

## **EAST LINDSEY DISTRICT COUNCIL EXECUTIVE DECISION NOTICE**

1. Decision to be taken:

To enable the Business Centre team to offer reduced meeting room charges, based on the following incentives:

- A 20% discount to be offered to all users on their first full day booking;
- A loyalty scheme for regular bookings (i.e. book four full days and get a fifth full day booking at half price and book nine full day meetings and get a tenth full day booking for free);
- Offer the prize of one full day meeting room booking through the East Lindsey Expo.

The charges are intended to increase use of the meeting rooms, which in turn will generate increased direct income to the Council. They will also help to promote the Business Centre facilities to a wider audience of attendees, which will help to generate more awareness within the local business community and word of mouth recommendations.

The proposed offers relate to full day bookings only. All refreshment and any other delegate costs would be recharged in full. No incentives will be offered for half-day bookings.

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:

OFFICER Economic Development Manager, after consultation with Business Centre Supervisor, Growth and Promotions Service Manager

4. Financial implications from this decision have been communicated to the Portfolio Holder for Finance and the Leader? YES

5. The decision was taken on: 12<sup>th</sup> October 2018

**Note: - the above date to be completed by Democratic Services upon publication**

6. Contact Officer and details: jon.burgess@eldc.gov.uk

7. List of documents submitted for consideration in relation to the matter in respect of which the decision is to be made :

Privacy notice and meeting room booking forms

Decision Notice Form ( ExD2)

8. Where the documents are held and where they can be obtained from (except exempt items) when they become available:

EconomicDevelopment\$(z)

9. The reason for the decision and other alternative options considered and rejected:

The proposals are intended to increase use of the meeting room facilities, which will in turn help to generate increased awareness of the Business Centre facilities.

The alternative option is to continue to promote the meeting room charges at the current flat rate, with no incentives for first or regular appointments.

10. Declaration of any conflicts of interest of the decision making body or the individual:

None

11. Provide a note of any subsequent dispensations granted by the Head of Paid service:

None

12. Financial Implications of this Decision:-

Estimated cost:-

There is no direct cost to the authority in supporting this Decision Notice

A 20% discount on a full day booking at the Fairfield Enterprise Centre is equivalent to £24 in potential lost income if the appointment was let without any incentives.

A 50% discount is equivalent to £60 reduction in potential income.

A 100% discount or free full day booking is equivalent to £120 in reduced income.

In all examples, if the proposed incentives generate one additional booking then the reduced rate will be recovered in full.

Funded from:-

GRGP-2026-110

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**N.B. Please enter names below, signatures will be retained as a hard copy and will not be published therefore should be provided on page 3 of this form:**

13. This decision has been signed off by:

Head of Paid Service/S151 Officer or person presiding  
**(insert name - signatures should be provided overleaf on page 3)**

ALISON RENN

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Leader/Officer **(insert name):**

JAMES GILBERT

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Portfolio Holder **(insert name):**

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Decision Notice Form ( ExD2)