

Potential Digital Signage Project Summary – v1.1 for Town Clerks

Objectives & Expected Benefits

- Create a network of Digital Signs which will; support public information / messaging, during and after the pandemic, enable delivery of key campaigns.
- Enhance the look and feel of local High Streets and support wider investment into public realm.
- Work with stakeholders to maximise impact and utilisation of the network.
- Improved engagement with residents and increased reach of campaigns.
- Long-term potential revenue stream – TBC

Project Specification

- Establish network across all Market Towns.
- Signs to allow remote access and near-real time adjustment to content.
- Signs to display high quality colour visual images.
- Signs to enable content variations depending on location.
- Signage to be robust with anti-graffiti / anti-ASB solutions / toughened glass.
- Signage to be clearly readable if in direct sunlight.

Additional features / requirements to be added as specification is expanded.

See image at end of document as an example of a Double-Sided Outdoor Screen

The Proposed Approach

- Use external resource to secure initial network, with maximum possible coverage.
 - 1-2 per town, more if suitable space, siting to be agreed jointly.
- Trial a 'soft' operation model for first 18 months whilst models tested.
- Initial model (could change if revenue model changes):
 - BDC acts as lead organisation / content manager.
 - Screen time a mix of: BDC messaging, public partner messaging, local business promotion, local community promotion.
- BDC would provide some direction to partners / businesses seeking to display content on screens but would not do design work in house on their behalf.

Indicative Costs (Net of VAT)

Up Front @ c. £200k	Annual @ c. £15k – 50k
Signage (10 double-sided screens) = £125k	CMS and licences - £1.5k
Installation = £19k	External Designer retainer - £5k
Connections = £40k	0.5 FTE - £20k
Maintenance (3 years) = £32k	Maintenance c. £15k (post initial)

Possible Future Models

- A. Completely partner resourced, contributions from public sector agencies cover costs.
- B. BDC-led mixed commercial model – whereby BDC directly sources advertising income, either on a low / cost recovery basis to local stakeholders, or on a more commercial basis to wider
- C. Outsourced commercial model – whereby BDC licences use of the assets to a third party to take responsibility for the advertising and programming, on a revenue share model and with access guaranteed over time to BDC defined outputs.

Next Steps & Considerations

- Clarify technical specification, requirements, red lines.
- Engage with Town Councils for input and support, especially on site long-listing.
- External company to assess long-listed sites and finalise viable options. (power supply, planning, highways)
- Procure supplier and installer and deploy digital signage across the district.

