

FOI request to the Greater London Authority submitted on 26 May 2016

#3121

With regards to the website page

<https://www.london.gov.uk/about-us/mayor-london/mayor-and-his-team/mayor-london-campaigning-britain-stay-europe>

where the Mayor of London announces and is campaign for "Britain to stay in Europe" and the ad published on Facebook, whose screenshot is attached to this email, I hereby request the following information in accordance with the Freedom of Information Act 2000 (FoI):

a) total budget commitment for the Mayor's Campaign for "Britain to Stay in Europe"

b) shares of budget commitment by media / social media channel (named entities, not entity categories)

c) list of the vendors that have a contract with the Mayor of London for the planning, design, execution and monitoring of the campaign

d) values of the respective contracts

e) actual total expenditure to date (25/05/2016)

f) legal basis of the budget commitment

g) final approver of the budget commitment

The Greater London Authority's response sent 3 June 2016

In response to part a) of your question:

The total budget commitment for the Mayor's campaign to communicate London's role in relation to the EU was £25,000.

In response to part b) of your question:

A budget of £5,000 was allocated to paid-for social media through Facebook advertising. A further £18,365.29 was allocated to an advertisement in the Metro newspaper.

In response to part c) of your question:

The GLA have a media planning and buying contract with MediaEdge (MEC). The Facebook advertising and Metro advert in this campaign was procured through them in accordance with our contract. The campaign was designed in-house.

In response to part d) of your question:

The value of the contract for this campaign is £23,365.29.

In response to part e) of your question:

The actual spend to date is £23,365.29

In response to part f) of your question:

The Mayor is required by statute to give publicity to his/her strategies and engage in various communications with the public. For example, section 43 of the GLA Act 1999 provides a broad power to the Mayor to give adequate publicity of the current versions of his strategies adopted under the Act. The Mayor is required to publish an annual report by section 46 and is required to hold People's Question Time meetings. The GLA (which for most of its functions means, in practice, the Mayor of London) is also invested with a general power to do anything which it considers will further any one or more of its principal purposes. Such a power extends to consultation with or the publication of information to the public where the same is done to further the purposes of the GLA.

In response to part g) of your question:

The Assistant Director, Economy and Business Policy was the final approver of this budget in accordance with GLA Delegation of Authority