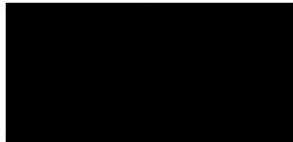


ADDISON LEE - July 2016							
Job	Job Date	Job Time	Job Number	Main Passenger Name	Pickup Address	Dropoff Address	Total Net
673526	22/07/2016	08 35	LONDON1601	[REDACTED]	Strand Palace Hotel, 372 Strand, London, WC2R 0JJ	The National Gallery, Trafalgar Square, London, WC2N 5DN	£11.08
629175	22/07/2016	07 45	LONDON1601	[REDACTED]	[REDACTED]	Trafalgar Square, London, SW1Y 5AY	£59.42
662610	22/07/2016	09 45	LONDON1601	[REDACTED]	Amba Hotel Charring Cross, Strand	Waterloo Underground Station, Station Approach	£19.83
662941	22/07/2016	09 45	LONDON1601	[REDACTED]	Amba Hotel Charring Cross, Strand, London, WC2N 5HX	Euston Station	£17.92
668945	22/07/2016	07 15	LONDON1601	[REDACTED]	[REDACTED]	WC2	£40.50
671497	22/07/2016	09 30	LONDON1601	[REDACTED]	Trafalgar Hilton, 2 Spring Gardens, London, SW1A 2TS	[REDACTED]	£56.42
686440	22/07/2016	11 45	LONDON1601	[REDACTED]	Riding House Cafe, 43-51 Great Titchfield Street, London, W1W 7PQ	[REDACTED]	£44.50
681408	22/07/2016	09 30	LONDON1601	[REDACTED]	Half Way to Heaven, 7 Duncannon Street, London, WC2N 4JF	SE1	£34.58
							£ 293.25

# 372 Strand Palace Hotel LONDON



Great Britain

COPY OF INVOICE

**External Ref.:**  
**Booking Ref.:**  
**Room No.:**   
**Arrival:** 21/07/16  
**Departure:** 22/07/16  
**Cashier:** 132  
**Reserv No.:** 536544  
**Date:** 22/07/16  
**Invoice/Folio No.:** 327621

Date	Description	Debit (£)	Credit (£)
21/07/16	MasterCard - Swipe & Sign		241.18
21/07/16	Accommodation Package	241.18	
<b>Total £</b>		<b>241.18</b>	<b>241.18</b>
<b>Total Balance Due £</b>			<b>0.00</b>

VAT Breakdown		NET	VAT	GROSS
VAT @ 20%	£	200.98	40.20	241.18
VAT @ 4%	£	0.00	0.00	0.00
VAT Exempt	£	0.00	0.00	0.00
<b>Total</b>	<b>£</b>	<b>200.98</b>	<b>40.20</b>	<b>241.18</b>

## Credit Card Details

Credit Card No.:	XXXXXXXXXXXX 	Transaction Id:	497359
Expiry:	03/17	TSI:	
Merchant/TID:		TVR:	
AID:		CVM:	
Card Type:		Transaction Type:	SALE
Auth Code:		Capture Method:	
Transaction Amt:	241.18		

Signature: \_\_\_\_\_

Client name [REDACTED]  
Company GLA

Email From [REDACTED]  
t: [REDACTED]  
e: [REDACTED]

Date 17/02/17 13:37

**Please note: we will be unable to run your questions unless we receive this confirmation before fieldwork starts**

Once you are happy with the final questionnaire, please specify your analysis details and purchase order number (if your company uses them), with your name and date in the relevant fields below. Please return this form by email attachment.

- Please check the questionnaire carefully for accuracy, including all interviewer instructions and filtering.
- The final deadline for minor text changes to the questionnaire is 10.00 am on the day fieldwork begins.
- Unless otherwise stated, the price quoted is up to and including standard data tables and any extra analysis after the delivery of your tables may be subject to additional cost.

Project specification for: London is Open	
<b>SAMPLE: 1000 Londoners aged 16+</b>	<b>Billing address (if different):</b>  TfL accounts payable
<b>FIELDWORK DATE: 11th to 16th August 2016</b>	
<b>PURCHASE ORDER #: pending</b>	
Number of waves 1 = [REDACTED] + VAT	

THE FOLLOWING ANALYSIS CROSS BREAKS ARE INCLUDED AS STANDARD:		PLEASE TYPE IN ANY SPECIFIC ANALYSIS REQUIREMENTS:
Gender	Children 15 or under in household	Break all questions by answers to Q003 (ie saw both, saw poster only, saw video only)  White v BAME
Age (bands)	Social class	
Region	Main grocery shopper	
Working status		
<b>SELECT TABLE FORMAT YOU REQUIRE:</b>		
<u>PDF</u>	EXCEL	
<b>I approve the questionnaire &amp; Cost : (Type name here):</b> [REDACTED]		<b>Date:</b>  10 <sup>th</sup> August 2016

- Costs exclude VAT. These costs are valid for three calendar months from the date of issue. Our standard terms and conditions are available upon request.
- Key factors within the project specifications that are subject to change during the project or any changes made to the overall project planning may influence the final costs.
- TNS is responsible for all aspects of data collection and processing.
- TNS is registered in accordance with both ISO 20252 (the International Standard for Market Research) and ISO 9001 (the international process standard for service companies). TNS adheres to the MRS/ESOMAR codes of conduct.



**From:** [REDACTED] (TSLGI) [mailto:[REDACTED]]  
**Sent:** 17 August 2016 17:25  
**To:** [REDACTED]  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Hi [REDACTED]

I hope you're well and had a great holiday

Please find the tables attached for the LondonBus research

If you have any queries, please don't hesitate to contact me.

Kind regards

[REDACTED]

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** 10 August 2016 10:02  
**To:** [REDACTED] (TSLGI)  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Hi [REDACTED],

Yep, counting down the hours!

That QNN looks good to me, thanks for including ethnicity (a white v BAME split would be handy in the crosstabs). Just one other break beyond the usual standard ones (Q003). Also attached confirmation form detailing this.

Will pass on the P/O when I have it from the commissioning team, they've put it all in motion so should be ready when I'm back on 22<sup>nd</sup>.

Many thanks,

[REDACTED]

[REDACTED]

[REDACTED]  
Intelligence Unit  
GREATERLONDONAUTHORITY  
t: 020 7983 [REDACTED]  
Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED] (TSLGI) [mailto:[REDACTED]]  
**Sent:** 10 August 2016 09:30  
**To:** [REDACTED]  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Morning [REDACTED]

One day to go ☺

Please find attached for your approval. If you're happy with the questionnaire, please return the confirmation form to me, if you would like to make any changes, please let me know and I'll amend.

I am not sure if [REDACTED] mentioned it but we will include ethnicity on the survey.

Kind regards

[REDACTED]

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** 09 August 2016 17:18  
**To:** [REDACTED] (TSLGI)  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Haha, if only it was!

Have a good evening!

[REDACTED]

[REDACTED]

Intelligence Unit

[GREATERLONDONAUTHORITY](#)

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED] (TSLGI) [mailto:[REDACTED]]  
**Sent:** 09 August 2016 17:17  
**To:** [REDACTED]  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Thanks [REDACTED]

I'll be in touch in the morning with it for your approval

Apologies I thought today was your last day in

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** 09 August 2016 17:15  
**To:** [REDACTED] (TSLGI)  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Hi [REDACTED],

Thank you.

