

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA020118-9074

6 February 2018

Dear [REDACTED],

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:

Under the Freedom of Information Act, I would like to find details of the “influencers” cited by Mr Khan during Mayor’s Question Time at City Hall on December 14 as having supported the London Needs You Alive campaign.

A link to the relevant comment is here:

<https://twitter.com/SadiqKhan/status/941391960484581376>

Specifically, I would like to know:

- *The names of those “influencers” who were approached (who declined, and who agreed) and why they were selected*

We compiled a group of influencers based on a very simple criteria; a prominent role within their field (i.e. the arts, music, broadcasting), large online followings (particularly on Instagram and Twitter as this would help amplify our campaign message to our target audience) and represent a cross-section of society.

In terms of their relationship to the subject matter, it was never a mandate for our influencers to have direct, first-hand relationships with knife crime (although some did), as the message we were conveying was preventative.

The long list of approached talent was Bossman Birdie, Angel, JP Cooper, Novelist, Dave, Wall of Comedy, Fekky, Yungen, The Slumflower, Hussain Manawer and Tom Sloan.

The influencers who were available for launch were:

- Yungen, a hip hop artist selected because he cared about the issue;
- Bossman Birdie, a grime artist who had experienced the repercussions of violence and now cares passionately about helping young people maximise their potential;
- The Slumflower, a blogger and media personality and advocate for young women;
- Tom Sloan, a professional photographer who mentored two young photographers from Photofusion Charity during the campaign
- Hussain Manawer, a spoken word poet and mental health advocate.

Influencers who were not available for launch were Novelist, Dave and Fekky (all unavailable due to tour commitments) and JP Cooper who was deemed not as appropriate for our target

audience as Yungen or Bossman Birdie, given his genre of music. Yungen's involvement meant pursuing Angel was not prioritised. Wall of Comedy was not pursued as they were deemed more of a media publisher than influencers.

- *The nature of any formal agreement (ie specific number of tweets per day) with the influencers*

There was no formal agreement or specific number of tweets. Participation was voluntary.

- *Whether any fee was paid to the influencers (and if so, how much)*

Involvement was voluntary and no influencers have been paid to be part of the campaign.

- *How the Mayor will be able to gauge the effect of the influencers' "support"*

The effect of influencers' support will be gauged by their social reach and public engagement with their posts.

So far the campaign has achieved a combined reach of approximately 610k via influencers involved in the campaign launch. Additional reach has been achieved via retweets from other influencers including Kaz Aston (1.8m followers), Jeremy Corbyn (1m followers), Island Records (264.7k followers), Brooke Kinsella (64.4k followers).

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA020118-9074.

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>