


**NORTH LINCOLNSHIRE COUNCIL  
OFFICER DECISION NOTICE AND RECORD  
(PUBLISHED)**

<b>1. DECISION TAKEN</b>			
To approve a promotion to apply in August 2017 to the CallConnect service of all fares being £1 each way on Mondays.			
<b>EXECUTIVE</b>	✓	<b>NON-EXECUTIVE</b>	
			(Please tick either)
<b>IS THIS A 'KEY DECISION' ?</b> (see definition overleaf)			Yes No <b>X</b>
<b>DOES THIS DECISION RELATE TO EXEMPT INFORMATION?</b>			Yes No <b>X</b>
<b>EXEMPT PARAGRAPH REFERENCE (NOT TO BE PUBLISHED)</b>			N/A

<b>2. OFFICER DECISION TAKER</b>	<b>NAME</b> Peter Williams  <b>POSITION/POST</b> Director of Operations  <b>SIGNATURE</b>  <b>DATE</b> 31 July 2017
<b>3. REASONS FOR THE DECISION</b> (Please ref to any report/minute/background documents attached)	See attached report
<b>4. ALTERNATIVE OPTIONS CONSIDERED AND REJECTED (BY DECISION TAKER(S))</b>	See attached report
<p><i>TO BE COMPLETED BELOW - ONLY WHEN A DELEGATED OFFICER DECISION REQUIRES PRIOR CONSULTATION WITH A MEMBER (LEADER OF THE COUNCIL, CABINET MEMBER/CHAIRMAN OF A COMMITTEE) IN ACCORDANCE WITH THE 'SCHEME OF DELEGATIONS TO OFFICERS' OR DECISION/MINUTE OF COUNCIL/COMMITTEE OR DECISION/MINUTE OF CABINET/CABINET MEMBER.</i></p>	
<b>5. DECISION REQUIRED TO BE TAKEN IN CONSULTATION WITH RELEVANT MEMBER</b>	Not applicable
<b>6. ANY CONFLICT OF INTEREST DECLARED BY ANY EXECUTIVE (CABINET) MEMBER (S) CONSULTED,</b>	None

WHICH RELATES TO THE DECISION, OR (NON-EXECUTIVE) – ANY MEMBER OF THE COMMITTEE THAT DELEGATED THE DECISION TAKEN	
7. WITH REFERENCE TO 6. ABOVE - HAS ANY DISPENSATION BEEN GRANTED TO THE EXECUTIVE (CABINET) MEMBER? (ONLY APPLIES TO EXECUTIVE)	No

**PLEASE REMEMBER TO ATTACH ANY ACCOMPANYING REPORT.**

**WHEN COMPLETE, PLEASE SEND TO HEAD OF DEMOCRATIC SERVICES, CIVIC CENTRE, SCUNTHORPE FOR PUBLISHING.**

**(The definitions of a key decision are when an executive decision is likely -**

(i) to result in the Council incurring expenditure or the making of savings (including the receipt or loss of income) over £350,000 in any one financial year; or

(ii) to be significant in terms of its effect on communities living or working in an area comprising two or more wards or electoral divisions in the area of the local authority).

**NORTH LINCOLNSHIRE COUNCIL**

**DIRECTOR OF OPERATIONS**

**CALLCONNECT - AUGUST 2017 PROMOTIONAL OFFER**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To agree a promotion in August of all fares being £1 each way on Mondays. Lincolnshire County Council is going to do this and it keeps consistency.

**2. BACKGROUND INFORMATION**

- 2.1 CallConnect was introduced in North Lincolnshire from February 2016. To encourage usage, we work with Lincolnshire County Council on periodical promotions. For example, in the summer holidays of 2016 all young people up to 19 years old could travel for £1 per journey.
- 2.2 Lincolnshire is introducing a promotion in August 2017 of £1 for each journey on Mondays. Mondays is traditionally their lowest usage so they are trying to promote the service. As we share a contract with them for the Caistor, Brigg and Ridge wards this service will have that promotion.
- 2.3 For consistency purposes approval is required to introduce the promotion in all of the CallConnect areas in North Lincolnshire. We will publicise the offer which in turn also promotes CallConnect.

**3. OPTIONS FOR CONSIDERATION**

- 3.1 **Option 1:** To agree and promote an August offer to reduce fares to £1 each way, on Mondays in August.
- 3.2 **Option 2:** Not to make any changes to the scheme.

**4. ANALYSIS OF OPTIONS**

- 4.1 Option 1: Making these changes provides an opportunity to promote CallConnect and provides consistency with the Lincolnshire scheme.

4.2 Option 2: By not making these changes, the Caistor, Brigg and Ridge CallConnect area will operate differently to the rest of North Lincolnshire.

**5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 **Financial:** The potential loss of revenue in August from running the promotion should be negligible and will hopefully help to increase use of the CallConnect service in the future leading to a sustainable increase in income.

**6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT**

6.1 Not applicable.

**7. OUTCOMES OF CONSULTATION**

7.1 None.

**8. RECOMMENDATIONS**

8.1 That the Council agrees to a CallConnect promotion of all fares being £1 one way on Mondays during August 2017 and that this be publicised.

**HEAD OF TRANSPORT, HIGHWAYS AND ENVIRONMENT**

Civic Centre  
Ashby Rd  
Scunthorpe  
DN18 1AB  
Author: Helen Reek  
Date: 26 July 2017

**Background Papers used in the preparation of this report:**

None.