

EMBARGOED UNTIL 00:01 TUESDAY 4 DECEMBER

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

This table gives details of spending on publicity by councils in the South 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 South 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
Bath and North East Somerset	£1,056,000	£1,989,000	88.4%	75	134
Bournemouth	£1,452,642	£2,073,727	42.8%	73	150
Bristol, City of	£1,055,000	£3,961,000	275.5%	19	40
Caradon	-	£101,000	-	415	361
Carrick	-	£199,000	-	335	325
Cheltenham	-	£446,000	-	227	255
Christchurch	£11,309	£62,000	448.2%	446	440
Cornwall	-	£2,105,000	-	70	27
Cotswold	-	£145,027	-	378	363
Devon	£1,119,000	£2,368,000	111.6%	58	15
Dorset	£954,000	£1,911,000	100.3%	77	42
East Devon*	£311,000	£276,000	-11.3%	288	203
East Dorset	£83,000	£70,000	-15.7%	443	359
Exeter	£330,000	£465,000	40.9%	219	229
Forest of Dean	£98,045	£248,389	153.3%	307	368
Gloucester	£279,000	£237,000	-15.1%	311	250
Gloucestershire	£536,000	£2,474,000	361.6%	54	25
Isles of Scilly	£979	£20,000	1942.9%	458	458
Kennet	£144,000	£186,000	29.2%	345	385
Kerrier	£92,764	£120,054	29.4%	396	299
Mendip*	£165,000	£253,000	53.3%	305	272
Mid Devon	£41,000	£103,000	151.2%	413	392
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 Somerset	£681,000	£1,788,000	162.6%	83	114
North Wiltshire	£215,600	£289,000	34.0%	282	205
Penwith	-	£91,000	-	430	407
Plymouth	£465,567	£1,631,000	250.3%	96	85
Poole	£98,000	£555,000	466.3%	196	191
Purbeck	£33,967	£95,735	181.8%	424	439

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
Restormel	£615,766	£357,358	-42.0%	261	288
Salisbury	£21,724	£385,000	1672.2%	249	246
Sedgemoor	£500,000	£482,000	-3.6%	216	259
Somerset	£2,016,000	£4,211,000	108.9%	14	30
South Gloucestershire	£411,348	£1,081,000	162.8%	137	78
South Hams	£161,000	£574,000	256.5%	193	362
South Somerset	-	£236,000	-	313	156
Stroud	-	£235,472	-	314	263
Swindon*	-	£1,688,000	-	90	125
Taunton Deane	£124,844	£644,000	415.8%	183	276
Teignbridge	£71,000	£270,000	280.3%	291	216
Tewkesbury*	£76,795	£135,747	76.8%	384	382
Torbay*	£668,392	£1,200,000	79.5%	125	194
Torrige	£109,798	£268,000	144.1%	293	408
West Devon	£48,492	£70,691	45.8%	442	432
West Dorset	£272,000	£406,000	49.3%	243	303
West Somerset	-	£21,000	-	457	446
West Wiltshire*	-	£404,411	-	244	217
Weymouth and Portland	-	£81,000	-	437	406
Wiltshire	£639,000	£2,776,000	334.4%	40	38
Regional total		£40,470,502			
Regional average	£402,120	£793,539	97.3%		
Regional average, 2006-07 prices	£514,510	£793,539	54.2%		

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