

FULL COUNCIL – 25 NOVEMBER 2015

Written question from Councillor Chris Whitehouse to Councillor Jonathan Bacon, Leader and Executive Member for Children’s Services and Lead Member for Resources

What was the total cost to the Council of the preparation, publishing and distribution of the advertorial on education published with the County Press newspaper on Friday 13th November?

Response

This project forms part of the role of the communications team to promote the work of the council. Details of officer time were not and are not logged per project. The council already publishes information pertaining to advertising spend on its website. The council receives a negotiated rate for advertising with local media partners. On this occasion the council received a negotiated rate of £1950 +VAT from the County Press.

The Education supplement that appeared in the Isle of Wight County Press on 13 November formed part of a wider communications campaign to raise awareness among stakeholders, in particular parents of children attending school or due to attend school on the Island, regarding the continued improvement of children’s attainment Island-wide, in recent years. This advertorial is one part of a wider marketing campaign to raise awareness with the public and parents of children in Isle of Wight education, to assure them that a system that has been below par is improving, so that parents can rest assured that their child(ren) is accessing the best level of education possible. This campaign will continue via numerous communications channels through to the New Year.

Supplementary

What has been the total expenditure upon advertising, promotion and other purposes in

- (a) The County Press,
- (b) Isle of Wight Radio,
- (c) On The Wight,
- (d) Island Echo,
- (e) other publications in each of the last 5 years?

Response

Unfortunately collated information pertaining to this request, for the past five years, is not readily available. Due to the officer time required to provide this, it is not possible to provide the information with the timescales, however, full written information will be provided in due course in response to the request. General cost information pertaining to advertising spend is available on <https://www.iwight.com/Council/transparency/Transparency-Our-Finances/Spending-and-Finance2>