

30th October 2007

Our ref: R00014

RE: Freedom of Information - Expenses of the RDA

Your Request:

Request for information under the Freedom of Information Act in regard to:

- 1) a list of all overseas visits made by staff of the South East England Development Agency, or arranged and paid for by the Agency, at public expense;*
- 2) a list of all events hosted with a total cost of £5,000 or greater and the cost of those events;*
- 3) a list of offices maintained by the RDA overseas and the cost of maintaining those offices;*
- 4) a list of any party affiliations of the Chairman and the Chief Executive of the South East England Development Agency.*

Information Response:

Thank you also for providing further clarification of your specific requirements which SEEDA received on 9th October 2007 as follows:

- 1) The last financial year available is fine
- 2) Please could we have details of events where the RDA has spent more than £5000 whether the event was run in conjunction with a partner or solely
- 3) Information related to the breakdown of travel expenses as regards the use of taxis has been released by SEEDA earlier this year and was covered by the Brighton and Hove Argus on 4th April 2007. Details have obviously been compiled by SEEDA. Please could you provide details at least to the level provided by SEEDA earlier this year
- 4) Please could you provide both locations and costs of the visits

The information you requested is provided under the following headings.

1) Overseas Visits by SEEDA Staff or Funded by SEEDA

Visits were made by SEEDA staff to the following overseas destinations between April 2006 and March 2007 to further the interests of sustainable economic development in the South East of England. Further information is detailed in the narrative following the list.

Date (if known)	Destination	Country
12-17 Mar 2007	Cannes	France
12-14 Feb 2007	Dublin	Ireland
9 trips	Brussels	Belgium
12-14 Nov 2006	Barcelona	Spain
26-28 Feb 2007	Heerlen	Netherlands
13-16 Feb 2007	Madrid	Spain
28-31 Oct 2006	Copenhagen	Denmark
28-31 Oct 2006	Malmo	Sweden
7 Dec 2006	Brussels	Belgium
6-9 Nov 2006	Brussels	Belgium
23-25 Oct 2006	Brussels	Belgium
14-15 Sept 2006	Brussels	Belgium
21-22 Mar 2007	Oostende	Belgium
9-10 Jan 2007	Lille	France
06 Dec 2006	Lille	France
19-22 June 2006	Aachen	Germany
28-30 June 2006	Athens	Greece
24-28 Feb 2007	Heerlen	Netherlands
13-15 Feb 2007	Madrid	Spain
	Brussels	Belgium
4-5 Jun 2006	Brussels	Belgium
5-6 Mar 2007	Lille	France
1-6 Dec 2006	Amsterdam	Netherlands
27-28 Feb 2007	Heerlen	Netherlands
12-16 Feb 2007	Madrid	Spain
	Brussels	Belgium
12-14 Feb 2007	Dublin	Ireland
25-27 Oct 2006	Oslo	Norway
25 May 2006	Lille	France
14-15 Sep 2006	Bruges	Belgium
23-25 Oct 2006	Brussels	Belgium

Date (if known)	Destination	Country
8-9 Jun 2006	Lille	Belgium
7-8 Dec 2006	Lille	France
28-30 Jun 2006	Brussels	Belgium
7-9 Nov 2006	Brussels	Belgium
10 Jan 2007	Lille	France
21-23 Jun 2006	Aachen	Germany
18 Aug 2006	Cologne	Germany
4-6 Oct 2006	Stuttgart	Germany
22-23 Nov 2006	Stuttgart	Germany
27-28 Feb 2007	Heerlen	Netherlands
1-4 Mar 2007	Heerlen	Netherlands
5-6 Mar 2007	Lille	Netherlands
31 May - 1 Jun 2006	Utrecht	Netherlands
12-13 Sept 2006	Utrecht / Heerlen	Netherlands
16-16 Feb 2007	Madrid	Spain
3 trips	Brussels	Belgium
20-21 Sep 2007	Brussels	Belgium
3 trips	Brussels	Belgium
Nov 2006	Geneva	Switzerland
15-16 Jan 2007	Toledo	Spain
28-31 Oct 2006	Copenhagen	Denmark
28-31 Oct 2006	Malmo	Sweden
5-6 March 2007	Lille	France
26 Feb - 1 Mar 2007	Heerlen	Netherlands
13-16 Feb 2007	Madrid	Spain
12-14 Feb 2007	Dublin	Ireland
3-10 Mar 2007	Mumbai	India
20-21 Sep 2007	Brussels	Belgium
28-31 Oct 2006	Copenhagen	Denmark
28-31 Oct 2006	Malmo	Sweden
20-21 Sep 2007	Brussels	Belgium
28-31 Oct 2006	Copenhagen	Denmark
28-31 Oct 2006	Malmo	Sweden
09 Jan 2007	Brussels	Belgium
18 Jan 2007	Brussels	Belgium

