

# GREATER LONDON AUTHORITY

(By email)

Our reference: MGLA190122-1986  
MGLA210122-2161

Date: 2 March 2022

Dear

Thank you for your requests for information which the Greater London Authority (GLA) received on 19 and 20 January 2022. Your requests have been considered under the Freedom of Information Act 2000. Please accept my apologies for the late response.

You requested on 19 January:

*Please can you provide all information for the financial year 2020-21, and from the start of the financial year 2021 to 31 December 2021, for the following:*

*1. Money spent on public relations within your local authority area.*

And refined on 20 January:

*Money spent by the Council on public relations firms, on advertising, and on communications strategy. Please provide this information for the last 12 months, and also for the year 2020-2021.*

Our response is as follows:

I can confirm that the GLA holds information within the scope of your request. Please find below the information we hold within the scope of your request.

The GLA has a responsibility to keep Londoners informed and engaged in our work, including to inform them of services that are available to them and policies that may impact them. The GLA uses a mix of different communications channels to reach Londoners, particularly hard to reach communities in London through owned and earned media.

***Money spent by the Council on public relations firms, on advertising, and on communications strategy. Please provide this information for the last 12 months, and also for the year 2020-2021.***

***Financial year 2020-21: April 2020 – March 2021***

The combined spend on PR and advertising for the financial year 2020-21 was £971,235.76.

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The GLA spent £40,000 working with the agency Freuds on public relations in response to the pandemic, delivering urgent and vital Covid-19 communications. This was met with £60,000 of in-kind PR support from Freuds, to deliver a strong return on investment for Londoners on this spend.

The GLA also spent £931,235.76 with Wavemaker on targeted advertising on campaigns to tackle priority issues for Londoners in response to the pandemic, including Covid-19 health guidance translated for communities, business and mental health support. Wavemaker is the GLA's media planning and buying agency. All our advertising spend has been via Wavemaker to ensure best value for money for Londoners.

## ***The last 12 months – April 2021 to December 2021***

The combined spend on PR and advertising from April 2021 to 31 December 2021 was £917,931.85. We are unable to provide figures for January and February 2022 as these invoices are still to be processed.

There was no GLA spend on public relations during this period, as in-house resource was used to secure earned media, PR and brand partnerships across our campaigns to tackle priority issues for Londoners, including Covid-19 guidance, vaccine hesitancy, homelessness, and violence against women and girls.

From April 2021 to 31 December 2021, the GLA spent £917,931.85 on targeted advertising with Wavemaker across campaigns to tackle priority issues for Londoners, including Covid-19 vaccine hesitancy, air quality and violence affecting young people. This advertising spend generated strong results for Londoners, for example a campaign encouraging young Londoners to take their Covid-19 vaccine helped achieve a 15% decrease in overall vaccine hesitancy throughout the campaign period (from 22% to 7% measured in monthly polling). The campaign to tackle London's toxic air encouraging compliance with the Ultra Low Emission Zone helped deliver 92% vehicle compliance with the scheme one month after launching.

## ***Money spent on communications strategy for the financial year 2020-2021, and from the start of financial year 2021 to 31 December 2021.***

The GLA does not hold a budget for wider communications strategy, this is led in-house by staff. Our annual strategy fee for advertising is included in the Wavemaker advertising costs above.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA190122-1986 / MGLA210122-2161.

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>