

Town Board Investment Sub Group 15. 8.23

Item 5

Lincoln Connected Project ; Rescoped Proposals

1.0 Background

This update is further to the Investment Sub Committee and Town Board Reports taken in December and January respectively, for the in-principle approval of a delivery partner change for the Lincoln Connected Project. This was agreed on the basis that project cost, objectives and outputs remain the same.

2.0 Project update

The project has now been developed to an assured final delivery and costed stage (Delivery Plan and cost plan enclosed) as outlined below.

The original Business case proposed that project delivery be managed by two Partners organisations, Visit Lincoln and Lincoln Big, governed by a Project Board of wider City stakeholders. Visit Lincoln as an entity changed it's name to Destination Lincolnshire at the end of last year and they will now be the accountable body and lead partner in the Strategy development, Digital infrastructure and wayfinding project strands. Threshold Studios, a designated National Portfolio Organisation NPO, is now proposed as the delivery partner for the creative and cultural project strands. The Governance arrangements in respect of a Project board remain the same but an additional Cultural Commissioning Group will be established to specifically govern the work of the project's Cultural strand.

The project objective remains the same; "to digitalise the high street and visitor economy, bringing visitors, residents, and businesses on a '*digital adoption*' journey."

The outputs expected from the project remain similar but more developed from the original Business case :

- 1 new job created and 3 jobs supported.
- Provision of a new Open Customer Management System (CMS) infrastructure
- 500 digitally enhanced businesses working in tourism, hospitality, retail, leisure, arts, culture, and heritage sector
- Generation of 150000 unique visitors from local area
- 1 Feasibility study and pilot illumination event
- 12 new art installations
- Provision of 6 new digital screens has been replaced with the provision of a wayfinding strategy and installation of pilot interactive digital wayfinders
- The provision of a Digital Road map Strategy is a proposed new project output

The total cost of the Project has not changed. The value of the Town Fund investment required is £1,483M. Total project cost is £1.887M.

The Project as proposed is now summarised under the following strands;

- The commissioning of a **Digital Roadmap** by Destination Lincolnshire to provide the strategic context to the project, including stakeholder engagement and assessment of what is needed. This was completed in May 2023. A copy is enclosed with this covering report.
- Provision by Destination Lincolnshire of a new **Digital Portal** (Visit Lincoln branded website)/**CRM/B2B Data Hub/Experience Platform** .
- The provision and delivery of a three year **Creative Commissioning Programme** by Threshold Studios : Creation and exhibition **of twelve Artist led Lincoln visitor attractions.**
- The provision of a study by Threshold Studios into the **feasibility of developing an annual illumination programme** to extend the City's visitor offer and the delivery of **a pilot illumination event**: testing out light-based events as part of future city programme.
- The development by Destination Lincolnshire of an **Interactive wayfinding and digital signage strategy** for the City and **piloting** the delivery of the recommend **installations.**

3.0 Delivery/cost Plan assurance

The delivery and cost plans have been subject to a review by the independent consultant Thomas Lister Limited who undertook the due diligence on the original Business case. Evidenced responses have been provided to the queries raised, and confirmation received on final assurance.

4.0 Recommendation

Town Board are recommended to accept the recommendations of Investment Sub Committee that;

- the updated project proposals and assurance be approved
- and that the final project delivery and cost plans as approved be the basis for officers to undertake a variation to the existing Grant Funding Agreement.