



London Borough of Camden Council  
Development Management  
Camden Town Hall Extension  
Argyle Street  
London  
WC1H 8EQ

06 December 2024

Dear Sir / Madam

## **TfL's bus shelter advertising concession**

As part of our continuing commitment to improvements in public transport provision within the capital, Transport for London (TfL) has renewed its partnership with JCDecaux to develop our bus shelter advertising concession.

The contract begins on 1 April 2025 and is for a period of eight years. The contract was awarded following a comprehensive competitive tender process which assessed the supplier's capability and capacity to support and actively contribute to the delivery of the following TfL key objectives.

- A good transport experience – Maintaining and enhancing the reliability, accessibility and quality of London's bus service network
- Revenue generation – TfL invests all income from advertising into London's transport infrastructure helping us to keep fares as low as possible
- Improving London's environment and air quality- continuing to deliver environmental improvements, including improving air quality, and reducing CO<sub>2</sub> from ground-based transport and impacts of noise.

The investment in modern advertising display formats at bus shelters is already part of the fabric of our estate and this will continue through the life of the new partnership. Modern digital formats can display live travel status updates, tourist information and emergency messaging in the event of major incidents. I believe these capabilities represent a significant improvement in the relevance and function of bus shelter advertising and I hope that you will support this exciting project by granting the necessary consents to enable the improvement to be implemented.

JCDecaux will act as our agent and will begin submitting application to London Boroughs over the next few months in readiness for the transformation in 2025. JCDecaux's Planning Team is headed by Martin Stephens and he will be the main liaison with your Officers. All the proposals relate to existing bus shelters with advertising in your Borough and will simply involve the updating of the display method (with no change to the bus shelter position or footprint). It is anticipated that the assessment criteria will be straightforward and not require a Pre App. However, if you do wish to discuss this project before applications are submitted then please contact Martin, whose details are provided at the foot of this letter.

Thank you in advance for your support and assistance in delivering these valuable improvements to London's bus shelter network.

Yours sincerely



Emma Strain

**Customer Director**

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Copy to

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