



Lincoln City Centre and Uphill Roadmap to Recovery

March 2021 to June 2021

In line with Central Government's plan to ease lockdown announced on 22nd February 2021, City of Lincoln Council, Lincoln BIG, Lincolnshire Police and Visit Lincoln have worked in partnership to develop the Lincoln City Centre and Uphill Roadmap to Recovery.

This roadmap focuses specifically on the reopening Lincoln's city centre and uphill area safely, with the aim of returning Lincoln to a vibrant and thriving city by the summer.

The roadmap incorporates each of the key steps outlined by Central Government, together with activities taking place locally within the city centre. The roadmap and its activities will be updated regularly to reflect national and local changes.

FROM 1ST MARCH 2021

Specific Lincoln activities taking place focused on the return of university students

University of Lincoln and Lincoln Students Union

- Students attending practical courses will return from 1st March 2021. Note – some students will be on blended learning.
- COVID testing set up on campus for initial return of students. Up to two test per week going forward.
- Signage in place to remind students of the importance of social distancing and following COVID rules.
- 'One Community Ambassadors' will be providing advice and guidance to students.
- Extended residential warden scheme will be in place to ensure students adhere to COVID rules upon return.



STEP 1A – FROM 8TH MARCH 2021

Central Government Guidance

Education:

- All students return to schools and colleges, and school clubs can resume.
- Higher Education students at English universities on practical courses can also return from 8 March.
- Secondary school students will be required to wear masks in class as well as communal areas.

Wider:

- People can meet one other person outside for recreation, not just exercise.
- Care home residents allowed one regular named visitor.
- Stay at home order remains in place.

Specific Lincoln activities for this step

Support/advice for businesses

- The city council's health and safety team will continue to support and visit local takeaways and essential shops to ensure compliance with COVID regulations - this will include enforcement as a last resort.
- The council can provide support and guidance to those businesses preparing to reopen in future steps - contacts are food@lincoln.gov.uk / licensing@lincoln.gov.uk – Tel 01522 881188.
- The city council will circulate up to date COVID guidance to all retail, food and licenced premises in advance of shops reopening. This will include close contact services.
- COVID Ambassadors will also be working with businesses to help them as they reopen.
- Lincolnshire Police will continue to encourage residents to adhere to government rules with enforcement action where necessary.
- Promotion of Better Business for All COVID Toolkit to local businesses.
- BIG progress 'Shop Safe' and 'Stay Safe' window stickers for shops using the IN Lincoln branding.
- Regular E-newsletters to BIG levy payers with guidance, advice and initiatives.
- BIG distribute key stats to stakeholders for monitoring and planning purposes bi-weekly.
- Pubwatch meeting on 10 March 2021.

Communications – Locally

- Partner (Lincoln BIG, City Council, Visit Lincoln etc) communications for this step will have a specific focus on -
 - Raising awareness of the activities permitted in step 1a
 - Reminding people of the importance of staying at home – “not out of the woods yet”
 - Reminding people that not following the rules will delay moving to the next step.
 - Reminding returning students what the rules are (through universities)
- Delivery of a number of campaigns led by Visit Lincoln to encourage people back into the city from 12th April 2021. These campaigns will include: “Get ready to reopen”, “Good to go”, “Know before you go”.

Environmental:

- BIG wardens will be removing gum, graffiti, fly posters, weeds etc.
- BIG wardens will be painting street furniture.
- BIG wardens to continue to patrol and check empty premises.
- BIG order floor vinyls & signage using the IN Lincoln branding.

Events:

- IMPs on Tour will be taking place with some of the sculptures being on display across the city.
- Introduce 'Spotlight' a promotional feature of BIG levy payers on social media.
- To hold Healthy High Streets meetings on 4 March 2021.
- To hold Pubwatch meeting on 10 March 2021.
- Promotion of Discover Lincolnshire Weekend (27th & 28th March 2021) led by Visit Lincoln aimed at encouraging people to visit/support Lincolnshire's attractions once they reopen.
- Visit Lincoln led campaign to encourage people to discover Lincoln/shire at home in the run up non-essential retail and outdoor hospitality reopening from 12th April 2021.



