

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA151020-7386

12 November 2020

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 15 October 2020. Your request has been dealt with under the Freedom of Information Act 2000

You asked for:

Following this¹, I would like to submit an FOI request (dated 15 October 2020) for a response within 20 working days, as laid out in the legislation.

I would like:

1. All emails, skype chats, teams chats, text messages (where from GLA owned devices) from GLA officials about the renaming of the White Hart Lane station. This includes but should not be limited to:

- a.) Any conversations that have taken place specifically about it;*
- b.) Any conversations where it has been mentioned, where the subject of the conversation was not specifically about Tottenham Hotspur FC or the renaming of White Hart Lane station.*

2. All emails, skype chats, teams chats, text messages (Where from GLA owned devices) from and to Leah Kreitzman about the renaming of White Hart Lane station. This includes but should not be limited to:

- a.) Any conversations that have taken place specifically about it;*
- b.) Any conversations where it has been mentioned, where the subject of the conversation was not specifically about Tottenham Hotspur FC or the renaming of White Hart Lane station.*

3. Detailed minutes from any meetings about Tottenham Hotspur FC, White Hart Lane station, or both. This includes minutes from meetings that were chaired by the GLA, as

¹ <https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information/foi-disclosure-log/foi-meetings-tottenham-hotspur-football-club-july-2017>

well as those held externally. This should include meetings where Tottenham Hotspur FC representatives were present, and where Tottenham Hotspur FC representatives were not present. Should you not have this information, please could you provide a clear rationale as to why (as minutes should be taken at all meetings where external stakeholders are concerned).

4. Any gifts that have been made to anybody representing the GLA (officials and mayoral directors) from Tottenham Hotspur FC.

Our response to your request is as follows:

Please find attached the information the GLA holds within scope of your request. Please note that all Gifts & Hospitality received by Senior managers and Mayoral Directors are declared on our website at:

<https://www.london.gov.uk/about-us/governance-and-spending/good-governance/gifts-and-hospitality>

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>

[REDACTED]

From: [REDACTED]
Sent: 14 November 2017 10:56
To: [REDACTED]
Subject: RE: Spurs

I think it would be a combination of commercial and London Overground, so Graeme Craig and Gareth Powell. Do you need me to pick up?

From: [REDACTED]
Sent: 13 November 2017 17:16
To: [REDACTED] <[REDACTED]@london.gov.uk>
Subject: Spurs

Another random one – Spurs are now offering to pay for a third escalator at Tottenham Hale in return for us changing the name of White Hart Lane to Tottenham. Which bit of TfL would deal with this?

[REDACTED]
Executive Director
Development, Enterprise and Environment

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 03 July 2018 17:02
To: Tim Steer
Subject: press meeting actions

Tim

A couple of things from today's press catch up:

[REDACTED]

Renaming White Hart Lane - Spurs keen to do story soon
Heidi flagged she wants local politicians to be aware/ OK with this: any discussions on that so far? Can we do anything to ask TfL to pick this up without treading on toes?

Thanks

[REDACTED]

Cc: Andrew J. Brown <[REDACTED]> Doyne Stephanie <[REDACTED]@tfl.gov.uk>
Subject: RE: Tfl Restricted: Heidi - Mike 1:1 outcomes - 4 July

Thanks Tim – I'll make those amends.

From: Tim Steer [[mailto:\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)]
Sent: 06 July 2018 17:51
To: [REDACTED]
Cc: Brown Andy (Corporate Affairs); Doyne Stephanie
Subject: RE: Tfl Restricted: Heidi - Mike 1:1 outcomes - 4 July

Thanks [REDACTED] Three minor things:

1. I'd remove the action for Heidi to speak to Leah re WHL – it's only a very informal word that's needed next time they run into each other
 2. I'd word the next point as, "Alex to provide any information on local views about the renaming proposal, including what we know about MP David Lammy's position"
- [REDACTED]

Thanks

[Not relevant to request]

Tim

From: [REDACTED] [[mailto:\[REDACTED\]@tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)]
Sent: 06 July 2018 16:04
To: Tim Steer <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>
Cc: Andrew J. Brown <[REDACTED]> Doyne Stephanie <[REDACTED]@tfl.gov.uk>
Subject: Tfl Restricted: Heidi - Mike 1:1 outcomes - 4 July

Hi Tim and [REDACTED]

See attached and copied below the outcomes from this week's Mike-Heidi 1:1 meeting – apologies for the delay getting these over to you.

