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## Lincolnshire Chamber launches local initiative to celebrate unsung business heroes

# Lincolnshire Business Heroes



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**BY** CHARLOTTE WATSON

Lincolnshire Chamber of Commerce is launching a local initiative to help celebrate and recognise the unsung business heroes across Lincolnshire.

The Chamber is looking for businesses who are going that extra mile during the current crisis, those companies adapting their production line to manufacture critical PPE, helping local NHS hospitals and care services or lending a hand to support the more vulnerable in the local community.

"There has been so many fantastic stories from businesses across our county, and they just keep on coming, but often

they aren't always recognised in the way they should be, which is why we have decided to launch our Business Heroes initiative," explained Simon Beardsley, Chief Executive at Lincolnshire Chamber.

A separate recognition, working in partnership with TED East Lindsey, is to recognise those businesses who have adapted to supporting the over 50s.

TED works to reduce isolation and is designed to empower and connect individuals, helping to create sustainable change in communities.

Commenting on the initiative is TED Programme Manager and Director of Communities of YMCA Lincolnshire, Amy Thomas: "We are delighted to support Lincolnshire Chamber of Commerce in

recognising businesses with our interest in those in particular who have adapted to supporting the over 50s in their communities during this current crisis."

Nominated businesses will have their good news shared on the Chamber website, social media channels and in the monthly Lincolnshire-wide Chamber Matters magazine.

There will also be an opportunity to be invited to a special celebratory dinner at Sessions Restaurant (part of Lincoln College Group), when times allow, to share your experiences and successes.

Simon added: "No matter how big, small or unique the gesture, we want to hear from you, share your

stories, supporting and highlighting the tremendous efforts and achievements of businesses across our community."

All nominations will be considered but will not be guaranteed coverage.

The deadline for submissions is Wednesday, July 15.

To nominate please send us content about how your business or another business is helping during the current crisis in no more than 500 words and include a high-quality image that represents the business, the team or a company logo in a PNG or JPEG format

To nominate please visit <https://www.lincs-chamber.co.uk/coronavirus-business-support/lincolnshire-business-heroes-nomination/>



A note from  
Simon Beardsley  
CEO of  
Lincolnshire  
Chamber



It's been a particularly tough time for each and every one of us over the past few months, but a time which has brought our communities together in ways we have never seen before.

Businesses adapting production lines to manufacture critical PPE and redeploying their offering to help and support local NHS hospitals, our care services and supporting the vulnerable community.

I myself have seen so many heart-warming stories from businesses across the county but often they don't get the recognition they deserve, so we are delighted to introduce our Lincolnshire Chamber Business Heroes initiative and we can't wait to hear all your stories.

Now, we are looking forward to a different, renewed future however our mission is one that remains the same: 'champion and support our members to be more productive, resilient and sustainable.'

As well as being a challenging time, I for one think it has been a busy one, indeed for us here at the Chamber, we've held virtual meetings and webinars, had the highest QES response rate ever, continued International Trade documentation services, HR Support Forum, proactive coronavirus communications to our members and wider community and continuing to provide that vital support and guidance to our members.

Our events calendar hasn't stopped, albeit not the same as usual, but we have all adapted and Zoom sessions seem to be the new norm, will that continue? I expect so, in some way shape or form.

Upcoming events include:

#### How to have difficult conversations

6th July & 8th July  
10.00am – 12.00pm

#### QES Q2 Briefing

15th July  
8.30am – 10.00am

#### Virtual Lincolnshire Construction and Property Network

21st July  
12.30pm – 2.00pm

All via Zoom, to register visit <https://www.lincs-chamber.co.uk/events/>

## Chamber welcomes appointment of three new non-executive directors

Lincolnshire Chamber of Commerce is delighted to welcome and introduce three new non-executive directors to its Board.

Nicola Langton, Head of Business Support at EBP, Roy Colclough, previous Chairman, CEO and Owner of Magnadata Group and Angus Moir, owner of independent business consultancy, GroBizPro, have joined Lincolnshire Chamber of Commerce's Board of Directors which is responsible collectively for overseeing the strategic development of the member-led organisation.

Seeing the vital role that the Chamber of Commerce plays in supporting and developing local businesses to thrive and succeed, Nicola Langton brings experience spanning across the finance and strategic planning context and believes the Chamber provides an essential link between business and education, helping develop the leaders of tomorrow.

