

EMBARGOED UNTIL 00:01 TUESDAY 4 DECEMBER

Council Spending Uncovered **No.1: PUBLICITY – NORTH EAST**

This table gives details of spending on publicity by councils in the North East. 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 East

| 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 |
| Alnwick | £125,694 | £83,275 | -33.7% | 435 | 448 |
| Berwick-upon-Tweed | £76,490 | £93,623 | 22.4% | 427 | 452 |
| Blyth Valley | £307,541 | £439,732 | 43.0% | 231 | 371 |
| Castle Morpeth | - | £89,971 | - | 432 | 435 |
| Chester-le-Street | £83,305 | £155,000 | 86.1% | 367 | 427 |
| Darlington | £367,797 | £929,000 | 152.6% | 146 | 296 |
| Derwentside | £165,692 | £429,627 | 159.3% | 235 | 353 |
| Durham City | - | £441,000 | - | 229 | 319 |
| Durham County | £2,111,000 | £3,840,000 | 81.9% | 21 | 32 |
| Easington | - | £463,000 | - | 220 | 311 |
| Gateshead | £565,033 | £1,071,607 | 89.7% | 140 | 122 |
| Hartlepool* | £428,169 | £1,292,000 | 201.8% | 116 | 327 |
| Middlesbrough | £508,000 | £1,235,000 | 143.1% | 121 | 187 |
| Newcastle upon Tyne | £889,938 | £1,612,000 | 81.1% | 97 | 71 |
| North Tyneside | £244,135 | £547,000 | 124.1% | 199 | 119 |
| Northumberland* | £1,065,000 | £1,994,000 | 87.2% | 74 | 52 |
| Redcar and Cleveland | £683,000 | £1,159,000 | 69.7% | 129 | 183 |
| Sedgefield | £163,000 | £375,000 | 130.1% | 254 | 347 |
| South Tyneside | £291,000 | £522,000 | 79.4% | 203 | 161 |
| Stockton-on-Tees | £483,000 | £1,446,000 | 199.4% | 103 | 123 |
| Sunderland | - | £4,376,815 | - | 11 | 65 |
| Teesdale | £26,529 | £61,293 | 131.0% | 447 | 453 |
| Tynedale | £21,000 | £80,000 | 281.0% | 438 | 419 |
| Wansbeck | - | £42,396 | - | 450 | 414 |
| Wear Valley | - | £200,000 | - | 334 | 410 |
| Regional total | | £22,978,339 | | | |
| Regional average | £452,912 | £919,134 | 102.9% | | |
| Regional average, 2006-07 prices | £579,497 | £919,134 | 58.6% | | |

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