

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA170918-3009

29 October 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 17 September 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

1. *Does the GLA have a policy or agreed guidance on the use of public space(s) in London for the advertising or promotion of particular companies or industries? Specifically, does any such policy specify any limitations on the advertising or promotion of companies involved in selling fossil fuels, tobacco or weapons? If yes, please provide copies of any relevant policy documents or materials.*
2. *Does the GLA have a due diligence procedure or other process in place for assessing whether companies wishing to hire public space(s) in London for advertising, promotional or other purposes meet or align with the GLA's own ethical standards? If yes, please disclose details of any such process or procedure.*
3. *Does the GLA have a policy where it specifies any such ethical standards or thresholds that would, in theory, be applied as part of a due diligence process as described in (2). If yes, please disclose a copy of any such ethics policy or document.*
4. *To provide copies of any applications made to the GLA for the hire or use of public space(s) in London by tobacco companies, fossil fuel companies or weapons companies in the past year; and the response sent by the GLA to these requests.*

Please find below and attached the information we hold within the scope of your request.

The [GLA and TfL Sponsorship Policy](#) (attached) sets out the 4 key principles for all contractual Partnerships that the GLA and TfL enter into. This policy applies only to these parties and cannot be enforced on other organisations.

It is deliberately structured to allow application across the broad range of projects and events that we deliver. Principles 1 and 3 are particularly relevant to the points raised:

- *Principle 1: The Authority may only enter into sponsorship arrangements when it is in its best interest to do so.*
- *Principle 3: Sponsorship opportunities must support or further the Authority's objectives and priorities.*

Term 5 looks most closely at the questions of “appropriate sponsors” and specifically addresses firearms and tobacco:

- *5.6. In identifying a sponsor, the Authority will generally seek to consider the appropriate balance of the commercial offer, the strategic fit of the bidder and their plans for activation of the rights on offer.*

In addition, the GLA has an internal vetting process that is applied to all potential Sponsorship and Partnerships, which ensures that we review all opportunities on an individual basis and allows the GLA to balance the potential benefits against any reputational risks. This process is reviewed regularly to reflect external factors and make sure it remains relevant.

- *5.5 The Authority will not enter into agreements for sponsorship from:*
  - a) Political parties and pressure groups;*
  - b) Organisations in financial, planning, legal or other conflict with the Authority;*
  - c) Organisations involved in the illicit production and sale of weaponry including firearms;*
  - d) Organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010;*
  - e) Manufacturers or sales of tobacco; and*
  - f) Organisations deriving income from pornography, or immoral activities.*

With regards to external events on Trafalgar Square the GLA does not consider any events which publicise or promote tobacco, alcohol or gambling on the square. This includes sponsors of events. This is in line with Mayoral policies.

With regards to part 3 of your request, please see guidance released under previous FOI disclosure and available on our [disclosure log](#)

Regarding part 4 of your request, we have not received any applications via our website from tobacco companies, fossil fuel companies or weapons companies in the last twelve months.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA170918-3009.

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>