



Reference: RFI 1801084

North Tyneside Council

### Request:

Under the Freedom of Information Act, please can you give me details on the amount of money spent hiring celebrities. They may have been hired to present awards, record video/audio clips, turn on Christmas lights, visit a local school or for any other purpose.

Going back to May 6, 2014, please state:

- 1) Which celebrity was hired to make an appearance
- 2) What they were hired to do
- 3) When they were hired
- 4) How much they were paid
- 5) Were they given anything in lieu of payment – eg night in a hotel, cab fares etc
- 6) In some instances a celebrity may have asked the money be paid to charity. If you have a record of this, please say
- 7) How long were they hired for?

In some instances the council may have given another body – eg the local chamber of commerce – money to hire the celebrity. Please include these within your response – the key thing is this is funded by the local authority.

In our modern age, the definition of “celebrity” is open to many different interpretations. For the purpose of this FOI, a celebrity is not the local mayor. It is the local MP, it is anyone who has appeared on television, reality television, it is people in the media and it is a well-known authors (eg JK Rowling and not a self-published novelist). I hope that guidance assists.

### Response:

#### The Big Read 2014

In partnership with Theakston's Old Peculier Crime Writing Festival

- 1) **David Mark** (published by Mulholland)
- 2) Author event at Whitley Bay Library
- 3) 12 June 2014
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

#### The Big Read 2015

In partnership with Theakston's Old Peculier Crime Writing Festival

- 1) **David Mark** (published by Mulholland)
- 2) Author event at North Shields Library
- 3) 19 June 2015
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



Reference: RFI 1801084

### The Big Read 2016

In partnership with Theakston's Old Peculier Crime Writing Festival

- 1) **Mari Hannah** (published by Pan Macmillan)
- 2) Author event at Killingworth Library
- 3) 9 May 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### Read Regional 2014

We buy into the annual Read Regional campaign which is organised by New Writing North. Package cost £1200 + VAT (includes books, marketing materials, distribution, author events) – of which £400 was for author events. Am listing the two events which were after 6<sup>th</sup> May – the other two were before that date.

- 1) **Melvin Burgess** (published by Chicken House)
- 2) Author event for schools
- 3) 6 May 2014
- 4) Part of a package – we were not invoiced by the author
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Cara Brennan** (published by Valley)
- 2) Poetry event at Wallsend Library
- 3) 13 May 2014
- 4) Part of a package – we were not invoiced by the author
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### Read Regional 2015

Package cost £1200 + VAT (includes books, marketing materials, distribution, author events) – of which £400 was for author events.

- 1) **Alan Gibbons** (published by Indigo)
- 2) Author event for schools
- 3) 20 March 2015
- 4) Part of a package – we were not invoiced by the author
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Bryan & Mary Talbot** (published by Jonathan Cape)
- 2) Author event for schools
- 3) 25 March 2015
- 4) Part of a package – we were not invoiced by Bryan & Mary Talbot
- 5) No
- 6) N/A

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



## Reference: RFI 1801084

- 7) One-off appearance for 90 mins
- 1) **Stephanie Butland** (published by Black Swan) and **Debbie Taylor** (published by Oneworld)
- 2) Author event at North Shields Library
- 3) 19 May 2015
- 4) Part of a package – we were not invoiced by the authors
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### Read Regional 2016

Package cost £1200 + VAT (includes books, marketing materials, distribution, author events) – of which £400 was for author events.

- 1) **Chris Killen** (published by Canongate) and **Hazel Osmond** (published by Quercus)
- 2) Author event at Whitley Bay Library
- 3) 17 May 2016
- 4) Part of a package – we were not invoiced by the authors
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Ian Clayton** (published by Route)
- 2) Author event at Wallsend Library
- 3) 14 April 2016
- 4) Part of a package – we were not invoiced by the author
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Helen Cadbury** (published by Allison & Busby)
- 2) Author event at North Shields Library
- 3) 14 June 2016
- 4) Part of a package – we were not invoiced by the author
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### Read Regional 2017

Package cost £1200 + VAT (includes books, marketing materials, distribution, author events) – of which £400 was for author events.

- 1) **Phaedra Patrick** (published by MIRA) and **Naomi Booth** (published by Pinned in the Margins)
- 2) Author event at Monkseaton Library
- 3) 20 June 2017
- 4) Part of a package – we were not invoiced by the authors
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Shelley Day** (published by Contraband) and **Kath McKay** (published by Moth)
- 2) Author event at Cullercoats Library
- 3) 25 April 2017
- 4) Part of a package – we were not invoiced by the authors

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



Reference: RFI 1801084

- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### **Big North Book Run 2016**

Regional festival organised by NE libraries and Pan Macmillan

- 1) **Mari Hannah** (published by Pan Macmillan)
- 2) Author event at North Shields Library
- 3) 21 April 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Mary Paulson-Ellis** (published by Mantle)
- 2) Author event at Whitley Bay Library
- 3) 22 April 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### **Big North Book Run 2017**

Regional festival organised by NE libraries and Pan Macmillan

- 1) **Kate Morton** (published by Mantle)
- 2) Author event at North Shields Library
- 3) 4 May 2017
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

