

# GREATER LONDON AUTHORITY

[REDACTED]  
[REDACTED]

Our Ref: MGLA301120-1102

4 December 2020

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 30 November 2020. Your request has been considered under the Freedom of Information Act 2000.

You requested:

*Please kindly provide the cost of the recent advertising campaign on London Underground by TFL and the Mayor of London advising people to walk or cycle to work or elsewhere . These posters are currently clearly visible on all London underground platforms.*

*They contain the wording as follows :  
"Lift your mood on the way home - Bike it. Walk it. Lets make sure every journey matters #LondonTogether"*

*Please provide the name of the agency who designed the advertisements and the cost to the GLA of instructing that firm in this respect.*

The Greater London Authority does not hold the information you have requested. You may wish to send a further request to TfL at [foi@tfl.gov.uk](mailto:foi@tfl.gov.uk)

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA301120-1102

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>