



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

## Council Spending Uncovered **No.1: PUBLICITY**

### Town Hall Publicity Spending

The first paper in the *Council Spending Uncovered* series examines the increase in town hall spending on publicity over the last decade, which is itemised in the annual accounts of the 450-plus local authorities in the UK. There is no central depository of these accounts, but after sending out countless Freedom of Information requests, the TaxPayers' Alliance has managed to collect last year's annual accounts for 98 per cent of local authorities, and the accounts of ten years ago for 78 per cent of town halls.

Councils are required by Part II, Section 5 of the Local Government Act 1986 to "keep a separate account of their expenditure on publicity". Publicity is defined by the Act as "any communication, in whatever form, addressed to the public at large or to a section of the public".

The findings from the annual accounts of town halls are quite startling:

- The **average local authority** spends **almost £1 million (£985,000)** on publicity. (*Continued overleaf...*)

#### **About the Council Spending Uncovered series**

- *Ten years ago the average Band D council tax bill in England was £646.*
- *Last year the average Band D bill was £1,268.*

Despite council tax doubling in the last decade, local authorities almost universally say that they are short of money and need to increase council tax still further or reduce frontline services. Many local authorities are raising council tax and cutting services, such as rubbish collection or care for the elderly, at the same time.

This is not good enough. Taxpayers have a right to expect that their money is spent carefully. Too often we hear stories of wasteful and frivolous town hall spending – money that could be used to improve frontline services or reduce council tax.

*Council Spending Uncovered* reviews spending by local authorities in all corners of the UK and identifies a number of budgets that could and should be reduced. Whilst we do not suggest that every penny of spending in these areas is wasteful, we do believe that there are significant savings to be made. *Council Spending Uncovered* enables taxpayers to judge for themselves whether their money is well spent.

By trimming the fat from their budgets, councils can reduce the burden on hard-pressed families and pensioners without cutting important services. A number of local authorities, most notably Hammersmith and Fulham, are showing that it is possible to get a grip on council finances, maintain services and reduce council tax. We hope that others can follow their lead.

- The **average local authority** is spending **double** the amount on publicity than it did in 1996-97:
  - **Without taking account of inflation** the average local authority spent **£430,000** on publicity ten years ago. The average spend today is a **130 per cent increase** on that 1996-97 figure.
  - **In today's prices** the average local authority spent **£550,000** on publicity in 1996-97. The average spend today is an **80 per cent** increase in real terms on a decade ago.
- The **total local authority publicity bill is £450 million.**
- There is **one local authority, Birmingham City Council**, that spends more than **£10 million** on publicity.
- There are **8 local authorities** spending more than **£5 million** on publicity.
- There are **73 local authorities** spending more than **£2 million** on publicity.
- There are **141 local authorities** spending more than **£1 million** on publicity.
- The total spend on publicity is not broken down in a uniform way in the various local authority accounts. It is possible, however, to identify **44 councils** that spend at least **£1 million** and **4 councils** spending at least **£2 million** on **staff recruitment advertising** – despite the increased use of websites. If all local authority accounts provided a full breakdown of publicity spending, the number of councils spending at least £1 million on staff advertising would almost certainly increase.
- It is clearly the case that local authorities with larger populations will spend more on publicity. The full table gives a population ranking for each local authority, as well as a publicity spending ranking, allowing comparisons to be made. For example:
  - **Bristol City Council** is the 19<sup>th</sup> highest-spending council on publicity, but only has the 40<sup>th</sup> highest population, therefore spending far higher than the average for its size. These councils are shaded red.
  - **Lancashire County Council** has the 5<sup>th</sup> largest population but is the 28<sup>th</sup> highest spender on publicity, therefore spending less than the average for its size. These councils are shaded green.
  - **Brighton and Hove Council** is the 82<sup>nd</sup> highest spender and also has the 82<sup>nd</sup> highest population, making it an average-spending council for its size.
- The doubling of average publicity spending per local authority in the last decade is extremely disappointing. There are, however, a number of councils that are actually spending less on publicity than ten years ago. For example:

- **Hammersmith and Fulham Borough Council** spent £669,000 on publicity in 2006-07, down 11 per cent from the £751,000 spent in 1996-97.
- In 2005-06, however, the council spent £1,030,000 on publicity, meaning that the 1-year fall in spending was 35 per cent.
- If Hammersmith and Fulham can reduce publicity spending by 35 per cent in one year (in part by allowing advertising by local businesses in council publications) make other efficiency savings and reduce council tax by 3 per cent, then it must be possible for other councils to follow suit.

**Matthew Elliott**, Chief Executive of the TaxPayers' Alliance, said:

*"It's important for council taxpayers to see just how their hard-earned money is being spent by town halls. With council tax doubling in the past decade, it's extremely disappointing that councils have chosen to double their publicity budgets over the same period. With the internet cutting the cost of communication, it shouldn't be difficult for local authorities to find savings in this area and bring council tax down."*

## Further details

The Appendix to this note contains further details of town hall publicity spending. Two tables detail:

- The 20 local authorities spending the most on publicity.
- The 44 local authorities spending at least £1 million on staff recruitment advertising.

