

Mid-year progress report

Towards more proactive
and preventative interventions

January to June 2016



Legal, decent, honest and truthful

ASA ✓ CAP ✓

Contents

2 About us

3 Our progress

3 Chief Executive's report

4 Strategy and objectives

4 Our purpose, ambition and strategy

5 2016 objectives

6 Overarching objective – The year so far

7 Objective 1 – Prioritising our activity

8 Objective 2 – Increasing advice and training

9 Objective 3 – Protecting consumers through joined-up regulation

10 Objective 4 – Increasing public research

11 Objective 5 – Increasing awareness

12 Objective 6 – Enhancing skills and capabilities

12 Objective 7 – Investing in technology

13 KPIs – Mid-year progress

14 2017 Objectives – Planning ahead

15 ASA Council

Highlights

New policy recommendations for HFSS advertising to children

> Read our case study on page 6



New approach to fixed broadband price claims in ads

> Read our case study on page 10



2016 Half-year performance indicators

> See our mid-year progress on page 13



Planning ahead, our 2017 objectives

> Read our plans for the year ahead on page 14



The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising across all media. Our role is to ensure ads are legal, decent, honest and truthful by undertaking proactive projects and acting on complaints to take action against misleading, harmful and offensive adverts.



The Committee of Advertising Practice (CAP) is the industry body that writes the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing and the UK Code of Broadcast Advertising. CAP helps to enforce ASA rulings and provides advice and training to the industry to ensure compliance with the rules remains high.

Chief Executive's report



Our proactive projects reflect our intention to become more intelligence-led and to take action on our own initiative in areas that make the biggest difference for consumers.



Regulatory projects taking centre stage

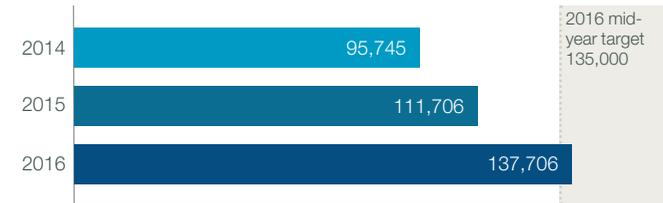
During the first half of the year, the ASA tackled irresponsible ads through securing the amendment or withdrawal of 1,598 ads. Over the same period, CAP helped make ads responsible by delivering 137,706 pieces of advice and training.

Our proactive projects reflect our intention to become more intelligence-led and to take action on our own initiative in areas that make the biggest difference for consumers. A major project has been delivery of a new approach to broadband pricing claims in ads, which will see all-inclusive monthly pricing and reduce the scope for consumers to be misled by multiple charges.

Reflecting other areas of concern to consumers, we launched a project exploring gender stereotyping in ads, and another which will establish whether more needs to be done to prevent broadband users from being misled by maximum speed claims. Meanwhile, CAP published its high profile consultation on restricting advertising of products high in fat, salt or sugar (HFSS) to children – proposals which could make a substantial contribution to changing the nature and balance of food advertising seen by children.

Supporting industry

We delivered **137,706** pieces of advice and training to businesses, up 17% on the same period last year.



Advice and training figures Jan – June

Increasing public awareness and deepening engagement in Scotland

Over the first six months of the year, we launched the Awareness strand of our corporate strategy, which aims to deliver a step change in public awareness of the ASA system, as well as amongst the advertising industry and civil society. As part of this, we've increased media coverage of our rulings and announcements, and begun work on a new ASA public ad campaign, which will be launched at the start of 2017. We made big strides in improving our engagement with Scottish stakeholders, working from our new ASA desk in Edinburgh, including through holding the first ASA Council meeting to take place outside England in the organisation's history.

Joining-up and sharing intelligence

More widely, we responded to stakeholder concerns, including those around broadband speed claims. We joined the Consumer Protection Partnership, which provides an excellent platform for collaboration with other regulators and for sharing intelligence on challenges encountered by consumers. The forum has great potential to support our recently established Research Strategy, which will help us further embed the views and experiences of consumers around the country into our decision-making.

