#### GREATER LONDON AUTHORITY

By email

Our Ref: MGLA020119-2115

6 March 2019

Dear

Thank you for your refined request for information which the GLA received on 2 January 2019. Your request has been dealt with under the Freedom of Information Act 2000. I am sorry for the late response.

You had originally requested:

- 1) copies of all GLA/ Mayor of London posters used on the TFL Tube network from 2008 to the current day.
- 2) a breakdown by year of the costs of both producing the posters, and the cost of displaying them. If there was no cost to the GLA due to TLF granting them free space. Please provide the market cost for this space.

This request was refused and on 2 January based on the fact it exceeded permitted staff hours to collate so you requested:

Would it be possible to have the information for 2015, 2016 and 2017?

Please find attached and below the information we hold within the scope of your request for 2015, 2016 & 2017 relating to GLA/ Mayor of London posters on the LU network where the artwork was produced by the GLA (as per our earlier email).

- 1) Copies of tube poster artwork produced by the GLA between 2015 and 2017 are attached.
- **2)** Production cost for these posters are as follows:

• 2015: £20,118 • 2016: £12,219 • 2017: £11,978

Please note that the majority of poster artwork was produced by GLA staff at no additional cost. On some occasions artwork was produced by external suppliers however it is not possible to break down the individual design cost of these tube posters.

There is no cost to the GLA for displaying posters on the TfL tube network. We are not able provide the market cost for space as it is non-commercial TfL space.

On a small number of occasions, the GLA have accessed 'filler space' on the London Underground network, this is unsold advertising space. These spaces have a commercial value, however as commercial advertisers have not been prevented from accessing it in favour of the GLA, there has been no loss to revenue. Between 2015 and 2017 the GLA was allocated filler space with a commercial value of £473,394. This space was used for campaigns to inform and engage Londoners about the work of the Mayor and City Hall.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA020119-2115.

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:

 $\frac{https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information}{}$ 

#### **FOI request MGLA020119-2115 - Posters 2015**

### 33 pages follow

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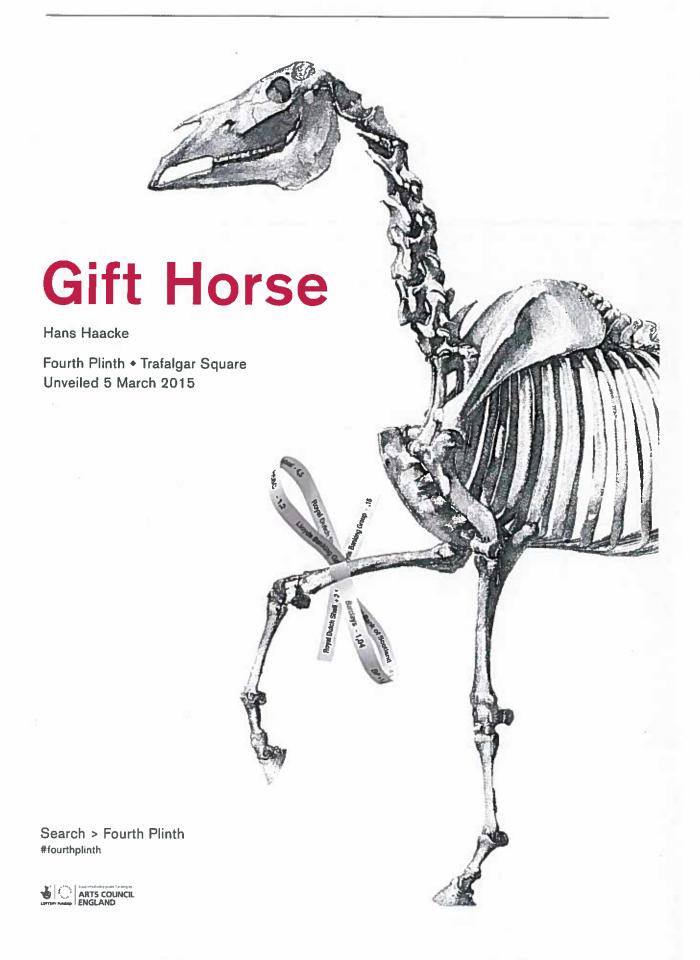
You are free to use any information supplied for your own non-commercial research or private study purposes. The information may also be used for any other purpose allowed by a limitation or exception in copyright law, such as news reporting. However, any other type of re-use will require the permission of the copyright owner.

For information where the copyright is owned by the GLA, you can apply to re-use information by submitting a written request to the address above, including your name and address, details of what information you wish to re-use and the purpose for which the information is to be re-used.

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





# ST PATRICK'S DAY

PARADE AND FESTIVAL

Sunday 15 March • 12 - 6pm • Trafalgar Square

Everyone's welcome to join London's free celebrations, with the best of Irish music, dance, film, food, children's activities, and more.

