

<b>CABINET</b>	<b>AGENDA ITEM No. 6</b>
<b>17 June 2024</b>	<b>PUBLIC REPORT</b>

Report of:	Emmeline Watkins, Director of Public Health	
Cabinet Member(s) responsible:	Cllr Shabina Qayyum, Cabinet Member for Adults and Health	
Contact Officer(s):	Paul Stokes - Senior Strategic Public Health Manager Rose Earland – Public Health Manager Iain Green – Team Manager Health in All Policies	Tel. 07484 519466/01223 703257

**PETERBOROUGH CITY COUNCIL HEALTHIER FOOD AND DRINK ADVERTISING POLICY**

<b>RECOMMENDATIONS</b>	
<b>FROM:</b> <i>Director of Public Health</i>	<b>Deadline date:</b> <i>N/A</i>
It is recommended that Cabinet consider the Peterborough City Council Healthier Food and Drink Advertising Policy for adoption.	

**1. ORIGIN OF REPORT**

1.1 Peterborough Youth Council submitted a petition requesting the Council **restrict the advertisement of food high in fat, salt and sugar in advertising spaces owned by the Council or on Council owned land.** A draft policy was taken to Adults and Health Scrutiny Committee on the 12<sup>th</sup> March 2024. The Committee reviewed the draft Healthier Food and Drink Advertising policy and recommended the policy is considered by Cabinet for adoption.

**2. PURPOSE AND REASON FOR REPORT**

2.1 The purpose of this report is to consider the Healthier Food and Drink Advertising Policy for adoption.

2.2 This report is for the Cabinet to consider under its Terms of Reference:

3.2.8 To determine policies or strategies that will have a significant impact on two or more wards.

3.2.9 To promote the Council's corporate and key strategies and Peterborough's Community Strategy and approve strategies and cross-cutting programmes not included within the Council's major policy and budget framework.

2.3 *How does this report link to the Children in care Promise?*

High fat, salt and/or sugar (HFSS) food and drink advertising increases the risk of children living with food related ill health such as diabetes, tooth decay and cancers. Children living in more deprived areas are more exposed to unhealthy food advertising, and are therefore at higher risk. This may exacerbate inequalities for children in care.

**3. TIMESCALES**

Is this a Major Policy Item/Statutory Plan?	<b>NO</b>	If yes, date for Cabinet meeting	<b>N/A</b>
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#### 4. BACKGROUND AND KEY ISSUES

- 4.1 Peterborough Youth Council submitted a petition requesting the Council **restrict the advertisement of food high in fat, salt and sugar in advertising spaces owned by the Council or on Council owned land.**
- 4.2 Following the November 2023 Adults and Health Scrutiny Committee meeting, officers from Public Health convened a task and finish group to draft a policy which would meet the requirements of the Scrutiny Committee recommendation and the petition from the Youth Council. The task and finish group membership includes officers from:
- Public Health – Joint Commissioning Unit, Health in All Policies
  - Place and Economy – Safer Communities, Environment and Climate
  - Customer and Digital Services – Communications
  - Commercial and Procurement
  - Adult Services and Communities – Environmental Health
- 4.3 The Policy has drawn heavily from policies adopted by other Councils and uses best practice examples to ensure the policy is workable, easy to follow and is clear for officers and potential advertisers alike.
- 4.4 The evidence on the effects of exposure to HFSS advertising and links to obesity are given in the previous committee paper and are not repeated in this paper (the previous committee paper can be found at: [6a - Petition - Junk Food Advertisement.pdf \(peterborough.gov.uk\)](#)).
- 4.5 The task and finish group raised issues concerning:
- Events on Council land which tend to have vendors selling HFSS food and drink.
  - Route finder signs
  - Street traders in the City centre
  - Compliance
- 4.6 The basis for adopting a policy which restricts advertising for HFSS food and drink is to switch the spotlight from unhealthy foods to healthier foods. Advertising for unhealthy foods has been shown to lead to increased snacking, as well as purchasing and consumption of unhealthy foods, and [research](#) has shown seeing just one additional HFSS advert results in young people consuming an additional 350 calories of unhealthy foods and drinks.
- 4.7 A draft policy was taken back to Adults and Health Scrutiny Committee in March 2024, where it was recommended the policy is considered by Cabinet for adoption.
- 4.8 The task and finish group have since consulted with Sustain (detailed in 6.1) to ensure it is in line with other HFSS advertising policies nationally.

#### 5. CORPORATE PRIORITIES

- 5.1 *1. The Economy & Inclusive Growth*
- *Environment*
- CIA summary: If a healthier food advertising policy were implemented by the Council, there would be a neutral and potentially positive impact on carbon emissions. If a policy were to be implemented that resulted in decreased consumption of HFSS foods, carbon emissions could potentially be reduced in the city.
- *Homes and Workplaces*
  - *Jobs and Money*
- 2. Our Places & Communities*
- *Places and Safety (including any rural implications)*
  - *Lives and Work*

- *Health and Wellbeing*

An advertising policy would support the Joint HWB strategy priority 'create an environment to give people the opportunity to be as healthy as they can be' and the Public Health commissioned weight management services.

