

Advertising Steering Group minutes

25 February 2021, 15:00 to 16:00

Attendees: Dr Mee Ling Ng, Chair (ML), Tom Knox (TK), Jeff Ingold (JI), Philippa Kings (PK), Leah Keitzman (LK), Kayleigh Osigwe (KO), Phillipa Diedrichs (PD), Chris Macleod, TfL (CM), Chris Reader, TfL (CR), Rebecca Canham (RC), Donata MacCrossan TfL (DMC), Bola Odeyemi (BO), Benjamin Capel (BC)

1	Chair's welcome
	Dr Mee Ling Ng welcomed members to the seventh meeting of the Advertising Steering Group (ASG).
2	Apologies
	Apologies from Heidi Alexander
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 presentation for JCDecaux and (KO) for Global. LK suggested that TfL and media partners should consider the advertising opportunities that might exist around healthy eating, as we move into recovery. ML agreed and stressed the need to be proactive with brands.
4	Number of complaints and rejections from TfL
	Information shared in the pre-read papers. CR commented that complaints have fallen mainly due to lack of overall advertising.
5	<i>Discussion item – Coronavirus impacts on our advertising estate</i>
	Members heard an update on the impacts of Coronavirus on TfL's advertising estate. CR commented that Advertising revenue across the nation has been hit hard. In 2020 figures were released to say out of home expenditure was down 45 per cent year on year, this being despite the first three months being 'Pre-Covid'.

	<p>However, TfL has been adversely affected as a large amount of assets are located in Central London and the Underground has had particularly low ridership.</p> <p>As a result, in Q3 TfL advertising revenue was down 50 per cent year on year.</p> <p>Revenue is unlikely to return to pre-pandemic levels till 2022, though the Roadmap to Recovery allows TfL to plan with its partners to move forward.</p>
6	<p><i>Update - HFSS</i></p>
	<p>Members were updated on HFSS by CR</p> <p>Today is the 2-year anniversary of HFSS.</p> <p>In general, advertisers have been good at altering ads to fit HFSS after being initially rejected and TfL has been proactive in supporting advertisers to be compliant.</p> <p>TfL has also supported development of HFSS policy's in local boroughs, some Australian territories and Bristol.</p> <p>Tom Knox to investigate TfL's advertising policy being part of IPA test for advertisers.</p>
7	<p><i>Membership of Advertising Steering Group/Terms of Reference</i></p>
	<p>ML presented this.</p> <p>Future of the group would be dependent on the identity and policies of the new mayor. In the meantime, the executive (CM) has been tasked to come up with a shortlist of names for ML, Heidi Alexander and LK from which to select additional members.</p> <p>PD, JI and TK were asked if they were willing to continue and all confirmed they were.</p> <p>Members of the group were also encouraged to put forward names for potential new members.</p> <p>CM was also asked to draft a new Terms of Reference for review as the remit of the Group has widened beyond the initial focus on body image.</p>
8	<p><i>AOB</i></p>
	<p>ML asked about CM about annual advertising report.</p> <p>Report will be coordinated by BC and DMC. ML has asked for draft to be emailed to Steering Group</p>

	DMC said that they hope to have the report published in the second week of June.
	Next meeting date Potentially July, though to be confirmed.