STEP 1B – FROM 29TH MARCH 2021

Central Government Guidance

- Outdoor gatherings of up to six people or two households allowed, including meeting in private gardens.
- Outdoor sports facilities such as tennis and basketball courts and outdoor swimming pools allowed to reopen; organised outdoor sports can resume.
- Stay at home order ends but people encouraged to stay local wherever they can.
- Work from home wherever possible.
- No overseas travel.

Specific Lincoln activities for this step

Support/advice for businesses

- The city council's health and safety team will continue to support and visit local takeaways and essential shops to ensure compliance with COVID regulations.
- The city council can provide support and guidance to those businesses preparing to reopen in future steps – contacts are food@lincoln.gov.uk / licensing@lincoln.gov.uk – Tel 01522 881188.
- City Council's licensing team available to support re licensing outdoor seating areas ready for 12th April. Contact is licensing@lincoln.gov.uk – Tel 01522 881188.
- COVID Ambassadors will also be working with businesses to help them as they reopen from 12th April
- The city council will recirculate up to date COVID guidance to all retail, food and licenced premises in advance of shops reopening. This will include close contact services.
- City Council will host a range of on-line advice workshops for sector specific businesses – retail, hospitality, evening economy.

- Lincolnshire Police will continue to encourage residents to adhere to government rules. Enforcement action will be taken where necessary.
- Proactive engagement with the street community will continue through the City Council's Intervention Team, with enforcement action where appropriate
- Pub Watch, Bailgate Guild and Healthy High Street meetings to take place (w/c 29th March 2020).
- A City Centre Reopening Tactical Planning Meeting (City Council, Lincoln BIG, Lincs Police) will take place on Thursday 8th April 2021.
- BIG regular E-newsletters to levy payers with guidance, advice and initiatives.
- BIG print and deliver Shop Safe and Stay Safe window stickers for shops using the IN Lincoln branding.
- BIG distribute key stats to stakeholders for monitoring and planning purposes bi-weekly.
- BIG promote the car and bus pass deals to levy payers.
- BIG promote the LoyalFree app to levy payers with offers for the general public.
- BIG Promote Collaboration 4 Growth to levy payers.

Communications – Locally

- Partner (Lincoln BIG, City Council, Visit Lincoln etc) communications will have a specific focus on -
 - encouraging people to stay local
 - reminding people of the importance of continuing to follow social distancing rules
- City Council will issue regular press releases issued to promote what has been done in the city centre to prepare for reopening and to ensure residents know what to expect.
- City Council/Lincoln BIG/Visit Lincoln promotion of short Q&A information videos via social media – videos will focus on communicating measures in place within city centre/uphill to keep people safe.
- Communication of above messages to students via universities and student unions.
- BIG launch 'Spotlight' a promotional feature of levy payers on social media.

Environmental:

- The city council will undertake deep street cleansing in the city centre to prepare for non-essential shops reopening on 12th April 2021. A focus on seating areas within St Benedict's Square, St Swithins Square, St Martins Lane, St Paul in the Bail.
- Lincoln BIG wardens will paint street furniture, remove gum, graffiti, fly posters, weeds.
- BIG wardens to continue to patrol and check empty premises.
- Lincoln BIG will remove old social distancing collateral and display new 'Keep Lincoln Safe' social distancing signage across city centre and uphill locations.
- City Council audit of litter bins will take place to ensure the tired old bins have now been replaced (most already have as part of first easing of lockdown in 2020).
- BIG install floor vinyls using the IN Lincoln branding.

Events:

- BIG work with businesses on the two Monster Safari trails (one for couples and one for families).
- IMPs on Tour will be taking place with some of the sculptures being on display across the city.
- Visit Lincoln led campaign to encourage residents to enjoy Easter outdoors and support local businesses and hospitality trading over the Easter period.

- Visit Lincoln will commence delivery of Get ready to 'Enjoy Summer Safely' & 'Escape the Everyday' campaigns. The focus of these campaigns will include rural & self-catering staycations in Lincoln/shire, booking experiences with confidence, safe & spacious activities and click & collect.



