

**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

**Cc:** Lee Heley, Interim Corporate Director – Projects Delivery

**Cc:** Mike Carran, Assistant Director, Economic Growth & Leisure

**Cc:** Richard Barrett, Assistant Director, Finance & IT

**Date:** 7<sup>th</sup> September 2021

Dear Councillor Guglielmi,

### **Extension to Support Click it Local - £30,000**

Some months ago, at a North Essex Economic Board (NEEB) meeting Tendring District Council agreed to use COVID-19 support funding from Government to combine with partner authorities to fulfil six quick win projects. If approved, the funding for the extension to this project will be allocated from the £804,000 follow on funding from The Additional Restrictions Grant (ARG). The original ARG fund was fully spent by the end of July as highlighted within the outturn report agreed by yourself on the 30<sup>th</sup> July 2021.

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 is one of the six quick wins identified by the NEEB and Tendring District Council rolled this out to local businesses and residents on the 26<sup>th</sup> April 2021.

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. Currently the platform provides an Essex wide market for our businesses and residents. However, this is due to be expanded to a country wide market in the near future.

Each authority agreed to support this project for six months via the premier package which comes to an end on 26<sup>th</sup> October 2021. The package had an overall cost of £162,000 to the NEEB partnership (£27,000 per local authority – which includes a 10% discount). Uttlesford District Council had already signed up to Click It Local and had launched in November 2020.

At a NEEB meeting in July 2021 an update report was taken, providing information on the current performance of Click It Local across the NEEB area which has seen a lower take-up by businesses and residents than originally anticipated. The report also set out options for the Board to consider in relation to the NEEB's continuing involvement with the scheme – considering that the current contract with local authorities (excluding Uttlesford) expires in September / October 2021.

The Board agreed that whilst performance had been disappointing to date, it was too early to make a true judgement on the effectiveness and value of the scheme and requested that discussions took place with Click It Local to explore the options moving forward.

Chelmsford City Council have led on discussions with Click It Local to look at how the partnership can continue, whilst ensuring value for money. To inform the discussions with Click It Local, discussions

also took place with each of the local authority leads for Click It Local. There was agreement across the local authorities that keeping the 0% charge to stores, as is currently in place, was important.

A number of proposals have been discussed – however several have been discounted due to the timeframes involved with spending the COVID-19 support money that has been top-sliced by local authorities for NEEB initiatives. The money needs to be defrayed by March 2022 and there is a need for some certainty in terms of the spend of money to ensure that it can be spent to benefit businesses in the area, rather than returned to government if conditions are not met.

The proposal that is being put forward is as follows: The premium package is to be kept – at a cost of £30,000, per local authority. Local authorities will pay 50% (£15,000) at the point of renewing the contracts (October / November 2021). If at month 9 the agreed targets are met, then the remaining payment (£15,000) is made and the contract ends at month 12 as planned (March / April 2022). If at month 9 the targets are not hit, the remaining payment is still made (£15,000) but the contract with Click it Local is then extended by a further 6 months (September / October 2022). This would be at no extra cost to the local authority and would keep the 0% for the stores in place.

Click It Local have provided proposed targets to go alongside this proposal.

Minimum Targets - by district inc Chelmsford, Maldon, Braintree, Colchester, Tendring												
	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Minimum Targets</b>												
Minimum Target Orders per day	0	1	2	3	4	5	6	8	8	9	10	11
Target Rev per month	£0	£450	£900	£1,350	£2,400	£3,000	£5,400	£7,200	£8,400	£9,450	£10,500	£11,550
AOV Target	£0	£15	£15	£15	£20	£20	£30	£30	£35	£35	£35	£35
Store Target	20	23	26	29	32	35	38	41	44	47	50	53
Cumulative	£0	£450	£1,350	£2,700	£5,100	£8,100	£13,500	£20,700	£29,100	£38,550	£49,050	£60,600
<b>Total stores income</b>	£60,600											
<b>Total Investment by Chelmsford</b>	£60,000											
<b>Total ROI</b>	£600											

The targets proposed are the same for all five local authorities. The performance indicator that would determine if the target had been met or not is the cumulative figure. It would also be assumed that Christmas would be the busiest period for Click It Local and this is not reflected in the figures provided. With the initial contract, there was a 10% discount available to the local authorities and this is not something that Click It Local are willing to offer again with the proposal put forward.

This approach does encourage Click It Local to have a greater focus on targets. The approach also ensures that local authorities are clear of the amount which is being allocated towards the scheme and puts in place mechanism for the money to be defrayed within the given timeframes – with the contract extending beyond this period if performance targets are not met.

I therefore request your approval that TDC makes a further contribution of £30,000 to support another six months of Click it Local.

Kind regards,



Barbara Pole  
Economic Growth and Enterprise Manager  
Tendring District Council

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**Date:** \_\_\_\_\_

Dear Barbara,

**Additional Funding for Click it Local - £30,000**

Thank you for your memorandum dated 7<sup>th</sup> September 2021 requesting the funding for Click it Local.

I agree that this contribution of £30,000 can be made.

Kind regards,

Cllr Giancarlo Guglielmi  
Deputy Leader of the Council