

From: Juliette Enser
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Dear local authority or local transport body Chief Executive

Street furniture contracts

The CMA is publishing this open letter to inform local authorities and local transport bodies of the outcome of its recent engagement with JCDecaux – one of the largest operators of street furniture-based advertising – regarding street furniture contracts which contain exclusivity clauses with respect to the display of advertising.

We have been made aware that some local authorities and local transport bodies may have mistakenly understood that any agreement that they have for JCDecaux to exclusively install street furniture, such as bus stops, that incorporates advertising screens would prevent other firms from installing on-street electric vehicle (EV) chargers that include an advertising screen within that local area. The CMA was concerned that this may be negatively impacting competition in on-street advertising as well as slowing the roll-out of public EV charging infrastructure.

We have written to JCDecaux which has confirmed that it “will not enforce any exclusivity terms which would prevent the installation of electric vehicle charging with integrated advertising that is at a distance of more than 25 meters from existing JCDecaux street furniture.” This confirmation is in accordance with voluntary assurances given by JCDecaux and Clear Channel to the Office of Fair Trading (a predecessor body to the CMA) in 2012.¹

We are now calling on local authorities and local transport bodies to review their arrangements to ensure that they are not mistakenly being interpreted as preventing innovative providers of EV charging infrastructure from investing in local

¹ [Voluntary assurances from Clear Channel UK and JCDecaux UK.](#)

communities and working with local authorities and transport bodies to help the transition from petrol and diesel vehicles to EVs.

Should your authority look to introduce or renew any exclusive arrangements in relation to advertising on street furniture, we are further asking that you consider the scope of those arrangements and that relevant teams understand what those arrangements mean in practice. In this respect, you may also wish to note that the Office of Fair Trading published a set of non-binding recommendations to local authorities regarding their approach to tendering street furniture advertising contracts.²

We wished to bring this matter to your attention to help you to ensure that people and businesses within your local area can benefit from a fast and comprehensive roll-out of EV charging points.

Yours faithfully,

Juliette Enser

Interim Executive Director – Competition Enforcement

² [Street furniture advertising: recommendations to local authorities.](#)