

## **Lincoln Town Deal Board - 1 December 2023**

### **Communications Update Report**

#### **3 Month Overview: September – December**

##### **1. Cornhill Market works and City Square**

- A video featured at the Growth Conference 2023, highlighting the works and a sneak peak at the interior
- 'Before and after' photos completed, to showcase the improvements
- An interview with BBC Radio Lincolnshire in early October to report on the works
- City Square works in completion, with a light up 'comet' instillation ready for the Christmas lights switch on and festive season. A good photo opportunity for the public in front of the new building.
- 'Snips the dog' statue in planning, with press release to be prepared for announcement.
- Trader announcement plans to be discussed along with graphics.

##### **2. Polaris at Frequency Festival – supported by the Town Deal under Lincoln Connected**

- Frequency Festival saw Polaris, supported by the Town Deal under Lincoln Connected, become a popular event on Saturday 28 October.
- We promoted the event across our social media channels and also attended to film a short video to also post on our channels.

##### **3. DLUHC visit to Lincoln**

- DLUHC had their team away day on 17 November, which featured activities, workshops and tours centred around some of the Be Lincoln Town Deal projects.
- We attended part of the day to get content and promoted the day's success on our social media channels, tagging LUHC.

##### **4. Sincil Bank Engagement Event at LNER Stadium**

- Lincolnshire County Council and City of Lincoln Council hosted an event at LNER Stadium on 21 November, to inform residents of an improvement scheme for the area.
- A banner was created to have a 'Be Lincoln' presence on the day, to promote the various projects across the city.

## **5. Barbican hoarding planning on installation before the New Year**

- Installation of Barbican hoarding planned for early December.
- Press release with University of Lincoln being prepared, with a quote provided by Liam Scully, Chair of the Be Lincoln Town Deal board.
- A photo opportunity is also being discussed to be paired with the press release content, including representatives for the project.

## **6. Delivery of monthly e-newsletters**

- September saw the start of the delivery for the Be Lincoln Town Deal e-newsletters.
- Sent out monthly for board members and project leads, the newsletters breakdown the highlights for the previous month, with updates and progress on notable projects.
- On average so far, the delivery rate of those emails is at 95%, and good feedback from Liam Scully.
- We have a subscriber list for 'general' Be Lincoln Town Deal updates to be aimed at the public, I would like to start this in January and send out quarterly, with other bulletins for more pressing/important milestones such as official openings, etc.

## **7. Website Review**

- The Town Deal pages on the City Centre website will be updated with the revised Terms of Reference and new Place Board name if approved at the December meeting.