

Introduction to:

- **the Broadcast Committee of Advertising Practice**
- **the Committee of Advertising Practice**
- **the Advertising Advisory Committee, and**
- **the Advertising Standards Authority**

The Broadcast Committee of Advertising Practice (BCAP) authors the UK Code of Broadcast Advertising under contract with Ofcom. BCAP is composed of member bodies representing the UK broadcast advertising and media industries.

The Committee of Advertising Practice (CAP) authors the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing. CAP is composed of member bodies representing the UK non-broadcast advertising and media industries.

Together, the UK Advertising Codes and associated guidance set the standards for advertisements in the UK ensuring they do not mislead, harm or seriously offend their audience.

The Advertising Advisory Committee (AAC) gives informed, independent advice from the perspective of citizens and consumers to BCAP and CAP on formulation of advertising regulatory policy. The AAC's advice can help to shape rules for advertisements and guidance to support compliance with the rules.

The Advertising Standards Authority independently applies and enforces the UK Advertising Codes authored by BCAP and CAP.

Together, all parties work to ensure ads remain legal, decent, honest and truthful for the benefit of people, the advertising industry and wider society.

Functions and operation of the Advertising Advisory Committee

The AAC is an advisory committee for BCAP and CAP. Its purpose is to provide an independent "sounding board" for the industry, code-writing bodies. The AAC terms of reference are to provide independent, third-party advice to BCAP and CAP on advertising-related matters, especially those related to the UK Code of Broadcast Advertising and the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing. The Committee meets no more than six times a year.

BCAP and CAP submit to the AAC all relevant materials in their shared objective to address potential gaps or inadequacies in the UK Advertising Codes and associated guidance. These may arise as a result of a change in the law, new evidence about the impact of advertising, public policy concerns, issues arising from the Advertising Standards Authority's investigation of complaints and more factors besides. In return, the AAC advises BCAP and

CAP on their consideration of these factors from the perspective of citizens and consumers. The AAC may also have occasion to proactively raise with BCAP and CAP potential gaps or inadequacies in the UK Advertising Codes and associated guidance.

In performing its role, the AAC draws on its understanding of the prevailing context in which the UK Advertising Codes operate. Committee members are required to understand the Codes, their application and the context in which they operate.

Composition of the AAC

The AAC comprises an independent Chairperson (presently Sam Younger, CBE), the Chairman of BCAP and CAP (presently James Best) and up to six independent members.

Positions vacant

The positions vacant are for three AAC members. The current role holders are reaching the end of their appointed terms.

Timings

The successful candidates will be appointed to serve from 1 January 2024. Members of the AAC can expect to serve a maximum of two terms of three years.

Training

There is initial induction training for new AAC members.

Honorarium

Members are paid a fee of £8,060 per annum plus the reimbursement of reasonable expenses.

Diversity

It is important that the AAC is widely representative. We welcome applications from candidates of any race, gender, sexual orientation, religion or belief, from people with disabilities and from those who live or work in England, Scotland, Wales or Northern Ireland. Indeed, we welcome ALL well qualified candidates of any age who are able to devote the necessary time to the work.

Power of appointment

Appointments to the AAC are made by the Chairman of the AAC, in consultation with the Chairman of the Advertising Standards Authority, the Chairman of CAP and BCAP and Ofcom.

In choosing Committee members, the Chairman aims for complementarity of skills and background. There is no stereotype. All members of the Committee are different and bring differing experience, knowledge and abilities. The Chairman's decision on appointments is final and no correspondence will be entered into once the decision is made.