Reference: FOI-570



## **Request:**

This is a request for information concerning the amount of money the Council is spending or has allocated to the advertising programmes:

- 1. Action On Climate Change
- 2. Shop North Tyneside

For EACH of the above two programmes could you supply the following information:

Costs for:

- a) Design and artwork.
- b) Production costs of posters etc.

c) Advertising costs for display in METRO stations and other locations.

If possible, I would like the costs to be broken down into the sections a), b) and c) If this is impossible then a "global" figure for EACH of the programmes would be sufficient.

## **Response:**

- 1. a. £22715 (during the period 8<sup>th</sup> March 2022 21<sup>st</sup> March 2023)
  - b. £9328 (during the period 2021/22 26<sup>th</sup> October 2022)
  - c. £32000 (during the period 18<sup>th</sup> March 2022 19<sup>th</sup> March 2023)
- a. £2750 (during the period 16<sup>th</sup> May 2022 8<sup>th</sup> February 2023)
  b. £5276 (during the period 16<sup>th</sup> May 2022 3<sup>rd</sup> November 2022)
  c. £12217 (during the period 19<sup>th</sup> August 2022 9<sup>th</sup> April 2023)

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