

GREATERLONDONAUTHORITY

██████████
(By email)

Our Ref: MGLA140218-3817

22 February 2018

Dear ██████████

Thank you for your request for information which the GLA received on 14 February 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

The annual sum of the Mayor's marketing and communications budget from May 2008 to present.

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

Firstly, I should explain that our response does not include spending from 2008 and early 2009. We only hold information from financial year 2009/10 onwards. VAT records including income and expenditure accounts must be retained by the GLA for 6 years.

The information provided is not directly comparable year on year because of restructures and changes over the years

- 2017-18 is the first year that Marketing has had a separate budget allocated. In previous years the marketing spend originated from project budgets held by policy teams which also included the costs of project delivery as well as marketing them.
- There were additional costs attached to the preparation for and delivery of the London 2012 Olympic and Paralympic Games in 2012
- There was significant expenditure around the Mayor of London and London Assembly Elections in 2016. However, election costs for 2008 and 2012 were captured in other budgets and hence are not shown here.
- The new website for the Mayor of London and London Assembly launched in 2015
- These figures are as accurate as possible based on the management accounts and how items are coded.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA140218-3817.

Yours sincerely

Emma Strain
Assistant Director, External Relations

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>