirit with Christmas trees, twinkling fairy lights, live music, mulled wine, hot chocolates, and their renowned log fires! Drawing in over 50,000 visitors and selling more than 15,000 hot chocolates, this immensely popular and widely acclaimed attraction has firmly established itself as a staple of the city's Christmas offerings.

“It was amazing to deliver the custom-built Dino Dig attraction over the Easter Holidays as part of Lincoln BIG's Dino City event! Footfall was incredible throughout the 10-day event, and we saw a real mix of age ranges enjoying the attraction. In some cases, parents were immersed just as much as their children.”

Ben Webb, Founder & Creative Director of Place Immersive



© Thor's Tipi



© Place Immersive

“We loved Saturday, well organised, great fun and a lovely atmosphere. Well done to all involved.”

Nicola Lockwood, Owner of Bells Tea Shop

“This was fantastic! Such a fun game experience! Kids loved it thanks!”

Member of the public, Nicola B



© Chris Vaughan

“One of the best days I’ve had out with my wife for ages... atmosphere was brilliant & the bands did over & beyond brilliantly... can’t wait for the return event.”

Member of the public, Michael S

Tourism Projects and High Street Experiences

We saw the return of the popular Street Food Festival and Lincoln Vegan Market to the Cornhill. With a range of traders at the events, offering a variety of food, drinks and vegan products for all to enjoy. People could choose from a selection of delicious gourmet burgers and tapas, to hot crepes and chocolate covered churros.

Popular events delivered and supported by Lincoln BIG include:

Lincoln’s 1940’s Weekend

Lincoln’s 1940s Weekend returned in July and was a captivating step back in time. The event captured the spirit of 1940s Britain through a mixture of experiences, including a vintage cinema, period-specific music, and authentic wartime displays, including a Lancaster Bomber flypast! Visitors were immersed in the sights and sounds of an era gone by, with participants dressed in wartime attire, showcasing the fashion, vehicles, and lifestyle of the period. Lincoln’s 1940s Weekend continues to provide a unique and enjoyable experience for all who attend, whilst encouraging business involvement and event participation.

Dino City

Dino City was an exciting event, transforming the city into a prehistoric playground. This unique experience brought awe-inspiring dinosaur displays, interactive exhibits,

and family-friendly activities to the heart of Lincoln, all of which sparked curiosity and conversation. Dino City captivated the imaginations of visitors, offering an educational and entertaining adventure for all ages. The family friendly event was a big success with increased foot traffic and social media buzz. Lincoln BIG’s commitment to promoting a vibrant community is illustrated through initiatives like #DinoCity, which adds to the city’s character.

Cornhill Cove

The beloved Cornhill Cove made its return in Summer, bringing a seaside-inspired pop-up bar with a custom-designed, complimentary crazy golf course to the heart of the city. Located in the Cornhill, it once again became a hotspot for locals and visitors of all ages. A new addition this year included various pop-up entertainments, performances, and workshops, such as Circus Skills, Surf Simulator and partnering with local businesses such as Lush, all of which synchronised with citywide events like Lincoln’s 1940s Weekend. With over 340,000 tourists passing by during this period, Cornhill Cove received an enthusiastic response from the public, accompanied by numerous positive reviews!

Kickstart at the Castle

Kickstart at the Castle was a vibrant event, creating a dynamic and engaging experience throughout Uphill Lincoln. Taking place for the first time in June 2023, this event

Other events supported by Lincoln BIG:

- Street Theatre Festival
- Cave Experience at St Marks
- Steampunk Weekend
- Mini Day at the Brayford
- Classic Car Rally

Going forward we will continue to:

- Deliver a range of quality events by repeating popular success stories and provide a fresh spin for new attractions in the city
- Develop tourism projects with our partners
- Deliver new and manage existing seasonal trails in the city for Christmas, Halloween, etc
- Create vibrant high street experiences
- Continue to animate the city

“Brilliant event, well worth going.”

Member of the public, Peter H

brought the community together, offering a diverse range of activities and entertainment for all ages. From live performances to trade stalls and a custom scooter show, Kickstart at the Castle successfully created enthusiasm and participation.

Priority 3 Values

What we delivered in 2022 - 23

Our Focus: Lincoln BIG acknowledge that businesses and organisations continue to face many challenges, therefore we are committed to providing support, value and a high return for your levy through our services whilst also expanding our offerings.

BIG Bus and Car parking deals

We've maintained our collaboration with Stagecoach East Midlands, providing Levy Payers and their employees with a cost-effective deal to save money on commuting to the City Centre for work. Inner and Outer Bus Passes are available, with Outer Passes required for journeys beyond the MegaRider boundary. This initiative ensures our city keeps moving, carbon emissions are reduced, and a safer environment can be enjoyed by all.

