

15th September 2009

Your ref: Email dated 14/08/09
Our ref: R00157

Freedom of Information Request

Thank you for your Freedom of Information request dated 14th August 2009 relating to expenditure and staff numbers relating to Marketing, Public Relations and Administration.

Original Information Requested

- 1. How much has the Agency and its subsidiaries/Group members spent on Marketing (as defined in the Agency's Annual Report and Accounts) for each financial year from and including 1 April 1999 to and including 31 March 2009? For each year please provide a full breakdown per year of the details of each item of expenditure.*
- 2. How many staff responsible for Marketing has the Agency and its subsidiaries/Group members employed in each financial year from and including 1 April 1999 to and including 31 March 2009?*
- 3. How much has the Agency and its subsidiaries/Group members spent on Public Relations (as defined in the Agency's Annual Report and Accounts) for each financial year from and including 1 April 1999 to and including 31 March 2009? For each year please provide a full breakdown per year of the details of each item of expenditure.*
- 4. How many staff responsible for Public Relations has the Agency and its subsidiaries/Group members employed in each financial year from and including 1 April 1999 to and including 31 March 2009?*
- 5. How many communications staff and/or press officers has the Agency and its subsidiaries/Group members employed in each financial year from and including 1 April 1999 to and including 31 March 2009?*

6. *How much has the Agency and its subsidiaries/Group members spent on Administration (as defined in the Agency's Annual Report and Accounts) for each financial year from and including 1 April 1999 to and including 31 March 2009? For each year please provide a full breakdown per year of the details of each item of expenditure.*
7. *How many staff responsible for Administration has the Agency and its subsidiaries/Group members employed in each financial year from and including 1 April 1999 to and including 31 March 2009?*

Revised Request

Following clarification the request has been amended into the revised request below. We have grouped the request into information relating to expenditure and information relating to staff numbers.

Expenditure

(Q1) How much has the Agency and its wholly owned subsidiaries spent on Marketing for financial years 2008-09, 2007-08 and 2006-07 broken down to budget code level.

(Q3) How much has the Agency and its wholly owned subsidiaries spent on Public Relations financial years 2008-09, 2007-08 and 2006-07 broken down to budget code level.

(Q6) How much has the Agency and its wholly owned subsidiaries spent on Administration financial years 2008-09, 2007-08 and 2006-07 broken down to budget code level.

Staff Numbers

(Q2) How many FTE staff responsible for Marketing has the Agency and its wholly owned subsidiaries employed as at 31st March for the financial years 2008-09, 2007-08 and 2006-07?

(Q4) How many FTE staff responsible for Public Relations has the Agency and its wholly owned subsidiaries employed as at 31st March for financial year 2008-09, 2007-08 and 2006-07?

(Q5) How many FTE communications staff and/or press officers has the Agency and its wholly owned subsidiaries employed as at 31st March for financial year 2008-09, 2007-08 and 2006-07?

(Q7) How many FTE staff responsible for Administration has the Agency and its wholly owned subsidiaries employed as at 31st March for financial year 2008-09, 2007-08 and 2006-07?

Expenditure

(Q1) How much has the Agency and its wholly owned subsidiaries spent on Marketing for financial years 2008-09, 2007-08 and 2006-07 broken down to budget code level.

and

(Q3) How much has the Agency and its wholly owned subsidiaries spent on Public Relations for each financial year 2008-09, 2007-08 and 2006-07 broken down to budget code level.

The Corporate Communications Team is responsible for corporate marketing, corporate public relations and internal communications. Expenditure figures for the last three Financial Years are:

2006-07	2007-08	2008-09
£(000)	£(000)	£(000)
718	708	358

(Q6) How much has the Agency and its wholly owned subsidiaries spent on Administration for each financial year 2008-09, 2007-08 and 2006-07 broken down to budget code level.

Administrative expenditure, as published in SEEDA's Annual report and Accounts, is shown in the table below. Please note that all staff, with the exception of a small number who work exclusively in Programmes, are included as Administration staff.

Expenditure Category	2006-07	2007-08	2008-09
	£(000)	£(000)	£(000)
Admin Staff	13,390	14,795	17,743
Travel & Subsistence	887	754	691
Other staff costs (recruitment, training, etc)	601	693	523
Office & rent expenses	2,764	2,752	2,981
Operating lease rentals (excluding office leases)	164	128	146
Publications, events and media	782	721	277
Professional Fees	331	370	392
ITC Expenditure	671	712	604

Expenditure Category	2006-07 £(000)	2007-08 £(000)	2008-09 £(000)
Subsidiary Company Expenditure	141	134	126
Auditors Remuneration	168	56	65
Net Exchange Losses	-	84	83
Total	19,899	21,199	23,631

Staff Numbers

(Q2) How many staff (FTE) responsible for Marketing has the Agency and its wholly owned subsidiaries employed as at 31st March for the financial years 2008-09, 2007-08 and 2006-07?

and

(Q4) How many staff responsible for Public Relations (FTE) has the Agency and its wholly owned subsidiaries employed as at 31st March for financial year 2008-09, 2007-08 and 2006-07?

and

(Q5) How many communications staff and/or press officers (FTE) has the Agency and its wholly owned subsidiaries employed as at 31st March for financial year 2008-09, 2007-08 and 2006-07?

SEEDA has a single Corporate Communications Team that covers the full range of communications activity, with individuals working across more than one discipline including marketing and public relations. The number of corporate communications staff in post as at the 31st March for each financial year requested is set out in the table below.

2006-07	2007-08	2008-09
16	17	13

Staff working in 'Communications' have responsibility for media relations, stakeholder engagement, internal communication and management of the corporate websites and Intranet plus administration staff dedicated to supporting the communication team.

(Q7) How many staff responsible for Administration has the Agency and its wholly owned subsidiaries employed as at 31st March for financial year 2008-09, 2007-08 and 2006-07?

SEEDA does not define staff as having an administration roles in the way requested, instead, to indicate the approximate number of staff with significant administration responsibility we have provided the numbers of staff in administration support grades, plus personal assistants and junior project managers.

All figures are people in post as at 31st March of the financial year:

2006-07	2007-08	2008-09
48	57	55