# Network Rail seeks to strip hundreds of adverts from Liverpool Street to reveal Victorian fabric and calm crowds



Network Rail has asked planners’ permission to strip back the sea of posters and billboards that currently crowd London Liverpool Street station, proposing a radical reduction in advertising in favour of fewer, modern digital screens and more passenger information displays. According to the original report in The Independent, the operator says the changes are intended to smooth passenger flows and reveal long‑hidden station fabric, with the company framing the move as part of a wider effort to improve journeys through Britain’s busiest railway hub. A Network Rail spokesperson told The Independent: “Our aim is to improve passengers' journeys through our station by installing additional information screens and replacing old advertising boards with modern digital displays. Should we receive planning permission, we hope these changes will make travelling through Britain's busiest station a much smoother experience.”

Network Rail’s planning documents identify 148 advertising boards across the concourse and platforms and propose cutting that total to as few as 34. The scheme would remove some 138 static posters and replace them with 17 new digital advertising boards sited in revised locations, while a further seven static boards are earmarked for replacement under an earlier consent. The operator says a smaller number of screens — and additional departure displays at platform ends — will both deliver clearer travel information and help disperse crowds more efficiently during peak and disrupted periods.

The application stresses an asserted heritage upside to the decluttering: the removal of adverts would, Network Rail claims, reveal covered‑up walls and sightlines across the 1870s train shed, producing a “heritage benefit” by exposing original fabric. Those assertions form part of the company’s broader narrative that the works will balance operational modernisation with respect for the station’s historic character. Industry briefings and Network Rail’s own publicity describe the package as intended to “future‑proof” Liverpool Street for substantial passenger growth in the decades ahead.

The proposal is not being offered in isolation: Network Rail has pointed to recent precedent at Euston where a large commercial screen was switched off after passenger feedback and later repurposed to display live travel information. Network Rail said the Euston change — one of a number of immediate measures taken after concerns that advertising had reduced the visibility of core departures information — helped create clearer focal points for passengers and ease unsafe last‑minute movements on the concourse.

Liverpool Street’s advertising overhaul sits alongside a far larger redevelopment bid for the station. Network Rail’s planning submission and accompanying materials set out ambitions for step‑free access across the site, adding multiple new lifts and escalators, widening the concourse, new entrances to improve pedestrian flow, and other measures such as increased ticket barriers, family toilets, cycle storage and more café space. The operator has characterised the works as creating a “landmark gateway to the City” and says they are designed to improve accessibility and capacity.

But the wider redevelopment has attracted controversy. Reporting from the BBC highlights that the scheme was revised after strong public and heritage objections, including the replacement of the original architect and developer; the amended plans reduced an over‑station building and reshaped entrance and concourse proposals following a large number of consultation responses. Heritage groups and some civic commentators have been particularly vocal about impacts on the historic station and surrounding streetscape, making approval anything but a foregone conclusion.

