

BRIEFING TO OVERVIEW AND SCRUTINY BOARD

Report Title: Council Motions

Report Author: Lori Hughes, Constitutional Services Officer

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1. Ban on Fast Food and Energy Drinks Advertising

1.1 Background:

At the Council meeting on 11th September 2019, the following motion was referred to the Overview and Scrutiny Board:

“Council notes that:

- Fast food contains high level of fats, salt and sugar and energy drinks often contain high levels of caffeine and sugar.
- Excessive consumption of these products contributes to obesity, tooth decay, diabetes, gastro-intestinal problems, sleep deprivation and hyperactivity.
- The Royal College of Paediatrics and Child Health predicts half of all children in the UK will be overweight or obese by 2020.
- The Mayor of London banned all fast food advertising on publically-controlled advertising spaces across London’s entire transport network.
- Sustain and Foodwatch recently published a report ‘Taking Down Junk Food Adverts’ which recommends that local authorities regulate adverts on public telephone boxes and that the Advertising Standards Authority should be able to regulate advertising outside nurseries, children’s centres, parks, family attractions and leisure centres.

As a local authority with a statutory responsibility for public health, Council believes that it should do all that is possible to discourage the consumption of fast food and energy drinks.

Council therefore resolves to:

- Ask the Chief Executive to write to the Chief Executive of Transport for Greater Manchester asking TFGM to impose a ban on the advertising of fast food and energy drinks on publicly owned poster sites etc across the Greater Manchester transport network.
- Ensure that fast food or energy are not advertised on any hoarding or within any building owned by this Council including large advertisements on bus stops.

- Ensure that such products are not sold to children or young people on any of our premises.
- Ask our NHS, social housing, voluntary and private sector partners, including the Mayor of Greater Manchester, to make a similar undertaking.
- Ask the Chief Executive to write to the relevant minister requesting the recommendations of the 'Taking Down Junk Food Adverts' report be adopted as government policy as soon as possible; copying in our local members of Parliament to seek their support.

1.2 Recommendations

The Overview and Scrutiny Board is requested to determine how to proceed with the resolution.

2. Tackling Speeding

2.1 At the Council meeting on 20th March 2019, the following motion was debated:

“Council notes that speeding continues to be a factor in road collisions and that a pedestrian is four times more likely to die if they are hit by a vehicle travelling at forty miles per hour than they are at 30 mph. It is therefore imperative the Council working with the Police and residents seek to reduce excessive vehicular speeds in this borough, especially outside schools, on minor residential roads and in rural areas.

Council believes that we should work with our residents' groups to deter and catch offenders and that we should employ mobile technology in order to do so.

Full Council resolved that the Overview and Scrutiny Board be asked to:

- Identify, with the assistance of District Executives, local police and the Council's highways officers, locations not currently equipped with a speed camera which might benefit from one for consideration by the Drive Safe Greater Manchester Casualty Reduction Partnership.
- Explore the availability of funding to purchase and deploy mobile speed cameras to catch offenders, change driver behaviour and improve road safety.
- Investigate how the Council and the police can work with community and residents' groups to establish Community Speed Watch schemes and Community Concern speed enforcement sites in the Borough
- Explore the merits of establishing 'bus gates' at sites outside schools and look at establishing a pilot project. ('Bus gates' limit vehicular through traffic outside schools to cycles and local buses at the start and end of the school day, with a fixed penalty for transgressors.)

2.2 Progress

A workshop was convened on 24th September 2019. The resolutions of the motions were discussed. Three recommendations were agreed for further exploration:

- i) Training schemes on speed guns be investigated.
- ii) Further bus gate schemes be explored as a pilot.
- iii) Funding of signage on street lighting columns be explored.

2.3 Recommendation

The Overview and Scrutiny Board is requested to note the recommendations of the workshop.