The full list of town hall publicity spending can be found at the end of this document:

- For each local authority, the full table shows the total spending on publicity in 1996-97 and 2006-07, the percentage increase, the total spending in 2006-07 ranking (1 = highest spending; 458 = lowest spending), and the total population in 2006-07 ranking (1 = largest population; 458 = smallest population).
- These ranking numbers allow a comparison between local authorities:
  - If the publicity spending ranking is closer to 1 than the population ranking, the local authority in question is spending more than the average given its size. These councils are shaded red.
  - If the publicity spending ranking is further from 1 than the population ranking, the local authority in question is spending less than the average given its size. These councils are shaded green.

## Sources and method of calculation

1. For England, Wales and Scotland, Part II, Section 5 of the Local Government Act 1986 requires councils to “keep a separate account of their expenditure on publicity”. The Act also states: “Any person interested may at any reasonable time and without payment inspect the account and make copies of it or any part of it.” For Northern Ireland, the requirement comes from Section 115(c), Article 41 of the Local Government (Miscellaneous Provisions) (Northern Ireland) Order 1992.
2. Publicity spending is defined as “any communication, in whatever form, addressed to the public at large or to a section of the public”. This definition under the 1986 Act unfortunately allows local authorities a degree of definitional flexibility. Councils should be subject to much stricter and more open reporting requirements.
3. All the information on publicity spending contained in this report is taken from the annual accounts of the each local authority. For 1996-97, we have managed to collect the accounts of 365 councils, 78 per cent of the total. For 2006-07, we have managed to collect the accounts of 458 councils, 98 per cent of the total. For a number of councils, the 2006-07 accounts are not yet available, and therefore the 2005-06 accounts have been used – indicated in the tables. For a small number of councils, only the draft 2006-07 accounts are currently available, and these have been used. For a very small number of local authorities, the 1996-97 accounts were not available and so the 1997-98 accounts have been used – also indicated in the tables.
4. The population data, used to rank councils by size of population, is taken from the Office for National Statistics, mid-2006 population estimates, all age groups ([www.statistics.gov.uk](http://www.statistics.gov.uk)).
5. Not every local authority provides a proper breakdown of its publicity spending. For those that do, we have listed all that spend at least £1 million on staff advertising. There are very likely a number of councils spending such sums on staff recruitment advertising, which prefer not to give a proper breakdown.
6. The publicity spending and population rankings run from 1 (highest) to 458 (lowest), showing whether a council is spending more or less on publicity than the average for its population size. Local authorities that are closer to the top of the spending rankings than the population rankings (i.e. spending more than the average for their size of population) are shaded red and those vice versa are shaded green.
7. We are clearly not responsible for the accuracy of information contained within official accounts, but we are happy to take any corrections.



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## APPENDIX A1

Table A1.1: The 20 councils with the highest spending on publicity overall

	Council	Spending on publicity, £		Increase, %
		1996-97	2006-07	1996-97 to 2006-07
1	Birmingham	£6,900,000	£10,300,000	49.3%
2	Liverpool	£1,158,000	£9,402,000	711.9%
3	Kent	£1,409,000	£6,586,000	367.4%
4	Bradford	£907,000	£5,532,000	509.9%
5	Manchester	£2,283,742	£5,226,000	128.8%
6	Greater London Authority*	-	£5,163,000	-
7	Surrey	-	£5,100,000	-
8	Southwark	£1,454,026	£5,057,000	247.8%
9	Kingston upon Hull, City of	£2,704,000	£4,808,000	77.8%
10	Hampshire	£2,507,000	£4,400,000	75.5%
11	Sunderland	-	£4,376,815	-
12	Essex	£2,455,000	£4,332,000	76.5%
13	Leeds	-	£4,322,000	-
14	Somerset	£2,016,000	£4,211,000	108.9%
15	Sheffield	£185,000	£4,195,000	2,167.6%
16	Worcestershire*	-	£4,076,000	-
17	Hertfordshire	£1,666,300	£4,035,000	142.2%
18	Newham	-	£4,018,000	-
19	Bristol, City of	£1,055,000	£3,961,000	275.5%
20	Coventry	£1,739,000	£3,913,000	125.0%

\*2005-06 data latest available

Table A1.2: Councils spending at least £1 million on staff advertising

	Council	Spending on staff advertising, £		Increase, %
		1996-97	2006-07	1996-97 to 2006-07
1	Kent	£457,000	£2,849,000	523.4%
2	Surrey	-	£2,800,000	-
3	Hampshire	£918,000	£2,438,000	165.6%
4	Hertfordshire	£786,700	£2,418,000	207.4%
5	Bristol	£271,000	£1,842,000	579.7%
6	Leeds	-	£1,786,000	-
7	Sheffield	£141,000	£1,763,000	1,150.4%
8	Birmingham	£600,000	£1,700,000	183.3%
9	Norfolk*	-	£1,696,000	-
10	Somerset	-	£1,527,000	-
11	West Sussex	-	£1,524,000	-
12	Essex	-	£1,479,000	-
13	Gloucestershire	£373,000	£1,469,000	293.8%
14	Coventry	£442,000	£1,411,000	219.2%
15	Warwickshire	£302,000	£1,400,000	363.6%
16	Oxfordshire	-	£1,397,000	-
17	Suffolk	£460,000	£1,390,000	202.2%
18	Northamptonshire	£302,000	£1,320,000	337.1%
19	Southwark	£315,152	£1,304,000	313.8%
20	Swindon*	-	£1,259,000	-
21	Newham	-	£1,253,000	-
22	Leicestershire	£335,000	£1,237,000	269.3%
23	Cambridgeshire	£440,000	£1,233,000	180.2%
24	Wiltshire	-	£1,215,000	-
25	Buckinghamshire	£254,000	£1,211,000	376.8%
26	Derbyshire	-	£1,204,000	-
27	Nottinghamshire	£714,000	£1,196,000	67.5%
28	Rotherham*	£150,000	£1,185,000	690.0%
29	Barking and Dagenham	£359,000	£1,182,000	229.2%
30	Manchester	£251,445	£1,178,000	368.5%
31	North Yorkshire	£360,000	£1,166,000	223.9%
32	Staffordshire	-	£1,153,000	-
33	Hillingdon	-	£1,147,000	-
34	Hackney	£393,270	£1,145,000	191.1%
35	Lincolnshire	£554,013	£1,138,682	105.5%
36	Dorset	£660,000	£1,092,000	65.5%
37	Tower Hamlets	£354,251	£1,081,000	205.2%
38	Liverpool	£93,000	£1,078,000	1,059.1%
39	East Sussex	£395,000	£1,064,000	169.4%

