



Reference: FOI3917

Request:

Please could you detail: How much money the local authority has spent on advertising and marketing campaigns relating to public health messaging around Covid-19, between February 2020 and May 2021?

Important note - this data does not relate exclusively to advertising and marketing 'campaigns'. This includes the design, printing and distribution of a range of materials such as signage and floor stickers for Council buildings, public spaces such as parks and near beaches, play parks, public toilets and also staff areas not accessed by the public.

- **This figure, broken down by monthly spending and as spending per person residing in the local authority?**

Month, Value, Value Per Person

February - 0.00, 0.00

March - 0.00, 0.00

April - 2,475.0, 0.01

May - 0.00, 0.00

June - 10,270.32, 0.05

July - 1,000.63, 0.00

August -3,115.16, 0.01

Sept -11,345.60, 0.05

Oct 49,829.00 0.24

Nov 15,924.20 0.08

Dec 8,570.94 0.04

January Nil

February 8,819.68 0.04

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March 13,341.81 0.06

April 150.00 0.00

May 1,980.00 0.01

Total 126,822.34 0.61

How much money the local authority has spent on establishing and running local Covid-19 testing and vaccination centres, including pop-up and surge events, between February 2020 and May 2021?

- **This figure, broken down by monthly spending and as spending per person residing in the local authority?**

Nothing paid for anything in relation to surge testing other than staff time.

Mobile Testing Unit - Security - £15,022 between September 20 and March 21

PH Staff on Vaccine Support - £10,545 - between September 20 and March 21

Mobile Testing Unit - Security - £1,980 May 2021

Vaccine Support - Voda - £5,000 - May 2021

Total - £32,547 Per Person = 0.16

How much money the UK Government has shared specifically with the local authority to support advertising and marketing campaigns relating to Covid-19 or the establishment and running of Covid-19 testing and vaccination centres, between February 2020 and May 2021?

- **This figure, broken down by monthly spending and as spending per person residing in the local authority?**

No specific grant has been awarded to support advertising and marketing campaigns or the establishment and running of Covid-19 testing and vaccination centres. The Authority is having to support the costs of these activities from other covid-19 grants, such as the Contain Outbreak Management Fund. The Authority has received £7.391m in total from this grant but there is no specific allocation for these activities within that grant.

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Please note, these requests do not relate to campaigns, testing or vaccination centres which have been paid for directly by the UK Government. Rather, initiatives run by and paid for by the local authority or money which has been given to the local authority to support its own initiatives.

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