

# Marketing Edinburgh Ltd

## Guide to Information Available Through The Model Publication Scheme 2015

The Freedom of Information (Scotland) Act 2002 (the Act) requires Scottish public authorities to produce and maintain a publication scheme. Authorities are under a legal obligation to:

- publish the classes of information that they make routinely available.
- tell the public how to access the information and what it might cost.

Marketing Edinburgh has adopted the **Model Publication Scheme 2015** produced by the Scottish Information Commissioner. The scheme has the Commissioner's approval until 31 May 2019.

You can see this scheme on our [website](#) at [edinburgh.org](http://edinburgh.org) or by contacting us at the address below.

The purpose of this Guide to Information is to:

- allow you to see what information is available (and what is not available) in relation to each class.
- state what charges may be applied.
- explain how you can find the information easily.
- provide contact details for enquiries and to get help with accessing the information.
- explain how to request information we hold that has not been published.

### **Availability and formats**

The information we publish through the model scheme is, wherever possible, available on our website. We offer alternative arrangements for people who do not want to, or cannot, access the information online or by inspection at our premise. For example, we can usually arrange to send information to you in paper copy (although there may be a charge for this).

### **Exempt information**

We will publish the information we hold that falls within the classes of information below. If a document contains information that is exempt under Scotland's freedom of information laws (for example sensitive personal information or commercially sensitive), we may remove or redact the information before publication but we will explain why.

### **Copyright**

Where Marketing Edinburgh holds the copyright in its published information, the information may be copied or reproduced without formal permission, provided that:

- it is copied or reproduced accurately
- it is not used in a misleading context, and
- the source of the material is identified

Where Marketing Edinburgh does not hold the copyright in information we publish, we will make this clear.

### **Charges**

This section explains when we may make a charge for our publications and how any charge will be calculated. There is no charge to view information on our website or at our premises except where there is a statutory fee, for example for access to registers.

We may charge for providing information to you e.g., photocopying and postage, but we will charge you no more than it actually costs us to do so. We will always tell you what the cost is before providing the information to you.

Our photocopying charge per sheet of paper is shown in the tables below:

**Black and white photocopying**

Size of Paper	Pence per sheet of paper
A3	20p
A4	10p
A5	10p

**Colour photocopying**

Size of Paper	Pence per sheet of paper
A3	30p
A4	20p
A5	20p

Information provided on CD-Rom or USB memory stick will be charged at £5.00 per disc/stick.

Postage costs will be recharged at the rate we pay to send the information to you.

When providing copies of pre-printed publications, we will charge no more than the cost per copy of the total print run.

We do not pass any other costs on to you in relation to our published information.

**Contact Us**

You can contact us for assistance with any aspect of this publication scheme:

Freedom of Information Officer  
Marketing Edinburgh Ltd  
26 Frederick Street  
Edinburgh  
EH2 2JR

[info@marketingedinburgh.org](mailto:info@marketingedinburgh.org)

0131 473 3666

We will also be pleased to advise you how to ask for information that we do not publish, or how to complain if you are dissatisfied with any aspect of this publication scheme.

**The classes of information that we publish**

We publish information that we hold within the following classes. Once information is published under a class we will continue to make it available for the current and previous two financial years.

Where information has been updated or superseded, only the current version will be available. If you would like to see previous versions, you may make a request to us for that information.

## Class 1: Marketing Edinburgh Ltd

### Class description:

Information about Marketing Edinburgh, who we are, where to find us, how to contact us, how we are managed and our external relations.

The information we publish under this class	How to access it
Who We Are	We are the DMO for the City of Edinburgh
Legal Registration Numbers	Marketing Edinburgh Ltd is registered in Scotland. No. SC392580
How to Find Us	We are based at: 26 Frederick Street Edinburgh EH2 2JR
Memorandum and Articles of Association	Available on request from above address
How we are managed	<a href="#">Meet the Team</a>
Freedom of Information & Publication Scheme	<a href="#">Freedom of Information</a>
Our Auditors	Chiene + Tait 61 Dublin Street Edinburgh EH3 6NL

## Class 2: How we deliver our functions and services

### Class description:

Information about our work, our strategy and policies for delivering functions and services and information for our service users.

