

PUBLICITY NOTE

	2014-15 £'000	2015-16 £'000
<u>Kent County Council - non schools</u>		
Recruitment advertising	402	322
Other advertising		
- campaign to reduce levels of waste		
- other advertising	369	774
Total of other advertising	369	774
Other publicity		
- corporate communications team and activity	616	576
- promoting tourism	310	280
- supporting produced in Kent	120	56
- publicity for European regional development fund projects	57	13
- other publicity	71	57
Total of other publicity	1,173	982
Total KCC spend - non schools	1,945	2,078
<u>Schools</u>		
Schools recruitment advertising	736	760
Total KCC including schools	2,681	2,837