

**Tom Copley AM | LONDON ASSEMBLY LABOUR**

*Working hard for Londoners*

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Mayor of London  
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22 May 2019

Dear Sadiq,

I have been contacted by a number of Londoners regarding advertisements for Hostmaker on the TfL Estate.

You may have seen recently that Hostmaker was one of a number of short-term lettings management companies that was found by a recent [BBC investigation](#) to be encouraging landlords to break the law, in particular the 90 day annual limit on short term lettings in London. I therefore believe these adverts do not meet TfL's advertising policy which states:

*"2.3 An advertisement will not be approved for, or permitted to remain on, TfL's services if, in TfL's reasonable opinion, **the advertisement does not comply with the law**, does not comply with the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (or any relevant CAP code), is not socially appropriate, or is inconsistent with TfL's obligations under section 149 of the Equality Act 2010 (the Public Sector Equality Duty). More particularly, an advertisement will be unacceptable if:*

[...]

***(m) it may adversely affect in any way the interests of the site owner, TfL or any member of the GLA Group.***

Hostmaker has been found to be actively encouraging landlords to break the law, and is acting in contravention to Mayoral policy on short-term lettings.

The 90 day limit on short term lets in London is vital, because without it, more and more homes in London would become permanent holiday homes – without local authority oversight – taking them out of use for Londoners and pushing up rents, at a time of housing crisis in our city.

I am pleased that you have recognised the importance of this, and have recently proposed a voluntary registration system to better enforce the law, and it is great that Airbnb is supportive of these measures. However, managing agents like Hostmaker act to allow landlords to evade measures put in place by platforms like Airbnb to prevent this.

I am therefore writing to ask you in your capacity as Chair of TfL to ask that TfL no longer accepts advertisements from Hostmaker on its estate.

I would also ask that you consider amending TfL's advertising policy so that any property management companies that wish to advertise on the estate must have followed Airbnb's lead and implemented a voluntary cap to enforce the 90 day limit, or have signed up to the registration system if the Government follow your request and implement it.

Best wishes,

A handwritten signature in blue ink, appearing to read 'Tom Copley', written in a cursive style.

**Tom Copley AM**  
LONDONWIDE ASSEMBLY MEMBER