

26 April 2024

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

Thank you for your request for information, which was received by VisitScotland on 28 March at 17:17, requesting the following:

*“In regards to the closure of the Kirkwall iCentre could you please provide me with the following information.*

- 1. Please provide the data specifically used in the decision to close the Kirkwall iCentre: sales figures, income generated, sales of local products, number of visitors assisted by the staff, for the periods, 1st Jan 2023 to 31st Dec 2023 and 1st Jan 2022 to 31st Dec 2022.*
- 2. Please provide a copy of the Island Impact Assessment conducted prior to this decision.*
- 3. If no Island Impact Assessment has been done please provide a reason why this has not been done and if one is to be done in the future, the timescale for it.*
- 4. Is the decision to close Kirkwall iCentre final ?*
- 5. Please provide any other relevant data from the Kirkwall iCentre which was involved in your decision making process.”*

### VisitScotland’s response

#### Information Request Item No. 1

- Sales and Income Data

Please see the Appendix to this letter.

- Number of visitors assisted by staff

Information Not Held Notice VisitScotland does not hold the information that you have requested and is not aware of any other public authority that could respond to your request. Section 17 of the Act states that where public authorities receive requests for information that they do not hold, they must issue a notice advising that they do not hold the requested information.

Explanatory Note & Additional Information - Our staff provide tourism and local information to visitors and we do not record these information enquiries. This means that we do not hold “*the number of visitors assisted by the staff*” however we are able to provide the footfall to the Kirkwall iCentre which is as follows:

Period	Footfall
January – December 2022	73182
January – December 2023	122304

#### Information Request Item No. 2

Information Not Held Notice - A full Island Communities Impact Assessment was not completed and therefore VisitScotland does not hold the information that you have

requested and is not aware of any other public authority that could respond to your request. Section 17 of the Act states that where public authorities receive requests for information that they do not hold, they must issue a notice advising that they do not hold the requested information.

### **Information Request Item No. 3**

VisitScotland undertook an Island Communities Screening Assessment which concluded that a full Island Communities Impact Assessment was not required. The Screening Assessment can be found here: <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/policies/closure-of-visitscotland-icentres.pdf>

### **Information Request Item No. 4**

Yes, the decision is final.

### **Information Request Item No. 5**

Information Not Held Notice - VisitScotland does not hold the information that you have requested and is not aware of any other public authority that could respond to your request. Section 17 of the Act states that where public authorities receive requests for information that they do not hold, they must issue a notice advising that they do not hold the requested information.

Explanatory Note - The decision to close all iCentres was a strategic one which shifts the focus of VisitScotland's activities to targeting potential visitors at the beginning of their consumer journey, rather than once they have already arrived. There has been a decline in demand to our iCentres which continues the trend we saw when we reviewed our network in 2017. Over that time we've seen a significant increase in people using online resources to plan and book their trips. It's important that we adapt our activities to reflect this.

### 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:

Mr Malcolm Roughead  
Chief Executive  
VisitScotland  
Waverley Court  
4 East Market Street  
Edinburgh  
EH8 8BG

Telephone: 0131 472 2201  
E-mail: [malcolm.roughead@visitscotland.com](mailto:malcolm.roughead@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.

## Appendix - Sales and Income Data

Sales over Calendar years 2022 & 2023

	Jan-22 to Dec 22 GBP	Jan-23 to Dec-23 GBP
Product Sales	(99,154)	(155,640)
Tickets	(380)	(396)
Booking fees & commission	(749)	(725)
Other Income	(899)	(240)
Cost of Sales	38,629	90,957
<b>Total Net Income</b>	<b>(62,553)</b>	<b>(66,044)</b>

Further Metrics

	Jan-22 to Dec 22	Jan-23 to Dec-23
Total ShopLocal Sales inclusive of VAT (GBP)	18,263	27,568