

GREATER LONDON AUTHORITY

██████████
(By email)

Our Ref: **MGLA280619-6179**

16 July 2019

Dear ██████████

Thank you for your request for information which the Greater London Authority (GLA) received on 27 June 2019. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

Mindful of the current debates concerning budget cuts and inadequate funding for essential services, I would appreciate being informed about the amount spent last year and also that projected for the current year via the Mayors office on advertising. Examples are importance of individual travels to the mayor and the TFL and the clean air campaign, currently featuring children and their desire to breathe.

The amounts in question might turn out to be modest although, given the spread, this is highly unlikely. But, whatever the level, the principle must inevitably be that, during hard times, hard choices need to be made. That, in turn, would dictate financing the police etc rather than campaigns as obvious as they are inessential. Even if informally presented, the request is under the Freedom of information legislation and I await a reply soon.

The GLA does not market campaigns specifically for the Mayor's Office and accordingly there is no budget allocated to this. The GLA has previously released information about specific marketing campaigns (an example can be found on our [Fol disclosure log here](#)). Please let us know if you would like to make a request for information in relation to any other specific marketing campaigns.

More information about the Mayor's Budget for the current and previous financial years can be found on our website here - <https://www.london.gov.uk/about-us/governance-and-spending/spending-money-wisely/mayors-budget>

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA280619-6179.

Yours sincerely

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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>