london.gov.uk/stpatricks

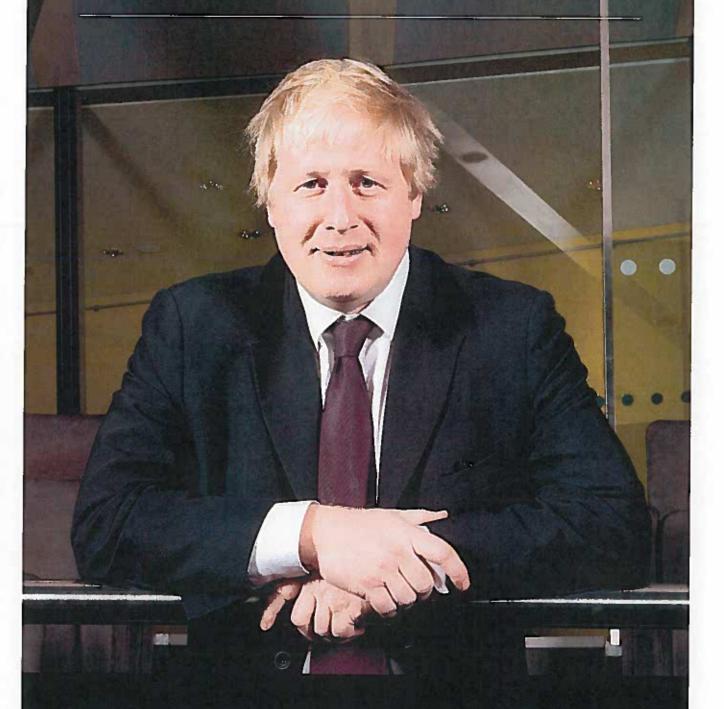
#StPatsDayLDN • @LDN\_gov





Frish@Post





# People's Question Time in Haringey Your questions answered

Join the Mayor and the London Assembly to talk jobs, housing, transport, policing and more.

Thursday 19 March at 7pm • Dominion Centre, Wood Green N22 6DS

Get free tickets at london.gov.uk/pqt or call 020 7983 4762

# **LONDON**ASSEMBLY



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Thursday 19 March at 7pm • Dominion Centre, Wood Green N22 6DS

Get free tickets at london.gov.uk/pqt or call 020 7983 4762



# VAISAKHI

AT CITY HALL

Saturday 11 April • 12 - 5pm • Free

Come and join the celebration of Sikh heritage, history and culture with music, dance, food, children's activities, art, poetry and films.

The Queen's Walk, SE1 2AA london.gov.uk/vaisakhi

#VaisakhiLDN • @LDN\_gov



# THE FEAST OF ST GEORGE

Saturday 25 April • 12 - 6pm • Trafalgar Square • Free

Come and enjoy delicious English food, cookery from celebrity chefs, live music including a good old sing song, and lots of children's activities.

london.gov.uk/stgeorges

#StGeorgesDayLDN . @LDN gov



Join us for the

# **State of London Debate**

23 June 2015 • 7:30pm • indigo at The O2

Put your questions to the Mayor at this special event hosted by LBC's Nick Ferrari

Get free tickets at london.gov.uk/debate or call 020 7983 4762

@LDN\_gov #askboris





TOW ANNIVERSARY

# EID FESTIVAL

Saturday 25 July + 12 - 6pm + Trolaigar Square + Free

Join the calebration with delicious global culsines, live music, entertainment, a fashion show and fun activities the whole family can enjoy.

londun.gov.ub/eid

MIGLEN . MICH. CO.

ELeboro











# NATIONAL **PARALYMPIC** DAY 2015

featuring

Mayor of London's LIBERTY Festival



Queen Elizabeth Olympic Park

# Free entry to the Park

Watch GB and international Paralympic athletes compete, try a variety of disability sports, and enjoy the very best of Deaf and disability arts.

For details and sport event tickets visit: QueenElizabethOlympicPark.co.uk

Photos by British Paralympic Association and Richard Davenport for Extraordinary Bodies



# DIWALI FESTIVAL

Sunday 11 October • 1 – 7pm • Trafalgar Square • Free

Come and celebrate London's festival of lights, with music, dance, food, family activities and more.

london.gov.uk/diwali

#DiwaliLondon • @LDN\_gov









# AFRICA ON THE SQUARE

Saturday 10 October • 12 - 6pm • Trafalgar Square • Free

Everyone's invited to celebrate African culture, with music, dance, children's activities, fashion, food, market stalls and more.

london.gov.uk/africa

#AfricaLDN • @LDN\_gov

AIRFRANCE /









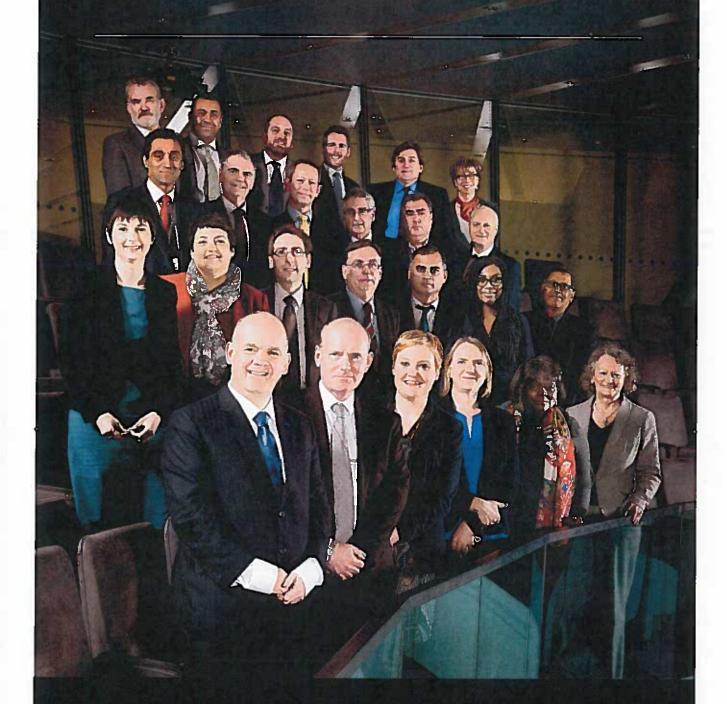
# People's Question Time in Hillingdon Your questions answered

Join the Mayor and the London Assembly to talk jobs, housing, transport, policing and more.

