

10 September 2025

## Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank-you for your email which was received by VisitScotland on 14<sup>th</sup> August 2025 at 8am requesting :-

- 1) Do you use a Citizen Engagement platform?
- 2) If so, what tools do you use?
- 3) How much do you spend annually on a Citizen Engagement tool?
- 4) Which month & year does your contract with your supplier end?

### VisitScotland's response

Using the context you provided in your initial request (see below in italics) we do not strictly engage with the public in the way you describe. However, our Insight Department does use Qualtrics. It is generally used to survey visitors and businesses to enable us to provide data and insights to relevant parties. Therefore, with this in mind, please find our response below.

*A citizen engagement platform is a digital tool or system designed to facilitate communication, interaction, and participation between citizens and government or public institutions. Its goal is to make civic involvement easier, more transparent, and more effective.*

*These platforms can be used by governments, cities, or organisations to:*

*Collect feedback on policies, services, or community issues  
Conduct surveys and polls  
Enable reporting of local issues, like potholes or graffiti  
Share updates, news, and documents with the public  
Encourage participatory budgeting or co-creation of solutions*

*Examples include tools like Granicus (EngagementHQ), CitizenSpace, SurveyMonkey, Qualtrics or Commonplace They can play a major role in increasing transparency, accountability, and trust in public decision-making.*

1. Yes
2. Qualtrics
3. Section 25 of the Act exempts information from disclosure where the requester can reasonably obtain the information without asking for it under the Act. This information is publicly available on Public Contracts Scotland here - [View Notice - Public Contracts Scotland](#)
4. Section 25 of the Act exempts information from disclosure where the requester can reasonably obtain the information without asking for it under the Act. This information is also publicly available on Public Contracts Scotland here - [View Notice - Public Contracts Scotland](#)

### Your right to request a review

If you wish to request a review of your application under either the Freedom of Information

(Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording) to:

Ms Vicki Miller  
Chief Executive  
VisitScotland  
Waverley Court  
4 East Market Street  
Edinburgh  
EH8 8BG  
Telephone: 0131 473 3603  
E-mail: [vicki.miller@visitscotland.com](mailto:vicki.miller@visitscotland.com)

The request for a review should be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application

If you are not satisfied with the result of the review, then you have the right to appeal to the Scottish Information Commissioner.

You can contact the Scottish Information Commissioner at:

Scottish Information Commissioner  
Kinburn Castle  
Doubledykes Road  
St Andrews  
Fife  
KY16 9DS  
Telephone: 01334 464610  
Fax: 01334 464611  
Email: [enquiries@itspublicknowledge.info](mailto:enquiries@itspublicknowledge.info)

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.