



Kevin Bakhurst
Group Director –
Content Media Policy
Ofcom
Riverside House
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London SE1 9HA

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Dear Kevin

I am writing on behalf of the ASA broadcast council (ASA(B)), BCAP and BASBOF to welcome the changes to the memorandum of understanding¹ following Ofcom's consultation on the 'Proposed extension to the remit of the Advertising Advisory Committee' (AAC). These changes open the way for the AAC to provide advice to the Committee of Advertising Practice (CAP) on non-broadcast advertising policy in addition to the advice it provides to BCAP on broadcast advertising policy.

Further to the proposals in the consultation document I hereby provide written assurance to Ofcom that:

- ASA(B) will continue to make any relevant research it undertakes available to the AAC through the Committees of Advertising Practice; and
- BCAP will provide all relevant Ofcom and ASA(B) research to the AAC as part of its consideration of BCAP Code changes and application.

Yours sincerely

Lord David Currie of Marylebone
ASA Chairman

cc James Best, Chairman, BCAP
Mark Lund, Chairman, BASBOF

¹https://www.ofcom.org.uk/_data/assets/pdf_file/0029/79472/memorandum_of_understanding_2014.pdf

Legal, decent, honest and truthful

Chairman Rt Hon Lord Currie of Marylebone **Chief Executive** Guy Parker
ASA Council (Broadcast) Tess Alps, Reg Bailey, Kate Bee, Wesley Henderson, Zaid Al-Qassab, Suzanne McCarthy, Shireen Peermohamed, Sam Younger, Tracey Follows and Neil Stevenson