### 3. *Prevention, Independence & Resilience*

- *Educations and Skills for All*
- *Adults*
- *Children*

There are large numbers of children living with overweight and obesity in Peterborough. An advertising policy would support the Joint HWB strategy priority to 'create an environment to give people the opportunity to be as healthy as they can be' and the Public Health commissioned weight management services.

### 4. *Sustainable Future City Council*

- *How we Work*
- *How we Serve*
- *How we Enable*

Further information on the Council's Priorities can be found here - [Link to Corporate Strategy and Priorities Webpage](#)

## 6. **CONSULTATION**

6.1 We have consulted with [Sustain](#), a charity that has specialist knowledge of advertising policies and has supported with their implementation in 14 local authorities since 2019. Sustain have reviewed the Peterborough City Council Healthier Food and Drink Advertising Policy. As a result, we have adapted the policy wording to frame it more positively and removed and points relating to promotion (such as A-boards and signs on street trader food stalls) rather than advertising, as they are out of scope of the policy.

6.2 *Has this recommendation been considered by the below? If not, please provide reasoning.*

- *Corporate Leadership Team (CLT) (Yes, 28/05/2024)*
- *Cabinet Policy Forum (CPF) (Yes, 03/06/2024)*

## 7. **ANTICIPATED OUTCOMES OR IMPACT**

7.1 If a HFSS food and drink advertising policy were to be implemented, it would decrease the exposure of the Peterborough population to unhealthy food and drink advertisements. Evidence suggests that reduced exposure to HFSS advertising reduces purchase and consumption of these products. Therefore, we would expect this to have a positive impact on health outcomes, addressing inequalities and climate change while maintaining advertising revenues.

The independent evaluation of the Transport for London healthier food advertising policy found that the policy led to a 20% reduction in sugary product purchases across the city as well as 1,000 weekly household calories from unhealthy foods and drinks. This is expected to lead to 100,000 fewer cases of obesity, 3,000 fewer cases of diabetes and 2,000 fewer cases of heart disease as well as a saving of £218 million for the NHS in London.

## 8. **REASON FOR THE RECOMMENDATION**

8.1 Information provided following a [petition](#) received by the Council from Peterborough Youth Council.

## 9. **ALTERNATIVE OPTIONS CONSIDERED**

- 9.1 Adults and Health Scrutiny Committee have recommended that Cabinet consider the Peterborough City Council Healthier Food and Drink Advertising Policy for adoption, therefore no alternative options have been considered.

## 10. IMPLICATIONS

### Financial Implications

- 10.1 Advertising revenues are expected to be maintained because no company is banned from advertising, they are simply switching the advertising copy from featuring unhealthy foods and drinks to healthier ones.

Of the 14 local authorities that have implemented similar healthier food and drink advertising policies, none have reported a loss in advertising revenue.

- [Evidence](#) from Transport for London (TfL) shows an increase in advertising revenue after implementation of their policy in 2019.
- The London Borough of Haringey, the first local authority to implement a healthier food advertising policy, have released a [statement](#) reporting no financial loss to the council since their policy was implemented in 2019.

### Legal Implications

- 10.2 Local authorities have a statutory duty to promote public health (Health and Social Care Act 2012, NHS Act 2006, Health and Care Act 2022).

Any policy must operate within existing legislative requirements and codes of conduct, including the Advertising Standards Authority (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing; the Government's Code of Recommended Practice on Local Authority publicity; and the Equalities Act 2010.

### Equalities Implications

- 10.3 An EQIA was carried out on the policy. There were no negative effects found on any equality group.

All age groups would be positively affected by the policy, as they will be exposed to less advertising of unhealthy food and drink. However, the request for such policy was raised through a petition by Peterborough Youth Council, who reported "Rampant advertising of junk food in Peterborough. Some of us encounter 3-4 junk food adverts in 30-minute walks to school". Therefore, we anticipate that the policy will have a particularly positive effect on children and young people.

Evidence shows that unhealthy food marketing, including outdoor advertising, encourages increased consumption of unhealthy food, particularly by children, in turn driving the numbers of people living with overweight and obesity. A recent study in Bristol found that unhealthy product advertisements, particularly for unhealthy food and drinks, were observed more by younger people and those living in more deprived areas. If the Peterborough Healthier Food and Drink Advertising Policy were to be implemented by the council, to specifically restrict such advertisements, it would have the potential to reduce health inequalities.

## 11. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 11.1
- [Peterborough Adults and Health Scrutiny Committee Report 12th March 2024](#)
  - [Barnsley Council Advertising and Sponsorship Policy, HFSS Guidance Note, 2022](#)
  - [Bristol City Council Advertising and Sponsorship Policy, HFSS Guidance Note, 2019](#)
  - [Luton Healthier Food and Drink Advertising Policy guidance note, 2023](#)
  - [Merton Council Advertising Policy, 2020](#)

- [Sustain Healthier Food Advertising Policy Toolkit, 2022](#)
- [TfL Advertising Policy: Approval Guidance Food and Non-Alcoholic Drink Advertising, 2019](#)

## **12. APPENDICES**

- 12.1 Appendix 1 - Peterborough City Council Healthier Food and Drink Advertising Policy

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