

**Statement and petition: PS15.02**

**Cabinet – 9 March 2021**

**Re: Agenda item 15 - Advertising and Sponsorship Policy**

**Statement submitted by: Robbie Gillett, Adblock Bristol**

We welcome the creation of a new Advertising Policy covering sites that the Council controls; in particular the prohibitions on advertising in parks, junk food ads and gambling ads. We thank the Mayor's office for your reply to our enquiry about introducing similar restrictions on advertising for high carbon products - such as SUVs, airlines and fossil fuel companies.

We believe such a policy would support the ambitions stated in the One City Climate Strategy to create : "advertising standards and restrictions to support responsible consumption."

In the last few weeks, 800 people have signed a petition supporting this proposal.

Petition webpage: <https://actionnetwork.org/petitions/end-advertising-high-carbon-products-bristol-council-sites/>

We note that a public consultation would be needed ahead of this policy. This petition aims to demonstrate encouraging public support and will be left open over the coming weeks.

We have learned that other local authorities are looking to Bristol to see how it advances on this issue. As it has done so before, Bristol City Council has an opportunity to show progressive national leadership in this critical year for climate ahead of the COP26 talks in Glasgow.