

Item 6d.

Officer Response to petition:

Dear Ms Woods,

Please see the below service area response for your petition that has been jointly prepared by the Public Health and Communication teams.

"We thank Peterborough Youth Council for submitting the petition which asks the council to restrict the advertisement of food high in fat, salt and sugar on advertising spaces owned by the council or on council owned land.

First of all, we would like to explain which advertising sites we currently have control over and those we currently do not:

- Roundabout sponsorship - advertising sites are owned by the council and management of this advertising is about to be transferred to an external provider. Whilst the management of this advertising sat with the council, we have never advertised food high in fat, salt and sugar.
- Lamppost banner advertising - these adverts are on council-owned lampposts and they are managed by a third party. The council does not currently have a policy in place to stop the company selling advertising to companies promoting food high in fat, salt and sugar. There was an example recently where Bay Media had a request to advertise from Burger King and they would only accept the advert copy as long as it didn't contain a high fat, salt or sugar product in the copy.
- JC Decaux advertising boards. The wider network of boards is owned and managed by JC Decaux. The council is able to use a number of these boards to place its own advertisements but it has never chosen to advertise food high in fat, salt and sugar. The council does not currently have a policy in place to stop the company selling advertising to such companies.
- Bus shelter advertising - a company called Clear Channel owns and manages the bus shelters and all the advertising boards attached to them. The council does not currently have a policy in place to stop the company selling advertising to companies promoting food high in fat, salt and sugar.
- BT digital boards - we are aware that there are a number of digital advertising boards in the city but we do not have any involvement in what is advertised on those board.

In addition, the council sells advertising in its annual Council Tax booklet which is delivered to every home in the city. We have not advertised brands in the past which are high in fat, salt and sugar.

In summary, when the council has access to advertising space, even for its own use or to sell to third parties, it has no history in advertising food high in fat, salt and sugar and does not intend to start doing so. In addition, the council does not currently have a policy in place to stop the company selling advertising to companies promoting food high in fat, salt and sugar.

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