

**Lincoln BIG**  
Business Improvement Group

**WELCOME | EXPERIENCE | VALUE**

**2020 to 2025**

# The BID

A defined area in which the local businesses have voted to invest together to improve their environment.

**B**usiness Improvement **D**istricts provide additional or improved services, identified by the local businesses.

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One of the first BIDs in the UK 2005

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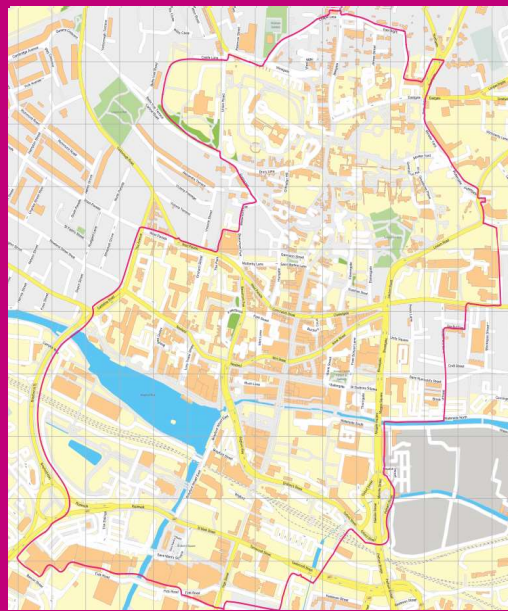
BID Business Plan is set for a 5 years term.

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The Levy is based on non-domestic rateable value of above £6,000 per year.

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Our smallest businesses pay around £100 per year



## Voting Requirements

Minimum turnout = 25%

Of those that vote:  
Over 50% must be in favour  
Over 50% rateable value

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Three key priorities informed by businesses

**W**elcome  
**E**xperience  
**V**alue

# Over the Past Term

The levy generates **£2.2 million** **BUT** we used this to generate **£4.5 million** to spend on supporting businesses in the city centre

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For every **£1** of levy income received LBIG secured a further **£2** to invest in the city

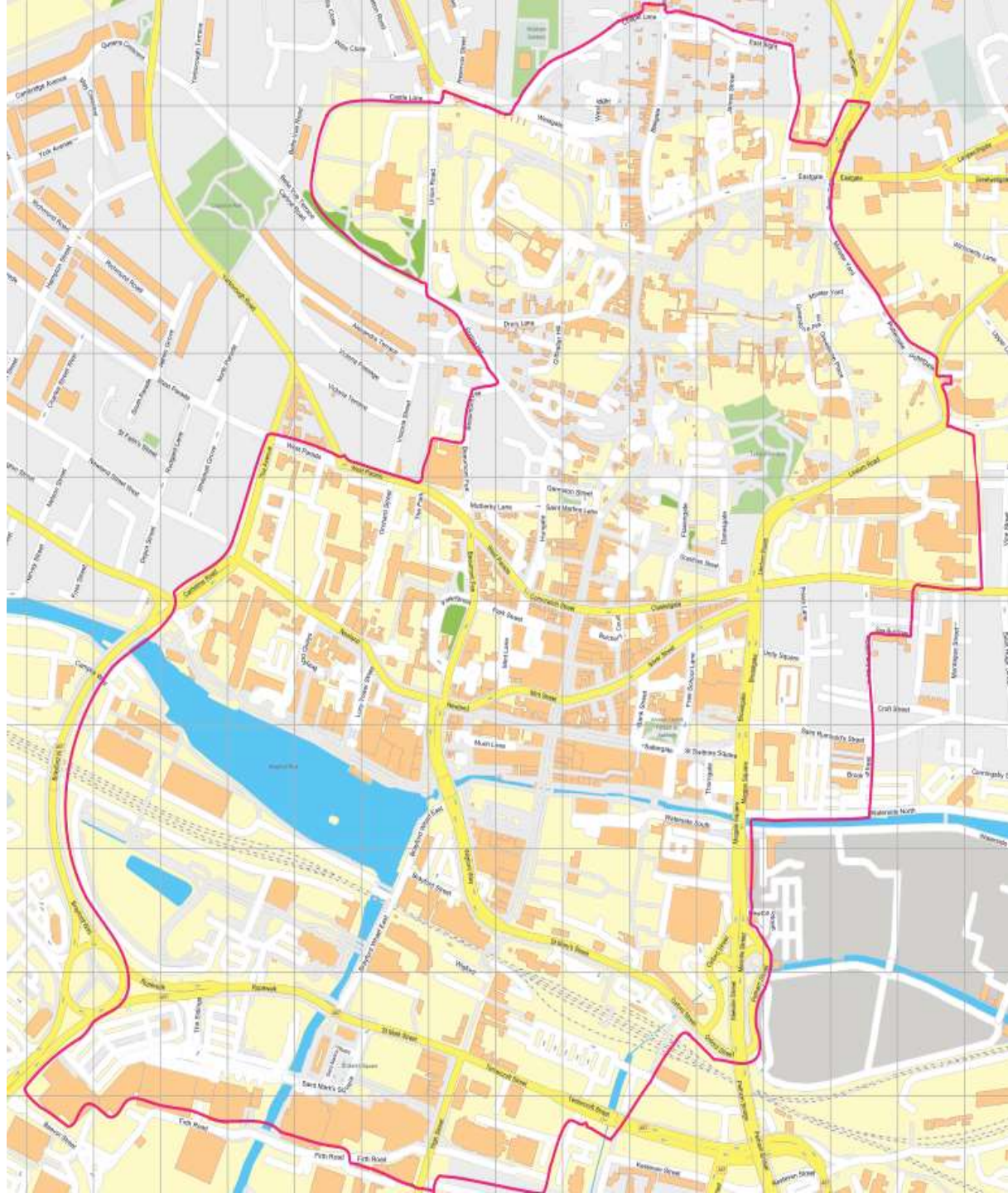
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Of the **£4.5 million** invested in the city, **£3.6 million** came from external funding.