Let me know of any amends. I had popped out of the room to get the attendees for item 2 when the discussion on housing veered off to the re-naming of White Hart Lane. I think I caught the end of the conversation/actions but grateful for your feedback.

Thanks

[REDACTED]
[REDACTED]
Business Development and Governance Manager | Corporate Affairs
[REDACTED]

TfL Commissioner / Deputy Mayor for Transport Liaison Meeting – outcomes

Wednesday 4 July 2018

TfL Attendees: Mike Brown, Simon Kilonback, Graeme Craig, Gareth Powell, Alex Williams, Shashi Verma, Lilli Matson, Geoff Hobbs, Mark Wild

GLA Attendees: Heidi Alexander, Tim Steer, [REDACTED]

Item	Action	Owner	Due by
1 – Housing	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
	Heidi to schedule a meeting with Leah Kreitzman on possible re-naming of White Hart Lane station	Tim Steer [REDACTED]	27 July 2018
	Alex to follow up engagement carried out at a local level, including MP David Lammy on possible re-naming of White Hart Lane	Alex Williams	27 July 2018
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	n/a	n/a

[REDACTED]

From: [REDACTED]
Sent: 31 October 2019 08:37
To: Heidi Alexander
Cc: [REDACTED] TT Correspondence
Subject: RE: For approval: People's Question Time briefing - Haringey.docx

Yes, no problem. I'll get them over in an email ASAP

[REDACTED]

From: Heidi Alexander [REDACTED] >
Sent: 31 October 2019 08:35
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] [REDACTED] [REDACTED] [REDACTED] TT Correspondence [REDACTED]
Subject: Re: For approval: People's Question Time briefing - Haringey.docx

Can I see them plse before it goes in?

Ta

H

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: Thursday, October 31, 2019 8:34:06 AM
To: Heidi Alexander [REDACTED]
Cc: [REDACTED] ([REDACTED]@london.gov.uk); TT Correspondence [REDACTED]
Subject: RE: For approval: People's Question Time briefing - Haringey.docx

We'll get these added

[REDACTED]

From: Heidi Alexander [REDACTED]
Sent: 30 October 2019 20:16
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] [REDACTED] TT Correspondence [REDACTED]
Subject: Re: For approval: People's Question Time briefing - Haringey.docx

Hi

I scanned through quickly but couldn't see anything on [REDACTED] or White Hart Lane Station? Apologies if I missed it. I think there need to draft answers to the following Qs:

- [REDACTED]
- Will you stop the renaming of White Hart Lane Station to Tottenham Hotspur?

Ta

[Remainder of email chain not relevant to request]

From: [Heidi Alexander](#)
To: [Cllr Joseph Ejiofor](#)
Cc: [Mayor](#); joseph.ejiofor@haringey.gov.uk; [REDACTED]; [Craig Graeme](#); [REDACTED]; [Tim Steer](#); [REDACTED]
Subject: RE: Proposal to re-name 'White Hart Lane' Station
Date: 01 July 2019 18:07:12

Dear Joe

Further to my email of 30 May, I am conscious that a number of weeks have elapsed and whilst you and I have discussed this matter in person, I haven't had any formal reply from the council.

I do need to be clear that unless, and until, you provide a unequivocal written assurance to me that the London Borough of Haringey stands by the Memorandum of Understanding signed in 2013, TfL will not proceed to public engagement on station renaming and no commercial partnership will be agreed with Spurs on the renaming of White Hart Lane station.

As I set out in my last email this will be a disappointment given the effort that has gone into this initiative, but I regret that I do not think it appropriate for TfL to conduct public engagement when our key public sector partner in Haringey (and indeed the organisation at who's behest these discussions started) has weakened its resolve to pursue station renaming.

I trust we will still be able to continue to work together productively on other matters of importance to the London Borough of Haringey and its residents. I will share shortly with you a draft joint letter regarding investment in a link bridge at Tottenham Hall station for us to send to DfT and Network Rail as we discussed when we met.