Adopted supporter of Lincoln City FC, Roy has a wealth of experience in UK, European and International Trade, with Lincolnshire his second home, Roy



is looking forward to working with the business community to continue the growth, success and prosperity it has so rightfully earned and enjoyed in recent years.

Honoured to have been asked to support the Board, Angus has been living in Lincolnshire for nearly eight years and has over 20 years' experience building brands and leading diverse teams, having previously worked for well-known sports brand, Nike.

Commenting on the Chamber's appointments is, Gary Headland, Chairman of the Board of Directors: "This is an incredibly challenging time for our members and indeed the vast majority of businesses across our region. I am delighted therefore that we have attracted and appointed such high quality non-executive directors to our Board so that we not only strengthen our own governance and strategic leadership but also provide new services and support for our members in line with our mission which is: 'to champion and support our

members to be more productive, resilient and sustainable'.

"If you are interested in joining the Lincolnshire Chamber of Commerce please get in touch at [membership@lincs-chamber.co.uk](mailto:membership@lincs-chamber.co.uk) or 01522 523333."

To view our Board visit: [www.lincs-chamber.co.uk/meet-the-team](http://www.lincs-chamber.co.uk/meet-the-team)



## Ongo build more than 130 homes in a year

From April 2019 to March 2020 Ongo has built a total of 134 new homes and are showing no signs of slowing down, despite the coronavirus outbreak causing delays.

The developments, costing in the region of £16m are part of their promise to build hundreds of much-needed affordable, rented homes, along with a variety of options to help people get on the property ladder and become home owners.

Highlights include the completion of their first rent to buy homes at Collum Avenue in Scunthorpe, the redevelopment of Albert Marson Court in Scunthorpe, which included 27 new three and four bed houses, and the refurbishment a large home in Westcliff, which had previously featured in local news for negative crime related incidents.

They've also delivered a range of specialist, accessible bungalows and houses, more shared ownership homes, and have added a further 36 homes in West Lindsey. Other schemes include Chesleigh House, a development of new apartments in Gainsborough for people



The Ongo team

Photograph by Richard Walker - [www.imagenorth.net](http://www.imagenorth.net)

over the age of 55 and the start of a brand new dementia care scheme in Scunthorpe, which is the first of its kind in our area.

A total of 216 Ongo homes are currently under construction, with completion due between April 2020 and March 2021, and work on a further 57 is to begin.

It's in this timeframe Ongo will also introduce an exciting new development of carbon neutral homes, which will see new

technologies incorporated, to reduce the emission rate to zero.

Martin Phillips, Development Manager at Ongo said: "We've got ambitious development plans for the future with innovative ideas, like the carbon neutral homes, along with a firm commitment to use local contractors, so together we can build strong communities and provide much needed places to live."



## EBP recognised as one of the UK's top social enterprises



The EBP are thrilled to have made it on this year's NatWest's SE100 Index highlighting the UK's most outstanding in social enterprise.

The NatWest SE100 Index recognises the UK's leading social enterprises for their work in giving back, enriching communities, and making a positive contribution to society. This year's applicants were rigorously judged against their impact, business performance, leadership, resilience,

and storytelling.

Michelle Allison, Chief Executive of The EBP, commented "Making the SE100 index recognises the fantastic impact The EBP has had on the lives of children and young people in Lincolnshire and surrounding areas. All organisations are only as good as their people and I am absolutely delighted that our much needed work has once more been recognised. I'm exceptionally proud of my staffing

team".

Liz Burdett, Chair of the EBP Board commented "This is welcome recognition for The EBP and its hard working, committed staff, particularly through such difficult and challenging times. We are delighted to be part of this leading group of social enterprises – which serves to highlight the significant impact we are all making within our local communities."

## Re-purposed high streets one step nearer reality

City and town centres are poised for a major shake-up as the heady days of all-out consumerism are superseded to meet peoples' demand for a more diverse and exciting shopping and visitor experience, it is claimed.

But Banks Long & Co Managing Director Tim Bradford believes the "new normal", post Covid-19, will produce good opportunities for businesses prepared to adapt. Now retailers are being challenged by an emerging "new normal" where the traditional shopper is looking for much more.

"Sadly, 2020 will be remembered for Covid-19. Within retail, the impact of the lockdown will bring changes to this sector which will reshape the way town centres operate for decades to come. That raises serious questions," said Tim.

