

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA301219-9535

29 June 2020

Dear [REDACTED]

Thank you for your request for information about advertising spend, which the GLA received on 30 December 2019. I apologise for the delay in responding to your request. Your request has been dealt with under the Freedom of Information Act 2000.

Your request:

Total spend on advertising the Mayor's programme(s) and work in and around London for the last financial year?

Your additional qualifications:

If it is not possible to provide the information requested due to the information exceeding the cost of compliance limits identified in Section 12, please provide advice and assistance, under the Section 16 obligations of the Act, as to how I can refine my request.

If you can identify any ways that my request could be refined I would be grateful for any further advice and assistance.

GLA Advertising Activity

The GLA's centralised marketing, planning and budgeting process allows the GLA to effectively plan resource requirements and communicate the work and priorities of the Mayor of London in an integrated, cost-effective and impactful way.

A centralised budget of £1million is allocated annually to cover all aspects of communicating the work of the Mayor of London. This figure includes a wide range of communications activity that is not technically advertising, like the production of brochures, event collateral and administrative costs like printing and posting.

For the year 2018-19, the spend was £1,172,301. This included £271,000 worth of expenditure which was carried over from 2017-18 due to an unavoidable delay in processing it in the correct financial year. This means that the actual marketing spend for financial year 2018-19 was £901,301.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA301219-9535.

Yours sincerely



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>