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

In December 2007, the TaxPayers' Alliance produced the first ever examination of the growth of town hall spending on publicity over the last decade. It found that councils had doubled their spending on publicity since 1996-97, creating a £450 million publicity machine, at the same time as doubling council tax. A year later, the first paper in the *Council Spending Uncovered II* series updates the data for the last financial year.

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 (£971,985)** on publicity. (*Continued overleaf...*)

About the Council Spending Uncovered series

- *In 1996-97 the average Band D council tax bill in England was £646.*
- *Last year the average Band D bill was £1,373.*

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. It is especially important to control council spending right now as councils across the UK lost money in Icelandic banks and the effects of the recession are putting strains on taxpayers' budgets.

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 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 **twice** the amount on publicity than it did in 1996-97, and **1.33** per cent more than a year ago:
 - In **1996-97**, the average local authority spent **£429,887** on publicity;
 - In **2006-07**, the average local authority spent **£954,023** on publicity;
 - In **2007-08**, the average local authority spent **£971,985** on publicity.
- The **total local authority publicity bill is now over £430 million**. While the overall total for spending on publicity seems to have gone down from last year, the average spending per local authority has increased. This is due to several councils' accounts proving impossible to obtain in time for inclusion in this report. This year we obtained the accounts of **445 councils, or 95 per cent**, as opposed to the 458, or 98 per cent, obtained last year.
- There are **6 local authorities** spending more than **£5 million** on publicity.
- There are **69 local authorities** spending more than **£2 million** on publicity.
- There are **133 local authorities** spending more than **£1 million** on publicity.
- At least **225 councils** have increased their spending on publicity since the 2006-07 financial year.
- The **20 councils** spending the most money on publicity accumulated an over **£100 million** bill.
- There is **one local authority, Birmingham City Council**, that spent more than **£9 million** on publicity.
- However, at least **217 councils** have decreased spending on publicity, collectively cutting over **£25 million** from their budgets and proving that councils *can* cut unnecessary spending.
- The **top 20 councils** who made the largest cuts in publicity spending saved taxpayers nearly **£13 million** compared to last year.

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

"It is incredibly disappointing that, despite the economic downturn and the loss of millions in Icelandic Banks, local authorities are still spending nearly half a billion pounds a year on publicity. Whilst we salute the 217 councils who have cut spending on publicity, the 225 councils who have increased spending should hang their heads in shame. In the middle of a recession, councils need to cut back on propaganda and spin doctors and deliver savings to taxpayers."



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Further details

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

- The 20 local authorities spending the most on publicity.
- The 20 local authorities with the greatest increase in spending on publicity
- The 20 local authorities with the greatest percent increase in spending on publicity
- The 20 local authorities with the greatest decrease in spending on publicity
- The 20 local authorities with the greatest per cent decrease in spending on publicity
- The full list of town hall publicity spending.

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 2007-08, we have managed to collect the accounts of **445** councils, **95%** per cent of the total.
4. As of **3 December 2008**, for a small number of councils, the 2007-08 accounts are not yet available, and in these cases the 2007-08 figure is represented by “NYA”. As of **3 December 2008**, for a small number of councils, only the draft 2007-08 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. We make all these cases clear in the tables.
5. The population data, used to rank councils by size of population, is taken from the Office for National Statistics, mid-2007 population estimates, all age groups (www.statistics.gov.uk).
6. The publicity spending and population rankings run from 1 (highest) to 445 (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 closer to the top of the population rankings than the spending rankings 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.

APPENDIX

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

	Council	Spending on publicity, £			Increase, %	
		1996-97	2006-07	2007-08	1996-97 to 2007-08	2006-07 to 2007-08
1	Birmingham*	£6,900,000	£10,400,000	£9,200,000	33.3%	-11.5%
2	Liverpool	£1,158,000	£9,402,000	£7,540,000	551.1%	-19.8%
3	Surrey	-	£5,100,000	£6,200,000	-	21.6%
4	Bradford*	£907,000	£5,606,000	£6,016,000	563.3%	7.3%
5	Kent	£1,409,000	£6,586,000	£5,683,000	303.3%	-13.7%
6	Manchester	£2,283,742	£5,226,000	£5,118,000	124.1%	-2.1%
7	Sunderland	-	£4,376,815	£4,926,854	-	12.6%
8	Southwark*	£1,454,026	£5,057,000	£4,776,000	228.5%	-5.6%
9	Essex	£2,455,000	£4,332,000	£4,775,000	94.5%	10.2%
10	Lincolnshire	£1,176,121	£3,733,865	£4,716,121	301.0%	26.3%
11	Kingston upon Hull, City of	£2,704,000	£4,808,000	£4,590,000	69.7%	-4.5%
12	Hampshire	£2,507,000	£4,271,000	£4,547,000	81.4%	6.5%
13	Sheffield	£185,000	£4,195,000	£4,501,000	2333.0%	7.3%
14	Leeds	-	£2,472,000	£4,445,000	-	79.8%
15	Coventry	£1,739,000	£3,913,000	£4,112,000	136.5%	5.1%
16	Bristol, City of	£1,055,000	£3,961,000	£3,974,000	276.7%	0.3%
17	Somerset	£2,016,000	£4,211,000	£3,957,000	96.3%	-6.0%
18	Newham	-	£4,018,000	£3,934,000	-	-2.1%
19	Salford	£864,000	£3,414,000	£3,784,000	338.0%	10.8%
20	Camden	£1,298,357	£3,505,913	£3,730,533	187.3%	6.4%

*2007-08 data available in draft Statement of Accounts only

Table A2: The 20 councils with the highest percent increase in spending on publicity from 2006-07 to 2007-08