	Council	Spending on staff advertising, £		Increase, %
		1996-97	2006-07	1996-97 to 2006-07
40	Rochdale	£415,000	£1,064,000	156.4%
41	Leicester	£258,000	£1,044,000	304.7%
42	Wandsworth	£322,502	£1,034,354	220.7%
43	Wolverhampton	-	£1,025,000	-
44	Nottingham	-	£1,008,986	-

*\*2005-06 data latest available*



## APPENDIX A2

Table A2.1: The full list of town hall publicity spending

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
Aberdeen City	£532,000	£1,898,427	256.8%	78	111
Aberdeenshire*	£298,000	£1,655,000	455.4%	93	88
Adur*	£54,637	£74,007	35.5%	440	417
Allerdale*	£78,262	£281,765	260.0%	285	310
Alnwick	£125,694	£83,275	-33.7%	435	448
Amber Valley	£183,826	£141,000	-23.3%	383	227
Angus*	£157,563	£852,000	440.7%	151	268
Antrim	£42,086	£132,163	214.0%	389	431
Ards	-	£130,849	-	390	388
Argyll and Bute*	£174,000	£617,000	254.6%	187	324
Armagh*	-	£263,715	-	297	422
Arun	£520,000	£725,000	39.4%	170	170
Ashfield*	£138,723	£231,544	66.9%	317	245
Ashford	£228,248	£536,000	134.8%	201	258
Aylesbury Vale*	£79,678	£259,836	226.1%	299	136
Babergh	£292,000	£456,000	56.2%	224	352
Ballymena	-	£173,061	-	353	415
Ballymoney*	-	£71,372	-	441	450
Banbridge	£22,357	£95,246	326.0%	425	438
Barking and Dagenham	£614,000	£2,316,000	277.2%	60	143
Barnet	£923,000	£1,118,000	21.1%	133	47
Barnsley	£1,040,000	£1,942,000	86.7%	76	98
Barrow-in-Furness	£79,251	£132,860	67.6%	388	395
Basildon	-	£395,000	-	245	141
Basingstoke and Deane	£471,000	£824,000	74.9%	157	154
Bassetlaw	-	£417,000	-	240	256
Bath and North East Somerset	£1,056,000	£1,989,000	88.4%	75	134
Bedford	£494,371	£818,000	65.5%	159	158
Bedfordshire	£1,039,000	£2,440,000	134.8%	55	41
Belfast	-	£1,075,766	-	139	73
Berwick-upon-Tweed	£76,490	£93,623	22.4%	427	452
Bexley	£322,000	£684,000	112.4%	176	101
Birmingham	£6,900,000	£10,300,000	49.3%	1	8

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
Blaby	£57,277	£162,693	184.0%	360	317
Blackburn with Darwen	£446,381	£2,076,000	365.1%	72	179
Blackpool*	£709,000	£3,687,000	420.0%	24	176
Blaenau Gwent	-	£277,300	-	286	401
Blyth Valley	£307,541	£439,732	43.0%	231	371
Bolsover	£81,431	£164,000	101.4%	359	393
Bolton	£847,000	£2,669,000	215.1%	44	74
Boston	£100,000	£153,000	53.0%	371	420
Bournemouth	£1,452,642	£2,073,727	42.8%	73	150
Bracknell Forest	£276,000	£841,000	204.7%	153	252
Bradford	£907,000	£5,532,000	509.9%	4	34
Braintree	£136,000	£277,000	103.7%	287	182
Breckland	£198,830	£574,381	188.9%	192	212
Brent	£682,000	£1,297,000	90.2%	115	70
Brentwood	£162,000	£111,000	-31.5%	402	397
Bridgend*	£398,000	£661,000	66.1%	179	197
Bridgnorth	£19,684	£31,103	58.0%	454	429
Brighton and Hove	-	£1,793,135	-	82	82
Bristol, City of	£1,055,000	£3,961,000	275.5%	19	40
Broadland	£223,500	£292,476	30.9%	280	222
Bromley	£287,197	£907,000	215.8%	147	58
Bromsgrove	£122,946	£186,000	51.3%	342	322
Broxbourne*	£168,000	£263,000	56.5%	298	338
Broxtowe	£45,031	£119,384	165.1%	397	262
Buckinghamshire	£329,000	£2,511,000	663.2%	50	35
Burnley*	£47,627	£318,802	569.4%	271	343
Bury	£392,000	£825,000	110.5%	156	128
Caerphilly	£491,000	£575,000	17.1%	191	138
Calderdale	£283,500	£809,000	185.4%	161	116
Cambridge	£186,056	£731,109	293.0%	167	235
Cambridgeshire	£768,000	£2,402,000	212.8%	56	23
Camden	£1,298,357	£3,505,913	170.0%	27	93
Cannock Chase	-	£460,000	-	222	309
Canterbury	£189,000	£304,000	60.8%	276	169
Caradon	-	£101,000	-	415	361
Cardiff	£422,837	£1,317,817	211.7%	113	50
Carlisle	£588,000	£603,000	2.6%	188	286
Carmarthenshire*	£493,000	£983,000	99.4%	144	131