Looking forward to the second half of the year, we'll be working hard to progress the ambitious range of projects we've undertaken, with research on broadband speed claims and decisions on HFSS advertising expected soon. We're also looking forward to the launch of our new joint ASA/CAP website in early 2017, which will provide more opportunities to communicate and engage with partners and the wider public.

Guy Parker
Chief Executive

Our purpose, ambition and strategy

Our purpose is to make advertisements responsible and our ambition is to make every UK ad a responsible ad.

We're passionate about what we do because responsible advertisements are good for people, society and advertisers.

Proactive

We'll be proactive and work with others. We'll use a wide range of information to identify and tackle problems to make sure ads are responsible, even if we haven't officially received a complaint.

Awareness

We'll increase awareness of the ASA and CAP. We will make sure that the public, civil society and the industry know who we are and what we can do, so they can engage with us when they need to, and have confidence in our work.

Understanding

We'll be an authority on advertising and active on issues that cause societal concern. We'll be open to calls for regulatory change, acting purposefully and in a timely fashion, while being fair and balanced in our assessment of the evidence and arguments.

Support

We'll provide support to industry to help them create responsible ads. We'll increase, improve and better target our advice and training so every business has access to the information and support it needs.

Impact

We'll target our efforts and actions on where they will have the most impact. Focusing on our existing remit, we'll spend less time tackling ads that cause little detriment to consumers or to the vulnerable. But, where a complaint indicates that the rules have been broken, we will always do something.



The five strands of our strategy help to define our annual objectives.

> Read more about progress on our objectives on pages 6 to 13.

2016 objectives

Our strategy informs our objectives

Each year we set objectives to help us deliver different aspects of our strategy.



Handling and resolving complaints from consumers remains at the heart of our work. But it's also now a crucial part of our work to be more proactive, to conduct extensive research, to speak directly to people across the UK about their experience of advertising, and to focus increasingly on the issues that make the biggest difference to consumers.

Rt Hon Lord Smith of Finsbury
ASA Chairman



Overarching objective

In a changing technological and media landscape, we will implement our 'Having More Impact; Being More Proactive' strategy in pursuit of our ambition to make every UK ad a responsible ad, protect people and help them, society and business to feel more able to trust advertising.

That will involve us continuing to give a high priority to protecting the vulnerable, particularly children, from inappropriate, offensive, harmful or misleading advertising.

Where these objectives deliver our strategy:

Objective 1 Prioritising our activity

We will deliver a step change in prioritising our work better, being more research-led and tackling more issues in the round through projects. We will develop new ways of measuring our impact.

> Read more on p7

Impact
 Proactive

Objective 2 Increasing advice and training

We will review our CAP advice and training services and increase our advice and training Touchpoints to 270,000, in particular by disseminating material through partner bodies' membership networks.

> Read more on p8

Support

Objective 3 Ensuring joined-up regulation

We will continue to increase understanding and collaboration with other stakeholders, regulators and enforcement regimes, in order to provide joined-up, consistent and effective regulation. We will commission an independent review of our performance against our Commitment to Good Regulation and publish and respond to the findings.

> Read more on p9

Understanding

Objective 4 Increasing public research

We will increase our public research and ensure that the ASA takes into greater account the views and interests of those who live in different nations and regions of the UK.

> Read more on p10

Understanding

Objective 5 Increasing awareness

We will establish a way of measuring the reputation of the ASA, while increasing exposure of our public ad campaign. We will explore calculating the value of advertising self/co-regulation and communicate findings to key stakeholders.

> Read more on p11

Awareness

Objective 6 Enhancing skills and capabilities

We will make sure we have the necessary skills and capabilities to deliver our strategy, including equipping our executives and administrators to contribute through our Transform: Contribute, Learn, Grow programme and improving our understanding of emerging technologies.

> Read more on p12

Understanding

Objective 7 Investing in technology

We will make sure we have the necessary technology to deliver our strategy, developing new websites and a new case/contact management system that work well together.