I'm leaving to catch a train at 5.30, but I am in the office all-day tomorrow if that's still enough time to sign-off? Otherwise, I'm sure the formatted questionnaire will be absolutely fine.

Cheers,

[REDACTED]

[REDACTED]

[REDACTED]

Intelligence Unit

GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED] (TSLGI) [[mailto:\[REDACTED\]](mailto:[REDACTED])]

**Sent:** 09 August 2016 17:12

**To:** [REDACTED]

**Cc:** [REDACTED] (TSMLP)

**Subject:** RE: London Is Open Research

Hi [REDACTED]

No worries about PO

Thanks – I think we would need to put the questions on Thursday's survey to cover the cost of running the survey.

I didn't receive it via WeTransfer but our Creative Solutions Team can rip it from youtube and provide it in the formats we require for our link

Would you like someone to see the formatted questionnaire to sign it off – or are you around for an hour or so for me to draft up and send through to you today?

Thanks

[REDACTED]

**From:** [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])]

**Sent:** 09 August 2016 17:02

**To:** [REDACTED] (TSLGI)

**Cc:** [REDACTED] (TSMLP)

**Subject:** RE: London Is Open Research

Hi [REDACTED],

Yep keen to go ahead this month at least. The team have requested the p/o number so that bit is in motion (please accept the usual apologies for the time this'll take!)

I sent through the video in a wetransfer yesterday afternoon? It might have fallen foul of an email filter. I've tried to send through again. Let me know if it hasn't made it, and we'll think of another way!

<https://www.youtube.com/watch?v=ErLq9nir41E> its this video if a youtube link is helpful.

Ta,

[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit  
GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED] (TSLGI) [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** 09 August 2016 16:38  
**To:** [REDACTED]  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Hi [REDACTED]

Just wanted to catch you before you went on holiday

Just checking if we're going ahead with this on Thursday and if so, when we'll get the video?

Thanks  
[REDACTED]

**From:** [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** 08 August 2016 11:42  
**To:** [REDACTED] (TSLGI)  
**Cc:** [REDACTED] (TSMLP)  
**Subject:** RE: London Is Open Research

Hi both,

Got a bit more detail on the London Is Open Research, including a final questionnaire (this is the reduced questionnaire, but has an extra question in it at Q2). If you could provide a revised quote, I'll get the ball rolling on raising a P/O number asap.

For Q2 – they want to show all the attached Q2 images if possible to gauge .

The video file for Q3 is quite large, so I'll send it in a WeTransfer if that's okay?

Cheers,  
[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit  
GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 05 August 2016 09:14  
**To:** [REDACTED] (TSLGI)  
**Cc:** [REDACTED]  
**Subject:** RE: London Is Open Research



Thanks [REDACTED],

I'll confirm with the team to see which they want to go for and let you know asap

Many thanks,

[REDACTED]

[REDACTED]

Intelligence Unit

GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED] (TSLGI) [[mailto:\[REDACTED\]](mailto:[REDACTED])]

**Sent:** 04 August 2016 18:01

**To:** [REDACTED]; [REDACTED] (TSMLP)

**Subject:** RE: London Is Open Research

Hi [REDACTED]

More is good!

The cost for the questionnaire as it is showing a video is £[REDACTED] + VAT – video is ine

The cost for the questionnaire plus repeating Q2 – Q6 is £[REDACTED] + VAT

August LondonBus is fine.

Have a good evening.

Kind regards

[REDACTED]

[REDACTED]

Omnibus

d [REDACTED]

e [REDACTED]

6 More London Place

London

SE1 2QY

UK

[www.tnsglobal.com](http://www.tnsglobal.com) Twitter: [@tns\\_global](https://twitter.com/tns_global)



- Costs exclude VAT. These costs are valid for three calendar months from the date of issue. Our standard terms and conditions are available upon request.
- Key factors within the project specifications that are subject to change during the project or any changes made to the overall project planning may influence the final costs.
- TNS is responsible for all aspects of data collection and processing.

- TNS is registered in accordance with both ISO 20252 (the International Standard for Market Research) and ISO 9001 (the international process standard for service companies). TNS adheres to the MRS/ESOMAR codes of conduct.



**From:** [redacted] [[mailto:\[redacted\]](mailto:[redacted])]  
**Sent:** 04 August 2016 17:27  
**To:** [redacted] (TSMLP)  
**Cc:** [redacted] (TSLGI)  
**Subject:** London Is Open Research

Hi [redacted] and [redacted],

Another bit of research coming up which it would be great to get a costing on (yes, another one!). Great if you're able to quote for a standard 18+, 1000 Londoners sample. Will it be possible to tag onto an August LondonBus for this?

I've attached the questionnaire. The ad creative they want to test is a short video (less than a minute), will that be possible? The team also mentioned that they might want to test

It would be great if you could let us know the cost for:

- The existing questionnaire as it is
- The existing questionnaire, plus repeating Q2-Q6 for a still image stimulus also

Chasing a purchase order for the Fourth Plinth research (will hopefully have this early w/c 8<sup>th</sup>), and have emailed you separately about the Digital Skills Research.

Many thanks,

[redacted]

[redacted]

[redacted]

Intelligence Unit  
[GREATERLONDONAUTHORITY](#)  
City Hall  
The Queen's Walk

London SE1 2AA

t: 020 7983 [REDACTED]

e: [REDACTED]

w: [www.london.gov.uk](http://www.london.gov.uk)

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

#LondonIsOpen

**From:** [REDACTED]  
**Sent:** 22 August 2016 14:34  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Expecting them early this week, but we're a bit snowed under with urgent analysis of Air Quality research so it'll be next week before we can take a look at it.

Many thanks,

[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit  
[GREATERLONDONAUTHORITY](#)  
t: 020 7983 [REDACTED]  
Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 22 August 2016 14:31  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

Thanks for this. We were able to get it from TNS.  
Do you know when we can expect the results from this research?

Thanks,

[REDACTED]

**From:** [REDACTED]  
**Sent:** 22 August 2016 14:29  
**To:** [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

Hope you're well. I've attached the confirmation form inc price for London Is Open research if you're still after it.

Many thanks,

[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit  
[GREATERLONDONAUTHORITY](#)  
t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 12 August 2016 08:11  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED]

In [REDACTED]'s absence are you able to send me the final quote for the TNS survey for London is Open?

Many thanks,

[REDACTED]

**From:** [REDACTED]  
**Sent:** 10 August 2016 17:19  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

I'm afraid this research has gone into field today so we won't be able to make any amends at this stage. Hopefully the existing selection will give enough of a flavour for people to recognise if they've seen it or not

Best,

[REDACTED]

[REDACTED]

[REDACTED]  
Intelligence Unit  
GREATERLONDONAUTHORITY  
t: 020 7983 [REDACTED]  
Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 10 August 2016 17:18  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

I hope all is well.

Would it be possible to use 7 assets for question 2? We have another artwork by Hew Locke which is currently live so we would like to use this too.

If we are limited to 6, please can we remove the Mark Titchner artwork as an option? This can only be seen at Brixton station, whereas the Hew Locke piece can be seen at bus stops throughout the city.

