

CABINET- 26 MARCH 2024

CABINET RESPONSE TO THE REPORT OF THE COMMUNITIES, ENVIRONMENT & HIGHWAY SELECT COMMITTEE

Item under consideration: Referred Council Motion ‘Advertising & Sponsorship Policy’

RESOLVED:

That the Communities Environment and Highways Select Committee’s Greener Futures Reference Group:

- a. did not endorse the recommendation of officers. The GFRG rejected the proposition that the current advertising and sponsorship policy remain in its current form and that no steps are taken to restrict advertising of fossil fuel related or high carbon products.
- b. noted its support for the Motion and suggested that the issue be looked at further by Cabinet Members, including the Cabinet Member for Environment and the Cabinet Member for Highways (with responsibility for the current advertising and sponsorship policy) to ensure that environmental as well as commercial concerns are taken into account in future decision-making. Cabinet members might invite officers to review and test their initial proposition.
- c. recommended that the issue be considered by the Cabinet prior to award of contract for small format advertising in 2024.

Cabinet Response:

1. The Cabinet is grateful to the Select Committee and the Greener Futures Reference Group for considering this motion.
2. Cabinet takes our commitment to a greener futures and net zero very seriously and much work is focused by the County to support these important aims.
3. Cabinet has carefully considered the original presentation to the Greener Futures reference group (contained in Annex 1) and the representations from the Select Committee.
4. In the UK the established “Advertising Standards Authority (ASA)”, is the independent regulator of all advertising across all media. Their remit is to enforce and review the various codes controlling this industry.
5. Industry expert advice has confirmed that if we were to impose restrictions over and above those of the ASA, the advertising market would most likely not be interested in tendering for any contracts we may have now or in the future. This

will not result in adverts being removed or unseen, they will just be shown by other competitors. The consequence is a reduction in an income stream which may be used to continue providing valuable services to our residents, including supporting the wider greener futures agenda.

6. Having careful considered all of the evidence presented, on balance the Cabinet supports the original recommendations from Officers and the motion is dismissed.
 - a) The Cabinet will write to the ASA asking them to consider whether guidance could be formed around the advertising of fossil fuel related or high carbon products and net zero targets.

Matthew Furniss
Cabinet Member Highways, Transport and Economic Growth
26 March 2024

Marisa Heath
Cabinet Member for Environment
26 March 2024