Best wishes

Heidi

Heidi Alexander | Deputy Mayor for Transport
City Hall | The Queen's Walk | London | SE1 2AA

From: Heidi Alexander
Sent: 30 May 2019 15:25
To: Cllr Joseph Ejiofor [REDACTED]
Cc: Mayor <mayor@london.gov.uk>; joseph.ejiofor@haringey.gov.uk; [REDACTED]
Craig Graeme [REDACTED]; [REDACTED]; Tim Steer [REDACTED]
Subject: Re: Proposal to re-name 'White Hart Lane' Station

Dear Joe

Thank you for your email of 30 May regarding the renaming of White Hart Lane Station. I have also had sight of your Chief Executive's email of 10 May to Graeme Craig at Transport for London (TfL).

At City Hall and TfL, we share your council's view of the benefits that the new Spurs stadium brings to Haringey, and indeed London more widely.

In terms of station renaming, we note your Chief Executive's comments on local residents and we also note your Councillors' concerns. Given those views, we are keen to avoid a situation in which we are not aligned in our engagement with local residents and stakeholders. I would be happy to arrange a briefing for you with TfL officers on the partnership - please let me know if you would like me to do this.

We have always worked on the basis we had the council's support on station renaming. As recently as 17 August 2017, Haringey Council reiterated in a letter to Graeme Craig the local authority's continued support for the Memorandum of Understanding signed by the London Borough of Haringey and Tottenham Hotspur Football Club in 2013. That MoU included the commitment that the Council would work actively in seeking the renaming of White Hart Lane station. If that commitment has weakened, that clearly changes the basis on which we were proceeding. I would be grateful if you could therefore clarify whether the council stands by this commitment.

Given the effort that has gone into getting to good commercial terms with Tottenham Hotspur Football Club, which provides benefits to both Haringey and TfL, it would be unfortunate if TfL could not now proceed, or if TfL were left standing alone in pursuing a renaming that was instigated at the behest of the Council and reflects a wider local investment by Spurs in the borough.

I look forward to your reply.

Yours sincerely

Heidi Alexander
Deputy Mayor for Transport

From: Cllr Joseph Ejiofor [REDACTED]
Sent: Thursday, May 30, 2019 12:31
To: Heidi Alexander
Cc: Mayor; joseph.ejiofor@haringey.gov.uk; [REDACTED]
Subject: Proposal to re-name 'White Hart Lane' Station

Dear Heidi,

Proposal to re-name 'White Hart Lane' Station

This is just a brief note to follow on from our recent conversation on TfL's public proposals for the renaming of *White Hart Lane* station to *Tottenham Hotspur* station.

I'm writing to you on behalf of Labour Councillors in Haringey, who at a recent meeting expressed concerns that the station re-naming was effectively an attempt to re-brand this area of North Tottenham. This area is a vibrant multicultural socially mixed neighbourhood with a strong sense of community around White Hart Lane.

The Councillors expressed concern that this proposal to re-name the station could be perceived as representing the corporatisation of their community.

I am keen to understand greater details of the proposal's progress to date, including any relevant financial implications, and TfL's proposed route forward as soon as is practically possible.

Regards

--

Joe

(Cllr) Joseph Ejiofor
Bruce Grove Ward - Labour
Leader | Haringey Labour group

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From: [TT Correspondence](#)
To: [TT Correspondence](#)
Subject: FW: White Hart Lane Station
Date: 22 October 2020 11:55:26

From: Heidi Alexander [REDACTED] [gov.uk](#)
Sent: 03 June 2019 13:05
To: [REDACTED]
Cc: Craig Graeme; Leah Kreitzman; [REDACTED]
Subject: White Hart Lane Station

Dear Donna

I just wanted to drop you a short note to let you know that I was in contact with Joe Ejiofor last week. I made it clear to him that we need confirmation from the Leadership of Haringey that they stand by their commitment to actively pursue the renaming of White Hart Lane Station as outlined in the 2013 Memorandum of Understanding.

Joe had asked for more information about the proposals and I have offered to set up a briefing with TfL (he has yet to come back to me). In the meantime however, I am keen that we are doing all we can to get clarity about the Borough's position so that we can move forward.

As you know, since the council and Spurs initiated discussions about the renaming of White Lane Station, we have worked on the basis that we had the council's support. I am keen that TfL and the Borough remain aligned in any engagement with local residents and stakeholders and will keep you updated on any reply I receive from Haringey.

I am copying this to Graeme Craig at TfL and Leah Kreitzman.