	Council	Spending on publicity, £			Increase, %	
		1996-97	2006-07	2007-08	1996-97 to 2007-08	2006-07 to 2007-08
1	Spelthorne	£84,000	£61,000	£182,000	116.7%	198.4%
2	Lisburn	-	£114,184	£217,098	-	90.1%
3	Croydon	£618,000	£952,000	£1,769,000	186.2%	85.8%
4	Reading	£451,505	£658,516	£1,212,423	168.5%	84.1%
5	Gedling	£42,998	£77,683	£141,916	230.1%	82.7%
6	Leeds	-	£2,472,000	£4,445,000	-	79.8%
7	Derry City	-	£128,128	£220,550	-	72.1%
8	Brent*	£682,000	£1,297,000	£2,180,000	219.6%	68.1%
9	Swale	£337,000	£381,000	£637,000	89.0%	67.2%
10	Oadby and Wigston	£14,038	£98,000	£162,000	1054.0%	65.3%
11	Newark and Sherwood	£61,708	£96,443	£151,991	146.3%	57.6%
12	South Norfolk	£91,089	£78,235	£122,920	34.9%	57.1%
13	Hinckley and Bosworth	£45,753	£96,000	£145,000	216.9%	51.0%
14	Sutton	-	£1,076,000	£1,622,000	-	50.7%
15	South Ribble	£140,093	£108,000	£157,000	12.1%	45.4%
16	Exeter	£330,000	£465,000	£673,000	103.9%	44.7%
17	South Bedfordshire	-	£371,824	£525,407	-	41.3%
18	Gateshead	£565,033	£1,071,607	£1,508,000	166.9%	40.7%
19	Teesdale	£26,529	£61,293	£85,975	224.1%	40.3%
20	South Bucks*	£28,000	£125,000	£175,000	525.0%	40.0%

*2007-08 data available in draft Statement of Accounts only

Table A3: The 20 councils with the highest actual increase in spending on publicity from 2006-07 to 2007-08

	Council	Spending on publicity, £			Increase, %	Real Increase £
		1996-97	2006-07	2007-08	2006-07 to 2007-08	2006-07 to 2007-08
1	Leeds	-	£2,472,000	£4,445,000	79.8%	£1,973,000
2	Surrey	-	£5,100,000	£6,200,000	21.6%	£1,100,000
3	Lincolnshire	£1,176,121	£3,733,865	£4,716,121	26.3%	£982,256
4	Brent*	£682,000	£1,297,000	£2,180,000	68.1%	£883,000
5	Norfolk	£975,000	£2,488,000	£3,335,000	34.0%	£847,000
6	Croydon	£618,000	£952,000	£1,769,000	85.8%	£817,000
7	Gloucestershire	£536,000	£2,474,000	£3,161,000	27.8%	£687,000
8	Haringey	£844,000	£2,730,000	£3,405,000	24.7%	£675,000
9	East Sussex	£750,000	£2,168,000	£2,783,000	28.4%	£615,000
10	Barking and Dagenham	£614,000	£2,316,000	£2,887,000	24.7%	£571,000
11	Reading	£451,505	£658,516	£1,212,423	84.1%	£553,907
12	Sunderland	-	£4,376,815	£4,926,854	12.6%	£550,039
13	Sutton	-	£1,076,000	£1,622,000	50.7%	£546,000
14	Greater London Authority	-	£2,934,000	£3,452,000	17.7%	£518,000
15	Essex	£2,455,000	£4,332,000	£4,775,000	10.2%	£443,000
16	Gateshead	£565,033	£1,071,607	£1,508,000	40.7%	£436,393
17	Bradford*	£907,000	£5,606,000	£6,016,000	7.3%	£410,000
18	Salford	£864,000	£3,414,000	£3,784,000	10.8%	£370,000
19	Derby	-	£1,005,000	£1,365,000	35.8%	£360,000
20	Devon	£1,119,000	£2,368,000	£2,705,000	14.2%	£337,000

*2007-08 data available in draft Statement of Accounts only

Table A4: The 20 councils with the greatest percent decrease in spending on publicity from 2006-07 to 2007-08

	Council	Spending on publicity, £			Decrease, %	Real Decrease £
		1996-97	2006-07	2007-08	2006-07 to 2007-08	2006-07 to 2007-08
1	West Somerset	-	£21,000	£4,000	81.0%	£17,000
2	Isles of Scilly*	£979	£20,000	£5,000	75.0%	£15,000
3	Coleraine	-	£7,470	£2,391	68.0%	£5,079
4	Torridge*	£109,798	£268,000	£123,000	54.1%	£145,000
5	Boston	£100,000	£153,000	£86,000	43.8%	£67,000
6	Bolton	£847,000	£2,669,000	£1,541,000	42.3%	£1,128,000
7	High Peak	£54,826	£124,000	£72,000	41.9%	£52,000
8	Restormel	£615,766	£357,358	£211,328	40.9%	£146,030
9	Bridgnorth	£19,684	£31,103	£18,716	39.8%	£12,387
10	Berwick-upon-Tweed	£76,490	£93,623	£56,387	39.8%	£37,236
11	Fareham	£182,892	£377,000	£229,000	39.3%	£148,000
12	South Shropshire	£11,221	£142,000	£87,000	38.7%	£55,000
13	Daventry	£122,407	£292,000	£179,000	38.7%	£113,000
14	Redditch	£193,000	£292,000	£180,000	38.4%	£112,000
15	Aylesbury Vale*	£79,678	£376,000	£238,000	36.7%	£138,000
16	Glasgow City	-	£2,606,000	£1,656,000	36.5%	£950,000
17	South Gloucestershire	£411,348	£1,081,000	£694,000	35.8%	£387,000
18	Cardiff	£422,837	£1,317,817	£863,943	34.4%	£453,874
19	Rochdale	£794,000	£2,260,000	£1,500,000	33.6%	£760,000
20	Carrick*	-	£199,000	£133,000	33.2%	£66,000

*2007-08 data available in draft Statement of Accounts only

Table A5: The 20 councils with the greatest decrease in spending on publicity from 2006-07 to 2007-08

