

To: Councillor Giancarlo Guglielmi, Deputy Leader and Cabinet Member for Finance and Corporate Resources

From: Barbara Pole, Economic Growth & Enterprise Manager

Cc: Tom Gardiner, Head of Economic Growth

Cc: Richard Barrett, Head of Finance Revenues and Benefits

Cc: Jane Taylor, Procurement Officer

Cc: Michael Carren, Assistant Director, Economic Growth & Leisure.

Cc: Paul Price, Corporate Director, Place & Economy

Date: 11th March 2021

Dear Councillor Guglielmi

Exemption from Procurement Rules

In line with the Council's established procurement protocols I am writing to seek your approval to implement Click it Local in partnership with members of the North Essex Economic Board (NEEB), which is a partnership of local authorities in the area: Braintree, Maldon, Tendring and Uttlesford district councils, Colchester Borough Council, Chelmsford City Council and Essex County Council.

Click It Local is the first scheme to be introduced by the North Essex Economic Board (NEEB) as part of a series of 'quick wins' designed to boost recovery from the pandemic, with money contributed to the initiatives from COVID-19 support funding provided by Government.

Click it Local is an online platform enabling local independent shops and retailers to be able to compete with the likes of Amazon on convenience and choice.

The platform enables independent shops and retailers to set up a shop profile and add unlimited products. Shoppers can then use the platform and buy from multiple local retailers through one website, paying for goods once and with the option of same day delivery. Click it Local provides the delivery infrastructure to collect purchases from the shops and retailers and deliver to the consumer.

The objectives of this project are to:

- To strengthen the local economy through supporting locally owned retail businesses.
- To encourage local residents to shop local and support smaller retail businesses
- To provide smaller independent businesses with a platform to continue to sell goods during lockdown and periods of tighter tier restrictions

Each authority has agreed to support this project for six months via the premier package. This means that business will be able to use this service free of charge for those six months at a cost of £30,000 to each authority.

The benefits to our district are:

- Supports local retailers / entrepreneurs
- Strengthens the local economy
- Helps to preserve the High Street
- Saves jobs and potential to create more
- More environmentally friendly / low carbon footprint

Due to this unique opportunity to provide an online market for our businesses that will increase their customer base as far as Braintree we are seeking this exemption to our procurement rules.

Click It Local has been running in Uttlesford since November 2020, where it has already been a big success. Prior to Uttlesford's launch they tested the market and looked at two providers along with alternative service with Click it Local being the most appropriate for the area. This information was shared with Chelmsford who are leading this project and since NEEB are seeking to provide a North Essex Service it was felt appropriate to award the contact to Click it Local allowing all authorities to join the same platform.

This platform is also currently used by other local authorities including Brentwood and by combining areas Tending businesses and customers will have access to goods within a 30 mile radius of their local hub which is designated as Colchester. This will enable our businesses and customers to have greater choice and provides a more sustainable platform.

Richard Barrett, Assistant Director, Finance & IT, has included this project in the Q3 finance report which will be going to cabinet on the 19th March 2021.

I therefore request your approval that this work be exempted from the Council's established procurement rules.

Kind regards.



Barbara Pole
Economic Growth and Enterprise Manager
Tending District Council

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Date: _____

Dear Barbara

Exemption from Procurement Rules

Thank you for your memorandum dated 11th March 2021 requesting an exemption from the Council's Procurement Rules, thereby enabling Click it Local to be rolled out to our businesses and residents.

I agree/don't agree (delete as applicable) that this work can be exempted from the Council's Procurement Rules.

Kind regards.

Councillor Giancarlo Guglielmi
Deputy Leader, and Cabinet Member for Finance and Corporate Resources