



Emma Best AM
Chairman of the Health Committee

Sir Sadiq Khan
Mayor of London

(Sent by email)

28 May 2025

Dear Sadiq

I am writing as Chair of the London Assembly Health Committee regarding public health awareness campaigns on the TfL network. I have also written to the TfL Commissioner about this issue, and have attached this letter.

Advertising across the TfL network provides an important platform for getting key messages across to Londoners. The Health Committee has repeatedly called on you to use this platform to share vital public health messaging. In our report on gambling-related harms, published in March 2024, we recommended:

“The Mayor should work with the NHS in London to pilot public health awareness messaging relating to gambling harms. This should include providing advertising space on the TfL network.”¹

In our recent report on HIV in London, we recommended:

“The Mayor should introduce HIV public health messaging on Transport for London’s estate, with the aim of normalising information about HIV and addressing HIV-related stigma. He should work with HIV charities and health partners in London to do this. This should occur within the current Mayoral term (2024-28).”²

¹ London Assembly Health Committee, [Gambling-related harms in London](#)

² London Assembly Health Committee, [Getting to zero by 2030: HIV in London](#)

We are still awaiting a response to our report on HIV in London. In response to our report on gambling-related harms, you stated that:

“City Hall has a very limited allocation of space on the TfL network and is not currently able to offer advertising space for free within this allocation. More widely, TfL’s commercial arrangements prevent the provision of free advertising space in London to third parties.”³

We understand that TfL needs to generate revenue from advertising. However, as noted in your response to our report, City Hall does have an allocation of advertising space on the TfL network, and you have previously highlighted your role in instructing TfL to provide free advertising space for a COVID-19 campaign around face coverings.⁴ We believe this should include more messaging related to public health matters.

We are aware that TfL has previously held competitions for diverse businesses to be awarded free advertising space.⁵ We believe that a similar initiative around public health awareness campaigns is worth looking into.

We would encourage you to work with the TfL Commissioner to find a solution whereby some advertising space can be allocated for third party public health awareness messaging. We look forward to your response, and to hear what action you have taken.

The Committee would welcome a response by Friday 27 June 2025. Please send your response to the Committee’s clerk, Diane Richards, at diane.richards@london.gov.uk.

Yours sincerely,



Emma Best AM
Chairman of the Health Committee

³ Response sent to the London Assembly Health Committee

⁴ [MQT Ref 2023/0862: London's Health \(5\)](#)

⁵ The Drum, [TfL doles out £500k of free ad spend to ageism competition winner Replens](#), 16 March 2021