

From: [REDACTED]
Sent: 15 May 2018 07:44
To: [REDACTED] <[REDACTED]@london.gov.uk>
Subject: Fwd: TO CLEAR: Social Content for Tues 15 May

Morning [REDACTED],

The graphics are attached to this email, which also includes the social media copy that will be used today.

Well done on getting everything together in time for the launch.

[REDACTED]

Sent from my iPhone

Begin forwarded message:

From: [REDACTED] <[REDACTED]@london.gov.uk>
Date: 14 May 2018 at 21:24:37 BST
To: MoL Digital [REDACTED]@london.gov.uk>, Mayor of London Twitter <[REDACTED]@london.gov.uk>, Digital communications <[REDACTED]@london.gov.uk>
Subject: RE: TO CLEAR: Social Content for Tues 15 May

Hi,

Thanks all for the comments.

I'm circulating a clean version, plus the completed graphics attached.

Thanks,

[REDACTED]

Tuesday 15 May

1. Young Londoners Fund (multiple posts from 8.30am)

2. [REDACTED]

3. [REDACTED]

4. [REDACTED]

5. [REDACTED]

6. [REDACTED]

[REDACTED]

§ 87(2)(b)

§ 87(2)(b)

[REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]

? Twitter

[GRAPHIC: Our Young Londoners Fund opens today, supporting grassroots projects that can tackle the causes of violent crime.]

? Grassroots projects play a vital role in tackling THE causes of violent crime in our communities. That's why I'm pleased to announce that you can now bid for a share of the £45m Young Londoners Fund to help build a better, brighter future for young people. Apply now [LINK](#)

1. [REDACTED]
 2. [REDACTED]
 3. [REDACTED]
 4. [REDACTED]
 5. [REDACTED]
 6. [REDACTED]
 7. [REDACTED]
 8. [REDACTED]
 9. [REDACTED]
 10. [REDACTED]

[REDACTED]
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- 1. [REDACTED]
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- 1. [REDACTED]
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- 1. [REDACTED]
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[REDACTED]

- 1. [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

From: [REDACTED]
Sent: 14 May 2018 20:41
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>; Leah Kreitzman <[REDACTED]@london.gov.uk>; Mayor of London Twitter [REDACTED]@london.gov.uk>; MoL Digital Content [REDACTED]@london.gov.uk>; Digital communications [REDACTED]@london.gov.uk>
Subject: Re: TO CLEAR: Social Content for Tues 15 May

Thanks minor tweaks below
[REDACTED]

From: [REDACTED]
Sent: 15 May 2018 07:44
To: [REDACTED] <[REDACTED]@london.gov.uk>
Subject: Re: TO CLEAR: Social Content for Tues 15 May

No worries [REDACTED] - thanks for sorting!

Sent from my iPhone

On 14 May 2018, at 20:31, [REDACTED] <[REDACTED]@london.gov.uk> wrote:

Thanks [REDACTED]. Not sure how I got wrong end of the stick there, sorry.

From: [REDACTED]
Sent: 14 May 2018 20:06
To: Leah Kreitzman <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; Mayor of London Twitter
[REDACTED]@london.gov.uk>; MoL Digital Content [REDACTED]@london.gov.uk>; Digital
communications [REDACTED]@london.gov.uk>

Subject: Re: TO CLEAR: Social Content for Tues 15 May

Hi [REDACTED],

Could you please remove 'again' from the YLF text, and replace 're-opens' with 'opens' in the graphic? This is the first time it's been open for bids.

[REDACTED]

A couple of further edits below, otherwise good for me.

Thanks,

[REDACTED]

Sent from my iPhone

On 14 May 2018, at 19:54, Leah Kreitzman <[REDACTED]@london.gov.uk> wrote:

Edits from me below. Thanks

Sent from my iPhone

On 14 May 2018, at 19:19, [REDACTED] <[REDACTED]@london.gov.uk> wrote:

Hi all,

Please find social content for tomorrow to be cleared, including concepts for graphics to be created later and circulated.

Thanks,

[REDACTED]

Tuesday 15 May

1. Young Londoners Fund (multiple posts from 8.30am)
2. [REDACTED]
3. [REDACTED]
4. [REDACTED]
5. [REDACTED]
6. [REDACTED]

[REDACTED]
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[REDACTED]
[REDACTED]

YFL Graphic 1 (9am)
•Twitter

Grassroots projects play a vital role in tackling the causes of violent crime. This is why I'm pleased organisations can now bid for the Young Londoners Fund to support initiatives that can make a difference across our city. [LINK](#)

[GRAPHIC: Our Young Londoners Fund re-opens today, supporting grassroots projects that can tackle THE causes of violent crime.]

