

Question: PQ15.01&02

Cabinet – 9 March 2021

Re: Agenda item 15 - Advertising and Sponsorship Policy

Questions submitted by: Jenny Howard Coles

Q1. I welcome the restriction of advertising for junk food and gambling in the Advertising Policy on the grounds of health, and hope that the next step will be the addition of restrictions around high carbon advertising which also represents a threat to our health and wellbeing. But I am concerned that the Advertising Concession Agreement (ACA) due to be adopted next year will effectively freeze your policies in time for the next 10 years. So my question is: will the council be able to ensure that the concession is structured in such a way as to allow for restrictions on high carbon advertising to be incorporated into the terms of the agreement at a later date - without having to wait 10 years for the concession to expire?

Q2. More broadly speaking, does the council have plans to ensure alignment of advertising policy citywide with other parts of the council's operations including planning and public health?