Date (if known)	Destination	Country
07 Dec 2006	Brussels	Belgium
May 2006	Brussels	Belgium
3-7 Oct 2006	Krakow	Poland
1 trip	Brussels	Belgium
17 Nov 2006	Brussels	Belgium
12 Jan 2007	Brussels	Belgium
25-27 Oct 2006	Oslo	Norway
19-21 Feb 2007	Madrid	Spain
25 May 2006	Lille	France
25 May 2006	Lille	France
25 May 2006	Lille	France
Apr 2006	Dusseldorf	Germany
Oct 2006	Chicago	USA
Nov 2006	Wuppertal	Germany
3 or 4 trips	Brussels	Belgium
18 trips	Various	Europe
5 trips	Various	Europe
1 trip	Seville	Spain
10 trips	Various	Europe
8 trips	Various	Europe
19-23 Jun 2006	Boston	USA
4-9 Nov 2006	Boston	USA
12-16 Feb 2006	NY, Washington DC & Boston	USA
27 Mar - 6 Apr 2006	Orlando & San Francisco	USA
23 Sep - 4 Oct 2006	West Coast	USA
15 Jun 2006	Lille	France
10 May 2006	Lille	France
24 Apr 2006	Paris	France
09 May 2006	Paris	France
21 May 2006	Paris	France
15 Aug 2006	Paris	France
10 Oct 2006	Paris	France
04 Dec 2006	Paris	France
19-23 June 2006	Boston	USA

Date (if known)	Destination	Country
13-17 Mar 2006	Miami	USA
27-29 Sep 2006	Hong Kong	Hong Kong
19 Oct 2006	Paris	France
19-20 Mar 2007	Brussels	Belgium
11-12-13 Oct 2006		Denmark / Sweden
5-15 May 2006		Finland
12-16-19 Nov 2006		Germany / Finland / Sweden
18-24 Feb 2007	Japan	Japan
19 Oct 2006	Paris	France
10 Oct 2006	Paris	France
2-9 Dec 2006	Hong Kong	Hong Kong
9-14 Dec 2006	Dubai	UAE
16-19 Jan 2007	Virginia	USA
24-28 Sep 2007	Hong Kong	Hong Kong
19-20 Mar 2007	Brussels	Belgium
17 Oct 2006	Paris	France
10 Oct 2006	Paris	France
5-13 Sep 2006	Halifax, NS & Washington	Nova Scotia
1-5 May 2006	Austin, Texas	USA
28 Feb - 8 Mar 2007	LA, Washington DC & Chicago	USA
29 Oct - 4 Nov 2006	Washington DC	USA
8-14 Jun 2006		China
5 Oct 2006	Brussels	Belgium
15-17 Mar 2007	Hannover	Germany
10 Oct 2006	Paris	France
28-30 Jan 2007	Dubai and Abu Dhabi	UAE
4-9 Nov 2006	Boston	USA
19 Oct 2006	Paris	France
30 Sep - 10 Oct 2006		India
12-23 Nov 2006		India
27 Mar - 6 Apr 2006	Orlando, & San Francisco	USA
23 Sep - 4 Oct	East Coast	USA

