



**Sian Berry AM**  
**City Hall**  
**The Queen's Walk**  
**LONDON SE1 2AA**

Our ref: 2019\_06\_MQT

29 July 2019

Dear Sadiq,

### **Advertisements on the TfL Network**

Thank you for your answers to my questions at the 20 June Mayor's Question Time (MQT) on the subject of adverts on the Transport for London (TfL) network. I was glad that we were in agreement on the damaging nature of recent adverts from the short-term lettings company Hostmaker, and I was very encouraged to hear that you are keen to continue to improve our management of adverts across the TfL estate.

As you said, we have a responsibility as public servants to protect Londoners from the most harmful effects of advertising. In my view, this includes protection not only from offensive or harmful images or messages, but also from being marketed to by companies whose products cause damage at a personal or society level. Recent examples we discussed at MQT include those that exacerbate the housing crisis, come from repressive regimes, body-shame people or relentlessly promote unhealthy foods. Since our discussion, we have also seen the appearance of a highly offensive advert by taxi-hailing service Kapten, which was removed in response to complaints, and which made a joke out of violence against women.

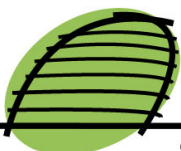
Unfortunately, we ran out of time for you to answer my final question at MQT. However, in view of the constructive nature of our discussion, are you willing to meet with me soon to discuss how to improve things further, including:

- considering a proactive review of TfL's policies on the content and nature of adverts, in order to prevent harm to Londoners, and
- considering the impact on Londoners of our contribution to the high volume of corporate messages they are exposed to in their daily lives?

I appreciate your willingness to look at this issue and to be receptive to new ideas on how we approach it. I look forward to hearing from you soon.

Yours sincerely,

**Sian Berry**  
**Green Party Member of the London Assembly**



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