"Covid-19 has effectively accelerated the inevitable demise of the post-war High Street model. We are now entering the post Covid-19 period; a period which we would have reached through a slow and painful



Tim Bradford

process in the absence of the horrific worldwide pandemic.

Banks Long & Co, which is surrounded by a group of like-minded advisors to the Co-op, has been fortunate to be part of the regeneration of Lincoln's Cornhill and Sincil Street areas. Before Covid-19, the scheme was being referenced as an example of the new dawn when it comes to the re-purposing of town centres.

So, with shops re-opening its doors in The Cornhill Quarter, what might the future look like? Shoppers' familiarity with online services will increase the impact of online retailing on bricks and mortar businesses, but Tim is confident that while companies' floorspace requirements will reduce, traders embracing the principle of "remote consumption" will continue to have a place on the high street.

"Consumerism will be replaced by the provision of a quality diverse experience. As I said in 2019, "the high street is dead – long live the High Street!", added Tim.

## Active Lincolnshire Welcomes New Chair of the Board and CEO

Active Lincolnshire is delighted to announce the appointment of Mark Locking as Chair of the Board of Directors and Emma Tatlow as Chief Executive Officer.

Active Lincolnshire is a charitable company whose vision is for everybody in Lincolnshire to be active, every day. The organisation works with numerous partners across Lincolnshire with the aim of making a positive difference through physical activity to the health and wellbeing of communities.

Mark Locking, current Managing Director of Lincoln College Group, joins Active Lincolnshire as Chair of the Board, succeeding Dennis Bell. He has been involved with several key initiatives directly related to sport and physical activity throughout his career and is a keen sports person, having played and coached in a number of sports, including elite level futsal.

Emma Tatlow who has been recruited by the Board as CEO of Active Lincolnshire brings a wealth of experience, and transferable skills to the role including countywide connections, as well as passion and vision.

Active Lincolnshire is currently focused on helping the sport and physical fitness sector to access the support and advice they need at this difficult time, as well as encouraging everyone in Lincolnshire to stay active and healthy during the coronavirus pandemic. For more information about Active Lincolnshire's work visit [www.activelincolnshire.com](http://www.activelincolnshire.com)



Emma Tatlow



Mark Locking



# Larkfleet Homes restarts construction in line with Government guidelines

Bourne-based housebuilder Larkfleet Homes has reopened some of its construction sites and show homes across Lincolnshire and Rutland after reviewing its safety measures in line with the latest government advice.

Larkfleet Homes has developed a new set of site protocols for staff, contractors and suppliers to ensure its construction sites and sales suites are safe and comply with strict social distancing rules.

Additionally, the home builder will provide hand sanitiser at site booking in points, introduce staggered start and finish times between contractors, as well as staggered break times.

The sites that Larkfleet Homes has reopened across Lincolnshire and Rutland include Deeping Meadow in Market Deeping – with the site and sales office operating since May 11.

Work resumed on June 1 at Farriers Reach in Oakham, Pinchbeck Fields near Spalding, Boston Gate in Boston and Nettleham Chase near Nettleham. The sales offices at these developments also reopened on June 1.

Larkfleet Homes is trialling the reopening of some show homes, at Deeping Meadows and Whittlesey Green. Perspex screens will be installed to protect both staff and visitors, and



social distancing requirements will be maintained at all times.

Karl Hick, the chief executive of Larkfleet Homes, said: "To ensure the safety of our staff, contractors and potential home buyers, we are insisting that all construction site workers must sign and accept our Covid Secure health and safety guidelines. Our new guidelines

are fully compliant with government public health guidance and will be strictly enforced by site managers.

"We have continued to receive enquiries throughout the lockdown and believe it is vital to get construction sites working again. This is not only to satisfy pent-up demand, but to help kickstart the UK economy as a whole."



## Vital defibrillator donated to first responders

Construction company Lindum has donated a life-saving defibrillator to local first responder charity LIVES.

The machine was handed to Operational Support Manager Tony Dimmock by Quantity Surveyor Steven Duckering, in a socially-distanced presentation at Lindum's North Hykeham offices on 2nd June.

It follows building work carried out by Lindum at eight ambulance stations across Lincolnshire and Nottinghamshire.

Construction work worth a combined £1m was carried out at stations in Lincoln, Boston and Scunthorpe as well as in Wilford, Beechdale, Stapleford,

Kingsmill and Horizon Place in Nottinghamshire.

All stations were given new and improved toilet and shower areas, new kitchens and improved office facilities. New carpets were installed, along with new ceilings, tiling and décor. New lockers were put in and additional parking spaces were formed.

