

**Report to Partnership Meeting 7 October 2011**

**EUROPEAN PROJECTS**

**Giant Puffin**

**Purpose of Report**

To report to Members on progress made on our itinerary/journey planning project.

**Progress to date**

The technical brief for the site was drawn up with the assistance of Highland Business Research and following competitive tender with six companies invited to bid, HITRANS appointed Steer Davis Gleave to carry out the technical development of the site. JMP were selected to provide technical oversight and assistance with project management. View Marketing are responsible for copy and branding. HITRANS has trademarked brand names through the Intellectual Property Office.

On 3 October 2011 the steering group will meet the design team to prepare for a stakeholder workshop the following day. The output will be shared with the Board in Stornoway. It is planned to launch the website in February 2011, with a high profile marketing campaign.

**Finance**

Our first claim to end March 2011 has been submitted, and we anticipate receiving our share funds from the Northern Periphery Programme in February 2012. In view of the heavy commitment in staff time in developing the project we may be seeking to cover a greater proportion of our own costs.

**Next Steps**

We will continue to monitor our budget carefully in the current year, and roll out mobile applications and widgets in the next financial year. The final conference is to be held in our area in 2013.

**Recommendation**

1. Members are asked to note the report.

<b>Risk</b>	<b>Impact</b>	<b>Comment</b>
RTS delivery	√	This project fits well with a number of RTS Horizontal themes.
Policy	√	This project could have positive environmental benefits.
Financial	√	The project is fully funded.
Equality	-	No impact on equalities issues.

**Report by:** Frank Roach  
**Designation:** Partnership Manager  
**Date:** 27<sup>th</sup> September 2011