Regards

Heidi

Heidi Alexander | Deputy Mayor for Transport
City Hall | The Queen's Walk | London | SE1 2AA

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[REDACTED]

From: [REDACTED]
Sent: 31 October 2019 08:40
To: [REDACTED]; TT Correspondence
Cc: [REDACTED]
Subject: RE: PQT brief

[REDACTED]

Heidi has asked for two additional topics to be added:

- [REDACTED]
- Will you stop the renaming of White Hart Lane Station to Tottenham Hotspur?

Could you send me something via email for this? Ideally we'd include when I submit to [REDACTED] at 12pm if possible to get these over fairly quickly?

Thanks very much

[REDACTED]

[Remainder of email chain not relevant to request]

[REDACTED]

From: [REDACTED]
Sent: 04 November 2019 12:59
To: [REDACTED]
Subject: RE: PQT request - Update Completed Cycle Lanes

Thanks very much [REDACTED]

[REDACTED]

From: [REDACTED]@tfl.gov.uk>
Sent: 04 November 2019 12:49
To: [REDACTED] <[REDACTED]london.gov.uk> [REDACTED]@tfl.gov.uk>
Subject: RE: PQT request - Update Completed Cycle Lanes

Hi [REDACTED]

Hope you're well. Apologies for the delay coming back to you. Outstanding requests:

White Hart Lane

Q: Will you stop the renaming of White Hart Lane Station to Tottenham Hotspur?

A: TfL has had some discussions with Tottenham Hotspur Football Club about a potential ten-year commercial partnership (Heidi was at meeting about this early last week). I have been very clear that any agreement to rename the station must be subject to continued support from Haringey Council and engagement with the local community.

[Remainder of email chain not relevant to request]

11

■■■■■

From: [REDACTED]@tfl.gov.uk>

Hi [REDACTED]

Pls see below Com Dev updates

[illegible]

[REDACTED]

[REDACTED]

[REDACTED]

White Hart Lane

- TfL has had some discussions with Tottenham Hotspur Football Club about a potential ten-year commercial partnership
 - I have been very clear - any agreement to rename the station must be subject to continued support from Haringey Council and engagement with the local community
- [REDACTED]

From: [REDACTED] <[REDACTED]@london.gov.uk>

Sent: 13 January 2020 11:11

To: [REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>

Subject: FW: TO CLEAR: PQT submission

Importance: High

Hi both

Please see below requests from Heidi re PQT.

[REDACTED], but could you look at her questions on WHL, [REDACTED]

Thanks

[REDACTED]

From: Heidi Alexander [REDACTED]

Sent: 12 January 2020 09:28

To: [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED]

Subject: Re: TO CLEAR: PQT submission

I think this is fine.

[REDACTED]

The section on WHL needs enhancing. We have always been clear that there needs to be local engagement on any station name - would need to be supported by Haringey Council given the fact that TfL initially started looking at this at their request.

Ta
H

From: [REDACTED] <[REDACTED]@london.gov.uk>

Sent: Wednesday, January 8, 2020 4:14:28 PM

To: Heidi Alexander [REDACTED]

Cc: [REDACTED]

Subject: TO CLEAR: PQT submission

Heidi,

Please see attached the PQT briefing. This was one you have reviewed previously but PQT was then deferred. I've been through it all with TfL and it's been appropriately updated, including the additional info you requested when you reviewed last time which has been added [REDACTED] and White Hart Lane).

I've submitted to [REDACTED] to meet her deadline but if there is anything additional you want added I can commission from TfL and send on to her.

Thanks

[REDACTED]
[REDACTED]
Transport Team Manager, Transport, Infrastructure and Connectivity

GREATERLONDONAUTHORITY

City Hall, The Queen's Walk, London SE1 2AA

[REDACTED]
[london.gov.uk](mailto:[REDACTED]@london.gov.uk)

[REDACTED] [london.gov.uk](mailto:[REDACTED]@london.gov.uk)

*My pronouns are she/her

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[REDACTED]

From: [REDACTED]@tfl.gov.uk>
Sent: 29 September 2020 15:41
To: [REDACTED]
Subject: RE: Budget comm briefing
Attachments: 2020 10 01 Budget and Performance brief v3 [HA highlights].docx

Here you go. Heidi's highlights remain in place and new material in response her queries are included in blue.

