

ADULT SOCIAL CARE & PUBLIC HEALTH SUB-COMMITTEE ADDENDUM

4.00PM, TUESDAY, 14 JUNE 2022

HOVE TOWN HALL - COUNCIL CHAMBER

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ADDENDUM

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Brighton & Hove City Council

Adult Social Care & Public Health Sub-Committee

Agenda Item

Subject: **Fast Food and Energy Drink Advertising**
Notice of Motion referred from Council on the 7 April 2022

Date of meeting: 14 June 2022

Ward(s) affected: All

For general release

1. SUMMARY AND POLICY CONTEXT:

1.1 To receive the following Notice of Motion which was debated at and referred from the full Council meeting held on the 7 April 2022.

2. RECOMMENDATIONS:

2.1 That the Sub-Committee note and undertake the actions agreed in the Notice of Motion.

3 CONTEXT / BACKGROUND INFORMATION

3.1 This Council notes that:

- Fast food contains high level of fats, salt and sugar and many drinks often contain high levels of caffeine and sugar
- Excessive consumption contributes to obesity, tooth decay, diabetes, gastro-intestinal problems, sleep deprivation and hyperactivity, and many cancers are also linked to diet
- 14,000 children in Brighton & Hove are overweight or obese
- Advertising for these products is often aimed squarely at children
- The Mayor of London banned all fast-food advertising across London's transport network
- Sustain and Foodwatch published a report 'Taking Down Junk Food Adverts' which recommends that local authorities regulate such advertising in publicly controlled spaces, and that the Advertising Standards Authority should be able to regulate advertising outside nurseries, children's centres, parks, family attractions and leisure centres;

Therefore, this Council resolves to:

- Ask the Chief Executive to write to the Chief Executive of Brighton & Hove Buses and Southern Rail asking for a ban on the advertising of fast food and energy drinks to be imposed across the Brighton & Hove transport network
- Request that the Adult Social Care and Public Health Sub Committee calls for an audit of fast food or energy drinks advertisements on any hoarding

or within any building owned by this Council including large advertisements on bus stops

- Ask the Chief Executive to write to the relevant minister requesting the recommendations of the 'Taking Down Junk Food Adverts' report be adopted as government policy as soon as possible; copying in our local members of Parliament to seek their support.

Supporting Information:

https://www.sustainweb.org/publications/taking_down_junk_food_ads/

BRIGHTON & HOVE CITY COUNCIL

COUNCIL

6.30pm 7 APRIL 2022

HOVE TOWN HALL - COUNCIL CHAMBER

MINUTES

Present: Councillors Robins (Chair), Allcock, Appich, Atkinson, Bagaeen, Barnett, Brown, Clare, Davis, Druitt, Evans, Fishleigh, Gibson, Heley, Henry, Hugh-Jones, Janio, Lewry, Lloyd, Meadows, Mac Cafferty, McNair, Moonan, Nemeth, O'Quinn, Osborne, Peltzer Dunn, Powell, Shanks, Simson, C Theobald, Wilkinson and Williams

PART ONE

100 FAST FOOD AND ENERGY DRINK ADVERTISING

- 100.1 The Notice of Motion as listed in the agenda was proposed by Councillor Evans and formally seconded by Councillor Moonan.
- 100.2 Councillor Peltzer Dunn moved an amendment on behalf of the Conservative Group which was formally seconded by Councillor Lewry.
- 100.3 The Mayor put the amendment to the vote which was agreed.
- 100.4 The Mayor then put the following motion as amended to the vote:

This Council notes that:

- Fast food contains high level of fats, salt and sugar and many drinks often contain high levels of caffeine and sugar
- Excessive consumption contributes to obesity, tooth decay, diabetes, gastro-intestinal problems, sleep deprivation and hyperactivity, and many cancers are also linked to diet
- 14,000 children in Brighton & Hove are overweight or obese
- Advertising for these products is often aimed squarely at children
- The Mayor of London banned all fast-food advertising across London's transport network
- Sustain and Foodwatch published a report 'Taking Down Junk Food Adverts' which recommends that local authorities regulate such advertising in publicly controlled spaces, and that the Advertising Standards Authority should be able to regulate advertising outside nurseries, children's centres, parks, family attractions and leisure centres;

Therefore, this Council resolves to:

- Ask the Chief Executive to write to the Chief Executive of Brighton & Hove Buses and Southern Rail asking for a ban on the advertising of fast food and energy drinks to be imposed across the Brighton & Hove transport network
- Request that the Adult Social Care and Public Health Sub Committee calls for an audit of fast food or energy drinks advertisements on any hoarding or within any building owned by this Council including large advertisements on bus stops
- Ask the Chief Executive to write to the relevant minister requesting the recommendations of the 'Taking Down Junk Food Adverts' report be adopted as government policy as soon as possible; copying in our local members of Parliament to seek their support.

