


GREATER LONDON AUTHORITY


By email

Our Ref: **MGLA060916-5069**

17 February 2017

Dear Mr Crompton,

Thank you for your request for information which the GLA received on the 6th September 2016 and your subsequent correspondence over the past few months.

Once I again, I would like to apologise for the time taken to provide you with our response to this request. As I have explained previously, the GLA has received an exceptional number of requests over the past five months and this has regrettably contributed to the delay in answering your request.

I acknowledge the time taken to answer this request significantly exceeds the twenty-working-day deadline provided under section 10 of the Freedom of Information Act and I would again like to thank you for your patience in this matter.

Your request has been considered under the Freedom of Information Act and we can today provide you with our response to your questions.

(1) Copies of the receipts for the amounts paid under “travel expenses” (or alternative information which identifies the expenditure);

The information held by the GLA in relation to this part of your request accompanies this letter in the two attachments with the prefix Q1

We have made some redactions to withhold names and addresses from the disclosed information as they constitute third-party personal data which is exempt from release under the provision of section 40(2) of the FoI Act. This provides that personal data (as defined under the Data Protection Act 1998) can be withheld from disclosure in to the public domain where that disclosure would be contrary to one of the Data Protection Principles under that Act. In this case, disclosure would be in breach of the first principle and constitute unfair processing of that data.

(2) In relation to the “audience awareness research” mentioned in your email:

- a. Any emails between the GLA and the organisation which carried out this research;***
- b. Any internal emails within the GLA discussing this research; and***
- c. Any reports produced for this research (to the extent these are not included in a. or b.)***

The information held by the GLA in relation to this part of your request accompanies this letter in the four attachments with the prefix Q2. This includes the marketing campaign research provided by TNS.

The GLA has redacted some figures (quotes and costings), as we consider this information to be exempt information by virtue of section 43(2) of the Freedom of Information Act. Section 43(2) of the Act provides that information may be exempt information if the release of that information into the public domain (in response to a request under that Act) would, or would be likely, to be prejudicial to the commercial interests of any person - i.e. the commercial interests of the GLA itself, any company, or any other legal entity.

A commercial interest relates to a person's ability to participate competitively in a commercial activity and their ability to trade, i.e. the purchase and sale of goods or services.

In this case, the release or publication of this information into the public domain would be likely to prejudice the commercial interests of TNS by giving competitors and potential customers' information about pricing.

The annex to this letter provides more information about this exemption provision and how it has been engaged.

(3) Any email received or sent by the Mayor of London himself about the campaign.

In terms of correspondence sent and received by the Mayor himself, please find attached two letters which were sent out by the Mayor through City Hall officials and staff, the GLA's functional bodies and stakeholders, who further distributed it to London businesses and organisations.

The Mayor has received general correspondence relating to his #LondonIsOpen campaign and this has largely been responded to by his Public Liaison Unit, rather than directly by the Mayor himself. The Mayor's Public Liaison Unit manages and responds to the bulk of the Mayor's correspondence on the Mayor's behalf. We are happy to supply these emails if this is the information you are specifically requesting.

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

Yours sincerely

Ruth Phillips
Information Governance

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>

Annex A – Exemption provisions

Exemption provisions
<p>Section 43: Commercial interests.</p> <p>(2) Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).</p>
How these exemptions apply to this information
<p>Section 43(2)</p> <p>Section 43(2) of the Act provides that information may be exempt information if the release of that information into the public domain (in response to a request under that Act) would, or would be likely, to be prejudicial to the commercial interests of any person - i.e. the commercial interests of the GLA itself, any company, or any other legal entity.</p> <p>A commercial interest relates to a person's ability to participate competitively in a commercial activity and their ability to trade, i.e. the purchase and sale of goods or services.</p> <p>In this case, the release or publication of this information into the public domain would be likely to prejudice the commercial interests of TNS by giving competitors and potential customers' information about pricing.</p>
Public interest test
<p>It is necessary to consider whether the public interest in maintaining the exemption and withholding the information until the publication date, is greater than the public interest in releasing the information before this date.</p> <p>The GLA recognises the legitimate public interest in the release of information relating to expenditure and best value for the taxpayer.</p> <p>In balancing the public interest in disclosure, we consider the greater good or benefit to the community as a whole if the information is released or not. The 'right to know' must be balanced against the need to enable effective government and to serve the best interests of the public.</p> <p>The public interest would not be met if the GLA released information that could result in the expenditure of further public money - disclosure by the GLA would be likely to have a detrimental effect on the procurement of services provided by third party contractors.</p> <p>Similarly, it would not be in the public interest to release information that would affect the free and fair competition of competing private commercial businesses in an open marketplace.</p>