For now, the advertising reductions and the wider redevelopment remain subject to planning decisions. Network Rail presents the package as a way to improve passenger information, accessibility and circulation while revealing historic fabric, but critics warn that such benefits must be weighed against cumulative impacts on a listed Victorian station and the surrounding conservation area. If planners grant permission, the changes to how advertising and passenger information are displayed at Liverpool Street will provide a live test of whether turning commercial real‑estate on concourses into clearer, digitally driven information hubs genuinely improves safety and the passenger experience — as Network Rail argues — or merely reshapes the station’s public face.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html), [[3]](https://www.networkrailmediacentre.co.uk/news/its-time-to-transform-london-liverpool-street)
* Paragraph 2 – [[1]](https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html), [[2]](https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html), [[5]](https://www.standard.co.uk/news/transport/liverpool-street-departure-screens-adverts-b1242618.html)
* Paragraph 3 – [[1]](https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html), [[3]](https://www.networkrailmediacentre.co.uk/news/its-time-to-transform-london-liverpool-street)
* Paragraph 4 – [[6]](https://www.networkrailmediacentre.co.uk/news/new-use-for-euston-advertisement-screen-as-its-turned-back-on-after-passenger-feedback), [[7]](https://www.bbc.co.uk/news/articles/cm2987kvp3no)
* Paragraph 5 – [[1]](https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html), [[3]](https://www.networkrailmediacentre.co.uk/news/its-time-to-transform-london-liverpool-street), [[4]](https://www.bbc.com/news/articles/cy4vll873dqo)
* Paragraph 6 – [[4]](https://www.bbc.com/news/articles/cy4vll873dqo)
* Paragraph 7 – [[1]](https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html), [[3]](https://www.networkrailmediacentre.co.uk/news/its-time-to-transform-london-liverpool-street), [[4]](https://www.bbc.com/news/articles/cy4vll873dqo), [[6]](https://www.networkrailmediacentre.co.uk/news/new-use-for-euston-advertisement-screen-as-its-turned-back-on-after-passenger-feedback)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/travel/news-and-advice/london-liverpool-street-adverts-network-rail-redevelopment-b2806684.html> - This Independent article reports that Network Rail has applied to reduce the number of advertising boards at London Liverpool Street station by over 75 per cent, replacing many static posters with modern digital displays and additional information screens. It states Network Rail identified 148 advertising boards and proposes cutting these to as few as 34, removing 138 static posters and installing 17 new digital advertising boards, with seven further replacements already approved under an earlier plan. The piece also links the advertising overhaul to a broader multi‑million pound application to redevelop and future‑proof the station, improving passenger information and revealing historic station fabric.
3. <https://www.networkrailmediacentre.co.uk/news/its-time-to-transform-london-liverpool-street> - Network Rail’s official media release outlines its submitted planning application to transform London Liverpool Street station, describing the scheme as intended to future‑proof Britain’s busiest station and improve passenger experience. The statement notes current annual usage figures, forecasts future passenger growth and says the proposals will enable the station to serve substantially more people, with enhanced accessibility, new entrances and improved concourse arrangements. The release sets out ambitions for step‑free access, additional lifts and escalators, better passenger flows and enhanced public spaces, and frames the development as a landmark gateway to the City designed to balance operational needs with the station’s historic character.
4. <https://www.bbc.com/news/articles/cy4vll873dqo> - The BBC reports on Network Rail’s submission of revised plans for Liverpool Street station, noting the replacement of the original architect and developer after strong public and heritage objections. The piece summarises the amended scheme’s features, including a reduced over‑station building, redesigned entrances, enlarged concourse space, and a package of accessibility improvements such as new lifts and escalators. The BBC article highlights the contentious heritage debates surrounding the proposals, references the large number of consultation responses, and states Network Rail’s aim to prepare the station to accommodate substantial passenger growth in the decades ahead while addressing operational and passenger‑information improvements.
5. <https://www.standard.co.uk/news/transport/liverpool-street-departure-screens-adverts-b1242618.html> - The Evening Standard’s coverage explains that Network Rail intends to slash advertising at Liverpool Street station, reporting the figure of 148 identified advertising boards and the plan to reduce the total to 34. The article repeats details that most existing displays are static posters, which the operator proposes to replace with a smaller number of digital screens and additional departure information displays to aid passenger flow. It situates the advertising changes within wider redevelopment proposals and cites Network Rail spokespeople on the intention to improve passenger journeys and reveal covered‑up historic fabric as part of a broader station upgrade and accessibility programme.
6. <https://www.networkrailmediacentre.co.uk/news/new-use-for-euston-advertisement-screen-as-its-turned-back-on-after-passenger-feedback> - Network Rail’s media centre describes how the large advertising screen at London Euston was switched off for review and later repurposed to display live travel information following passenger feedback and a five‑point plan to improve the station. The release explains testing phases for showing departure and service updates on the formerly commercial display, linking the change to efforts to alleviate overcrowding and improve passenger information during disruption. The statement quotes Network Rail route directors and highlights that the initiative formed part of a set of immediate actions to create clearer focal points for travel information on the concourse and improve the customer experience.
7. <https://www.bbc.co.uk/news/articles/cm2987kvp3no> - This BBC News report documents the October decision to switch off a large advertising board at London Euston after criticism that replacing the main departures display with a commercial screen had reduced visibility of passenger information. It records comments from the Transport Secretary and notes that the move formed part of urgent measures to address overcrowding and last‑minute announcements that were causing dangerous passenger movements. The article explains that Network Rail was tasked to review how concourse displays are used and to produce immediate improvements to ensure clearer, safer passenger information and better management of concourse space during disruption.