100.5 The Mayor confirmed that the Notice of Motion as amended had been carried.

Brighton & Hove City Council

Adult Social Care & Public Health Sub-Committee

Agenda Item

Subject: **Dementia Friendly Community**
Notice of Motion referred from Council on the 7 April 2022

Date of meeting: 14 June 2022

Ward(s) affected: All

For general release

1. SUMMARY AND POLICY CONTEXT:

1.1 To receive the following Notice of Motion which was debated at and referred from the full Council meeting held on the 7 April 2022.

2. RECOMMENDATIONS:

2.1 That the Sub-Committee note and undertake the actions agreed in the Notice of Motion.

3 CONTEXT / BACKGROUND INFORMATION

3.1 This Council notes:

- There are over 1800 people diagnosed with dementia living in Brighton & Hove, which will rise very significantly
- Diagnostic rates for dementia have dropped in the city
- Parliamentary report on dementia 2021¹ concluded the “care system is a bureaucratic maze that patient and carers are expected to navigate at their most vulnerable” and “much progress is still needed” in dementia care.
- The Government has committed to produce a stand-alone dementia strategy this year.

This Council commends the work being done locally to support those with dementia including but not limited to:

- Identifying funding to appoint a 2-year Dementia Friendly Public Health Specialist
- Committing to the Alzheimer’s Society Dementia Friendly Communities initiative
- Launching Dementia Friendly training sessions across the council and with partners
- Working with transport providers on dementia awareness

Council also believes we can do more, therefore requests a report be taken to the relevant committee outlining current progress and further steps that can be taken, including but not limited to:

- 1) Continued funding for the Public Health Dementia Friendly project beyond 2 years
- 2) Prioritising work with the NHS to improve diagnostic rates
- 3) Extending the dementia friendly awareness sessions by making them mandatory for customer-facing roles
- 4) Dementia Friendly environmental checks being carried out in all public buildings and open spaces
- 5) Further involvement of local dementia groups
- 6) Appointment of Dementia Champions from each directorate senior team and among councillors

Supporting Information:

[Supporting those with dementia and their carers \(parliament.uk\)](#)

<https://www.local.gov.uk/sites/default/files/documents/dementia-friendly-communi-8f1.pdf>

<https://www.alzheimers.org.uk/get-involved/our-campaigns>

<https://impact-initiatives.org.uk/2020/11/27/people-affected-by-dementia-in-brighton-hove-offered-new-support/#:~:text=There%20are%20over%201800%20people,people%20unknowingly%20living%20with%20dementia>

BRIGHTON & HOVE CITY COUNCIL

COUNCIL

6.30pm 7 APRIL 2022

HOVE TOWN HALL - COUNCIL CHAMBER

MINUTES

Present: Councillors Robins (Chair), Allcock, Appich, Atkinson, Bagaeen, Barnett, Brown, Clare, Davis, Druitt, Evans, Fishleigh, Gibson, Heley, Henry, Hugh-Jones, Janio, Lewry, Lloyd, Meadows, Mac Cafferty, McNair, Moonan, Nemeth, O'Quinn, Osborne, Peltzer Dunn, Powell, Shanks, Simson, C Theobald, Wilkinson and Williams

PART ONE

101 DEMENTIA FRIENDLY COMMUNITY

- 101.1 The Notice of Motion as listed in the agenda was proposed by Councillor Moonan on behalf of the Labour Group and formally seconded by Councillor Henry.
- 101.2 Councillor Shanks spoke in favour of the motion.
- 101.3 Councillor Bagaeen spoke in favour of the motion.
- 101.4 The Mayor then put the following motion to the vote:

This Council notes:

- There are over 1800 people diagnosed with dementia living in Brighton & Hove, which will rise very significantly
- Diagnostic rates for dementia have dropped in the city
- Parliamentary report on dementia 2021¹ concluded the “care system is a bureaucratic maze that patient and carers are expected to navigate at their most vulnerable” and “much progress is still needed” in dementia care.
- The Government has committed to produce a stand-alone dementia strategy this year.

This Council commends the work being done locally to support those with dementia including but not limited to:

- Identifying funding to appoint a 2-year Dementia Friendly Public Health Specialist
- Committing to the Alzheimer's Society Dementia Friendly Communities initiative
- Launching Dementia Friendly training sessions across the council and with partners
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Council also believes we can do more, therefore requests a report be taken to the relevant committee outlining current progress and further steps that can be taken, including but not limited to:

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- 2) Prioritising work with the NHS to improve diagnostic rates
- 3) Extending the dementia friendly awareness sessions by making them mandatory for customer-facing roles
- 4) Dementia Friendly environmental checks being carried out in all public buildings and open spaces
- 5) Further involvement of local dementia groups
- 6) Appointment of Dementia Champions from each directorate senior team and among councillors

101.5 The Mayor confirmed that the motion had been carried unanimously.