	Council	Spending on publicity, £			Decrease, %	Decrease £
		1996-97	2006-07	2007-08	2006-07 to 2007-08	2006-07 to 2007-08
1	Liverpool	£1,158,000	£9,402,000	£7,540,000	19.8%	£1,862,000
2	Birmingham*	£6,900,000	£10,400,000	£9,200,000	11.5%	£1,200,000
3	Bolton	£847,000	£2,669,000	£1,541,000	42.3%	£1,128,000
4	Hertfordshire*	£1,666,300	£4,035,000	£3,033,000	24.8%	£1,002,000
5	Glasgow City	-	£2,606,000	£1,656,000	36.5%	£950,000
6	Kent	£1,409,000	£6,586,000	£5,683,000	13.7%	£903,000
7	Rochdale	£794,000	£2,260,000	£1,500,000	33.6%	£760,000
8	Oxfordshire	£396,392	£2,915,000	£2,372,000	18.6%	£543,000
9	Edinburgh, City of	£1,544,000	£3,372,000	£2,866,000	15.0%	£506,000
10	Cardiff	£422,837	£1,317,817	£863,943	34.4%	£453,874
11	Cheshire	£819,000	£2,745,000	£2,333,000	15.0%	£412,000
12	Peterborough*	£732,000	£2,085,000	£1,688,000	19.0%	£397,000
13	South Gloucestershire	£411,348	£1,081,000	£694,000	35.8%	£387,000
14	Solihull	£557,000	£1,377,000	£992,000	28.0%	£385,000
15	Merton	£785,000	£1,707,000	£1,323,000	22.5%	£384,000
16	Warrington	£259,000	£1,209,000	£830,000	31.3%	£379,000
17	Havering	£363,000	£1,232,000	£854,000	30.7%	£378,000
18	Perth and Kinross	£203,000	£1,185,000	£809,000	31.7%	£376,000
19	Barnsley	£1,040,000	£1,942,000	£1,638,000	15.7%	£304,000
20	Hartlepool	£428,169	£1,208,000	£921,000	23.8%	£287,000

*2007-08 data available in draft Statement of Accounts only

Table A6: 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	2007-08			
Aberdeen City*	£532,000	£1,898,427	£1,781,471	234.9%	81	110
Aberdeenshire	£298,000	£1,614,000	£1,729,000	480.2%	84	85
Adur*	£54,637	£97,099	£90,197	65.1%	415	404
Allerdale	£78,262	£278,265	£322,342	311.9%	265	300
Alnwick	£125,694	£83,275	£80,582	-35.9%	425	436
Amber Valley*	£183,826	£141,000	£142,000	-22.8%	364	220
Angus	£157,563	£852,000	-	-	-	-
Antrim	£42,086	£132,163	£164,093	289.9%	350	417
Ards	-	£130,849	£175,423	-	340	375
Argyll and Bute*	£174,000	£557,000	£564,000	224.1%	188	313
Armagh	-	£263,715	-	-	-	-
Arun*	£520,000	£725,000	£674,000	29.6%	171	167
Ashfield	£138,723	£256,000	£235,000	69.4%	296	238
Ashford*	£228,248	£536,000	£585,000	156.3%	187	246
Aylesbury Vale*	£79,678	£376,000	£238,000	198.7%	295	135
Babergh*	£292,000	£477,000	£464,000	58.9%	212	340
Ballymena*	-	£173,061	£173,584	-	344	401
Ballymoney*	-	£65,909	£60,168	-	432	438
Banbridge	£22,357	£95,246	£113,507	407.7%	393	425
Barking and Dagenham	£614,000	£2,316,000	£2,887,000	370.2%	37	142
Barnet	£923,000	£1,118,000	£1,089,000	18.0%	129	49
Barnsley	£1,040,000	£1,942,000	£1,638,000	57.5%	89	97
Barrow-in-Furness	£79,251	£132,860	£140,093	76.8%	367	381
Basildon	-	£395,000	£335,000	-	261	138
Basingstoke and Deane	£471,000	£824,000	£794,000	68.6%	157	150
Bassetlaw	-	£419,000	£341,000	-	259	249
Bath and North East Somerset*	£1,056,000	£1,989,000	£1,896,000	79.5%	72	131
Bedford	£494,371	£818,000	£930,000	88.1%	139	158
Bedfordshire	£1,039,000	£2,440,000	£2,548,000	145.2%	49	43
Belfast	-	£1,075,766	£1,120,086	-	127	73
Berwick-upon-Tweed	£76,490	£93,623	£56,387	-26.3%	434	439
Bexley	£322,000	£684,000	£642,000	99.4%	179	100
Birmingham*	£6,900,000	£10,400,000	£9,200,000	33.3%	1	8
Blaby	£57,277	£162,693	£140,211	144.8%	366	307

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08	1996-97 to 2007-08	2007-08	2007-08
Blackburn with Darwen	£446,381	£2,076,000	£1,897,000	325.0%	71	176
Blackpool	£709,000	£3,687,000	-	-	-	-
Blaenau Gwent	-	£277,300	£260,000	-	289	387
Blyth Valley	£307,541	£439,732	£317,535	3.2%	268	359
Bolsover	£81,431	£164,000	£130,000	59.6%	377	379
Bolton	£847,000	£2,669,000	£1,541,000	81.9%	95	74
Boston	£100,000	£153,000	£86,000	-14.0%	419	407
Bournemouth*	£1,452,642	£2,073,727	£2,029,596	39.7%	69	146
Bracknell Forest	£276,000	£862,000	£819,000	196.7%	154	243
Bradford*	£907,000	£5,606,000	£6,016,000	563.3%	4	35
Braintree	£136,000	£277,000	£305,000	124.3%	270	177
Breckland	£198,830	£574,381	£621,452	212.6%	184	204
Brent*	£682,000	£1,297,000	£2,180,000	219.6%	65	382
Brentwood	£162,000	£111,000	£120,000	-25.9%	387	383
Bridgend*	£398,000	£661,000	£531,000	33.4%	197	192
Bridgnorth	£19,684	£31,103	£18,716	-4.9%	442	420
Brighton and Hove	-	£1,793,135	£1,820,655	-	78	80
Bristol, City of	£1,055,000	£3,961,000	£3,974,000	276.7%	16	42
Broadland	£223,500	£292,476	£345,082	54.4%	254	215
Bromley	£287,197	£907,000	£785,000	173.3%	159	60
Bromsgrove	£122,946	£186,000	£214,000	74.1%	313	311
Broxbourne	£168,000	£306,000	£284,000	69.0%	278	326
Broxtowe	£45,031	£119,384	£111,485	147.6%	397	256
Buckinghamshire	£329,000	£2,511,000	£2,792,000	748.6%	40	37
Burnley	£47,627	£397,356	£302,611	535.4%	272	337
Bury	£392,000	£825,000	£1,004,000	156.1%	133	126
Caerphilly	£491,000	£575,000	£645,000	31.4%	176	137
Calderdale	£283,500	£809,000	£607,000	114.1%	185	114
Cambridge	£186,056	£731,109	£653,690	251.3%	175	223
Cambridgeshire	£768,000	£2,402,000	£2,736,000	256.3%	43	22
Camden	£1,298,357	£3,505,913	£3,730,533	187.3%	20	91
Cannock Chase	-	£460,000	£417,000	-	227	302
Canterbury	£189,000	£304,000	£295,000	56.1%	275	166
Caradon	-	£101,000	£88,000	-	417	346
Cardiff	£422,837	£1,317,817	£863,943	104.3%	143	52
Carlisle	£588,000	£603,000	£561,000	-4.6%	190	279
Carmarthenshire*	£493,000	£1,118,000	£1,105,000	124.1%	128	128

