

## Corsham Area Board Project – Cllr Philip Whalley

### 1. What is the project?

#### PROVISION OF DIGITAL SIGNAGE

To agree for up to £5k to be made available for the provision of at least one electronic information screen within Springfield Campus and possibly another one either within the Campus or another location

### 2. Where is the project taking place?

Springfield Community Campus and possibly another location within Corsham

### 3. When will the project take place?

If the project is agreed then it will start straight away and include the following steps.

- 1) Agree a specification based on what is needed and where.
- 2) Talk to partner organisations regarding joint working and any match funding
- 3) Obtain quotes
- 3) Ensure the management structure and processes for digital signage are in place
- 3) Order and install screens

The aim would be to have the signage installed within 2 months.

### 4. Who is the project aimed at?

The project is primarily aimed at providing information and promoting what is going on within the Campus and the wider community for the benefit of all who live, work, or visit the Corsham Area. It will be particularly helpful to those who are new to the area or visitors.

### 5. What is the project

The aim of the project is to provide digital signage within Springfield campus and possibly another location to:

- I. Provide the latest information on what is happening in the community including within the campus
- II. To promote events
- III. To promote and celebrate the Corsham area
- IV. To support community groups.

V. To link into Digital Corsham including KIK radio and Corsham TV

When Springfield Campus was built, the cabling was installed to allow for digital signage to easily be added. Although the need for this is widely accepted, funding has not so far been available. Providing the screens would greatly add to the offer that the Campus could make to the community.

One digital signage screen should be placed in the reception/cafe area at Springfield Campus. Providing more than one would allow a greater variety of information to be displayed including providing a platform where local information and initiatives can be easily shared.

**6. What are the Community benefits/evidence of need/desired outcomes?**

**Benefits include:**

- I. Greater awareness of what is going on within Springfield Campus and the wider community
- II. Promotion and support of local charities, community groups, artists, etc.
- III. Improves the offer to the community at Springfield
- IV. Links together the community
- V. Promote tourism and the economy

**7. Who will manage/be responsible for this project?**

Richard Rogers (Community Engagement Manager) working with the elected members will oversee the project.

**8. Costs/quotes/ match funding?**

Quotes were obtained about a year ago for the installation of digital signage at Springfield Campus. The preferred quote at the time was from Presentation media for Samsung Magic Info Screens. The cost to provide a 55" display was £1,949 and a 48" display was £1,649. There were also some small additional costs to link into the existing network

Based upon this quote the Area Board is being asked to make available up to £5k for this project. However technology changes quickly and the requirements of the community may have also altered. Before purchasing any equipment, we will look at what is required and where screens should be placed.

Discussions will also take place with partners to explore whether any match funding is available. It may be that the funding required is actually lower than £5k.

Agreeing to this initiative will give us a mandate to get on and deliver this much needed resource.