

**REPORT TO:** Executive Board Sub Committee

**DATE:** 12 February 2009.

**REPORTING OFFICER:** Strategic Director, Environment

**SUBJECT:** Selection of Company to Provide Tourism Kiosks

**WARD(S):** Borough-wide

## **1.0 PURPOSE OF REPORT**

- 1.1 This report sets out the way in which a list was derived for the supply of Kiosks for the provision of tourist and other travel information at main transport interchanges within the borough.
- 1.2 This report has been brought under to Section 3.2 of the Procurement Standing Orders; less than 3 quotations for goods or services shall be reported through Executive Board Sub Committee for approval.

**2.0 RECOMMENDED: That the Operational Director Economic Regeneration be authorised to award the contract for the supply, maintenance and installation to contractor A in the sum of less than £50,000 and that in light of the exceptional circumstances namely the need to utilize data already contained in The Mersey Partnership Mervin Database and in accordance with Procurement SO 1.6 Standing Orders 3.1- 3.7 and 3.10 be waived on this occasion in view of there being a limited number of suppliers in that the data held will need to be uploaded by a supplier already working with the data holder.**

## **3.0 BACKGROUND**

- 3.1 A proposal was approved in the 2008/09 Capital Programme spend up to £50,000 for the provision of tourism kiosks at main transport interchanges. This figure was based upon the known facts at the time regarding costs and installation charges.
- 3.2 The current provision of electronic tourist information is via a system provided through The Mersey Partnership. MERVIN (MERseyside Visitor Information Network) provides the information for webs sites and data base driven kiosks across the Merseyside region. To enable the kiosks in Halton to benefit from the information already captured within MERVIN the provider of the system was approached to identify companies already using the database as a direct source of information.

- 3.3 From the information provided only 2 companies were able to supply kiosk solutions. These companies were asked to attend meetings to discuss the requirements of the Halton provision and invited to submit quotations.
- 3.4 The results of the quotations supplied are outlined in appendix 1 of this report.

#### **4.0 PROPOSED KIOSK SUPPLIER AND LOCATION OF KIOSKS**

- 4.1 It is proposed to use Contractor A to provide, install and maintain the kiosks in this particular instance. The reasons for this is one of cost per kiosk, information provided within the kiosk for users and the maintenance prospectus provided by the company concerned.
- 4.2 As detailed earlier in this report, this company have a track record in the use of the MERVIN system for information provision. They also have in place licences for use of other information which can be provided on the kiosks at no further cost to Halton Borough Council. These include Journeyplanner, BBC Newsfeed, Local Area Maps. In addition features such as free e-postcards or video to email will also be provided.
- 4.3 In addition, provision of regional tourist information will encompass the Merseyside and Cheshire regions
- 4.4 The proposed location of the kiosks were originally Runcorn Mainline Railway Station with the possible provision dependent upon costs in Widnes Railway Station. Agreement of Virgin Trains has been gained for the provision in Runcorn. However Northern Rail, the operators of Widnes Railway Station, have suggested that due to passenger traffic, staff availability and opening times that Hough Green would be a better proposal.
- 4.5 The initial cost estimate was based on having kiosks outside. However, through discussions with landowners we are now able to place kiosks inside buildings. As such, the cost per unit is reduced and it is possible to extend the scheme within the confines of the existing budget. Therefore, it is proposed to install 2 further kiosks. One in the indoor area of Greenoaks Mall, the other in Halton Lea. These locations have been selected due to the secure nature of the environment and the throughput of foot traffic. These kiosks will provide information to local and visiting customers during opening times.

#### **5.0 BUSINESS CASE FOR WAIVING TENDERING SOs**

- 5.1 Value for money and Competition: The cost of licensing new suppliers to utilise the current Mervin Database will increase the initial outlay which could be spent on providing the kiosks, resulting in a reduced provision for the customer. There are currently 2 suppliers working with the data system and both of these have been contacted for quotes.

