

GLA Communications Project Expenditure									
GL Description	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18 (to date)*
	£	£	£	£	£	£	£	£	£
Marketing, events and exhibitions	366,790.23	92,628.71	151,874.15	50,427.01	107,937.36	217,290.25	269,184.71	384,546.16	199,524.97
Statutory marketing	44,055.37	8,503.75	12,532.57	132,797.28	1,989.49	9,844.05	14,685.73	56,872.27	2,408.00
Advertising, design, production and printing	359,055.05	2,718,668.10	7,314,967.29	8,070,256.47	878,815.12	428,694.89	578,042.43	2,204,135.79	511,049.79
Marketing strategy and consultancy inc agency fees	40,109.11	848,410.69	6,118,799.10	9,213,451.12	216,711.71	276,104.63	260,754.96	148,803.62	41,164.78
Research	62,658.21	404,160.62	517,176.30	1,208,536.01	264,707.36	16,380.12	-	120.00	-
Publicity & PR inc social media	463,387.34	281,903.42	663,240.23	1,485,966.30	539,231.19	322,591.58	218,860.59	318,076.23	204,011.79
Total Expenditure	1,336,055.31	4,354,275.29	14,778,589.64	20,161,434.19	2,009,392.23	1,270,905.52	1,341,528.42	3,112,554.07	958,159.33

Notes

1. Costs for 2017-18 (up to 17 Jan 2018)

Closing Budgets

Directorate	Unit	2009-10 £000	2010-11 £000	2011-12 £000	2012-13 £000	2013-14 £000	2014-15 £000	2015-16 £000	2016-17 £000	2017-18 £000
External Affairs	Press Office (Mayor's Media Relations & Monitoring) -Non- Staffing	35	177	117	115	105	109	88	89	88
External Affairs	Marketing Programmes - Non-staffing	698	136	637	507	497	94	51	204	54
External Affairs	Marketing - Website Campaign - Non-Staffing	-	-	-	-	-	-	129	-	-
External Affairs	Central Marketing Budget - Non-Staffing	-	-	-	-	-	-	-	-	1,000
External Affairs	Digital Programmes - Non-Staffing	-	-	-	-	-	98	80	25	75
External Affairs	Brand - Non-Staffing	-	-	-	-	-	0	25	6	6
External Affairs	Web Team - Non-Staffing	-	60	-	-	-	-	-	-	-
External Affairs	Staffing	921	759	833	822	751	719	1,128	1,080	1,392
Total Budget		1,619	955	1,470	1,329	1,248	911	1,413	1,315	2,527

Notes

1. Closing Budgets at the end of each financial-year.
2. 2017-18 budgets as at end of Period 10
3. A number of Team restructures have taken place - hence changing budgets and budget names
4. Some of the large Marketing Programme spend from 2009-10 to 2013-14 relates to the 2012 Olympic Games