

GREATER LONDON AUTHORITY

[REDACTED]
(Via WhatDoTheyKnow.com)

Our Ref: MGLA250619-5828

17 July 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 24 June 2019 which has been considered under the Freedom of Information Act 2000. Please find below our answers to your questions and the information we hold within the scope of your request

Can you tell me what media monitoring does the GLA do?

The GLA has a shared service contract with Kantar Media to provide press cuttings and broadcast summaries for the GLA, the London Assembly, TfL, Crossrail and the Met Police. The contract was procured by the GLA on behalf of the above organisations through Crown Commercial Services RM3708 Media Monitoring Framework in 2017 for two years with the option to extend for a further two years.

How much does it cost the GLA?

The GLA's current media monitoring budget is £69,000 which includes an annual licence fee to the Newspaper Licensing Agency, which licenses the GLA to share news articles within the organisation without breaching copyright law.

What media monitoring policies does the GLA have?

We don't have a policy in relation to media monitoring

Can you publish all media monitoring reports since the election of Sadiq Khan?

Under this contract, Kantar Media provides daily summaries of newspaper coverage to the GLA with links to the news articles on Kantar Media's online platform, in the following format:

Cycle lane breathes new life into toxic city street

The Times, 04/07/2019, p.4, Kaya Burgess Article

A new cycle lane in London has helped to reduce pollution to within legal limits for the first time on one of the capital's dirtiest streets for toxic air. Will Norman, London's cycling and walking commissioner, said that some opponents of the Cycle Superhighway 3 route claimed it would increase congestion and thus increase pollution. He told The Times: "For the past couple of years it's the first time where that [road] has been within legal limits on an average basis. There is this myth that cycle routes cause pollution, but even on the biggest and the most used cycle lane in the country, air quality has improved."

5G has arrived and it can make the UK a digital leader

The Daily Telegraph, 04/07/2019, p.2, Nick Jeffery Article

Opinion piece from Vodafone UK chief executive Nick Jeffrey on how the arrival of 5G can help make the UK a leader in the digital landscape.

The links in the summaries do not directly link to the newspaper websites themselves, only to Kantar Media's online platform. The daily summaries include articles relate to the work of all GLA, the London Assembly, TfL, Crossrail and the Met Police – there is no single 'GLA list'.

The GLA only retains these summaries for approximately one calendar month. We do not therefore hold copies of media summaries dating back to May 2016.

Before we extracted and compiled this information, I wanted to check with you that you would still be interested in receiving this information, given the limited information held by the GLA and that the extracts would not provide you with links to the original media articles themselves.

If so, please let me know and I will be happy undertake the work to extract this information.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA250619-5828.

Yours sincerely



Ian Lister
Information Governance Manager

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>