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Employees saved **£1.45 million** over the past term on Car Park and Bus permits.

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**Lincoln BIG**  
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# WELCOME

Royal  
William IV

University of Lincoln  
St. Marks Centre High Street

High Street Waterside Centre  
Markets  
The Stonebow & Guildhall  
Bus & Railway Stations  
Cultural Quarter  
Cathedral Quarter

# We provided during 2020-2025

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**642** Hanging Baskets

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**+8,400 m** of Bunting

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**507** Christmas Trees

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New **INLincoln**  
lamppost banners on  
Brayford Waterfront

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# Our Safety & Security statistics for the past term included:

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**758** incidents recorded on the App

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**174** Security Group radios leased

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**£33,945+** stolen goods recovered

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**141** Evidence packs collated *(1 Feb – 5 Sept 2024)*

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**60** venues participated in the 'Ask Angela scheme

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**17** venues became Licencing Savi accredited *(2022 to-date - accreditation renewable annually)*

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**1,500+** Check Your Drink strips deployed across venues

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Accredited by British Crime Retail Partnership





Since February 2024, Shop theft in Lincoln city centre has been tackled by Lincolnshire Police with the help of our City Centre Warden, Danny Mason

## From 1 February – 5 September 2024



### Total theft packs 115

#### Investigation Progress

92 offences charged/summoned

11 No further action

12 still under investigation

82 successful convictions at Court

#### Court Disposals

28 Prison sentences

19 suspended Prison sentences

13 Community Orders

6 Conditional Discharges

8 Fines

10 compensation only

2 Other court disposals





# EXPERIENCE



"Thanks Lincoln BIG for bringing new experiences to Lincoln"

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**18,500** Sightseeing Bus tickets sold: 2022 – 2024

*(no service during COVID-19)*



**4.5 Rating** on TripAdvisor, **123** rated as Excellent and Very Good



**VisitEngland Quality Assured accreditation** awarded August 2024

Nominated for a Gold Award – result announced Autumn 2024

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We welcomed **15,591,551**  
**visitors** since 20 November 2020





VALUE



## Bus & Car Parking Deal



520

Members used the Bus and Car  
Parking Permits

3,000

Scratch card booklets sold

## Park & Ride



172,467

Passengers used the  
Park & Ride service

*The annual passenger numbers decreased  
during COVID-19*

# GEM Awards

The Awards, launched in 2023, recognise Lincoln BIG members for high levels of customer service and those who go the extra mile for their customers.

