



Derry City & Strabane
District Council

Comhairle
**Chathair Dhoire &
Cheantar an tSratha Báin**

Derry Cittie & Stràbane
Destrict Cooncil

Ref: FOI / 472

16 March 2016

Email: @hotmail.com

Dear

Freedom of Information Act 2000 Request Money spent on Sperrins

I refer to your FOI request as above and clarification received 10 March and respond as follows:

Spend Associated With Tourism Projects - Sperrins 15/16

Tourism has spent £700k over the last three years on the Discover Faughan Valley programme which supported 52 businesses many of which are within the Sperrins region.

In addition we have committed £10k towards the Tyrone and Sperrins Collective last year to support a Communications & Advertising Programme; the development of an Image Bank; the development of a Rural Tourism Master-plan.

Across the wider region the role of the Tourism function within Council includes the development of strategies and action plans, product development, network engagement, research, industry support and communication, as well as funding leverage and the provision of visitor information services. Furthermore, there are a range of other council services which contribute to the tourism function including countryside access, outdoor recreation, arts, culture, festivals and events all which support the tourism product.

The Tourism Unit has Service Level Agreements with cultural venues in Strabane. In relation to spends on Tourism in the Sperrins we spend £25k on

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Publicity & Promotions £35k on Tourism & Creative Industries as well as £11k general spends such as:

- Sperrins Killeter Walking Festival 2015 £5,489.50
- Wild Adventure Way Feasibility: DCSDC Contribution £4,650 of £14,000)
- Access & Trails Appraisal for the Faughan & Glenelly
- Sperrin Heritage Centre Feasibility Study /Economic Analysis
- Sperrin Heritage Centre - Facility maintenance to date
- Wilson Ancestral Home Contribution
- Newtown Stewart Local Information Office Contribution
- Contribution Year of Food (to facilitate rural benefits)
- Sperrins Walk Festival- Additional marketing support
- Tourism- Strabane Officer : Salaries & Wages- Estimated To Financial Year End
- Commitment to host International Appalachian Trail Sept 16: (To be carried over to 16/17)
- Strabane Canal Feasibility Study/Economic Analysis
- Derg Multi Activity Route
- Through our wider cultural department Strabane Visitor Information Centre (VIC) is managed, delivered and resourced through the Alley Arts & Conference Centre. These services deliver destination marketing, visitor servicing and tourism intelligence activity.

If you are dissatisfied with our response you have rights of review and appeal; these rights consist of two review processes. Firstly our internal review procedure is available by contacting:

John Kelpie

Chief Executive

Derry City and Strabane District Council

98 Strand Road

Derry BT48 7NN Tel 028 71253253 or email john.kelpie@derrystrabane.com

Secondly, you can appeal directly by contacting the Information Commissioner at:

Information Commissioner

Wycliffe House

Water Lane

Wilmslow

CHESHIRE SK9 5AF Tel: 0303 123 1113 (local rate) or email: casework@ico.org.uk

Yours sincerely

Director of Business and Culture



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