The information we publish under this class	How to access it
What we do	<a href="#">Business Tourism</a> <a href="#">Film</a> <a href="#">Membership</a> <a href="#">Marketing Campaigns</a> <a href="#">Accommodation Booking for Delegates</a> <a href="#">Corporate Partnership</a>
Our Objectives	To develop wider global recognition of Edinburgh's strengths and quality of life  To secure Edinburgh's reputation on the global map of leading cities  To lead our partners in steering city promotional activity  To support and focus the city's efforts for increased inward investment and the growth and sustainability of jobs  To engage Edinburgh's residents and

	<p>communities in the positive promotion of their city</p> <p>To lever greater value for the city’s businesses and communities</p> <p>To build on Edinburgh’s reputation as a successful conference destination</p>
Follow TWITTER	Link
FACEBOOK	Link

### Class 3: How we take decisions and what we have decided

**Class description:**

Information about the decisions we take, how we make decisions and how we involve others.

The information we publish under this class	How to access it
Our Latest Releases and Information	<a href="#">Media Centre</a>
Our Management Team	<a href="#">Meet the Team</a>

### Class 4: What we spend and how we spend it

**Class description:**

Information our strategy for, and management of financial resources 9in sufficient detail to explain how we plan to spend public money and what has actually been spent

The information we publish under this class	How to access it
Directors Reports and Financial Statements	See the annual reports on our <a href="#">Freedom of Information</a> page
<p>Marketing Edinburgh Ltd is a publicly-owned company which operates in the competitive market for the services provided and, since the sole owner of the Company is the City of Edinburgh Council there is a wider public interest in the Company operating successfully.</p> <p>Information regarding what Marketing Edinburgh spends or plans to spend is therefore commercially sensitive information, and is considered exempt under the terms of –</p> <p><b>Section 33 Commercial interests and the economy sub-section (1) (b) - “Information is exempt information if –</b></p> <p><b>(b) its disclosure under this Act would, or would be likely to, prejudice substantially the commercial interests of any person (including, without prejudice to that generality, a Scottish public authority).”</b></p>	

Expenses Policy	
Marketing Edinburgh employees can reclaim business expenses providing that they are reasonable, and that they are wholly, necessarily and exclusively incurred in the course of performing their duties.	

**Class 5: How we manage our human, physical and information resources**

**Class description:**

Information about how we manage the human, physical and information resources of Marketing Edinburgh.

The information we publish under this class	How to access it
Human Resources <ul style="list-style-type: none"> <li>• Operations</li> <li>• Finance and Payroll</li> <li>• Commercial &amp; Business Development</li> <li>• IT &amp; Systems</li> <li>• Corporate Communications</li> <li>• Marketing</li> <li>• HR</li> <li>• Operational Risk</li> </ul>	<a href="#">Meet the Team</a>
Physical Resources Marketing Edinburgh manages facilities internally and is supported by a number of outsourced agencies	
Information Resources Privacy & Information Policies	<a href="#">Privacy Policy</a>
Freedom of Information	<a href="#">Freedom of Information</a>

**Class 6: How we procure goods and services from extended providers**

**Class description:**

Information about how we procure goods and services, and our contracts with external providers

The information we publish under this class	How to access it
We procure goods and services by effective use of competition wherever possible. Through our procurement actions our prime objective is to obtain best value for Marketing Edinburgh's requirements.	
List of Contract	Contact us using the address above

**Class 7: How we are performing****Class description:**

Information about how we perform as an organisation, and how well we deliver our functions and services

**The information we publish under this class****How to access it**

Annual Reports

See the annual reports on our [Freedom of Information](#) page

**Class 8: Our commercial publications****Class description:**

Information packaged and made available for sale on a commercial basis and sold at market value through a retail outlet e.g. bookshop, museum or research journal

**The information we publish under this class****How to access it**

N/A – no information held