Categories include:

- Health, Beauty & Wellness
- National Retailer
- Independent Retailer
- Restaurant
- Coffee Shop, Tea Room & Café
- Bar, Club and Late-Night Venue
- Professional Services
- Experience & Entertainment
- Accommodation Provider (*new for 2024*)

156 Nominations in 2024



86% increase

Average customer service score from 84 businesses in 2023

86.5%



# Free Workshops and Networking Opportunities

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**Meet the Team Socials**

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**Coffee with a Coppa**

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**Cyber Protection for Businesses Networking Event**

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**Counter Terrorism Training**

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**Defibrillator and CPR Awareness Training**

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**Health & Wellbeing Networking Event**

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**CCTV Control Room visits**

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**ACT Awareness Training**

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**First Aid at Work Training**

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# Collaboration 4 Growth (C4G)

From 2016 – 2023, Lincoln BIG worked in partnership with Lincolnshire Chamber of Commerce to facilitate C4G, a project involving business support to new and existing SMEs who trade on a business to business basis, funded by the European Regional Development Fund (ERDF).

## C4G supported business growth for many local SME's:

- Free business support (including one-to-one advice)
- Free workshops
  - Social Media 101
  - Photography
  - Paid Advertising
  - Media Communication & Awareness
  - Presenting with Excellence
  - and many more!
- Grants (between £2,000 and £15,000)
- ‘Let’s Talk Business Growth’ Conference, with high-profile keynote speaker, Ollie Ollerton. The event saw multiple short, informative seminars on Sustainability, Leadership, and Investment, with valuable networking opportunities.



**£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





# External Funding

## Additional Restriction Grant (ARG)

- Paid for Free Radio hire for over 100 businesses
- Upgraded CCTV equipment in control room for better connectivity
- Purchase of Electric Van, pressure washer and chewing gum removal equipment
- Support towards Zest Theatre 'Refresh Lincoln' project
- Purchase of drink spiking detection kits
- Creation of two Reopening the High Streets videos
- Update to Lincoln BIG website

## Welcome Back Fund

- Delivery of large-scale street dressing programme in March 2022
- Delivery of 'Remarkable Lincoln' a 9-day street theatre and family activity programme
- Pilot of the evening safety wardens December 2021 – March 2022



## Heritage Action Zone (HAZ)

- Funding to extend 1940's weekend to High Street and Lower High Street 2022 & 2023
- Additional Christmas light features as part of Lincoln Light Trail
- Digital donation station and creation of 2 digital walking trails for Lincoln via Trailtales





## Lincoln Creates

- 18 projects commissioned
- Total Grant investment in the city £67,005 (2022 – 2024)



# BID Ballot Vote 2024



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

**VOTE YES**





# Our Plans for 2025-2030

# Enhance

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- As Current Business Plan

## PLUS

- Increase number of City Centre Wardens
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- Upgrade the Security Group Radio System
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- Look and build upon the success of the Civilian Investigator position to tackle shop theft and ASB
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- Additional safety initiatives
- 
- Review Baseline Agreements with partners and stakeholders
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# Experience

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- As Current Business Plan

## PLUS

- Introduce new events across the city
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- Continue to increase the scale of existing events
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# Engage

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- As Current Business Plan

## PLUS

- Arrange a programme of relevant training and e-learning courses to encourage continuous professional development for members and their teams.
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- Collate and share a repository of key **smart data** to better inform such as footfall, vacant properties, shop thefts, car parking and public transport.
- 
- Provide a hub of data for potential investors to **Promote Lincoln as a Place to Invest**
- 
- Promote member's businesses through specific marketing campaigns and promotions.
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- Develop and deliver transport related projects.



# Proposed Budget 2025 - 2030

	Year 1 £	Year 2 £	Year 3 £	Year 4 £	Year 5 £
BID Levy	667,500	674,175	680,917	687,726	694,603
Additional Income	668,000	681,220	699,704	715,958	732,488
Enhance	398,936 30%	406,176 30%	413,357 30%	425,681 30%	430,152 30%
Experience	400,094 30%	405,078 30%	409,807 30%	411,631 29%	416,551 29%
Engage	533,236 40%	543,781 40%	554,435 40%	565,303 41%	577,388 41%

# Key Dates

## September

From Levy Member Consultation  
Tues 24 | through forums, 121  
meetings and drop-in events

Tues 24 | Presentation to  
Lincolnshire County  
Council

Tues 24 | Presentation to  
Bailgate Area Guild

Wed 25 | Presentation to  
Lincoln Pubwatch

## October

Tues 1 | Issue of Notice of Ballot &  
Business Plan 2025 – 2030  
distributed to eligible  
businesses

Wed 2 | Presentation to Our  
Future High Street

Mon 28 | Ballot papers sent out to  
eligible voters

Ballot Paper  
No. 001

Are you in favour of extending the Business Improvement District to approximately 48?