> Read more on p12

Understanding

Overarching objective The year so far

In a changing technological and media landscape we will implement our 'Having More Impact; Being More Proactive' strategy in pursuit of our ambition to make every UK ad a responsible ad, protect people and help them, society and business to feel more able to trust advertising.

2016 Progress

We continue to give a high priority to protecting the vulnerable, particularly children, from misleading, harmful and offensive advertising.

Ads amended or withdrawn

In the first half of the year, we tackled irresponsible ads through securing the amendment or withdrawal of 1,598 ads (down 4.9% on the same period in 2015, but we expect sector compliance work planned for the second half of the year to deliver larger numbers).

Complaints and cases

We resolved 10.8% fewer complaints, but 9.4% more cases than in the same period last year. Cases resolved have now been increasing marginally, but steadily, since Q2 2015.

The number of Formally Investigated cases continued to decline, 9.7% down on the same period last year. That was in part due to an increase in the number of Informal Investigations (up 16.9%) following our introduction of Advice Notices, a lower priority form of Informal Investigation, and also because of our continued tackling of issues in the round through project work, e.g. Chiropractic and Osteopathic issues.

Trading Standards partnership

We referred a further 12 advertisers in the first half of the year to Trading Standards, saw the conviction and fining of the owners of Electronic Healing (one of our first referrals), the arrest and prosecution of another early referral, and continued successes by Camden Trading Standards in taking down websites.

Customer satisfaction

Complainant satisfaction with complaint handling in the first half of the year was 61%, down from 71% in 2015, and advertiser satisfaction was 76%, down from 82% in 2015. We are examining the data and producing an action plan. Similarly, it should be noted that there has been a change to the methodology for the advertiser survey from a telephone approach to online, which is likely to explain some of the fall in advertiser satisfaction figures.

Protecting the vulnerable

We protected the vulnerable through our rulings and we're proposing to enhance protection for children through CAP's work on food advertising to children. CAP and BCAP reviews led to new guidance on payday loan advertising and an endorsement of the current rules on gambling advertising.



HFSS advertising: case study

In May, CAP launched a consultation proposing tough new restrictions on the advertising of foods high in fat, salt or sugar (HFSS) to children in non-broadcast media.

In forming the proposals, CAP engaged with stakeholders from all sides of the debate and in each of the nations of the UK. The team also assessed a wide body of evidence relating to the impact of food advertising and the wider harms associated with poor diet and obesity.

While advertising is understood to have a modest effect on children's food preferences, CAP acknowledges that even a small impact of new restrictions may contribute to national dietary improvement. CAP expects to publish the outcome of the consultation by the end of 2016.

In brief: policy proposal

CAP proposes to introduce a new rule prohibiting the placement of HFSS product advertising in media targeted at, or likely to appeal particularly to, children. Through consultation CAP will explore whether the new rule should prohibit HFSS advertising in media targeted at or of particular appeal to children under 12 or under 16.

The new rule proposes to:

-
Apply to advertising in media where more than 25% of the audience are understood to be under 12 or, subject to the outcome of the consultation, under 16;
-
Prohibit brand advertising that has the effect of promoting an HFSS product, mirroring present guidance used for TV advertising;
-
Cover advertising in all non-broadcast media within the remit of the CAP Code, including online advertising; and
-
Use the Department of Health nutrient profiling model – used for TV advertising – to identify HFSS products.
-

1 No Additional Investigation after Council Decision.

Objective 1 Prioritising our activity

We will deliver a step change in prioritising our work better, being more research-led and tackling more issues in the round through projects. We will develop new ways of measuring our impact.



We developed **Advice Notices** as a new informal approach for handling complaints about apparent **Code breaches** considered to be of relatively minor detriment to consumers.



