

PUBLICITY NOTE

	2013-14 £'000	2014-15 £'000
<u>Kent County Council - non schools</u>		
Recruitment advertising	370	402
Other advertising		
- campaign to reduce levels of waste		
- other advertising	298	369
Total of other advertising	298	369
Other publicity		
- corporate communications team and activity	610	616
- promoting tourism	339	310
- supporting produced in Kent	126	120
- publicity for European regional development fund projects	9	57
- other publicity	102	71
Total of other publicity	1,186	1,173
Total KCC spend - non schools	1,854	1,945
<u>Schools</u>		
Schools recruitment advertising	1,192	736
Total KCC including schools	3,046	2,681