

**EAST LINDSEY DISTRICT COUNCIL
EXECUTIVE DECISION NOTICE**

1. Decision to be taken: To work with the 'Digital Towns Group' (IMRG, Digital Town and Loughborough University) to deliver the 'Smart Town Pilot' in Louth (in partnership with ELDC).

In November 2017 James Roper (the Chairman of the Interactive Media in Retail Group (IMRG) - the UK e-commerce Association: www.imrg.org) approached ELDC to propose Louth's inclusion as a 'digital pathfinder town' in the Digital High Street Pilot (as well as Nottingham and Hemel Hempstead). The pilot vision is to concept test a national solution to address the fact that high street footfall is decreasing on average by c.2% each year while online sales are increasing by c.14% by providing a local digital marketplace to help local businesses compete for a share of global on-line spend.

Essentially, the pathfinder will provide a branded town website/app(s) (developed by Digital Towns) which Louth businesses can use to promote their goods/services and a digital wallet to facilitate purchases – no direct costs are incurred by local businesses. The platform has the potential to deliver an income for ELDC in the future (based on a % levy applied to the retailer at the point of transaction). Concurrently, Loughborough University will baseline and measure local consumer spending etc. and IMRG will lead on local take-up of the platform (in partnership with ELDC). The IMRG have already consulted with the Louth Independent Traders group and they are very positive about the proposed pilot and its potential to help businesses in Louth.

2. This is a: PORTFOLIO HOLDER SUPPORTED OFFICER DECISION

Note: This form should not be used for Key Decisions

3. The following is the decision making body or person: James Gilbert, Growth and Promotions Service Manager
4. Financial implications from this decision have been communicated to the Portfolio Holder for Finance and the Leader? There are no additional financial implications to consider (base budget approved by Full Council).
5. The decision will be/was taken on: 16/02/18
6. Contact Officer and details: James Makinson-Sanders, Economic Development, East Lindsey District Council, 01507 613111 or (james.makinson-sanders@e-lindsey.gov.uk).
7. List of documents submitted for consideration in relation to the matter in respect of which the decision is to be made (except exempt items): Fee proposal from Digital Towns Group.
8. Where the documents are held and where they can be obtained from (except exempt items) when they become available: EconomicDevelopment (z:/) shared drive
9. The reason for the decision and other alternative options considered and rejected: ELDC (Louth) were approached as one of three locations identified to take part in (as a partner) a national pilot programme which will concept test a new digital sales platform for local retailers/suppliers.
10. Declaration of any conflicts of interest of the decision making body or the individual: None.

Decision Notice Form (ExD2)

11. Provide a note of any subsequent dispensations granted by the Head of Paid service: None.

Financial Implications of this Decision:-

Estimated cost:
£12,000 (ex VAT)

Funded from:
45100-GRGP-2026-000

Signed: (Chief Executive)



Date: 16/02/2018

Name: Stuart Davy, Chief Executive

Signed: (Officer)



Date: 16/02/2018

Name: James Gilbert, Growth and Promotions Service Manager

Co-signed (Portfolio Holder)



Date: 16/02/2018

Name: Councillor Adam Grist, Portfolio Holder for Market Towns and Rural Economy