

# GREATER LONDON AUTHORITY

[REDACTED]  
[REDACTED]  
(By email)

Our Ref: MGLA 12051-2912

7 June 2021

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 11 May 2021. Your request has been dealt with under the Freedom of Information Act 2000.

You asked for:

*1) A breakdown of the cost of the major art projects commissioned as part of the #LetsDoLondon campaign (cost of each commission) 2) A breakdown of any other costs associated with the commissioned artwork of the #LetsDoLondon campaign (eg. installation)*

Our response to your request is as follows:

The Let's Do London campaign was launched in response to the huge challenges faced by central London's cultural and hospitality industry because of the impact of the pandemic. The campaign will run throughout this year bringing together London's leading hospitality, culture and retail organisations to attract Londoners and visitors from across the UK back to the capital and support jobs.

As part of this, there will be a programme of seasonal events which will be coordinated and curated with industry to support and enhance the cultural, hospitality, retail and public realm, focussing on the centre. The aims of the campaign and events programme are to drive footfall and increase spending in central London, to support jobs and economic recovery. All spending on marketing and activation is focused on these core economic objectives.

The budget for the overall campaign is £6 million and we are in the process of commissioning the programme, more details will be announced over the summer.

David Hockney, one of our greatest living artists, kindly gifted his digital artwork to our city to help encourage visitors back to central London. His artwork appeared on the digital screens at Piccadilly Circus for a limited time; it linked to his new exhibition at the Royal Academy of Arts and helped launch the Let's Do London campaign. No funds were allocated. There are no current further plans for more art installations at underground stations though TfL's long standing Art on the Underground programme will continue to commission artists to enrich the Tube's environment for all Londoners.

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

**Paul Robinson**  
**Information Governance Officer**

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at: [Freedom of information | London City Hall](#)