2016 Progress

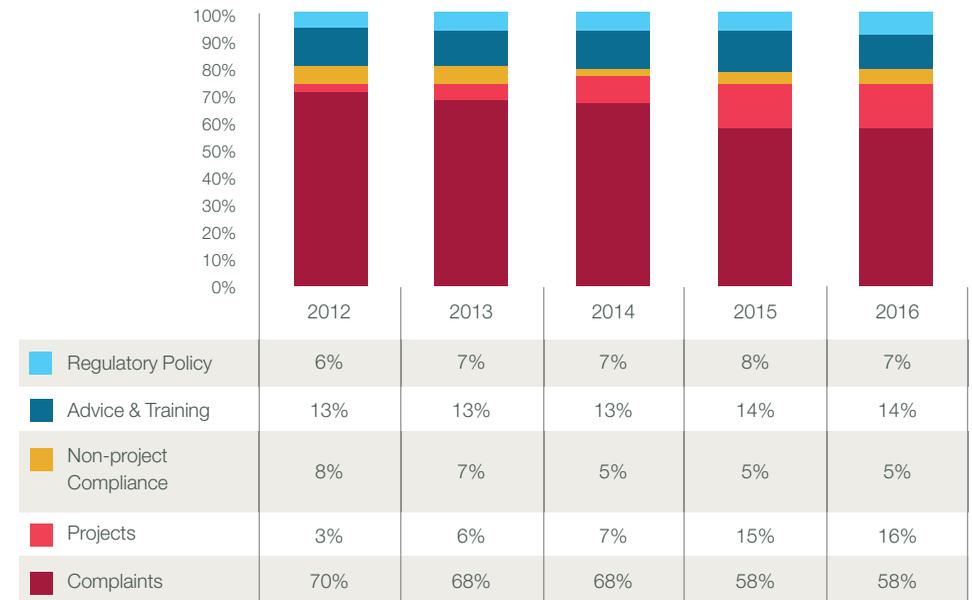
The rebalancing of our work from reactive Complaints casework – still a crucial activity for us – to more proactive, project-based work is best illustrated by the chart on the right, which shows that we are now spending 16% of our direct service¹ resource on regulatory projects compared to 58% on Complaints casework. This is substantially higher than the 6-7% of our time spent on regulatory projects before we began implementing our strategy in 2014.

This shift enabled us to deliver on a number of projects and research-led initiatives launched in 2015 and, using newly developed tools for prioritisation and intelligence gathering, we undertook further proactive projects in the first quarter of 2016. You can read more about our high priority projects underway under objective 4. There are currently 12 projects underway.

Advice Notices

In a further bid to shift towards more proactive, project-based work we developed Advice Notices as a new informal approach for handling complaints about apparent Code breaches considered to be of relatively minor detriment to consumers. These Advice Notices inform advertisers of the problem with an ad and provide guidance on how to fix it.

Direct services¹ cost share



¹ Direct service resource refers to resources allocated to the core complaints handling and regulatory function of the ASA and CAP, excluding business support services.

Objective 2 Increasing advice and training

We will review our CAP advice and training services and increase our advice and training Touchpoints to 270,000, in particular by disseminating material through partner bodies' membership networks.



2016 Progress

We delivered 137,706 pieces of advice and training to industry, up 17% on the same period last year and just over our half-year target of 135,000. That included a 28% increase in Advice Online readership over the same period last year.

We produced 24 Insight articles across the period, covering guidance on a range of topics including one on User Generated Content, which was retweeted by Twitter to its UK advertiser feed of 221,000 followers.

Over the first half of the year, we also delivered six Advice:AM events, alongside nine bespoke seminars, engaging a total of 410 delegates. In addition, ASA and CAP speakers presented at 13 conferences, reaching a further 700 people.

We continued to exceed our Copy Advice turnaround KPI, responding to 97% of written enquiries within 24 hours (against a target of 90%).

eLearning

As part of our commitment to help develop and support the industry's knowledge and understanding of the Advertising Codes we have continued to expand our eLearning portfolio. We delivered Misleading Advertising Part Three, which completes our Misleading Advertising series, meaning we now have four eLearning modules explaining specific sections of the Advertising Codes. A further two modules, one on Gambling and the other on Promotional Marketing, are planned for this year.

