

EMBARGOED UNTIL 00:01 TUESDAY 4 DECEMBER

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

This table gives details of spending on publicity by councils in the South 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 South 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
Adur*	£54,637	£74,007	35.5%	440	417
Arun	£520,000	£725,000	39.4%	170	170
Ashford	£228,248	£536,000	134.8%	201	258
Aylesbury Vale*	£79,678	£259,836	226.1%	299	136
Basingstoke and Deane	£471,000	£824,000	74.9%	157	154
Bracknell Forest	£276,000	£841,000	204.7%	153	252
Brighton and Hove	-	£1,793,135	-	82	82
Buckinghamshire	£329,000	£2,511,000	663.2%	50	35
Canterbury	£189,000	£304,000	60.8%	276	169
Cherwell	-	£416,509	-	241	189
Chichester	£37,625	£124,071	229.8%	394	269
Chiltern	£159,966	£197,063	23.2%	338	331
Crawley	£321,000	£723,000	125.2%	171	293
Dartford	£149,000	£147,000	-1.3%	377	335
Dover	£412,926	£429,000	3.9%	234	277
East Hampshire	£149,000	£144,000	-3.4%	379	265
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
Elmbridge	£134,879	£159,000	17.9%	363	209
Epsom and Ewell	£135,784	£217,000	59.8%	325	400
Fareham	£182,892	£377,000	106.1%	253	270
Gosport	£123,292	£176,210	42.9%	352	386
Gravesham	-	£325,000	-	269	301
Guildford	£346,954	£557,712	60.7%	195	195
Hampshire	£2,507,000	£4,400,000	75.5%	10	4
Hart	£106,000	£203,000	91.5%	330	340
Hastings	-	£134,000	-	385	356

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
Havant	£139,000	£148,000	6.5%	376	240
Horsham	£73,949	£232,813	214.8%	316	213
Isle of Wight	-	£715,679	-	172	185
Kent	£1,409,000	£6,586,000	367.4%	3	2
Lewes	£43,000	£95,000	120.9%	426	312
Maidstone	£296,000	£554,000	87.2%	197	175
Medway	-	£1,482,000	-	100	81
Mid Sussex	£154,236	£333,836	116.4%	267	210
Milton Keynes*	£261,000	£1,366,000	423.4%	109	97
Mole Valley	-	£184,000	-	346	375
New Forest	£186,000	£259,000	39.2%	300	135
Oxford	-	£760,000	-	165	165
Oxfordshire	£396,392	£2,915,000	635.4%	38	21
Portsmouth	£684,000	£1,638,000	139.5%	95	118
Reading	£451,505	£658,516	45.8%	180	174
Reigate and Banstead	£161,443	£245,000	51.8%	310	207
Rother*	-	£177,000	-	351	348
Runnymede	£105,497	£82,000	-22.3%	436	373
Rushmoor	£155,364	£197,000	26.8%	339	341
Sevenoaks	£99,509	£211,000	112.0%	326	248
Shepway	£323,722	£265,000	-18.1%	295	295
Slough	£456,000	£552,000	21.1%	198	231
South Bucks	£28,000	£125,000	346.4%	393	409
South Oxfordshire	£138,399	£225,000	62.6%	321	214
Southampton	£1,091,000	£2,496,000	128.8%	51	92
Spelthorne	£84,000	£39,000	-53.6%	453	330
Surrey	-	£5,100,000	-	7	6
Surrey Heath	-	£203,540	-	331	364
Swale	£337,000	£364,000	8.0%	257	211
Tandridge	£63,167	£98,000	55.1%	420	370
Test Valley	£221,000	£418,000	89.1%	239	249
Thanet	-	-	-	-	-
Tonbridge and Malling	£213,000	£307,000	44.1%	275	247
Tunbridge Wells	-	£486,000	-	213	283
Vale of White Horse	£171,784	£110,056	-35.9%	404	236
Waverley	£211,000	£324,000	53.6%	270	239
Wealden	£152,909	£91,861	-39.9%	429	172
West Berkshire*	-	£857,481	-	150	167

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 Sussex	-	£2,694,000	-	43	11
Winchester	£163,327	£561,000	243.5%	194	266
Windsor and Maidenhead	£157,440	£693,000	340.2%	175	184
Woking	£186,525	£496,350	166.1%	210	329
Wokingham	£213,000	£507,000	138.0%	205	159
Worthing	£236,564	£344,406	45.6%	264	297
Wycombe	-	£88,234	-	433	149
Regional total		£55,911,666			
Regional average	£301,560	£765,913	154.0%		
Regional average, 2006-07 prices	£385,843	£765,913	98.5%		

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