Facebook

•Grassroots projects play a vital role in tackling THE causes of violent crime in our communities. This is why I am pleased to announce that you can now bid for a share of the £45m Young Londoners Fund to help build a better, brighter future for young people. Apply now [LINK](#)

[GRAPHIC: Our Young Londoners Fund re-opens today supporting grassroots projects that can tackle causes of violent crime.]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: 14 May 2018 18:28

To: [REDACTED] <[REDACTED]@london.gov.uk>

Subject: YLF: Copy - UPDATE

Twitter option 1 (+ video)

I refuse to accept that nothing can be done to stem the appalling rise of violent crime. This is why I've launched the Young Londoners Fund to support grass-roots projects in building a better, brighter future for young people. Apply now

Twitter option 2 (+ Video)

I'm encouraging organisations from across London to help tackle youth violence and build a better, brighter future for young Londoners. The Young Londoners Fund is now open to receive bids. Apply now

Facebook (+ Video)

I'm determined to do everything I can to stem the appalling rise in youth violence and help more young Londoners make positive to reach their potential. This is why I'm pleased to announce that

the Young Londoners Fund is now open for bids. This £45m fund aims to tackle youth violence and provide the support young people need to build a better, brighter future. Apply now

Twitter (+ Quote Card 1)

Grass-roots projects play a vital role in tackling the causes of violent crime. This is why I'm pleased to announce that organisations can now bid for the Young Londoners Fund to support initiatives that can make a difference across our city. Apply now

Facebook (+ Quote card 1)

I refuse to accept that nothing can be done to stem the appalling rise of violent crime we are seeing across the country. Community and grass-roots projects play a vital role in tackling causes of violent crime in our communities. This is why I am pleased to announce that you can now bid for a share of the £45m Young Londoners Fund to help build a better, brighter future for young people. Apply now

Facebook (+ Quote card 1)

It's not right that central government continues to make cuts to vital services which since 2011 has resulted in the closure of 81 youth centres. At the same time something needs to be done to stem the appalling rise of youth violence. This is why I have launched the £45m Young Londoners Fund to help build a better, brighter future for young people – particularly those most at risk of getting caught up in crime. I want to make sure that local communities, charities and schools have the support they need to give young Londoners the opportunities they deserve. Apply now

From: [REDACTED]

Sent: 14 May 2018 17:45

To: [REDACTED] <[REDACTED]@london.gov.uk>

Subject: RE: Content doe tomorrow

Hi [REDACTED],

Thanks so much on this!

Do you have time to give this a little edit? Can you play up the crime element. We want to stress how it relates to tackling violent crime (but in so far as is appropriate and credible).

On the call to action copy, also you can make it a bit more direct – Apply, rather than find out how to apply

[REDACTED]

From: [REDACTED]

Sent: 14 May 2018 17:36

To: [REDACTED] <[REDACTED]@london.gov.uk>

Subject: RE: Content doe tomorrow

For* tomorrow

FYI – the video has gone for sign off.

Thanks,

[REDACTED]

From: [REDACTED]

Sent: 14 May 2018 17:34

To: [REDACTED] <[REDACTED]@london.gov.uk>

Subject: YLF: Content due tomorrow

Hi [REDACTED]

Twitter (+ Video)

I'm inviting organisations from across London to help build a better, brighter future for young Londoners. The Young Londoners Fund is now open to receive bids. Find out how you can apply to receive a share of the £45m fund

Facebook (+ Video)

I'm determined to help more young Londoners make positive choices and giving them a helping hand to reach their potential. This is why I'm pleased to announce that the Young Londoners Fund is now open for bids. This £45m fund aims to provide the support young people need to build a better, brighter future. Find out how you can access the fund now

Twitter (+ Quote Card 1)

Central government continues to cut vital services that is affecting young people across our city. This is why I have launched the £45m Young Londoners Fund. Find out how you can apply for funding

Facebook (+ Quote card 1)

It's not right that central government continues to make cuts to vital services which since 2011 has resulted in the closure of 30 youth centres, serving at least 12,700 young Londoners. This is why I have launched the £45m Young Londoners Fund to help build a better, brighter future for young

people – particularly those most at risk of getting caught up in crime. I want to make sure that local communities, charities and schools have the support they need to give young Londoners the opportunities they deserve. Find out how you can apply for the Young Londoners Fund

ASSETS

Quote card 1: 'I'm determined to help more young Londoners, make positive choices. Choices that will improve their own lives, London's communities and our great city as a whole.'

Quote card 2: "My ambition is for everyone in London to have the same opportunities that our city gave to me."

Thanks,

[REDACTED]

From: [REDACTED]

Sent: 14 May 2018 07:41

To: [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED]
<[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED]
<[REDACTED]@london.gov.uk>

Subject: Re: YLF launch - Tuesday

Hi [REDACTED],

Thanks for confirming, that's great.

██████ - to note, these will I believe be call out quotes with the key lines. Not sure how useful they will be for the website, but I'll forward them on once they've been through sign off.

Thanks,

██████

Sent from my iPhone

On 12 May 2018, at 16:10, ██████ <██████@london.gov.uk> wrote:

Hi ██████,

Thanks for sending this through, sorry for delay in responding. I've cc'ed ██████ our Marketing Executive also as she has a role in promoting this.

