



**MANCHESTER  
CITY COUNCIL**

**Chief Executive's Department**

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PO Box 532 Town Hall

Manchester M60 2LA

Date 10 June 2019

By email: [davebentleyecology@gmail.com](mailto:davebentleyecology@gmail.com)

Dear Mr Bentley

**Re: Request for Information – reference number: SOL/BC2EL5**

Thank you for your request for information, which was received by Manchester City Council on 10 May 2019, which has been considered under the provisions of the Freedom of Information Act 2000 (“the 2000 Act”).

In response to your request reference **SOL/BC2EL5**, I have summarised the information as follows:

**You asked:**

I am seeking information on the publicity by Manchester CC for the GREATER MANCHESTER SPATIAL FRAMEWORK 2019. The GMSF is the largest scale and impact of any development proposal in recent times. Please provide:

- 1) The number of posters on the GMSF 2019 you obtained from GMCA and made available including size.
- 2) The number of fliers on the GMSF 2019 you obtained from GMCA and made available.
- 3) The number of posters produced by Manchester CC to advertise the GMSF 2019.
- 4) The number of fliers produced by Manchester CC to advertise the GMSF 2019.

- 5) The number and location and duration of billboards hired by Manchester CC to advertise the GMSF
- 6) The number and location and duration of street advertising displays for each Borough (e.g. Perspex front, rotating in high streets) Manchester CC hired. NB GMCA used these for the mayoral election.
- 7) The number and location and duration of bus stop/station and Metrolink/Rail station adverts in hired by Manchester CC.
- 8) The number and duration of adverts on buses and trams hired by Manchester CC.
- 9) The number of paid for adverts on Facebook the Manchester CC bought (please do not include posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost.
- 10) The number of paid for adverts on Twitter the bought by Manchester CC (please do not include posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost.
- 11) The number and cost of TV adverts and Radio adverts the bought by Manchester CC.
- 12) Please state where posters advertising the GMSF 2019 were placed:  
in Town Halls and Council Offices / Neighbourhood offices  
in Civic Halls  
in Libraries  
in Council run Markets  
in council run Leisure Centres.
- 13) Please state the number fliers advertising the GMSF 2019 placed:  
in Town Halls and Council Offices/ Neighbourhood Offices  
in Civic Halls  
in Libraries  
in Council run Markets  
in council run Leisure Centres.
- 14) Please state the amount of publicly seen window space in Council buildings you used for advertising the GMSF 2019.
- 15) Given the GMSF affects large areas of countryside, public footpaths and impacts on Public Open Space and countryside recreation please state in which areas of open space/ countryside/ footpaths Manchester CC placed posters advertising the GMSF 2019.

- 16) Did Manchester CC write to every household explaining the impact of the GMSF on the local area including the locality beyond the ward boundary and including impact maps as visual aids?
- 17) The number of messages about the GMSF notified on main road variable message boards and duration and location.

**Our response:**

- 1) Bespoke posters were developed by Manchester City Council.
- 2) 500 information postcards were received; promoting the consultation and telling people how to get involved. These were handed out at the consultation events.
- 3) There were seven posters.
- 4) None. The ones produced by GMCA were used.
- 5) None
- 6) None
- 7) None
- 8) Every tram across Greater Manchester had a GMSF advert on it during the consultation period. This varied in length. Those Districts that aren't serviced by the metrolink had bus advertisement to ensure that a means of public transport was covered.  
  
None were booked in addition to this at a Manchester level.
- 9) No paid adverts were booked at a Manchester level. However, Manchester City Council issued organic posts on Facebook. A total of 8 posts, which generated a reach of 13,083, 21 engagements (likes, comments, shares) and 26 clicks.

On a Greater Manchester level, there were a number of boosted (paid for) posts during the consultation. These were pushed out through the Greater Manchester Combined Authority facebook page. This ran throughout the consultation and cost £1000. This resulted in 2,454 clicks through to the consultation portal. This activity reached 136,154 accounts.

- 10) **No paid adverts were booked at a Manchester level.** However, Manchester City Council issued 10 Twitter posts, which generated a reach of 30,239, 196 engagements (likes and retweets) and 42 clicks.
- 11) **None.**
- 12) **Wythenshawe Forum (Leisure, library and community space) and Manchester Central Library.** Wythenshawe was chosen as all the Manchester GMSF allocations are in Wythenshawe.
- 13) **The information postcards were handed out at the engagement events in Wythenshawe Forum and Manchester Central Library.**
- 14) **No window displays - internal displays only**
- 15) **Not applicable in Manchester**
- 16) **No**
- 17) **None**

### **Re-use of information**

Information about the re-use of council information is available at [https://secure.manchester.gov.uk/info/100004/the\\_council\\_and\\_democracy/7574/re-use\\_of\\_public\\_sector\\_information](https://secure.manchester.gov.uk/info/100004/the_council_and_democracy/7574/re-use_of_public_sector_information). If you wish to re-use this information, please follow the application process described. Your request will be considered in accordance with the Re-use of Public Sector Information Regulations 2015.

Please note if you are not satisfied with this response you may ask for an internal review. If you wish an internal review to be undertaken you should contact the Democratic Services Legal Team, whose address is, PO Box 532, Town Hall, Manchester, M60 2LA, email:

[informationcompliance@manchester.gov.uk](mailto:informationcompliance@manchester.gov.uk) in the first instance. A copy of the Council's access to information complaints procedure can be downloaded from [http://www.manchester.gov.uk/downloads/download/6095/access\\_to\\_information\\_complaints\\_and\\_appeal\\_procedure](http://www.manchester.gov.uk/downloads/download/6095/access_to_information_complaints_and_appeal_procedure). If you do not have internet access and require a paper copy, please let me know.

If you are not content with the outcome of the internal review process, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane

Wilmslow  
Cheshire  
SK9 5AF

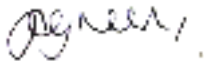
Tel: 01625 545700

Fax: 01625 524510

[www.ico.org.uk](http://www.ico.org.uk)

If you have any queries about this letter, please contact me. Please remember to quote the reference number above in any future communications.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jennifer Green', with a small flourish at the end.

Jennifer Green  
Director of Strategic Communications