

Service Area: Image Campaign

There were 91 payments over 8 quarters totalling £573,313

| Period | Number | Max £ | Min £ | Avg £ | Total £ |
|---------------|-----------|------------------|------------------|-----------------|-------------------|
| Q1 2010-11 | 10 | 25,820.00 | 2,400.00 | 9,544.05 | 95,440.46 |
| Q2 2010-11 | 12 | 15,000.00 | -3,489.75 | 5,467.14 | 65,605.72 |
| Q3 2010-11 | 7 | 6,317.86 | 550.00 | 2,638.84 | 18,471.86 |
| Q4 2010-11 | 13 | 45,450.00 | 613.33 | 9,770.66 | 127,018.53 |
| Q1 2011-12 | 16 | 19,000.00 | 925.00 | 5,642.44 | 90,279.03 |
| Q2 2011-12 | 11 | 6,169.39 | 850.00 | 3,389.30 | 37,282.29 |
| Q3 2011-12 | 9 | 25,000.00 | 1,600.00 | 6,236.71 | 56,130.41 |
| Q4 2011-12 | 13 | 18,405.00 | 1,164.24 | 6,391.16 | 83,085.03 |
| Totals | 91 | 45,450.00 | -3,489.75 | 6,300.15 | 573,313.33 |

Q1 2010-11 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|------------------|
| 12 Apr 10 | 5000071459 | Advertising & Public | Lawton Communications Group... | 3,489.75 |
| 16 Apr 10 | 5000072571 | Advertising & Public | Lawton Communications Group... | 25,820.00 |
| 19 Apr 10 | 5000072797 | Advertising & Public | Lawton Communications Group... | 5,693.09 |
| 27 Apr 10 | 5000074880 | Advertising & Public | Lawton Communications Group... | 19,000.00 |
| 18 May 10 | 5000078918 | Advertising & Public | Lawton Communications Group... | 7,302.80 |
| 18 May 10 | 5000078920 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| 18 May 10 | 5000078922 | Advertising & Public | Lawton Communications Group... | 2,400.00 |
| 11 Jun 10 | 5000083654 | Advertising & Public | Lawton Communications Group... | 19,000.00 |
| 18 Jun 10 | 5000085262 | Advertising & Public | Lawton Communications Group... | 7,398.82 |
| 22 Jun 10 | 5000085995 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| Total | | | | 95,440.46 |

Q2 2010-11 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|------------------|
| 19 Jul 10 | 5000090834 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| 20 Jul 10 | 5000091433 | Advertising & Public | Lawton Communications Group... | 15,000.00 |
| 23 Jul 10 | 5000092082 | Advertising & Public | Lawton Communications Group... | 9,631.58 |
| 28 Jul 10 | 5000093198 | Advertising & Public | Lawton Communications Group... | -3,489.75 |
| 28 Jul 10 | 5000093067 | Advertising & Public | Lawton Communications Group... | 2,970.00 |
| 18 Aug 10 | 5000096566 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| 18 Aug 10 | 5000096538 | Advertising & Public | Lawton Communications Group... | 10,333.00 |
| 19 Aug 10 | 5000096803 | Advertising & Public | Lawton Communications Group... | 9,956.85 |
| 17 Sep 10 | 5000101921 | Advertising & Public | New Mind Internet Consultan... | 1,600.00 |
| 17 Sep 10 | 5000101766 | Advertising & Public | Lawton Communications Group... | 1,393.88 |
| 17 Sep 10 | 5000101767 | Advertising & Public | Lawton Communications Group... | 2,754.71 |
| 17 Sep 10 | 5000101764 | Advertising & Public | Lawton Communications Group... | 10,119.45 |
| Total | | | | 65,605.72 |

Q3 2010-11 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|------------------|
| 7 Oct 10 | 5000105318 | Advertising & Public | Tourism South East | 2,000.00 |
| 15 Oct 10 | 5000106918 | Advertising & Public | Lawton Communications Group... | 6,317.86 |
| 15 Oct 10 | 5000106941 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| 18 Oct 10 | 5000107365 | Advertising & Public | Lawton Communications Group... | 1,600.00 |
| 18 Oct 10 | 5000107282 | Consultants Fees | Lawton Communications Group... | 550.00 |
| 8 Nov 10 | 5000111282 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| 10 Dec 10 | 5000116582 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| Total | | | | 18,471.86 |

Q4 2010-11 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|-------------------|
| 26 Jan 11 | 5000123345 | Advertising & Public | Lawton Communications Group... | 4,139.75 |
| 26 Jan 11 | 5000123346 | Advertising & Public | Lawton Communications Group... | 613.33 |
| 31 Jan 11 | 5000124057 | Advertising & Public | Lawton Communications Group... | 2,668.00 |
| 9 Feb 11 | 5000125937 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 1 Mar 11 | 5000129597 | Advertising & Public | Lawton Communications Group... | 45,450.00 |
| 1 Mar 11 | 5000129596 | Advertising & Public | Lawton Communications Group... | 17,500.00 |
| 1 Mar 11 | 5000129612 | Advertising & Public | Lawton Communications Group... | 15,125.00 |
| 1 Mar 11 | 5000129592 | Advertising & Public | Lawton Communications Group... | 6,832.23 |
| 1 Mar 11 | 5000129595 | Advertising & Public | Lawton Communications Group... | 3,280.00 |
| 8 Mar 11 | 5000130970 | Advertising & Public | Lawton Communications Group... | 19,000.00 |
| 17 Mar 11 | 5000132517 | Advertising & Public | Lawton Communications Group... | 2,660.22 |
| 17 Mar 11 | 5000132522 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 30 Mar 11 | 5000134804 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| Total | | | | 127,018.53 |

