

FREEDOM OF INFORMATION REQUEST

1. All commercial costs associated with these 'Building a London for Everyone' poster campaign
(The production costs of the posters, including the hours worked by employees on the advertising campaign plus any additional advertising or commercial costs)
2. How many posters there are and the locations of the posters.

"All commercial costs associated with the 'Building a London for Everyone' poster campaign"

This poster campaign has been running since December 2017. The campaign included 4 different posters designed to help Londoners access more affordable homes and to tell them about new housing policies and tools built by the GLA to help them with different housing issues. These include, the Mayor's Rogue Landlord & Agent Checker, which helps protect renters from being taken advantage of by criminal landlords; tenancy deposit loans, which help Londoners with the upfront costs of renting; and the to the GLA's new 'Homes for Londoners portal' which helps Londoners find affordable homes.

The campaign also included a campaign to raise awareness of rough sleeping and tell Londoners what they can do to help those sleeping rough on the streets.

We know the campaign is helping Londoners with their housing issues. We have already seen **587,000** unique page views of the Homes for Londoners portal and **29,800** unique page views of the Rogue Landlord & Agent Checker.

These posters also contributed to the GLA raising **£197,254** for the London Homeless Charities Group as part of the rough sleeping strand of this campaign, and to a **44.5%** increase on the previous year in referrals to Street Link; a service that helps get rough sleepers off the streets.

1. **Printing/production cost of posters**

The GLA spent **£4,081.25** in total on the physical printing, production and delivery of these posters since the campaign started on 15th December 2017.

2. **Hours worked by employees on the advertising campaign**

We do not hold information on the hours worked by employees on specific advertising campaigns, as we do not record employee time in this way.

3. **Additional advertising or commercial costs related to the poster campaign**

Since it began on 15th September 2018, the total advertising/commercial costs for this poster campaign have been:

TOTAL COST: **£31,834.08**

- **£27,666.05** on creative development, production and delivery of all 5 posters
- **£4,081.25** on printing and postage costs
- **£86.78** on paid search (PPC), so that people could find our website after seeing the poster
- **£0** on the advertising space, as this is gifted by TfL network to the GLA. For this zero cost, this media allowed us to reach 35.2% of all London adults (over 3 million) for 16 weeks. This space is worth **£366,624** (media value).

"How many posters there are and the locations of the posters."

The GLA has access to a TfL poster circuit (circuit 5) at zero cost – which has 466 placements across the London Underground network. TfL provide the GLA with a list of locations, detailing where they plan to display these posters. Our records show these posters were displayed across these 241 sites:

Acton Town	Dagenham East	Holloway Road	Oxford Circus	Swiss Cottage
Aldgate East	Dagenham Heathway	Hornchurch	Paddington Main	Temple
Alperton	Debden	Hounslow Central	Park Royal	Theydon Bois

Amersham	Dollis Hill	Hounslow East	Parsons Green	Tooting Bec
Angel	Ealing Broadway	Hounslow West	Perivale	Tooting Broadway
Archway	Ealing Common	Hyde Park Corner	Piccadilly Circus	Tottenham Court Road
Arnos Grove	Earls Court	Kennington	Pimlico	Tottenham Hale
Arsenal	East Acton	Kensal Green	Pinner	Totteridge & Whetstone
Baker Street	East Finchley	Kentish Town	Plaistow	Tower Hill
Balham	East Ham	Kenton	Preston Road	Tufnell Park
Bank/Monument	East Putney	Kew Gardens	Putney Bridge	Turnham Green
Barbican	Eastcote	Kilburn	Queens Park	Turnpike Lane
Barkingside	Edgware	Kilburn Park	Queensbury	Upminster Bridge
Barons Court	Edgware Road	Kings Cross	Queensway	Upney
Bayswater	Edgware Road	Kingsbury	Ravenscourt Park	Upton Park
Becontree	Elephant & Castle	Knightsbridge	Rayners Lane	Uxbridge
Belsize Park	Elm Park	Ladbroke Grove	Redbridge	Vauxhall
Bermondsey	Embankment	Lancaster Gate	Regents Park	Victoria
Bethnal Green	Epping	Latimer Road	Rickmansworth	Walthamstow Central
Blackfriars	Euston	Leicester Square	Royal Oak	Wanstead
Blackhorse Road	Euston Square	Leyton	Ruislip	Warren Street
Bond Street	Fairlop	Leytonstone	Ruislip Gardens	Warwick Avenue
Borough	Farringdon	Liverpool Street	Ruislip Manor	Waterloo
Bounds Green	Finchley Road	London Bridge	Russell Square	Watford
Brixton	Finsbury Park	Loughton	Seven Sisters	Wembley Central
Bromley-by-Bow	Fulham Broadway	Manor House	Shepherds Bush	Wembley Park
Buckhurst Hill	Golders Green	Mansion House	Shepherds Bush Mkt	West Acton
Burnt Oak	Goldhawk Road	Marble Arch	Sloane Square	West Brompton
Caledonian Road	Goodge Street	Marylebone	Snaresbrook	West Ham
Camden Town	Grange Hill	Moor Park	South Ealing	West Kensington
Canada Water	Great Portland Street	Moorgate	South Harrow	West Ruislip
Canary Wharf	Green Park	Morden	South Kensington	Westbourne Park
Canning Town	Greenford	Mornington Crescent	South Kenton	Westminster
Cannon Street	Gunnersbury	Neasden	South Ruislip	White City
Canons Park	Hammersmith	Newbury Park	South Wimbledon	Whitechapel
Chalfont & Latimer	Hammersmith	North Acton	South Woodford	Willesden Green
Chalk Farm	Hampstead	North Ealing	Southfields	Wimbledon Park
Chancery Lane	Hangar Lane	North Greenwich	Southgate	Wood Green
Charing Cross	Harlesden	North Harrow	Southwark	Wood Lane
Chesham	Harrow & Wealdstone	North Wembley	St James's Park	Woodford
Chigwell	Harrow-on-the-Hill	Northfields	St Johns Wood	Woodside Park
Chiswick Park	Hatton Cross	Northolt	St Pauls	
Chorleywood	Heathrow T123	Northwick Park	Stamford Brook	
Clapham Common	Heathrow T4	Northwood	Stanmore	
Clapham North	High Barnet	Northwood Hills	Stepney Green	
Clapham South	High St Kensington	Notting Hill Gate	Stockwell	
Cockfosters	Highbury & Islington	Oakwood	Stonebridge Park	
Colliers Wood	Highgate	Old Street	Stratford	
Covent Garden	Holborn	Osterley	Sudbury Hill	
Croxley	Holland Park	Oval	Sudbury Town	