1. Summary


2. Recommendation


3. Background

3.1 The Budget and Performance Committee began an investigation into Transport for London’s (TfL) sponsorship policy in November 2011.¹ The terms of reference of the investigation were to answer the following questions:

1. Does TfL have a robust set of processes in place to manage the sponsorship process?
2. Do these processes comply with existing best practice?
3. Has policy changed on the use of commercial sponsorship since the Comprehensive Spending Review?
4. What considerations were taken into account when choosing the Cycle Hire Scheme and Cable Car sponsors?
5. How does TfL manage a situation where a sponsor’s objectives conflict with those of the Mayor/GLA group?
6. What are the lessons learnt?
7. How much does TfL spend on promoting schemes like the Barclays Cycle Hire Scheme and does the sponsor contribute to this?
8. Are there any areas of TfL’s operations that are off-limits for corporate branding?

---

3.2 The Committee held a meeting on this investigation on 8 December 2011. Guests at the meeting were: Graeme Craig, Commercial Development Director, TfL; and Daniel Moylan, Deputy Chairman of the TfL Board.

4. Issues for Consideration

4.1 The Committee’s report *Whose Brand Is It Anyway? A Review of Transport for London’s Sponsorship Policy*, was published on Monday 20 February, and is attached to the report as Appendix 1.

5. Legal Implications

5.1 The Committee has the power to do what is recommended in this report.

6. Financial Implications

6.1 There are no direct financial implications of this report.

List of appendices to this report:
*Appendix 1 - Whose Brand Is It Anyway? A Review of Transport for London’s Sponsorship Policy*

Local Government (Access to Information) Act 1985
List of Background Papers: None

<table>
<thead>
<tr>
<th>Contact Officer:</th>
<th>Will Haley, Budget &amp; Performance Advisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone:</td>
<td>0207 983 4681</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:will.haley@london.gov.uk">will.haley@london.gov.uk</a></td>
</tr>
</tbody>
</table>