

I would like to know which public relations/communications company/(ies) have been used by the council each year.

Belfast City Council has used the companies listed below to provide event management support; the council has not used any external companies for PR activity.

2008/2009

- Morrow Communications – World Trade Centre Export Excellence Seminar Series

2009/2010

- LJK Communications - Great Belfast Food Initiative agency

2010/2011

- LJK Communications - Belfast Tourism Framework Launch

I would like to know how often and how it is decided to employ the services of a public relations/communications company by Belfast City Council.

Belfast City Council provides all public relations/communication services in-house and rarely deploys external companies in this area and only if a specialist service such as event management is required which cannot be fulfilled by existing council staff.

The council selects the company in accordance with our tender or quotation procurement process.

I would like to know how much Belfast City Council has spent on advertising over the last four financial years 07/08, 08/09, 09/10 and 10/11.

2007/08	2008/09	2009/10	2010/11
£1,113,571	£1,253,175	£1,005,704	£936,546

I would like to know how much has been spent on each advertising campaigns over the past four financial years 07/08, 08/09, 09/10 and 10/11.

Please see appendix 1 (excel spreadsheet) which includes all of our campaign advertising spend.

Why does the council advertise?

Advertising is one of the channels that the council uses to communicate key messages to its citizens, to raise awareness of our services, events and facilities and to encourage people to change their behaviour.

How much of the annual budget is allocated to advertising?

£867,570 is allocated to advertising in the financial year 2011/2012 which equates to 0.72% of the overall budget.

Does the council believe this is money well spent?

All council spend is subject to council approval and scrutiny.

How many advertising campaigns is the council currently funding?

The council is currently funding 18 campaigns.

What are they?

- Waste management
- Anti-litter
- Events - St Patrick's Day, Titanic Festival, Titanic Maritime Festival, Lord Mayor's Parade, European Pipe Band Championships, Halloween, Christmas Lights Switch On
- Get Home Safe
- Dog Fouling
- Roof space conversion – building control and planning permission reminder
- Belfast Zoo
- Events at Waterfront Hall and Ulster Hall
- Boost Leisure Discount Scheme
- Belfast Castle and Malone House
- St Patrick's anti-social behaviour
- Markets – including St. George's and Smithfield markets

How long have they been running for?

- Waste management – ongoing for 6 years
- Anti-litter – ongoing for 7 years
- Annual events
- St Patrick's Day – ongoing for 6 years.
- Titanic Festival – ongoing for 10 years.
- Titanic Maritime Festival – ongoing for 5 years.
- Lord Mayor's Parade – ongoing for 15 years.
- European Pipe Band Championships – ongoing for 2 years.
- Halloween – ongoing for 12 years.
- Christmas Lights Switch On – ongoing for 12 years.
- Get Home Safe – ongoing since 2004.
- Dog Fouling – this is the first dog fouling advertising campaign. Campaign dates are 16/6 – 7/8.
- Roof space conversion campaign – to highlight that building control and planning permission may be required for roof space conversions, this is the first campaign to highlight this issue. Campaign dates – 6/7-3/7.
- Zoo – ongoing from 1990.
- Events at Waterfront Hall and Ulster Hall – Waterfront Hall ongoing from 1997 and Ulster Hall ongoing from 2008.
- Boost Leisure Discount Scheme – on an annual basis from 2006.
- Belfast Castle, ongoing from 1988 and Malone House, ongoing from 1994
- St Patrick's anti-social behaviour – in 2010 and 2011 during the week prior to St Patrick's Day.
- Markets – including St. George's and Smithfield markets – ongoing for 11 years.

And, where do they run – i.e. newspapers, poster campaigns, television?

- Waste management – radio, poster campaigns and newspapers.
- Anti-litter – radio, poster campaigns, bus advertising, press, magazines and online advertising.
- Events - St Patrick's Day, Titanic Festival, Titanic Maritime Festival, Lord Mayor's Parade, European Pipe Band Championships, Halloween, Christmas Lights Switch On – radio, poster campaigns, newspapers and online advertising.
- Get Home Safe – poster campaigns, radio and online advertising.
- Dog Fouling – radio, poster campaigns and newspapers.
- Roof space conversion – radio and press.
- St Patrick's anti-social behaviour – radio and advan.
- Boost Leisure Discount Scheme – radio, poster campaigns, bus advertising and newspapers.
- Belfast Castle and Malone House – radio, magazines and online.
- Zoo – poster campaigns, bus advertising, radio and online advertising.
- Events at Waterfront Hall and Ulster Hall – radio, poster campaigns, newspapers.
- Markets – including St. George's and Smithfield markets - poster campaigns, bus advertising, radio and online advertising.

I would like to know how much Belfast City Council has spent on taxis over the last four financial years 07/08, 08/09, 09/10 and 10/11.

Financial Year	Expenditure
07/08	£24,651.62
08/09	£40,258.14
09/10	£52,955.81
10/11	£32,929.40