Thursday 26 November at 7pm • The Beck Theatre, Hayes UB3 2UE

Get free tickets at london.gov.uk/pqt or call 020 7983 4762





# People's Question Time in Hillingdon Your questions answered

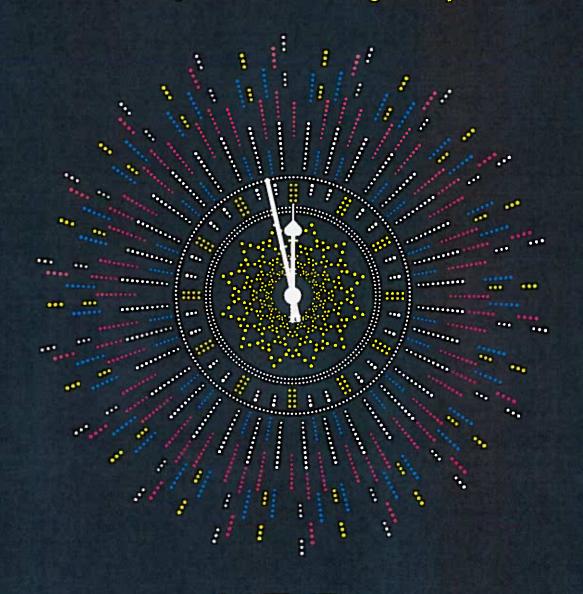
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Thursday 26 November at 7pm • The Beck Theatre, Hayes UB3 2UE

Get free tickets at london.gov.uk/pqt or call 020 7983 4762

# London New Year's Eve with Unicef

Book your ticket at london.gov.uk/nye



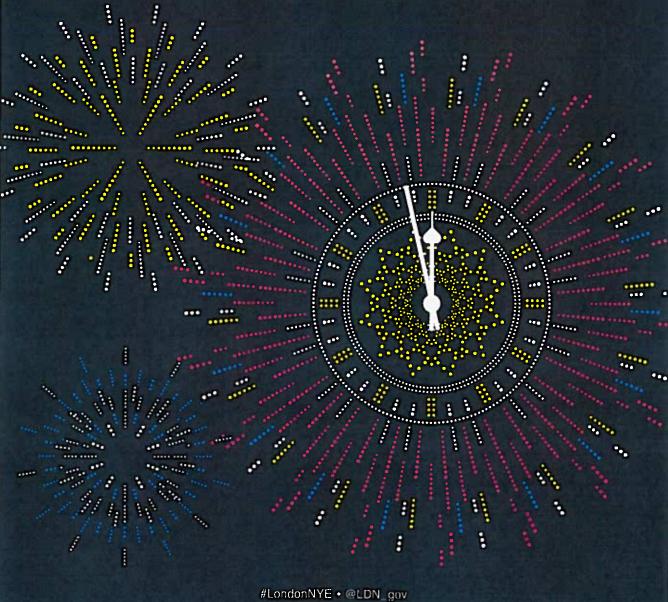
#LondonNYE • @LDN gov



unicef Join us and win a dazzling vip experience for 4, text NYE to 83080

# London New Year's Eve with Unicef

Remember, you need a ticket to come to the fireworks Plan your night at london.gov.uk/nye





DON'T HAVE A TICKET? YOU CAN STILL BE PART OF THE WIDER CELEBRATIONS. JOIN UNICEF'S BIG RESOLUTION FOR CHILDREN. UNICEF.UK/BIGRESOLUTION



# GIGS

London's big busking competition Enter now at london.gov.uk/gigs



Team London offers thousands of volunteering opportunities that fit around you.

Get the skills you need to land your dream job.

SEARCH: SPEED VOLUNTEERING





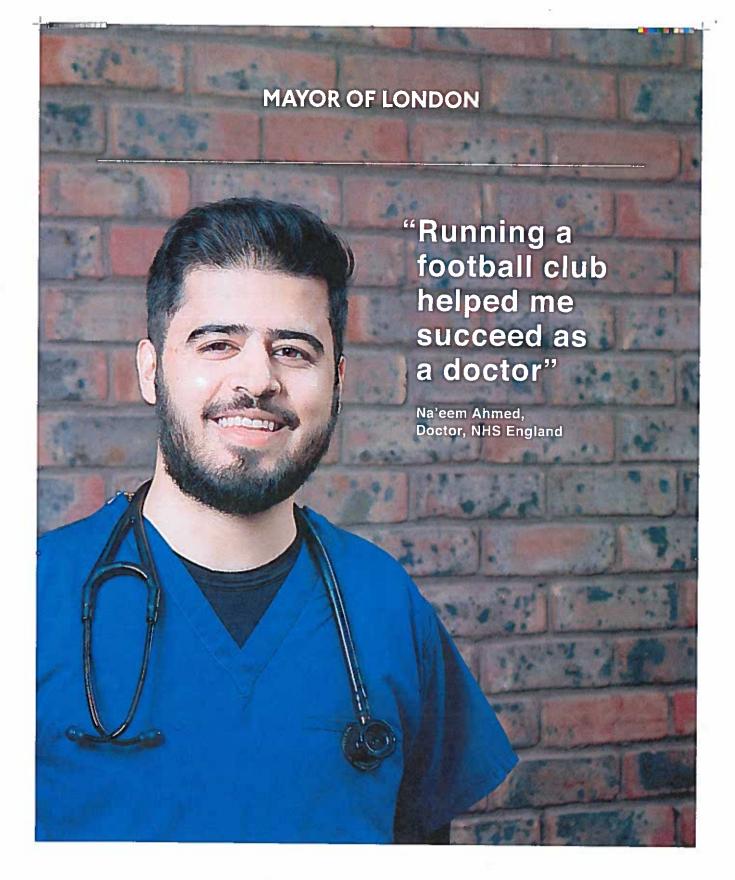
Three out of four employers would hire a candidate with volunteering experience over one without.

