

MAYOR OF LONDON

Lord Len Duvall of Woolwich OBE AM
Chair of the London Assembly
AssemblyChair@london.gov.uk

Our ref: MGLA130326-6038

Date: 8 May 2026

Dear Len,

London Assembly (Plenary) Meeting 5 February 2026 - Motions

Thank you for your letter about the motions agreed at the London Assembly (Plenary) meeting on 5 February. My reply to motion 3.4 is below.

Motion 3.4 – Importance of the TfL Advertising Estate

Transport for London's (TfL) advertising estate has both commercial and non-commercial elements.

TfL's commercial advertising estate is operated under commercial agreements with media partners that manage the commercial paid-for advertising.

The commercial agreements do not contain provisions allowing the Mayor or City Hall to direct the allocation of advertising space. There is no standing mayoral power to requisition advertising space for public health campaigns through TfL's advertising contracts.

These media partners hold the rights to sell all advertising across the TfL estate under contracts. These contracts provide vital revenue that is invested into the transport network. The estate is already used to convey public health messaging from government, health organisations and charities on a commercial basis. For example, the NHS 'Give Blood' and bowel cancer awareness campaigns.

In addition, TfL has a network of poster sites across the network, which are non-commercial. These posters are the ones you see routinely carrying TfL's own information about public transport safety, security and fares. The Greater London Authority (GLA) also has access to some of this non-commercial network to use for its own campaigns. This space could be used for the GLA's own public health campaigns, but cannot be given away to other organisations, given that this would impact TfL's commercial arrangements.

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The GLA advertising allocation is planned and allocated quarterly, with decisions informed by evidence and insight to ensure campaigns support London priorities and signpost to relevant services and initiatives. This includes high-profile public information campaigns, statutory messaging (such as People's Question Time), and communications supporting programmes that deliver health and wellbeing benefits for Londoners.

I understand that TfL has shared directly with the London Assembly Health Committee a summary of all the TfL campaigns that are running and the definition of TfL operational messaging. TfL carefully considers how it uses the space available to address important transport priorities, including safety and security, workplace violence and aggression, and revenue generation.

I encourage the Health Committee to continue to work with the GLA Health team to consider options.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Sadiq Khan', with a small '2' written below the name.

Sir Sadiq Khan
Mayor of London