

20 August 2018
Our ref: IR248217

Your request and our response:

Could you please provide breakdown of locations and cost and media plan for all advertising for the Lambeth Country Show? I am particularly interested in seeing where (geographically) the ads were placed outside of the borough versus inside the borough.

Flyers and posters were distributed in coffee shops, newsagents, restaurants, hair salons, barbershops, entertainment venues, contemporary arts venues, cinemas, doctor surgeries and other local amenities across Clapham, Brixton, Streatham, Norwood, Waterloo and the Southbank. No distribution was carried out outside the borough. The total cost for distribution was £2,500.

6-sheet posters were also placed around the borough at 35 JCDecaux roadside sites. This was at no cost to the Council. Locations attached.

Digital posters were also included on 19 BT InLink sites around the borough, taking up 5% of advertising time on each screen. This was at no cost to the Council. Locations attached.

Right to review

If you are dissatisfied with the way in which your Freedom of Information request has been dealt with you can request an internal review. Tell us why you are unhappy with our response within 40 working days, and it will be looked at afresh. We will aim to provide you with our review response within 20 working days.

By email: foi@lambeth.gov.uk (Please quote the reference number above) or by writing:

Freedom of Information
Olive Morris House
18 Brixton Hill
London
SW2 1RD

Thank you for your interest in Lambeth Council.

FOI team
London Borough of Lambeth
Corporate Complaints Unit
P.O. Box 734
Winchester
SO23 5DG

website: www.lambeth.gov.uk

Lambeth - a Co-operative Council