

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA181018-5524

15 November 2018

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 18 October 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

Please provide me with all correspondence to and from any staff at the Evening Standard newspaper which mentions or relates to:

- *The Mayor's PR budget*
- *The Mayor's marketing and communications budget*
- *The Mayor's marketing budget*
- *The Mayor's communications budget*
- *The GLA's marketing, communications or PR budget*

Please find attached the information we hold within the scope of your request.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA181018-5524.

Yours sincerely

[REDACTED]
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>

From: [REDACTED]
Sent: 09 April 2018 07:44
To: [REDACTED]@standard.co.uk' <[REDACTED]@standard.co.uk>
Subject: FW: FOI on comms spending

Hi [REDACTED] – in [REDACTED]'s absence – this is for a story he was working on regards comms spending.

Thanks

[REDACTED]

From: [REDACTED]
Sent: 09 April 2018 07:21
To: [REDACTED]
Subject: RE: FOI on comms spending

Hi [REDACTED],

It doesn't increase spending that the Mayor's Office has control over. The Mayor controls all spend whether it is from policy teams or a central budget as it would require a Mayoral Decision.

Original comment and extra information sent to you as below too.

Thanks

[REDACTED]

A spokesperson for the Mayor of London said: "Claims that City Hall's marketing and communications budget has doubled over the last year are incorrect and misleading. 2017-18 is the first year that the marketing team has had a separate budget allocated. In previous years marketing spend originated from project budgets held by policy teams which included the costs of project delivery as well as marketing them, therefore annual budgets are not directly comparable year on year."

FURTHER INFORMATION

Total marketing spend from 09/10 onwards is as follows:

2009/10 - £1,336,055.31

2010/11 - £4,354,275.29

2011/12 - £14,778,589.64

2012/13 - £20,161,434.19

2013/14 - £2,009,392.23

2014/15 - £1,270,905.52

2015/16 - £1,341,528.42

2016/17 - £3,112,554.07

2017/18 - £1,467,993.83

- 2011/12 and 2012/13 figures are Olympics driven
- 2016/17 includes elections marketing and elections booklet delivered to every registered voter
- As you can see, outside of elections/Olympics the marketing spend has been broadly consistent.
- Spend is higher than the £1m central marketing budget alone because some projects will still include separate marketing elements.
- Marketing spend is all spend on marketing in the GLA regardless of whether the project/campaign originates from a policy team or not.
- The centralisation of the budget enables larger, cross policy area campaigns like London is open, but we still have major policy based campaigns – air quality, housing and smaller campaigns e.g. 'Better boilers', digital talent which stem from the policy team but all are still Mayor of London branded.
- Marketing for Team London and events such as NYE and fourth plinth are all mayoral branded too and included in those figures.

From: [REDACTED] [[mailto:\[REDACTED\]@standard.co.uk](mailto:[REDACTED]@standard.co.uk)]

Sent: 06 April 2018 12:41

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: FOI on comms spending

Hi [REDACTED],

Thanks, you are right I had missed your earlier note.

The figures you've sent me don't really make things any clearer for me. They don't allow me to check your suggestion that the £1 million budget created in the Mayor's Office simply continued similar spending levels under a new heading.

Without this clarity, I'm minded to stick closely to the FOI figures in Ms Strain's answer, along with the caveats that she put in her covering letter.

I also think it is reasonable to say that, at very least, this represents an increase in the spending that the Mayor's Office has control over?

Your further thoughts would be welcome.

[REDACTED]

From: [REDACTED] [[mailto:\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)]

Sent: 06 April 2018 09:15

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: FOI on comms spending

Hi [REDACTED] – did you see my note earlier?

Marketing spend is all spend on marketing in the GLA regardless of whether the project/campaign originates from a policy team or not.

The centralisation of the budget enables larger, cross policy area campaigns like London is open, but we still have major policy based campaigns – air quality, housing and smaller campaigns e.g. 'Better boilers', digital talent which stem from the policy team but all are still Mayor of London branded.