Since the launch of the Responsible Alcohol Advertising eLearning module, we have attracted over 150 bookings including securing corporate licences with four large alcohol brands. The first two Misleading Advertising modules attracted a further 140 bookings. In addition we established a number of trade association partnerships to market and promote the modules, including the Advertising Association, the Chartered Institute of Marketing, the Institute of Promotional Marketing and three alcohol sector trade associations.

Copy Advice turnaround KPI



Of written enquiries responded to within 24 hours
We exceeded our mid-year target of 90%



Objective 3

Protecting consumers through joined-up regulation

We will continue to increase our understanding of and collaboration with other stakeholders, regulators and enforcement regimes, in order to provide joined-up, consistent and effective regulation. We will commission an independent review of our performance against our Commitment to Good Regulation and publish and respond to the findings.



2016 Progress

We committed to an independent audit of our Commitment to Good Regulation and work in facilitating the review is well underway. We've established terms of reference and appointed a suitably qualified and experienced auditor.

There have been several key examples of partnerships designed to protect UK consumers. For example, we've continued to engage with Primary Authorities, taking on board Assured Advice as part of our decision-making process. We've also continued to listen and respond to the Regulatory Delivery Business Reference Panel's and British Retail Consortium's concern that the ASA system should be transparent, proportionate and consistent, particularly in the area of retail pricing. During the first half of the year we contributed to the Food Legislation Expert Panel and Primary Authority Supermarkets Group, as well as collaborating with the Financial Conduct Authority over the regulation of currency transfer services.

Importantly, we secured membership of the Consumer Protection Partnership, which brings together key consumer protection organisations to jointly identify and prioritise areas where there is greatest harm to consumers. Membership will provide us with better intelligence and will help us provide more joined-up regulation in order to protect consumers.



Objective 4 Increasing public research

We will increase our public research and ensure that the ASA takes into greater account the views and interests of those who live in different nations and regions of the UK.



2016 Progress

Consumer research

In March we finalised a Research Strategy which will provide a high quality evidence-base to support and enhance our regulation and demonstrate we are in-touch and proactive on the issues that cause societal concern. The following pieces of consumer research for 2016 are underway.

Gender stereotyping – Following a number of seminars with external stakeholders, we are preparing a brief for further public research which will test the ASA's position on gender stereotyping in ads and whether we should update or modify our position.

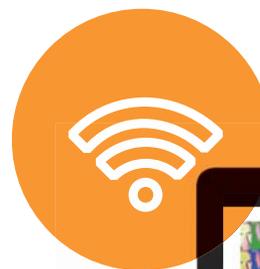
Broadband speed – We have started research into consumer's understanding of broadband speed claims made in ads. The research, to be published in early autumn, will determine whether the current CAP guidance requires any update.

In addition, in January we published the findings from last year's co-research with Ofcom into consumer understanding of price claims in ads for fixed broadband deals. This resulted in a new recommended approach which will be implemented across the sector by 31 October 2016. For more information see our broadband pricing case study on the right.

Increasing engagement in Scotland

Using our new Edinburgh desk, we launched a programme of engagement with stakeholders in Scotland. The centre-piece of this programme included a stakeholder dinner and ASA Council meeting in Edinburgh in June. Twenty senior stakeholders, drawn from politics, industry and civil society, attended the event, with feedback showing that guests felt better informed about the ASA's agenda following the evening.

The delivery of an Advice:AM in Edinburgh complemented the event by engaging industry practitioners. Working from the Edinburgh office, we also delivered a pre-consultation meeting with the Scottish Government around the proposed HFSS restrictions, a seminar on gender stereotyping and held a further 17 briefings with civil society stakeholder organisations to develop relationships and promote understanding.



Broadband pricing: case study

We conducted joint consumer research with Ofcom and used the findings as a basis to signal that the presentation of prices for fixed broadband deals was likely to be misleading and needed to change.

Key findings from our research:

- 81% of research participants could not calculate the total cost of a contract.
- 22% of participants could not work out a total monthly cost even after viewing an ad twice.

