

Advertising Steering group minutes

Date: Thursday 25 May 2023

Time: 16:00 to 17:30

Attendees: Dr Mee Ling Ng, Chair (ML), Tom Knox (TK), Elliot Treharne (ET), Chris Reader (CR), Emma Strain (ES), Donata MacCrossan (DM), Amelia Pickthall (AP), Amy Ramsden (AR), Aaron Page (AP), Kirsty Macfarlane (KM), Shani Dhanda (SD), Marty Davies (MD), Nicole Valentinuzzi (NV), Bola Odeyemi (BO)

1	Chair's welcome
	Dr Mee Ling Ng welcomed members to the tenth meeting of the Advertising Steering Group (ASG). Special welcome given to two news members of the Steering Group, Marty Davies and Shani Dhanda
2	Apologies
	Apologies from Seb Dance, Sarah Brown, Phillipa Diedrichs and Rebecca Canham.
3	JCD and Global updates
	Presentations from Transport for London's (TfL) advertising partners on the number of campaigns run, category breakdowns, number of amendments and rejections, advertisements with the most complaints, and examples of best practice.
	AP, AR and AP delivered a presentation for Global covering October 2022 to 31 March 2023 KM, delivered a presentation for JCDecaux covering October 2022 to 31 March 2023. See appendix 1 for breakdown of category data
4	Number of complaints and rejections from TfL
	CR talked through the complaints and rejections from TfL during the period October 2022– March 2023.
5	Gambling advertising restrictions update
	ES explained research undertaken has been completed, this was commissioned by the GLA public health unit. The GLA needs to work through what the next steps are to inform any policy changes.

	<p>The Advertising Standards Authority is hosting an event about gambling adverts on 1 June, DM will attend.</p>
6	<p>High carbon products advertising and policy knowledge sharing</p> <p>The group discussed pressure building around high-carbon products advertising and impact on any industry policies including TfL's policy.</p> <p>TfL received a letter from the campaign group Badvertising last year raising the advertising of high carbon products on its network.</p> <p>ACTION: DM to share TfL's response with the group</p> <p>CAP advice is sought for any environmental claims in adverts to help address misinformation and green washing to consumers. Fossil fuel advertisers do engage in green activity. Things to note:</p> <ul style="list-style-type: none"> • advertising restrictions could disincentivise companies trying to reduce carbon/take steps to reduce environmental impact • There is currently no model to refer to for high carbon products (like nutritional model for HFSS guidelines) <p>TfL has met with a number of countries to share best practice on this topic and other policy areas.</p> <p>ACTION: TfL to present on learnings at next Advertising Steering Group meeting in November</p>
7	<p>Terms of reference (ToR)</p> <p>ML noted updated Steering Group ToR was shared prior to the meeting and members were asked to confirm their agreement.</p> <p>See appendix 2 for updated ToR</p> <p>ACTION: DM to share ToR, terms of appointment and code of conduct for group members to sign</p>
8	<p>AOB</p> <p>ACTION: DM to share biographies of the two new Steering Group members to the Group along with meeting minutes</p> <p>The group will continue to meet in person</p> <p>Next meeting will be at 15:30 on 9 November 2023</p>

Appendix 1 – Advertising campaigns run by category from October to 31 March 2023

Category	No of Campaigns
Business & Industrial	599
Charities	59
Clothing & Accessories	166
Computers	142
Cosmetics & Personal Care	175
Drink	171
Education & Vocational	76
Electronics, Household Appliances & Tech	15
Entertainment & Leisure	1259
Finance	372
Food	136
Government Social Political Organisation	506
Household Equipment & DIY	42
Household fast moving consumer goods	26
Leisure Equipment	84
Luxury Goods	29
Mail Order	65
Media	331
Miscellaneous	31
Motors	5
Multi Advertisers	28
Online Retail	66
Pharmaceutical	136
Property	157
Recruitment Classified	19
Retail	523
Sport	6
Telecoms	62
Tobacco & Accessories	3
Travel & Transport	300
Total	5589

Advertising Steering Group Terms of reference

Updated May 2023

Purpose

The purpose of the Advertising Steering Group (the Group) is to provide strategic advice and guidance to Transport for London (TfL) on the application of, and any changes to, its Advertising Policy (the Policy).

The Policy sets out the standards for commercial advertising that will be accepted on TfL's advertising estate and is put into practice on TfL's behalf by its advertising partners. It also applies to advertisements that TfL develops for its own services and those developed by the Greater London Authority on behalf of the Mayor and London Assembly.

The overall aim of the Policy is to set out clear guidelines to the advertising industry and its clients and to promote a collaborative approach to copy development. The intention is not to be a censor but to encourage the production of advertising content which reflects the diverse nature of London.

The Mayor of London has been explicit about the need for no advertising on the TfL network to be inappropriate. The diversity of the audience on the TfL network is vast covering every age (including children), gender, sexual orientation, ability, religion, language, heritage, economic background, and interest. The TfL network is large, and in many places enclosed and unlike TV, online and print media, customers cannot simply switch off or turn a page if an advertisement offends or upsets them, including TfL staff who work around these advertisements.

Membership

Members are appointed until the Mayoral term is concluded, at which point a review of the Group will take place. The Appointment may be lawfully terminated by the Mayor, at any time by giving notice to the member. The Appointment may also be lawfully terminated by the member at any time by giving three months' notice in writing to the Mayor.

The Group is chaired by a TfL Board member and is composed of a range of stakeholder and industry representatives. TfL acts as secretariat, and TfL along with the holders of its two largest advertising contracts will act as advisors to the Group.

All Members of the Group and those who attend the meetings must remember that information presented and shared is done so in the strictest confidence; with some of it being commercially sensitive or copyright protected.

Members are asked to:

- attend the two Advertising Steering Group meetings each financial year (spring and autumn);
- apply a lens to discussions from the perspective of the group you are representing or the industry;
- have passion and zeal for advertising, the role it plays in representation and diversity and social inclusion;
- bring a broad and strategic approach to meeting discussions and review of any materials; and
- feed into the development of TfL's advertising policy and TfL's approach to implementing the policy.

Meeting Agenda and frequency

The Group meets twice a year, with briefing material being provided in advance by the Secretariat.

The briefing materials will cover general themes and details of the advertisements accepted since the last meeting, details of complaints, and campaigns accepted and refused. The Group is not required to review or approve individual advertisements and must recognise the commercial confidentiality of the topics discussed.

Members of the Group can suggest topics for the Secretariat to review and report back on. Members are encouraged to participate as representatives of stakeholder groups and as informed members of London's diverse population.

The meetings are held in private and minutes containing high level data on advertising campaigns are then published online.

Format and Structure

Meetings last approximately 1.5 hours, with a set agenda.

Agenda

1. Apologies and actions from previous meeting and Declaration of Interests
2. Updates from our advertising partners on the number of campaigns run, category breakdowns and number of amendments and rejections
3. Update from TfL on number of complaints received
4. Presentations by TfL's advertising partner(s) on creatives, including advertisements with the most complaints and rejected advertisements. We will also include examples of best practice
5. Discussion and debate on the categories and advertisements
6. Consideration of recommendations to TfL
7. Review of draft Annual Report, when relevant

Minutes

Minutes will be published on TfL's website no later than four weeks following each meeting.