[Remainder of email not relevant to request - please see attachment]

Briefing

To: **Andy Byford, Commissioner**
Simon Kilonback, Chief Finance Officer
Heidi Alexander, Deputy Mayor for Transport

London Assembly Budget and Performance Committee
1 October 2020

Venue:
Chamber, City Hall

EXTRACT FROM BRIEF

Station renaming

- **We have a strong history of securing sponsorship deals, especially linked to new infrastructure such as Cycle Hire - which is among the largest public sector sponsorship deals - and our recent partnership with Dettol. We have worked with companies on temporary rebranding of stations in the past and, while we are not currently pursuing any such plans, we are always exploring creative ways to work with brands**
- There are significant operating costs associated with permanent name changes that would need to be primarily covered by any commercial deal. Any permanent renaming would require support from local stakeholders including the local council. Any renaming or long term commercial sponsorship should ideally have cultural relevance to the line or station in question. That's important for local communities.
- We remain open to investigating any sponsorship possibilities that are put forward by brands and will consider offering naming rights to new infrastructure and modes should the opportunity arise
- Previous one/two-day sponsorships include Canada Water station being renamed Buxton Water for 12 hours during the 2015 London Marathon and Visa sponsored the rename of Southgate station to Gareth Southgate station during the 2018 World Cup for 48 hours. Both brought in investment which was reinvested into London's transport network as well as the brand covered the installation and removal costs for the branding
- We work to commercially innovate and develop compelling propositions for brand partners ranging from long-term strategic sponsorship such as Santander Cycles (£51m for a seven-year deal) and Emirates Air Line (£36m for a ten-year deal)

- Santander Cycles is understood to be the largest public sector sponsorship globally and has set the blueprint for large-scale public sector sponsorship

If pushed on Shaun Bailey's £100m a year figure

- It would be interesting to see how this projection has been calculated and why it is thought to be the panacea of TfL's financial challenges – bearing in mind it costs £600m a **month** to operate services
- TfL already has one of the largest advertising estates in the world which generated in the region of £150m a year, and TfL's innovative Commercial Partnerships team has a wealth of experience facilitating successful brand partnerships
- Station renaming or sponsorship of the scale talked about here would, of course, require significant market interest for it to be viable. Based on TfL's extensive engagement with business, this just does not exist. When TfL has spoken with Marketing Directors at major household name brands in the past, there was no real appetite for station sponsorship or renaming
 - It would be costly – because on top any sponsorship payments to TfL, the sponsor would also need to meet the costs associated with the changes which, when you consider the need to change maps, station signage, customer information, on-street signage, you're talking upwards of £1m. Of course, similar costs would also be incurred once any renaming arrangement ended – and this would fall to the sponsor as well
 - TfL has also been told by business that such arrangements would not necessarily meet commercial objectives of driving sales – it would simply raise awareness of a brand
- Of course, we also now find ourselves in a very different economic environment. The general theory in the advertising industry that spend on advertising follows any rise or fall in GDP. UK GDP has fallen by more than 20 per cent in the second quarter of this year, with the recession brought on by the pandemic leading to the biggest fall in quarterly GDP on record. While we are now seeing some upward movement in our advertising income, our advertising revenues at the end of quarter 1 this year were some 91 per cent lower than the same period last year. I am just not sure the figures spoken about here are really grounded in reality.

If pushed on a deal with Tottenham Hotspur Football Club / renaming White Hart Lane:

- In the past, we have held discussions about a commercial brand partnership with THFC in the event of the station renaming. Discussions were also held with Network Rail as the station owner
- We have been clear that any permanent renaming would require support from local stakeholders including the local council. Any renaming or long term commercial

sponsorship should ideally have cultural relevance to the line or station in question. That's important for local communities

- If this is something LB Haringey wanted to explore further, we are open to having a further conversation about it

If pushed on why we're not pursuing this to raise much needed revenue:

- We already have one of the largest advertising estates in the world which generated in the region of £150m a year. There are significant costs associated with renaming a station, and any deal would need to off-set the costs for us to carry out the renaming – which can be upwards of £1m - and would need to generate significant additional cash income to reflect the promotional value

Background: The Assembly Budget Monitoring Sub-Committee has previously taken an interest in this deal. We have committed to providing the Committee with a written briefing on the status of this partnership, but are waiting for confirmation from LB Haringey before we do so.