- 5.2 Transparency: The quotes and information relating to this contract will be available for inspection when required by those with a need to see such documentation
- 5.3 Accountability: Will remain with the Operational Director for Economic Regeneration in this instance as well as internal audit and external PPB scrutiny.

## **6.0 POLICY IMPLICATIONS**

- 6.1 The wide range of promotions and events co-ordinated by the Tourism and Promotions Service make a significant contribution to the economy of the Borough. The provision of the kiosks will enhance the visitor experience and ensure knowledge of the variety of facilities and events available.

## **7.0 OTHER IMPLICATIONS**

- 7.1 The cost of maintenance of the kiosks is covered for the first four years within the purchase price. The cost beyond that is period will be £1,000 per kiosk and this can be contained within existing budgets.

## **8.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

### **8.1 Children and Young People in Halton**

Access to information on facilities, events and attractions will enhance the cultural experience of local users of the kiosks, which will include young people and children.

### **8.2 Employment, Learning and Skills in Halton**

There will be an opportunity to link to local job search engines within the platform being provided.

### **8.3 A Healthy Halton**

Access to information on facilities, events and attractions will enhance the cultural experience of local users of the kiosks.

### **8.4 A Safer Halton**

Access to information on facilities, events and attractions provided by known tourism operators will enhance the experience of local users of the kiosks.

### **8.5 Halton's Urban Renewal**

The provision of information relating to tourism will enhance the visitor experience and also the attractiveness of the area by utilising tourism as a driver for investment opportunities. It will also enhance the day visitor experience which supports small local businesses.

## **9.0 RISK ANALYSIS**

9.1 The move for the kiosks to be located inside rather than outside largely addresses the key concern of potential vandalism.

## **10.0 EQUALITY AND DIVERSITY ISSUES**

10.1 The location of kiosks have been selected to maximise accessibility and to be in safe areas.

**APPENDIX 1**

Tender Information provided by Companies for the Provision of Tourism Kiosks.

	COST PER UNIT	ONSCREEN PROVISION (STANDARD)	ONSCREEN PROVISION (EXTRA COST)	EXTRA INFORMATION
COMPANY A	Dual Screen Unit £8,000 Single Screen Unit £6,000	Halton Tourist Information Halton Journey Planner Halton Based Jobsearch Local Maps BBC News Free Email/ Video Mail		Software Charge £750 one off charge Maintenance Included Mono Thermal Printer Maintenance Costs after year 4 approx £1150 per unit.
COMPANY B	Single Screen Unit £9380	Halton Tourist Information Local Maps BBC News Free Email/ Video	Project Mgt one off cost £10,000	New Mind License £1600 set up HUB Tourism License per unit £7500 Maintenance Cost Per unit after yr 4 approx £1750 New Mid License PA £1000 per unit Remote Monitoring pa after year 4 £1000  These Machines can accept payment cards for services such as phone top up services and such like.

Economic Regeneration Department Service Plan

KEY OBJECTIVES – RISK REGISTER

**TOURISM INFORMATION KIOSKS**

**Completed by:** Iain Bisset

**Date Completed:** 08/01/09



Assessment of Risk  
[As it is now]



Assessment of Residual Risk  
[With control measures implemented]

No	Risk (Threat/Opportunity to achievement of business objective)	Impact (Severity) [I]	Likelihood (Probability) [L]	Risk Score (I x L)	Risk Treatment Measures	Impact (Severity) [I]	Likelihood (Probability) [L]	Residual Risk Score (I x L)	Responsible	Timescale/Review Frequency
1	Funding after maintenance contract expires	4	3	12	Currently budgets available. Maintain budgets	2	2	4	IB	5 Years From Start date
2	TMP Stop using Mervin Database or cease to trade – loss of information	4	2	8	Outside our control but considered unlikely given the TMP investment to date	4	2	8	TMP	ongoing
3	Data Input – loss of personal	4	2	8	Maintain current staffing levels	2	2	4	IB	ongoing
4	Power Cuts within venues	4	2	8	Ensure auto start for all machines on	2	2	4	IB	Project Start

