



Glasgow City Council

Contracts and Property Committee

Report by Director of Legal and Administration

Contact: Maureen Fitzpatrick Ext: 76406

Item 1

16th January 2025

**RESPONSE TO QUESTIONS RAISED AT THE
CONTRACTS AND PROPERTY COMMITTEE ON 28 NOVEMBER 2024**

Purpose of Report:

To provide a response to the question raised at the Contracts and Property Committee on 28 November 2024.

Recommendations:

It is recommended that the Committee notes the content of this report.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☒ consulted: Yes ☐ No ☒

Contracts and Property Committee

28 November 2024

Enquiries from Elected Members

Agenda Item	Recommendation of an award of Contract for the Provision of Bus Shelter Cleaning, Maintenance, Repair and Advertising Services - by Director of Legal and Administration
Question 1 (Cllr Hoy)	<p>Question on the advertising restrictions.</p> <p>Do we have restrictions on what we allow contracts to advertise on our bus stop. Other Local Authorities such as Edinburgh and Somerset have policies in place that prevent advertising of social harms such as fossil fuels, tobacco products, vaping and alcohol.</p>
Answer 1	<p>Please see extract from the tender document.</p> <p>Advertising Guidance All advertising must not conflict with any council guidelines, including its guidelines on smoking, alcohol and adherence to ASA standards. The council will reserve the right to request any advertising which it deems to be inappropriate to be removed.</p> <p>National Health Service Greater Glasgow and Clyde (NHSGGC) Queen Elizabeth University Hospital</p> <p>Advertising within the grounds of the Queen Elizabeth University Hospital should adhere to the following guidance:</p> <p>Greater Glasgow and Clyde NHS Board endorses the role of NHSGGC as a public health organisation and supports the development of exemplary practice across the organisation.</p> <p>This is highlighted in the NHSGGC Food Retail Policy and requires all food retailers to avoid commercial advertising associated with high sugar and/or high fat products.</p> <p>The Health Board wishes to extend this principle to create an exemplary environment in which NHSGGC is not associated with the promotion of products or services that contribute to poor health outcomes for residents.</p> <p>This principle would therefore be applied to all advertising opportunities within the GGC estate such as bus shelter</p>

advertising; online promotions or patient information screens etc.

Acceptable advertising should be on the basis that the types of products or services do no harm and/or do not compromise health outcomes.

Guidance in relation to suitable products and services is provided below however, where doubt exists proposals should be raised with Director of Facilities and the Director of Public Health:

Unacceptable products associated with poor health

- Alcohol - zero tolerance - this would include loss leader promotions including alcohol e.g. supermarkets with alcohol promotions (Other forms of supermarket advertising would be fine)
- E - cigarettes - zero tolerance
- Food or drink items high in sugar and/ or fat
- Food chains associated with high in sugar and/ or fat foods- commonly referred to as 'fast food'
- Payday lenders/ Financial services with high rates of interest
- Gambling (excludes not-for – profit organisations)
- Baby 'follow on' milks
- Products with free or misleading offers that have been linked to on-going payments without permission

Actively encourage products associated with healthy living

- Fruit and vegetables and general healthy eating (including supermarket promotions on these types of items)
- Physical activity - leisure providers / gyms/cycles and equipment etc
- Mental health & wellbeing services e.g. Samaritans / GAMH
- Voluntary sector organisations with links to health e.g. BHF / Diabetes UK etc
- Active travel organisations such as SPT

This guidance will be regularly reviewed to reflect new products or evidence of health benefits or harm when available.

	<p>Constraints</p> <p>The concessionaire shall not display or cause to display any advertising under this Agreement which contravenes the Advertising Standards Authority's relevant Code of Practice:</p> <p>Please see link - Advertising codes - ASA CAP</p>
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