Date (if known)	Destination	Country
2006		
31 Mar - 6 Apr 2006	Orlando, & San Francisco	USA
17-26 May 2006		USA
11-12-13 Oct 2006		Denmark / Sweden
24 April 2006	Paris	France
10 Oct 2006	Paris	France
27-29 Sep 2006	Hong Kong	Hong Kong
19-23 Aug 2006	Korea	Korea
17-26 May 2006		USA
9-14 Dec 2006	Dubai	UAE
12-16-19 Nov 2006		Finland
19 Oct 2006	Paris	France
12-23 Nov 2006		India
2-9 Dec 2006	Hong Kong, Shenzhen	Hong Kong
30 Sep - 10 Oct 2006		India
12-23 Nov 2006		India
6-13 Jun 2006	Korea	Korea
19 Oct 2006	Paris	France
5-13 Sep 2006	Halifax, NS & Washington	Nova Scotia
9 Oct 2006		Germany
22-24 Oct 2006		Ireland
12-20 Jan 2007		UK – from US
1-5 May 2006	Austin, Texas	USA
12-23 Nov 2006		India
Jan 2007		UK – from US

SEEDA International

Latest figures show, in the 2006 – 2007 fiscal year the South East attracted **235** foreign direct investments, the highest number outside London of any English region. South East Trade and Investment assisted **84** foreign owned companies to establish new operations or expand current operations in the region. These investments are forecast to generate in excess of **2,300** new employment opportunities and safeguard more than **1,500** jobs over the next three years.

These outputs have been generated as a result of the SEEDA International teams' activities, overseas business development visit programmes and the employment of overseas-based representatives. SEEDA has developed a strong pipeline of future investors, which will enable the region to increase the flow of FDI.

During 2006 – 2007 the SEEDA International team:

- Identified and worked with **478** companies seeking to develop their business in UK.
- Assisted **86** international companies to undertake business development visits to the region.
- Assisted **40** South East based companies to develop their business overseas as part of coordinated trade and investment visits.
- Undertook **31** International investor development meetings with the HQ facilities of strategically important overseas investors in the region.
- Assisted **57** International companies to establish new operations in the South East.
- Assisted **19** International companies to expand their operations in the South East.

Trips to and from Brussels

Brussels based staff travel to Guildford on a number of occasions during the year to meet colleagues in SEEDA to discuss delivery of the business plan. They also attend Guildford for meetings, training and inductions. The Brussels office manager travelled to Guildford for finance meetings and IT training.

Reasons for trips to Brussels from SEEDA Guildford include:

- To participate in a think tank on the importance of entrepreneurship in education, which influenced the associated European policy paper;
- To influence European Policymaking, develop an understanding of the work of the Brussels office and visit the European Parliament;
- For a SEEDA Board meeting in Brussels (meets there roughly once every 2 years to promote the work of SEEDA to EU) preceded by meetings with representatives of European Commission;
- To attend a meeting of the Joint Europe Committee (a formal sub-committee of both SEEDA and the Regional Assembly, which shapes European policy and management of EU funds in the South East and which holds one of its 3 meetings in Brussels each year to promote the work of the SE to EU);
- To support the relocation of South East England House;
- To draw European funds into the South East of England:

- To participate in the EU's Competitiveness Programme and the development of the Framework 7 programme of research funding.
- Grow, a €7.5 million InterregIIC joint programme between South East of England, Emilia-Romagna in Italy, Andalucia in Spain, Noord- Brabant in the Netherlands and Malopolska in Poland. GROW supports 16 pilot projects and is pioneering initiatives to address the dilemma that regional strategies face when balancing social, environmental and economic constraints to achieve stable growth.
- HST Core Executive meetings are part of the contractual agreement with the Interreg Funding programme. As a transnational project SEEDA is required to hold these meetings in each of the partner countries of Netherlands, Germany, Belgium and France. As Lead Partner all SEEDA HST project staff are expected to attend to enable the transnational partners to work collaboratively and to encourage networking and exchange of knowledge and ideas.
- SEEDA is a partner in Connected Cities. Partnership meetings are a contractual obligation of the project funding and are held in each of the 20 European partner countries to enable the transnational partners to work collaboratively and encourage networking and knowledge exchange.
- IMPACTE partnership meetings are a contractual agreement with the funding body, that regular partnership meetings are held in the three partnership countries of the UK, Belgium and France.

Travel costs for SEEDA April 2006 – 2007 are: £235,600.