Get the skills needed to land your dream job.

# SEARCH > TEAM LONDON

for thousands of volunteering opportunities





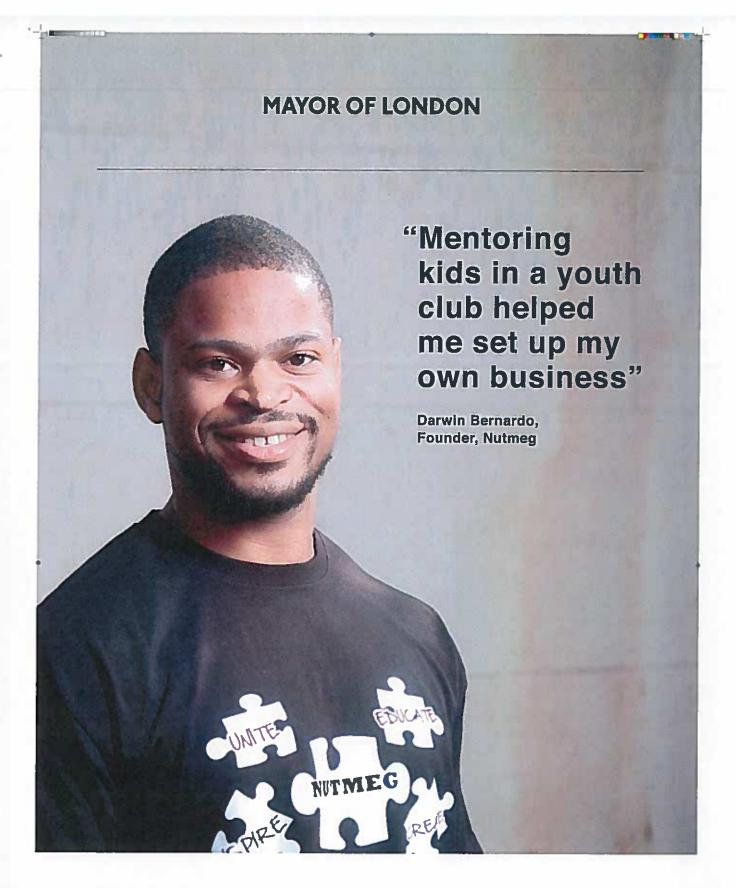
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for thousands of volunteering opportunities





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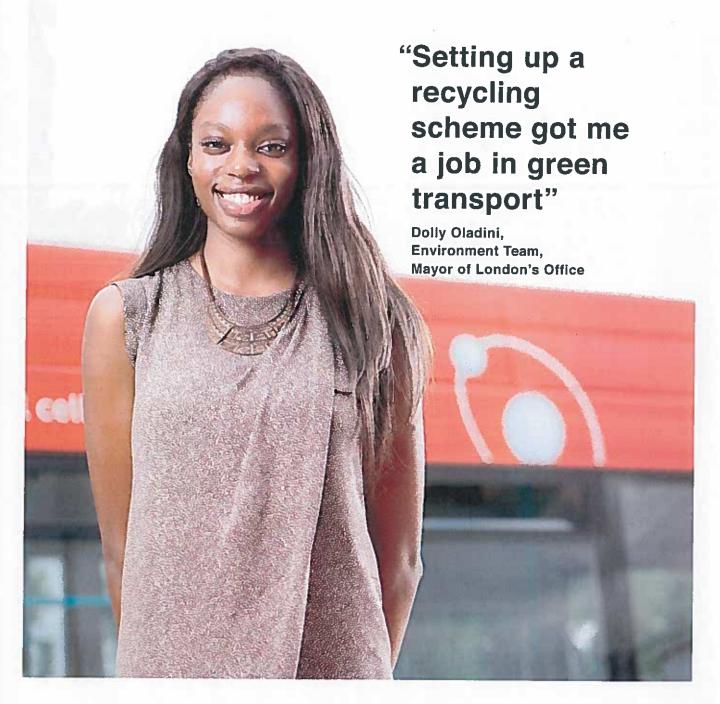
# **SEARCH > TEAM LONDON**

for thousands of volunteering opportunities



- 1 -----

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Get the skills you need to land your dream job.

SEARCH: SPEED VOLUNTEERING





Team London offers thousands of volunteering opportunities that fit around you.

Get the skills you need to land your dream job.

SEARCH: SPEED VOLUNTEERING







# GET A £3,000 GRANT FOR FASTER BROADBAND

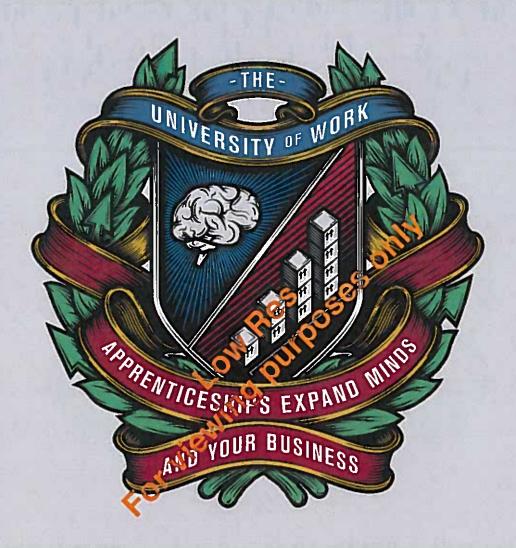
Your business could receive a government grant to install high-speed broadband.