The projects enabled East Midlands Ambulance Services to recruit a number of additional paramedics across the region while also improving facilities and working conditions for existing staff. The installation of new energy efficient lighting systems will also

help to reduce energy consumption across the sites in future.

All the stations remained in operation while the building work was carried out. Temporary welfare and office facilities were provided for NHS staff and some work was undertaken during night shifts to reduce the impact on emergency services.

Lindum worked with EMAS on the design and planning of the refurbishments. The contract was procured through the Scape Regional Construction framework. As part of the contract's Social Value terms, Lindum agreed to donate the defibrillator to LIVES.

## Work starts on 1.5km cyclepath beside Lincoln Eastern Bypass

Work has begun on a new 1,500 metre stretch of cycle path from Bracebridge Heath to Branston.

In total, 7.5km of cycle path will run alongside Lincoln Eastern Bypass, with Lincolnshire-based Minster Group and national materials company Tarmac having completed 30 per cent of the total route to date.

The remaining sections are scheduled to be completed in autumn.

Work on the new cycle route is being carried out by Lincolnshire-based Minster Group and Tarmac as part of a joint venture on behalf of Galliford Try.

The Lincoln Eastern Bypass is designed to improve Lincoln's infrastructure, encourage growth, minimise traffic congestion and enhance the inter-city environment.

The project is backed by Lincolnshire



County Council and the Department for Transport as well as City of Lincoln Council and West Lindsey and North Kesteven District Councils.



Founder & Managing Director of Minster Group, Bruce Spencer-Knott said: "The Lincoln Eastern Bypass is an incredible project. In all our work, we

challenge ourselves to find better ways of working to deliver greater results, reduce emissions, increase recycling and reduce waste and we're making use of some cutting edge machinery to carry out this project."

Councillor Richard Davies, executive member for highways and transport at Lincolnshire County Council, said: "As more people have discovered life on two wheels during lockdown, upgrading the cycling infrastructure will help people keep up their new cycling habits."

"It goes without saying that cycling is a cheaper, healthier and more environmentally friendly alternative to car travel, so if this new cycle path can help encourage more people to leave the car at home and take their bikes, it'll help reduce congestion and vehicle-pollution across the city."



## Companies combine to offer restart campaigns

Two Lincoln visual imaging companies have teamed up to produce a visual marketing campaign concept that will help their clients kick-start their sales drive following enforced coronavirus lockdown.

Award-winning video producers, Wallbreaker, and business/commercial photographer, Chris Vaughan Photography, have previously collaborated to provide consistent visual marketing tools for a number of clients.

The post-Coronavirus visual marketing package aims to provide a tool for their clients to communicate key messages with their target market: from simply showcasing a business is back up and running, to demonstrating new implemented hygiene and welfare measures and through to visual safety training aids. These can all form part of a strong marketing campaign as companies, who have faced a tough couple of months, look to recoup lost sales due to the global pandemic.

Wallbreaker's Operations Director, Ash Wilks, said "Collaborating with Chris Vaughan Photography on this project is such a great opportunity for our two businesses because we get to help our clients whilst generating work for ourselves at the same time. We've



Chris Vaughan

worked together on many projects in the past and believe that together, we can create effective marketing content for Lincolnshire businesses that will secure a



Behind the scenes on a Wallbreaker video production shoot at KryptoKloud, Lincoln, Lincolnshire. Picture: Chris Vaughan

strong return on investment."

Chris Vaughan, the owner of Chris Vaughan Photography, said: "It's great to team up with Wallbreaker on this project as we both share similar beliefs in the way we aim to help our clients succeed, and I am looking forward to supporting our clients as they re-start their marketing campaigns."

For more information contact Ash Wilks at [ash@wallbreaker.co.uk](mailto:ash@wallbreaker.co.uk) or Chris Vaughan at [chris@chrisvaughanphotography.co.uk](mailto:chris@chrisvaughanphotography.co.uk)

## Master distiller fulfils lifelong dream with new Lincolnshire gin

Massingberd-Mundy Distillery, based in the Lincolnshire Wolds has launched its first artisan craft gin.

Produced and bottled on the 3,000 acre South Ormsby Estate in the Lincolnshire Wolds, Burrell's Dry Gin is named after local historical figure, Charles Burrell Massingberd.