### **Northern Children's Book Festival (NCBF)**

Regional Festival organised by NE libraries

- NCBF Nov 2014 Cost **£2010** for 6 authors: Guy Bass, Rob Lewis, Julia Jarman, Jason Rohan, 2 Steves, Simon Puttock
- NCBF Nov 2015 Cost **£2240** for 7 authors: John Hegley, Steve Cole, Jonny Duddle, Guy Bass, Caryl Hart, Vivian French, Kjartan Poskitt
- NCBF Nov 2016 Cost **£2340** for 8 authors: Alan Windram, John Hegley, Dan Smith, Craig Bradley, Tracey Corderoy, Barry Hutchison, Philip Ardagh, 2 Steves,
- NCBF 2017 Cost **£3430** for 10 authors: Julia Jarman, Tracey Corderoy, Gareth P Jones, Paul Cookson, Steven Camden, The 2 Steves, Ian Whybrow, Steve Webb and Chris Mould, Nick Sharratt, Piers Torday

All payments were made to NCBF which is a registered charity. Schools are charged for these events, so all of the above costs were recouped by the authority.

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



Reference: RFI 1801084

**Authors Aloud 2015**

- 1) **Jeremy Strong**
- 2) Author event for schools at Playhouse Whitley Bay
- 3) 22 June 2015
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

**Authors Aloud 2016**

- 1) **Liz Kessler**
- 2) Author event for schools
- 3) 27 September 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

**Authors Aloud 2017**

- 1) **Jim Smith**
  - 2) Author event for schools
  - 3) 6 Feb 2017
  - 4) Nothing
  - 5) No
  - 6) N/A
  - 7) One-off appearance for 90 mins
- 
- 1) **MG Leonard**
  - 2) Author event for schools
  - 3) 9 May 2017
  - 4) Nothing
  - 5) No
  - 6) N/A
  - 7) One-off appearance for 90 mins

**Summer Reading Challenge 2016**

- 1) **Tony Wilson**
  - 2) Storytelling event at Cullercoats Library
  - 3) 29 July 2016
  - 4) £100
  - 5) No
  - 6) N/A
  - 7) One-off appearance for 60 mins
- 
- 1) **Chris Callaghan**
  - 2) Author session at Monkseaton Library
  - 3) 2 August 2016
  - 4) Nothing
  - 5) No
  - 6) N/A

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



## Reference: RFI 1801084

- 7) One-off appearance for 60 mins
- 1) **Chris Callaghan**
- 2) Author session at Forest Hall Library
- 3) 16 August 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 60 mins
- 1) **Chris Callaghan**
- 2) Author session at White Swan CFC
- 3) 19 August 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 60 mins
- 1) **Holly Stirling**
- 2) Author/illustration event at Whitley Bay CFC
- 3) 26 August 2016
- 4) £172 (including travel)
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

## 2017 children's author events for schools organised in conjunction with Blackwell's:

- 1) **Chloe Daykin**
- 2) Author event for schools
- 3) 13 Mar 2017
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins
- 1) **Julian Clary**
- 2) Author event for schools at Playhouse Whitley Bay
- 3) 29 Mar 2017
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins
- 1) **David Almond**
- 2) Author event for schools at The Exchange
- 3) 18 May 2017
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



Reference: RFI 1801084

North Tyneside Council

### Standalone events

- 1) **Tony Wilson**
- 2) Two sessions for pre-schoolers for National Bookstart Week at Wallsend Library
- 3) 10 June 2014
- 4) £150
- 5) No
- 6) N/A
- 7) Two appearances for 60 mins each

- 1) **Craig Bradley**
- 2) Performance poetry event for schools at Playhouse Whitley Bay
- 3) 10 October 2015
- 4) £350
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **John Hegley**
- 2) Poetry event at Whitley Bay CFC
- 3) 9 November 2015
- 4) £150
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **David Walliams**
- 2) Author event for schools at Wallsend CFC
- 3) 21 November 2015
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Kim Tserkezie**
- 2) Author event at Whitley Bay CFC
- 3) 4 February 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Cathy Cassidy**
- 2) Author event for schools
- 3) 12 April 2016
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Anthony Pedley**
- 2) Taste of Dahl school events at North Shields CFC & White Swan CFC

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



## Reference: RFI 1801084

- 3) 21 June 2016
- 4) £432
- 5) £50 travel
- 6) N/A
- 7) Two 60min appearances

- 1) **John Hegley**
- 2) Poetry event at Whitley Bay CFC
- 3) 7 November 2016
- 4) £150
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Matt Dickinson**
- 2) Author event for schools & evening Author event both at Whitley Bay CFC
- 3) 7 March 2017
- 4) £360
- 5) £202.50 travel, £76.50 hotel.
- 6) N/A
- 7) Two 90 min appearances

- 1) **Elly Griffiths** (published by Quercus)
- 2) Author event at Wallsend Library
- 3) 30 March 2017
- 4) Nothing
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Adele Geras & Sophie Hannah**
- 2) Author event at Whitley Bay Library
- 3) 14 June 2017
- 4) £250
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

- 1) **Tony Wilson**
- 2) Two sessions for pre-schoolers for National Bookstart Week at Howdon Library
- 3) 6 June 2017
- 4) £150
- 5) No
- 6) N/A
- 7) Two appearances for 60 mins each

- 1) **Ann Cleeves**
- 2) Author event at Whitley Bay CFC
- 3) 25 January 2018
- 4) None
- 5) No
- 6) N/A
- 7) One-off appearance for 90 mins

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY



Reference: RFI 1801084



The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY

Date: 19/02/2018

Page 9 of 9