

# GREATER LONDON AUTHORITY

Mayor's Office

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31 JUL 2012

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Our Ref: MGLA130712-9269

**John Biggs AM**  
City Hall  
The Queen's Walk  
More London  
London SE1 2AA

Date: 30 JUL 2012

Dear John

Thank you for your letter of 10 July about Transport for London (TfL) sponsorship policy.

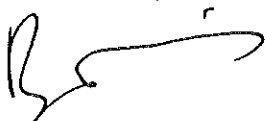
As you state in your letter, the Committee asked TfL to respond by the end of 2012 or before it enters into further sponsorship deals (whichever comes first). You will be aware that TfL has not entered into any sponsorship deals since the Committee's report was published. There is significant work underway in TfL both to set out a potential scope for future sponsorship and, in parallel, draft a new sponsorship policy. The new policy will be shared with the Committee after it has been formally reviewed and approved within TfL. With the current focus on Games activity, the new policy will not be agreed before October 2012. The Committee's request for a reply by the end of 2012 should nevertheless be met.

You also requested that I provide an in principle response to the recommendations in the report. As the majority of the recommendations aligned with TfL's proposed plans, I have no issue in endorsing them. I suggest however that the detail is best considered when the proposed options for future TfL sponsorship and the associated policy are presented together as a package later this year.

There is one issue. In the case of pre-existing sponsorship contracts, TfL has legally committed to both current contracts and payments remaining confidential. TfL is therefore not in a position to comply with your request to release details on existing sponsorship deals. That notwithstanding, I have asked Barclays and TfL to work together to see what elements of the existing contract can be published without undermining commercial confidences. Similarly, TfL is liaising with the unsuccessful bidders for the cycle hire with the aim of getting agreement to the publication of the size of their bids.

Thank you again for writing to me.

Yours ever,



**Boris Johnson**  
Mayor of London