

The scale of the issue: What is marketed in the out-of-home setting and what can Local Government do about this?

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Content

- The NIHR Local Authority Academic Fellowship Programme
- What is outdoor advertising?
- What is advertised outdoors?
- A few things that I have learned along the way
- My challenges for you

The NIHR Fellowship Programme

- A programme of fellowship schemes supporting colleagues in England to develop as researchers **whilst retaining their existing employment and salary.**
- The training opportunities include four schemes:
 - **LA Short Placement Award for Research Collaboration (LA SPARC)** – November deadline
 - **Pre-Doctoral Local Authority Fellowship** – March deadline
 - **Doctoral Local Authority Fellowship** – June and December deadlines
 - **Advanced Local Authority Fellowship** – May and November deadlines
- Expert support and guidance is available via the NIHR Research Support Service Specialist Centre for Public Health delivered by Newcastle University and Partners (email NIHR.RSS.PublicHealth@newcastle.ac.uk)

Making this research happen – my journey

- NIHR Pre-Doctoral Fellowship (NIHR302093)
 - September 2021 to August 2023, 0.5wte
- NIHR Local Authority Short Placement Award for Research Collaboration (NIHR303106)
 - Based with the NIHR Policy Research Unit in Healthy Weight at University College London
 - September 2023 to February 2024, 0.5wte
- NIHR Doctoral Fellowship (NIHR304321)
 - October 2024 to September 2027, 1.0wte

What is outdoor advertising – (1) on Local Government estate



What is outdoor advertising – (2) other public and (3) commercial assets



Why is it an issue?

- “Out of Home advertising reaches 98% of the UK population every week.” Route via Outsmart



A scoping review of outdoor food marketing

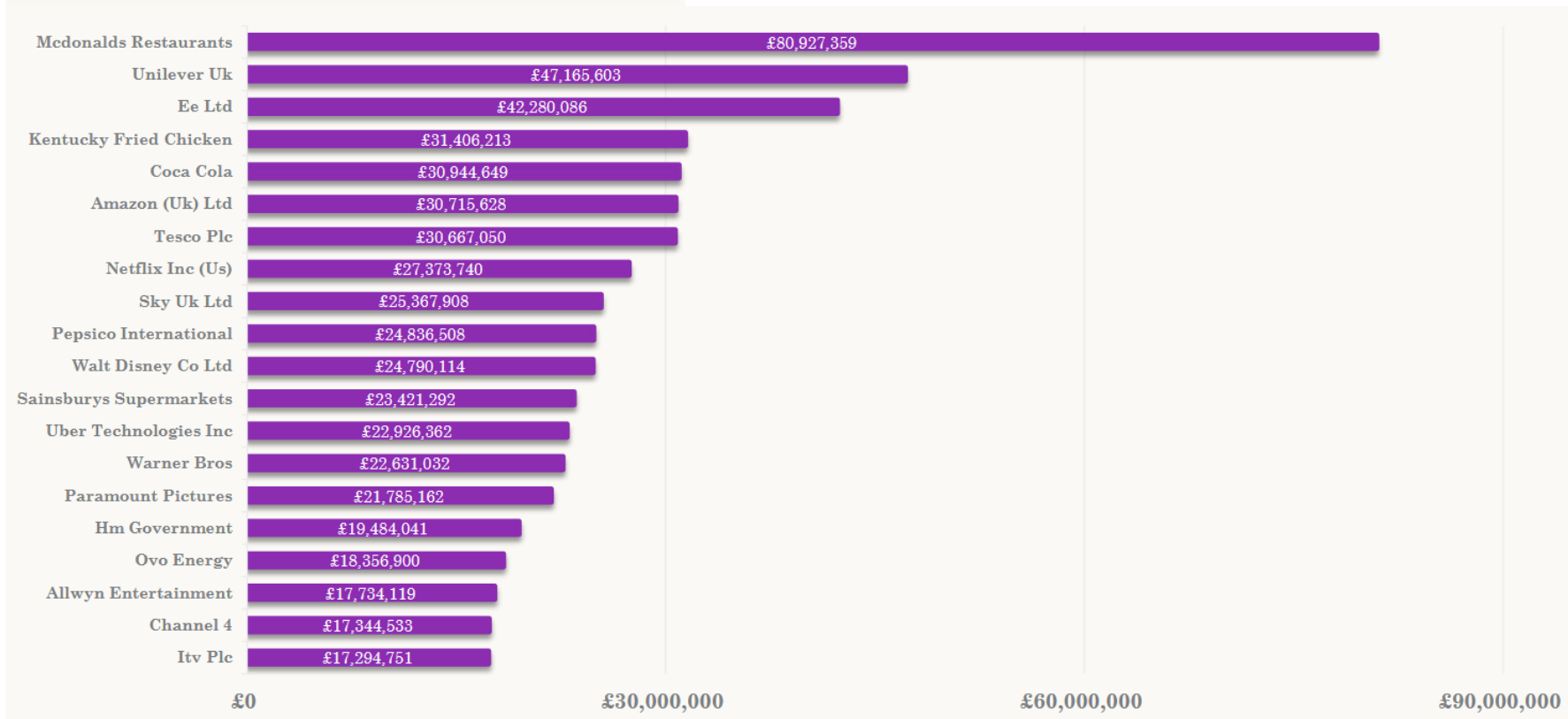
“Almost a quarter of advertisements across all studies were for food (mean of 22.1%) and the majority of advertised foods were unhealthy (mean of 63%). The evidence on differences in exposure by SES is heterogenous, which makes it difficult to draw conclusions, however the research suggests that ethnic minority groups have a higher likelihood of exposure to food marketing outdoors.”

