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John Robertson

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23 October 2009

FOI 432

Dear Mr Robertson,

REQUEST FOR INFORMATION/FREEDOM OF INFORMATION ACT 2000

We refer to your email, received at our office on 27 September 2009, requesting the following information:

"What is the statistical method for claiming a benefit to the economy from London Fashion Week?"

Duty to confirm or deny

We confirm that we do not hold information of the description specified in your request.

Duty to Communicate

The London Development Agency (LDA) awarded the British Fashion Council a three-year grant agreement of £4.2million in December 2007 to achieve two objectives: to provide business support to London's emerging designers and to raise the profile of London Fashion Week to international markets.

The LDA receives an update from the British Fashion Council, the organisers of London Fashion Week, bi-annually after the close of London Fashion Week, which includes analysis of the outcomes and impact of the event and the LDA funding. The project is also monitored through monthly monitoring visits by the LDA. At its completion the project will have a full evaluation by external evaluators in order to independently verify the outcomes and economic impact of the investment made by the LDA.

We do not hold information relating to the statistical method used. However we have been informed by the British Fashion Council that the evidence and statistics they report to the LDA are gathered through a variety of methods, including detailed follow-up with buyers and press who have attended London Fashion Week, typically by way of a telephone interview, in order to establish the value of orders placed and media coverage generated.

For precise details of these statistical methods we suggest that your enquiry is more appropriately directed to Caroline Rush, Joint Chief Executive of the British Fashion Council, details below.

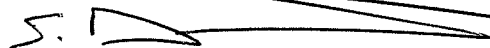
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British Fashion Council
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Email caroline.rush@britishfashioncouncil.com

Complaint Procedure

If you are not satisfied with our reply to your request, you may lodge a complaint with the LDA Public Liaison Unit at the postal address above or by email at info@lda.gov.uk. Your complaint will be considered by a senior management staff member and you will receive a reply to your complaint within 20 working days.

Should you remain dissatisfied after receiving our reply to your complaint, you may apply to the Information Commissioner to determine whether your request was dealt with in accordance with the requirements of the Freedom of Information Act.

Yours sincerely,



Public Liaison Unit
LONDON DEVELOPMENT AGENCY