To find out more and apply, visit london.gov.uk/broadband





SUPERCONNECTED CITIES

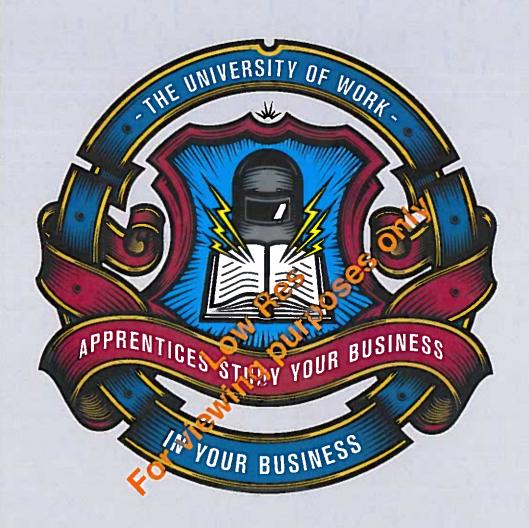


Any business can benefit from hiring an apprentice. By learning your way of working they can help your company to grow. And what's more, you can get support to help recruit the right candidate.

To kick-start the process, visit london.gov.uk/apprentices

@LDN\_economy

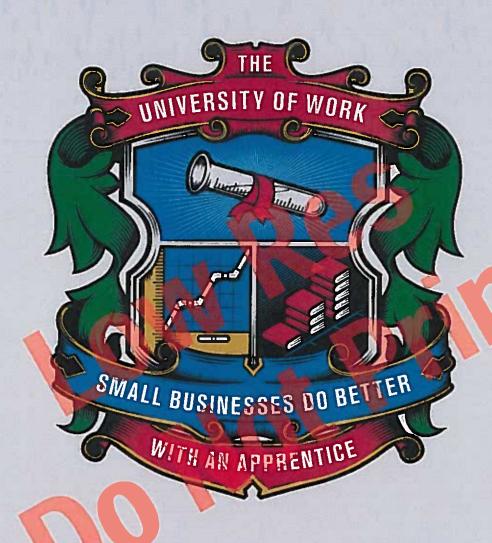




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To kick-start the process, visit london.gov.uk/apprentices
@LDN\_economy





# Fresh adventures on your doorstep

Inspire your kids at Breaker's Yard, Hackney, an urban wonderland of sandpits, edible gardens, a stately home caravan and more.

One of hundreds of great local London spaces that the Mayor's improving.

Discover more at london.gov.uk/outdoors

**#LDNgreatoutdoors** 



# Fresh adventures on your doorstep

Bring the family to Brentford's bustling Sunday market for fresh local produce, tasty street food, artisan coffee and space to relax.

One of hundreds of great local London spaces that the Mayor's improving.

Discover more at london.gov.uk/outdoors

**#LDNgreatoutdoors** 



With London Rental Standard training, you'll learn all you need to know about being a landlord.

Hear more from landlords and property experts at london.gov.uk/landlords











If you're renting your deposit should be protected, your home should be safety checked and your agent should answer your calls.

A London Rental Standard accredited letting agent can offer you a better experience. It's time to demand more.

Find out more at london.gov.uk/tenants

**y** @LDN\_gov

In partnership with



my deposits

EasyRoommate

LONDON RENTAL STANDARD



With London Rental Standard training, you'll learn all you need to know about being a landlord.

Hear more from landlords and property experts at london.gov.uk/landlords









# Air pollution can seriously affect us all Let's breathe better together

Take small steps to protect you and your children's heart and lungs.

### Stay aware

Sign up for free text or email alerts on days when pollution is higher.



Get more tips and alerts at london.gov.uk/breathe





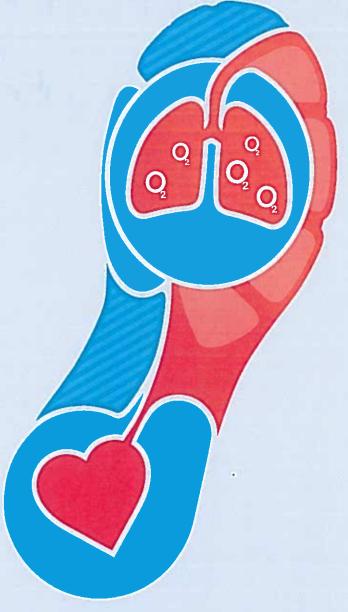
# Air pollution can seriously affect us all Let's breathe better together

Take small steps to protect you and your children's heart and lungs.

#### Be active

Walk or cycle short trips. Studies suggest the air is cleaner outside the car than inside.





Sign up for more tips and pollution alerts at london.gov.uk/breathe

UNGEDOL



#### **FOI request MGLA020119-2115 - Posters 2016**

#### 22 pages follow

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



# GIGS

The UK's best young buskers

Vote for your favourites london.gov.uk/gigs

#London!sOpen



## FIND YOUR LONDON

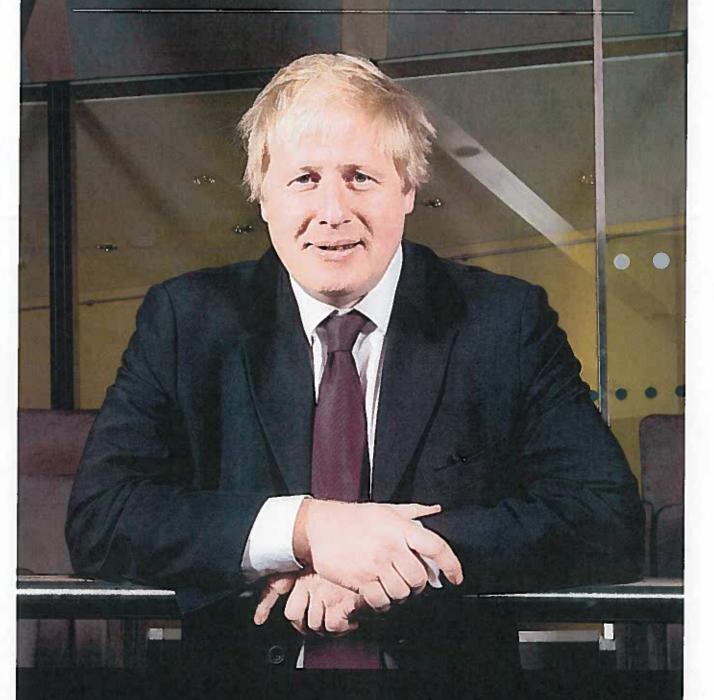
FESTIVAL

18 - 28 March 2016

Over 50 events across London with yoga in the park, bee keeping, treasure hunts, an Alice in Wonderland Tea Party and more. Come and explore your city this spring!