Finlay et al. (2022)

Industry data – who spent the most in 2023?

(Nielsen's AdIntel via Outsmart)

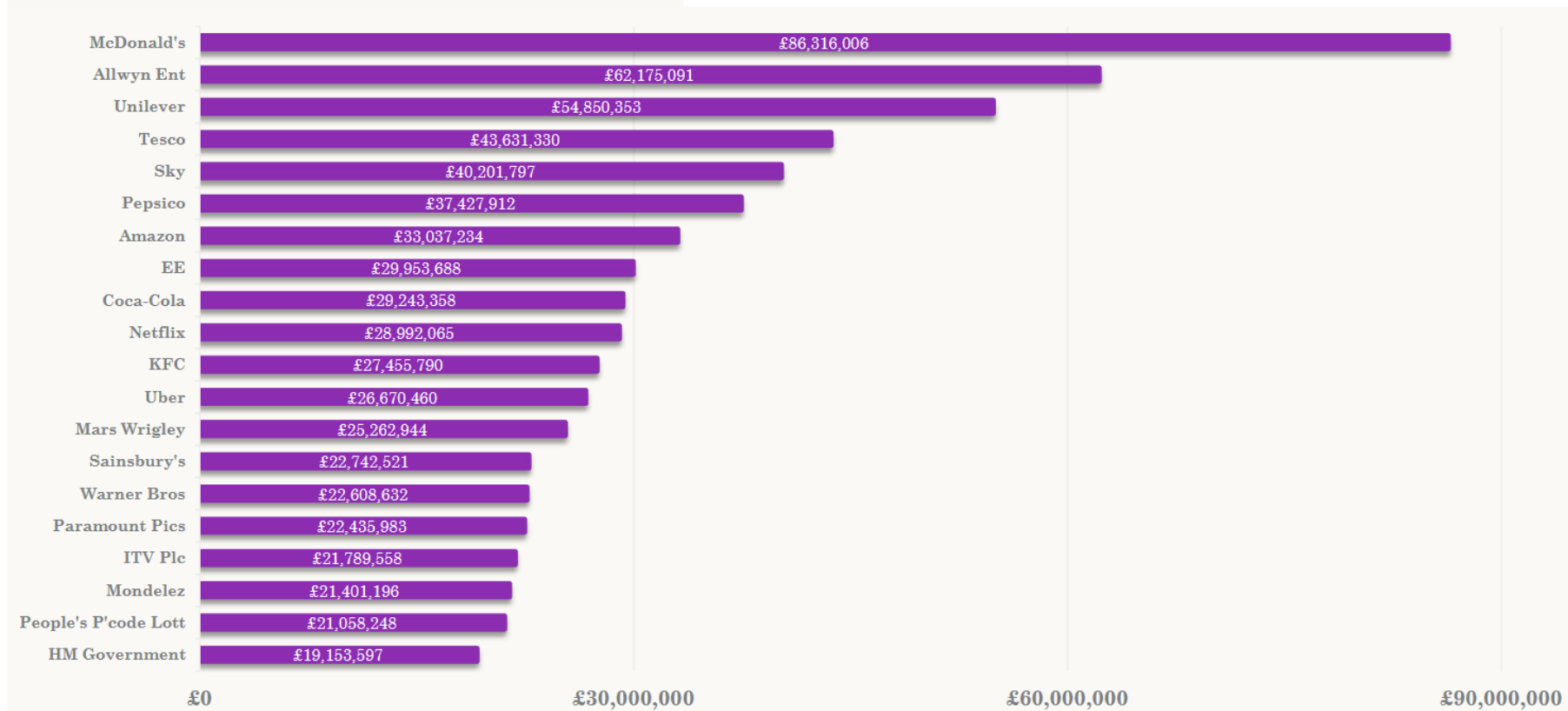
Top 20 Advertisers 2023



Industry data – who spent the most in 2024?

(Nielsen's AdIntel via Outsmart)

