



Quaker Action on Alcohol and Drugs

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## **RESPONSE TO CONSULTATION ON PROPOSED ADVERTISING STANDARD CODES FOR CAP AND BCAP**

Quaker Action on Alcohol and Drugs (QAAD) is a listed group of the Religious Society of Friends (Quakers). QAAD is an independent national charity that has a concern with the use and misuse of all drugs, legal, illegal and prescribed, and with gambling. QAAD offers prevention and information services for Quakers. We also contribute to public debates and consultations on matters relating to our concern and experience. Trustees give their time to QAAD freely, and bring voluntary and statutory experience from settings that include prevention, treatment, medical services and criminal justice. QAAD does not represent the Religious Society of Friends as a whole, but the views we express are grounded in our Quaker principles.

**Question 1** – Given BCAP’s policy consideration, do you agree that rule 1.2 should be included in the proposed BCAP Code? If your answer is no, please explain why.

**We agree with this inclusion, and that codes should have a sense of responsibility to the audience and society.**

### **Breath-testing devices and products that purport to mask the effects of alcohol**

#### **Question 57**

Given its policy consideration, do you agree with BCAP’s proposal to extend to radio the present TV ban on advertisements for breath-testing devices and products that purport to mask the effects of alcohol? If your answer is no, please explain why.

**We agree with this proposal.**

### **Section 17: Gambling**

#### **Question 105**

Given BCAP’s policy consideration, do you agree in principle that National Lottery and SLA lottery broadcast advertisements should be regulated by the same rules? If

your answer is no, please explain why.

**We agree that broadcast advertisements for the National Lottery and Society and Local Authority Lotteries should be regulated by the same rules. As Quakers we opposed the National Lottery, which encouraged gambling as a method of fund-raising, and was given special status for this reason. Whilst we support many of its social purposes, we prefer to see these achieved by other methods. All lotteries are gambling, though their funds may be put to positive use. We believe that the NL should be regulated as a gambling activity, and that high standards of social responsibility should be common to all.**

### **Consistency; age of appeal of content**

#### **Question 106**

Given BCAP's policy consideration, especially the requirement for consistency in regulation, do you agree it is proportionate to increase the restriction on age of appeal for broadcast National Lottery advertisements from 16+ to 18+? If your answer is no, please explain why.

**We agree that no gambling advertisements, including the National Lottery, should appeal to those under 18 years of age.**

### **Consistency; age at which a person may be featured gambling in a lottery advertisement**

#### **Question 107**

Given BCAP's policy consideration, especially the requirement for consistency in regulation, do you agree it is proportionate to apply rules 18.6 and 18.7 to all broadcast lottery advertisements? If your answer is no, please explain why.

**We wonder if there is a discrepancy between the text in the consultation and the wording in 18.6 – namely, the word 'not' seems to have been omitted from the first sentence of 18.6.**

**Our view is that the age of people portrayed in advertisements for the National Lottery should appear to be over 25, as is the case for other gambling advertisements.**

**18.7. As Quakers we have strong reservations about the advertising of the National Lottery portraying the benefits of its funding for children's causes and showing children in so doing. It is hard to separate this from an encouragement to gamble. However, we realise that others may find this acceptable and if it is to be the case, we would hope that the standard of no explicit encouragement to gamble be strongly applied.**

## **Consistency; other lottery rules**

### **Question 108**

Given BCAP's policy consideration, do you agree that the rules included in the Lottery Section of the Code are in line with BCAP's general policy objectives (see Part 1 (4) of this consultation document) and should be applied to broadcast advertisements for the National Lottery as they presently are to broadcast advertisements for other lotteries? If your answer is no, please explain why and, if relevant, please identify those rules that should not be applied to advertisements for the National Lottery.

**We do accept that the new requirements are in line with BCAP's general objectives.**

## **Participating in a lottery in a working environment**

### **Question 109**

Given BCAP's policy consideration, do you agree that lottery advertisements should be able to feature participation in a lottery in a working environment? If your answer is no, please explain why.

**We do not agree that SLA lottery advertisements should be able to feature lottery participation in a working environment. The National Lottery was allowed an exemption from the general prohibition because of its special status, and the general trend of the changes proposed in this document is to remove that. We do not disagree with this, but we would like standards to be rounded up, not down.**

**We accept that there are many work-based syndicates for lottery play, but believe that gambling should not be encouraged in non-gambling environments. This general principle was accepted within the Gambling Act of 2005, though National Lottery gambling was one of the de facto exceptions. Now that the NL special status in advertising is being reconsidered, we would prefer to see the general gambling safety principle observed. If lotteries are enabled to be portrayed in the working environment, other gambling sectors may press for the same standard to apply to them. The normalization of gambling in non-gambling venues goes against the spirit of the Act and we disagree with it in principle.**

## **Other questions**

### **Question 110**

i) Taking into account BCAP's policy consideration, do you agree that BCAP's rules on Gambling and Lotteries are necessary and easily understandable? If your answer is no, please explain why.

ii) On consideration of the mapping document in Annex 2, can you identify any changes from the present to the proposed rules that are likely to amount to a

significant change in advertising policy and practice and are not reflected here and that should be retained or otherwise be given dedicated consideration?

iii) Do you have other comments on this section?

