

RURAL SERVICES NETWORK

Matt Corrigan Chief Executive
Lincoln BIG

Origins



- ▶ In medieval England, most people made their living through agriculture and lived where they worked
- ▶ There were relatively few in towns and farmers brought their produce to informal markets held on the grounds of their church after worship. Market towns grew up at these centres of local activity.



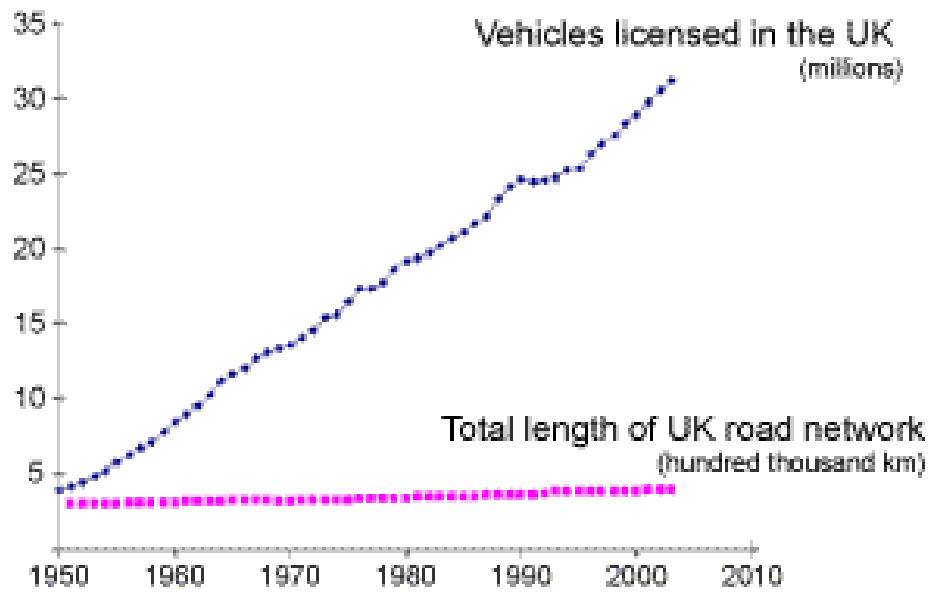
- ▶ Markets thrived at crossroads or close to ford and when railways were built, market towns were given priority to ease the transport of goods
- ▶ The English monarchy created a system by which a new market town could not be established within a day's worth of travelling,
- ▶ These distances are still law in England today. Other markets can be held provided that they are licensed by the holder of the Royal Charter, which tends currently to be the local Town Council.

- ▶ As traditional market towns developed, they had a wide main street or market square. These provided room for people to set up stalls.



- ▶ Often the town erected a market cross in the centre of the town, to obtain God's blessing on the trade. The cross was also a reminder "not to defraud by cheapening". Some say this warning that market traders were dishonest, or some that it was a warning not to haggle the traders so low as to discourage their returning!









Choice and Change



increased mobility and social change mean that town centres are not automatically the focal point that they were

Can you try to influence this choice?

- ▶ GROWTH OF MANAGED/BIGGER CENTRES
- ▶ SUPERMARKET DOMINANCE
- ▶ CONSUMER EXPECTATIONS
- ▶ LIMITED RESOURCES



- ▶ EVERYWHERE IS DIFFERENT
- ▶ EVERYWHERE HAS ASSETS
- ▶ WIDE RANGE OF STAKEHOLDERS AND USERS
- ▶ BUT PARTNERSHIP IS NEEDED TO MAKE CHANGE HAPPEN

TYPICAL ACTIVITIES



STREET MANGEMENT



ENVIRONMENT

Festive Decorations
Wardens
Seasonal Colour



SAFETY STRATEGY

- ▶ Policing Presence
- ▶ Exclusion of offenders
- ▶ Security Groups and Crime Partnerships



EVENING ECONOMY STRATEGY



ACCESS STRATEGY

- ▶ Innovative Access ideas
- ▶ Active Traffic and Parking Management
- ▶ Visitor Management





MARKETING AND EVENTS STRATEGY

- ▶ Marketing Programme
- ▶ Street Events and Activity Programme

WHAT ABOUT MARKETS?

