

GREATERLONDONAUTHORITY

[REDACTED]
[REDACTED]

Our Ref: MGLA130721-8182

5 August 2021

Dear [REDACTED]

Thank you for your request for information which the GLA received on 13 July 2021. Your request has been dealt with under the Freedom of Information Act 2000.

You asked for;

A breakdown of the money being spent on London's 2021 Car-Free Day (for example, the cost of closing the roads, security, marketing, etc).

An annual breakdown of the money being paid to WRG Creative Communications Limited in 2020-23, as specified in the GLA contracts finder, p.15: <https://content.tfl.gov.uk/contracts-awarded-gla.pdf>

Our response to your request is as follows:

The pandemic has significantly impacted the capacity and resources of the Greater London Authority (GLA), Transport for London (TfL) and the London boroughs. Unfortunately, this means that the GLA and TfL are not able to host a centralised World Car Free Day celebration for London this year or run an extensive marketing campaign. This means that no money is being spent on a 2021 Car Free Day event or associated marketing campaign.

In 2020 the Mayor signed Mayoral Decision MD2602 to authorise TfL to coordinate, support, prepare and deliver a World Car Free Day event. This document is publicly available here: <https://www.london.gov.uk/decisions/md2602-world-car-free-day-2020>. TfL contracted WRG Create Communications Limited ("WRG") to deliver this event.

Due to the coronavirus pandemic, the Car Free Day steering group decided that an online campaign would be developed to mark the day rather than an in-person event. The funding for this campaign came from part of the retained business rates allocated to TfL as approved through the 2020-21 GLA Group budget. Whilst £800,000 was originally approved in the GLA Group Budget, the reduction in scope due to the coronavirus pandemic meant that only £340,000 was spent to deliver the campaign, with the remaining funding allocated to TfL's online cycle training programme.

TfL managed the delivery of the project, including the contract with WRG. You may want to consider writing to TfL directly as it may have more information.

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

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>