

GREATER LONDON AUTHORITY



External Relations

Our Ref: MGLA010916-4538

14 September 2016

Dear 

Freedom of Information request

Thank you for your request for information dated 31 August, which was received by the Greater London Authority on 31 August.

Our response to your request is as follows:

1. A detailed balance sheet of the event infrastructure and security spending for the #LondonIsOpen campaign, including what the £5,054 used thus far has been spent on, and what private companies have received payments from this budget?

The GLA worked alongside the events management company, Bliss Events on International Busking Day, which took place on the 22 July – 23 July. Although this is a separate activity, an increase in event security and infrastructure was required due to the high level of interest in the LondonIsOpen campaign and the celebrity supporters attending the event.

Bliss Events outsourced the security and stewarding to S.F.M Security & Events Consultants. Event Crew Solutions supplied the barriers and fencing.

An outline of the associated costs is listed below.

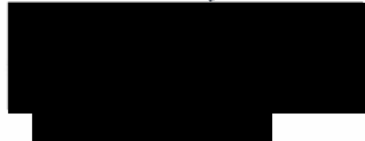
Item	Cost
Security and Stewarding	£1,757.01
Infrastructure and barriers	£1,884.40
Artist refreshments	£79.59
Equipment transportation	£36.00
Bliss management travel	£47.00
Production management fee that covers new site plans, EMP and additional contractors	£1,250
Total	£5,054.00

2. How much money will be allocated to the #LondonIsOpen campaign over the campaign's entire duration?

A total budget of up to £150,000 has been allocated to the LondonIsOpen campaign. The marketing and events campaign budget details can be found via the web address below.

<https://www.london.gov.uk/decisions/dd2027-londonisopen-marketing-events-campaign>

Yours sincerely

A large black rectangular redaction box covering the signature of the Marketing Manager.

Marketing Manager, External Affairs

If you are unhappy with the way the GLA has handled your request, you may complain using the complaints procedure, available at: <https://www.london.gov.uk/about-us/greater-london-authority-gla/sharing-our-information/freedom-information>.