No.	Name	Address
1	Mr. Smith	123 High Street
2	Ms. Jones	456 Park Street
3	Mr. Brown	789 Market Street
4	Ms. White	101 Church Street
5	Mr. Green	202 Bridge Street
6	Ms. Black	303 Station Street
7	Mr. Grey	404 School Street
8	Ms. Blue	505 Town Street
9	Mr. Yellow	606 Hill Street
10	Ms. Purple	707 Dale Street
11	Mr. Red	808 Lane Street
12	Ms. Orange	909 Road Street
13	Mr. Silver	1010 Close Street
14	Ms. Gold	1111 Way Street
15	Mr. Bronze	1212 Avenue Street
16	Ms. Iron	1313 Court Street
17	Mr. Steel	1414 Walk Street
18	Ms. Copper	1515 Place Street
19	Mr. Nickel	1616 Terrace Street
20	Ms. Zinc	1717 Street Street
21	Mr. Lead	1818 Lane Street
22	Ms. Tin	1919 Road Street
23	Mr. Aluminium	2020 Close Street
24	Ms. Silicon	2121 Way Street
25	Mr. Gallium	2222 Avenue Street
26	Ms. Germanium	2323 Court Street
27	Mr. Arsenic	2424 Walk Street
28	Ms. Selenium	2525 Place Street
29	Mr. Tellurium	2626 Terrace Street
30	Ms. Iodine	2727 Street Street
31	Mr. Xenon	2828 Lane Street
32	Ms. Barium	2929 Road Street
33	Mr. Strontium	3030 Close Street
34	Ms. Calcium	3131 Way Street
35	Mr. Magnesium	3232 Avenue Street
36	Ms. Silicon	3333 Court Street
37	Mr. Boron	3434 Walk Street
38	Ms. Nitrogen	3535 Place Street
39	Mr. Oxygen	3636 Terrace Street
40	Ms. Fluorine	3737 Street Street
41	Mr. Neon	3838 Lane Street
42	Ms. Sodium	3939 Road Street
43	Mr. Potassium	4040 Close Street
44	Ms. Rubidium	4141 Way Street
45	Mr. Cesium	4242 Avenue Street
46	Ms. Francium	4343 Court Street
47	Mr. Radium	4444 Walk Street
48	Ms. Actinium	4545 Place Street

PLEASE TICK IN THE BOX OF YOUR CHOICE.

YES  NO

This ballot is issued by: LEASING, EDUCATION, LEISURE

I declare that I am entitled to vote in respect of the above-named:

Address (if different to above):

Postcode:

Signature:

For a further copy of this ballot paper:

Notes for your vote: For details of the ballot paper and the agreement to extend to the BID, please refer to the BID website. For further information, please contact the BID office. For a further copy of this ballot paper, please contact the BID office.

## November

Fri 15 | Latest date to appoint  
(5 pm) | a Proxy

Tues 19 | Lost Papers re-issued

Mon 25 |

5 pm | Vote closes

6 pm | Result announced at  
Home, Park Street

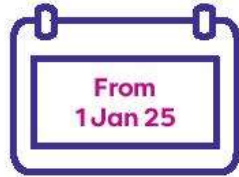
# VOTE YES



# Exit Strategy if a NO Vote

**A NO VOTE** = Lincoln BIG will wind up activities based on contractual, staff and financial considerations.

We will continue our full range of services until December 2024



- No new schemes will be developed
- No renewals of new applications for car parking and bus deals will be accepted
- Our events programme will cease
- Our In Bloom scheme will cease



- The Park & Ride service will cease



- Our car parking and bus deals terminate
- Our website will close down
- Our Security Group and Radio services will cease
- Our Hospitality services will cease
- Our secretariate services to business forums will cease



- Lincoln BIG will cease to operate
- City Centre Wardens will cease to operate

Any remaining assets of Lincoln BIG will be passed to another organization at the discretion of the Lincoln BIG Board.