

Advertising Steering Group Meeting Minutes

Date: 15 May 2023. 14:00 -15:30pm

Attendees – Mee Ling Ng, Chair (ML), Seb Dance (SD), Emma Strain (ES), Tom Knox (TK), Marty Davies (MD), Chris Reader (CR), Donata MacCrossan (DM), Lynsey Rowles (LR) Kirsty MacFarlane (KM), Isabel Warren (IW), Aarron Page (AP), Roberta Sapsford (RS), Emily Dawson (ED), Puja Parmer (PP), Nicole Valentinuzzi (NV).

1	Chair's welcome
	The Chair welcomed the group to the twelfth meeting of the Advertising Steering Group
2	Apologies
	Apologies were received from Shani Dhanda, Phillipa Diedrichs and Sarah Brown
3	Global and JC Decaux updates
	<p>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.</p> <p>ED and AP provided a presentation for Global covering October 2023 to 31 March 2024.</p> <p>IW provided a presentation for JCDecaux covering October 2023 to 31 March 2024.</p> <p>See appendix 1 for breakdown of advertising campaigns run across the TfL network, by category, from October 2023 to 31 March 2024.</p>
4	Complaints and rejections
	<p>CR presented the TfL complaints and rejections summary from October 2023 to March 2024.</p> <p>Highlighted lessons learned from Bond Street station takeover activation.</p> <p>Discussed the importance of protection of TfL intellectual property.</p> <p>Discussed complaints on advertisements from countries on the International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA) database for having the death penalty for same-sex sexual acts.</p> <p>ACTION: TfL to raise with the Advertising Standards Authority at its next meeting guidance for advertisements from countries on the ILGA database for having the death penalty for same-sex sexual acts, and potential reference/signposting to the Foreign & Commonwealth Office</p>
5	Flyposting - the Middle East conflict
	Discussion on the rise of flyposting particularly around the Middle East conflict and how TfL is responding. All noted that this is a very sensitive situation.

6	AOB
	<p>The Advertising Steering Group Chair, ML, announced she will be stepping down as Chair in September 2024.</p> <p>ML expressed thanks to all members of the group, our advertising partners and the TfL team for their support. ES in turn thanked ML for her leadership and contribution to this group.</p> <p>ACTION: ES to discuss with the GLA recruitment of a new Chair</p> <p>The group will continue to meet in person.</p> <p>Next meeting will be at 14:30 on 22 November 2024</p>

Appendix 1 –Advertising campaigns run by category from October 2023 to 31 March 2024

Category	No of Campaigns
Automotive	57
Business & Industrial	383
Charities	96
Clothing & Accessories	217
Computers	16
Confectionary*	4
Cosmetics & Personal Care	206
Drink	163
Education & Vocational	113
Electronics, Household Appliances & Tech	6
Entertainment & Leisure	762
Finance	253
Food	141
Gardening & Agriculture	32
Government Social Political Organisation	500
Household Equipment & DIY	74
Leisure Equipment	12
Luxury Goods	60
Mail Order	22
Medical	42
Miscellaneous	3452
Multi Advertisers	6
Not Allocated	4
Office & Home Computing	80
Online Retail	53
Pharmaceutical	119
Property	87
Recruitment Classified	1
Retail	554
Sport	72
Telecoms	151
Tobacco & Accessories	4
Travel & Transport	386
Total	8,128

*Products under this category would be compliant with HFSS restrictions