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
Carrick	-	£199,000	-	335	325
Carrickfergus	£67,598	£110,953	64.1%	403	442
Castle Morpeth	-	£89,971	-	432	435
Castle Point*	£24,439	£100,443	311.0%	417	342
Castlereagh	-	£106,929	-	410	405
Ceredigion*	-	-	-	-	-
Charnwood	£180,498	£340,000	88.4%	266	147
Chelmsford	-	£353,000	-	262	146
Cheltenham	-	£446,000	-	227	255
Cherwell	-	£416,509	-	241	189
Cheshire	£819,000	£2,745,000	235.2%	41	17
Chester*	£488,000	£516,000	5.7%	204	228
Chesterfield	£339,000	£459,000	35.4%	223	291
Chester-le-Street	£83,305	£155,000	86.1%	367	427
Chichester	£37,625	£124,071	229.8%	394	269
Chiltern	£159,966	£197,063	23.2%	338	331
Chorley*	£114,367	£184,000	60.9%	344	285
Christchurch	£11,309	£62,000	448.2%	446	440
City of London	-	£1,318,000	-	112	457
Clackmannanshire	£62,000	£245,000	295.2%	309	436
Colchester	£676,000	£657,000	-2.8%	181	139
Coleraine	-	-	-	-	-
Congleton	-	£161,000	-	361	318
Conwy	£413,000	£1,143,000	176.8%	131	257
Cookstown	-	-	-	-	-
Copeland	£104,841	£104,446	-0.4%	412	398
Corby	£233,638	£170,000	-27.2%	355	426
Cornwall	-	£2,105,000	-	70	27
Cotswold	-	£145,027	-	378	363
Coventry	£1,739,000	£3,913,000	125.0%	20	54
Craigavon	-	£311,762	-	273	350
Craven	£26,695	£154,000	476.9%	369	425
Crawley	£321,000	£723,000	125.2%	171	293
Crewe and Nantwich	£101,000	£257,000	154.5%	302	244
Croydon	£618,000	£952,000	54.0%	145	45
Cumbria	-	£2,662,000	-	45	33
Dacorum	£251,000	£497,000	98.0%	209	188
Darlington	£367,797	£929,000	152.6%	146	296

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
Dartford	£149,000	£147,000	-1.3%	377	335
Daventry*	£122,407	£201,000	64.2%	333	384
Denbighshire	£68,000	£505,000	642.6%	207	304
Derby	-	£1,005,000	-	141	89
Derbyshire	£1,271,000	£3,156,000	148.3%	35	13
Derbyshire Dales	-	£157,000	-	366	399
Derry City	-	£128,128	-	391	274
Derwentside	£165,692	£429,627	159.3%	235	353
Devon	£1,119,000	£2,368,000	111.6%	58	15
Doncaster*	£686,600	£1,887,000	174.8%	79	59
Dorset	£954,000	£1,911,000	100.3%	77	42
Dover	£412,926	£429,000	3.9%	234	277
Down	-	£229,370	-	319	403
Dudley	£479,000	£2,565,000	435.5%	47	57
Dumfries and Galloway*	£210,832	£1,227,000	482.0%	123	168
Dundee City	£161,000	£389,000	141.6%	247	178
Dungannon	-	£92,413	-	428	428
Durham City	-	£441,000	-	229	319
Durham County	£2,111,000	£3,840,000	81.9%	21	32
Ealing	£1,284,000	£2,979,000	132.0%	37	55
Easington	-	£463,000	-	220	311
East Ayrshire	£184,000	£439,000	138.6%	232	232
East Cambridgeshire	£123,802	£118,748	-4.1%	398	378
East Devon*	£311,000	£276,000	-11.3%	288	203
East Dorset	£83,000	£70,000	-15.7%	443	359
East Dunbartonshire	£239,000	£377,000	57.7%	252	280
East Hampshire	£149,000	£144,000	-3.4%	379	265
East Hertfordshire	£49,000	£108,000	120.4%	407	198
East Lindsey	£506,942	£497,574	-1.8%	208	186
East Lothian*	£339,000	£30,000	-91.2%	455	316
East Northamptonshire	£67,100	£269,000	300.9%	292	360
East Renfrewshire*	£142,000	£506,000	256.3%	206	337
East Riding of Yorkshire	£385,000	£2,286,000	493.8%	62	46
East Staffordshire	£107,000	£449,000	319.6%	225	275
East Sussex	£750,000	£2,168,000	189.1%	67	31
Eastbourne	£461,000	£447,000	-3.0%	226	308
Eastleigh*	£85,240	£255,000	199.2%	303	233
Eden	£19,706	£41,211	109.1%	452	430