STEP 2 – FROM 12TH APRIL 2021

Central Government Guidance

- Non-essential retail, hairdressers, nail salons, libraries and museums open.
- Outdoor gatherings of up to 6 people.
- Outdoor hospitality in pubs and restaurants allowed with households or rule-of-six. There will be no need for customers to order a substantial meal with alcoholic drinks and no curfew, although customers must order, eat and drink while seated ('table service').
- Public buildings, including libraries and community centres can reopen.
- Most outdoor settings reopen such as zoos and theme parks.
- Gyms and indoor swimming pools can open.
- Self-catering holiday accommodation and camp sites reopen where have separate shower and toilet facilities.
- Funerals continue with up to 30 people.
- Weddings with up to 15 people.

Specific Lincoln activities for this step

Key Message: "City centre/Uphill is re-opening but please stick to the rules when visiting to shop or meeting friends outdoors"

Supplementary message: "Please shop Kind"

Support/advice for businesses

- City Council will offer special car parking tariffs/offers to aid High Street recovery (using IN Lincoln branding) - focus will be on encouraging people to stay longer in the city and hence the offer to be tied in with full re-opening of hospitality. Options will also include evening economy too.
- Footfall data and car park data will be assessed to understand how people are using the city centre and in what numbers – plans will be adjusted accordingly.
- The city council's health and safety team will continue to support and visit non-essential shops to ensure compliance with COVID regulations - this will include enforcement as a last resort.
- The city council can provide support and guidance to those businesses which have re-opened, contacts are food@lincoln.gov.uk / licensing@lincoln.gov.uk – Tel 01522 881188.
- Visit Lincoln will remind the visitor economy of the COVID regulations and secure measures needed. This will include contacting accommodation businesses in WLDC and NKDC who are not based in the city but operate on the boundary.

- COVID Ambassadors will also be in the city centre and uphill working with businesses to help them as they reopen.
- Proactive engagement with the street community will continue through the city council's Intervention Team, with enforcement action where appropriate.
- Lincoln BIG wardens on duty in the city centre offering support.
- Lincolnshire Police and City of Lincoln Council Licensing and Public Protection team to work in partnership to ensure people drink responsibly and respect Public Space Protection Orders in place.
- Focused police presence during re-opening stage.
- Further develop the conversation (Pubwatch) about a local version of "Safe evening economy standard".
- City Council to produce up to date advice and guidance for issuing to all Hotels, B&Bs, cinemas and the football stadium in advance of reopening from 17th May 2021.
- Visitor Information Centre re-opens.
- Regular BIG E-newsletters to levy payers with guidance, advice and initiatives.
- BIG promote the car and bus pass deals to levy payers.
- BIG Promote the LoyalFree app to levy payers with offers for the general public.
- Promote Collaboration 4 Growth to levy payers.
- Pubwatch meeting 5th May 2021.
- City Centre Reopening Tactical Planning Meeting to take place on Thursday 6th May 2021.
- Healthy High Streets meeting.
- A fortnightly multi-agency operation task group will take place to monitor and respond to any issues arising in the city centre.

Communications – Locally

- Communications for this step will have a specific focus on:
 - reassurance the city centre has social-distancing measures in place and is safe
 - reassurance that public transport is safe - social distancing measures in place on public transport and at the bus station
 - reminding people of the importance of continuing to follow social distancing rules
- Regular partner press releases will be pushed out to promote what's been done to get the city centre ready (e.g. deep cleaning, stay safe messages etc). Emphasis on we are doing all we can to make the area safe and welcoming for people.
- Joint press release issued on what is open and what is scheduled to open over coming weeks, and what to expect if you visit.
- Key safety messages displayed on the bus station advertising screens.
- Daily tweets from @VisitLincoln with business re-opening news.
- BIG continue to distribute window stickers for Safe Lincoln to display in windows using the IN Lincoln branding.
- BIG distribute key stats to stakeholders for monitoring and planning purposes bi-weekly.
- Key safety messages communicated with universities and student unions.

Communications/marketing – Visitors

- Delivery of a 'Know Before You Go#2' campaign led by Visit Lincoln to attract people back into the city following the reopening of additional sectors.

- Delivery of a ‘Support Local, Shop Lincoln’ campaign led by Visit Lincoln. This campaign will cover:
 - Daily newsfeed of businesses open with links to their Shop Lincoln listing
 - Instagram stories & ‘Shop Lincoln’ highlights
 - Click and Collect incentives – ‘Keep Lincoln Safe’
 Information will be fed to Visit England and external PR to maximise coverage.
- Delivery of ‘Experience the Taste of Lincolnshire’ campaign led by Visit Lincoln covering where & what to eat and drink in Lincoln/shire and pre-booking with confidence.

