



Tom Copley AM  
Chair  
Economy Committee  
London Assembly  
City Hall  
The Queen's Walk  
London SE1 2AA

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Dear *Mr Copley,*

## Centre Stage - London's small theatres

Thank you for your letter to Sir Peter Hendy of 25 July 2013. This asked for a reply by the end of October and I am sorry that we have run right up against this deadline before getting back to you.

Unfortunately, our current commercial arrangements precludes us from gifting 'unsold' advertising space to local theatres.

However, we are very keen to help promote all that London has to offer, including small theatres. To allow us to do more in this area, we are currently making major changes to our website, which attracts millions of visitors every day.

When the new site is launched early next year, we would like to discuss how we might promote local theatres. This will build on initiatives such as that earlier this year when, prompted by the findings of your report, we launched a special map highlighting the nearest Tube and rail stations to a number of small theatres.

We will also continue to include theatres in our local area maps at stations. If someone could let us have a complete list then we are happy to make sure any theatres that are not currently included are added when the maps are next updated.

Finally, it is worth noting that our advertising sales agent CBS Outdoor (CBSO) do offer different rates on advertising space for local, independent advertisers and it may be that theatres approaching CBSO directly could benefit from this.

I will follow up with you when the new website is fully up and running to discuss how we take this forward.

Yours sincerely

Vernon Everitt  
Managing Director, Customer Experience, Marketing and Communications