



The Advertising Standards Authority Limited
2 Torrington Place London WC1E 7HW Telephone 0171-580 5555 Fax: 0171-631 3051

Mr David Webb
NCROPA
PO Box 7744
London SW3 5YT

30th August 1996

Dear Mr Webb,

Thank you for your letter to Lord Rodgers about the status and legitimacy of the Authority. Lord Rodgers has seen your letter and has asked me to reply to you.

The ASA is recognised by the Government and judiciary as one of the effective channels that exist to control advertisements and promotions. This system of self-regulation has been reviewed by both the Office of Fair Trading and the DTI and it is supported by the European Union.

You say that the Authority does not have any 'legally enforceable clout' but as well as having a number of very effective sanctions such as adverse publicity, the withdrawal of advertising space and the removal of trade incentives the Authority can, as a last resort, refer an advertisement to the Director General of Fair Trading under the Control of Misleading Advertisements Regulations 1988.

The Director General has powers to obtain an injunction from the court to prevent the future appearance of the advertisement. Failure to comply with an injunction would place the company in contempt of court and could lead to fines or imprisonment for those involved.

Chairman: Rt Hon Lord Rodgers of Quarry Bank
Director General: Matti Alderson
Members of Council:
Jane Anderson MA
Richard Bradley MCAM
Hugh Burkitt MA FIPA

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Sylvia Heal JP BSc (Econ)
Sheila Iffat Hewitt JP BSc (Econ) AIB
Patricia Mackesy JP
Ian Markham BD MLitt PhD
Peter Mitchell BSc (Econ)

Prof Catherine Peckham MD FRCP FFPHM
Len Sanderson
Norman Tutt BA MSc PhD
Registered in England No 733214
A Company Limited by Guarantee

The self-regulatory system in the UK is both effective and flexible and it operates in an atmosphere of co-operation rather than coercion. Some 96% of press advertisements and 98% of poster advertising complies with the the Codes.

You commented on our Monthly Report No.63 and our research. I enclose the research for you to see. We find that those who wish to obtain information about the Authority and our research call us on the numbers provided in the Monthly Report or write to us for details.

Yours sincerely
M. Alderson

Matti Alderson
Director General