2) List of Events Hosted by SEEDA in 2006 / 07 costing over £5000

DATE	EVENT	COST
12.4.2006	South East Regional Awards event at Stowe House.	Total: £5,000.
28.6.2006	Learning Curve Event, Baylis House, Slough Message – Encouraging hard to reach unemployed youngsters and to show how they can get jobs in the creative industries.	Total: £19,000 Contributions:- SEEDA - £10,000 Culture South East - £2,000 LSC Sussex - £5,000 Arts Council - £2,000
11 and 12.7.2006	Biosciences and Healthcare Fair Dartford Grammar School for Girls, Shepherds Lane, Dartford, Kent DA1 2NT	Total: £8,452
19.7.2006	Action for Communities Regional Stakeholder Event The Centre Farnham Road Slough Berks SL1 4UT	Total: £7,000
27.9.2006	Cultural Shift Conference, Sandown Park Racecourse, Portsmouth Road Esher Surrey KT10 9AJ	Total: £30,111
Oct 06 - present	British Urban Regeneration Association (BURA) Sponsorship	Total: £20,000 including a series of conferences and workshops being put on by BURA for the Seaside Network.
6.10.2006	Major Sports Event Conference Chart Hills Golf Club, Weeks Lane Biddenden Kent TN27 8JX	Total: £9,316.70 + VAT

DATE	EVENT	COST
19.10.2006	CBI Innovation Conference Qinetiq, Cody Technology Park Farnborough	Total:£5,000 plus VAT
15.11.2006	Oxford Flying Start Rally The Oxford Union Frewin Court Oxford OX1 3JB	Total: £10,308.03
6.12.2006	“The latest technologies in 3D data processing, displays and applications” Conference Royal Lancaster Hotel, Lancaster Terrace, Hyde Park, London, W2 2TY	Total: £8,000
14.2.2007	Kent Flying Start Rally Canterbury Christ Church University Medway Multi-campus Rowan Williams Court 30 Pembroke Court Chatham Maritime Kent ME4 4UF	Total: £ 6,702.41
15.2.2007 – 16.2.2007	Resource Efficiency Designing Out Waste, Royal Berkshire Conference Centre, Reading	£10,000 sponsorship for event came from Business Resource Efficiency and Waste (BREW) Programme.
7.3.2007	Brighton Flying Start Rally Brighton Dome Corn Exchange 29 New Road Brighton BN1 1UG	Total: £13,103.06
13.3.2006 – 16.3.2006	MIPIM 2007 Palais des Festivals Cannes France	The total cost of events part- supported by SEEDA during MIPIM 2007 totalled £24,229.05. (See note below).

DATE	EVENT	COST
15.3.2007	The Flagship Enterprise Conference CPD day for EBLO staff Hilton, Gatwick	Total: £7,700
19.3.2007	Leadership Academy Launch Event Holiday Inn, Edgerton Road, Guildford	Total: £14,858.80
07.07.2006	Isle of Wight Skills Fair, Cowes High School, Cowes, IOW	Total: 10K
03.10.2006 – 05.10.2006	Sussex Skills Festival, Brighton Racecourse, Brighton, East Sussex	Total: £50K
30.01.2007 – 01.02.2007	Surrey Skills Festival, Sandown Park, Esher, Surrey,	Total: £50K
07.02.2007	Construction Skills Fair, The Rosebowl, Southampton Hampshire	Total: £20K
02.03.2007	North Hants Skills Fair, Festival Place, Basingstoke, Hampshire	Total: £20K

MIPIM 2007

SEEDA has attended Marché International des Professionnels d'Immobilier (MIPIM) since 2000 and provides exhibition and marketing stand space for South East businesses and local authorities in the region, providing them with an effective coherent, joined-up presence at the event. A total of 13 SEEDA staff attended MIPIM 2007 as delegates for all, or part of, the exhibition and conference representing SEEDA.

In taking its own staff to manage its presence, stand, events and press work rather than employing the services of a project management team for the event, SEEDA saved an estimated £70,000. The SEEDA stand (including all exhibition

days, build and breakdown), all events and press liaison were handled by 7 SEEDA staff.

