Transport for London

Commercial - Surface
Transport for London
10th Floor, Zone 10G6,
Palestra
197 Blackfriars Road
London
SE1 8NJ

8th September 2015

tfL scp 001330 – Bus Shelter Advertising Concession - Letter of support

Dear Sir / Madam,

As part of our continuing improvements to public transport provision within the Capital, Transport for London has awarded the contract to operate our bus shelter advertising concession to JCDecaux from 1st January 2016 for a maximum period of up to 8 years.

The contract was awarded following a comprehensive tendering process which assessed supplier capability and capacity to support and contribute to the delivery of the following business outcomes;

- **Quality Bus Network;** maintain and enhancing a reliable, accessible and high quality bus network.
- **Maximising revenue generation;** continue to develop and secure new ways of securing revenue for re-investment in transport infrastructure.
- **Safer and More efficient deliveries;** supporting more sustainable patterns of the delivery of goods and services.
- **Improving the environment;** continuing to deliver environmental improvements, including improving the natural environment and air quality, and reducing CO_2 from ground based transport and impacts of noise.

JCDecaux is a world renowned advertising company that pioneered the integration of advertising within bus shelters. We therefore believe they are best placed to fully develop the London bus shelter estate and deliver the desired business outcomes. The contract will see significant and lasting improvements to the travelling experience for visitors and workers throughout London. We will work closely with our new Partner to deliver these improvements, which include the installation of state of the art digital displays as part of the fabric of many of the bus shelters in our estate.

Our bus network carries 6.5 million people every day, and with almost 5,000 bus shelters in some fantastic locations across the Capital, this is a great opportunity for advertisers to reach our customers. Transport is an essential part of life in London and as our city grows, we have plans in place to ensure everyone who lives, works and visits London has the transport they need. JCDecaux proposes to install the latest generation of digital advertising technology and will manage all content displayed via secure connections.

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JCDecaux SmartScreens have the capability to display live travel status updates, tourist information and, in the event of major incidents, emergency messaging. We believe this represents a significant change in the function and relevance of bus shelter advertising displays.

Our ability to generate revenue through advertising is a key component in our delivery plans - TfL does not make a profit through the advertising concession, because all income is reinvested for the benefit of our customers to make every journey matter. These improvements relate to both existing and new units and will require your Councils consent. It is hoped that you will support this exciting project by granted consent for the planned improvements as illustrated within the applications before you, and help us to deliver the transport network London deserves.

Yours sincerely



Chris Jones
Commercial Manager