

# Advertising Steering group minutes

Date: Thursday 10 November 2022

Time: 15:00 to 16:30

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**Attendees:** Dr Mee Ling Ng, Chair (ML), Seb Dance (SD), Tom Knox(TK), Phillipa Diedrichs (PD), Chris Reader (CR), Julie Dixon (JD), Donata MacCrossan (DM), Phillipa Kings (PK), Emma Strain (ES), Amelia Pickthall (AP), Amy Ramsden (ARI),Puja Parmer (PP), Bola Odeyemi (BO), Emilia Ashton (EA).

1	<b>Chair's welcome</b>
	Dr Mee Ling Ng welcomed members to the ninth meeting of the Advertising Steering Group (ASG).
2	<b>Apologies</b>
	Apologies from Sarah Brown and Rebecca Canham.
3	<b>JCD and Global updates</b>
	<b>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.</b>
	PK, delivered a presentation for JCDecaux. AP and AR delivered a presentation for Global.
4	<b>Number of complaints and rejections from TfL</b>
	Information had been shared in the pre-read papers. CR talked through the complaints and rejections from TfL during the period April 2022– September 2022.
5	<b>Gambling advertising restrictions update</b>
	ES explained more research is required to draw out evidence and correlations in exposure to gambling advertising and any harm it causes. Research conducted will help to inform any mayoral direction on policy. With current cost of living, the group recognised the increase in potential social, mental health and economic impact.

	<p>CR reiterated our current position on crypto currency advertising.</p> <p>TfL still meet with the Advertising Standards Authority and Financial Conduct Authority regularly.</p>
6	<p><b>Discussion on advertising coming up in Mayor's Questions which fall under the remit of the Steering Group</b></p>
	<p>The group discussed TfL's policy on advertising from countries with poor human rights records given the World Cup tournament is being hosted in Qatar.</p> <p>CR talked through approach on further guidance for our media partners and brands on advertising for the World Cup on TfL's estate.</p> <p>The group discussed difficulties with ever-changing political and diplomatic landscape. Following the discussion, the group agreed it was a sensible approach and CR would issue further guidance following the meeting.</p>
7	<p><b>AOB</b></p> <p><b>JD gave update on recruitment for new members.</b></p> <p><b>ACTION: TK and PD to send suggestions for new members to JD and DM</b></p> <p><b>ACTION: BO/DM to set date for next meeting in May/June 2023</b></p>