

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member for Economy, Transport and Environment
Date:	21 January 2014
Title:	Visit Hampshire Website Procurement
Reference:	5502
Report From:	Director of Economy, Transport and Environment

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1. The decision:

- 1.1 That approval be given to procure and spend in respect of a contract for a new Visit Hampshire Tourism website at a cost of £30,000 per year for three years duration at a total cost of £90,000, with an option to extend the contract by a further two years at a maximum further cost of £30,000 per annum, totalling a maximum expenditure of £150,000 over five years.
- 1.2 That the Director of Economy, Transport and Environment be given delegated authority to agree any variations to the items approved referred to at paragraph 1.1. above, in consultation with the Executive Member for Economy, Transport and Environment.

2. Reasons for the decision:

- 2.1 Tourism is worth £2.5bn annually to the Hampshire economy and is key to the county's economic recovery. Ensuring that Hampshire is effectively promoted on-line is critically important in meeting the changing needs of customers. The Visit Hampshire website plays a key role in promoting the whole of Hampshire comprehensively.
- 2.2 The contract for the existing Visit Hampshire website ends in March 2015 and Hampshire County Council needs to re-tender its requirements in order to test the market and provide an improved and enhanced replacement.

3. Other options considered and rejected:

- 3.1. IT Services Hantsweb team to provide a Visit Hampshire website solution. This option was rejected on the grounds that the team did not currently have the capacity to develop an internal solution.

3.2. To not promote Hampshire's tourism product through a Visit Hampshire website. This option was rejected on the grounds that this would drastically reduce the County Council's ability to promote the whole of Hampshire comprehensively.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker:

4.2. Conflicts of interest declared by other Executive Members consulted:

5. Dispensation granted by the Conduct Advisory Panel: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

Approved by:

Date:

21 January 2014

**Executive Member for Economy, Transport and
Environment
Councillor Seán D T Woodward**