

Report to HEALTH SCRUTINY COMMITTEE

Council Motion – Ban on Fast Food and Energy Drink Advertising

Chair:

Councillor Shoab Akhtar

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16th March 2021

Reason for Decision

A Council Motion ‘Ban on Fast Food and Energy Drink Advertising’ was referred to the Health Scrutiny Committee for consideration. The Committee referred recommendations for consideration to the Cabinet and this report advises of the Cabinet consideration.

Recommendations

1. The Health Scrutiny Committee note the report and agree to its submission to Council.
2. The Health Scrutiny Committee receive an update report on the progress of actions linked to the Council Motion, and the Committee work programme be updated accordingly.

Council Motion – Ban on Fast Food and Energy Drink Advertising

1 Background

1.1 At a meeting 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 Following a further referral to the Health Scrutiny Committee, at the meeting held on 7th January 2020 the Committee resolved that a report on the Motion be submitted to the next meeting. Following a delay caused by the cancellation of the March 2020 meeting due to Covid-19, the Motion was considered by the Health Scrutiny Committee on 7th July 2020.

1.3 At the meeting held on 7th July 2020 the Committee received a detailed report on the matters raised in the Motion. This report also noted that the Public Health team had planned to put forward a proposed Healthy Weight and Physical Activity Strategy to the March 2020 Committee meeting and that this development had been placed on hold due to the need to concentrate on mandated services in response to Covid-19. This

requirement and its implications were further considered in the Health Scrutiny Committee Work Programme report on the July 2020 agenda. The proposed Strategy had 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.

- 1.4 In discussion at the meeting held on 7th July 2020, Members considered whether certain matters might benefit from a Greater Manchester-wide consideration. Members further noted that the proposed Healthy Weight and Physical Activity Strategy would link to certain aspects of the Motion and asked the Director of Public Health to consider submission of the draft Strategy to allow a fuller consideration of the Motion.
- 1.5 At the meeting of the Committee held on 1st September 2020 the Committee received the draft Strategy “Healthy Weight and Physical Activity Strategy” as prepared for submission for consultative purposes to the meeting of the Committee scheduled for March 2020, alongside the detailed report that had been submitted to the July 2020 meeting. The Committee 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.
- 1.6 The Health Scrutiny Committee recommendations, including the detailed report considered by the Committee in September 2020, was considered at a meeting of the Cabinet held on 25th January at which it was resolved that
1. 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. A progress report on actions taken in relation to the issues raised within the motion to a Ban on Fast Food and Energy Drinks Advertising be submitted to the Health Scrutiny Committee.

2 Conclusion

- 3.1 The Committee consideration of the Council Motion can, with the response of the Cabinet, be considered as substantially concluded and the Council advised accordingly. The commitment to submit a progress report should be noted, and the item will remain listed on the Committee Work Programme for future consideration.

3 Background Papers

- 3.1 There are no background papers as defined by Section 100(1) of the Local Government Act 1972 to this report.
- 3.2 However, reports and minutes related to this issue can be accessed as follows
- Health Scrutiny Committee, 7th July 2020 - <https://committees.oldham.gov.uk/ieListDocuments.aspx?CId=457&MId=7989&Ver=4>

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- Health Scrutiny Committee, 1st September 2020 - <https://committees.oldham.gov.uk/ieListDocuments.aspx?CId=457&MId=7990&Ver=4>
 - Cabinet, 225th January 2021 - <https://committees.oldham.gov.uk/ieListDocuments.aspx?CId=144&MId=7963&Ver=4>

4 Appendices

4.1 There are no appendices to this report.