

5<sup>th</sup> August 2009

Your ref: Email dated 08.07.09

Our ref: R00138

## **Freedom of Information Request – Personalities paid by SEEDA**

Thank you for your Freedom of Information Request, dated 8<sup>th</sup> July 2009, concerning how much has SEEDA paid personalities to front campaigns / events.

Your request to SEEDA is:

*“How much has your organisation paid personalities to front publicity campaigns or attend events in each of the last three financial years, 2006-7, 2007-8 and 2008-9?”*

*Please define personalities as celebrities or high profile public figures.*

*Please also provide a list of the personalities paid in each year, giving their name and a brief description of the nature of the work they did for you.*

*Please note I am not asking for details of the amount paid to each individual, as I understand this would be in breach of data protection. I am asking for the total amount paid in each year and the names of the personalities.”*

## **Information Requested**

To prepare the list of personalities engaged over the last three financial years, SEEDA has examined in detail all payments of £1000 or more paid to individuals who can be considered to be celebrities or high profile figures. The annual total amount paid includes fees for appearance, speaking and / or facilitation of events and associated expenses. SEEDA has also engaged a sports personality to act as a Regional Ambassador to promote the 2012 Olympics.

SEEDA has applied the exemption for Personal Data under Section 40 of the Freedom of Information Act to not disclose the amount paid to individuals.

Personality	Description of Nature of Work
<b>2006/07 - Total £19,766</b>	
<b>Michelle Mone</b>	Speaking at the SEEDA Cultural Shift South East Social Enterprise Conference 27 <sup>th</sup> Sept 2006.
<b>Charles Leadbeater</b>	Speaking at the SEEDA Cultural Learning Curve Conference 28 <sup>th</sup> June 2006.
<b>Roger Harrabin</b>	Keynote Address at South East Water Resources Forum 22 <sup>nd</sup> June 2006.
<b>Johnny Ball</b>	Speaking at Dartford School Biosciences Fair 11 <sup>th</sup> to 12 <sup>th</sup> July 2006.
<b>Richard West</b>	Keynote address at the International Trade Awards Dinner, Mercedes Benz World, Brooklands, 22 <sup>nd</sup> March 2007.
<b>2007/08 - Total £19,488</b>	
<b>Johnny Ball</b>	Official Opening of the SEEDA Garden at the Chelsea Flower Show 21 <sup>st</sup> May 2007.
<b>David Bellamy</b>	Official Opening of the Fowlmead Country Park on the former site of the Betteshanger Colliery 27 <sup>th</sup> May 2007.
<b>John Prescott MP</b>	Contribution to speaking fee at Chartered Institute of Housing South East Conference. Hilton Metropole Hotel, Brighton 4 <sup>th</sup> to 6 <sup>th</sup> March 2008.
<b>2008/09 - Total £19,285</b>	
<b>Mark Goyder</b>	Speaking at the launch of the South East Corporate Cabinet, Windsor Castle 27 <sup>th</sup> June 2008. The Corporate Cabinet is a collaborative working between corporate companies, SEEDA, public and voluntary & community sector organisations to improve the quality of life in the areas of greatest need in the South East..
<b>Zac Purchase Mark John Hunter</b>	The aim of this event at Wentworth Golf Course was to celebrate the success of the Olympic and Paralympic athletes from the South East region and to engage local organisations, such as local authorities, to get involved with the South East's effort to win real benefits from the 2012 legacy.

<b>Peter Sissons</b>	Peter Sissons was the facilitator at SEEDA's 'Beyond the Crunch: Building a Stronger South East' regional conference on the 25 <sup>th</sup> March 2009. The conference was attended by over 200 leading figures in the construction and development industry together with relevant public agencies and held at the QEII conference centre in London. Peter Sissons was asked to: facilitate and encourage questions from the floor; act as chair for sections of the event; manage the voting session; and to host the question time style panel debate in the afternoon. The payment was for one full day facilitation and 2 half day briefings on the audience, topic and role.
<b>Mary McAnally</b>	Mary McAnally has been employed as the South East Regional Ambassador for 2012 Olympics during 2008-2009. Mary McAnally has a unique understanding of the communications and media sector, the Sports sector and strong working relationships and experience with LOCOG and NRG. This unique knowledge and experience enables her to provide specialist support to SEEDA's 2012 Executive and the South East Partnership.

## Disclosure Log

This information will also be made available on SEEDA's Freedom of Information Disclosure Log on the SEEDA website ([www.seeda.co.uk/About\\_SEEDA/Freedom\\_of\\_Information\\_disclosure\\_log/](http://www.seeda.co.uk/About_SEEDA/Freedom_of_Information_disclosure_log/)). Personal details and other information that could identify requesters is redacted (removed) from the disclosure log version.

## Conclusion

If you are not satisfied with the way we have handled your request, or if you are unhappy with our response, you can appeal using our Complaints Procedure as follows:

A request for a review should be addressed to Robert Crawford, Chief Operating Officer, and sent by email to: [robertcrawford@seeda.co.uk](mailto:robertcrawford@seeda.co.uk) or by post to SEEDA, Cross Lanes, Guildford, GU1 1YA. You will be notified of the outcome within 20 working days.

If you are still dissatisfied after pursuing our Complaints Procedure, then under Section 50 of the Act, you are entitled to appeal to the Information Commissioner (Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF, telephone: 01625 545700, fax: 01625 524510).

Please contact me if you have any other queries.

Yours sincerely

**Paul Lovejoy**  
**Executive Director, Strategy and Communications**

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