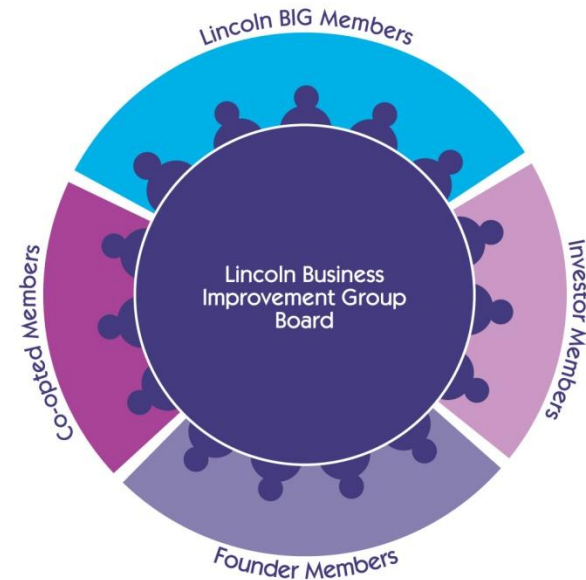


MANAGEMENT MODELS

The management team

Board Structure - Lincoln BIG

Founder Members	Investor Members	Lincoln BIG Members	Co-opted Members
City of Lincoln Council Lincolnshire Chamber of Commerce (4 seats)	Property owners and other investors (3 seats)	Levy payers (5 seats)	Bailgate Area Guild Lincoln Cathedral (3 seats)



Working Groups

Security Group Steering Group	Safe in the City	Lincoln in Bloom	Access	Marketing and Events
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INFORMAL PARTNERSHIP

- ▶ Local Authority
- ▶ Traders Groups
- ▶ Lead Partner



Company Ltd By Guarantee

- ▶ Voluntary Donations
- ▶ SLAs
- ▶ Grants
- ▶ Trading Activity



CIC Community Interest Company



Business Improvement Districts

A BID Pilot Scheme from ATCM

A BID is a Partnership to improve a Geographic area



A BID IS



Business
Improvement
Districts

A BID Pilot Scheme from ATCM

- ☐ A Specific proposal
- ☐ Voted for locally
- ☐ Collected locally
- ☐ Spent locally
- ☐ With Safeguards

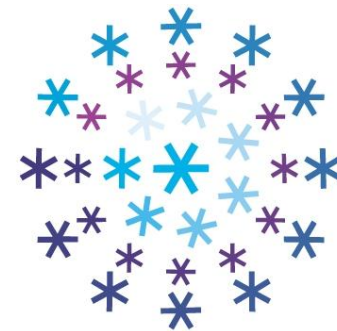


BID Benefits

- ▶ Added Value
- ▶ Extra Services
- ▶ External Funding
- ▶ A Business Voice



Thinking BIG for Lincoln



Lincoln
Business Improvement
Group

Lincoln – Location



Lincoln – Characteristics



- ▶ Historic city
- ▶ Small population
- ▶ Big catchment
- ▶ Top 50 retail centre

Lincoln - Key Issues



- ▶ Awareness
- ▶ Tourism
- ▶ Access
- ▶ Activity
- ▶ Linear City Centre

Lincoln BIG - Aims

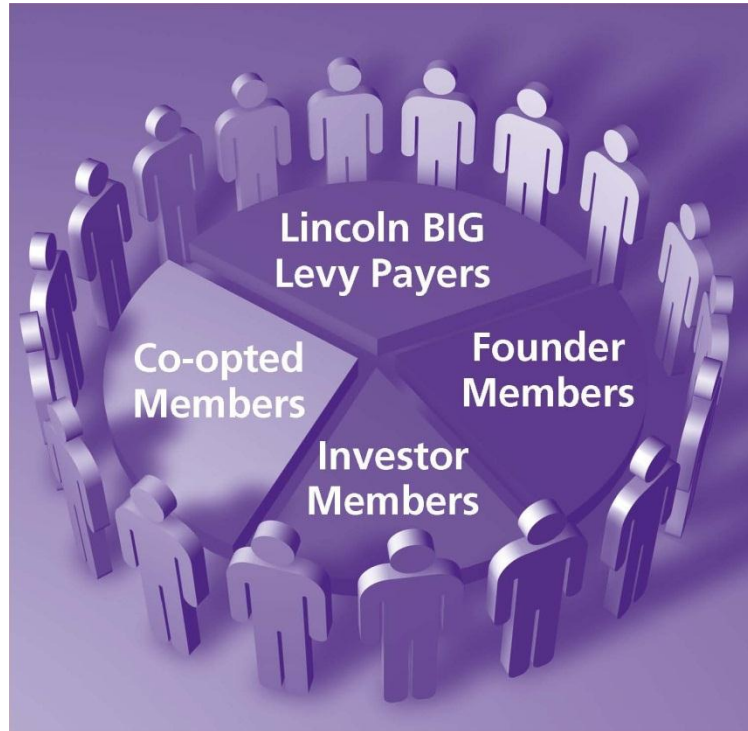
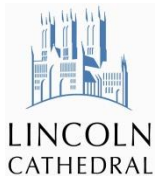


