

FBC – Capital Bid 2020/21

Prepared by/Bid Originator – **Tim Dixon**



No 3: Outdoor Digital Signage

Description of Scheme:

The project involves the installation of two free standing outdoor digital signage units: one in the centre of Lytham and one in the centre of St Annes.

The proposal is for two heavy duty, weather proof units made of steel. The display screens are protected by toughened safety glass, with each unit having internet connection provided by a 4G data link. Each unit is manufactured to operate between temperatures of -20 degrees to +50 degrees. They will be bolted to a concrete plinth and will require an electricity supply. The units will have a built in air cooling system, moisture control and be fully compliant with electrical safety requirements.

Each unit will have the corporate branding and offer the opportunity of providing tourist information, sponsored advertising and dynamic information covering events activities, council and stakeholder promotions, special offers, late sales for theatres / restaurants / attractions and tide times). Up to date information will be managed and controlled remotely by experienced council officers based at the Town Hall via an internet connection. The operating times of the units would be appropriately controlled by officers and the units will be programmed to go into sleep / standby mode overnight.

Initial consultation has taken place with The Planning department and planning permission will be required.

A third 'lectern style' digital display unit will be purchased for the mobile Tourist Information Centre. The mobile TIC unit is in circulation during the Spring and Summer at events and on busy weekends. The addition of a digital display unit will provide the opportunity to provide useful live / real time information and access at events and on busy weekends at different locations around the Borough.



A detailed breakdown of the funding strategy is detailed below –

Capital cost plan:

Cost Heading	Description	Total £
Digital display units	Supply and of two heavy duty, weather proof digital display units	£26,000
Installation	Installation of the above	£4,000
Lectern style digital display unit	Supply of lectern style digital display unit for the mobile TIC centre	£2,000
Total		£32,000

Outputs (i.e. details of what the investment will specifically deliver):

Two heavy duty units that can be controlled remotely – one in the centre of Lytham and one in the centre of St Annes with the ability to display timely information, carry advertising and messages.

Additionally, a mobile lectern unit for use in the mobile Tourist Information unit (seasonally used) for web access and the provision of tourism information / events information.

Contribution to corporate objectives (how does the proposal achieve or help deliver priorities within the Corporate Plan?)

Community benefit presenting relevant and timely information on community events and activities in key footfall locations, links to the digital high street priority. Being able to assist with tourist information such as places to eat / stay / things to do / events related information / tidal information. Commercial opportunity to raise income through advertising, this is not expected to fund the capital cost but would contribute to the annual revenue costs.

Budget Resource Requirements - Breakdown of initial capital costs and future revenue implications

Estimated **Total Capital costs** of bid (£000's): **£32,000**

Annual future '**Additional Revenue**' costs arising from the bid as applicable (£000's): **£0**

Any additional costs will be met from existing approved revenue budgets and potential income from advertising on the units.

Value and phasing of bid (amend dates as necessary):

2020/21 £32,000	2021/22 £0	2022/23 £0	2023/24 £0	Total £32,000
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Existing resources in the Capital Programme relating to this scheme (as applicable):

2020/21 £000	2021/22 £000	2022/23 £000	2023/24 £000	Total £000
Estimated timescales for the bid:				
Project Start Date : May 2020		Project Completion Date: July 2020		

Project Risks (outline any risks to delivery of the project and how these will be mitigated)		
Risk	Impact	Mitigating Action
Physical damage to the unit	Loss of operating unit and additional maintenance	Ensure units purchased are heavy duty and able to withstand vandalism and weather factors (salt / sand). Warranty and service support from manufacturers
Loss of power / internet	Unit becomes unusable	Ensure involvement of Technical Services / ICT officers
Not updating information or able to respond to requests	Loss of potential advertising revenue and reputation	Ensure dedicated team of officers with responsibility to manage the units