**We do not have any further comments on this section.**

## **Section 19: Alcohol**

### **Sales promotions in alcohol advertisements**

#### **Question 111**

Given BCAP's policy consideration, do you agree that rule 19.11 should be included in the proposed BCAP Code? If your answer is no, please explain why.

**19.11** Advertisements may include alcohol sales promotions but must not imply, condone or encourage immoderate drinking.

**We have general concerns about the sales promotion of alcohol, but agree that advertising should be prevented from marketing that could encourage irresponsible use.**

### **Irresponsible handling of alcohol**

#### **Question 112**

Given BCAP's policy consideration, do you agree that rule 19.12 should be included in the proposed BCAP Code? If your answer is no, please explain why.

**We agree that this rule should be included in the code.**

### **Alcoholic strength**

#### **Question 113**

Given BCAP's policy consideration, do you agree that rule 19.10 should be included in the proposed BCAP Code? If your answer is 'no', please explain why.

#### **19.10**

Advertisements may give factual information about the alcoholic strength of a drink or make a factual strength comparison with another product but, except for low-alcohol drinks, which may be presented as preferable because of their low alcoholic strength, must not otherwise imply that a drink may be preferred because of its alcohol content or intoxicating effect.

**We agree that care needs to be taken in how the strength of alcoholic beverages is portrayed. However, we do think that low alcohol content may be regarded as a positive feature by many in society. We support the reasoning and the proposals in the document.**

## **Alcohol in a working environment**

### **Question 114**

Given BCAP's policy consideration, do you agree that rule 19.14 should be included in the proposed BCAP Code? If your answer is no, please explain why.

**We agree that the radio principle should be applied to television, and that alcohol should not be portrayed in the working environment. We have some concerns about the word 'normally', but agree that the example given in the document (of a brewer tasting his beer) is exceptional. We hope that guidance on the spirit of this rule would accompany the adoption of this standard.**

## **Exception for children featuring incidentally in alcohol advertisements**

### **Question 115**

Given BCAP's policy consideration, do you agree that rule 19.17 should be included in the proposed BCAP Code? If your answer is no, please explain why.

**We find this a difficult area, and one in which there seems to be little research. We accept that children seeing the responsible use of alcohol may often be unexceptionable. However, we are mindful of the Chief Medical Officer's advice about children not drinking before the age of fifteen and drinking very carefully up to the age of seventeen. One of his suggested messages to parents and carers is 'Look at your own drinking and ask what example it sets.' ('Consultation on children, young people and alcohol' Department for Children, Schools, and Families, 2008, p 27.) We do have some concerns at the drinking of alcohol being regularly portrayed, as it may associate alcohol with a routine expectation of a happy or normal family time. This is a particular consideration in view of the fact that most advertisements are repeated and children would have access to them. On balance, therefore, we think that it would be best for there to be an assumption that children would not be portrayed.**

## **Low alcohol exceptions**

### **Question 116**

i) Given BCAP's policy consideration, do you agree that it is wrong to exempt television advertisements for low alcohol drinks from the rule that requires anyone associated with drinking must be, and seem to be, at least 25 years old? If your answer is no, please explain why.

ii) Given BCAP's policy consideration, do you agree that it is wrong to exempt television advertisements for low alcohol drinks from the rule that prevents implying or encouraging immoderate drinking, including an exemption on buying a round of

drinks? If your answer is no, please explain why.

**We agree with BCAP's position that these exemptions are not consistent with the purpose of advertising the low alcohol quality of certain drinks. We agree that the advertising of low alcohol drinks should be subject to the same age restrictions as other forms of alcohol, and that they should not portray anything that might encourage immoderate drinking, such as repeated round-buying.**

#### **Question 117**

i) Given BCAP's policy consideration, do you agree that it is wrong to exempt radio advertisements for low alcohol drinks from the rule that prevents implying or encouraging immoderate drinking, including an exemption on buying a round of drinks? If your answer is no, please explain why.

ii) Given BCAP's policy consideration, do you agree that it is wrong to exempt radio advertisements for low alcohol drinks from the rule that prevents encouraging excessive consumption via sales promotions? If your answer is no, please explain why.

iii) Given BCAP's policy consideration, do you agree that it is wrong to exempt radio advertisements for low alcohol drinks from the rule that prevents featuring a voiceover of anyone who is or appears to be 24 or under? If your answer is no, please explain why.

**We agree that the exemption for radio is inconsistent and support its removal.**

#### **Question 153**

Given BCAP's policy consideration, do you agree that it is no longer necessary to restrict detailed TV text advertisements for gambling to full advertising pages devoted solely to such advertisements? If your answer is no, please explain why.

**We do not have any further comments on this section.**