

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA100118-0050

20 February 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 10 January 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

I wish to request, under the Freedom of Information Act, that you supply me with any data you hold on the annual communications budget of the Mayor of London from 2008 to 2018 inclusive.

Please could this include all aspects of communications, including cost advertising space purchased, graphic design and paid communications staff.

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

Firstly, I should explain that our response does not include spending from 2008 and early 2009. We only hold information from financial year 2009/10 onwards. VAT records including income and expenditure accounts must be retained by the GLA for 6 years.

Although you ask for the communications 'budget', the examples that you provided suggest that you are asking for the total communications spend over those years. We have therefore attached two sheets. The first sheet gives the expenditure for each financial year and the second sheet gives the closing budgets at the end of each financial year.

The information provided is not directly comparable year on year because of restructures and changes over the years

- 2017-18 is the first year that Marketing has had a separate budget allocated. In previous years the marketing spend originated from project budgets held by policy teams which also included the costs of project delivery as well as marketing them. This is why actual spend figures are provided for marketing, but budgetary figures are not.
- There were additional costs attached to the preparation for and delivery of the London 2012 Olympic and Paralympic Games in 2012
- There was significant expenditure around the Mayor of London and London Assembly Elections in 2016. However, election costs for 2008 and 2012 were captured in other budgets and hence are not shown here.
- These figures are as accurate as possible based on the management accounts and how items are coded.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA100118-0050.

Yours sincerely

Emma Strain
Assistant Director, External Relations

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>