[N:\Londonisopen\TNS assets.zip](#)

Thanks,

[REDACTED]

**From:** [REDACTED]  
**Sent:** 05 August 2016 16:18  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

Updated link below;

[N:\Londonisopen\TNS assets \(2\).zip](#)

Thanks,

[REDACTED]

[REDACTED]

Senior Marketing Officer, External Relations

Greater London Authority  
City Hall, The Queen's Walk, London SE1 2AA  
020 7983 [REDACTED]  
BB: [REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 05 August 2016 16:07  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Thanks [REDACTED], the assets for question 2 can be found in the below folder;

[N:\Londonisopen\TNS assets.zip](#)

Happy for you to proceed with this questionnaire and request costs from TNS.

Thanks,

[REDACTED]

[REDACTED]

Senior Marketing Officer, External Relations

Greater London Authority  
City Hall, The Queen's Walk, London SE1 2AA  
020 7983 [REDACTED]  
BB: [REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 05 August 2016 12:00  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Thanks [REDACTED],

OK, we'll go with the combined questions on the video and artwork.

For Q2, I'd advise keeping it to 5/6 images at the most as there's only so much screen space available to show images.

I'll amend the options to Q3 so its:

- Yes, both
- Yes, I saw the video only
- Yes, I saw the 'London - Everyone Welcome' artwork by David Shrigley only
- No
- Not sure

See attached updated QNN with that amend. If you're happy with this, please could you send through the other artwork for Q2 and I'll be able to get final costings from TNS.

Ta,

[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit  
GREATERLONDONAUTHORITY  
t: 020 7983 [REDACTED]  
Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 05 August 2016 11:40  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Thanks [REDACTED],

Is there a limit to the number of assets we would like to include for Q2? We have commissioned some artists to create the TfL poster artwork for this campaign so it would be great to show those that are live/going to be live in the next week, as well as the attached image, which has been used on our website and on social.

Could we go for the combined option but then ask respondents which asset they had seen (David S or video) if they said yes to question 3?

Thanks,

[REDACTED]

[REDACTED]

Senior Marketing Officer, External Relations

Greater London Authority  
City Hall, The Queen's Walk, London SE1 2AA  
020 7983 [REDACTED]  
BB: [REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 05 August 2016 11:29  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED] and all,

Thanks for the comments.

Just want to confirm which option you want from:

- A. asking separately about the David Shrigley artwork and the video, plus the extra question below? [REDACTED]  
or
- B. asking about the artwork and video together, plus the extra question below? [REDACTED]  
[REDACTED]

Attached both versions for reference (new question is Q2). No particular recommendation from me, up to you guys depending on what insight you need.

Please can you send through the range of assets you want to include for Q2?

Will get a new precise quote from TNS to account for the extra question, then we'll need a PO to proceed.

Cheers,

[REDACTED]

[REDACTED]

[REDACTED]

Intelligence Unit  
**GREATERLONDONAUTHORITY**  
t: 020 7983 [REDACTED]  
Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 05 August 2016 11:07



**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: TNS survey

[REDACTED],

I've chatted to [REDACTED] and [REDACTED]. We'll go with your recommendation but we'd like to include one more question – have you seen any of these (or similar)? – and show them a wide variety of marketing assets and coverage e.g. social media assets, different posters, ES front cover, etc.

That sound ok?

Thanks

[REDACTED]

T: 020 7983 [REDACTED]  
BB: [REDACTED]

**From:** [REDACTED]  
**Sent:** 05 August 2016 10:52  
**To:** [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

Appreciate your comments, obviously we want to get this right. Some follow up q's.

- We've never split by asset on any of our other campaigns, since I've been here –we've always asked a follow up question as to where people saw it, just wondering why we would do this now.
- Can we combine the two questions to get an aggregate, as this might be a solution?
- These weren't the only things we did – we had LondonIsOpen banners in public spaces, social media, the Mayor did a lot of social media, people did their own social media etc etc. I wonder if by picking two we are lowering the potential results for recall.

[REDACTED] / [REDACTED] – please let me know your thoughts also.

[REDACTED]

**From:** [REDACTED]  
**Sent:** 05 August 2016 10:41  
**To:** [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: TNS survey

Hi [REDACTED],

You can, but you won't get any info on whether people's response to the artwork differs to their response to the video, or whether one is more effective than the other, as they'll be bundled together in the same question.

There's also a fair chance people will have seen one but not the other, so there'll be quite a bit of uncertainty around the question about what people did as a results of seeing the artwork or video.

If you're comfortable with those caveats on your results then we can combine as in the attached.

The cost in this case is [REDACTED], compared to [REDACTED] for asking about the video and artwork separately.

Let me know which option you want to go for.

Ta,

[REDACTED]

[REDACTED]

[REDACTED]

Intelligence Unit

GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]

**Sent:** 05 August 2016 10:02

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]

**Subject:** Re: TNS survey

Hi [REDACTED]

I think we need to think of this as one campaign, versus the individual assets. Can we not show both posters and video?

[REDACTED]

**From:** [REDACTED]

**Sent:** Friday, August 05, 2016 09:59 AM GMT Standard Time

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]

**Subject:** RE: TNS survey

Cheers both,

I'd recommend asking about the David Shrigley artwork and Doors video separately (so basically repeating Q2 to Q6). That way, you'll get a better idea of the reach and impact of each.

TNS say this will cost [REDACTED] for 1000, 18+ year old Londoners, representative of population by age, gender, ethnicity. That sound okay?

[REDACTED]

[REDACTED]

Intelligence Unit

GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]

**Sent:** 04 August 2016 18:50

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]  
**Subject:** Re: TNS survey

I think it would be best to use digital and non digital formats, as opposed to just video. Poster and video etc

**From:** [REDACTED]  
**Sent:** Thursday, August 04, 2016 05:35 PM GMT Standard Time  
**To:** [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: TNS survey

Thanks [REDACTED],

The video in question can be found [here](#) and the main frame of Sadiq is attached. We don't want to test the video, we just want to include it as creative option when we ask respondents if they recognise the creative etc.

Do you think it's best to use one creative only? It would be great to use this video and the recent David Shrigley artwork but I will take your advice on what would work best.

Thanks,

[REDACTED]

[REDACTED]

Senior Marketing Officer, External Relations

Greater London Authority  
City Hall, The Queen's Walk, London SE1 2AA  
020 7983 [REDACTED]  
BB [REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 04 August 2016 17:18  
**To:** [REDACTED]; [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** RE: TNS survey

Thanks [REDACTED], I'll get some costings from TNS. Might take a few days as our lead contact is out of office until Monday. Should be no problem to include video, they've done this before for another campaign I think. Grateful if you can share the file so I can send to TNS.

Do you only want to test the video? If you to include a still image as well, we'll probably have to add duplicate questions to ask about this separately, otherwise we won't know whether respondents are answering mainly about the video or the still image. Let me know as obviously this will have cost implications for you as TNS charge per question.

Once we have costings I'll need a purchase order number from you to proceed.

Best,

[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit

GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 04 August 2016 17:11

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]

**Subject:** RE: TNS survey

Thanks [REDACTED], the updated questionnaire which we would like to proceed with is attached.

