

As you may know, to mark the national announcement of the new Respect Areas, activities and events took place in each area. Generally these activities consisted of a “walkabout” or a “Face the People” meeting, with some areas undertaking additional street parades, community clean up events and securing shop premises for a period of time where local authority agencies would be available to answer all public queries and concerns.

Promotional items usually serve two purposes; to build awareness of a logo or brand or to act as a call to action. In this case the items produced for the Respect Areas announcement fall into the latter category, and complemented the involvement of members of the public in the activities on the day.

These promotional items should be and were relevant to the participants and were something useful that they could keep. The Central Office of Information, who we liaise with to produce such items, advise against spending ‘excessive’ amounts of money on merchandising and so all items must represent good value for money.

In total £20,094.85 was spent on publicity aids during the Respect Areas announcement. This figure is the cost to supply all 40 areas with requested numbers of scarves, badges, umbrellas, jumpers and hats and works out to an average of around £500 per area. The attached table shows a breakdown of these costs by area.

You may be interested to know, for example that as well as the face the people and walkabout sessions, Southend organised a street parade and a rock concert involving residents, local school children, councillors, local authority figures, police and housing associations. In addition to the walkabout session in Harlow, the area secured premises in the main shopping precinct for a Respect drop in centre which was staffed by Anti-Social Behaviour Case Workers and Police Community Support Officers to advise residents and the local business community about how they can take action against anti-social behaviour. The Respect branded items were vital in transforming an empty shop space into a space that would attract passers by.

Other local costs incurred as part of this campaign are entirely a matter for the councils concerned and you may wish to contact them directly if you require this information. A full list of addresses is available at [www.direct.gov.uk](http://www.direct.gov.uk).

However, I would like to assure you that you have been supplied with all relevant information that the Home Office holds.

<b>AREA</b>	<b>TOTAL</b>
Birmingham City Council Total	£ 268.30
Blackburn with Darwen Borough Council Total	£ 284.30
Blackpool Council Total	£ 542.00
Bolton Metropolitan Borough Council Total	£ 482.00
Bournemouth Borough Council Total	£ 356.00
Brighton and Hove City Council Total	£ 625.00
Bristol City Council Total	£ 625.50
Burnley Borough Council Total	£ 221.85
City of Bradford Metropolitan District Council Total	£ 709.00
City of Wakefield Metropolitan District Council Total	£ 336.50
Coventry City Council Total	£ 361.25
Derby City Council Total	£ 228.65
Doncaster Metropolitan Borough Council Total	£ 355.00
Exeter City Council Total	£ 228.65
Gloucester City Council Total	£ 228.65
Harlow District Council Total	£ 1,434.50
Hastings Borough Council Total	£ 625.50
Ipswich Borough Council Total	£ 540.40
Kingston upon Hull City Council Total	£ 194.05
Kirklees Metropolitan Council Total	£ 710.00
Knowsley Metropolitan Borough Council Total	£ 447.75
Leeds City Council Total	£ 447.75
Leicester City Council Total	£ 447.75
Liverpool City Council Total	£ 756.00
Manchester City Council Total	£ 299.45
Middlesbrough Council Total	£ 228.65
Newcastle City Council Total	£ 779.00
Norwich City Council Total	£ 498.45
Oldham Metropolitan Borough Council Total	£ 389.50
Plymouth City Council Total	£ 628.50
Portsmouth City Council Total	£ 558.10
Salford City Council Total	£ 389.50
Sandwell Metropolitan Borough Council Total	£ 493.85
Sheffield City Council Total	£ 389.50
South Tyneside Council Total	£ 314.75
Southampton City Council Total	£ 646.00
Southend on Sea Borough Council Total	£ 2,321.50
Sunderland City Council Total	£ 268.30
Wirral Metropolitan Borough Council Total	£ 433.45
<b>Grand Total</b>	<b>£20,094.85</b>