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
Edinburgh, City of	£1,544,000	£3,372,000	118.4%	29	36
Eilean Siar*	-	£206,000	-	329	451
Ellesmere Port and Neston*	£143,474	£310,000	116.1%	274	367
Elmbridge	£134,879	£159,000	17.9%	363	209
Enfield	£1,420,000	£2,151,000	51.5%	68	64
Epping Forest	£93,000	£467,000	402.2%	218	221
Epsom and Ewell	£135,784	£217,000	59.8%	325	400
Erewash	£87,000	£312,000	258.6%	272	260
Essex	£2,455,000	£4,332,000	76.5%	12	3
Exeter	£330,000	£465,000	40.9%	219	229
Falkirk	£376,039	£671,000	78.4%	177	164
Fareham	£182,892	£377,000	106.1%	253	270
Fenland	£16,845	£218,176	1,195.2%	324	333
Fermanagh*	£76,528	£112,348	46.8%	400	416
Fife	£897,000	£1,721,000	91.9%	87	44
Flintshire*	£708,000	£1,093,000	54.4%	135	163
Forest Heath	£53,868	£179,000	232.3%	349	412
Forest of Dean	£98,045	£248,389	153.3%	307	368
Fylde*	£216,688	£248,000	14.5%	308	389
Gateshead	£565,033	£1,071,607	89.7%	140	122
Gedling*	£42,998	£96,932	125.4%	421	253
Glasgow City*	-	£3,178,000	-	33	24
Gloucester	£279,000	£237,000	-15.1%	311	250
Gloucestershire	£536,000	£2,474,000	361.6%	54	25
Gosport	£123,292	£176,210	42.9%	352	386
Gravesham	-	£325,000	-	269	301
Great Yarmouth*	£689,018	£648,387	-5.9%	182	313
Greater London Authority*	-	£5,163,000	-	6	1
Greenwich	£743,000	£3,189,000	329.2%	32	99
Guildford	£346,954	£557,712	60.7%	195	195
Gwynedd	£446,801	£813,782	82.1%	160	234
Hackney	£1,587,908	£1,711,000	7.8%	88	110
Halton	£153,000	£1,131,000	639.2%	132	230
Hambleton*	-	£159,682	-	362	355
Hammersmith and Fulham	£751,000	£669,000	-10.9%	178	137
Hampshire	£2,507,000	£4,400,000	75.5%	10	4

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
Harborough	£38,069	£143,378	276.6%	381	369
Haringey*	£844,000	£3,639,000	331.2%	25	96
Harlow	£117,202	£635,123	441.9%	185	387
Harrogate	£720,000	£1,175,000	63.2%	127	155
Harrow	-	£1,394,000	-	107	106
Hart	£106,000	£203,000	91.5%	330	340
Hartlepool*	£428,169	£1,292,000	201.8%	116	327
Hastings	-	£134,000	-	385	356
Havant	£139,000	£148,000	6.5%	376	240
Havering*	£363,000	£1,168,000	221.8%	128	94
Herefordshire	-	£991,000	-	143	132
Hertfordshire	£1,666,300	£4,035,000	142.2%	17	7
Hertsmere	£73,450	£110,000	49.8%	405	305
High Peak	£54,826	£124,000	126.2%	395	320
Highland	£115,000	£1,463,000	1,172.2%	101	105
Hillingdon	-	£1,804,000	-	81	83
Hinckley and Bosworth	£45,753	£96,000	109.8%	423	284
Horsham	£73,949	£232,813	214.8%	316	213
Hounslow*	£32,411	£1,203,000	3,611.7%	124	103
Huntingdonshire	£116,000	£285,000	145.7%	281	142
Hyndburn	£63,306	£57,614	-9.0%	448	365
Inverclyde	-	-	-	-	-
Ipswich	-	£851,000	-	152	226
Isle of Anglesey	-	£428,279	-	237	402
Isle of Wight	-	£715,679	-	172	185
Isles of Scilly	£979	£20,000	1,942.9%	458	458
Islington	-	£2,322,000	-	59	126
Kennet	£144,000	£186,000	29.2%	345	385
Kensington and Chelsea	£557,000	£1,267,000	127.5%	119	130
Kent	£1,409,000	£6,586,000	367.4%	3	2
Kerrier	£92,764	£120,054	29.4%	396	299
Kettering	£114,699	£224,000	95.3%	322	345
King's Lynn and West Norfolk	£98,294	£219,929	123.7%	323	177
Kingston upon Hull, City of	£2,704,000	£4,808,000	77.8%	9	75
Kingston upon Thames	£427,018	£711,000	66.5%	174	157
Kirklees	£661,000	£1,785,000	170.0%	84	43
Knowsley*	£875,000	£1,728,000	97.5%	86	160

