



Ref: FOI 2017/005

4th April 2017

REQUEST UNDER FREEDOM OF INFORMATION (SCOTLAND) ACT 2002

I refer to your request for information, received by email on 22nd February 2017, and your subsequent clarification received on 7th March 2017. Your specific requests and the Park Authority's response are provided below.

1) I'm looking for information on your organisation's sponsorship of events. Please could you tell me about events your organisation has sponsored in each of the last 5 years. Please could this information be broken down by; i) event, ii) the organisation holding the event, iii) date of event, iv) money spent, v) any other costs associated with the event including staff time.

Information on the Park Authority's sponsorship of events held by external organisations for the last five years is attached in Appendix A. We hold details of events, organisations, event dates and money spent. We do not hold information on any other costs associated with these events including staff time. Accordingly, I have to advise you under section 17(1)(b) of the Act, that this information is not held.

2) Could you tell me how much your organisation has spent on advertising over each of the last 5 years. Broken down by; i) where the advertisement appeared (i.e. individual magazine, website etc.), ii) cost, iii) date

We do not hold this information in the format you have requested, however we hope the details provided below will be sufficient.

The vast majority of our advertising costs relate to our statutory planning and access functions e.g. planning applications, tree preservation orders, Local Development Plans and bye-laws. We also incur costs for recruitment advertising and for communications purposes.

The organisations generally used are TMP UK Limited for statutory newspaper advertising, S1 jobs, LinkedIn and My Job Scotland for recruitment and Facebook and Twitter for communications advertising. Planning advertisements appear in the following local newspapers, depending on the location of the planning application:

- Strathearn Herald
- Stirling Observer
- Helensburgh Advertiser
- Edinburgh Gazette
- Dunoon Observer

LOCH LOMOND & THE TROSSACHS NATIONAL PARK AUTHORITY

National Park Headquarters, Carrochan, Carrochan Road, Balloch, G83 8EG Long: 4°34'24"W Lat: 56°00'12"N
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- Dumbarton Reporter

The amounts incurred over the last 5 years for our statutory planning purposes are:

2016/17	£37,819 (nearly a full year, see breakdown below)
2015/16	£50,608 (see breakdown below)
2014/15	£24,484 (Planning advertising only)
2013/14	£32,886 (Planning advertising only)
2012/13	£31,738 (Planning advertising only)

For 2016/17 the figures can be split as:

Facebook Advertising	£2.3k
Bye-laws	£1.8k
Tree Preservation Orders	£5.3k
Planning applications	£21.2k
Local Development Plan	£2.6k
Recruitment	£4.6k

For 2015/16 the figures can be split as:

Facebook Advertising	£0.5k
Plan Publication (public notices)	£2.7k
Planning applications	£27.6k
Local Development Plan	£4.8k
Recruitment	£15k

In 2013 The Park Authority organised a 'Get Active' event, and paid for the following advertising of this event:

- Radio Clyde advertising - £1,451
- Advert in Metro 31asr July 2013 - £732
- Advertising in Sunday Mail - £2,040

In relation to other advertising for prior years (2012/13 – 2014/15) we cannot readily obtain this level of information from our systems and therefore the figures shown for those years relate to the Planning Application processes only.

Yours sincerely

Governance & Legal Team
Loch Lomond and the Trossachs National Park Authority

Review Procedure

LOCH LOMOND & THE TROSSACHS NATIONAL PARK AUTHORITY

National Park Headquarters, Carrochan, Carrochan Road, Balloch, G83 8EG Long: 4°34'24"W Lat: 56°00'12"N
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If you are dissatisfied with this decision, or the way in which the Authority has dealt with your request, you are entitled to require the Authority to review its decision. Please note that in order for a review to take place you are required to:

- Send your request for review in writing, setting out in full the reasons why you are requesting a review.
- Submit your review request within 40 working days of either the date on which you received a response from the Authority or the date by which you should have received a response under the terms of the Freedom of Information (Scotland) Act 2002, whichever is the later.
- address your review request to:

Governance & Legal Team
Loch Lomond & The Trossachs National Park Authority
National Park Headquarters
Carrochan
Carrochan Road
Balloch
G83 8EG
E-mail: info@lochlomond-trossachs.org

The review will be handled by staff who were not involved in the original decision. You will receive notice of the result of your review within 20 working days.

If you are not satisfied with the response to your request for review, you can contact the Scottish Information Commissioner, the independent body which oversees the Freedom of Information (Scotland) Act 2002, at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS
Tel: 01334 464610
Website: www.itspublicknowledge.info
E-mail: enquiries@itspublicknowledge.info

Online appeal portal: www.itspublicknowledge.info/Appeal

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Appendix A FOI 2017-005 Sponsorship of events

Event	Organisation	Date	Cost
Strathyre Music Festival	Balvaig Music Group	July 2013	£1,700 inc VAT
Ceilidh Trail music night	Feish Fort	17 th July 2013	£900 inc VAT
Loch Lomond Folk Festival	Loch Lomond Folk Club	26 th – 28 th July 2013	£2,000 inc VAT
Great Scottish Swim	Nova International/Great Run Company	August 2013	£20,000 + VAT + £5,000 in-kind support
Callander Jazz & Blues Festival –	Jazz up the Trossachs Ltd	4 th – 6 th October 2013	£2,000 inc VAT
Cowalfest	The Cowalfest Committee	4 th – 14 th October 2013	£2,000 inc VAT
John Muir Festival Finale	UZ Arts	26 th April 2014	£5,000 in VAT
Great Scottish Swim	Nova International/Great Run Company	August 2014	£20,000 + VAT + £5,000 in-kind support
Stirling International Angling festival -	PFFA – Police Fly Fishing Association	2 nd June 2014	£400 inc VAT
Callander Jazz & Blues Festival –	Jazz up the Trossachs Ltd	3 rd – 5 th October 2014	£1,500 inc VAT
Kinlochard Piping Competition	Kinlochard Village Hall	19 th July 2015	£350 inc VAT
Great Scottish Swim	Nova International/Great Run Company	August 2015	£20,000 + VAT + £5,000 in-kind support
Trossachs 10K Series	Skidaddle	Number of events over summer 2015	£2,000 inc VAT
Great Scottish Swim	Nova International/Great Run Company	August 2016	£17,000 + VAT + £5,000 in-kind support