

GREATER LONDON AUTHORITY

██████████
(By email)

Our Ref: MGLA020919-1410

11 November 2019

Dear ██████████

Thank you for your request for information which the Greater London Authority (GLA) received on 2 September 2019. I am sorry for the delay in responding. Your request has been dealt with under the Freedom of Information Act 2000.

You requested updated 2018/19 and 2019/20 figures for MGLA140218-3817, which requested

"The annual sum of the Mayor's marketing and communications budget from May 2008 to present."

You also requested updated 2018/19 and 2019/20 figures for MGLA181018-5524, which requested

"Please provide me with all correspondence to and from any staff at the Evening Standard newspaper which mentions or relates to:

- The Mayor's PR budget*
- The Mayor's marketing and communications budget*
- The Mayor's marketing budget*
- The Mayor's communications budget*
- The GLA's marketing, communications or PR budget"*

Our response to your request is as follows. Please find attached the information we hold within the scope of your request.

The GLA has had no further correspondence with the Evening Standard about the marketing and communications budget, but we have included updated figures for the cross-GLA marketing and comms spend (not including staffing costs) that was part of the emails to the Evening Standard on 9 April 2018.

Please note that the information provided is not directly comparable year on year because of restructures and changes over the years:

- The apparent increase in the marketing and comms budget in 2017-18 is due to it being the first year that we accounted for our marketing spend with a single budget, called the Centralised Marketing Budget. In previous years this marketing spend was accounted for within individual project budgets, held by individual policy teams. Hence prior to 2017, much of the cross-GLA comms spend is not captured in the marketing budget.

- Since the introduction of the Centralised Marketing Budget, a total of £1million is spent on marketing campaigns. However, there are still communications-related expenditures outside of this, which are captured in the cross-GLA marketing and comms spend. For example, the following are counted as communications costs, but sit outside of the centralised marketing budget:
 - 7/7 Commemoration Booklet print production
 - Remembrance Programme print production
 - Carol Service Programme and A5 tickets print production
 - State of London Digital Plan
 - London curriculum certificates
- As of 2017/18, four fixed-term digital posts that had been funded from project budgets were made permanent within External Relations, in consultation with the London Assembly. The posts were not new, but 2017/18 is the first time they counted as part of the marketing and communications staffing budget.
- In 2018-19 additional digital communications staff were recruited so that more work could be delivered in-house rather than through hiring external agencies, delivering an overall cost saving.
- The cross-GLA marketing and comms spend figures exclude expenditure for the Royal Docks programme, which is a joint initiative between the Mayor of London and the Mayor of Newham.
- There were additional costs attached to the preparation for and delivery of the London 2012 Olympic and Paralympic Games in 2012, which is why expenditure in 2011-12 and 2012-13 is significantly higher.
- There was significant expenditure around the Mayor of London and London Assembly Elections in 2016 and 2012. However, election costs for 2012 were captured in other budgets.
- Non-staffing marketing and communications costs cover the work of the GLA and London Assembly.
- These figures are as accurate as possible based on the management accounts and financial coding practice by policy teams.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA020919-1410.

Yours sincerely



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>

Marketing and communications budgets from May 2008 to present - updating previous figures given

Budget lines	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
	£000	£000	£000	£000	£000	£000	£000	£000	£000	£000	£000
Central Marketing Budget - Non-Staffing	-	-	-	-	-	-	-	-	1,000	1,000	1,000
Press Office (Mayor's Media Relations & Monitoring) -Non- Staffing	35	177	117	115	105	109	88	89	88	37	87
Marketing - Website Campaign - Non-Staffing	-	-	-	-	-	-	129	-	-	-	-
Web Team - Non-Staffing	-	60	-	-	-	-	-	-	-	-	-
Marketing Programmes - Non-staffing	698	136	637	507	497	94	51	204			
Digital Programmes - Non-Staffing	-	-	-	-	-	98	80	25			
Brand - Non-Staffing	-	-	-	-	-	-	25	6			
Programmes (Digital, Brand, External Relations) - Non-Staffing									135	108	85
Total Staffing	921	759	833	822	751	719	999	1,080	1,392	1,513	1,634
Total Budget	1,654	1,132	1,587	1,444	1,353	1,020	1,372	1,404	2,615	2,658	2,806

Cross-GLA marketing and comms spend from 2008-present, excludes staffing costs

GL Description	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20 (to Period 5)*
	£	£	£	£	£	£	£	£	£	£	£
Cross-GLA marketing and comms spend	£1,336,055	£4,354,275	£14,778,590	£20,161,434	£2,009,392	£1,270,906	£1,341,528	£3,112,554	£1,500,571	£1,537,613	£587,275