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
Lambeth	£1,024,000	£1,299,000	26.9%	114	69
Lancashire	£3,557,000	£3,451,000	-3.0%	28	5
Lancaster	£324,000	£255,000	-21.3%	304	173
Larne	-	£42,165	-	451	449
Leeds	-	£4,322,000	-	13	14
Leicester	£1,218,000	£2,537,000	108.3%	48	60
Leicestershire	£1,540,000	£3,095,000	101.0%	36	20
Lewes	£43,000	£95,000	120.9%	426	312
Lewisham	£721,000	£2,130,000	195.4%	69	76
Lichfield	£118,512	£282,000	138.0%	284	302
Limavady	£20,912	£90,518	332.9%	431	447
Lincoln*	£217,466	£151,652	-30.3%	372	349
Lincolnshire	£1,176,121	£3,733,865	217.5%	22	18
Lisburn*	-	£168,441	-	357	251
Liverpool	£1,158,000	£9,402,000	711.9%	2	39
Luton*	-	£2,274,000	-	63	124
Macclesfield	-	£250,000	-	306	162
Magherafelt	-	-	-	-	-
Maidstone	£296,000	£554,000	87.2%	197	175
Maldon	-	£84,000	-	434	413
Malvern Hills*	-	£116,000	-	399	394
Manchester	£2,283,742	£5,226,000	128.8%	5	37
Mansfield*	£173,799	£429,000	146.8%	236	294
Medway	-	£1,482,000	-	100	81
Melton	£55,285	£66,610	20.5%	444	437
Mendip*	£165,000	£253,000	53.3%	305	272
Merthyr Tydfil*	£193,876	£460,000	137.3%	221	424
Merton*	£785,000	£1,687,000	114.9%	91	117
Mid Bedfordshire	£317,813	£394,882	24.2%	246	199
Mid Devon	£41,000	£103,000	151.2%	413	392
Mid Suffolk	£99,634	£103,000	3.4%	414	321
Mid Sussex	£154,236	£333,836	116.4%	267	210
Middlesbrough	£508,000	£1,235,000	143.1%	121	187
Midlothian	£231,000	£362,000	56.7%	258	381
Milton Keynes*	£261,000	£1,366,000	423.4%	109	97
Mole Valley	-	£184,000	-	346	375
Monmouthshire	£231,610	£540,000	133.2%	200	344
Moray	-	£264,000	-	296	351

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
Moyle	-	£29,259	-	456	456
Neath Port Talbot*	£315,000	£495,000	57.1%	211	190
New Forest	£186,000	£259,000	39.2%	300	135
Newark and Sherwood	£61,708	£96,443	56.3%	422	254
Newcastle upon Tyne	£889,938	£1,612,000	81.1%	97	71
Newcastle-under-Lyme	£149,262	£258,610	73.3%	301	218
Newham	-	£4,018,000	-	18	84
Newport	-	£1,234,778	-	122	181
Newry and Mourne**	£58,604	£64,809	10.6%	445	315
Newtownabbey*	£81,513	£151,509	85.9%	373	372
Norfolk*	£975,000	£2,596,000	166.3%	46	9
North Ayrshire	£751,000	£731,000	-2.7%	168	192
North Cornwall	£190,049	£294,000	54.7%	279	358
North Devon*	-	£178,000	-	350	323
North Dorset*	£131,486	£208,891	58.9%	328	404
North Down*	£73,486	£359,471	389.2%	260	383
North East Derbyshire	£124,000	£266,000	114.5%	294	300
North East Lincolnshire	£74,000	£1,107,000	1,395.9%	134	153
North Hertfordshire	£315,897	£236,000	-25.3%	312	224
North Kesteven	£126,306	£361,210	186.0%	259	287
North Lanarkshire	£404,646	£379,000	-6.3%	251	48
North Lincolnshire	£408,000	£389,000	-4.7%	248	152
North Norfolk	£486,942	£598,000	22.8%	189	290
North Shropshire	£53,545	£109,096	103.7%	408	418
North Somerset	£681,000	£1,788,000	162.6%	83	114
North Tyneside	£244,135	£547,000	124.1%	199	119
North Warwickshire	£69,564	£157,328	126.2%	365	411
North West Leicestershire	-	-	-	-	-
North Wiltshire	£215,600	£289,000	34.0%	282	205
North Yorkshire	£550,000	£1,856,000	237.5%	80	22
Northampton	£303,000	£821,000	171.0%	158	115
Northamptonshire	£463,000	£2,777,000	499.8%	39	19
Northumberland*	£1,065,000	£1,994,000	87.2%	74	52
Norwich*	£231,000	£350,000	51.5%	263	208
Nottingham	£318,000	£3,731,588	1,073.5%	23	63
Nottinghamshire	£2,036,000	£3,166,000	55.5%	34	12
Nuneaton and Bedworth	£164,000	£191,000	16.5%	341	225