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Carrick*	-	£199,000	£133,000	-	374	310
Carrickfergus	£67,598	£110,953	£110,243	63.1%	398	431
Castle Morpeth	-	£89,971	£97,726	-	412	423
Castle Point	£24,439	£111,295	£106,660	336.4%	403	329
Castlereagh	-	£110,328	£118,290	-	388	392
Ceredigion	-	£447,000	£424,000	-	222	374
Charnwood	£180,498	£340,000	£291,000	61.2%	276	143
Chelmsford*	-	£353,000	£342,000	-	257	144
Cheltenham*	-	£446,000	£364,000	-	249	247
Cherwell*	-	£416,509	£532,000	-	196	185
Cheshire	£819,000	£2,745,000	£2,333,000	184.9%	58	19
Chester	£488,000	£696,000	£741,000	51.8%	165	224
Chesterfield	£339,000	£459,000	£564,000	66.4%	189	284
Chester-le-Street	£83,305	£155,000	£181,000	117.3%	332	416
Chichester	£37,625	£124,071	£139,000	269.4%	368	262
Chiltern	£159,966	£197,063	£190,579	19.1%	326	321
Chorley	£114,367	£312,000	£301,000	163.2%	273	278
Christchurch	£11,309	£62,000	£82,000	625.1%	423	427
City of London	-	£1,320,000	£1,310,000	-	112	444
Clackmannanshire	£62,000	£245,000	-	-	-	-
Colchester	£676,000	£657,000	£644,000	-4.7%	177	133
Coleraine	-	£7,470	£2,391	-	445	409
Congleton	-	£161,000	£134,000	-	372	309
Conwy	£413,000	£1,143,000	£1,171,000	183.5%	124	250
Cookstown	-	-	-	-	-	-
Copeland	£104,841	£104,446	£115,000	9.7%	391	385
Corby	£233,638	£170,000	£172,000	-26.4%	346	413
Cornwall	-	£2,105,000	£2,240,000	-	63	28
Cotswold	-	£145,027	£142,651	-	363	347
Coventry	£1,739,000	£3,913,000	£4,112,000	136.5%	15	56
Craigavon	-	£311,762	£325,433	-	262	330
Craven	£26,695	£154,000	£148,000	454.4%	359	411
Crawley	£321,000	£723,000	£679,000	111.5%	170	285
Crewe and Nantwich	£101,000	£257,000	£304,000	201.0%	271	237
Croydon	£618,000	£952,000	£1,769,000	186.2%	82	47
Cumbria	-	£2,794,000	£2,793,000	-	39	36
Dacorum	£251,000	£497,000	£560,000	123.1%	191	183

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Darlington	£367,797	£929,000	£846,000	130.0%	147	288
Dartford	£149,000	£147,000	£126,000	-15.4%	379	322
Daventry	£122,407	£292,000	£179,000	46.2%	335	370
Denbighshire	£429,000	£505,000	£544,000	26.8%	195	294
Derby	-	£1,005,000	£1,365,000	-	109	87
Derbyshire	£1,271,000	£3,156,000	£3,457,000	172.0%	24	15
Derbyshire Dales*	-	£157,000	£132,000	-	375	386
Derry City	-	£128,128	£220,550	-	307	265
Derwentside	£165,692	£429,627	£428,099	158.4%	221	338
Devon	£1,119,000	£2,368,000	£2,705,000	141.7%	44	16
Doncaster	£686,600	£2,049,000	£2,245,000	227.0%	62	62
Dorset	£954,000	£1,911,000	£2,246,000	135.4%	61	44
Dover	£412,926	£429,000	£406,000	-1.7%	234	269
Down	-	£229,370	£208,661	-	319	388
Dudley	£479,000	£1,228,000	£1,208,000	152.2%	121	58
Dumfries and Galloway	£210,832	£809,000	£941,000	346.3%	137	165
Dundee City	£161,000	£389,000	-	-	-	-
Dungannon	-	£92,413	£77,200	-	426	414
Durham City	-	£441,000	£438,000	-	217	303
Durham County	£2,111,000	£3,840,000	£3,729,000	76.6%	21	34
Ealing	£1,284,000	£2,979,000	£3,063,000	138.6%	33	59
Easington	-	£463,000	£435,000	-	219	299
East Ayrshire	£184,000	£439,000	£558,000	203.3%	192	225
East Cambridgeshire	£123,802	£156,150	£156,735	26.6%	356	362
East Devon	£311,000	£160,000	£155,000	-50.2%	357	194
East Dorset	£83,000	£70,000	£70,000	-15.7%	430	344
East Dunbartonshire	£239,000	£377,000	£372,000	55.6%	248	274
East Hampshire	£149,000	£144,000	£169,000	13.4%	347	255
East Hertfordshire	£49,000	£108,000	£117,000	138.8%	389	191
East Lindsey	£506,942	£497,574	£416,242	-17.9%	228	179
East Lothian	£339,000	£30,000	-	-	-	-
East Northamptonshire	£67,100	£269,000	£352,000	424.6%	252	345
East Renfrewshire	£142,000	£506,000	-	-	-	-
East Riding of Yorkshire	£385,000	£2,286,000	£2,557,000	564.2%	48	48
East Staffordshire*	£107,000	£449,000	£411,000	284.1%	231	267
East Sussex	£750,000	£2,168,000	£2,783,000	271.1%	41	33

