

Advertising Steering Group - meeting minutes

22 March 2022, 09:30 to 11:00

Attendees: Dr Mee Ling Ng, Chair (ML), Seb Dance (SD), Donata MacCrossan (DM), Chris Reader (CR), Julie Dixon (JD), Tom Knox(TK), Phillipa Kings (PK), Sarah Brown (SB), Emma Strain (ES), Amelia Pickthall (AP), Amy Ramsden (ARL), Phillipa Diedrichs (PD), Catherine Seaborn (CS), Bola Odeyemi (BO).

1	Chair's welcome
	Dr Mee Ling Ng welcomed members to the eighth meeting of the Advertising Steering Group (ASG).
2	Apologies
	Apologies from Jeff Ingold (Stonewall) Gabriella Neudecker (TfL)
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.
	PK, delivered a presentation for JCDecaux, AP and AR delivered a presentation for Global. CR for TfL. These presentations included: <ul style="list-style-type: none">• Number of advertisements run from October 2021– March 2022, 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	Discussion item – Cryptocurrency
	TfL has been working with ASA and FCA since Dec 2021, TfL wants to be aligned to them as crypto is becoming a growing industry. ASA issued enforcement notice today. TfL now meet with ASA and FCA regularly. CR to share enforcement notice with all TfL partners.
	Gambling Advertising Restrictions
6	GLA health team has commissioned research from the University of Sheffield on how we define harmful gambling and what we mean by it. Work for policy review ongoing. ES to share research findings with this group once finalised.
7	HFSS Review
	Members heard that research from an independent review by London School of Hygiene & Tropical Medicine showed the policy has had a positive impact.
8	Pandemic update on advertising market
	CR talked through affects from the pandemic on adverting market. Members heard that Out of Home (OOH) industry was hardest hit as the public stayed at home. Audiences are coming back; advertisers are coming back. In 2021 TfL worked with rail partners and the industry on 'welcome back' messaging, this helped with reassuring customers. TfL looks to the next big shift; the opening of Elizabeth line, presents new assets.
9	AOB
	September 2022 likely to be the next meeting.