



**Northwest**

REGIONAL DEVELOPMENT AGENCY



INVESTOR IN PEOPLE

Ref: FOI/1284

13 November 2009

Mr Julian Todd

[request-21255-3551bf60@whatdotheyknow.com](mailto:request-21255-3551bf60@whatdotheyknow.com)

Dear Mr Todd

**Freedom of Information – PricewaterhouseCoopers evaluation of NWDA economic return**

Thank you for your email dated 16 October 2009 requesting details of the £5.20 figure cited on NWDA's website.

I can confirm that the Northwest Regional Development Agency does hold the information you have requested. The explanation of how the figure was reached is set out below.

The main metric used by PwC to measure impact is an estimate of the GVA increase from an investment (based on jobs created/ safeguarded) compared to the cost of that investment.

The figure of £5.20 for the Northwest is arrived at by dividing the net present value of achieved GVA for all projects where a GVA was calculated, by the cost of those projects. The net present value of achieved GVA for individual projects was provided to us by PwC as part of their detailed working papers.

If you are not satisfied with the way we have handled your request, or if you are unhappy with our response, you can appeal by writing to Steven Broomhead, NWDA Chief Executive.

If you are still dissatisfied after pursuing our appeal process, 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).

Yours sincerely

 **IAN HAYTHORNTHWAITE**  
**Executive Director, Resources**

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