

MAYOR OF LONDON

Marina Ahmad AM
Chair of the GLA Economy Committee

Date: 30 November 2023

Dear Chair,

I write in reference to the follow-up letter which I received from you on 1st November 2023. I have set out below the information requested by the Chair.

Over the course of the meeting you requested information on how many people used the Mayor's Cost of Living Hub and the impact it had on these users.

The Cost of Living Hub was set up in April 2022 as an emergency response to the rising cost of living. It is intended to serve as a 'first port of call' for digitally active Londoners looking for information on support available with the cost of living. This sits alongside other forms of awareness raising for Londoners who are not digitally active.

The CoL Hub met it's 2022/23 target of 300,000 Unique Page Views by the end of the 2022/23 financial year. The breakdown month by month is as follows:

April 2022	10,051
May 2022	4,741
June 2022	8,845
July 2022	8,613
August 2022	19,089
September 2022	17,746
October 2022	46,294
November 2022	31,154
December 2022	48,109
January 2023	43,439
February 2023	38,736
March 2023	30,311
TOTAL	307,128

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The CoL Hub has recently been revamped after user testing, with a new simplified structure designed to make it much easier for users to find the information they are looking for quickly.

Since last Winter, the Hub now also features some digital tools funded through the digital tools grants programme. This includes an upgraded entitlement checker from Policy in Practice which now flags London-specific entitlements such as local welfare assistance, and an embedded grant search tool from Turn2Us.

A marketing campaign promoting the CoL Hub will be commencing in late November and will run throughout winter. This will include digital marketing alongside leaflets targeted at households which are more likely to be digitally excluded. The CoL Hub will continue to be highlighted as a resource with partners in boroughs and London's VCS sector in various forums, networks, and events.

In 2023/24 the GLA is in the process of moving to a new digital analytics platform, and we are still exploring the best metric to use to measure digital engagement for the CoL Hub.

Tracking engagement with the CoL Hub is challenging, as users are not required to create accounts, and many block the collection of cookies which are used to track various metrics. Officers are working closely with the Digital Experience Unit to explore possible ways of measuring engagement and impact going forward.

Yours sincerely,



Dr Debbie Weekes-Bernard

Deputy Mayor for Communities and Social Justice