In terms of sharing creative, are we able to use video as an option? There is a doors film that has gone down particularly well on social so we would like to include this if possible.

Thanks,

[REDACTED]

[REDACTED]  
Senior Marketing Officer, External Relations

Greater London Authority  
City Hall, The Queen's Walk, London SE1 2AA  
020 7983 [REDACTED]  
BB: [REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 03 August 2016 12:13

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]

**Subject:** RE: TNS survey

Hi [REDACTED],

Thanks for this. I've made a few amends for questionnaire logic/order, and also to rationalise the last couple of questions in particular, as there was quite a bit of duplication with earlier questions that essentially give you the same measures. Hopefully it should still cover all the same insight you're after and help keep the cost down.

Can you let me know if the new version looks okay and I'll get in touch with TNS for a quote.

Best,

[REDACTED]

[REDACTED]  
[REDACTED]  
Intelligence Unit

GREATERLONDONAUTHORITY

t: 020 7983 [REDACTED]  
Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]  
**Sent:** 03 August 2016 10:47

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]

**Subject:** RE: TNS groups

Hi [REDACTED],

Please find our proposed questions for the LondonIsOpen research attached.  
What do you think of these? Would like to get your thoughts before we finalise the questionnaire.

Thanks,

[REDACTED]

[REDACTED]

Senior Marketing Officer, External Relations

Greater London Authority  
City Hall, The Queen's Walk, London SE1 2AA  
020 7983 [REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** 01 August 2016 15:31

**To:** [REDACTED]; [REDACTED]

**Cc:** [REDACTED]; [REDACTED]; [REDACTED]

**Subject:** RE: TNS groups

Hi [REDACTED]

Thanks for doing that so quickly – most appreciated.

We're going to float this past [REDACTED] in the next couple of days – just want to make sure we understand exactly what she wants to know from research.

Other things I think we need to consider...

- LiO is a campaign about feeling/sentiment, so we need to feature that alongside 'what did you do' – it's supposed to make people feel something.
- We also need to understand message take out – what do people think it means.

Either me or [REDACTED]/[REDACTED] will come back to shortly post the meeting with [REDACTED] to firm up questionnaire etc.

Hope that suits

[REDACTED]

**From:** [REDACTED]  
**Sent:** 01 August 2016 15:27

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** RE: TNS groups

Hi [REDACTED],

We will need an idea of how many questions you'll want to ask in order to get a quote from TNS.

Based on previous marketing campaign research so you can track across, we might be looking at something like:

- Show advert still image/creatives/#LondonIsOpen – ask if respondents heard of the campaign
- Show advert still image/creatives – ask if respondents saw the creative specifically
  - If yes, what did they do as a result (eg visit website, tweet about it, look for something to do in London, etc)
  - If no, what would it encourage you to do
- Show advert still image/creatives – to what extent agree/disagree that its (a) eye-catching (b) clear & easy to understand (c) relevant to you (d) make you want to find out more about London etc
- London Is Open video – ask if respondents saw the video, same questions as those above for the still ad?

Anything else you might want to understand from the research? Or do you want to take out any of those? I can pull together a draft questionnaire based on what you need.

Since we don't have a pre-campaign research as a baseline measure, we won't be able to say if the ad had any impact on levels of awareness about London's cultural/investment offer/whichever issues the campaign was most pointed at, but we can at least test visibility of the campaign itself.

Upcoming TNS Londonbus dates are

- 11th - 15th Aug 2016
- 25th - 29th Aug 2016

We'll need to sign off questions and ideally have PO number a few days in advance of these dates.

I'm actually on leave 11-21 Aug so it'd be good to get it all confirmed before then if we can.

Ta,

[REDACTED]

[REDACTED]

[REDACTED]

Intelligence Unit

GREATER LONDON AUTHORITY

t: 020 7983 [REDACTED]

Join in the conversation at [www.talklondon.london.gov.uk](http://www.talklondon.london.gov.uk)

**From:** [REDACTED]

**Sent:** 01 August 2016 11:08

**To:** [REDACTED]

**Cc:** [REDACTED]

**Subject:** TNS groups

Hi [REDACTED],

████ might want to place some Qs on #londonisopen awareness and meaning on a Londonbus in Aug. Please could you confirm dates and advise on costs.

Thanks,

████

████████████████

██

Intelligence

[GREATERLONDONAUTHORITY](#)

City Hall

The Queen's Walk

London SE1 2AA

020 7983 █████

████████████████

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# London Is Open Marketing Campaign Research

Post-campaign wave – Aug 2016



# Methodology

The purpose of the research was to:

- Explore recognition, impact and opinions of campaign materials for the London Is Open campaign
- Understand actions taken as a result of seeing campaign materials
- Assess views about London diversity, international outlook and future in general.

The research was conducted by TNS on behalf of the GLA between 10<sup>th</sup> August and 17<sup>th</sup> August 2016. A sample of 1001 adults aged 16+ in London self-completed an online survey. Results have been weighted to represent the London adult population.

Any significant differences seen between sub-groups have been mentioned throughout the report. For many sub-groups, the base sample size is too low to confidently say if any differences are significant. In these cases, results should be regarded as indicative only.

# Less than a quarter of respondents had heard of the London Is Open campaign

Awareness of the London is Open campaign is low among the general population, with over three-quarters of respondents saying either they hadn't heard of the campaign or weren't sure. Only 24% had heard of the campaign. This is broadly similar to previous post-campaign research for Team London in 2013 (27%) but lower than that seen for Apprenticeships (41-42%)\*, Gigs (53-6%)\* and Fourth Plinth (77-79%) in recent years.

## Demographic insight

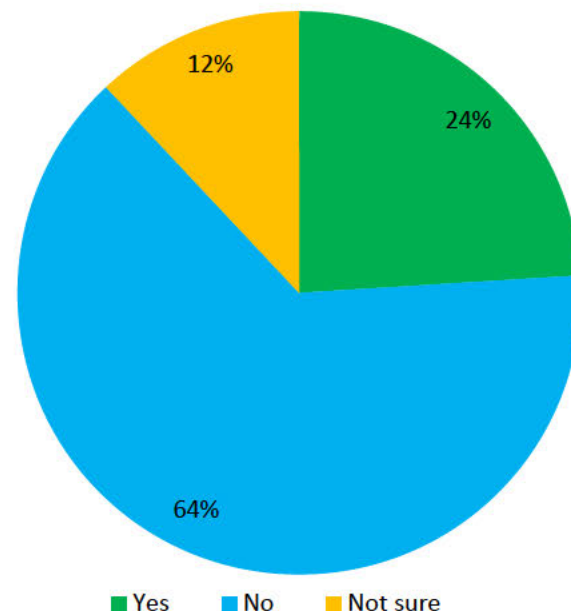
Men (29%) were more likely than women (20%) to have heard of London is Open.

Those in work were more likely than those out of work to have heard of the campaign. A similar division was apparent by social group, with ABC1s being more likely to have seen the campaign than C2DEs. This may reflect the presence of the.

Younger respondents were more likely than older respondents, which may reflect the social media focus of the campaign. Among ages groups over 45, recognition of the campaign was very low, between 15% and 18%.

