

GREATER LONDON AUTHORITY

[REDACTED]
[REDACTED]
(By email)

Our Ref: MGLA140618-4873

4 July 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 14 June 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

As part of its registration process, the Talk London website (<https://www.london.gov.uk/talk-london/>) requires users to provide various demographic data including ethnicity and gender to ensure the Greater London Authority "hear from a representative sample of Londoners on all of the big issues."

Please provide

a) a breakdown of all user demographics

b) details of how this information is used or analysed internally

c) details of how the Greater London Authority advertises the site to different communities in order to address any shortfalls or under representation in the user base.

Please find below and attached the information we hold within the scope of your request

a) a breakdown of all user demographics

Talk London collects some demographic information as part of registration (month and year of date of birth, gender, ethnicity, borough, first half of postcode, work status and housing tenure). Please find attached a breakdown of members' age, gender, ethnicity, borough, work status and housing tenure as of 25 June 2018.

b) details of how this information is used or analysed internally

The information is used in the following ways:

- To create and administer user accounts
- To monitor the extent to which the community as a whole reflects the London population, which then informs our outreach, engagement and marketing strategy

- To monitor the response to specific consultation activities, which informs our outreach and engagement activity for that purpose
- To analyse survey results
- To recruit people to participate in specific activities, for example, focus groups

Talk London demographic data is always aggregated and anonymised in any reporting undertaken.

c) details of how the Greater London Authority advertises the site to different communities in order to address any shortfalls or under representation in the user base.

Community statistics indicate that some communities are currently under-represented on Talk London. It is our ambition to ensure we reach and engage Londoners from all walks of life in our work, and we have established a programme of work to diversify the community membership.

Recent research with our target audiences has informed the development of a new engagement and outreach approach that aims to ensure all Londoners, especially those currently underrepresented on Talk London, feel motivated and able to participate.

This year, in addition to developing effective digital campaigns that drive recruitment and participation of target audiences in Talk London, we will invest in targeted advertising (prioritising those groups who are presently under-represented) to promote the Talk London community and build brand awareness, confidence, and participation in the work of Talk London.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA140618-4873.

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>