

Carl Marsden <Carl.Marsden@oldham.gov.uk>
to me, FOI

Mon, Jun 10, 4:50 PM

Dear Mr Bentley,

Thank you for your recent FOI request.

Please see the answers below in **red text**.

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I am seeking information on the publicity by Oldham MBC 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.

We developed our own initially, using the GM brand supplied.

2) The number of fliers on the GMSF 2019 you obtained from GMCA and made available.

We received 500 information postcards promoting the consultation and telling people how to get involved. We also asked for, received and distributed an additional 500.

3) The number of posters produced by Oldham MBC to advertise the GMSF 2019.

We made these available as bespoke PDFs to our district co-ordinators to download, print off and share. We cannot measure how many times this was done.

4) The number of fliers produced by Oldham MBC to advertise the GMSF 2019.

None.

5) The number and location and duration of billboards hired by Oldham 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) Oldham 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 Oldham MBC.

No adverts were taken at transport stations.

8) The number and duration of adverts on buses and trams hired by Oldham MBC.

None. However, every tram across the Greater Manchester region had a GMSF advert on it during the public consultation period. Districts not served by Metrolink also carried bus advertisements.

9) The number of paid for adverts on Facebook the Oldham 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.

We did a significant number of organic posts throughout the whole consultation period, but we did not pay for any adverts. However, the GMCA paid for several boosted posts during the consultation. This cost £1,000 and resulted in 2,454 clicks through to the consultation portal. This activity also reached 136,514 accounts.

10) The number of paid for adverts on Twitter the bought by Oldham 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 Oldham MBC.

None.

12) Please state where posters advertising the GMSF 2019 were placed:
in Town Halls and Council Offices – In the Civic Centre, Access Oldham
in Civic Halls – In all our district offices
in Libraries – All 12 borough libraries

in Council run Markets - **None**
in council run Leisure Centres – **None**

- 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.

Fliers were distributed but we have no way of breaking down/providing the exact numbers used at each venue.

- 14) Please state the amount of publicly seen window space in Council buildings you used for advertising the GMSF 2019.

District venues – especially those hosting public drop-in sessions – did carry posters in windows. Again, however, we are unable to quantify the amount of publicly seen window space.

- 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 Oldham MBC placed posters advertising the GMSF 2019.

None.

- 16) Did Oldham 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.

The messaging boards are for traffic information only – and therefore messaging for the GMSF consultation would not have an appropriate use for these.

Please do not provide statements on anything else you did do.

Many thanks,

Dave Bentley