

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA301118-9624

2 January 2019

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 30 November 2018 in which you requested:

*Under the FOI Act, I would like to request: a breakdown of the money spent on Freuds Communications by City Hall since July 2017.*

Your request has been dealt with under the Freedom of Information Act 2000.

Payments made to Freud Communications from July 17 to date total £174,000. This payment has supported the year-long #BehindEveryGreatCity campaign which marked the centenary of the first women in Britain winning the right to vote, celebrated London's role in this centenary and pushed for progress on gender equality in London, in particular ensuring women Londoners from different backgrounds hear the message. These are groups we would otherwise not be able to reach.

Key campaign moments include:

- the launch of the campaign
- the unveiling of the Millicent Fawcett statue on Parliament Square and all the communications around this
- the launch of the GLA's initiative to support women into leadership positions – Our Time: Supporting Future Leaders, which has also already been adopted by public and private sector organisations
- 10 campaign videos reaching 1.5 million Londoners
- 3 podcasts with a reach of over 5 million

The campaign has already led to over 15 million impressions across social media, 86 media articles on the campaign broadly, with over 2,500 articles on the statue unveiling alone. In total the campaign has directly impacted 500,000 Londoners through over 40 GLA or partner events.

The campaign has also attracted a wide range of valuable partnerships, including Google Arts and Culture, Bloomberg, Wikimedia Foundation UK, Wikipedia, The FA, British Athletics, Chelsea FC Women, England Netball, England Hockey, London Sport, Athletics World Cup, Exterion, JC Decaux, UCL, Red Box, Allbright, The Ambassador Theatre Group, The Old Vic, Tate Collective, Southbank Centre, Westfields, the Fawcett Society, London department stores.

Freuds communications have helped us manage the media, partnership activity and have already secured over £150,000 worth of free support for the campaign (for example highlighting women Londoners in the creative industries through free window displays across department stores across London, partnering with Stylist magazine (with a media value of £40,200) to inspire young London women to think about careers they wouldn't otherwise (e.g. tech, sport, science, media).

In addition to this, the government contributed £706,000 to the campaign.

The campaign was also supported with in kind space provided by Piccadilly Circus, the BT Tower and the South Bank for New Years Eve 2017. Projections to raise awareness of the campaign were live at these sites, which combined with the resulting PR from Freud's enabled significant reach at the campaign launch moment.

Freud's agency helped drive significant in kind support for the launch on influential social media channels, including from Naomi Campbell, Tinie Tempah, Laura Whitmore, Gurinder Chadha, Ray BLK, Abbie Eaton, Vanessa Kingori, Sonia Friedman and Susannah Rodgers, as well as stakeholders such as British Vogue, and @London, ensuring a high impact and diverse reach for key messages.

As we have not yet completed the evaluation and the campaign still has various pieces to deliver this is expected to rise considerably. In addition, commercial costs cannot be attributed to all partnership support, but the reach leveraged by would cost significantly more than the campaign investment if it was achieved through traditional advertising and paid media routes, demonstrating a strong value for money

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA301118-9624.

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:

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