

Thank you for your follow-up question which the GLA received on 22 February related to your earlier Freedom of Information request.

You asked:

*Please could you explain what "central marketing budget non-staffing" is made up of?*

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

'Central marketing budget non-staffing' is expenditure of up to £1million on services and tools required to deliver effective marketing communications, digital communications and engagement campaigns for the Greater London Authority. The GLA seeks to keep Londoners informed and engaged in the work of the Mayor of London and the London Assembly. This budget covers long-term, integrated marketing communications campaigns, such as Behind Every Great City and London Is Open as well as campaigns for events, for example the New Year's Eve Fireworks and statutory events, including State of London debate and People's Question Time. It covers smaller campaigns, such as Black History Month and Chinese New Year. It includes tools needed for the day-to-day delivery of such work.

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

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>