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Eastbourne	£461,000	£447,000	-	-	-	-
Eastleigh	£85,240	£202,000	£230,000	169.8%	300	221
Eden	£19,706	£41,211	£45,491	130.8%	436	419
Edinburgh, City of	£1,544,000	£3,372,000	£2,866,000	85.6%	38	38
Eilean Siar	-	£206,000	-	-	-	-
Ellesmere Port and Neston	£143,474	£322,000	£311,000	116.8%	269	357
Elmbridge	£134,879	£159,000	£209,000	55.0%	318	201
Enfield	£1,420,000	£2,151,000	£2,224,000	56.6%	64	65
Epping Forest	£93,000	£467,000	£399,000	329.0%	237	214
Epsom and Ewell	£135,784	£217,000	£257,000	89.3%	290	384
Erewash	£87,000	£312,000	£213,000	144.8%	314	258
Essex	£2,455,000	£4,332,000	£4,775,000	94.5%	9	3
Exeter	£330,000	£465,000	£673,000	103.9%	172	217
Falkirk	£376,039	£671,000	£767,000	104.0%	161	163
Fareham	£182,892	£377,000	£229,000	25.2%	301	261
Fenland	£16,845	£218,176	£241,341	1332.7%	293	314
Fermanagh	£76,528	£94,760	£98,839	29.2%	409	403
Fife	£897,000	£1,721,000	£1,803,000	101.0%	80	46
Flintshire	£708,000	£1,093,000	-	-	-	-
Forest Heath	£53,868	£179,000	£169,000	213.7%	348	397
Forest of Dean	£98,045	£248,389	£272,430	177.9%	285	356
Fylde	£216,688	£248,000	-	-	-	-
Gateshead	£565,033	£1,071,607	£1,508,000	166.9%	98	120
Gedling	£42,998	£77,683	£141,916	230.1%	365	251
Glasgow City	-	£2,606,000	£1,656,000	-	88	26
Gloucester*	£279,000	£237,000	£208,000	-25.4%	320	24
Gloucestershire	£536,000	£2,474,000	£3,161,000	489.7%	30	25
Gosport	£123,292	£176,210	£159,830	29.6%	352	368
Gravesham	-	£325,000	-	-	-	-
Great Yarmouth*	£689,018	£740,000	£748,000	8.6%	164	304
Greater London Authority	-	£2,934,000	£3,452,000	-	25	1
Greenwich	£743,000	£3,189,000	£2,933,000	294.8%	36	98
Guildford	£346,954	£557,712	£552,338	59.2%	194	189
Gwynedd	£446,801	£813,782	£835,400	87.0%	149	227
Hackney	£1,587,908	£1,711,000	£1,740,000	9.6%	83	109
Halton	£153,000	£1,131,000	£1,161,000	658.8%	125	226
Hambleton	-	£2,449,000	£2,624,000	-	46	339

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Hammersmith and Fulham	£751,000	£669,000	£836,000	11.3%	148	136
Hampshire	£2,507,000	£4,271,000	£4,547,000	81.4%	12	4
Harborough	£38,069	£143,378	£101,575	166.8%	405	353
Haringey	£844,000	£2,730,000	£3,405,000	303.4%	27	96
Harlow	£117,202	£635,123	£669,196	471.0%	173	373
Harrogate	£720,000	£1,175,000	£1,377,000	91.3%	107	152
Harrow	-	£1,394,000	£1,674,000	-	86	106
Hart	£106,000	£203,000	-	-	-	-
Hartlepool	£428,169	£1,208,000	£921,000	115.1%	140	315
Hastings	-	£134,000	£134,000	-	373	343
Havant	£139,000	£148,000	£180,000	29.5%	333	236
Havering	£363,000	£1,232,000	£854,000	135.3%	145	93
Herefordshire	-	£991,000	£1,054,000	-	131	130
Hertfordshire*	£1,666,300	£4,035,000	£3,033,000	82.0%	34	7
Hertsmere	£73,450	£238,000	£269,000	266.2%	287	295
High Peak	£54,826	£124,000	£72,000	31.3%	428	308
Highland	£115,000	£1,463,000	£1,467,000	1175.7%	102	104
Hillingdon	-	£1,804,000	£1,862,000	-	74	82
Hinckley and Bosworth	£45,753	£96,000	£145,000	216.9%	362	277
Horsham	£73,949	£232,813	£234,050	216.5%	299	205
Hounslow	£393,306	£977,000	£953,000	142.3%	136	101
Huntingdonshire	£116,000	£285,000	£343,000	195.7%	256	141
Hyndburn	£63,306	£57,614	£47,975	-24.2%	435	355
Inverclyde	-	£354,000	£355,000	-	251	361
Ipswich	-	£851,000	£882,000	-	142	219
Isle of Anglesey	-	£428,279	£389,585	-	239	389
Isle of Wight	-	£715,679	£834,000	-	150	180
Isles of Scilly*	£979	£20,000	£5,000	410.7%	443	445
Islington	-	£2,322,000	£2,064,000	-	66	124
Kennet	£144,000	£186,000	£167,000	16.0%	349	371
Kensington and Chelsea	£557,000	£1,267,000	£1,287,000	131.1%	115	129
Kent	£1,409,000	£6,586,000	£5,683,000	303.3%	5	2
Kerrier*	£92,764	£120,054	£117,000	26.1%	390	290
Kettering	£114,699	£224,000	£175,000	52.6%	341	327
King's Lynn and West Norfolk	£98,294	£219,929	£189,234	92.5%	327	172