Marketing for Team London and events such as NYE and Fourth Plinth are all Mayoral branded too and included in those figures.

Thanks

■

From: ■ [mailto:■@standard.co.uk]

Sent: 06 April 2018 09:03

To: ■ <■@london.gov.uk>

Cc: ■ <■@london.gov.uk>; ■
<■@london.gov.uk>

Subject: RE: FOI on comms spending

■,

Further to my reply last night,

If these figures are for spending outside the Mayor's office, as I requested, they show no decrease from typical past years took place when the £1 million budget created in the Mayor's office was created.

Therefore, the impression of a large increase in the Mayoral spend is supported.

■

From: ■ [mailto:■@london.gov.uk]

Sent: 05 April 2018 18:13

To: ■

Cc: ■

Subject: RE: FOI on comms spending

Hi ■ – apologies for the delay responding.

Further information below, please let me know that you get this through ok and whether any further questions.

I think Paddy also sent you some information earlier this afternoon.

Thanks

■

FURTHER INFORMATION

Total marketing spend from 09/10 onwards is as follows:

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2010/11 - £4,354,275.29

2011/12 - £14,778,589.64

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- As you can see, outside of elections/Olympics the marketing spend has been broadly consistent.
- Spend is higher than the £1m central marketing budget alone because some projects will still include separate marketing elements.

██████████
██████████
Mayor of London's Press Office
0207 983 ██████████
██████████

Follow the Mayor of London's Press Office on Twitter: @LDN_PressOffice

From: ██████████
Sent: 05 April 2018 15:20
To: ██████████ <██████████@standard.co.uk>
Cc: ██████████ <██████████@london.gov.uk>
Subject: Re: FOI on comms spending

Hi ██████████ I'm not in today so passing this onto my colleague ██████████ so he can take this forward straight away for you -sure it won't be a problem to dig up figures! Best wishes ██████████

On 5 Apr 2018, at 15:14, ██████████ <██████████@standard.co.uk> wrote:

Hi ██████████,
Thank you for your reply.
I've looked through the background papers to the Mayor's decision to set up the central marketing budget of £1 million and they makes no mention of it replacing project budgets. The overall implication is that this budget is additional to (or alongside) project budgets.
The matter is easily settled if you can give me figures for the total cost of market spend outside the mayor's office for the years in question.
Could you please look into that?

██████████

From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]
Sent: 04 April 2018 22:14
To: [REDACTED]
Subject: RE: FOI on comms spending

Hi [REDACTED] line as requested many thanks [REDACTED]

A spokesperson for the Mayor of London said: "Claims that City Hall's marketing and communications budget has doubled over the last year are incorrect and misleading. 2017-18 is the first year that the marketing team has had a separate budget allocated. In previous years marketing spend originated from project budgets held by policy teams which included the costs of project delivery as well as marketing them, therefore annual budgets are not directly comparable year on year."

Ends

From: [REDACTED]
Sent: 04 April 2018 18:56
To: [REDACTED] <[REDACTED]@standard.co.uk>
Subject: Re: FOI on comms spending

Thank you, is there a Press release too?

On 4 Apr 2018, at 18:45, [REDACTED] <[REDACTED]@standard.co.uk> wrote:

Hi [REDACTED]
Here's the answer. The FOI ref number was MGLA140218-3817
Best wishes,
[REDACTED]

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<attachment 1.pdf>

On 4 Apr 2018, at 18:32, [REDACTED] <[REDACTED]@london.gov.uk> wrote:

External Sender

Hi [REDACTED] I'm on call for mayors office can you share your FOI with me so I can get you a line ? Thanks
[REDACTED] [REDACTED]

If you're not on the electoral register, you won't be able to vote in local authority elections this May. You must have registered to have your say. Find out more at <https://www.yourvotematters.co.uk/>. The last date to register to vote in the local elections is Tuesday 17 April.

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