Environmental:

- Some re-opening of public toilet facilities.
- Queue management and highway management in place (safety barriers).
- Regular deep street cleansing of key meetings points in the city centre and uphill areas.
- BIG wardens will replace dated social distancing signage across city centre and uphill locations – at each step of re-mobilisation the signage will change to keep it fresh.
- BIG wardens to continue to patrol and check the remaining empty premises.
- BIG installation of hanging baskets where tested brackets are available.
- BIG installation of bunting Uphill and Sincil Street with IN Lincoln branding.
- BIG Installation of lamp post banners on the Brayford with IN Lincoln branding.

Events:

- Posters to be distributed to businesses participating in the 2 x Monster Safari trails (one for couples and one for families).
- IMPs on Tour will be taking place with some of the sculptures being on display across the city.



STEP 3 – FROM 17TH MAY 2021

Central Government Guidance

- Outdoors most social contact rules lifted, up to limit of 30 people.
- Mixing indoors allowed for two households, but rule-of-six for indoor hospitality and elsewhere.
- Government will also update the advice on social distancing between friends and family, including hugging. But until this point, people should continue to keep their distance from anyone not in their household or support bubble.
- Cinemas, soft play centres, rest of accommodation sector, hotels, B&B, indoor exercise classes return.
- Performances and sporting events resume - larger performances with venues 1,000+ or half full will be allowed indoors and outdoors 4,000 capacity or half full (whichever lowest).
- In very largest outdoor seated venues such as football stadiums up to 10,000 people allowed to attend (or 1/4 full whichever is lowest).
- Up to 30 people can attend weddings, receptions, funerals, wakes.
- In all sectors, COVID-Secure guidance will remain in place and businesses may not cater for groups bigger than the legal limits.

Specific Lincoln activities for this step

Key Message: “City centre and uphill now fully re-open and are COVID safe and secure areas. We welcome visitors and residents alike – but stick to the rules”

Support/advice for businesses

- The council’s Health and Safety team will expand its work further to support and inspect reopening businesses to ensure they are compliant with COVID regulations.
- COVID Ambassadors will also be in the city centre and uphill working with businesses to help them as they reopen.
- Proactive engagement with the street community will continue through the City Council’s intervention team, with enforcement action where appropriate
- Analysis of footfall data and car park data to understand how people are using city centre and in what numbers.
- Focused police presence during re-opening stage.
- Lincolnshire Police and City of Lincoln Council’s Licensing and Public Protection team to work in partnership to ensure people drink responsibly and respect Public Space Protection Orders in place.
- Latest COVID guidance will be sent out to all licenced premises by City of Lincoln Council.
- Visits to licenced premises needing support will take place by City of Lincoln Council.
- BIG wardens to continue to patrol remaining empty premises.
- Regular BIG E-newsletters to levy payers with guidance, advice and initiatives.
- BIG distribute key stats to stakeholders for monitoring and planning purposes bi-weekly
- Promote the car and bus pass deals to levy payers.
- Promote the LoyalFree app to levy payers with offers for the general public.
- Promote Collaboration 4 Growth to levy payers.
- Pub Watch meeting will take place 9th June 2021.
- To hold Healthy High Streets meetings.

Communications – Locally

- Communications plan developed and shared.
- Communications for this step will have a specific focus on -
 - raising awareness of social contact rules including mixing indoors at home and in hospitality.
 - raising awareness of businesses reopening, together with their opening times.
 - reminding people of the importance of continuing to follow social distancing rules in place.
- Daily tweets from @VisitLincoln with business re-opening news.
- Press release focusing on what is open and what is scheduled to open over coming weeks and what to expect if you visit.
- Promotion of short Q&A information videos via social media – focus will be on raising awareness of what will be reopening from 21st June 2021 and COVID measures in place.
- Communication of above messages to students via universities and student’s unions.
- BIG wardens will replace dated social distancing signage across city centre and uphill locations – at each step of re-mobilisation the signage will change to keep it fresh.
- Continue to distribute Safe Lincoln window stickers for businesses to display using the IN Lincoln branding
- Continue to ‘Spotlight’ promotional features of levy payers on social media.

