

EAST LINDSEY DISTRICT COUNCIL EXECUTIVE DECISION NOTICE

1. Decision to be taken:
To commission Root Studio to undertake a series of enhancements to the current Love Lincolnshire Wolds Website that will increase content and promotion relating to our Inland market towns and local business listings.
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:

Neil Cucksey, Assistant Director (Property, Business & Growth)

after consultation with:

Economic Development Manager, Lead Tourism Officer
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: 18 October 2019

Note: - the above date to be completed by Democratic Services upon publication.
6. Contact Officer and details:
Neil Cucksey
Assistant Director for Property, Business and Growth.
East Lindsey District Council
Tedder Hall, Manby Park, Manby, Louth, Lincolnshire, LN11 8UP
Tel: 01507 613223 (ext: 3223) Mob: 07917 651566
E-mail: Neil.Cucksey@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 :

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

Shared file store (P:) - Promotions\$/Tourism/Tourism Destination Strategy

Decision Notice Form (ExD2)

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

The scope of the enhancements have been identified in discussion with the current web developers and deliver a number of objectives contained within the Wolds Destination Plan to increase business listings and better promote individual market towns.

Officers have sought one comparative quote from a local supplier to develop stand alone websites to promote the market towns offer. This has demonstrated that it is far more cost effective to develop the existing website, which will also help to consolidate business listings and strengthen the promotion of the Love Lincolnshire Wolds site and branding through one extended web platform.

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: £12,680

Funded from: 42040-GRGP-2021-000

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
(Rob Barlow – signatures should be provided overleaf on page 3)

Leader/Officer **(Neil Cucksey):**

Portfolio Holder **(Adam Grist):**