

Communications  
Rochdale Borough Council  
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Smith Street,  
Rochdale  
OL16 1XU

Our Ref: Request: INT-396122-M9P9K8  
Enquiries: [foi@rochdale.gov.uk](mailto:foi@rochdale.gov.uk)  
Date: 14 June 2019

Dear Mr Bentley,

**RE: - REQUEST FOR INFORMATION UNDER THE FREEDOM OF INFORMATION ACT 2000**

In response to your request for information under the Freedom of Information Act received by Rochdale Council, please see the below response in relation to your queries:

- 1) *The number of posters on the GMSF 2019 you obtained from GMCA and made available including size. **No posters were available from the GMCA.***
- 2) *The number of fliers on the GMSF 2019 you obtained from GMCA and made available. **Each district was sent 500 information postcards.***
- 3) *The number of posters produced by Rochdale MBC to advertise the GMSF 2019. **None. Our communications activity in relation to the spatial framework consultation was not predicated on printed materials or paid-for advertising. A number of consultation events were held alongside briefings for local media, and website and social media activity.***
- 4) *The number of fliers produced by Rochdale MBC to advertise the GMSF 2019. **None. As above, our communications activity in relation to the spatial framework consultation was not predicated on printed materials or paid-for advertising.***
- 5) *The number and location and duration of billboards hired by Rochdale MBC to advertise the GMSF **None.***
- 6) *The number and location and duration of street advertising displays for each Borough (e.g. Perspex front, rotating in high streets) Rochdale MBC hired. NB GMCA used these for the mayoral election. **None.***
- 7) *The number and location and duration of bus stop/station and Metrolink/Rail station adverts in hired by Rochdale MBC. **None***
- 8) *The number and duration of adverts on buses and trams hired by Rochdale MBC. **Every tram across GM had a GMSF advert on it during the consultation period. This varied in length. Districts without the Metrolink had bus advertisement to ensure that a means of public transport was covered. On that basis, there was no requirement for district councils to replicate this.***
- 9) *The number of paid for adverts on Facebook the Rochdale MBC bought (please do not include posts as these are not adverts). Please include target range and numbers*

*targeted and length of campaign and cost. There were a number of boosted (paid for) posts during the consultation. These were issued through the Greater Manchester Combined Authority (GMCA) Facebook page. On that basis, there was no requirement for district councils to replicate this.*

*10) The number of paid for adverts on Twitter the bought by Rochdale MBC (please do not include posts as these are not adverts). Please include target range and numbers targeted and length of campaign and cost. **None.***

*11) The number and cost of TV adverts and Radio adverts the bought by Rochdale MBC.*

*12) Please state where posters advertising the GMSF 2019 were placed: **None (see response to question 1).***

*in Town Halls and Council 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*

*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. **Window space is not measured during publicity campaigns.***

*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 Rochdale MBC placed posters advertising the GMSF 2019.*

**None**

*16) Did Rochdale MBC 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? **No.***

*17) The number of messages about the GMSF notified on main road variable message boards and duration and location. **None.***

We feel that we have fulfilled your Freedom of Information request. However, please see the details on our [website](#) if you are unhappy with the service you have received in relation to your request, wish to make a complaint or appeal against any decision we have made in response to your request.

Yours sincerely,

**Danny Brierley**

Head of communications