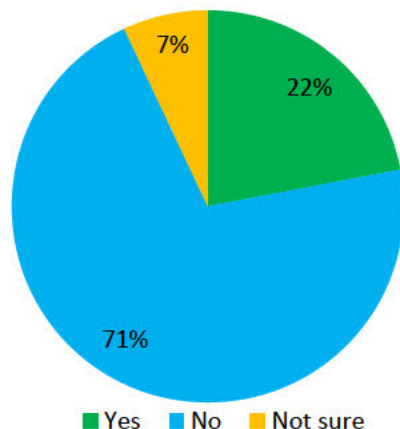
\*nb both the Gigs and Apprenticeships campaign research focused specifically on the target groups, so higher levels of awareness can be expected here.

Before completing this survey, had you heard of London Is Open?



# Just over a fifth of respondents had seen one the many marketing creatives related to the campaign

Before completing this survey, had you seen any of these?



Respondents were shown 5 images relating to the campaign and were asked if they recalled seeing any single one. 22% said they had, with nearly 4-in-5 saying that hadn't seen any or couldn't remember.

## Demographic insight

As with the previous question, men and those in higher socio-economic groups are more likely to recognise one of the images.

BAME respondents (28%) appear more likely than white respondents (20%) to recall seeing one of the images before. There is very low recognition among 45+ year olds.

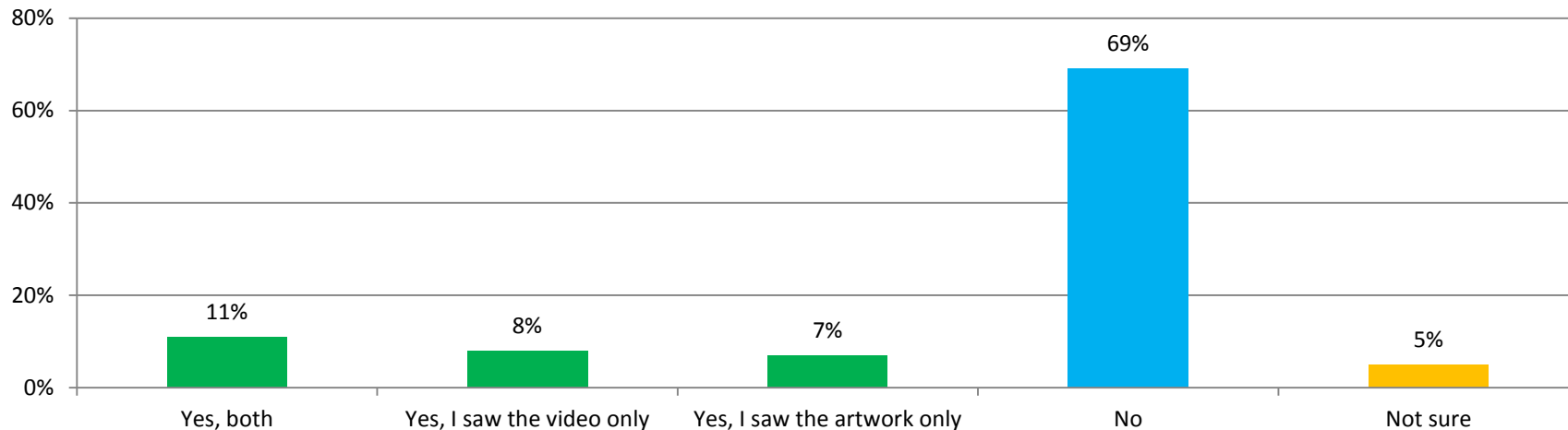


#LondonIsOpen



# 26% of respondents had seen either the campaign video or David Shrigley artwork

Before completing this survey, had you seen this artwork or video?

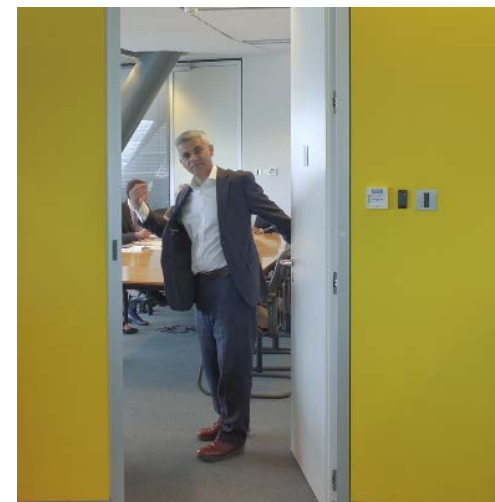


Taking the population as a whole, just over a quarter had seen either the artwork or 'Opening Doors' video, or both.

## Demographic insight

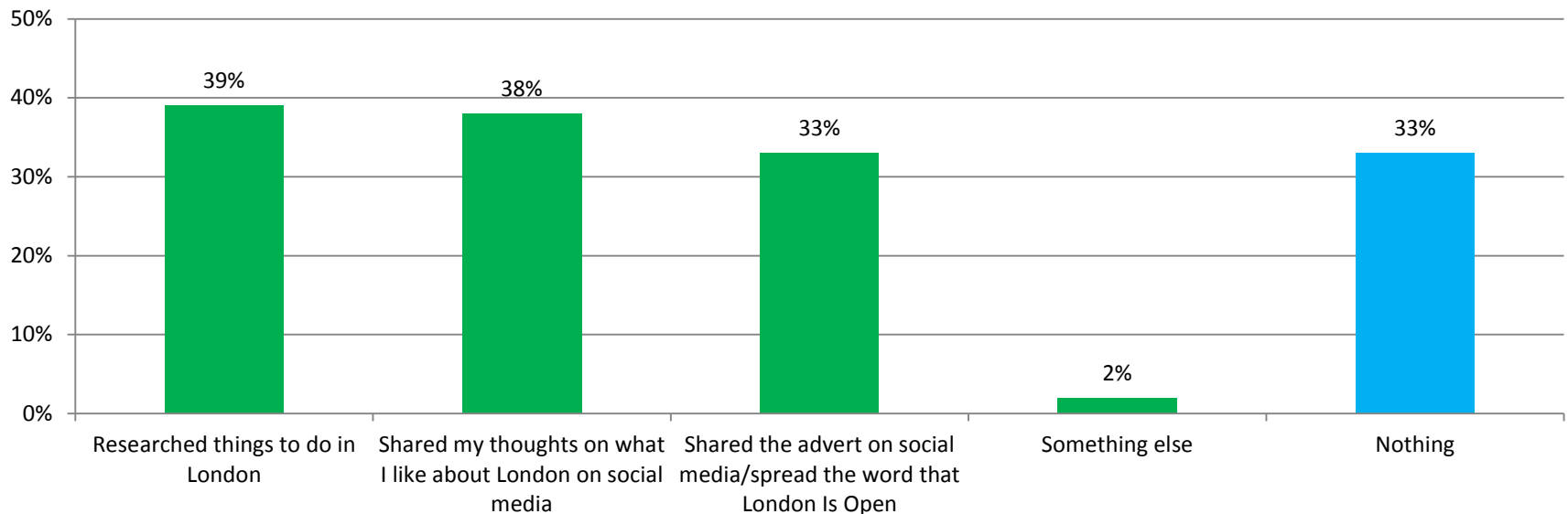
Men, those in work and parents are the groups more likely to have seen both.

By contrast, women are most likely to have seen neither. Over 80% of 45+ year olds report seeing neither.



