

**EMBARGOED UNTIL 00:01 TUESDAY 4 DECEMBER**

## Council Spending Uncovered **No.1: PUBLICITY – NORTH WEST**

This table gives details of spending on publicity by councils in the North West. It should be read in conjunction with the full report on town hall publicity spending.

Table 1: The full list of town hall publicity spending in the North West

Council	Spending on publicity, £		Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	1996-97 to 2006-07	2006-07	2006-07
Allerdale*	£78,262	£281,765	260.0%	285	310
Barrow-in-Furness	£79,251	£132,860	67.6%	388	395
Blackburn with Darwen	£446,381	£2,076,000	365.1%	72	179
Blackpool*	£709,000	£3,687,000	420.0%	24	176
Bolton	£847,000	£2,669,000	215.1%	44	74
Burnley*	£47,627	£318,802	569.4%	271	343
Bury	£392,000	£825,000	110.5%	156	128
Carlisle	£588,000	£603,000	2.6%	188	286
Cheshire	£819,000	£2,745,000	235.2%	41	17
Chester*	£488,000	£516,000	5.7%	204	228
Chorley*	£114,367	£184,000	60.9%	344	285
Congleton	-	£161,000	-	361	318
Copeland	£104,841	£104,446	-0.4%	412	398
Crewe and Nantwich	£101,000	£257,000	154.5%	302	244
Cumbria	-	£2,662,000	-	45	33
Eden	£19,706	£41,211	109.1%	452	430
Ellesmere Port and Neston*	£143,474	£310,000	116.1%	274	367
Fylde*	£216,688	£248,000	14.5%	308	389
Halton	£153,000	£1,131,000	639.2%	132	230
Hyndburn	£63,306	£57,614	-9.0%	448	365
Knowsley*	£875,000	£1,728,000	97.5%	86	160
Lancashire	£3,557,000	£3,451,000	-3.0%	28	5
Lancaster	£324,000	£255,000	-21.3%	304	173
Liverpool	£1,158,000	£9,402,000	711.9%	2	39
Macclesfield	-	£250,000	-	306	162
Manchester	£2,283,742	£5,226,000	128.8%	5	37
Oldham	£455,000	£1,553,000	241.3%	99	102
Pendle	£112,844	£170,000	50.7%	356	334
Preston*	£750,597	£1,092,000	45.5%	136	200
Ribble Valley	£50,590	£100,023	97.7%	418	421

Council	Spending on publicity, £		Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	1996-97 to 2006-07	2006-07	2006-07
Rochdale	£794,000	£2,260,000	184.6%	64	112
Rossendale	£77,300	-	-	-	-
Salford	£864,000	£2,513,000	190.9%	49	104
Sefton	-	£2,240,000	-	65	68
South Lakeland*	£73,000	£154,000	111.0%	370	282
South Ribble	£140,093	£108,000	-22.9%	409	278
St Helens	£378,000	£1,439,000	280.7%	104	133
Stockport	£575,000	£1,189,000	106.8%	126	66
Tameside	£304,000	£803,000	164.1%	162	107
Trafford	£270,000	£644,000	138.5%	184	109
Vale Royal	£403,191	£886,969	120.0%	149	215
Warrington	£259,000	£827,000	219.3%	155	120
West Lancashire*	£307,000	£274,000	-10.7%	289	267
Wigan	£816,000	£1,345,000	64.8%	111	56
Wirral	£594,000	£1,435,000	141.6%	106	51
Wyre	-	£133,025	-	386	261
<b>Regional total</b>		<b>£58,488,715</b>			
<b>Regional average</b>	<b>£508,104</b>	<b>£1,299,749</b>	<b>155.8%</b>		
<b>Regional average, 2006-07 prices</b>	<b>£650,115</b>	<b>£1,299,749</b>	<b>99.9%</b>		

*\*2005-06 data latest available (i.e. 2006-07 data not yet available)*