london.gov.uk/findyourlondon #findyourLDN



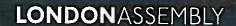


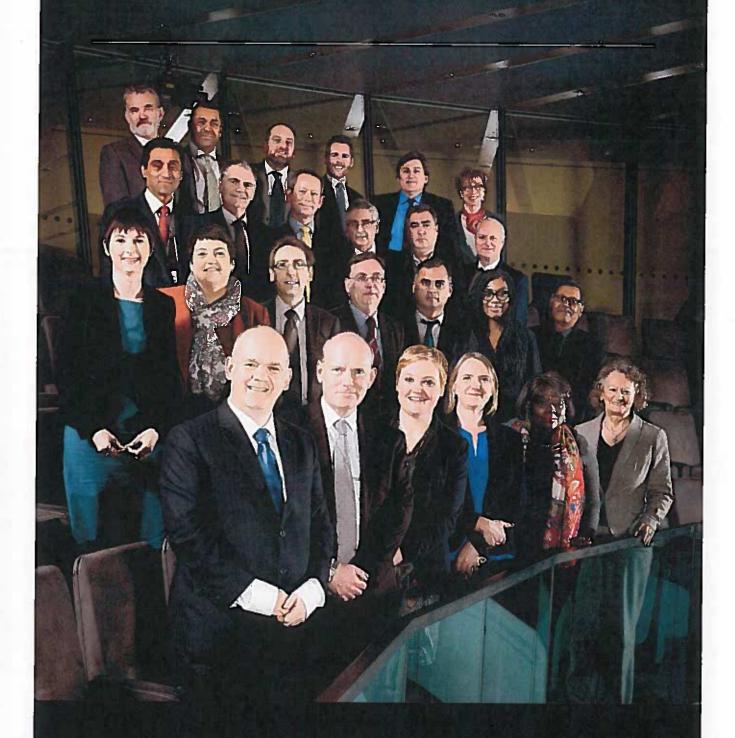
# People's Question Time in Croydon Your questions answered

Join the Mayor and the London Assembly to talk jobs, housing, transport, policing and more.

Thursday 3 March at 7pm • Fairfield Halls, Park Lane, CR9 1DG

Get free tickets at london.gov.uk/pqt or call 020 7983 4762





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# MAYOR OF LONDON & LONDON ASSEMBLY ELECTIONS



# HAVE YOUR SAY

The Mayor runs your city, from policing & housing to environment & transport.

The Assembly holds the Mayor to account on your behalf.

Don't miss the chance to shape the future of your city.

Use your vote.

Find out more at londonelects.org.uk

#LondonVotes @LondonElects



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#LondonVotes @LondonElects



London has a new Mayor and a new London Assembly.
Your Mayor looks after ...



your housing your transport your safety



your London

... and the London Assembly Members ensure the Mayor's promises are delivered.

That's not all the new Mayor does.
Find out more at london.gov.uk

**LONDON**ASSEMBLY

# An evening with the new Mayor, Sadiq Khan





# **BIG DANCE 2016**

Everyone's invited to join London's biggest celebration of dance, with hundreds of events to enjoy.

Big Dance Festival 20 May – 10 September Big Dance Week 2 – 10 July

Find out more at london.gov.uk/bigdance





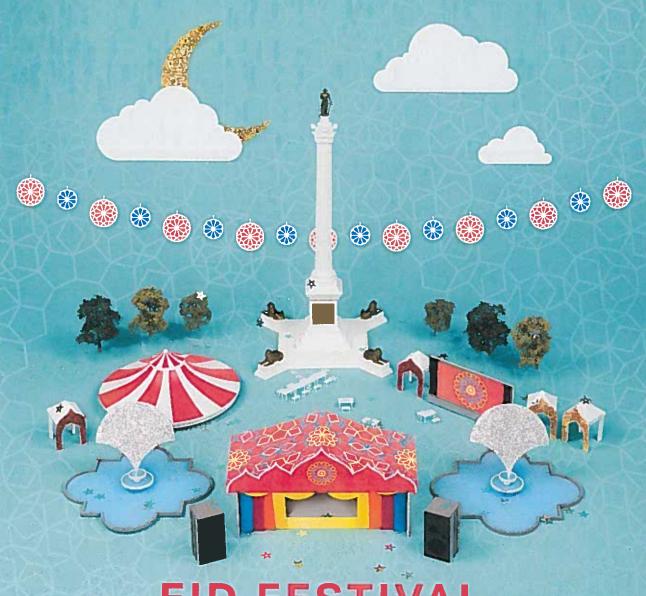
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# EID FESTIVAL

Saturday 9 July 2016 • 12-6pm • Trafalgar Square

Join the celebrations with delicious global cuisines, live music, exhibitions and fun multicultural activities for families to enjoy.

london.gov.uk/eid

#EidLDN . @LDN gov





ART ON THE UNDERGROUND

**MAYOR OF LONDON** 



EVERYONE WELCOME

井 LONDON IS OPEN

London: Everyone Welcome, 2016 by David Shrigley







# National Paralympic Day and Liberty Festival

Queen Elizabeth Olympic Park Saturday 3 September 2016, 1pm – 6pm

**Featuring** 

PARALYMPICSGB CARNIVAL

Come and Try Sports
Meet the Medallists
ParalympicsGB Fanzone

Live Music and DJs
Street Theatre
Community and Food Stalls
Dance and Poetry
Art and Film



This event has a wide range of access facilities.