I'd hoped to have had something worked up a bit earlier, but we'll send something through as part of the clearance email on Monday PM.

If there's any other info /steers on how you'd like to go from anyone else, just let us know.

██████

From: ██████

Sent: 11 May 2018 15:06

To: ██████ <██████@london.gov.uk>

Cc: ██████ <██████@london.gov.uk>; ██████
<██████@london.gov.uk>; ██████ <██████@london.gov.uk>

Subject: RE: YLF launch - Tuesday

Hi [REDACTED],

Great, thanks for picking this up. The draft foreword is attached and the Mayor's script from this morning is below. I think the key messages are that:

- The fund is now open for bids
- It aims to provide the kind of support young people need to build a better, brighter future - particularly those at risk of getting caught up in crime
- It's part of the Mayor's ambition for everyone in London to have the same opportunities that the city gave

Is that useful? I'm not sure if we're aiming to get any endorser quotes for the press release, but we could potentially use one of those in a graphic too?

Copying [REDACTED] for her thoughts on the lines and [REDACTED] and [REDACTED] for the press point (and any other thoughts the might have).

Thanks,

[REDACTED]

Video script:

Today I am launching the application process for organisations to bid to the Young Londoners Fund.

London is a fantastic city in which to grow up. However, too many young Londoners are prevented from reaching their potential.

My ambition is for everyone in London to have the same opportunities that our city gave to me.

So that every young Londoner – from any background – can achieve their potential with a helping hand and enough hard work.

That's why I've set up the Young Londoners Fund, to provide the kind of support young people need to build a better, brighter future - particularly those at risk of getting caught up in crime.

And I'm pleased to say that we are now welcoming bids for funding.

As Mayor, I'm determined to help more young Londoners make positive choices – choices that will not only improve their own lives, but London's communities and our great city as a whole.

From: [REDACTED]

Sent: 11 May 2018 13:45

To: Nick Bowes <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; Digital communications [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>

Subject: RE: YLF launch - Tuesday

Hi [REDACTED],

Sorry for delay in responding.

Do you want to provide a steer which the key messages are we'd like to capture in the graphics and we'll make a plan?

[REDACTED]

From: Nick Bowes

Sent: 11 May 2018 11:15

To: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]
[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED]
<[REDACTED]@london.gov.uk>; Digital communications
[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>

Subject: RE: YLF launch - Tuesday

Thanks everyone

From: [REDACTED]

Sent: 11 May 2018 09:24

To: [REDACTED] <[REDACTED]@london.gov.uk>; Nick Bowes <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]
[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED]
<[REDACTED]@london.gov.uk>; Digital communications
[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>

Subject: RE: YLF launch - Tuesday

Hi [REDACTED]

Can you send me the letter over? We've been talking with [REDACTED] as well re consistent messaging about the fund – [REDACTED] on the E&Y team (cc'd in) is leading on this.

[REDACTED] – are you ok taking forward?

██████████ – if you have any good graphics can you share with me as we need some new ones to go on the prospectus landing page. So far we've been using the ones of the Mayor's visit to the Salmon Youth Centre back in Feb which are in the image library.

Thanks

██████████

From: ██████████

Sent: 11 May 2018 09:14

To: Nick Bowes <██████████@london.gov.uk>

Cc: ██████████ <██████████@london.gov.uk>; ██████████ <██████████@london.gov.uk>;
██████████ <██████████@london.gov.uk>; ██████████
<██████████@london.gov.uk>; ██████████ <██████████@london.gov.uk>; Digital
communications ██████████@london.gov.uk>

Subject: Re: YLF launch - Tuesday

Thanks- yesterday the letter we were planning to send to mps, AMs etc telling them about the fund was cleared, But we can amend so ready to go tues instead.

Sent from my iPhone

On 11 May 2018, at 08:23, Nick Bowes <██████████@london.gov.uk> wrote:

Morning all

The big day is approaching when we will open the Young Londoners Fund to bids. This is on Tuesday.

There are a few things it would be good to prepare in advance:

1.Social media.

Would be good to have some graphics ready for use on twitter/facebook. I know a video is planned to be recorded this morning too

Can I leave this with [REDACTED]?

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]


[REDACTED]

Have I missed anything?

Nick


Dr Nick Bowes

Mayoral Director of Policy, Greater London Authority | City Hall, The Queen's Walk | London SE1 2AA | tel: 020 7983 [REDACTED] | mob: [REDACTED] | email: [REDACTED]@london.gov.uk



**Our Young Londoners
Fund opens today,
supporting grassroots
projects that can
tackle the causes of
violent crime**

MAYOR OF LONDON



**"I'm determined to help more
young Londoners make
positive choices.**

**Choices that will improve
their own lives, London's
communities and our great
city."**

MAYOR OF LONDON