

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA290120-1472

24 February 2020

Dear [REDACTED]

Thank you for your request for information which the GLA received on 28 January 2020. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

What is the total amount of money spent by the GLA on Facebook, by year, for the years 2015/16, 2016/17, 2017/18, and 2018/19?

Our response to your request:

Advertising on Facebook is used to inform and engage Londoners on the work of the Mayor and the London Assembly. For example, to inform Londoners about People's Question Time events and encourage them to register to attend or to encourage Londoners to take part in statutory public consultations.

The total amount of money spent by the GLA on Facebook advertising for the financial years 2015/16, 2016/17, 2017/18 and 2018/19 is £734,581.81. These figures are taken from Facebook Business Manager across @LDN_gov, @MayorofLondon and @LondonElects accounts.

This is broken down by financial year as follows:

Financial year	Facebook
2015/16	£ 122,796.38
2016/17	£ 135,832.88
2017/18	£ 129,858.83
2018/19	£ 346,093.72
Total	£ 734,581.81

The GLA uses Facebook advertising to help reach Londoners in a cost-effective way. Spend across the different types of advertising such as print, outdoor, radio and digital has stayed at broadly the same level, however as Facebook represents better value for money it is allocated a larger proportion of that budget.

The GLA's communications spend on Facebook is below that of other public bodies. For example, in the financial year 2018/19 the Department for Work & Pensions expenditure on Facebook was over £1.029m across only six campaigns.

I am including at the end of this letter, an annex detailing the different campaigns for which we used Facebook paid advertising, for each respective financial year.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA290120-1472.

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>

Annex: Facebook campaigns per financial year

2015/16	2016/17	2017/18	2018/19
Team London volunteering	Fourth Plinth	Housing and rough sleeping	Africa on the square, Trafalgar Square event
Gigs - young Londoner music competition	The cultural, environmental and economic benefits for London of the EU	Crowdfunding programme	Vaisakhi Trafalgar Square event
Find your London	NYE event	Gigs - young Londoner music competition	Air quality - ULEZ
London Elections	People's Question Time Sutton	Vaisakhi Trafalgar Square event	Crowdfunding programme
Low carbon entrepreneur competition	Gigs - young Londoner music competition	London history school's day	Digital talent programme
London.gov website re-launch	London Elections	People's Question Time Hounslow	Eid Trafalgar Square event
NYE event	London Is Open	Eid Trafalgar Square event	London Growth Hub
People's Question Time Croydon	State of London debate event	London Is Open	London early years entitlements
Annual London survey - Talk London	Team London student engagement	Policing and crime - immigration and visa summit	London Is Open
State of London debate event	Policing and crime plan consultation	Pride event	National Park City Week events and tree planting
	People's Question Time Brent	State of London debate event	Behind Every Great City - Our Time, Hidden credits and LDN WMN public artworks
	Silvertown tunnel public information	St George's Day Trafalgar Square event	People's Question Time Islington
		Air quality - t-charge awareness	St Patrick's Day event
		Digital talent programme	State of London debate event
		Diwali Trafalgar Square event	
		Fourth Plinth	People's Question Time Bexley
		People's Question Time Barking and Dagenham	Crystal Palace consultation
		London Needs You Alive - youth intervention	Flood awareness week
		Millicent Fawcett statue unveiling event	Housing and rough sleeping
		Economic development strategy consultation	London Needs You Alive - youth opportunities
		Health inequalities consultation	London budget consultation
		Night-time economy	Londoners Newsletters
		NYE event	NYE event
		Oxford Street consultation	Serious Youth Violence
		Sounds like London- grassroots music programme	Policing and crime prevention campaign
		Skills survey - Talk London	Talk London
			Smart London
			State of London debate event
			Sounds like London- grassroots music programme
			Sports strategy consultation