Among those who had seen the artwork/video, actions taken were fairly evenly spread between sharing on social media, researching things to do, or taking no action at all

What, if anything, did you do as a result of seeing the artwork/video? (base all who saw either - 255)

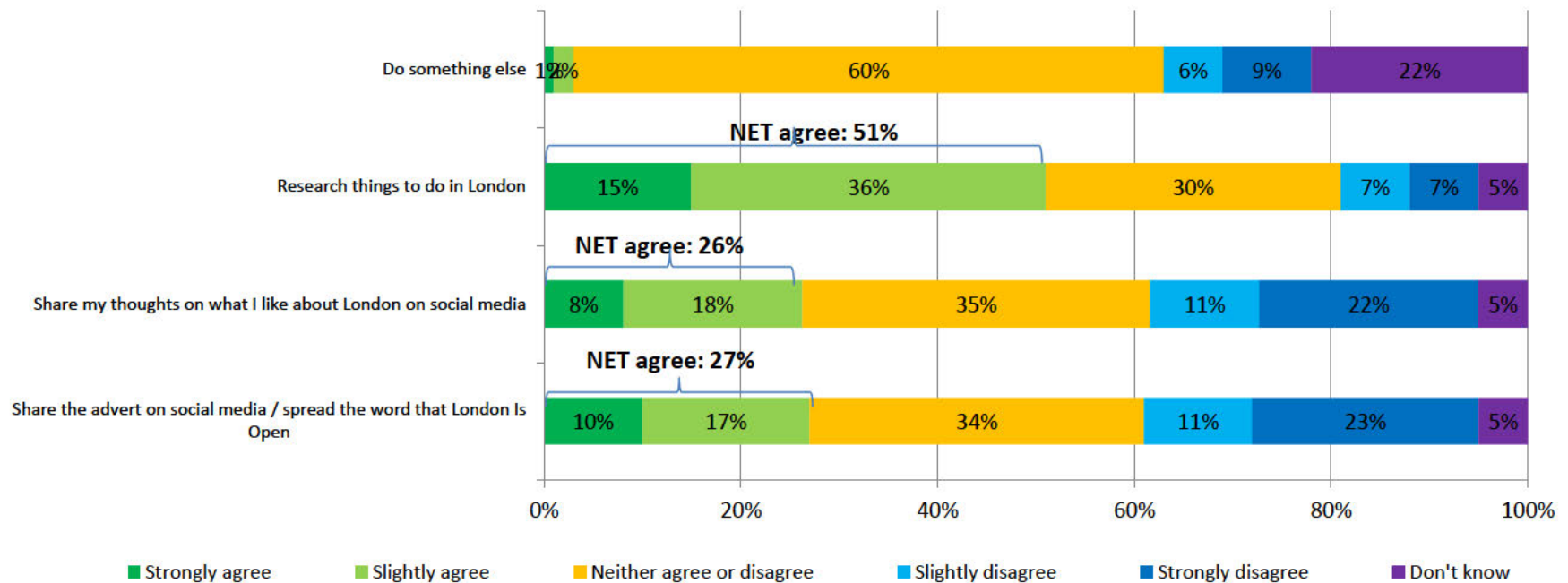


Women are more likely than men to have taken no action as a result of seeing the artwork/video. However, the 49% of those women who had seen the artwork/video shared their thoughts on what they like about London on social media, compared to 38% of men.

51% of 25-34 year olds who had seen the artwork/video researched things to do in London. Similar proportions shared their thoughts on social media. As with earlier questions, actions appear tied to economic status, with those in work and higher social groups being more likely to take action as a result of seeing the ad. There does not appear to be a significant difference by ethnicity.

## Among those who hadn't seen the artwork/vid, 51% thought that it would encourage them to research things to do in London

To what extent do you agree or disagree that the artwork/video would encourage you to... (base all who didn't see either 746)



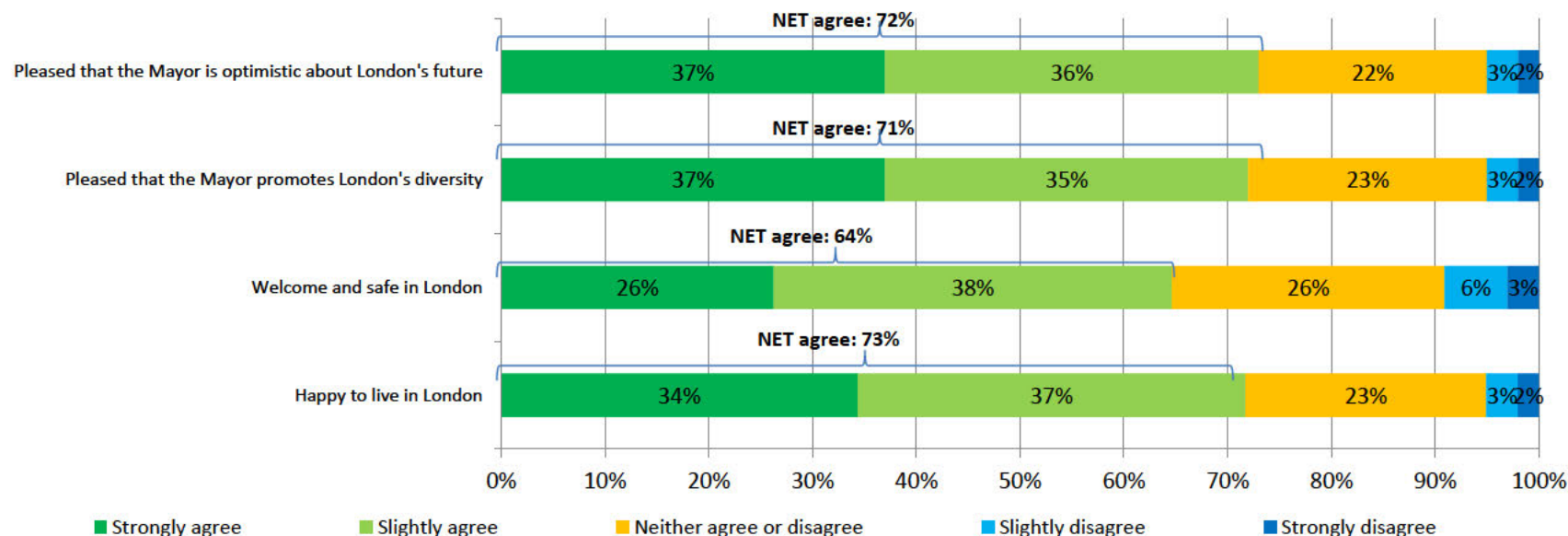
Only a quarter of respondents who hadn't seen the artwork/video before say that it would encourage them to share their thoughts or the campaign on social media. Older age groups are especially unlikely to do so.

A high proportion of respondents chose 'neither' or 'don't know', which may primarily be the result of the hypothetical nature of the question.



