

Report to CABINET

Council Motion – Ban on Fast Food and Energy Drink Advertising

Report of the Chair and Vice Chair of Health Scrutiny Committee:

Councillors Shoab Akhtar and Colin McLaren

Report Author: Mark Hardman, Constitutional Services

25th January 2021

Reason for Decision

The Health Scrutiny Committee, at a meeting held on 1st September 2020, referred a Council Motion 'Ban on Fast Food and Energy Drink Advertising' to the Cabinet, recommending that issues raised within the Motion be progressed on a Greater Manchester-wide basis, that the matter be raised with the Leaders of the other Greater Manchester authorities, and that the Mayor of Greater Manchester be requested to run a campaign on these issues in conjunction with the Greater Manchester local authorities, and further asking for the Cabinet to submit a progress report on actions taken to the Committee.

The Council's Executive Procedure Rule 7.5(e) requires consideration by the Cabinet of reports from Overview and Scrutiny Committees.

Recommendations

The Cabinet is recommended to consider the recommendations of the Health Scrutiny Committee and respond to the Committee on actions taken.

Council Motion – Ban on Fast Food and Energy Drink Advertising

1 Background

1.1 At the meeting of the Council held on 11th September 2019 the Council referred the following Motion 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 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.”

1.2 The matter was further referred to the Health Scrutiny Committee and consideration subsequently delayed due to the Covid-19 pandemic.

1.3 The Health Scrutiny Committee gave full consideration to the Motion at a meeting held on 1st September 2020 on receipt of the report appended to this report. In discussion, it was suggested that the issue was one which would be very difficult to progress in isolation and that Oldham alone could make only small changes. While the intent of the Motion was considered to be good, it was further suggested that it would take leadership and support across Greater Manchester to make real progress. As such, it might be more appropriate

to refer the matter to the Cabinet, rather than back to the Council, to consider the extent to which work with other authorities and bodies might progress this matter, and that any referral to Cabinet should include recommendations that discussions be held between all ten Greater Manchester Leaders and that the Mayor of Greater Manchester be asked to consider running a campaign on this issue in alongside the ten Leaders.

- 1.4 The Health Scrutiny Committee therefore resolved that
1. the Motion be referred to the Cabinet with a recommendation that the issues raised within the Motion relating to a Ban on Fast Food and Energy Drinks Advertising be progressed on a Greater Manchester-wide basis, that the matter be raised with the Leaders of the other Greater Manchester authorities, and that the Mayor of Greater Manchester be requested to run a campaign on these issues in conjunction with the Greater Manchester local authorities;
 2. the Cabinet be requested to submit a progress report on actions taken to this Committee.

- 1.5 This report is submitted in accordance with the Council's Executive Procedure Rules and Overview and Scrutiny Procedure Rules.

2 Financial Implications

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

3 Legal Services Comments

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

4 Co-operative Agenda

- 4.1 The Motion as submitted presents options that could enable the Council to promote a common approach to the advertising and sale of fast food and energy drinks/food high in fat, sugar and salt (HFSS) with the intention of contributing to the reduction of childhood obesity.

5 Human Resources Comments

- 5.1 There are no Human Resources implications associated with this report.

6 Risk Assessments

- 6.1 There are no particular risk issues associated with this report.

7 IT Implications

- 7.1 There are no IT systems implications associated with this report.

8 Property Implications

- 8.1 There are no Property Implications associated with this report.

9 Procurement Implications

- 9.1 There are no Procurement Implications associated with this report

10 **Environmental and Health & Safety Implications**

10.1 The are no Environmental and Health & Safety Implications associated with this report.

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

11.1 There is evidence (referenced within the appendix) 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.

12 **Equality Impact Assessment Completed?**

12.1 No

13 **Key Decision**

13.1 No

14 **Background Papers**

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

14.2 The Sustain and Foodwatch report, referenced in the Motion, is available here - http://www.foodactive.org.uk/wp-content/uploads/2019/04/Taking_Down_Junk_Food_Ads.pdf

15 **Appendices**

15.1 The Appendix to this report comprises the report and related appendices considered by the Health Scrutiny Committee at the meeting held on 1st September 2020.