Key outcomes:

Broadband ads will be clearer from 31 October 2016 onward. In order for broadband providers to ensure they stay within the rules, the ASA recommends that future broadband ads which include price claims should:

- show all-inclusive up-front and monthly costs, no more separating out line rental;
- give greater prominence for the contract length and any post-discount pricing; and
- give greater prominence for up-front costs.

Objective 5 Increasing awareness

We will establish a way of measuring the reputation of the ASA, while increasing exposure of our public ad campaign. We will explore calculating the value of advertising self/co-regulation and communicate the findings to key stakeholders.



2016 Progress

In the first half of this year we launched the Awareness strand of our strategy, which aims to achieve a step change in awareness amongst industry audiences, civil society and the wider public.

Ad campaign and publicising rulings

We secured donated space with a rate card value of £3m for the ASA ad campaign over the first six months' of this year, which compares very favourably to the end of year total of £3.5m for 2015. A major contributor was radio airtime, with considerable coverage secured across a range of channels including Capital, Classic, Gold, Heart, LBC, Radio X and Smooth.

Online, we secured an agreement for donated space from eBay, which will help to reinforce and drive awareness of the ASA's online remit. We engaged the agency Mindshare, who provided pro bono support in measuring the campaign. In addition, we commenced with AMV BBDO the process of developing a new creative execution for our awareness campaign, launching early next year.

We also worked hard to explain our rulings so consumers and businesses could learn from cases. To inform journalists, we handled 598 enquiries and conducted more TV and radio interviews in six months than the full-year totals for any of the previous four years.

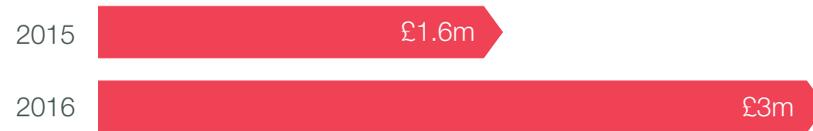
Monitoring reputation and calculating value

We engaged a respected consulting firm to help us explore the feasibility of measuring and articulating the economic value of self-regulation. Following a series of workshops, we concluded that, owing to the availability of data, the project would not offer value for money.

Instead, we created a system for monitoring levels of awareness amongst key stakeholders and identifying issues of importance to them. We also conducted research into the views of MSPs and used the results to inform our political engagement programme. On a UK-wide level, we briefed MPs on key issues including broadband pricing, proposed HFSS restrictions, and the launch of our enquiry into gender stereotyping in ads.

ASA ad campaign

Donated space January to June



“ Darren swears to his wife his wedding suit still fits. ”

Objective 6 Enhancing skills and capabilities

We will make sure we have the necessary skills and capabilities to deliver our strategy, including equipping our executives and administrators to contribute through our Transform: Contribute, Learn, Grow programme and improving our understanding of emerging technologies.



2016 Progress

Training our staff

We completed delivery of the three modules of 'Transform: Contribute', our internal training programme, to all executive and administrative staff.

As a result of this focus on personal development in the workplace we delivered 377 training sessions during the first half of the year, training 103 staff.

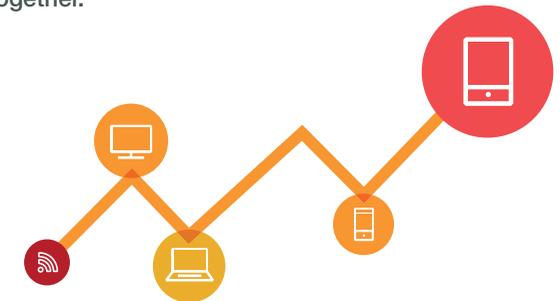
Understanding emerging ad technologies

To coincide with the launch of the Understanding strand of our strategy, we set up a work-stream that will focus on developing our understanding of emerging ad technologies. The project began to explore training options, stakeholder engagement with the digital sector and consultancy advice on developing our approach to digital media and emerging technologies.

We delivered
377
training sessions for
our staff during the first
six months of 2016

Objective 7 Investing in technology

We will make sure we have the necessary technology to deliver our strategy, developing new websites and a new case/contact management system that work well together.



