

GREATER LONDON AUTHORITY

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John Biggs AM  
Greater London Authority  
City Hall

Date: 21 March 2011

Dear John

Firstly, please accept my sincere apologies for the length of time it has taken to respond to your queries regarding the Promotion of London.

I will answer each of your queries in turn:

3a) The soft launch is ongoing and will continue to be rolled out by London and Partners.

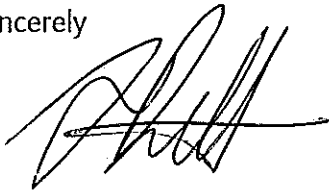
3b) The brand will be managed by London and Partners in the future. This will not have any implications for the GLA Marketing Team, who will continue to work on marketing GLA and Mayoral events for London.

4a) With regards to your query about costs, the spending on the programme was delayed during the 2010 General Election campaign and it has been decided that the new agency will now roll out the programme. I can confirm that David Adam Associates were paid £50,000 for the work done on the Brand. The initial budget for the Brand for London was £1 million, this was reduced to £500,000 and the final cost was £300,000, so the total spend was well under budget.

4b) We have bought a piece of brand tracking which gives us a base position for the brand, then as this is rolled out further over the next 6 to 12 months, we will be able to evaluate this using the brand tracking device. This was purchased for £25,000, and was included in the brand budget.

I hope this answers your query and I apologise again for the delay in providing you with a response.

Yours sincerely



**Daniel Ritterband**  
Director of Marketing