See QueenElizabethOlympicPark.co.uk for more details

For the best way to plan your journey, please visit tfl.gov.uk/plan-a-journey/

#### The next Fourth Plinth Commission

Really Good by David Shrigley
From 29 September 2016 • Trafalgar Square

london.gov.uk/fourthplinth #fourthplinth



#LondonIsOpen



### AFRICA ON THE SQUARE

Saturday 15 October • 12-6pm • Trafalgar Square • Free

A taste of Africa in the heart of London with music, dance, fashion, food, children's activities, a market and more.

london.gov.uk/africa

#AfricaLDN

AIRFRANCE /





#LondonisOpen





## Got a question for me?

Join the Mayor, Sadiq Khan and the London Assembly to talk about London's housing, air quality, transport, safety and more.

#### **People's Question Time**

Thursday 3 November at 7pm • Brent Civic Centre, Wembley HA9 0FJ

**Get free tickets** 

#### london.gov.uk/pqt

020 7983 4762

#PQT

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## Got a question for us?

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#### **Get free tickets**

#### london.gov.uk/pqt

020 7983 4762

#PQT

#### LONDON NEW YEAR'S EVE FIREWORKS

Tickets have sold out but

You can still enjoy a 360° live view of the event online via the BBC

Find other ways to celebrate in London

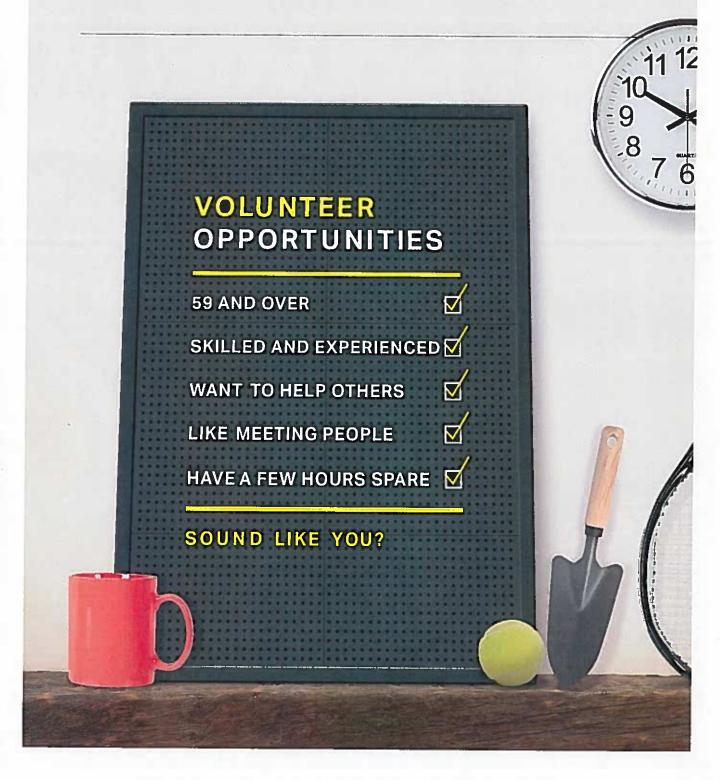
london.gov.uk/nye

Plan your travel in advance at tfl.gov.uk/nye

#LondonNYE

BREAGGAST FARINES

BBC



Thousands of organisations need people with your skills. Find an opportunity that fits around your life.

london.gov.uk/volunteer

#LondonIsOpen



london.gov.uk/getvolunteering





london.gov.uk/getvolunteering



#GetVolunteering

#LondonisOpen

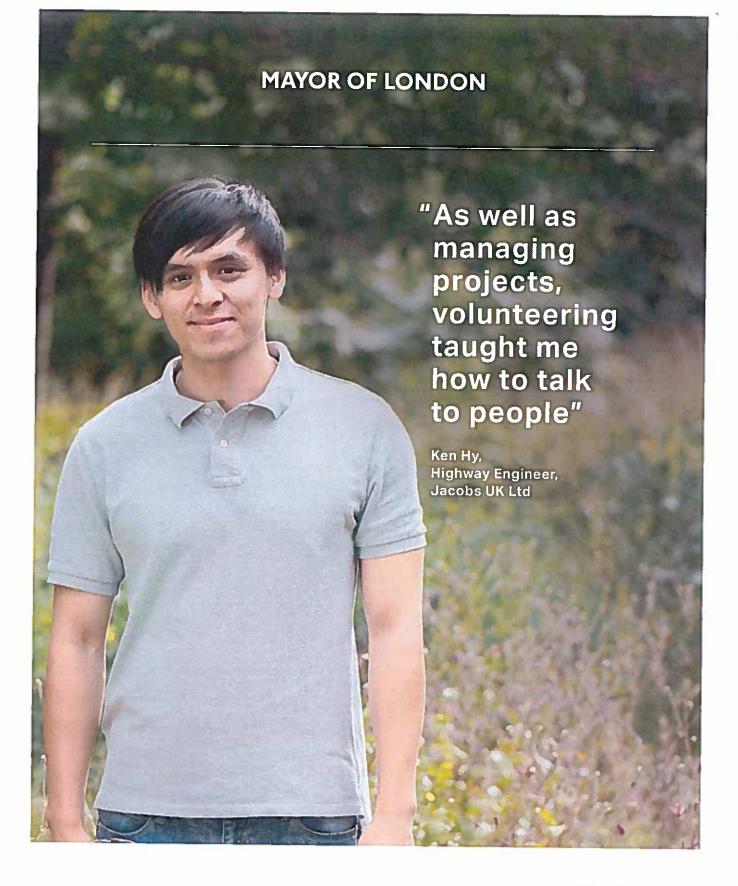


london.gov.uk/getvolunteering



#GetVolunteering

#LondonisOpen







#GetVolunteering

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#### **FOI request MGLA020119-2115 - Posters 2017**