2016 Progress

Improving data security

Following the recruitment of an information security specialist late last year, we created an information security strategy and begun work on implementation. As part of this work we have completed an external security review. We have been awarded the Cyber Essentials Plus standard, a Government-backed and industry supported scheme to certify that businesses have achieved a fundamental level of cyber security.

Improving our infrastructure

As part of an extensive investment into our infrastructure, we have rolled out a Case/Contact Management System upgrade programme to combine and improve our current systems for tracking cases and managing contacts.

New ASA & CAP website

In preparation of the launch of a new joint ASA and CAP website, we undertook a thorough discovery phase during the first half of this year. Following in-depth research into user journeys and user testing with members of the public, industry and non-industry stakeholders; it became evident that a merged website will deliver improved user experience for all audiences, with content being consolidated in such a way to make navigation easier, while still respecting the uniqueness and important separation of both organisations.

Key performance indicators

Mid-year progress

Key

KPI progress: ● On-target ● Requires action ● Off-target

<p>Deliver three pieces of public research that take into account the views of those living in the different nations and regions of the UK [Understanding strand]</p> <ul style="list-style-type: none"> • Two pieces of public research underway • Devolved element worked into methodology; gender seminar held in Scotland 	●	<p>Meet customer satisfaction targets for case/enquiry handling: 75% for complainants; 80% for advertisers; and 90% for Copy Advice enquirers [Impact strand]</p> <ul style="list-style-type: none"> • Complainant satisfaction 61% (71% in 2015) • Advertiser satisfaction 76%¹ (82%) • Copy Advice: 94% (92%) 	●
<p>Increase CAP advice and training Touchpoints by 12.5% to 270,000 Improve cost/advice and training by 5% [Support strand]</p> <ul style="list-style-type: none"> • Touchpoints at 137,706, up 17% on last year • Cost per piece of advice and training to be reported at the end of the year 	●	<p>Meet 97% of Formal Investigation cases enforced [Impact strand]</p> <ul style="list-style-type: none"> • 98.6% of Formal Investigation cases enforced 	●
<p>Meet closure targets for complaint cases (80% within target number of working days (dependent on case type) and average completion of Formal Investigation cases of 66 days) and for Copy Advice cases (90% within 24 hours) [Impact strand]</p> <ul style="list-style-type: none"> • Met 7/12 case types (11/12 in 2015) • Average completion target of Formal Investigations not met – 88 days • Copy Advice cases at 97% within 24 hours 	●	<p>Achieving outcomes in line with success measures identified at the outset, complete two to four high priority projects and publish reports, including one to two commissioned and completed in 2016, and complete six to ten standard projects [Proactive strand]</p> <ul style="list-style-type: none"> • Completed one High Priority project (Broadband pricing) • Commissioned two further High Priority projects – Broadband speeds and Gender Stereotyping • Three High Priority and ten other projects ongoing with the majority on target to be completed by year end 	●
<p>Case-handling productivity to be reviewed in light of changing ways of working [Impact strand]</p> <ul style="list-style-type: none"> • New productivity measures being developed, which focus on much more direct and accurate activity costs 	●	<p>Increase spontaneous awareness from 16% in 2015 [Awareness strand]</p> <ul style="list-style-type: none"> • Public awareness research planned for Q4 to assess 2016 progress 	n/a
<p>Develop new ways of measuring our performance and impact, including establishing a framework to allow ongoing benchmarking of the ASA's reputation [Impact and Awareness strand]</p> <p>New Impact reporting being developed, focusing on:</p> <ul style="list-style-type: none"> • More comprehensive reporting of ads amended/withdrawn • Better showcasing of ads amended/withdrawn and Advice and training Touchpoints • Improving our qualitative impact reporting • Trialling Impact indicators to better evidence behaviour change as a result of our regulation • New Reputational Impact Dashboard developed 	●	<p>Financial: expenditure within 97.5 – 100% of budget</p> <ul style="list-style-type: none"> • Forecasting to spend 98.2% of budget 	●

¹ Change from telephone to online research likely to have reduced advertiser satisfaction score; complainant satisfaction research has always been online.

