



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)
2. 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)