Q1 2011-12 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|------------------|
| 6 May 11 | 5000139947 | Advertising & Public | Lawton Communications Group... | 19,000.00 |
| 6 May 11 | 5000139945 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 17 May 11 | 5000141713 | Advertising & Public | Lawton Communications Group... | 950.00 |
| 17 May 11 | 5000141715 | Advertising & Public | Lawton Communications Group... | 4,545.00 |
| 24 May 11 | 5000142765 | Advertising & Public | Lawton Communications Group... | 5,053.61 |
| 24 May 11 | 5000142766 | Advertising & Public | Lawton Communications Group... | 4,000.00 |
| 24 May 11 | 5000142764 | Advertising & Public | Lawton Communications Group... | 1,600.00 |
| 24 May 11 | 5000142763 | Advertising & Public | Lawton Communications Group... | 925.00 |
| 26 May 11 | 5000143155 | Advertising & Public | Lawton Communications Group... | 2,593.56 |
| 26 May 11 | 5000143152 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 26 May 11 | 5000143153 | Advertising & Public | Lawton Communications Group... | 9,814.00 |
| 26 May 11 | 5000143150 | Advertising & Public | Lawton Communications Group... | 19,000.00 |
| 13 Jun 11 | 5000145306 | Advertising & Public | Lawton Communications Group... | 5,500.00 |
| 14 Jun 11 | 5000145591 | Advertising & Public | Lawton Communications Group... | 5,847.86 |
| 23 Jun 11 | 5000147008 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 27 Jun 11 | 5000147442 | Advertising & Public | Essential Signs & Print | 1,700.00 |
| Total | | | | 90,279.03 |

Q2 2011-12 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|------------------|
| 6 Jul 11 | 5000148586 | Advertising & Public | Lawton Communications Group... | 4,000.00 |
| 6 Jul 11 | 5000148589 | Advertising & Public | Lawton Communications Group... | 2,107.13 |
| 6 Jul 11 | 5000148585 | Advertising & Public | Lawton Communications Group... | 850.00 |
| 17 Aug 11 | 5000155040 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 17 Aug 11 | 5000155032 | Advertising & Public | Lawton Communications Group... | 4,769.07 |
| 18 Aug 11 | 5000155267 | Advertising & Public | Lawton Communications Group... | 3,752.20 |
| 24 Aug 11 | 5000156042 | Advertising & Public | Lawton Communications Group... | 4,000.00 |
| 2 Sep 11 | 5000156815 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 5 Sep 11 | 5000156901 | Advertising & Public | Lawton Communications Group... | 1,134.50 |
| 7 Sep 11 | 5000157360 | Advertising & Public | Lawton Communications Group... | 4,000.00 |
| 7 Sep 11 | 5000157359 | Advertising & Public | Lawton Communications Group... | 6,169.39 |
| Total | | | | 37,282.29 |

Q3 2011-12 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|----------------------|--------------------------------|------------------|
| 10 Oct 11 | 5000162176 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 20 Oct 11 | 5000163150 | Advertising & Public | Lawton Communications Group... | 8,509.00 |
| 20 Oct 11 | 5000163151 | Advertising & Public | Lawton Communications Group... | 1,600.00 |
| 20 Oct 11 | 5000163152 | Advertising & Public | Lawton Communications Group... | 3,163.69 |
| 8 Nov 11 | 5000165591 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 22 Nov 11 | 5000168270 | Advertising & Public | Lawton Communications Group... | 4,067.72 |
| 6 Dec 11 | 5000170252 | Advertising & Public | Lawton Communications Group... | 3,250.00 |
| 13 Dec 11 | 5000171841 | Advertising & Public | Tourism South East | 25,000.00 |
| 13 Dec 11 | 5000171855 | Advertising & Public | Lawton Communications Group... | 4,040.00 |
| Total | | | | 56,130.41 |

Q4 2011-12 payments

| Date | Transaction | Expense Type | Supplier | Amount £ |
|--------------|-------------|-------------------------|--------------------------------|------------------|
| 4 Jan 12 | 5000173719 | Advertising & Publicity | Lawton Communications Group... | 3,250.00 |
| 23 Feb 12 | 5000181997 | Advertising & Publicity | Lawton Communications Group... | 10,320.00 |
| 23 Feb 12 | 5000181994 | Advertising & Publicity | Lawton Communications Group... | 10,000.00 |
| 27 Feb 12 | 5000182293 | Advertising & Publicity | Lawton Communications Group... | 1,954.17 |
| 9 Mar 12 | 5000184552 | Advertising & Publicity | Lawton Communications Group... | 1,954.17 |
| 20 Mar 12 | 5000186271 | Advertising & Publicity | Lawton Communications Group... | 1,164.24 |
| 20 Mar 12 | 5000186274 | Advertising & Publicity | Lawton Communications Group... | 8,753.91 |
| 21 Mar 12 | 5000186525 | Advertising & Publicity | Lawton Communications Group... | 18,405.00 |
| 21 Mar 12 | 5000186595 | Advertising & Publicity | Lawton Communications Group... | 11,120.00 |
| 22 Mar 12 | 5000186804 | Advertising & Publicity | Lawton Communications Group... | 1,954.17 |
| 26 Mar 12 | 5000187123 | Advertising & Publicity | Lawton Communications Group... | 1,189.66 |
| 26 Mar 12 | 5000187122 | Advertising & Publicity | Lawton Communications Group... | 3,019.71 |
| 27 Mar 12 | 5000187258 | Advertising & Publicity | Lawton Communications Group... | 10,000.00 |
| Total | | | | 83,085.03 |