

John Biggs AM, Chairman of the Budget and Performance Committee

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Mr D Ritterband
Director of Marketing
Greater London Authority
City Hall
The Queen's Walk
London SE1 2AA

17 May 2011

Dear Mr Ritterband

London Brand

Thank you for your letter dated 11 May relating to spending on the London Brand. As you will be aware, the Budget and Performance Committee is looking to assess the overall achievement of value for money through this programme. In order to enable the Committee to get a full understanding, I would ask that you provide some additional information.

The Committee asked for a breakdown of spending on brand development. You provided the titles and total costs of the various programme elements; I would be grateful if you could set out the activities and outputs under each heading (with dates), as well as the formal decision forms where appropriate.

Regarding the Saffron contract, you have provided the following:

- specification PN493/2 with a deadline for responses of 3 September 2009 and a template GLA invitation to quote;
- a list of common questions and answers relating to PN493 and PM493/2;
- background information for bidders, including *The London Brand: The Story So Far, Proposed Word Wheel for London* and guidance to bidders on the GLA's policy for access to information;
- a sample Business Questionnaire, form of quotation, document return checklist and pricing schedule (all blank);
- a GLA contract template;

As we understand it, this documentation would have been provided to all potential bidders for PN493/2. As it does not contain any information particular to the successful company or the services they were contracted to provide, we are assuming this is not commercial-in-confidence.

In order to assess what was delivered by Saffron against what had been commissioned and the budget for the contract, I would ask that you additionally make available to the Committee the

following which is essential to inform a full understanding of the value for money of the programme.

- Saffron's bid document, including cover letter;
- the GLA's commissioning letter, including the activities and outputs expected of Saffron, by when and at what price;
- the activities and outputs delivered by Saffron (with dates), with reference to its bid and/or the GLA's commissioning instructions; and
- the final amounts paid to Saffron for each phase of work and when.

I would be grateful if you could provide this information by Wednesday 25 May. If you have any queries, please could you contact me or staff in the Scrutiny Team (Tim Steer, tim.steer@london.gov.uk, 020 7983 4250).

Yours sincerely,

A handwritten signature in black ink, appearing to be 'John Biggs', written in a cursive style.

John Biggs AM
Chairman of the Budget and Performance Committee