

GREATER **LONDON** AUTHORITY

By email

Our Ref: MGLA100418-8840

20 April 2018

Dear

Thank you for your request for information which the GLA received on 2 January 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

What was the cost of the London Needs You Alive campaign video

Our response to your request is below:

We produced more than one vide of the Mayor's [London Needs You Alive](#) campaign and we have interpreted your request to be about the costs of the videos produced for this campaign.

Photography and video content has been created for social media. The video (total of nine videos) and photography production costs are £18,232.74. We used the same cast (real Londoners vs actors) and shot the video and photos during the same shoot to keep costs down.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA100418-8840.

Yours sincerely

Ruth Phillips
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:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>