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Kingston upon Hull, City of	£2,704,000	£4,808,000	£4,590,000	69.7%	11	76
Kingston upon Thames*	£427,018	£794,000	£692,000	62.1%	169	154
Kirklees	£661,000	£1,785,000	£1,840,000	178.4%	75	45
Knowsley	£875,000	£1,600,000	£1,549,000	77.0%	94	162
Lambeth*	£1,024,000	£1,299,000	£1,266,000	23.6%	118	71
Lancashire	£3,557,000	£3,451,000	£3,609,000	1.5%	22	5
Lancaster	£324,000	£253,000	£274,000	-15.4%	284	173
Larne	-	£42,165	£38,929	-	440	437
Leeds	-	£2,472,000	£4,445,000	-	14	14
Leicester	£1,218,000	£2,112,000	£1,880,000	54.4%	73	61
Leicestershire	£1,540,000	£3,095,000	£3,300,000	114.3%	29	20
Lewes*	£43,000	£150,000	£132,000	207.0%	376	301
Lewisham	£721,000	£2,314,000	£2,251,000	212.2%	60	75
Lichfield	£118,512	£282,000	£276,000	132.9%	282	292
Limavady	£20,912	£90,518	£106,960	411.5%	402	435
Lincoln	£217,466	£284,847	£264,263	21.5%	288	335
Lincolnshire	£1,176,121	£3,733,865	£4,716,121	301.0%	10	18
Lisburn	-	£114,184	£217,098	-	310	244
Liverpool	£1,158,000	£9,402,000	£7,540,000	551.1%	2	41
Luton	-	£2,171,000	£2,450,000	-	53	123
Macclesfield	-	£250,000	£197,000	-	323	159
Magherafelt	-	£35,575	£42,725	-	438	428
Maidstone	£296,000	£554,000	£419,000	41.6%	224	169
Maldon	-	£84,000	£99,000	-	408	399
Malvern Hills*	-	£126,000	£104,000	-	404	378
Manchester	£2,283,742	£5,226,000	£5,118,000	124.1%	6	39
Mansfield	£173,799	£397,000	£413,000	137.6%	230	286
Medway	-	£1,482,000	-	-	-	-
Melton	£55,285	£66,610	£85,270	54.2%	421	424
Mendip	£165,000	£212,000	£240,000	45.5%	294	263
Merthyr Tydfil	£193,876	£456,000	£469,000	141.9%	211	412
Merton	£785,000	£1,707,000	£1,323,000	68.5%	111	115
Mid Bedfordshire	£317,813	£394,882	£406,658	28.0%	233	193
Mid Devon	£41,000	£103,000	-	-	-	-
Mid Suffolk	£99,634	£103,000	£94,000	-5.7%	414	305
Mid Sussex	£154,236	£333,836	£401,216	160.1%	236	202
Middlesbrough	£508,000	£1,235,000	£1,152,000	126.8%	126	182

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Midlothian	£231,000	£362,000	£363,000	57.1%	250	366
Milton Keynes*	£261,000	£1,185,000	£1,404,000	437.9%	106	94
Mole Valley*	-	£184,000	£235,000	-	297	360
Monmouthshire	£231,610	£540,000	£528,000	128.0%	200	331
Moray	-	£264,000	-	-	-	-
Moyle	-	£29,259	£25,604	-	441	443
Neath Port Talbot	£315,000	£427,000	£458,000	45.4%	214	186
New Forest	£186,000	£259,000	£275,000	47.8%	283	134
Newark and Sherwood	£61,708	£96,443	£151,991	146.3%	358	245
Newcastle upon Tyne	£889,938	£1,612,000	£1,825,000	105.1%	77	72
Newcastle-under-Lyme	£149,262	£258,610	£197,347	32.2%	322	212
Newham	-	£4,018,000	£3,934,000	-	18	84
Newport	-	£1,234,778	£1,067,994	-	130	178
Newry and Mourne****	£58,604	£64,809	£59,828	2.1%	433	297
Newtownabbey	£81,513	£150,768	£121,718	49.3%	384	358
Norfolk	£975,000	£2,488,000	£3,335,000	242.1%	28	9
North Ayrshire	£751,000	£731,000	£774,000	3.1%	160	188
North Cornwall	£190,049	£294,000	£281,000	47.9%	279	342
North Devon	-	£306,000	£349,000	-	253	312
North Dorset	£131,486	£116,000	£112,000	-14.8%	394	390
North Down	£73,486	£391,006	£437,424	495.2%	218	372
North East Derbyshire	£124,000	£266,000	-	-	-	-
North East Lincolnshire	£74,000	£1,107,000	£1,279,000	1628.4%	117	153
North Hertfordshire	£315,897	£236,000	£212,000	-32.9%	315	216
North Kesteven	£126,306	£361,210	£380,961	201.6%	243	276
North Lanarkshire	£404,646	£379,000	£378,000	-6.6%	244	50
North Lincolnshire	£408,000	£389,000	£418,000	2.5%	226	151
North Norfolk	£486,942	£598,000	£528,000	8.4%	201	283
North Shropshire	£53,545	£109,096	£109,245	104.0%	399	405
North Somerset	£681,000	£1,788,000	-	-	-	-
North Tyneside	£244,135	£547,000	£749,000	206.8%	163	117
North Warwickshire	£69,564	£157,328	£179,000	157.3%	336	400
North West Leicestershire	-	£143,378	£101,575	-	406	323

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
North Wiltshire	£215,600	£289,000	-	-	-	-
North Yorkshire	£550,000	£2,449,000	£2,624,000	377.1%	47	23
Northampton	£303,000	£821,000	£696,000	129.7%	167	113
Northamptonshire	£463,000	£2,777,000	-	-	-	-
Northumberland	£1,065,000	£1,786,000	£2,058,000	93.2%	68	53
Norwich*	£231,000	£450,000	£525,000	127.3%	203	197
Nottingham	£318,000	£3,731,588	-	-	-	-
Nottinghamshire	£2,036,000	£3,166,000	£3,460,000	69.9%	23	13
Nuneaton and Bedworth	£164,000	£191,000	£196,000	19.5%	324	218
Oadby and Wigston	£14,038	£98,000	£162,000	1054.0%	351	410
Oldham	£455,000	£1,553,000	£1,285,000	182.4%	116	102
Omagh	-	£95,533	£120,626	-	386	421
Orkney Islands	£258,000	£491,000	£446,000	72.9%	215	442
Oswestry	£57,140	£105,972	£99,255	73.7%	407	430
Oxford	-	£760,000	£788,000	-	158	160
Oxfordshire	£396,392	£2,915,000	£2,372,000	498.4%	56	21
Pembrokeshire	£347,000	£1,169,000	£1,189,000	242.7%	123	229
Pendle	£112,844	£170,000	£130,000	15.2%	378	325
Penwith	-	£91,000	£66,000	-	431	394
Perth and Kinross	£203,000	£1,185,000	£809,000	298.5%	155	174
Peterborough*	£732,000	£2,085,000	£1,688,000	130.6%	85	145
Plymouth	£465,567	£1,631,000	£1,661,000	256.8%	87	83
Poole	£98,000	£555,000	£557,000	468.4%	193	184
Portsmouth	£684,000	£1,638,000	£1,584,000	131.6%	92	116
Powys	£508,000	£711,000	£738,000	45.3%	166	198
Preston	£750,597	£1,092,000	-	-	-	-
Purbeck	£33,967	£95,735	£80,796	137.9%	424	426
Reading	£451,505	£658,516	£1,212,423	168.5%	120	171
Redbridge	£1,108,000	£1,972,000	£2,062,000	86.1%	67	79
Redcar and Cleveland	£683,000	£1,159,000	£1,032,000	51.1%	132	181
Redditch	£193,000	£292,000	£180,000	-6.7%	334	365
Reigate and Banstead	£161,443	£245,000	£257,000	59.2%	291	195
Renfrewshire	-	£1,364,000	£1,304,000	-	113	139
Restormel	£615,766	£357,358	£211,328	-65.7%	317	280
Rhondda, Cynon, Taff	-	£1,691,000	£1,422,000	-	105	90