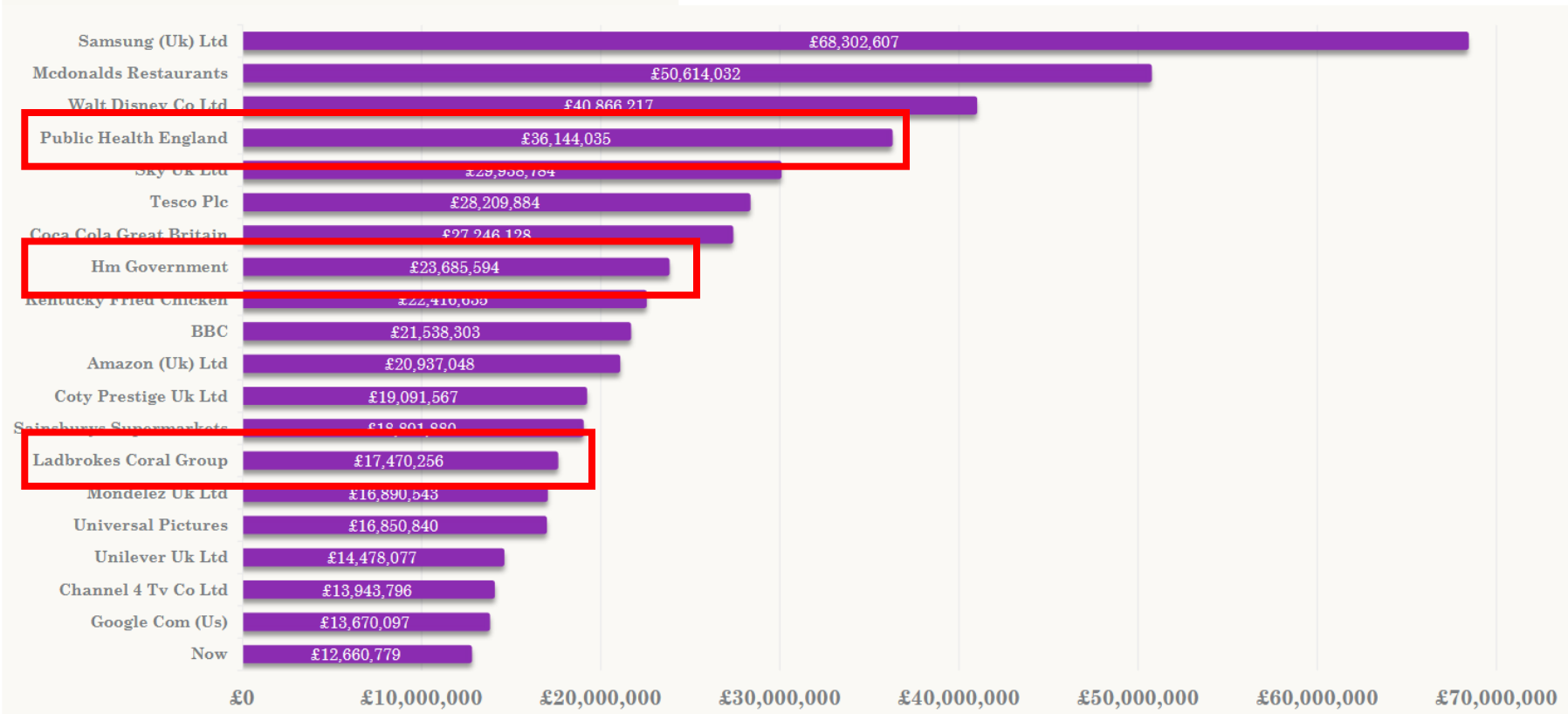
Top 20 Advertisers 2024



Going back in time

(Nielsen's AdIntel via Outsmart)

Top 20 Advertisers 2021



Going back in time

(Nielsen's AdIntel via Outsmart)



Outdoor food advertising

- Challenged to look into what can be done about advertising in bus shelters in 2015
- Local Authorities commission companies to install and maintain their bus shelters – the advertising is used to reduce the cost of the contract
 - Often, we do not own the bus shelters
- These contracts are lengthy = mean of 13.4 years (or 15.4 years with optional extensions), but up to 30 years



Pre-Doc and Doctoral data collection

- Pre-Doc
 - North Tyneside x seven waves
- Doctoral
 - Swindon (intervention) x four waves
 - Middlesbrough (control) x four waves
 - North Tyneside (control) x four waves



Bus shelter advertising – what is allowed?

- UK Code of Non-Broadcast Advertising and Direct & Promotional Marketing
- Voluntary agreements by the industry
- Local Government strategies and policies covering advertising
- Contractual restrictions



Please do not share any of this data

- If you need data for Council papers, email me

Bus shelter advertising in North Tyneside

(each wave N = 330/334)

- Data not available for public sharing, contact Scott if you need th

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Bus shelter advertising in North Tyneside

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Bus shelter advertising – Middlesbrough (n=278) vs North Tyneside (n=330)

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A few things that I have
learned along the way

