

EMBARGOED UNTIL 00:01 TUESDAY 4 DECEMBER

Council Spending Uncovered

No.1: PUBLICITY – WEST MIDLANDS

This table gives details of spending on publicity by councils in the West Midlands. 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 West Midlands

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
Birmingham	£6,900,000	£10,300,000	49.3%	1	8
Bridgnorth	£19,684	£31,103	58.0%	454	429
Bromsgrove	£122,946	£186,000	51.3%	342	322
Cannock Chase	-	£460,000	-	222	309
Coventry	£1,739,000	£3,913,000	125.0%	20	54
Dudley	£479,000	£2,565,000	435.5%	47	57
East Staffordshire	£107,000	£449,000	319.6%	225	275
Herefordshire	-	£991,000	-	143	132
Lichfield	£118,512	£282,000	138.0%	284	302
Malvern Hills*	-	£116,000	-	399	394
Newcastle-under-Lyme	£149,262	£258,610	73.3%	301	218
North Shropshire	£53,545	£109,096	103.7%	408	418
North Warwickshire	£69,564	£157,328	126.2%	365	411
Nuneaton and Bedworth	£164,000	£191,000	16.5%	341	225
Oswestry	£57,140	£105,972	85.5%	411	443
Redditch*	£193,000	£270,000	39.9%	290	379
Rugby	£123,910	£182,320	47.1%	348	332
Sandwell	-	£2,199,208	-	66	62
Shrewsbury and Atcham	£117,164	£149,000	27.2%	374	306
Shropshire*	£300,000	£1,282,166	327.4%	117	61
Solihull	£557,000	£1,377,000	147.2%	108	113
South Shropshire	£11,221	£142,000	1165.5%	382	441
South Staffordshire	£92,000	£110,000	19.6%	406	279
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
Stoke-on-Trent	£412,510	£1,563,000	278.9%	98	86
Stratford-on-Avon	£128,000	£154,356	20.6%	368	243
Tamworth	£118,074	£198,000	67.7%	337	391
Telford and Wrekin	-	£1,280,000	-	118	148
Walsall	£770,000	£1,462,000	89.9%	102	77

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
Warwick	£418,466	£828,000	97.9%	154	196
Warwickshire	£639,000	£2,400,000	275.6%	57	29
Wolverhampton	£1,080,000	£2,695,000	149.5%	42	87
Worcester*	-	£168,000	-	358	314
Worcestershire*	-	£4,076,000	-	16	26
Wychavon	£239,048	£298,695	25.0%	277	241
Wyre Forest	£258,310	£330,880	28.1%	268	298
Regional total		£44,672,734			
Regional average	£539,190	£1,175,598	118.0%		
Regional average, 2006-07 prices	£689,890	£1,175,598	70.4%		

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