

GREATER LONDON AUTHORITY

By email

Our Ref: **MGLA030417-7898**

3 May 2017

Dear

Freedom of Information request

Thank you for your email dated 1 April, which was received by the Greater London Authority on 1 April

Our response to your request is as follows:

The total expenditure on the #LondonIsOpen campaign since May 1st 2016

The total expenditure on the #LondonIsOpen campaign since May 1st has come to £124,701.30. The budget has been spent on array of different activities and assets including:

- Print costs for TfL advertising
- Social media advertising
- Photography
- Video production
- Agency fees
- Branding and signage
- Merchandise for Mayor of London events
- Audience awareness research
- Travel and volunteer expenses
- Event infrastructure and security

A detailed balance sheet of all payments related to the #LondonIsOpen campaign.

Since the campaign launched in June 2016, the GLA have worked with, and paid the following companies and individuals:

Item	Cost
Freuds PR and Communications	£72,500
CDS print management	£17,643.64
ID Promotional Services	£2,500

Touch of Ginger	£650
Found in Music	£5,033.66
Open City Architecture	£3,500
Omni Colour Presentations	£5,200
Ben Broomfield photography	£1,050
Eleanor Bentall photography	£350
James O'Jenkins photography	£350
MEC	£10,000
TNS Research	£5,550
Lisa Monk's exhibitions	£350
Team London volunteers	£24

Since the campaign launched in June, there has been huge engagement with the campaign and the content released. It has been widely covered in traditional print and online media with almost 856 articles published in a wide variety of publications. It has also had excellent social pick up where we have seen more than 273,286 social media posts using the #Londonisopen campaign hashtag to date.

The above activities have played an important part in showing the world that London remains entrepreneurial, international and full of possibility, while reassuring more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

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

Yours sincerely



Marketing Manager, External Affairs

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>