Our popular car parking scheme continues, enabling Levy Payers, their employees, and University of Lincoln students to park more

affordably in the City Centre. This scheme offers low cost part-time and full-time season permits in selected City of Lincoln Council car parks, along with scratch cards for more infrequent parking.

These initiatives have proven valuable for our levy payers and staff, and our car and bus deals will remain a significant benefit of levy membership.

Student Voucher Booklet

Businesses got involved with our student voucher booklets, promoting their deals and business to students within the city. 10,000 booklets were distributed to students at the Freshers Fayre in September 2022

Free Workshops and Networking Opportunities

Throughout the year covered in this annual report, the Lincoln BIG team organised 'drop-in' sessions, workshops, and themed networking events with partners. These initiatives were designed to keep Levy Payers informed about the latest updates and information.

Our members were invited to:

- Meet the Team Event
- Coffee with a Coppa Event
- Cyber Protection for Businesses Networking Event
- Counter Terrorism Training
- LoyalFree Training
- Defibrillator and CPR Awareness Training
- Health and Wellbeing Networking Event

Park and Ride

In partnership with Stagecoach East Midlands, Lincolnshire County Council, and the City of Lincoln Council, the Park and Ride service remains an affordable and convenient method of travelling into the city. Operating six days a week, our popular Park and Ride service provides a time-efficient alternative to car travel. Free parking is available at Waitrose (off Nettleham Road), and the bus travels to the Lincoln Central Bus Station.



46,733

Passengers have used the Park and Ride service from July 2022 - June 2023

“As everyone has seen recently on the news it’s been a challenging year for retail in regards to thefts. Whilst it can never fully be stopped, the work that the City Wardens and CCTV provide, as well as townlink radios and a user friendly app all go a long way in supporting stores to tackle this serious problem.”

Dawn Hall, Store Manager at HMV



© Place Immersive

BIG Bus & Car park deals



6%

Increase in Car Park Permit members since last year



16%

Increase in Bus Pass scheme members since last year



20%

Increase in Scratch card users

“As a business owner in the Bailgate, trade can be up and down and difficult to plan for. Although we are in a major tourist city footfall is not always great and we are very often in need of ways to attract people to the area. As a small business this is very often difficult to do and often very costly, we do not have national marketing campaigns like the chain stores, so we need support from elsewhere. Lincoln BIG fits the gap perfectly and helps to promote the area to a much wider audience that as a small business we would not be able to achieve. In the past years I do feel BIG failed to connect well enough with the areas small business owners but over the past 2 years the team have transformed the relationships uphill and are constantly trying in different ways to attract the public to visit Lincoln. Knowing we have this support is invaluable.”

Stephen Smith, Owner of Sanctuary in the Bail

Going forward, we will:

- Increase the take-up of the BIG Bus and Car park passes
- Continue to manage and promote the Park and Ride service
- Continue to work with partners to promote Lincoln through various events and projects
- Continue working with LoyalFree to promote businesses and their deals and display new trails

Loyal Free App

The LoyalFree app has been continuing to promote your business and help members advertise throughout the year to both locals and visitors to the city. If you would like to join and advertise your special offers or events, please email info@lincolnbig.co.uk



4,416

App users

140

current deals by 109 participating businesses

6,610

Trail interactions

Collaboration 4 Growth

The end of an era

Since 2016, Lincoln BIG has worked in partnership with Lincolnshire Chamber of Commerce to facilitate Collaboration 4 Growth (C4G), a project involving business support to new and existing SMEs who trade on a business to business (B2B) basis, funded by the European Regional Development Fund (ERDF). However, C4G came to an end on 30th June 2023.

The C4G project was an invaluable opportunity to support business growth for many local SME's. The variety of free business support (including one-to-one advice), free workshops and grants provided have proved a successful and required tool to help local SME's take the next step and grow. Workshops covered a variety of topics ranging from Social Media 101, Photography, Paid Advertising, Media Communication & Awareness,

Presenting with Excellence and much more!

A huge part of C4G was the revenue and capital grants available for micro, small and medium businesses. We are delighted to have awarded 123 businesses with a total of £605,130.57 in grant money, providing 60% of the total cost of staffing, equipment, and support.

Through the C4G scheme, Lincoln BIG and Lincolnshire Chamber of Commerce also organised a 'Let's Talk Business Growth' Conference, with high-profile keynote speaker, Ollie Ollerton, a former UK Special Forces Soldier and Directing Staff from Channel 4's SAS: Who Dares Wins. The event saw multiple short, informative seminars on Sustainability, Leadership, and Investment, with valuable networking opportunities.



“We were successful with a grant application for Collaboration 4 Growth scheme, thanks to the team at Lincoln BIG and Ian Jones at the Chamber. The grant money we secured, meant we could upgrade equipment and provide a set-up for another member to join the team, which is already returned our initial investment.”