2017 objectives

Planning ahead

Here we set our objectives for the upcoming year to help us deliver the next phase of our strategy.

Overarching objective

Responding appropriately to the changing technological, media and post-EU referendum economic/political landscape, we will continue implementing our *Having More Impact; Being More Proactive* strategy in pursuit of our ambition to make every UK ad a responsible ad, to protect people and to help them, society and business to feel more able to trust advertising. That will involve us continuing to give a high priority to protecting the vulnerable, particularly children and the financially vulnerable, from misleading, harmful or offensive advertising and delivering these specific objectives.

Where these objectives deliver our strategy:

Objective 1 Balancing reactive and proactive

Having prioritised our work better to spend more time tackling issues in the round through regulatory projects, we will maintain the balance between reactive complaints casework and proactive regulatory project work. We will refine our use of research/other intelligence and improve the effectiveness of our regulatory project work, including through completing regulatory projects on gender stereotyping and broadband speed claims. We will measure and report on the number of ads amended or withdrawn and the pieces of CAP advice and training delivered, while also developing new behaviour-change measures.

 Impact
 Proactive

Objective 2 Increasing advice and training

We will implement the findings of our review of our CAP advice and training services, helping us to increase our advice and training Touchpoints to 300,000.

 Support

Objective 3 Providing joined-up regulation

We will continue to increase our understanding of and collaboration with other stakeholders (e.g. digital media/platform owners) and regulators and enforcement regimes (e.g. Primary Authorities), in order to provide joined-up, consistent and effective regulation. We will act on the findings of the independent audit of our performance against our Commitment to Good Regulation.

 Understanding

Objective 4 Delivering public research commitments

We will deliver our public research commitments, including through undertaking two to four pieces of research into the views of the public about ads, and continue to ensure that the ASA takes into account the views and interests of those who live in different nations and regions of the UK.

 Understanding

Objective 5 Building confidence

We will accelerate our efforts to build awareness of the ASA system, so people are aware of and have confidence in advertising regulation, including through launching a new public ad campaign and extending our engagement programme in the devolved administrations.

 Awareness

Objective 6 Enhancing skills and capabilities

We will make sure we have the necessary skills, capabilities and IT training to undertake our work and deliver our strategy, including improving our understanding of emerging technologies.

 Understanding

Objective 7 Investing in technology

We will make sure we have the necessary technology to deliver our strategy, in particular by launching our new case/contact management system.

 Understanding

The ASA Council

The ASA Council is the independent jury that decides whether ads have breached the advertising code.

About the Council

Independently chaired by Lord Smith of Finsbury, the Council is made up of two panels – broadcast and non-broadcast. Two-thirds of the Council members on each panel are independent of the advertising and media industries and the remaining members have a professional background in the advertising or media sectors.

Collectively, they offer a wide range of skills and experiences, representing perspectives across society, including young people, families, charities and consumer groups. In February, we said goodbye to John Mayhead, who had served his maximum appointed term of six years, but we were delighted to welcome Reg Bailey to the ASA Council.

Key

● Broadcast Council ● Non-broadcast council



Rt Hon Lord Smith of Finsbury
Chairman



Kate Bee
● ●



Shireen Peermohamed
● ●



Sam Younger
● ●



Alan Bookbinder
● ●



Rachel Childs
● ●



Sir Martin Narey
● ●



Suzanne McCarthy
● ●



Wesley Henderson
● ●



Reg Bailey
● ●



Roisin Donnelly
● ●



Hamish Pringle FIPA
● ●



David Hepworth
●



Ray Gallagher
●



Advertising Standards Authority

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71 High Holborn
London WC1V 6QT
Telephone 020 7492 2222
Textphone 020 7242 8159
Email enquiries@asa.org.uk
www.asa.org.uk
[@ASA_UK](#)



Committee of Advertising Practice

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London WC1V 6QT
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Email enquiries@cap.org.uk
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