The gin has been created by expert distiller, Tristan Jørgensen who's previously worked for internationally renowned drinks company Laphroaig Distillery as well as craft distillers, Chase Distillery, Newton House Gin and Avalon Distillery.

Head Distiller of Massingberd-Mundy Distillery, Tristan Jørgensen said: "At Massingberd-Mundy Distillery, we're creating an absolutely exquisite range of artisan craft spirits and our first drink, Burrell's Dry Gin, is now ready to be enjoyed.

"Made with locally sourced ingredients and our magnificent hand-made copper still, Angelica, we've worked hard to give this gin an exceptional taste and smoothness.

"While this is a huge moment for us, this is just the start of the journey for Massingberd-Mundy Distillery. We're already hard at work on our next drink, which is as delicious as it is surprising... but you'll have to wait a little longer for that one."

Burrell's Dry Gin is named after Charles Burrell Massingberd who was the squire of South Ormsby Estate between 1802 and 1835 and was also the High Sheriff of Oxen. Charles was



Tristan Jørgensen

a man of modern tastes who invested in the local area and adapted his ancestral home, South Ormsby Hall to become a stylish hall of restrained refinement. True to his character, Burrell's Dry Gin is a classic, smooth and crisp London Dry Gin which builds on tradition with a contemporary, fruity flavour.

Burrell's Dry Gin is now available for purchase from the South Ormsby Estate website for £39.00 per 70cl bottle, with free contactless delivery.

## Celebrating 45 years in business



The party may temporarily be on hold for creative brand management business, Systematic, but nothing is going to stop the team marking an impressive 45 years in business this year.

Founded in 1975, by Chris Robey's father, Nick, Systematic is a story of evolution; starting life as a niche computer print supplier and becoming the proactive project management business that they are today, supporting clients throughout the UK with the complete range of creative design, print and marketing services that help them succeed.

As the management team reflect on the last 45 years, it's clear to see that one aspect which hasn't changed over the company's history is their vision of 'togetherness'. Working together as one team with their clients has been the common theme for over four decades and has, without a doubt, been a major contributing factor to their success.

Manager Director Chris Robey said: "As a family owned business, our values are fundamental to the way we operate. Even when times are challenging, we know that our enduring values of being trusted, proactive, creative, ethical, team-centric and agile in a rapidly changing world, will help guide our way."

This approach has been highlighted in their eco-purchasing system "the Green Dot" that actively promotes making sustainable choices in order to minimise the impact on the environment.

Chris continues to say; "My biggest thanks go out to Team Systematic, who are the epitome of everything we have achieved so far, and to our loyal clients who have trusted us all these years to help them achieve their goals. Together we have travelled far and are looking forward to the future."





Frozen Kong toys are a great way to keep your dog cool

## Keeping it cool this summer!

Jerry Green Dog Rescue is urging you to keep your dog safe in the heat this summer. Whether you're off for a long trek through the countryside or simply chilling out in your garden, they want you to put your furry friend first.

Shelley Wilks, Head of Welfare for the charity said: "It's important to remember our dogs can't cope as well as we do in the summer heat. Dogs can very quickly overheat and start showing signs of a heat stroke. Heat stroke, if left untreated, can be fatal. So it is really important to be aware of the signs and symptoms and get veterinary help straight away.

"Our Dog Welfare Assistants will be

ensuring our dogs stay safe and don't overheat this summer by walking them while it is cooler, not over exercising them, and doing fun things with them that use a minimal amount of energy, such as, letting them splash around in our paddling pools and treating them to frozen Kong toys. These are all little things that you can also do to ensure your pooch stays cool and healthy while the sun is shining."

The rescue charity has more advice on what you can do with your dogs in the heat, as well as all of the symptoms of heat stroke to look out for on their website [www.jerrygreendogs.org.uk](http://www.jerrygreendogs.org.uk)

## Print company welcomes Royal Mail's CV-19 incentive scheme

When the pandemic hit the UK, for Visual Print and Design, an award-winning print and design company based in Lincoln, it meant no longer printing event booklets, exhibition displays and show guides.

Their focus went to printing and supplying various social distancing items such as floor stickers, desk dividers and hand sanitiser stations as well as running direct mail projects to distribute business-critical communications and mail 'working from home' packs for clients and their employees.

As businesses begin to move from 'crisis mode' to 'build and recovery', Visual Print and Design are seeing more and more of their clients utilising direct mail to cut through 'online fatigue' and taking advantage of Royal Mail's new incentive scheme.

