

PUBLIC SERVICES REFORM (SCOTLAND) ACT 2010

VISITSCOTLAND Return for year ending 31st March 2016

The following statements are published in accordance with Section 31(1), 31(2) and 31(3) of the Act.

ACTIVITY		£'000
PUBLIC RELATIONS - MARKETING		
	THE PROMOTION OF TOURISM IN SCOTLAND	
	<i>SUPPORT GRANTS - includes support for cultural and sports events and growth fund projects</i>	7,840
	PROMOTIONAL, CONFERENCE & EVENT ACTIVITIES	8,515
	MEDIA ADVERTISING	11,334
	<i>DIRECT MARKETING - includes Network Tourist Information Centre Costs</i>	6,199
	<i>OTHER MARKETING COSTS - includes branding, design, publications, printing and distribution</i>	1,063
	RESEARCH & EVALUATION	1,681
TOTAL SPEND		36,632 ✓
	The above expenditure embraces all activities across VisitScotland	£'000
OVERSEAS TRAVEL	Includes travel to as well as from the United Kingdom; and the cost of hotels, conference fees, the cost of travel and subsistence during the overseas visit and any other related expenditure	
TOTAL SPEND		319 ✓
		£'000
HOSPITALITY AND ENTERTAINMENT	Includes any gifts, meals, parties, receptions, tickets for or invitations to public, sporting, cultural or other events or other similar benefits accorded by VisitScotland to its own members or employees or third parties for whatever reason.	
TOTAL SPEND		27 ✓
		£'000
EXTERNAL CONSULTANCY	Includes management consultancy, IT consultancy, financial consultancy, construction or infrastructure related consultancy, research and evaluation and policy development (including feasibility studies).	
TOTAL SPEND		35 ✓
		£'000
PAYMENTS WITH A VALUE IN EXCESS OF £25,000 - INCL VAT	See VS website for monthly reports specifying the amount of the individual payments, payee, date of payment, and subject-matter of the payment. Excludes any payments made relating to remuneration or other payments made to an individual in respect of their service as a member or employee of VisitScotland.	
TOTAL SPEND		25,183 ✓
		£'000
MEMBERS OR EMPLOYEES WHO RECEIVED REMUNERATION IN EXCESS OF £150,000	Does not include receipt of pension, voluntary severance compromise agreements or redundancy payments.	
NO OF INDIVIDUALS		NONE ✓

Statement of Efficiency, Effectiveness and Economy

Savings have continued to be made in line with the Scottish Government's commitment to Efficient Government. In the current year these efficiency savings continue to be predominantly generated from three main areas: organisational change - the streamlining of functions; asset management - the continuing realignment of the management of IT servers and communication lines; and benefits gained from shared procurement contracts.

During the year new savings have been made totalling **£1,800,000** within the following areas:

- ◆ Procurement **£510,000**
- ◆ Organisational change (including benefits derived from voluntary redundancy, and non-replacement of senior staff), and shared services **£1,290,000**

The cumulative savings from 2008 to date under the efficiency programme now exceed **£15,200,000**.

Promotion of Sustainable Growth

Our vision is for Scotland to be the most sustainable tourism destination in Europe, and 84% of visitors say that sustainability is very or quite important when making holiday choices. Consequently, we are incorporating sustainability into our Quality Assurance ("QA") schemes, and since November 2014 we have included sustainability actions as a minimum number of core standards for our QA Scheme. Businesses can choose which actions they undertake from a set of 30 that cover areas such as energy and water efficiency, travel and transport, waste management, or natural and cultural heritage.

The Scottish Government has set ambitious climate change targets: to reduce Scotland's greenhouse gas (carbon emissions) by 80% by 2050, with an interim reduction of 42% by 2020, against a 2008/09 baseline.

VisitScotland, as the lead public body for tourism, is committed to achieving best practice in not only its own performance management in relation to sustainability, and reduction of carbon emissions, but also to encourage and assist the tourism industry to follow its lead in support of the Government's targets. In so doing, VisitScotland's management has aligned its operational activities to meet its obligations under The Climate Change (Scotland) Act 2009, which requires all public bodies to exercise their functions in a way that best contributes to the Act's emission reduction targets and delivery of climate change programmes through mitigation and adaptation.

VisitScotland continues to work through Sustainable Scotland Network in the ongoing development of its Carbon Management Plan (CMP), developed in partnership with the Carbon Trust in 2011. This has brought the benefit of significant cost savings and reductions in greenhouse gas emissions for the organisation, in accordance with the aforementioned Act.