

Advertising steering group minutes

8 November 2019, 14:00 to 15:30

Attendees: Dr Mee Ling Ng, Chair (ML), Heidi Alexander (HA), Leah Kreitzman (LK), Philippa Diedrichs (PD), Tom Knox (TK), Jeff Ingold (JI), Neil Skelton (NS), Kayleigh Osigwe (KO), Chris Reader, TfL (CR), Chris Macleod, TfL, Donata MacCrossan TfL (DMC), Charlotte Charters (CC)

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| 1 | Chair's welcome |
| | Dr Mee Ling Ng welcomed members to the fifth meeting of the Advertising Steering Group (ASG). |
| 2 | Apologies |
| | Apologies from Philippa Kings (JCDecaux) |
| 3 | Presentations from Transport for London (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. |
| | In the absence of Philippa Kings, CR delivered a presentation for JCDecaux and NS and KO delivering a presentation for Global. These presentations included: <ul style="list-style-type: none">• Number of advertisements run from January 2019 – October 2019, categorised by sector• The number of advertisements referred by Global and JCDecaux to TfL for review and either approval or rejection• The number of advertisements rejected by Global and JCDecaux outright without TfL referral• Examples of adverts which were initially rejected when referred to TfL, but then later accepted after the copy was amended to be in line with TfL's advertising policy• The number of ASA complaints made of adverts on the TfL estate |
| 4 | Number of complaints and rejections from TfL |
| | Information had been shared in the pre-read papers |
| 5 | Discussions item - HFSS |
| | Members heard an update on the effect of the HFSS changes to the policy. Currently there looks to be no overall impact and total estate revenue is up £1 million compared to last year. HFSS nutrition model used to rate foods is being reviewed – TK to find out when due to be issued |

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| 6 and 7 | <p><i>Human Rights & advertising on the TfL estate</i> Members were updated on how advertising from countries with death penalties for same-sex sexual acts are being treated. Following issues with Brunei earlier this year, TfL’s advertising partners have been instructed to refer all campaigns from state bodies and wholly owned subsidiaries in countries which have death penalties for same-sex sexual acts as identified in the International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA) March 2019 report, and the state of Brunei.</p> <p>Jl offered to help with decisions on advertisements from, or relating to, countries on the ILGA list and Brunei. Jl raised it wasn’t always a clear decision as boycotting countries can sometimes have for a negative impact on LGBT community in those countries.</p> <p><i>Short Term lettings and advertising on the TfL estate</i> Members were informed that guidance had been issued on short term lettings advertising in September 2019 and appears to be having desired results.</p> |
| 8 | <p>Body image – advertising on the TfL estate over the past five years</p> |
| | <p>Members discussed how body diversity in adverts on the TfL estate has changed over the last five years. Refusal numbers for submissions shows brands are taking note of the policy and making models more representative. However, members agreed a more detailed study of the impact of the policy could be useful. PD will get in touch with CM and CR to discuss research proposal into this</p> |
| 9 | <p>Discussion item – ongoing reviews</p> |
| | <p><i>Gambling</i> Members heard that TfL’s current proposal is to restrict gambling adverts to charity-based, eg National Lottery. DMC/CC to look at the percentages of payments to charities to help define criteria and online/offline gambling. No guidance on policy can be issued until after 12 December 2019.</p> <p><i>Cosmetic surgery</i> Members heard that currently, other than hair loss adverts, advertisements with no comparative photos will be considered. Hair loss adverts will be brought into line and only show ‘after treatment’ images. PD to send research to TfL on cosmetic procedures.</p> |
| 10 | <p>Suggestions of topics to discuss at the next meeting</p> |
| | <p>Members suggested that the ASG heard a further update on Body image advertising on the TfL estate and see more examples under different categories – PD research?</p> <p>Members suggested that a short brief should be provided at the next meeting with evidence of cosmetic procedure outcomes – PD to provide the brief. A forensic audit needs to be done on what advertising has run on the estate over the last five years.</p> |

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| 11 | Date of next meeting – February/early March, before the pre-election period for Mayoral election begins, six weeks before 5 May. Date to be confirmed. |
| | The date of the next meeting is to be confirmed – please let DMC know any dates not suitable |
| 12 | Any other business |