



Access to Public Information Request

Date of receipt: 21 October 2019

Date of response: 18 November 2019

Request regarding Locate Guernsey showcase event

Request for information:

I am requesting the information below under Guernsey's Access to Public Information Code.

On 10 October 2019, Locate Guernsey hosted its London Showcase at the Leadenhall Building. As this body is funded by and comes under the remit of the Committee for Economic Development, I would like the following:

- 1) A list of who attended, by name, as well as who they represented.
- 2) Any materials handed out and received, including any presentation slides.
- 3) A full list of guest speakers, and who they represented.
- 4) If the speakers were paid by Locate Guernsey, to know how much they received?
- 5) Any records of the speeches made by those in attendance
- 6) The total cost of the event to Locate Guernsey, broken down by; venue hire, food costs, alcohol costs, speaker costs, advertising/promotion of the event, and any other relevant costs.

Response:

- 1) **A list of who attended, by name, as well as who they represented.**

In providing information below in answer to the questions posed, it is considered helpful to provide some context to the Locate Guernsey showcase event:

On 10th October the Locate Guernsey team, supported by senior political figures including President of the Committee *for* Economic Development Deputy Charles Parkinson and President of the Policy and Resources Committee and Chief Minister Deputy Gavin St. Pier, hosted a Showcase lunch at The Leadenhall Building in the heart of London.

This was Locate Guernsey's fourth London showcase and the first lead by its director since November last year, Jo Stoddart, who was clear that the venue, the highest dedicated events space in London, some 740 feet high in the iconic Cheesegrater building was a factor in being able to attract the right mix of prospective relocators and professional advisers to high net-worth individuals and businesses.

This year's event welcomed 21 sponsors, all Guernsey-based businesses representing a broad range of professional services available in the island, spanning corporate aviation through trust administration and beyond to tax and property specialists. It was a significant opportunity for Guernsey's business community in partnership with Locate Guernsey to demonstrate to an influential audience that Guernsey is a fantastic jurisdiction to locate to, and offers a great deal in terms of business opportunities, a high-quality lifestyle, and a friendly, safe and attractive environment to live and work in, while being easily accessible by way of residence in the island's uniquely valuable Open Market.

Representatives of the States of Guernsey, Locate Guernsey and key speakers in attendance were:

Jo Stoddart, Locate Guernsey

Gavin St. Pier, States of Guernsey

Andrea Dudley-Owen, States of Guernsey

Lord Digby Jones, guest as key note speaker on behalf of Locate Guernsey

Also in attendance were three Locate Guernsey employees and three States of Guernsey employees.

The list of attendees takes into account exemptions provided in Section 2.12 (Privacy of an Individual) of the Code of Practice for Action to Public Information.

Guernsey-based businesses hosted or co-hosted 19 of the 22 tables. Businesses were encouraged to bring non-Guernsey resident individuals as guests aiming for a 30/70 split favouring off-island residents. Each business attending is detailed in the Guernsey Showcase guide produced for all attendees.

The Guernsey Showcase guide includes information about Locate Guernsey, the speakers, the appeal of Guernsey and some details about living in Guernsey; this includes Open Market property, Tax, Setting up a business, Healthcare, Education

and Immigration. It also profiles the businesses of the sponsors, demonstrating the corporate capability of Guernsey.

An electronic version of the Guernsey Showcase guide is attached.

2) Any materials handed out and received, including any presentation slides.

Each attendee was offered a Locate Guernsey branded name badge.

Each table place included a Locate Guernsey branded bag containing Locate Guernsey branded items: brochure with USB key (stuck on the front), pre-loaded with three short video clips detailing the benefits of Guernsey, full information sheets about Tax in Guernsey, Living in Open Market Property and Setting up a Business in Guernsey, pen, post it note pad, post card, biscuit box and small soft toy (Guernsey Donkey or Guernsey Cow).

On each table place was a Locate Guernsey showcase guide in booklet form.

On each table there were three Locate Guernsey menu cards. An electronic version is attached.

Some Guernsey businesses provided their own branded corporate gifts to their guests.

No materials were received by Locate Guernsey other than the digital brand imagery provided by the Guernsey businesses in attendance for inclusion on-screen, on Locate Guernsey menu cards and in the Guernsey Showcase guide and artwork for a one-page advertisement from each sponsor which featured in the Guernsey Showcase guide.

There were title slides alternating scenic Guernsey views with business brands as a 'back-drop' on screen including when speakers were at the podium. Attached.

There were title slides introducing each speaker. Attached.

3) A full list of guest speakers, and who they represented.

Jo Stoddart, Locate Guernsey.

Gavin St. Pier, States of Guernsey.

Lord Digby Jones, guest as key note speaker on behalf of Locate Guernsey.

4) If the speakers were paid by Locate Guernsey, to know how much they received?

Jo Stoddart and Gavin St. Pier are remunerated by the States of Guernsey. Neither received any specific remuneration for their involvement in this event. Lord Jones was not remunerated. He declined any offer of recompense in respect of reasonable expenses in attending the event.

5) Any records of the speeches made by those in attendance

Pre-event notes were written in respect of the speeches made by Jo Stoddart and Gavin St. Pier. These are attached. A video recording was made of the speeches, made by those named above. This has yet to be received by Locate Guernsey.

6) The total cost of the event to Locate Guernsey, broken down by; venue hire, food costs, alcohol costs, speaker costs, advertising/promotion of the event, and any other relevant costs.

Catering, Venue, Fees & Charges	£43,700.76
All other costs	£26,921.54
Grand Total	£70,622.35

Tables hosted by business sponsors resulted in incoming funds of £30,600 meaning a net event cost of £40,022.35. This equates to a cost c£190 per person which aligns reasonably with typical conference costs in major cities.

The above breakdown of financial information takes into account exemptions provided under Section 2.3 (Effective management and operations of the public service), 2.13 (Third party's commercial confidences) of the Code of Practice for Access to Public Information.

Following the event, Locate Guernsey wrote to each business seeking candid and objective feedback in respect of the event. The feedback will be used to help Locate Guernsey consider its activity plan for 2020.