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
Oadby and Wigston	£14,038	£98,000	598.1%	419	423
Oldham	£455,000	£1,553,000	241.3%	99	102
Omagh*	-	£100,597	-	416	433
Orkney Islands	£258,000	£441,000	70.9%	230	455
Oswestry	£57,140	£105,972	85.5%	411	443
Oxford	-	£760,000	-	165	165
Oxfordshire	£396,392	£2,915,000	635.4%	38	21
Pembrokeshire	£347,000	-	-	-	-
Pendle	£112,844	£170,000	50.7%	356	334
Penwith	-	£91,000	-	430	407
Perth and Kinross*	£203,000	£1,151,000	467.0%	130	180
Peterborough	£732,000	£2,085,000	184.8%	71	145
Plymouth	£465,567	£1,631,000	250.3%	96	85
Poole	£98,000	£555,000	466.3%	196	191
Portsmouth	£684,000	£1,638,000	139.5%	95	118
Powys	£508,000	£711,000	40.0%	173	202
Preston*	£750,597	£1,092,000	45.5%	136	200
Purbeck	£33,967	£95,735	181.8%	424	439
Reading	£451,505	£658,516	45.8%	180	174
Redbridge	£1,108,000	£2,474,000	123.3%	53	80
Redcar and Cleveland	£683,000	£1,159,000	69.7%	129	183
Redditch*	£193,000	£270,000	39.9%	290	379
Reigate and Banstead	£161,443	£245,000	51.8%	310	207
Renfrewshire*	-	£1,244,000	-	120	140
Restormel	£615,766	£357,358	-42.0%	261	288
Rhondda, Cynon, Taff	-	£1,691,000	-	89	90
Ribble Valley	£50,590	£100,023	97.7%	418	421
Richmond upon Thames	£45,714	£753,000	1,547.2%	166	129
Richmondshire	-	£51,122	-	449	434
Rochdale	£794,000	£2,260,000	184.6%	64	112
Rochford	£33,652	£142,000	322.0%	380	374
Rossendale	£77,300	-	-	-	-
Rother*	-	£177,000	-	351	348
Rotherham*	£382,000	£3,632,000	850.8%	26	79
Rugby	£123,910	£182,320	47.1%	348	332
Runnymede	£105,497	£82,000	-22.3%	436	373
Rushcliffe	£88,733	£198,401	123.6%	336	273
Rushmoor	£155,364	£197,000	26.8%	339	341

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
Rutland*	-	£171,000	-	354	445
Ryedale	-	-	-	-	-
Salford	£864,000	£2,513,000	190.9%	49	104
Salisbury	£21,724	£385,000	1,672.2%	249	246
Sandwell	-	£2,199,208	-	66	62
Scarborough	£600,000	£492,000	-18.0%	212	271
Scottish Borders	£345,243	£784,000	127.1%	164	264
Sedgefield	£163,000	£375,000	130.1%	254	347
Sedgemoor	£500,000	£482,000	-3.6%	216	259
Sefton	-	£2,240,000	-	65	68
Selby	£33,000	£133,000	303.0%	387	376
Sevenoaks	£99,509	£211,000	112.0%	326	248
Sheffield	£185,000	£4,195,000	2,167.6%	15	28
Shepway	£323,722	£265,000	-18.1%	295	295
Shetland Islands	£158,000	£383,000	142.4%	250	454
Shrewsbury and Atcham	£117,164	£149,000	27.2%	374	306
Shropshire*	£300,000	£1,282,166	327.4%	117	61
Slough	£456,000	£552,000	21.1%	198	231
Solihull	£557,000	£1,377,000	147.2%	108	113
Somerset	£2,016,000	£4,211,000	108.9%	14	30
South Ayrshire	-	-	-	-	-
South Bedfordshire	-	£371,824	-	255	237
South Bucks	£28,000	£125,000	346.4%	393	409
South Cambridgeshire	£119,297	£367,136	207.7%	256	193
South Derbyshire	£101,000	£230,000	127.7%	318	336
South Gloucestershire	£411,348	£1,081,000	162.8%	137	78
South Hams	£161,000	£574,000	256.5%	193	362
South Holland	£51,221	£126,000	146.0%	392	366
South Kesteven	£353,000	£445,000	26.1%	228	206
South Lakeland*	£73,000	£154,000	111.0%	370	282
South Lanarkshire*	£1,401,000	£1,364,000	-2.6%	110	53
South Norfolk	£91,089	£78,000	-14.4%	439	242
South Northamptonshire*	£59,077	£233,984	296.1%	315	339
South Oxfordshire	£138,399	£225,000	62.6%	321	214
South Ribble	£140,093	£108,000	-22.9%	409	278
South Shropshire	£11,221	£142,000	1,165.5%	382	441
South Somerset	-	£236,000	-	313	156