As well as to showcase developments such as Chatham Maritime and transport projects in Dover on the SEEDA stand, a key purpose of SEEDA's presence at MIPIM 2007 was specifically to host or part-host the following events:

- Growth Areas Showcase 'Meet & Greet' Reception to unveil models of specific development opportunities in Ashford and Northfleet Embankment, Kent. Approximately 90 delegates visited the SEEDA stand to attend the reception including many private investors and developers.
- Greater South East Brunch Event, held in partnership with the LDA and EEDA, focusing on the development opportunities across the Thames Gateway. Approximately 180 delegates attended.
- The official unveiling of the new Woolston Riverside development in Southampton. The unveiling attracted approximately 70 delegates to the SEEDA stand.
- A reception for the Reading Diamond for Investment and Growth was attended by approximately 50 guests.
- A South East Developer Luncheon for key international development and property professionals.
- A showcase for Crest Nicholson including the Woolston Riverside development which attracted over 100 delegates.
- SEEDA's South East Property Dinner, a carefully targeted event attended by key property specialists.

In summary, the key reasons for SEEDA's presence at MIPIM are:

- The property industry is crucial to the development of the South East.
- SEEDA is the region's main catalyst for companies moving into the region.
- SEEDA showcases its land for development in the South East.
- Continued presence at MIPIM since 2000 helps maintain contacts in a competitive and fast-moving international property development market.
- MIPIM is the international rendezvous for more than 21,000 professionals in the real estate industry at an international level.
- MIPIM attracts all the UK's major development projects and operations and is a unique showcase for new trends and strategies.
- MIPIM has been running for more than 16 years and has become the prime reference event of the real estate sector. There is no other equivalent event at which SEEDA could achieve its marketing and property development objectives.

3) Overseas Offices Maintained by SEEDA

SEEDA Overseas Representation

SEEDA only employs overseas representatives in strategically important markets for inward investment activity. This activity is approved by central government.

SEEDA employs a number of market-based representatives to facilitate the attraction of enhanced levels of high value foreign direct investment from SEEDA's priority target markets. Each overseas representative is charged with the identification and attraction of high value FDI to the South East of England; creating employment opportunities in the region, introducing new management techniques and technology in the region's economy. The SEEDA market-based staff further support the development of strategically important relationships with organisations based in knowledge driven regions globally; supporting two-way trade, investment and knowledge transfer activities.

The SEEDA market based-representatives work very closely with UK Trade and Investment and other partners to ensure maximum benefit to the UK economy. SEEDA has been undertaking discussions with other UK regions (predominately London and the East of England) to undertake joint overseas activity and representation which has led to SEEDA and London jointly appointing a representative in Korea. SEEDA representatives provide potential investors with an in-depth knowledge of the region's industry and the region's unique selling propositions.

The SEEDA overseas representatives play a pivotal role in enabling the South East to increase its global competitiveness as highlighted in the South East England Regional Economic Strategy.

OFFICE LOCATION	YEAR OPENED	NUMBER OF PERSONNEL		COST	OTHER COMMENTS
		full time (ft) or part-time (pt)			
		Directly engaged	Agents or representatives		
North America					
Boston	Jun 2003	1 ft		£64k	
Boston	Dec 2006	1 ft		£17k	4 months activity
Orange County	Jul 2001	1 ft		£62k	
San Francisco	Nov 2006	1 ft		£24k	5 months activity
Chicago	Sep 2006	1 ft		£36k	7 months activity

Asia Pacific					
Shanghai	Jul 2003	1 ft		£38k	
Sydney	Jul 2003		1 pt	£50k	
Tokyo	Apr 2002	1 ft		£57k	
Europe					
Paris	Nov 2005	1 ft		£87k	
Stuttgart	Aug 2006		1 pt	£89k	8 months activity
Grand Total				£524k	

In addition, SEEDA jointly maintains, with its partners (listed below) an office in Brussels. The joint office also accommodates the Kent Brussels Office and the Southern England Local Partners Office.

SEEDA's costs for the South East England Brussels office in 2006/07 were £74,609.

4) Party Affiliations

The South East England Development Agency does not hold information on political affiliations.