Fuse Design, Grant Beneficiary



£605,130.57

Provided in grant money



123

Businesses received a grant



354

Total businesses supported



242

Business received 12 hours of support



68

New jobs created



13

New enterprise

“The C4G Project significantly helped us to purchase new equipment. This enabled us to process memory intensive design tasks more quickly. The hardware has contributed to a more efficient production process and quality of design work as well as improving our customer experience.”

United Agency, Grant Beneficiary

Lincoln Creates

Lincoln Creates is a Lincoln BIG initiative which was developed to build on the success of BIG's Arts Council funded Cultural Lincoln programme. Its core objective is to provide small grants (ranging from £500 - £5,000) to artists and local businesses, encouraging projects that invigorate Lincoln city centre and cultivate collaborative partnerships between creative practitioners and local enterprises.

Building on the achievements of previous years, we are delighted to commit to delivering Lincoln Creates year on year. We're passionate about enhancing the city, through the use of captivating art projects that bring the streets to life with imaginative murals, sculptures, installations, and vibrant events.

Over the past year, we've embraced numerous projects in the city centre, including the Wigford Way Bridge 2.0, the Piecing Us Together Trail in collaboration with local artist Mel Langton, City Centre Stories presented by Beth Lambert & Laura Mabutt, Valentines Projections curated by Simon Hollingworth, and a host of other remarkable endeavours.

We are pleased to share that Phases 4 and 5 will start in 2024, as applications open up for local artists and businesses to apply!



“As a proud participant in Lincoln Creates, we found the experience to be transformative. The mural, a collaboration with the talented local artist Adam Stanley, has not only met but surpassed our expectations, becoming a symbol of our commitment to art, community, and the unique spirit of Lincoln. The financial support from Lincoln Creates was crucial for a small business like ours, enabling us to turn this artistic vision into reality.”

Shaun Osbourne, Proprietor of Lincoln Jazz Café



© SG Photography



The Voice of our Levy Payers

This year has marked Lincoln BIG's most successful online performance to date! From July 2022 – June 2023, we have reached over 926,145 individuals online, an impressive 46% increase compared to last year! We have also welcomed over 3,000 new followers.

We have shared 1,300 posts about Levy Payer promotions, events and services across our platforms.



17

Press Releases have been created to support Lincoln BIG's activities and events



56

Number of articles in local, regional and national press



70

We have further grown our reach to over 70 contacts within the Media Industry



9

Radio and TV interviews about upcoming events and projects including Lincs FM, BBC Radio Lincolnshire and BBC Look North

Marketing support

Lincoln BIG provides comprehensive marketing support to all members. We promote city businesses and share news and events via our website, social media, and mailing list.

Our marketing support includes:

Social Media Promotion: Lincoln BIG's social media platforms reach a diverse audience of over 20,700 individuals in Lincoln and the surrounding areas. We proudly share news, events, member offers, and more across our channels, highlighting the city's vibrant activities and businesses.

LoyalFree App: In partnership with the award-winning loyalty app, LoyalFree, Lincoln BIG provides FREE advertising opportunities to connect with hundreds of local app users. By offering exclusive deals on the LoyalFree app, you can:

- Enhance brand recognition amongst local app users
- Showcase your offers, complete with the option to implement a digital loyalty program

- Drive click-throughs to your website, social media, reviews, and more
- Participate in local LoyalFree app trails, such as Vegan, Family-Friendly, and Best Independents

Discounted Banner Advertising: If your business is hosting an event in Lincoln City Centre, our advertising banners offer a great way to reach a wider audience. These banners are currently available in various locations throughout the city and Lincoln BIG members benefit from special discounts when booking.

Discounted Advertising: All Lincoln BIG Members receive a 10% discount on any advertising package with the Lincoln Independent Magazine (excluding front and back covers).

Discounted Promotion in the Little Book of Small Businesses: Lincoln BIG proudly contributes up to 20% off the cost of any advertising package with the Little Book of Small Businesses.



Followers: 9,206
9,129 (+77)

Engagements: 4,532
Reach: 203,184



Followers: 2,079 (+400)

Engagements: 2,631
Reach: 120,248



Followers: 4,455 (+1,151)

Page likes: 3,292 (+902)
Engagements: 55,934
Reach: 556,568



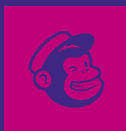
Followers: 1,724 (+559)

Engagements: 3,347
Reach: 46,145



Total views: 85,398 (22% higher than last year!)
Popular pages include:

- Events page
- Parking and Bus Deals
- Open Top Sightseeing Tour Bus
- Park and Ride



We continue to send regular e-newsletters to our Levy Payers on relevant topical information and sharing upcoming events with the public.

