

# Progress on Digital Boards

June 2021

# The opportunity

- New Market-Town-Wide network
- Setup funded through external resources
  - Improving engagement and reach
- Supporting all Public Sector messaging
  - Supporting local businesses, and local communities
- Creating attraction, 'buzz', interest



# The proposed approach

1. Use external resource to secure initial network, with max viable coverage (1-2 per town i.e. 10 overall, siting to be agreed jointly)
2. Trial a 'soft' operation model for first 18 months (all costs covered externally), whilst full lifecycle models fixed
3. Initial model with screen time mix of: 'Local' and 'district-wide', public partner messaging, local business promotion (including regional businesses) and local community promotion
4. Initial dedicated capacity (0.5 FTE) within BDC to oversee content management and programming, but design and content creation responsibility of content owners
5. Post trial period need to establish stable source of revenue to support (est. £15k + any admin / support); could be from public sector users OR paid for OR mixed model

## Wider Issues Log =

- Anti Social Behaviour
- Historic Towns Fit
- Planning / Procurement / Highways Fit
- Opportunity for local additions

# Issues & next steps

## ➤ **Step 1 – Scope and approach clarification: June**

- Town Council input and site long-listing
- Agree project is jointly viable

## ➤ **Step 2 - Site Specific Feasibility & Siting: July**

- Detailed site assessment and finalise viable options (power, planning, highways)
- Procure supplier and installer

## ➤ **Step 3 – Deploy & Future Model Define: August**

- Deploy across the district on rolling basis