# The artwork/video are most effective at making people feel happy to live in London and pleased with the Mayor

To what extent do you agree or disagree that the artwork/video makes you feel...? (base all)



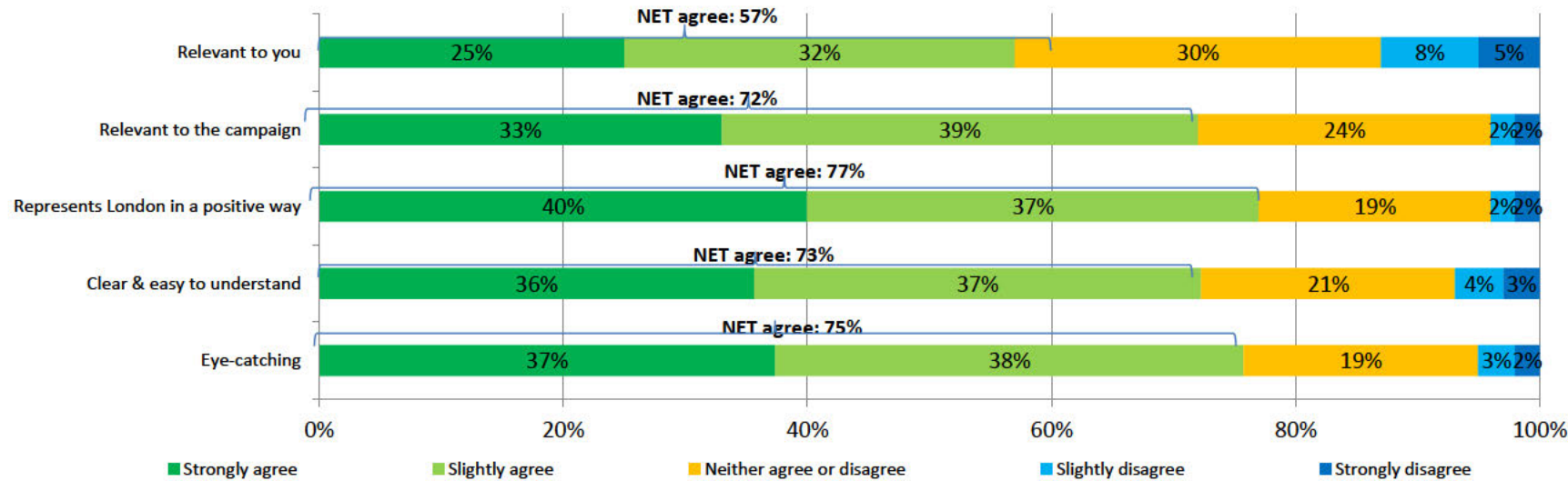
Over 7-in-10 respondents agree that the artwork/video makes them feel pleased that the Mayor is optimistic about London's future, that the Mayor promotes London's diversity and happy to live in London in general. While still a large majority (64%), agreement is lower that the artwork/video makes people feel welcome in safe in London.

## MOST LIKELY TO AGREE THAT THE ARTWORK MAKES THEM FEEL...

Pleased that the Mayor is optimistic about London's future	Women, those in work, BAME
Pleased that the Mayor promotes London's diversity	16-34 year olds, women, those in work, parents, BAME
Welcome and safe in London	25-34 year olds, parents, BAME
Happy to live in London	25-34 year olds, parents, ABC1s

While around three-quarters of respondents agree with most statements about the artwork/video, fewer think it is relevant to them

To what extent do you agree or disagree that the artwork/video is....?



Respondents are most likely to agree that the artwork/video represents London in a positive way, with similar levels of agree that they are eye-catching, clear/easy to understand and relevant to the campaign. Fewer respondents agree that the campaign is relevant to them.

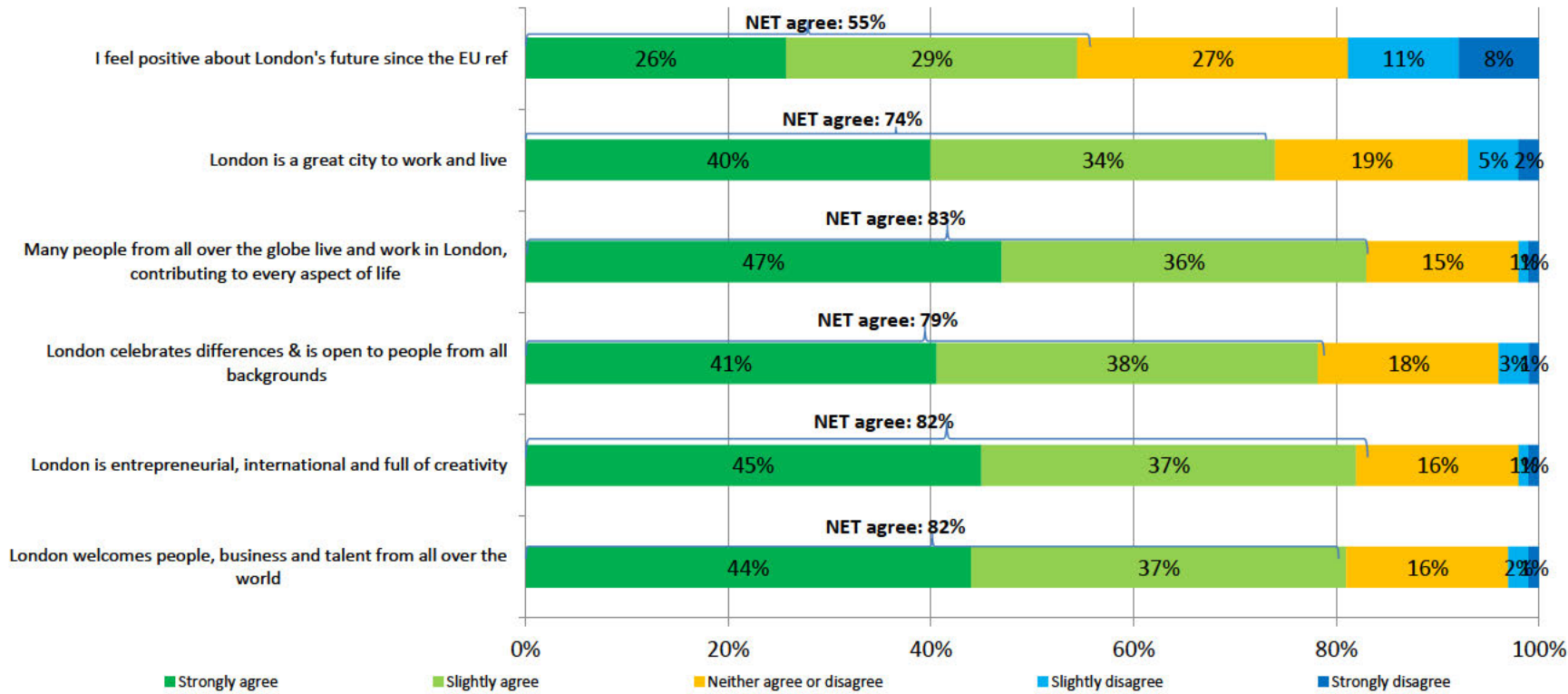
MOST LIKELY TO AGREE THAT THE ARTWORK/VIDEO IS...

