

PART A - Initial Impact Assessment

Proposal Name: Advertising and Sponsorship Policy

EIA ID: 2488

EIA Author: Nicola Allen (CEX)

Proposal Outline: Introduce a modern policy that will govern how all advertising and sponsorship is managed across the authority - including all Council assets, land and relationships. The policy will include restrictions that support the Council's commitment to improving health & the climate, and contribute to long-term savings.

Proposal Type: Non-Budget

Year Of Proposal: 23/24

Lead Director for proposal: James Henderson (CEX)

Service Area: Policy & Democratic Engagement

EIA Start Date: 14/12/2023

Lead Equality Objective: Break the cycle and improve life chances

Equality Lead Officer: Ed Sexton

Decision Type

Committees:

Sub-Committees
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Portfolio

Primary Portfolio: Strategic Support Services

EIA is cross portfolio: No

EIA is joint with another organisation: No

Overview of Impact

Overview Summary:

The policy will provide consistent, clear, transparent and fair criteria in managing advertising and sponsorship relationships, ensuring that all businesses/organisations/individuals are assessed using the same set of terms. Introducing a policy that restricts high fat, salt & sugar foods, alcohol, gambling and fossil fuels will impact businesses and organisations that want to promote those products. A ban on advertising of those products is expected to positively impact those with lower life expectancy, those more at risk of health issues, lower income households and those who are more likely to be influenced by these types of ads (such as young people with junk food ads). Exemptions have been written to manage relationships with local SMEs ensuring they are able to promote appropriate services, as it is understood that their influence is different to large corporations. Consideration has been given as to whether the policy could inadvertently impact small businesses of ethnic minority communities due to the nature of the businesses - such as fast food take away. Fair processes and justification will be used in assessing where it is appropriate for the council to enter in to agreements. In terms of race, consideration will be made to ensure accessibility - can all business types access information about how to advertise?

Consultation and other engagement

Cumulative Impact

Does the proposal have a cumulative impact: No

Impact areas:

Initial Sign-Off

Full impact assessment required: Yes

Review Date: 16/09/2024

PART B - Full Impact Assessment

Health

Staff Impacted: No

Customers Impacted: Yes

Description of Impact: The policy will support work to improve health outcomes in the city by restricting adverts for HFSS products, polluting fuels and services targeted at vulnerable people such as gambling.

Name of Lead Health Officer:

Comprehensive Assessment Being Completed: No

Public Health Lead signed off health impact(s):

Age

Staff Impacted: No

Customers Impacted: Yes

Description of Impact: Young people are more susceptible and targeted for junk food ads - by restricting this across council assets we can prevent young people being targeted where possible. In terms of life expectancy, the restrictions should also help to improve this for those in areas of deprivation by improving health outcomes.

Poverty & Financial Inclusion

Staff Impacted: No

Customers Impacted: Yes

Description of Impact: Policy supports wellbeing of low income households, which are often targeted with ads for products that have further detrimental impact on their lives. The restrictions will prevent promotion of such products, and should make space for ads to be featured promoting helpful information and less/unharmful products/services instead.

Race

Staff Impacted: No

Customers Impacted:

Yes

Description of Impact:

Policy restrictions could be deemed as indirectly impacting business owners in some ethnic minority communities where the business types are predominantly falling in to restricted terms - such as fast food take away. Evidence from REC has also highlighted potential issues around accessibility of opportunities - if policy is introduced consideration should be given to ensure opportunities are promoted in a way that is accessible for all.

Action Plan & Supporting Evidence

Outline of action plan:

Approval at Finance Committee for the policy to be adopted roadshow across services to advise about the changes and processes & criteria. The policy is part of our wider income maximise the council's assets, and alongside the policy the plan that addresses how we can reach a broad audience to advertise or sponsor with us have the opportunity to do so.

Action plan evidence:

Looking at other authorities that have adopted similar policy evidence from studies about food/drink/gambling on people studies on the ad industry and impact
<https://www.sciencedirect.com/science/article/pii/S0195666>
<https://www.sustainweb.org/news/jan24-knowsley-advertising/>
<https://evidence.nihr.ac.uk/alert/advertising-ban-was-linked-unhealthy-food-and-drink/>
<https://www.sciencedirect.com/science/article/pii/S0033350>

Changes made as a result of action plan:

Mitigation

Significant risk after mitigation measures:

No

Outline of impact and risks:

Review Date

Review Date:

