

## Quarterly Town Board Communications Plan Update September 2021

<b>Project;</b> General Project Programme Comms Lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
Receipt of Grant offer letter from MHCLG confirming support for the identified projects within the £19m town funding envelope	Aug 2021	Website updated <a href="#">Towns Fund Projects – City of Lincoln Council</a>
First tranche of Project Business Case sign off and Submission of summary document to Gov	Oct 2021	Social media item Website news item/Project update
<b>Project;</b> Cornhill/Central Market phase 1 (accelerated fund) <b>Comms lead;</b> City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
Project completion and opening	5th August 2021	News item on website and social media <a href="#">About the Lincoln Town Deal Board – City of Lincoln Council</a>
<b>Project;</b> LCFC Comms lead ; LCFC Damien Froggatt		
Key milestone or event	Date	Planned Communications
Project completion and opening	Summer 2022	Social media launch event
<b>Project;</b> Drill Hall Comms lead; Lincoln College Mark Taylor		
Key milestone or event	Date	Planned Communications
Media launch	5 <sup>th</sup> May 2021	Stories in the Lincolnite & Echo and on BBC Radio Lincolnshire, Lincs FM & Look North.
Drill Hall brand/website and social media channels launch	24 <sup>th</sup> Sept 2021	Social media comms/use city centre advertising/stories in press.
Soft launch of Drill Hall planned late November with 200 invited guests before panto launch.	November 2021	Showcase the Drill Hall, reveal programme of events for 2022, engage community, business and customer groups.
Hard launch planned in Q1 of 2022.	Q1 2022	Showcase the Drill Hall, reveal programme of events for 2022, engage community, business and customer groups
<b>Project;</b> Central Market Comms lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
Public consultation	March 2021	On line survey via City Council website advertised on social media
Publicised finalised plans and planning approval	End of July 2021	Market Website updated <a href="#">Market Renovation – Lincoln Markets and social media</a>
Trader support meetings	Autumn 2021	All traders directly contacted
Start of site	Spring 2022	Social media and website updates
Marketing and promotion of new venue	Q1 and 2 2022	Social media and website updates
Phase 1 Completion	Autumn/winter 22/23	Opening event
<b>Project;</b> Lincoln Made Smarter		

<b>Comms lead; Lincoln University Vicky Addison</b>		
Key milestone or event	Date	Planned Communications
Business needs survey	Autumn 2021	Direct approach to businesses
Proposal launch to businesses	TBC	TBC
<b>Project; Barbican</b>		
Comms lead; Lincoln University Sukhy Johal		
Key milestone or event	Date	Planned Communications
TBC		
<b>Project; Store of Stories</b>		
Comms lead; Acts Trust Simon Hawking		
Key milestone or event	Date	Planned Communications
Signed agreement for a temporary 1-year venue for the project while we await completion of Towns Deal Business Case and works to be completed on long term site	29/7/2021	Advertising the new service in Sept 2021 with a planned launch of October 2021.  Project launch event Oct 2021 (with VIP invitations)
<b>Project; Greyfriars</b>		
Comms lead; Heritage Lincolnshire Greg Pickup		
Key milestone or event	Date	Planned Communications
Outcome of NLHF Stage 2 bid	June 2022	Press release, social media
Start of works on site	Sept 2022	Press release, social media
<b>Project; HEAT</b>		
Comms lead; Lincoln College Mark Taylor		
Key milestone or event	Date	Planned Communications
TBC		
<b>Project; Hive</b>		
Comms lead; Stem Architects/Investors in Lincoln Nigel Stevenson		
Key milestone or event	Date	Planned Communications
TBC		
<b>Project; Lincoln Connected</b>		
Comms lead; Visit Lincoln/Lincoln Big Charlotte Goy		
Key milestone or event	Date	Planned Communications
TBC		
<b>Project; Wigford Way</b>		
Comms Lead; Lincolnshire County Council Karl Gibson		
Key milestone or event	Date	Planned Communications
TBC		
<b>Project; Sincil Bank</b>		
Comms Lead; Lincolnshire County Council Karl Gibson		
Key milestone or event	Date	Planned Communications
TBC		
<b>Project; Tentercroft St</b>		
Comms Lead; City of Lincoln Council Sarah Barker Gill Wilson		
Key milestone or event	Date	Planned Communications
TBC		

