

Freedom of Information request

Thank you for your email dated 10 August, which was received by the Greater London Authority on 10 August.

Our response to your request is as follows:

1. Please may I request the amount spent to date on the 'London is Open' campaign and any amounts forecast to be spent in the future on the same.

The LondonIsOpen campaign costs incurred to date are listed below.

Merchandise for Mayor of London events and activities - £10,608.33

Print costs for TfL advertising - £14,062

Social media advertising - £3,534.96

Photography - £1,700

Video production - £6,783

Branding and signage - £1,717

Travel expenses - £500

Event infrastructure and security - £5,054

Audience awareness research - £2,920

The total cost of the campaign to date is £46,879.35.

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>

Over the last two months there has been huge engagement with the campaign and the content released. It has been widely covered in traditional print and online media with almost 200 articles published in a wide variety of publications. It has also had excellent social pick up where we have seen more than 670 million impressions of the #Londonisopen campaign hashtag to date.

The above activities have played an important part in showing the world that London remains entrepreneurial, international and full of possibility, while reassuring more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

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

Yours sincerely

Emma Strain
Assistant Director, External Relations

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>.