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Ribble Valley	£50,590	£100,023	£76,875	52.0%	427	408
Richmond upon Thames	£45,714	£753,000	£932,000	1938.8%	138	127
Richmondshire	-	£51,122	£42,121	-	439	422
Rochdale	£794,000	£2,260,000	£1,500,000	88.9%	99	111
Rochford	£33,652	£142,000	£139,000	313.1%	369	354
Rossendale	£77,300	£313,000	£272,000	251.9%	286	391
Rother	-	£278,000	£285,000	-	277	332
Rotherham	£382,000	£2,996,000	£2,759,000	622.3%	42	81
Rugby	£123,910	£182,320	£199,850	61.3%	321	319
Runnymede	£105,497	£81,694	£97,923	-7.2%	411	350
Rushcliffe	£88,733	£161,996	£211,895	138.8%	316	264
Rushmoor	£155,364	£197,000	£182,000	17.1%	330	328
Rutland	-	£213,000	£277,000	-	281	433
Ryedale	-	£123,704	£94,705	-	413	415
Salford	£864,000	£3,414,000	£3,784,000	338.0%	19	103
Salisbury	£21,724	£385,000	£429,000	1874.8%	220	239
Sandwell	-	£2,199,208	£2,492,000	-	50	64
Scarborough	£600,000	£492,000	£387,000	-35.5%	241	266
Scottish Borders	£345,243	£784,000	£644,000	86.5%	178	253
Sedgefield	£163,000	£375,000	£389,000	138.7%	240	336
Sedgemoor*	£500,000	£482,000	£422,000	-15.6%	223	248
Sefton	-	£2,240,000	£2,468,000	-	51	69
Selby	£33,000	£133,000	£112,000	239.4%	395	363
Sevenoaks	£99,509	£211,000	£252,000	153.2%	292	242
Sheffield	£185,000	£4,195,000	£4,501,000	2333.0%	13	29
Shepway	£323,722	£265,000	£189,000	-41.6%	328	287
Shetland Islands	£158,000	£383,000	£342,000	116.5%	258	441
Shrewsbury and Atcham	£117,164	£149,000	£138,000	17.8%	370	296
Shropshire	£300,000	£1,438,000	£1,221,000	307.0%	119	63
Slough	£456,000	£552,000	£529,000	16.0%	198	222
Solihull	£557,000	£1,377,000	£992,000	78.1%	134	112
Somerset	£2,016,000	£4,211,000	£3,957,000	96.3%	17	32
South Ayrshire	-	£424,000	£398,000	-	238	252
South Bedfordshire	-	£371,824	£525,407	-	202	228
South Bucks*	£28,000	£125,000	£175,000	525.0%	342	396
South Cambridgeshire	£119,297	£367,136	£458,582	284.4%	213	187

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
South Derbyshire	£101,000	£230,000	£298,000	195.0%	274	316
South Gloucestershire	£411,348	£1,081,000	£694,000	68.7%	168	77
South Hams	£161,000	£574,000	£408,000	153.4%	232	348
South Holland	£51,221	£126,000	£124,000	142.1%	380	351
South Kesteven	£353,000	£445,000	£492,000	39.4%	208	200
South Lakeland	£73,000	£183,000	£174,000	138.4%	343	275
South Lanarkshire	£1,401,000	£1,145,000	£1,202,000	-14.2%	122	55
South Norfolk	£91,089	£78,235	£122,920	34.9%	383	232
South Northamptonshire*	£59,077	£216,000	£229,000	287.6%	302	324
South Oxfordshire*	£138,399	£225,000	£224,000	61.9%	305	207
South Ribble	£140,093	£108,000	£157,000	12.1%	355	270
South Shropshire	£11,221	£142,000	£87,000	675.3%	418	429
South Somerset	-	£236,000	£183,000	-	329	155
South Staffordshire	£92,000	£110,000	£136,000	47.8%	371	272
South Tyneside	£291,000	£522,000	£508,000	74.6%	204	161
Southampton	£1,091,000	£2,496,000	£2,272,000	108.2%	59	92
Southend-on-Sea****	£532,000	£798,000	£800,000	50.4%	156	147
Southwark*	£1,454,026	£5,057,000	£4,776,000	228.5%	8	70
Spelthorne	£84,000	£61,000	£182,000	116.7%	331	320
St Albans*	-	£285,000	£373,000	-	246	196
St Edmundsbury	£163,000	£195,000	£217,000	33.1%	311	281
St Helens	£378,000	£1,439,000	£1,520,000	302.1%	97	132
Stafford*	£210,000	£385,000	£321,000	52.9%	266	10
Staffordshire	£856,000	£2,481,000	£2,427,000	183.5%	54	11
Staffordshire Moorlands	£211,549	£592,000	£503,000	137.8%	207	298
Stevenage	£444,000	£482,000	£406,000	-8.6%	235	367
Stirling	£464,000	£594,000	£638,000	37.5%	181	333
Stockport	£575,000	£1,189,000	£1,377,000	139.5%	108	67
Stockton-on-Tees	£483,000	£1,446,000	£1,588,000	228.8%	91	121
Stoke-on-Trent	£412,510	£1,563,000	£1,494,000	262.2%	100	86
Strabane	-	£148,202	£192,552	-	325	432
Stratford-on-Avon	£128,000	£154,356	£158,728	24.0%	354	230
Stroud	-	£235,472	£220,461	-	308	259
Suffolk	£884,000	£3,204,000	£2,982,000	237.3%	35	17
Suffolk Coastal*	£154,788	£229,000	£235,000	51.8%	298	211

