

5th August 2009

Your ref: Email dated 08.07.09

Our ref: R00139

Freedom of Information Request – Artists / Personalities paid by SEEDA

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

Your request to SEEDA is:

“Please note that I am only interested in information which relates from the period January 1 2008 to the present day. Please note that if you are classed as an art gallery I am not interested in receiving information about artists and their work which has been commissioned as a normal part of your everyday business.

- 1 Could you provide a list of public figures who the organisation has paid to carry out some sort of public presentation and or campaigning and or networking and or publicity work on its behalf. Please note that the term public figure will include but will not be limited to professional entertainers, business leaders, musicians, producers, playwrights, directors, television and or radio presenters, sports personalities, broadcasters, artists, dancers, journalists, actors, comedians, authors, playwrights, TV chefs etc. I am only interested in receiving information about those professionals who are not politicians or government employees but who have carried out paid work for the department. Please note that the work they were required to do will include but will not be limited to the chairing of conferences, public speaking, starring in and or helping to produce in-house videos and films, voice-overs for radio and or TV and or cinema campaigns, fronting campaigns, hosting receptions, after dinner speaking, appearing in posters and or television/cinema and radio campaigns etc.*

2. *In each case can you identify the individual, provide a brief outline of the work they carried out and state the date when the work took place. If the work was part of campaign can you please state what that campaign was for. If the work involved any sort of public appearance(s)? Can you provide details of the venue where these appearances took place? If the work involved production of any commercial and or publicity film and or in house video can you provide the title of that production (s). If the work involved the production of any sort of printed visual or photographic material can you please provide copies of this material.*
- 3 *In each case can you state how much the individual and or their agent and or their company (which ever is most appropriate) was paid for the personality's input."*

Information Requested

To prepare the list of personalities engaged between 1st January 2008 and 30th June 2009 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
1st Jan 2008 - 30th June 2009: Total £30,060	
John Prescott MP	Contribution to speaking fee at Chartered Institute of Housing South East Conference. Hilton Metropole Hotel, Brighton 4 th to 6 th March 2008.
Mark Goyder	Speaking at the launch of the South East Corporate Cabinet, Windsor Castle 27 th 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.
Zac Purchase Mark John Hunter	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.

Peter Sissons	Peter Sissons was the facilitator at SEEDA's 'Beyond the Crunch: Building a Stronger South East' regional conference on the 25 th 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.
Charlotte Hawkins	Hosting and Presenting Adult Learner's Award Ceremony at Denbies Dorking 13 th May 2009.
Ade Adepitan, Paralympian Basketball player	Case study videos have been filmed between March and June 2009 to promote the work that is being done to make the South East an accessible region for disabled people. These case studies will appear on key websites such as Tourism South East and in disability welcome training sessions. The title of this work is 'Hosting the World in 2012: Boosting South East Businesses through Accessible Tourism'.
Mary McAnally	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/). 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 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

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