- ▶ To improve people's experience of Lincoln City Centre
- ▶ To put Lincoln on the map

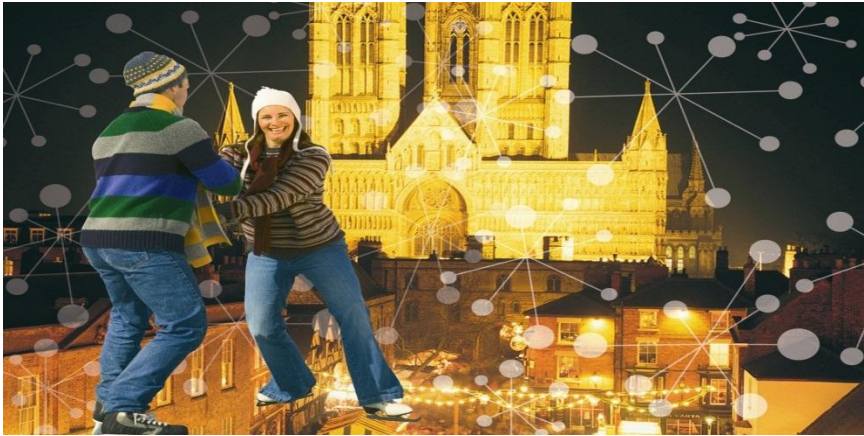


Lincoln
Business Improvement
Group

Lincoln BIG - Partners








Lincoln BIG
Events & Promotions







**Lincoln BIG
Security Group**
RADIOS, CAMERAS & ACTION AGAINST CRIMINALS





Lincoln Visitor Information







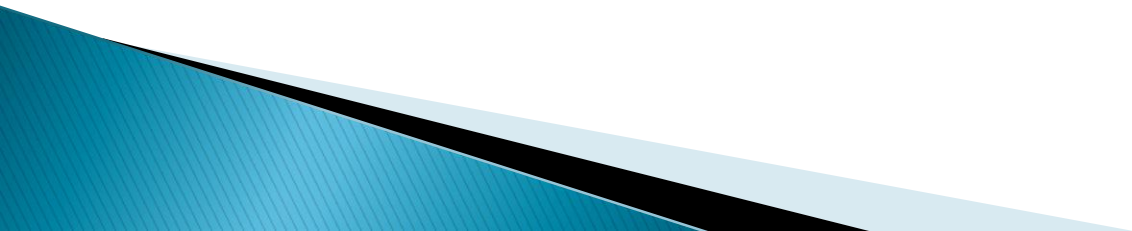
THE OPORTUNITY

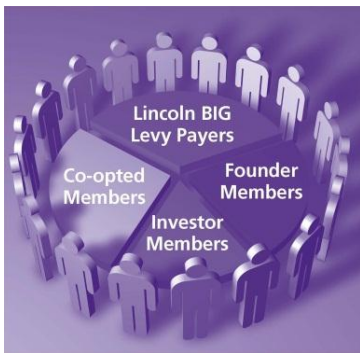
- ▶ A MORE VIBRANT TOWN OR CITY CENTRE
- ▶ EMPLOYMENT INVESTMENT JOBS
- ▶ CULTURE ACTIVITY LIFE !

HELP?

- ▶ ATCM www.ATCM.org.uk
- ▶ AMT







Town Teams

Put in place a “Town Team”: a visionary, strategic and strong operational management team

Town Teams should focus on making high streets accessible, attractive and safe



"The High Street should be at the very heart of every community, bringing people together, providing essential services and creating jobs and investment; so it is vital that we do all that we can to ensure they thrive."



"I am delighted that Mary Portas has produced such a clear vision on how we can create vibrant and diverse town centres and breathe life back into our high streets.