

**WRITTEN QUESTION TO THE CHAIRMAN OF THE ENVIRONMENT SCRUTINY PANEL BY  
DEPUTY G.C.L. BAUDAINS OF ST. CLEMENT**

**ANSWER TO BE TABLED ON TUESDAY 15th JANUARY 2008**

**Question**

Would the Chairman give details of his Panel's advertising expenditure, either actual or approved, in the last six months?

**Answer**

In the last six months the Panel has spent some of its budget on two reviews as part of an overall plan to engage with the public. The Panel has found that the use of one advertising medium has not been sufficient to achieve interest and to increase the public's knowledge of the work being undertaken by Scrutiny.

To that end £332.39 has been spent on JEP advertising on both the Air Quality Review which is shortly to be concluded and on the Waste Plant Review terms of reference and call for evidence. The additional amount of £2631.50 has been spent on radio advertising campaigns for both reviews.

05/09/07	Waste Plant	The Idea Works x3 night	£332.39
01/10/07	Air Quality	The Idea Works	£332.39
07/11/07	Air Quality	Channel 103 advertising November	£1484.00
31/12/08	Waste Plant	Channel 103 advertising December	£1147.50

£3296.28 total spend in the last 6 months