MailChimp's sent: 44

Subscribers: 1,303

Average Open rate: 49%

We issued our 2023 BIG Annual Updates in July 2023

Footfall Data: 1st July 22 - 30th June 23

We have continued using the seven footfall counters located throughout the city to track visitor information and record visits to the city.

This is useful for giving us valuable data and insights into how busy the High Street is, monitoring shopping activity and how city events effect the businesses on Lincoln High Street.

Footfall counters are located in the key locations throughout the city including: City Square, High Street (North), High Street (South), Cathedral Zone, High Street (Magistrates Court), Sibthorp Street, and Sincil Street.

To see more footfall data, visit www.lincolnbig.co.uk

LINCOLN

4,363,407 ↑
Average Total Visitors

11,954 ↑
Visits per day

12 – 1PM
Busiest Time of Day

232 MINUTES ↑
(42min increase compared to 21/22)
Average Dwell Time

NATIONAL COMPARISON RESULTS*

2,996,084
Average Total Visitors

8,208
Visits per day

12 – 1PM
Busiest Time of Day

197 MINUTES
Average Dwell Time

*These figures show a National Comparison taken from all other Proximity Futures clients



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BID Ballot Vote 2024

The Lincoln BIG Ballot

Lincoln BIG's fourth term finishes on 30 June 2025 but can be renewed subject to a new ballot being held, with every levy paying business having a vote.

Lincoln is your city and we will be consulting with you to hear your views on what has worked, what hasn't and what should be part of our new business plan for 2025 – 2030.

For Lincoln BIG to proceed to a fifth term, there must be a majority voting in favour by number and by rateable value.

Our Ballot timeline (2024)

- **January to June**
Consultation with businesses on the Business Plan for 2025-2030
- **Monday 14 October**
Issue of Lincoln BIG Business Plan 2025-2030
- **Monday 28 October**
Ballot Papers sent out to eligible voters.
- **Friday 15 November** By 5 pm
Appointment of Proxy
- **Wednesday 20 November** By 5 pm
Cancellation of Proxy
- **Wednesday 19 November**
Lost Papers (*lost and able to be reissued if not received by*)
- **Wednesday 20 November**
Spoilt Papers (*issue up to*)
- **Monday 25 November** 5 pm
Close of Ballot
- **Monday 25 November** After 5 pm
Count
- **Monday 25 November** After result counted
Ballot Result and AGM at Lincoln Museum

Please help us shape the next five years' worth of investment in Lincoln – remember it is your Business Improvement District (BIG) and it is vital that it reflects your needs and supports Lincoln's future prosperity.

VOTE YES 



Upcoming Lincoln BIG Events 2024



JAN

Lincoln Restaurant Week

MAR

Lincoln Open Top Tour Bus starts

APRIL

Dino Dig

AUG

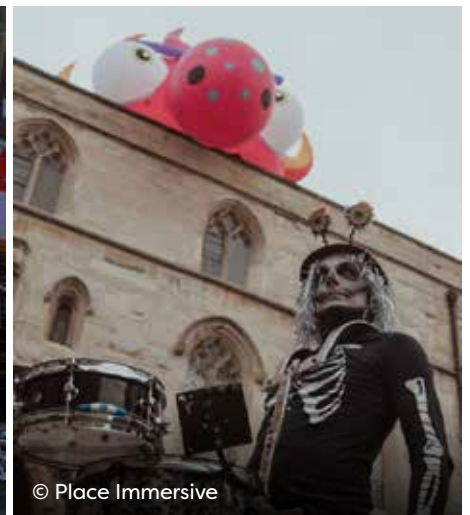
Steampunk Weekend

SEPT

Krazy Races

OCT

The BIG Spook
Strolling Bones
Skeleton Parade
Lincoln's Ghost Bus Tours
Monster Invasion



We will also look to continue to support other events in the city, for more information email info@lincolnbig.co.uk



JUNE

Cornhill Cove

JULY

Elmer's BIG Art Parade
Summer of Fun
1940's Weekend

“Dino City was a brilliant idea, our kids thoroughly enjoyed the trail especially the T-Rex which was the highlight - Well done Lincoln BIG!”

Member of the public, Julie N

NOV

THOR'S Tipi Bar

DEC

Lincoln Christmas Lights
Digital Advent Calendar
Festive Trail



Make sure your details
are up-to-date and
register for our e-newsletter
by visiting

www.lincolnbig.co.uk

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 info@lincolnbig.co.uk

Simon Beardsley, Managing Director

Lee Roberts, Head of Operations

Sharon Stone, Corporate Manager

Danielle Hairyes, Relationship & Operations Manager

Marion Cooney, Hospitality Manager

Yvette Hall, Project Manager

Jenny Damp, Marketing & Communications Executive

Rebecca Johnson, Office Administrator

Danny Mason, City Centre Warden

Wayne Nettleton, City Centre Warden

LINCOLN

SOCIAL RESPONSIBILITY CHARTER



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