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Sunderland	-	£4,376,815	£4,926,854	-	7	68
Surrey	-	£5,100,000	£6,200,000	-	3	6
Surrey Heath	-	£203,540	£228,000	-	303	349
Sutton	-	£1,076,000	£1,622,000	-	90	125
Swale	£337,000	£381,000	£637,000	89.0%	182	203
Swansea	£161,000	£519,000	£594,000	268.9%	186	95
Swindon	-	£1,265,000	£1,466,000	-	103	122
Tameside	£304,000	£841,000	£852,000	180.3%	146	107
Tamworth	£118,074	£198,000	£148,000	25.3%	360	377
Tandridge	£63,167	£98,000	£89,000	40.9%	416	352
Taunton Deane	£124,844	£644,000	£664,000	431.9%	174	268
Teesdale	£26,529	£61,293	£85,975	224.1%	420	440
Teignbridge	£71,000	£270,000	£215,000	202.8%	312	208
Telford and Wrekin	-	£1,280,000	£1,580,000	-	93	148
Tendring	£320,568	£216,000	£228,000	-28.9%	304	168
Test Valley	£221,000	£311,000	£278,000	25.8%	280	241
Tewkesbury	£76,795	£114,700	£123,886	61.3%	381	369
Thanet	-	£401,000	£340,000	-	260	206
The Vale of Glamorgan	£191,195	£512,000	£414,000	116.5%	229	213
Three Rivers	£126,070	£409,129	£381,000	202.2%	242	341
Thurrock	-	£341,000	-	-	-	-
Tonbridge and Malling	£213,000	£307,000	£323,000	51.6%	264	240
Torbay	£668,392	£1,100,000	£1,300,000	94.5%	114	190
Torfaen	£343,747	£626,000	£504,000	46.6%	206	317
Torridge*	£109,798	£268,000	£123,000	12.0%	382	395
Tower Hamlets	£1,289,357	£2,300,000	£2,354,000	82.6%	57	105
Trafford	£270,000	£644,000	£623,000	130.7%	183	108
Tunbridge Wells	-	£519,000	£419,000	-	225	273
Tynedale	£21,000	£80,000	£109,000	419.0%	400	406
Uttlesford	£61,760	£187,332	£148,000	139.6%	361	380
Vale of White Horse	£171,784	£110,056	£111,604	-35.0%	396	235
Vale Royal	£403,191	£886,969	£861,309	113.6%	144	209
Wakefield	£905,000	£1,669,000	£1,925,000	112.7%	70	51
Walsall	£770,000	£1,462,000	£1,363,000	77.0%	110	78
Waltham Forest	-	£1,439,000	£1,485,000	-	101	99
Wandsworth	£588,725	£1,746,975	£1,804,670	206.5%	79	66
Wansbeck	-	£42,396	£44,445	-	437	402

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Warrington	£259,000	£1,209,000	£830,000	220.5%	152	118
Warwick*	£418,466	£740,000	£834,000	99.3%	151	30
Warwickshire	£639,000	£2,400,000	£2,400,000	275.6%	55	31
Watford	£540,644	£520,000	£475,000	-12.1%	209	364
Waveney*	£289,000	£467,000	£505,000	74.7%	205	233
Waverley	£211,000	£324,000	£319,000	51.2%	267	231
Wealden	£152,909	£92,000	£83,000	-45.7%	422	170
Wear Valley*	-	£200,000	£179,000	-	337	398
Wellingborough	-	£112,000	£115,000	-	392	376
Welwyn Hatfield*	£137,588	£183,693	£175,670	27.7%	339	271
West Berkshire	-	£840,631	£980,775	-	135	164
West Devon	£48,492	£70,691	£71,900	48.3%	429	418
West Dorset	£272,000	£406,000	£470,000	72.8%	210	293
West Dunbartonshire	£59,000	£310,685	£219,136	271.4%	309	318
West Lancashire	£307,000	£293,000	£221,000	-28.0%	306	260
West Lindsey	-	£203,000	£177,000	-	338	334
West Lothian	£618,000	£747,000	£758,000	22.7%	162	140
West Oxfordshire	£216,615	£249,107	£173,572	-19.9%	345	282
West Somerset	-	£21,000	£4,000	-	444	434
West Sussex***	-	£2,694,000	£2,625,000	-	45	12
West Wiltshire	-	£430,197	£372,673	-	247	210
Westminster	-	£3,277,000	£3,130,000	-	31	89
Weymouth and Portland	-	£81,000	£98,000	-	410	393
Wigan	£816,000	£1,345,000	£1,448,000	77.5%	104	57
Wiltshire	£639,000	£2,776,000	£3,071,000	380.6%	32	40
Winchester	£163,327	£561,000	£439,000	168.8%	216	254
Windsor and Maidenhead	£157,440	£693,000	£823,000	422.7%	153	175
Wirral	£594,000	£1,435,000	£1,529,000	157.4%	96	54
Woking*	£186,525	£496,350	£528,977	183.6%	199	156
Wokingham	£213,000	£507,000	£642,000	201.4%	180	157
Wolverhampton	£1,080,000	£2,695,000	£2,456,000	127.4%	52	88
Worcester	-	£153,000	£159,000	-	353	306
Worcestershire	-	£3,716,000	£3,443,000	-	26	27
Worthing	£236,564	£344,406	£374,337	58.2%	245	289
Wrexham	£348,035	£991,000	£886,000	154.6%	141	199
Wychavon	£239,048	£298,695	£324,444	35.7%	263	234

Council	Spending on publicity, £			Increase, %	Publicity spending, ranking	Size of total population, ranking
	1996-97	2006-07	2007-08			
Wycombe	-	£88,234	£120,817	-	385	149
Wyre	-	£133,025	£108,483	-	401	257
Wyre Forest	£258,310	£330,880	£343,140	32.8%	255	291
York	£1,397,000	£1,654,000	£1,832,000	31.1%	76	119
Total	£156,905,228	£446,482,748	£429,818,050			
Average	£429,877	£954,023	£965,986			

**2007-08 data available only in a draft Statement of Accounts*

****Figure for 2007-08 shown is from a draft Statement of Accounts and appears to have an error in punctuation. The figure shown is 2.625 (£,000) but this appears to be a typo for a true figure of 2,625. The figure shown has been verified by the West Sussex Council finance division.*

*****Figure quoted is from the 1997-98 accounts*