

LONDON ASSEMBLY

City Hall
Kamal Chunchie Way
London
E16 1ZE
Tel: 020 7983 4000
www.london.gov.uk



Emma Best AM
Chairman of the GLA Oversight Committee

Rt Hon Lord Sadiq Khan
Mayor of London
City Hall
(sent by email)

cc. Andy Lord, Commissioner, Transport for London

28 September 2026

Dear Mayor,

I am writing to you as Chairman of the London Assembly's GLA Oversight Committee regarding expenditure on GLA marketing campaigns and the use of advertising space on the Transport for London (TfL) network. The Committee held a meeting on this topic on 2 September with the GLA's David Bellamy (Chief of Staff), Puja Parmar (Mayoral Head of Marketing and GLA Brand Strategy), Chandru Dissanayake (Executive Director of Strategy and Communications) and Nicole Valentinuzzi (Director of External Relations).

In our meeting, we discussed the use of the GLA's central marketing budget and amounts allocated to specific campaigns. This included the current 'Ten Years Together for London' campaign, which seeks to promote some of the achievements of the GLA Group since you

became Mayor in 2016. We were told that the direct marketing spend by the GLA on this campaign was £2,400.¹

This campaign included use of advertising space on the TfL network for posters, both in stations and on board trains. I understand that the space used for this was from the allocation of advertising space provided without charge by TfL to the GLA.

We asked attendees at our meeting what the commercial value of these allocated poster spaces would be, were they to be sold to advertisers. The Committee was told that the space used from this campaign on the TfL network was “non-commercial” and not assigned any advertising value by TfL or its advertising partners, Global and JCDecaux.²

Even if the specific poster spaces have not recently been used for paid advertising, it is clear that they could be, and are close to spaces that have been sold commercially. Therefore, it should be possible to estimate the approximate cost of renting that space if it were made available commercially. **Please can you provide an estimate to the Committee of the approximate commercial value of the space used for the ‘Ten Years Together for London’ campaign on the TfL network?**

As we expect this will require information from TfL, I have copied in the TfL Commissioner to this letter.

I would also like to address a related point about the GLA’s Use of Resources policy and access to TfL advertising space.³ A specific clause was cited in the meeting, with GLA officials explaining that the policy does “*justify why more is allocated to the Mayor and the Mayor’s Office*”,⁴ in relation to whether the Assembly may use this space for its own public communication purposes. The cited clause in the GLA’s policy states:

The Mayor is free, as is any Assembly Member, to discuss and inform people in relation to their policies and activities; it is simply a matter of fact that, in light of the relative range of powers afforded to the two offices, the Mayor has much greater scope than an Assembly Member properly to engage in publicity and communications activities whilst using the Authority’s resources.⁵

The policy does not specifically refer to TfL advertising space. We acknowledge the relative duties and powers of the office of the Mayor and the London Assembly, which arguably mean that more of this space should be allocated to public information campaigns agreed by the Mayor. However, there is nothing in the Use of Resources policy to suggest that the Mayor has been given exclusive use of what is clearly a highly valuable communications resource for the GLA. **What specific policies, contractual arrangements or operational constraints prevent the London Assembly from using this space for other Assembly-related**

¹ [Transcript of GLA Oversight Committee meeting](#), 2 September 2026, item 6, page 18

² [Transcript of GLA Oversight Committee meeting](#), 2 September 2026, item 6, pages 15 and 19

³ The Committee also notes that this space is used to promote the People’s Question Time event on a biannual basis.

⁴ [Transcript of GLA Oversight Committee meeting](#), 2 September 2026, item 6, page 25

⁵ GLA, [The Use of GLA Resources](#), December 2023

communications and promotional activity? If no such constraints exist, what process would need to be followed to secure access to it?

I would be grateful if you could provide a response to this letter by the end of October 2026. Please copy in officers supporting the Committee: Nikoleta.Kemp@london.gov.uk and Richard.Berry@london.gov.uk.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Emma Best', written in a cursive style.

Emma Best AM

Chairman of the GLA Oversight Committee