- Installation of 55 lamppost banners from Uphill to St Marks with the IN Lincoln branding (subject to planning approval).
- Weekly Visit Lincoln newsletter with business updates and businesses reopening.
- ASK Angela Campaign to be re-launched to the hospitality industry.
- Best Bar NONE accreditation supported by the Home Office and drinks industry for the evening and night-time economy.

Communications/marketing - Visitors

- Commencement of Visit Lincoln led PR contract to market Lincoln in the national media (coverage will not appear until June 2021).
- Visit England's national 'Escape the Every' campaign activity commences (focus on city breaks).
- Ongoing promotion of the 'Good To Go' industry standard to consumers to drive confidence in returning to the city.

Environmental:

- Queue management and highway management in place (safety barriers).
- Ongoing deep street cleansing in the city centre and uphill areas.

Events

- Upcoming events in the city from June onwards will be promoted city wide.
- Commencement of early Visit Lincoln campaign to raise awareness that Lincoln is open for tourists again.
- Planning events subject to COVID-19 guidance, i.e. 1940s.
- Planning with Partners for Christmas 2021 activity.
- Planning for activity for the hospitality sector.
- Planning for Frequency Digital Arts Festival with partners.



STEP 4 – FROM 21ST JUNE 2021

Central Government Guidance

- All legal limits on social contact removed with ambition to reopen final closed sectors of the economy such as nightclubs.
- Hope to lift restrictions on large events and performances.
- Hope to remove all limits on weddings and other "life events".
- The government will complete a review of social distancing and other long-term measures that have been put in place to cut transmission. This will inform decisions on the timing and circumstances under which the rules on 1 metre plus, the wearing of face coverings and other measures may be lifted. This will also inform guidance on working from home – which should continue wherever possible until this review is complete.

Specific Lincoln activities for this step

Key message: “Lincoln and uphill areas are amazing tourist destinations – come and enjoy everything we have to offer”

Support/advice for businesses

- The council’s health and safety team will refocus its work to support and inspect reopening nightclub sector to ensure they are compliant with COVID regulations.
- Assess ongoing need for COVID Ambassadors.
- Proactive engagement with the street community will continue through the city council’s Intervention Team, with enforcement action where appropriate.
- Analysis of footfall data and car park data to understand how people are using city centre and in what numbers.
- City Council to undertake a further Citizens’ Panel survey of residents (approx. 500) to ascertain their perceptions, feelings and fears about returning to the city centre for leisure/retail – this will help focus what more should we/can we do.
- City Centre Reopening Tactical Planning Meeting to take place on 1st July 2021.
- Launch of “Safe evening economy standard” to promote responsible businesses and Lincoln’s evening economy.
- To hold Pubwatch meeting.
- To hold Healthy High Streets meetings.

Communications – Locally

- Communications plan developed and shared – Focus on “Thank you for helping us all to get to this point – well done Lincoln”.
- Communications for this step will have a specific focus on:
 - raising awareness of businesses reopening and their opening times
 - promotion of upcoming events
 - promotion of Lincoln as a tourist destination
- Daily tweets from @VisitLincoln with business re-opening news.

Communications/marketing - Visitors

- Delivery of LNER promotional campaign advertising Lincoln as destination for city breaks – TBC
- Visit Lincoln led PR contract to market Lincoln in national media commences.
- Visit England’s national ‘Escape the Every’ campaign activity takes place which focusses on city breaks.
- Ongoing promotion of the ‘Good To Go’ industry standard to consumer to drive confidence in returning to the city.

Environmental:

- Ongoing deep street cleansing in the city centre and uphill areas.

Events:

- Continuation of planning for Christmas following Healthy High Streets meeting.
- Continuation of planning for 1940s – August 2021.

- City centre event for IMP Trail with sponsors 2 July 2021.
- Launch of IMP Trail of 30 IMPs.
- Launch of five roaming imps on 3 July 2021 – 9 September at outdoor locations.
- Launch of the Education IMP Trail on 10 July – 16 September at indoor venues.
- Launch of Refresh Lincoln by Zest Theatre with banners along the Brayford Waterfront.
- Working with Rotary Club launch a treasure trail across the city.
- Planning for Frequency Digital Arts Festival with partners.