

Advertising Steering group minutes

Date: Thursday 9 November 2023

Time: 15:30 to 17:00

Attendees: Dr Mee Ling Ng, Chair (ML), Seb Dance (SD), Sarah Brown (SB), Tom Knox (TK), Shani Dhanda (SD), Marty Davies (MD), Puja Parma (PP), Chris Reader (CR), Donata MacCrossan (DM), Amelia Pickthall (AP), Roberta Sapsford (RS), Aaron Page (AP), Kirsty Macfarlane (KM), Isabel Warren (IW)

1	Chair's welcome
	Dr Mee Ling Ng welcomed members to the eleventh meeting of the Advertising Steering Group (ASG).
2	Apologies
	Apologies from Phillipa Diedrichs and Emma Strain
3	JCDecaux 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.
	KM and IW delivered a presentation for JCDecaux covering April 2023 to 30 September 2023 AP, AR and RS delivered a presentation for Global covering April 2023 to 30 September 2023 See appendix 1 for breakdown of advertising campaigns run by category
4	Number of complaints and rejections from TfL
	CR and DM talked through the complaints and rejections from TfL during the period April 2023 – September 2023.
5	Policy knowledge sharing with other cities
	DM and CR talked through meetings they held over the last year, with advertising representatives from other counties to discuss issues they are facing and if there is any knowledge sharing that can help. The plan is to keep these conversations going and set up catch up every six months.

6	Media attention on high fats, salt and sugar (HFSS) incidental adverts (verbal update)
	CR talked through recent media attention for adverts declined to run on TfL network that featured incidental HFSS foods. Also covered how we work with brands to try and come to a positive outcome.
7	How we influence others (verbal update)
	CR and DM updated on meetings with the Advertising Standards Authority (ASA) covering cryptocurrency and environmental claims, and a meeting with Transport for Greater Manchester talking about implementation of HFSS policy. ACTION: DM to share link to ASAs environmental project: Environmental and climate-related ad regulation - ASA CAP
8	AOB
	MD asked about flyposting around the Middle East conflict and if we can give an update at the next meeting ACTION: DM to add flyposting around the Middle East conflict to the next agenda The group will continue to meet in person Next meeting will be at 14:00 on 15 May 2024

Appendix 1 –

Advertising campaigns run by category from April 2023 to 30 September 2023

Category	No of Campaigns
Business & Industrial	488
Charities	47
Clothing & Accessories	204
Computers	61
Cosmetics & Personal Care	178
Drink	285
Education & Vocational	92
Electronics, Household Appliances & Tech	80
Entertainment & Leisure	855

Finance	247
Food	128
Gardening & Agriculture	25
Government Social Political Organisation	645
Household Equipment & DIY	54
Household fast moving consumer goods	6
Leisure Equipment	25
Luxury Goods	33
Mail Order	56
Media	266
Miscellaneous	2513
Motors	72
Multi Advertisers	7
Online Retail	71
Pharmaceutical	121
Property	131
Recruitment Classified	9
Retail	531
Sport	21
Telecoms	167
Tobacco & Accessories	3
Travel & Transport	273
Total	7694