

Cheltenham Borough Council
Officer Decision

Financial support for a digital smart phone pilot – the Great Gloucestershire High Street

Report of the Managing Director – Place & Economic Development

Accountable member	Leader, Councillor Steve Jordan
Accountable officer	Managing Director - Place & Economic Development, Tim Atkins
Ward(s) affected	ALL
Key/Significant Decision	No
Executive summary	This decision will provide financial support for a digital smart phone pilot, in conjunction with GFirst, Gloucester City Council and Stroud District Council, by contributing £21,000. This sum is match funding to a significant grant received from Central Government. The pilot, called the Great Gloucestershire High Street, connects consumers with retailers within Cheltenham Town Centre and Montpellier. The pilot will run for an initial 8 month period during which the council will explore whether it would be possible to secure longer term financial benefits by entering into an arrangement with GFirst and Maybe*. The initiative provides an excellent opportunity to promote Cheltenham as a modern retail destination that should increase footfall and diversify its wider attraction as a destination. This initiative forms part of the ongoing regeneration of the borough, creating jobs and prosperity.
Recommendations	To contribute £21,000 to the LEP/GFirst for the Great Gloucestershire High Street Initiative for a pilot period of 8 months.

Financial implications	<p>The funding for this contribution has been identified from within 2016/17 Economic Development existing budgets. Accordingly, a budget virement has been authorised under the council's financial rules and the one-off funding is in place. There are not anticipated to be any ongoing revenue costs arising.</p> <p>Contact officer: Nina Philippidis nina.philippidis@cheltenham.gov.uk 01242 264121</p>
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Legal implications	<p>As set out in the report, during the pilot period the council will explore whether it would be possible to secure longer term financial benefits by entering into an arrangement with GFirst and Maybe*.</p> <p>Contact officer: Shirin Wotherspoon shirin.wotherspoon@tewkesbury.gov.uk 01684 272017</p>
HR implications (including learning and organisational development)	<p>No direct HR implications arising from the content of this report.</p> <p>Contact officer: Julie McCarthy julie.mccarthy@cheltenham.gov.uk 01242 264355</p>
Key risks	<p>That the promotional and economic benefits are not realised.</p> <p>Mitigation: CBC has an officer identified to lead this initiative and will work closely with the Maybe* and LEP team. This will enable regular monitoring of progress and performance to be made.</p> <p>The council's financial exposure is limited.</p>
Corporate and community plan Implications	<p>This initiative will promote the economic well-being of the Town.</p>
Environmental and climate change implications	<p>There are no direct implications arising from this report.</p>
Property/Asset Implications	<p>There are no property implications associated with the pilot scheme.</p> <p>Contact officer: David Roberts david.roberts@cheltenham.gov.uk 01242 264151</p>

1. Background

- 1.1 To support a digital smart phone pilot, in conjunction with GFirst, Gloucester City Council and Cheltenham District Council. The pilot, called the Great Gloucestershire High Street, connects consumers with retailers within Gloucester City's and Cheltenham's main retail areas.
- 1.2 Cheltenham's contribution will be for £21,000 and will secure 8 months involvement in the pilot, during which the council will explore whether it would be possible to secure longer term financial benefits by entering into an arrangement with GFirst and Maybe*.
- 1.3 The Maybe* proposal has secured backing (via gfirst LEP) of £45k as DCLG grant support towards The Digital High Street Pilot. A pilot to be run in Gloucestershire, although in reality it will be focussed upon Cheltenham and Gloucester.
- 1.4 This pilot has also secured commercial support from Argos and IBM.
- 1.5 The pilot has 4 deliverables. Insight – background data provided by the Local Data Company which will aim to establish what shoppers want to buy and where; Communication – personalised messaging to drive footfall based upon beacon technology; Retailer pilot – initially 6 retailers per destination to deliver in store / in town campaigns; Collaborative promotion – shopper recruitment and social engagement utilising existing data sources eg Gloscol students.
- 1.6 This initiative forms part of the ongoing regeneration of the borough, creating jobs and prosperity.

2. Reasons for recommendations

- 2.1 One of Cheltenham's objectives is to support the growth and vitality of the economy and the town centre. As part of that process we need to ensure it is at the forefront of innovation and technology, to be able to embrace changes, creating opportunity and as a consequence, to be prosperous. This opportunity has arisen through close working with the Local Enterprise Partnership, Gfirst and helps to deliver those aims.

3. Alternative options considered

- 3.1 Cheltenham could opt not to support this pilot, but as a consequence it would miss the opportunity of being at the forefront of innovation and the digital High Street.
- 3.2 A longer pilot period was offered and considered, however this would have required a higher financial contribution.

4. Consultation and feedback

- 4.1 The council's Executive Board and the lead Cabinet Member for Economic Development has been consulted on this initiative and is supportive.

5. Performance management –monitoring and review

- 5.1

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Appendices	1. Risk Assessment
Background information	

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	That the promotional and economic benefits are not realised.	Tim Atkins	14.06.16	2	3	6	Reduce	CBC has an officer identified to lead the initiative and will work closely with the Maybe* and LEP team. This will enable regular monitoring of progress and performance to be made as well as consideration of longer term benefits.	2016/17	Tim Atkins	
<p>Explanatory notes</p> <p>Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical)</p> <p>Likelihood – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability)</p> <p>Control - Either: Reduce / Accept / Transfer to 3rd party / Close</p>											

Guidance

Types of risks could include the following:

- Potential reputation risks from the decision in terms of bad publicity, impact on the community or on partners;
- Financial risks associated with the decision;

- Political risks that the decision might not have cross-party support;
- Environmental risks associated with the decision;
- Potential adverse equality impacts from the decision;
- Capacity risks in terms of the ability of the organisation to ensure the effective delivery of the decision
- Legal risks arising from the decision

Remember to highlight risks which may impact on the strategy and actions which are being followed to deliver the objectives, so that members can identify the need to review objectives, options and decisions on a timely basis should these risks arise.

Risk ref

If the risk is already recorded, note either the corporate risk register or TEN reference

Risk Description

Please use “If xx happens then xx will be the consequence” (cause and effect). For example “If the council’s business continuity planning does not deliver effective responses to the predicted flu pandemic then council services will be significantly impacted.”

Risk owner

Please identify the lead officer who has identified the risk and will be responsible for it.

Risk score

Impact on a scale from 1 to 5 multiplied by likelihood on a scale from 1 to 6. Please see risk [scorecard](#) for more information on how to score a risk

Control

Either: Reduce / Accept / Transfer to 3rd party / Close

Action

There are usually things the council can do to reduce either the likelihood or impact of the risk. Controls may already be in place, such as budget monitoring or new controls or actions may also be needed.

Responsible officer

Please identify the lead officer who will be responsible for the action to control the risk.

For further guidance, please refer to the [risk management policy](#)

Transferred to risk register

Please ensure that the risk is transferred to a live risk register. This could be a team, divisional or corporate risk register depending on the nature of the risk and what level of objective it is impacting on