

GREATER LONDON AUTHORITY



Our Ref: MGLA080116-2529

4th March 2016

Dear

Freedom of Information Act request: spending on online advertising / Marketing / Facebook / Twitter

I write to provide you with our response to request that the GLA received on the 8th January 2016 in which you asked for the release of the following information:

- 1. The total amount of money spent by the council on advertising and marketing per financial year from 2010/11 to 2014/15 inclusive;*
- 2. The total amount of money spent by the council on Facebook advertising and marketing per financial year from 2010/11 to 2014/15 inclusive; and*
- 3. The total amount of money spent by the council on Twitter advertising and marketing per financial year from 2010/11 to 2014/15 inclusive.*

Your request has been handled under the Freedom of Information Act (FoIA) and we can today provide you with our formal response to your request.

I am afraid that we are unable to provide you with the specific figures that you have asked for in the first part of your request. Quite simply, this is because this information is listed under a broad "cost code" by our Financial Services team that covers a range of other activities carried out by the GLA External Affairs directorate and other areas of the GLA that are not solely focused on marketing or advertising.

It would not therefore be possible to extract the specific figures you have requested without going through each individual entry for each financial year covered by your request; an activity that would significantly exceed the cost-limit provisions under section 12 of the Freedom of Information Act. These provide that a request can be refused where it would exceed 18 hours of work to locate, retrieve, collate and present the information requested.

That said, I can confirm that we have managed to locate the figures that you requested in the remaining two parts of your request and have provided these in the table below:

	10/11	11/12	12/13	13/14	14/15
Facebook	£19,035.00	£30,002.00	£38,102.00	£12,857.00	£66,086.00
Twitter	£0.00	£0.00	£23,232.50	£6,299.02	£21,551.60

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

A handwritten signature in black ink, appearing to be 'I. Lister', written in a cursive style.

Ian Lister

Information Governance Manager

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:

<http://www.london.gov.uk/about-us/greater-london-authority-gla/sharing-our-information/freedom-information>