#### 15 pages follow

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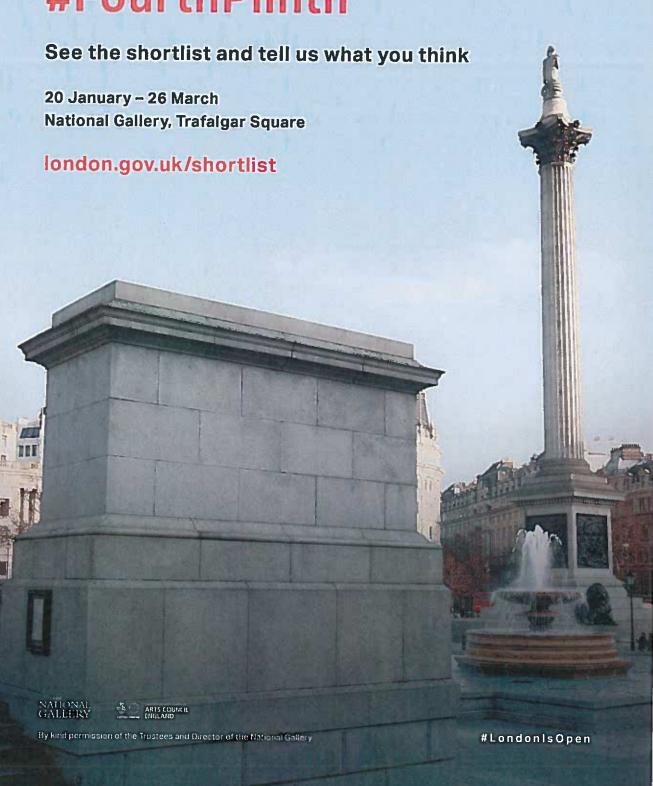
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https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information

# One space, five ideas #FourthPlinth



#### -

#### **MAYOR OF LONDON**



## Got a question for me?

Join the Mayor, Sadiq Khan and the London Assembly to talk about London's housing, air quality, transport, safety and more.

#### **People's Question Time**

Thursday 2 March at 7pm • Westcroft Leisure Centre, Carshalton SM5 2TG

#### Get free tickets

#### london.gov.uk/pqt

020 7983 4762

#PQT

#### **LONDON**ASSEMBLY



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**Get free tickets** 

#### london.gov.uk/pqt

020 7983 4762

#PQT



## LONDON ST PATRICK'S

**FESTIVAL** 

17 - 19 March 2017 • Across London • Free

Come and celebrate three days of Irish culture with music, dance, film, family trails and a festival finale parade in Trafalgar Square.

london.gov.uk/stpatricks

#StPatsLDN • @LDN gov











Aer Lingus 🚜

# CELEBRATE ST GEORGE'S DAY



#### FEAST OF ST GEORGE

Saturday 22 April 2017 • 12 - 6pm • Trafalgar Square

A festival of English food, live music and free fun for all.

london.gov.uk/stgeorge

#StGeorgesDayLDN • @LDN gov

#LondonIsOpen

# JOIN US FOR THE STATE OF LONDON DEBATE.



#### CLEANING UP LONDON'S AIR WITH LOW EMISSION BUS LANES AND BRINGING IN THE T-CHARGE.

What's next for helping the environment in London?

#### 29 June.

Tickets are free at london.gov.uk/whatsnext





#### MORE DEDICATED NEIGHBOURHOOD POLICE. A NEW PLAN FOR A SAFER CITY.

What's next for policing in London?

#### 29 June.

Tickets are free at london.gov.uk/whatsnext



# JOIN US FOR THE STATE OF LONDON DEBATE.



#### BACKING LONDON'S BUSINESSES AND SHOWING THAT LONDON IS OPEN.

What's next for growing the economy in London?

#### 29 June.

Tickets are free at london.gov.uk/whatsnext





# THE HOPPER. THE NIGHT TUBE. TFL PAY AS YOU GO SINGLE FARES FROZEN.

What's next for transport in London?

#### 29 June.

Tickets are free at london.gov.uk/whatsnext

#SpeaktoSadiq

LBC

# JOIN US FOR THE STATE OF LONDON DEBATE.

#### NEW LONDON LIVING RENT HOMES. MORE HELP FOR OUR HOMELESS.

What's next for housing in London?

#### 29 June.

Tickets are free at london.gov.uk/whatsnext







# LONDON IS OPEN FOR SYMMER!

ART ON THE UNDERGROUND

#London Is Open



ART ON THE UNDERGROUND

**MAYOR OF LONDON** 



EVERYONE WELCOME

# LONDON IS OPEN

London: Everyone Welcome, 2016 by David Shrigley



**MAYOR OF LONDON Tickets** have sold out Plan your night london.gov.uk/nye #LONDONNYE



# If you could see London's air, you'd want to clean it too.

The Mayor has introduced a £10 T-Charge for older more polluting vehicles driving in central London. It's part of his bold plan to clean up London's toxic air. Find out what else he's doing at london.gov.uk/cleanair

#CleanAir

**MAYOR OF LONDON** 



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#CleanAir

**MAYOR OF LONDON**