

To: Cllr Giancarlo Guglielmi, Deputy Leader of the Council

From: Barbara Pole, Economic Growth and Enterprise Manager

Cc: Councillor Mary Newton, Portfolio Holder for Business and Economic Growth

Cc: Tom Gardiner, Head of Economic Growth

Date: 11th March 2021

Dear Councillor Guglielmi,

Funding for Click it Local - £30,000

At a recent North Essex Economic Board (NEEB) meeting Tendring District Council agreed to 'top slice' 10% from COVID-19 support funding from Government to combine with partner authorities to fulfil six quick win projects. The NEEB 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 was identified as one of those projects and we are anticipating rolling this out in our area on the 27th April 2021. We will be in a hub with Colchester, Maldon and Braintree providing a wide market for our businesses and residents.

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

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 TDC makes a contribution of £30,000 to support six months of Click it Local.

Kind regards,



Barbara Pole
Economic Growth and Enterprise Manager
Tendring District Council

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To: Barbara Pole, Economic Growth and Enterprise Manager

From: Cllr Giancarlo Guglielmi, Deputy Leader of the Council

Cc: Councillor Mary Newton, Portfolio Holder for Business and Economic Growth
Tom Gardiner, Head of Economic Growth

Date: _____

Dear Barbara,

Funding for Click it Local - £30,000

Thank you for your memorandum dated 11th March 2021 requesting the funding for Click it Local.

I agree/don't agree (delete as applicable) that this contribution of £30,000 can be made.

Kind regards,

Cllr Giancarlo Guglielmi
Deputy Leader of the Council