					power up					
5	Vandalism	4	3	12	Locate inside buildings	4	1	4	IB	Project Start

**EQUALITY IMPACT ASSESSMENT**

**SCREENING DOCUMENT**

<b>Directorate</b>	Environment	<b>Division</b>	Promotions & Tourism	<b>Person Responsible for Assessment</b>	Iain Bisset
<b>Name of the Policy/ Strategy/ Service</b>	PROVISION OF TOURIST INFORMATION KIOSKS	<b>Date of Assessment</b>	08/01/2009	<b>Is this a New or Existing Policy or Service?</b>	New
<b>1</b>	What are the aims and objectives of the Policy / Strategy / Service?	To provide key up to date tourist information at points within Halton. Other information will also be available as long as it is current and suitable			
<b>2</b>	What outcomes are wanted from the Policy / Strategy / Service?	To increase visits to attractions and also improve the day visitor numbers to Halton			
<b>3</b>	Who is intended to benefit from the Policy / Strategy / Service, and how?	Visitors and residents			
<b>4</b>	Who are the main stakeholders in the Policy / Strategy / Service?	HBC, TMP, Borough attractions/ accommodation providers, transport providers and retail venues			
<b>5</b>	Who implements the Policy / Strategy / Service and has responsibility for it?	Promotions & Tourism Section within Regeneration			
<b>6</b>	Are there any associated Policies / Strategies or objectives?	Community Strategy Economic Development and Tourism Strategy Employment Strategy and Action Plan			
<b>7</b>	Could the Policy / Strategy / Service have a differential impact (positive or negative):				
		<b>Yes</b>	<b>No</b>	<b>Evidence</b>	

<b>a</b>	On Racial Groups		<b>X</b>	There will be a section available to translate information if required into other languages
<b>b</b>	Due to Gender		<b>X</b>	No Impact. Available to all
<b>c</b>	Due to Disability		<b>X</b>	The kiosks are designed according to DDA standards, therefore are accessible
<b>d</b>	Due to Sexual Orientation		<b>X</b>	The kiosks will be available to all
<b>e</b>	Due to Age	<b>X</b>		Some older people may be reluctant to use new technology, However, the system is straight forward to use and staff will be promoting and explaining their use when first installed.
<b>f</b>	Due to Religion		<b>X</b>	The Promotions and Tourism service always respect the dignity and wishes of any customer. As such, every effort will be made to ensure any local data included is accurate and mindful of such issues.
<b>8</b>	Available statistical/qualitative information relevant to the Policy / Strategy / Service and equality issues			None
<b>9</b>	Could the Policy / Strategy / Service affect relations between different groups in the Borough?			No
<b>10</b>	Could the Policy / Strategy / Service damage relations between groups in the Borough and the Authority?			No



**DECISION**

<b>Does the Policy / Strategy / Service:</b>	<b>Eliminate unlawful discrimination</b>	<b>Yes</b>		<b>No</b>	<b>X</b>
	<b>Promote equality of opportunity</b>	<b>Yes</b>	<b>X</b>	<b>No</b>	
	<b>Promote good relations between different groups in the community</b>	<b>Yes</b>		<b>No</b>	<b>X</b>

**Impact Assessment: Low**

<b>Agreed By</b>	<b>Gary Collins</b>	<b>Date</b>	9 Jan 09
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**Actions to Be Taken: 31 Jan 2010**

		<b>Yes</b>	<b>No</b>
<b>1</b>	Collect more evidence		x
<b>2</b>	Conduct formal consultations		x
<b>3</b>	Reconsider Policy / Strategy		x
<b>4</b>	Resubmit Policy / Strategy		x
<b>5</b>	Adopt Policy / Strategy		x
<b>6</b>	Make monitoring arrangements		x
<b>7</b>	Publish assessment results	X	
<b>8</b>	Other actions planned to deal with Equalities issues raised by the Assessment (if so, give details in comments box below)		

**Additional Comments:**

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