

LIFE OPPORTUNITIES – 13/49

REQUEST

.....My enquiry was tailored, I thought, to getting some idea of the Tendering spend (time and effort, not just money) on promoting or catering for Tourism and whether Walton was being fairly represented and getting its fair slice of the Tendering Tourism Cake.

In order to be in a reasonable position to judge, one has to know what the Tendering spend is and how it is spent. Only then can one evaluate whether what is done is appropriate and generating the desired outcomes.

Can you tell me, therefore, what the Tendering budget and expenditure for Walton is, maybe expressed as a proportion of the total, and then schedule the benefits that Walton derives from this expenditure?

....regarding the report being undertaken by Regeneris, please could you tell me who made the recommendation for its commission, took the decision to instruct it and what the brief for the commission was? And, of course, how much it is expected to cost?

And could you treat this, as all other requests for information, as a request under the Freedom of Information Act 2002 which must be delivered within twenty working days of the request but can be answered immediately?

RESPONSE

Please find below the answers you requested in your Freedom of Information Request, relating to Tourism Promotion in the Tendering District.

REGENERIS

The formal decision to commission work to prepare an Economic Development Strategy for the District was made by Tendering District Council's Cabinet at its meeting on 7th November 2012. The report recommending this work included a draft specification of requirements setting out the scope of the proposed commission.

Subsequently Regeneris Consulting were selected via a competitive tender process (Pre-Qualification Questionnaire, Tender Process and Interview) and were formally appointed in March 2013.

The contract is based on a fixed fee of £48,680 inclusive of fees and disbursements and exclusive of VAT.

TOURISM BUDGET

The budget for Tourism Promotion is utilised to promote the Tendering District as a whole, as opposed to its individual towns and villages. I have attached a link below to the District's Holiday Guide for 2013 as an example.

[Essex Sunshine Coast Holiday Guide](#)

Further examples of advertising which the Council undertakes includes advertising features in Group Travel Magazines and national newspapers.

Budget Information

- The total budget for tourism promotion and associated literature is £24,070
- The Council employs two full time officers in its Tourism and Events Service