



**Oldham**  
Council

**Report to HEALTH SCRUTINY COMMITTEE**

# **Council Motion – Ban on Fast Food and Energy Drink Advertising**

**Chair:**

Councillor Shoab Akhtar

**Report Author:** Mark Hardman, Constitutional Services

**1<sup>st</sup> September 2020**

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## **Reason for Decision**

A Council Motion 'Ban on Fast Food and Energy Drink Advertising' has been referred to the Health Scrutiny Committee for consideration before the Motion is considered in detail by the Council.

## **Recommendations**

The Health Scrutiny Committee is invited to consider the information presented within the submitted report and determine a way forward with regard to further consideration of the Motion.

## **Council Motion – Ban on Fast Food and Energy Drink Advertising**

### **1 Background**

- 1.1 At the meeting held on 7<sup>th</sup> July 2020 the Committee received a detailed report on matters raised in a Council Motion “Ban on Fast Food and Energy Drink Advertising” that had been referred to the Committee for consideration. This report had been delayed from the meeting of the Committee originally scheduled in March 2020. The submitted report also noted that the Public Health team had planned to put forward a proposed Healthy Weight and Physical Activity Strategy. This had also been intended for submission to the March 2020 meeting of the Committee but had now been placed on hold due to Public Health’s need to concentrate on mandated services on response to Covid-19, this requirement and its implications being further considered in the Work Programme report on the July 2020 agenda. The proposed Strategy contained an action relating to the restriction of unhealthy food adverts and the planned multi-agency delivery of the strategy would support some of the intentions of the Council Motion.
- 1.2 In discussion at the meeting of the Committee held on 7<sup>th</sup> July 2020, Members discussed whether certain matters might benefit from a Greater Manchester-wide consideration. Members further noted that the proposed new Healthy Weight and Physical Activity Strategy would link to certain aspects of the Motion and it was suggested that the Director of Public Health be asked to consider submission of the Strategy to allow a full consideration of the Motion.
- 1.3 The Committee resolved on 7<sup>th</sup> July 2020 to give a consideration to the Motion, alongside the proposed Strategy at the next meeting. To this end the following papers are appended –
- Appendix A – the report presented to the Committee on 7<sup>th</sup> July 2020
  - Appendix B – the draft Strategy “Healthy Weight and Physical Activity Strategy” as prepared for submission for consultative purposes to the meeting of the Committee in March 2020.

Members are asked to note that the draft Strategy “Healthy Weight and Physical Activity Strategy” was drafted in the pre-Covid period and will need to be re-visited to reflect policy changes over this period and any new or enhanced focus on obesity related issues. Members will be aware that the Public Health work programme remains focused on the immediate response to the Covid-19 pandemic and should note that there is no current timescale set for the review of the draft Strategy. As such, the appended draft Strategy should be regarded as ‘indicative’ rather than being a document presenting firm proposals.

### **2. Council Motion – Ban on Fast Food and Energy Drink Advertising**

- 2.1 The Council Motion, including preamble, read as follows –

“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.

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- The Mayor of London banned all fast food advertising on publicly-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.”

2.2 Considerations in respect of the Motion are presented in the report that is attached as Appendix A. The draft Healthy Weight and Physical Activity Strategy, the status of which is considered in paragraph 1.3 above, that includes some linkages to the Council Motion and the submission of which was requested by the Committee, is attached at Appendix B.

### **3 Conclusion**

3.1 In line with the resolution of the Committee at the meeting held on 7<sup>th</sup> July 2020, the Committee is invited to consider making a reference to Council in respect of matters raised in the Motion “Ban on Fast Food and Energy Drink Advertising”

### **4 Financial Implications**

4.1 No financial implications for the Council have been identified in relation to this Committee’s consideration of the Motion. However, any recommendation of the Committee that has potential financial implications for the Council would require a consideration by the Cabinet.

### **5 Legal Services Comments**

5.1 Any legal implications arising are considered within the body of the report.

### **6 Co-operative Agenda**

6.1 The Motion as submitted presents options that could enable the Council to promote a common approach to the advertising and sale of fast food/HFSS with the intention of contributing to the reduction of childhood obesity.

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7      **Human Resources Comments**

7.1      There are no Human Resources implications associated with this report.

8      **Risk Assessments**

8.1      There are no particular risk issues associated with this report.

9      **IT Implications**

9.1      There are no IT systems implications associated with this report.

10      **Property Implications**

10.1      There are no Property Implications associated with this report.

11      **Procurement Implications**

11.1      There are no Procurement Implications associated with this report

12      **Environmental and Health & Safety Implications**

12.1      There are no Environmental and Health & Safety Implications associated with this report.

13      **Equality, community cohesion and crime implications**

13.1      There is evidence (referenced in appendix A) that young people from deprived areas are more likely to consume HFSS products, have increased exposure to HFSS advertising and have a poorer awareness of health conditions associated with overweight and obesity.

14      **Equality Impact Assessment Completed?**

14.1      No

15      **Key Decision**

15.1      No

16      **Background Papers**

16.1      There are no background papers as defined by Section 100(1) of the Local Government Act 1972 to this report.

17      **Appendices**

17.1      Appendix A – Report to Health Scrutiny Committee, 7<sup>th</sup> July 2020 – ‘Council Motion – Ban on Fast Food and Energy Drink Advertising’

17.2      Appendix B – Draft ‘Healthy Weight and Physical Activity Strategy’