

# Sadiq Khan plunged into race row after his official website publishes picture of white family and says they don't 'represent real Londoners'



Sadiq Khan was plunged into a bitter row last night after his official website published a photograph of a young white family with the words: [‘Doesn't represent real Londoners’](#).

The Labour London Mayor faced calls to apologise after the extraordinary message appeared in an official guide on how to portray the 'brand' of the Mayor and the Greater London Authority.

This was despite the fact that the guide opened with the words: 'A City For All Londoners' and a promise to appeal to 'everyone no matter, their age, gender, sexual orientation, ethnicity, religion, disability or family make up'.

Last night, Mr Khan was forced to disown the caption for the picture, which shows a couple and their two children walking along the Thames, with Parliament in the background. The Mayor's spokesperson said: 'The photo caption was added by a staff member in error, and doesn't reflect the view of the Mayor or the Greater London Authority.'

## DO NOT USE PHOTOS THAT:

Look staged and set up



The entire guide – entitled ‘Look Book – Mayor of London Brand Guidelines’ – was also taken down from the official london.gov website shortly after The Mail on Sunday contacted Mr Khan’s office.

A section goes into detail on the ‘best images of the Mayor’, including over 20 pictures of Mr Khan and with the advice that ‘photos of the Mayor should be active and engaging.

‘He should be shown interacting in real and relatable environments.’

It also warns: ‘When you photograph the Mayor, make sure his staff and any known/ political figures are out of the shot. . . The photos we use should reflect a recognisable, real and

diverse London.'



'Recognisable, real and diverse London': This photograph was given the green light in the guide