

Executive Decision Individual Decision Notice	 TOWER HAMLETS
Decision Maker: Cabinet, 24 May 23	Classification: [Unrestricted or Exempt]
Tower Hamlets Healthier Advertising Policy	

Under the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 – notice is required to be given of the intention to take Executive Key Decisions.

Notice is given either through an Individual Decision Notice or through the Forward Plan. Notice must normally be given 28 Days’ before the decision can be taken.

Key Decision? Yes	Ward(s) All Wards
Summary of Decision	<p>Tower Hamlets has very high levels of child excess weight. Evidence shows that advertisements for unhealthy food and drink products directly and indirectly impact what we eat. Young people who recall seeing junk food adverts every day are more likely to be obese.</p> <p>The paper considers how we can protect children and young people from the advertising of unhealthy food and drinks (foods and drinks that are high in fat, salt and sugar), in order to contribute towards our priority to promote children’s healthy weight and healthy life expectancy. This is part of a wider programme of work to support child healthy weight in the borough.</p>

Community Plan Theme	Invest in public services
Cabinet Member	Cabinet Member for Health, Wellbeing and Social Care (Councillor Gulam Kibria Choudhury)
Who will be consulted before decision is made and how will this consultation take place	<p>Internal: Directorates: •Children’s Services •Place •Resources (Financial) •Governance (Legal, Communications BAME; Older People: and Women’s networks</p> <p>Consultation with a broad audience has been undertaken using a mixed methods approach, with a combination of both quantitative</p>

	<p>and qualitative methods.</p> <p>A meeting with the Youth Board will take place in March 2023, followed by a short survey to invite their views.</p> <p>Parents/Carers have been engaged with through primary school visits, speaking at Healthy Families Programme sessions, and through attendance and presentation at the Festival of Family Health on 15th March.</p> <p>Meetings and presentations are being arranged with the following equalities groups: BAME network, Older people and Women's network.</p> <p>A meeting with Dr Sam Everington, Bromley by Bow centre, took place on the 4th November 2022.</p> <p>We have shared a short survey with local businesses to invite their views on the policy.</p> <p>We have liaised with council staff in Greenwich, Southwark, Merton and Haringey, who have overseen the policy development and implementation in their councils.</p> <p>We have liaised with Dr Penny Breeze, one of the researchers at the University of Sheffield, who, alongside researchers at the London School of Hygiene and Tropical Medicine, developed an advanced mathematical method to estimate the health and economic benefits that restricting junk food advertising on the Transport for London network had in 2019.</p> <p>A public consultation by the Greater London Authority, launched in May 2018, found 82% of Londoners support a junk food advertising restriction.</p> <p>As part of the Transport for London advertising policy process, large multinational companies including JCD Decaux were extensively consulted with, to ensure they were aware of the policy and what it would mean for their advertising. Since then, these companies have utilised the nutrient profiling model and have switched out their unhealthy products for healthier ones and have continued to advertise.</p>
<p>Has an Equality Impact Assessment been carried out and if so the result of this Assessment?</p>	<p>NA</p>
<p>Contact details for comments or additional information</p>	<p>Dr Somen Banerjee (Director of Public Health) somen.banerjee@towerhamlets.gov.uk</p>
<p>What supporting documents or other information will be available?</p>	
<p>Is there an intention to consider this report in private session and if so why (Paragraph</p>	<p>No, Unrestricted</p>

number – see notes section)?	
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NOTES

Advance notice of Key Decisions

Key decisions are all those decisions which involve major spending, or savings, or which have a significant impact on the local community. The precise definition of a key decision adopted by Tower Hamlets is contained in Section 3 of the [Constitution](#). Key Decisions are taken by the Mayor, by the Mayor in Cabinet or by the cabinet collectively.

Individual notices of new Key Decisions will be published on the website as they are known, whilst a Forward Plan collating these decisions will be published 28 days before each Cabinet meeting. The Forward Plan will be published on the Council's website and will also be available to view at the Town Hall and Libraries, Ideas Centres and One Stop Shops if required. [The Committee pages](#) on the Council website include copies of the Forward Plan, Cabinet and other meeting dates and the publication dates of the Forward Plan.

If, due to reasons of urgency, a Key Decision has to be taken where 28 days' notice have not been given. Notice will be published (including on the website) as early as possible and Urgency Procedures as set out in the Constitution will have to be followed.

The most effective way for the public to make their views known about the issues listed in the Forward Plan is to examine the consultation column of the Forward Plan, and/or contact the report author or Cabinet Lead Member as soon as possible, and no later than 10 working days before the decision is expected to be taken.

Reports, appendices and background papers will be available on the Council's website 5 clear working days before the Cabinet meeting. For all other information or to submit documents in relation to any issue, please contact the relevant officer.

Notice of Intention to Conduct Business in Private

The Council is also required to give at least 28 days' notice if it wishes to consider any of the reports on the agenda of an Executive meeting (such as Cabinet) in private session. The last row of each item below will indicate any proposal to consider that item in private session. Should you wish to make any representations in relation to an item being considered in private please contact Democratic Services on the contact details listed below. Note that this applies to Cabinet but not to Individual Mayoral Decisions outside of Cabinet.

The notice may reference a paragraph of Section 12A of the 1972 Local Government Act. In summary those paragraphs refer to the following types of exempt information (more information is available in the Constitution):

1. Information relating to any individual
2. Information which is likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including the authority handling the information)

4. Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matters arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
6. Information which reveals that the authority proposes:-
 - a) to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or
 - a) to make an order or direction under any enactment.
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.

Democratic Services Contact Details:

Contact Matthew Mannion
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