This incentive scheme from Royal Mail

awards businesses who utilise direct mail in 2020 and helps them maximise budgets. This means that if you send out catalogues, brochures and mailers via Royal Mail between now and December, you could be awarded postage credits to use in 2021.

Eligible businesses and mailings include:

- Retailers,
- charity fundraising appeals,
- publisher mailings promoting magazine subscriptions
- Theatres and restaurants looking to rebuild revenues
- Any mailing to support consumers' physical or mental wellbeing
- Any travel or leisure firm sending mail to drive business
- Mailing to replace a channel that is not effective during the lockdown



■ Thanking customers for their support during the crisis

This scheme provides a lifeline for organisations that need to communicate with their customers in a meaningful way and allows you to make the most of your marketing budget now and in the next 12 months. It gives you the power directly engage with your customers.

For more information on how to utilise Royal Mail's incentive scheme, call 01522 300222 or email [graham@visualprint.co.uk](mailto:graham@visualprint.co.uk).

## DialaRide buses get a tattoo makeover

Lincoln Area DialaRide purchased some new buses but have had to wait for Covid-19 restrictions to be lifted before they could have new logos applied. This was an ideal opportunity to redesign the livery, the local charity that has been serving the community for over 30 years feels very strongly about sourcing things from the local area and supporting local talent.

The new buses were purchased from Marks Transport, the logos were applied by Allen Signs and the livery was redesigned by Bethan Liente a local Tattoo Artist/graphic designer.

Bethan (who operates at the Iron and Pin Tattoo studio), is well-known for her amazing tattoos, but is also a regular volunteer for Lincoln Area DialaRide. This latest design overhaul being her latest contribution. More of her work can be found at [www.facebook.com/](http://www.facebook.com/)



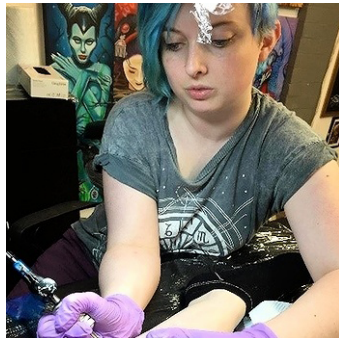
Chris and David Allen at Allen signs with two of the new buses and artist Bethan Liente, right

lientetattoos.

Currently Lincoln Area DialaRide has limited services, as many of our volunteers are self-isolating, but if our registered users have appointments if they call and leave their name and phone number we will get back and see what can be arranged. We are sending out

regular updates emails and also post onto Facebook and Twitter; register for our updates from our website [www.lincolndialaride.co.uk](http://www.lincolndialaride.co.uk).

If you are wanting to volunteer as a driver or non-driver (or if you contacted us just before the lockdown) email [admin@lincolndialaride.co.uk](mailto:admin@lincolndialaride.co.uk)



## New plans revealed for Lincoln Imp Trail



The much-anticipated Lincoln Imp Trail has unfortunately been 'shelved' until 2021 due to the ongoing challenges with COVID-19. They will, however, be launching 'IMP on the Shelf' for Christmas for residents, businesses and visitors to enjoy.

Speaking about the decision, Sarah Loftus Chief Executive at Lincoln BIG, said: "We have taken the decision to postpone the trail until 2021 to ensure that we meet the Government's guidelines for social distancing. Businesses and sponsors have also said that the Imp Trail means so much to the city that we should wait to maximise its benefits for next year."

A date hasn't been agreed yet for 2021 but the Imp Trail will run over a significant period including the summer holidays. All 30 main Trail Imps and 5 Community Imps will be on display together with the Education Trail Imps, decorated by schools across the county and managed by Lincoln BIG's Education Partner, EBP.

The full Imp Trail leaflet will be available with a children's competition. A new interactive app will also be launched bringing new features, and engagement opportunities.

Souvenirs, merchandise and an auction catalogue will be available too. A farewell event will take place mid-September with the auction on Lincolnshire Day, October 1, 2021 raising funds for Charity Partner St Barnabas.

In the meantime, while people have to wait for the Imp Trail, sponsors will be given the opportunity to take their 'Imp on Tour' and with 'Imp on the Shelf', Lincoln BIG aim to retain interest in the Trail prior to its launch.

"The new plans will make the Lincoln IMP Trail bigger, better and more fun" added Sarah Loftus. "It will bring people back into the city and put a smile on people's faces, when it's safe to do so."