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
South Staffordshire	£92,000	£110,000	19.6%	406	279
South Tyneside	£291,000	£522,000	79.4%	203	161
Southampton	£1,091,000	£2,496,000	128.8%	51	92
Southend-on-Sea**	£532,000	£798,000	50.0%	163	151
Southwark	£1,454,026	£5,057,000	247.8%	8	72
Spelthorne	£84,000	£39,000	-53.6%	453	330
St Albans	-	£285,000	-	283	201
St Edmundsbury	£163,000	£195,000	19.6%	340	289
St Helens	£378,000	£1,439,000	280.7%	104	133
Stafford*	£210,000	£426,000	102.9%	238	219
Staffordshire	£856,000	£2,481,000	189.8%	52	10
Staffordshire Moorlands*	£211,549	£485,000	129.3%	214	307
Stevenage	£444,000	£482,000	8.6%	215	380
Stirling	£464,000	£594,000	28.0%	190	346
Stockport	£575,000	£1,189,000	106.8%	126	66
Stockton-on-Tees	£483,000	£1,446,000	199.4%	103	123
Stoke-on-Trent	£412,510	£1,563,000	278.9%	98	86
Strabane	-	£148,202	-	375	444
Stratford-on-Avon	£128,000	£154,356	20.6%	368	243
Stroud	-	£235,472	-	314	263
Suffolk	£884,000	£3,204,000	262.4%	31	16
Suffolk Coastal	£154,788	£229,000	47.9%	320	223
Sunderland	-	£4,376,815	-	11	65
Surrey	-	£5,100,000	-	7	6
Surrey Heath	-	£203,540	-	331	364
Sutton	-	£1,076,000	-	138	127
Swale	£337,000	£364,000	8.0%	257	211
Swansea*	£161,000	£433,000	168.9%	233	95
Swindon*	-	£1,688,000	-	90	125
Tameside	£304,000	£803,000	164.1%	162	107
Tamworth	£118,074	£198,000	67.7%	337	391
Tandridge	£63,167	£98,000	55.1%	420	370
Taunton Deane	£124,844	£644,000	415.8%	183	276
Teesdale	£26,529	£61,293	131.0%	447	453
Teignbridge	£71,000	£270,000	280.3%	291	216
Telford and Wrekin	-	£1,280,000	-	118	148
Tendring	£320,568	£210,000	-34.5%	327	171
Test Valley	£221,000	£418,000	89.1%	239	249

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
Tewkesbury*	£76,795	£135,747	76.8%	384	382
Thanet	-	-	-	-	-
The Vale of Glamorgan*	£191,195	£727,000	280.2%	169	220
Three Rivers	£126,070	£409,129	224.5%	242	357
Thurrock	-	£341,000	-	265	166
Tonbridge and Malling	£213,000	£307,000	44.1%	275	247
Torbay*	£668,392	£1,200,000	79.5%	125	194
Torfaen	£343,747	£626,000	82.1%	186	328
Torrige	£109,798	£268,000	144.1%	293	408
Tower Hamlets	£1,289,357	£2,300,000	78.4%	61	108
Trafford	£270,000	£644,000	138.5%	184	109
Tunbridge Wells	-	£486,000	-	213	283
Tynedale	£21,000	£80,000	281.0%	438	419
Uttlesford	£61,760	£187,332	203.3%	343	396
Vale of White Horse	£171,784	£110,056	-35.9%	404	236
Vale Royal	£403,191	£886,969	120.0%	149	215
Wakefield	£905,000	£1,669,000	84.4%	92	49
Walsall	£770,000	£1,462,000	89.9%	102	77
Waltham Forest	-	£1,439,000	-	105	100
Wandsworth	£588,725	£1,746,975	196.7%	85	67
Wansbeck	-	£42,396	-	450	414
Warrington	£259,000	£827,000	219.3%	155	120
Warwick	£418,466	£828,000	97.9%	154	196
Warwickshire	£639,000	£2,400,000	275.6%	57	29
Watford*	£540,644	£530,000	-2.0%	202	377
Waveney	£289,000	£467,000	61.6%	217	238
Waverley	£211,000	£324,000	53.6%	270	239
Wealden	£152,909	£91,861	-39.9%	429	172
Wear Valley	-	£200,000	-	334	410
Wellingborough	-	£112,000	-	401	390
Welwyn Hatfield	£137,588	£183,693	33.5%	347	281
West Berkshire*	-	£857,481	-	150	167
West Devon	£48,492	£70,691	45.8%	442	432
West Dorset	£272,000	£406,000	49.3%	243	303
West Dunbartonshire*	£59,000	£294,846	399.7%	278	326
West Lancashire*	£307,000	£274,000	-10.7%	289	267
West Lindsey	-	£203,000	-	332	354
West Lothian*	£618,000	£899,000	45.5%	148	144

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
West Oxfordshire*	£216,615	£158,351	-26.9%	364	292
West Somerset	-	£21,000	-	457	446
West Sussex	-	£2,694,000	-	43	11
West Wiltshire*	-	£404,411	-	244	217
Westminster	-	£3,277,000	-	30	91
Weymouth and Portland	-	£81,000	-	437	406
Wigan	£816,000	£1,345,000	64.8%	111	56
Wiltshire	£639,000	£2,776,000	334.4%	40	38
Winchester	£163,327	£561,000	243.5%	194	266
Windsor and Maidenhead	£157,440	£693,000	340.2%	175	184
Wirral	£594,000	£1,435,000	141.6%	106	51
Woking	£186,525	£496,350	166.1%	210	329
Wokingham	£213,000	£507,000	138.0%	205	159
Wolverhampton	£1,080,000	£2,695,000	149.5%	42	87
Worcester*	-	£168,000	-	358	314
Worcestershire*	-	£4,076,000	-	16	26
Worthing	£236,564	£344,406	45.6%	264	297
Wrexham	£348,035	£991,000	184.7%	142	204
Wychavon	£239,048	£298,695	25.0%	277	241
Wycombe	-	£88,234	-	433	149
Wyre	-	£133,025	-	386	261
Wyre Forest	£258,310	£330,880	28.1%	268	298
York	£1,397,000	£1,654,000	18.4%	94	121
<b>Average</b>	<b>£429,877</b>	<b>£983,367</b>	<b>128.8%</b>		
<b>Average, 2006-07 prices</b>	<b>£550,025</b>	<b>£983,367</b>	<b>78.8%</b>		

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

\*\*1997-98 data (i.e. 1996-97 data not available)