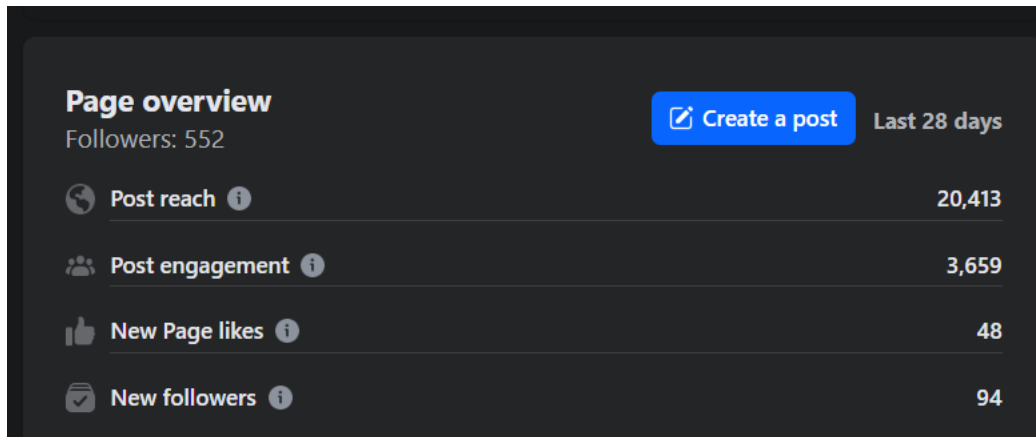










Item 9 Be Lincoln Town Deal Communications – December to March 2024

Social Media:

Since December, we've had a reach of 23,344 users, and a 3,736 engagement rate on Facebook. Specifically, the Cornhill Market post regarding interested traders performed the best in this time period, attracting 26 shares. On Twitter, the same post also received 1.5k views.



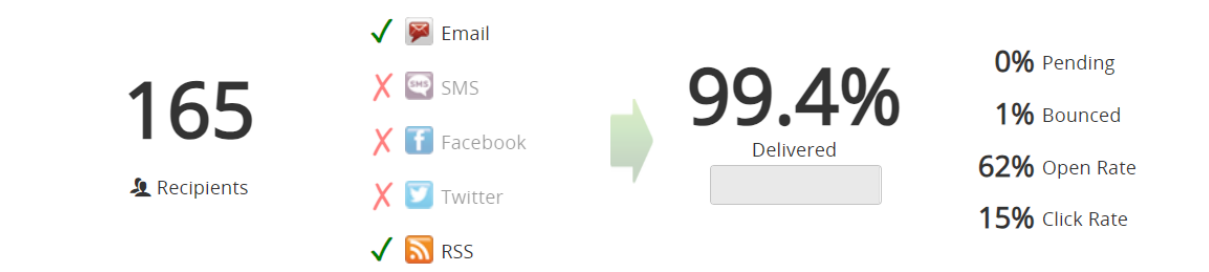
	The weather may be rainy and grey today, but that won't make much of a difference to the Stacey West Community Hub, with the building now fully weatherproofed! 🧑‍🔧 The construction programme has progressed quickly since Christmas, and completion of all...	Post reach 2,079	Engagement 256
	Keep your eyes peeled on social media over the coming weeks for our official opening date for Cornhill Market, Lincoln 🐝 We're excited to confirm 18 traders are in the process of signing contracts, with a further 5 under offer. We are also in active discussions with a...	Post reach 19,962	Engagement 3,391
	-- Fri, 9 Feb	Post reach 310	Engagement 11
	-- Wed, 31 Jan	Post reach 212	Engagement 4
	We can't believe it's been almost a year since Community Grocery Lincoln moved into its new permanent home! 🌱 Since then the grocery has 2000 visits each month and has helped over 60 tonnes of good food diverted from landfill. The move would have not bee...	Post reach 259	Engagement 10
	-- Wed, 10 Jan	Post reach 218	Engagement 39
	2024 is officially here! We want to kickstart the new year with some great news. The Stacey West stand development at Lincoln City Football Club is progressing well, with works due to be complete in autumn this year. The new space, supported by £839,000 from the Be...	Post reach 230	Engagement 8
	Over the last 12 days we've highlighted how the Be Lincoln Town Deal has helped shape our city and the benefit it will bring to our county. From boosting the economy, enhancing tourism, and providing support to families, businesses and residents. We can't wait to...	Post reach 285	Engagement 8



Newsletter:

Quarterly BeLincoln news bulletins are now set up for both the public and board members. The first public bulletin was published on 24th January to 165 recipients, with a 62% open rate.

Overview



Website:

Updated the website pages and replaced the outputs on the downloads section with updated documents, complying with accessibility requirements.

Upcoming:

- An announcement of some traders and the official opening date for Cornhill Market on 8 March, complete with press release and social media content
- A social media pack to be created and distributed to Cornhill Market traders, so they can promote their tenancy effectively
- A press release to be distributed to promote work starting on the Barbican Creative Hub project on 11 March, with hoarding to be installed on the front of the building
- Plans in progression for the official opening of the Lincoln City Football Club Community Hub, with a photo call and ribbon cutting moment
- Greyfriars communications plan to be updated with new programme once ready