

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA260219-6518

25 March 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 25 February 2019. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

Under the Freedom of Information Act, please send me the following information -

How much has Sadiq Khan spent on the recent Homeless campaign on social media?

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

Tackling homelessness is a priority for the Mayor. This year we doubled the number of outreach workers in the Mayor's London Street Rescue team to help get rough sleepers off the streets for good and made sure emergency shelters were opened across the city whenever temperatures were forecast to drop below freezing.

We also launched our annual homelessness campaign in November 2018. Following on from the success of last year's campaign, we once again teamed up with the London Homeless Charity Group to make it easier for Londoners to donate to homeless charities and promoted StreetLink so Londoners knew how to refer rough sleepers to support services. The 2017 campaign raised over £200,000 in donations for the charity group and over 8,500 referrals to StreetLink.

For the 2018-19 winter campaign, our total spend on social media advertising was £35,354. This has contributed to:

- The campaign raising £225,542 total donations to the Charity coalition.
- 69,062 clicks to our campaign page
- 12,618 referrals to StreetLink – connecting rough sleepers with outreach services. This is already a 48% increase on last year.
- 2,106 people registering to hear about homelessness volunteering opportunities.

The social media advertising in total reached 6,637,072 people with our messages.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA260219-6518.

Yours sincerely

Ruth Phillips
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>