Relevant to you	25-34 year olds, those in work, parents, ABC1, BAME
Relevant to the campaign	25-34 year olds, parents, ABC1
Represents London in a positive way	25-34 year olds, parents, ABC1
Clear and easy to understand	Women, parents, ABC1, BAME
Eye-catching	Women, 25-34 year olds, parents, ABC1



Respondents are generally positive about London, with around 4-in-5 agreeing with each statement. Agreement is lower with respect to London's future since the EU referendum , but still represents a majority

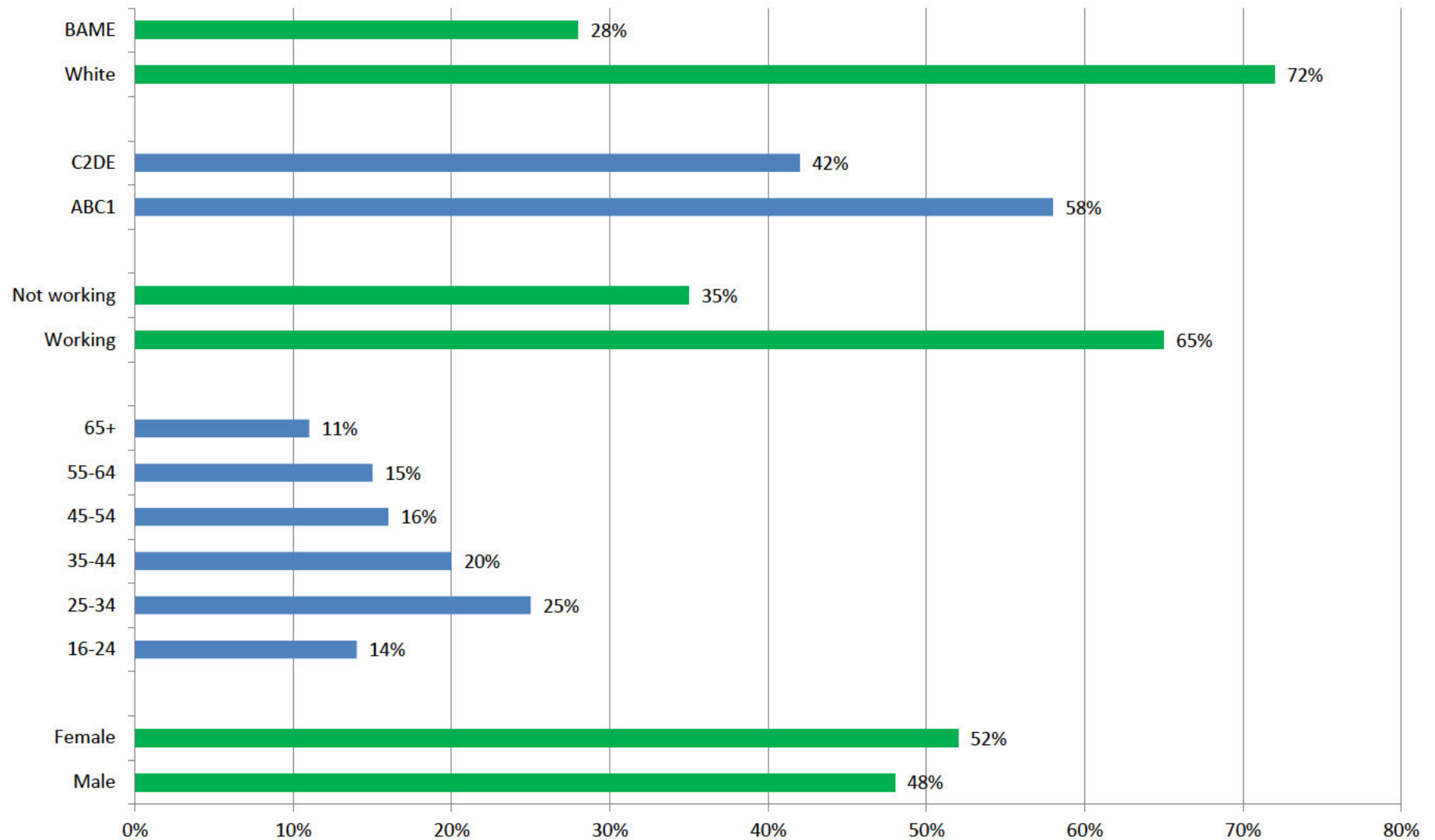
To what extent do you agree or disagree with the following statements?



MOST LIKELY TO AGREE THAT...

I feel positive about London's future since the EU referendum	Men, those in work, parents
London is a great city to work and live	65+ year olds compared to 18-24, ABC1
Many people from all over the globe live and work in London, contributing to every aspect of life	Women, those out of work, 65+ year olds
London celebrates differences and is open to people from all backgrounds	45+ year olds, parents, ABC1 (nb no difference in perception by ethnicity)
London is entrepreneurial, international and full of creativity	45+ year olds, ABC1, White
London welcomes people, business and talent from all over the world	Women, 55+ year olds, ABC1

# Respondent profile



**From:** Mayor  
**Sent:** 18 July 2016 17:22  
**To:** GLA Staff  
**Cc:** Assembly Members  
**Subject:** #LondonIsOpen

Dear Colleague,

Today I have launched #LondonIsOpen, a major campaign to show that London is united, open to business and open to the world following the EU referendum.

#LondonIsOpen will show Londoners and people everywhere that London remains entrepreneurial, international, and full of creativity and opportunities, while reassuring the more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

I'm urging all Londoners, businesses, cultural and educational institutions to show their support for the #LondonIsOpen message via social media. I have also invited creatives to join the #LondonIsOpen movement, by creating 'open source' designs to be shared across different social platforms and media.

High profile figures and organisations, from Jude Law, and Jarvis Cocker, to Richard Branson and Google, have come on board, and they're throwing their collective weight behind the campaign to reach as many people as possible.

Creative and musical stars feature in videos shared today on Twitter to kick start the campaign: [Corinne Bailey Rae and Olly Murs](#), [Konnie Huq and Chris Moyles](#), [Niall Horan and Jude Law](#) (as well as Baaba Maal, Ella Eyre, Lianne La Havas, and The Mystery Jets.)

We all know that, in London, we don't simply tolerate our differences, we celebrate them. Many people from all over the globe live and work here, contributing to every aspect of life in our city. We now need to make sure that people across London, and the globe, hear the message loud and clear that #LondonIsOpen.

This is why I'm also asking everyone in City Hall to get involved with the campaign. Please spread the word that London is united, full of creativity and open for business. We can all send this simple, positive message to the world: #LondonIsOpen.

**A few things you can share:**  
[London opens its doors Video](#)  
[Evening Standard article](#)  
[London Is Open Video 1](#)  
[London Is Open Video 2](#)  
[London Is Open Video 3](#)

Best wishes,  
Sadiq Khan

**From:** Mayor

**Sent:** 22 July 2016 18:22

**To:** [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED];  
[REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED];  
[REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]

**Cc:** Justine Simons; Leah Kreitzman

**Subject:** Thank you!

Dear all,

Thank you for pulling out all the stops to make this morning's media launch of The International Busking Day Festival such a success and giving the #LondonIsOpen campaign a great boost. Music is a powerful way to spread our positive message of unity and openness and I'm really proud this great initiative was launched in London with some great musical talent.

I know how much hard work went into this from across the culture and communications teams and I am really grateful for all your effort.

Hope all of you attending the festival over the weekend have a great one!

With kind regards, and please do pass this on to your teams.

Sadiq