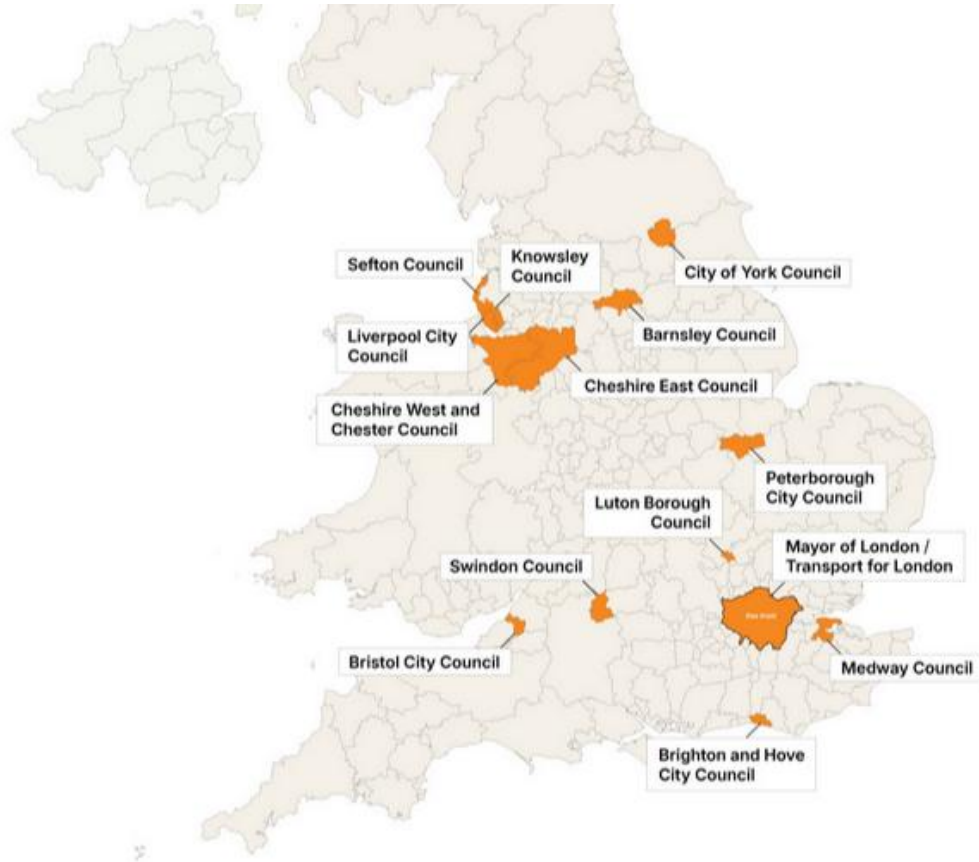




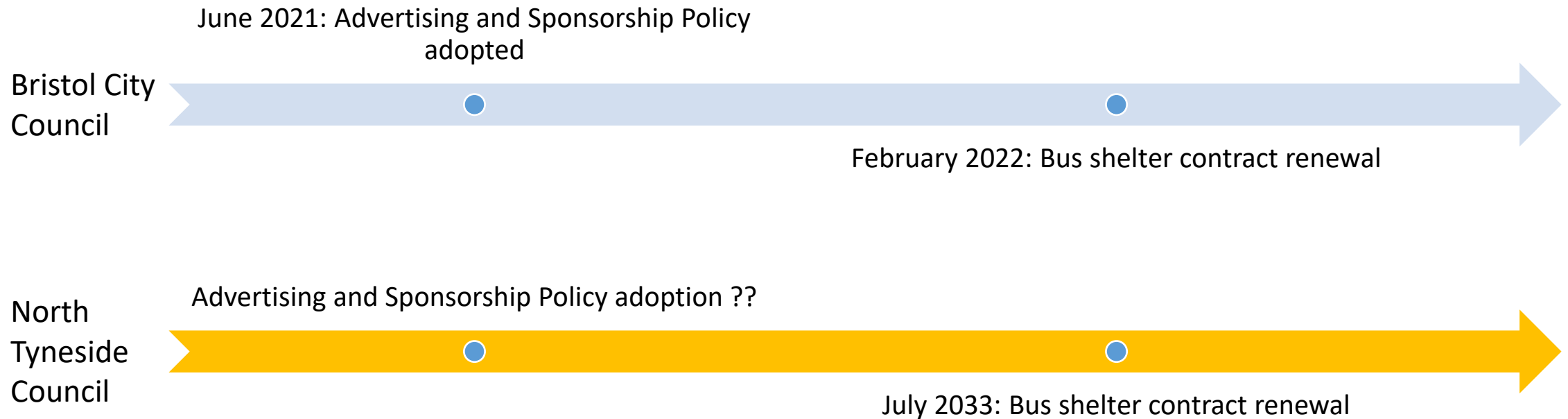
The Nutrient Profiling Model



Which local governments have a healthier food advertising policy?



Policies and contracting

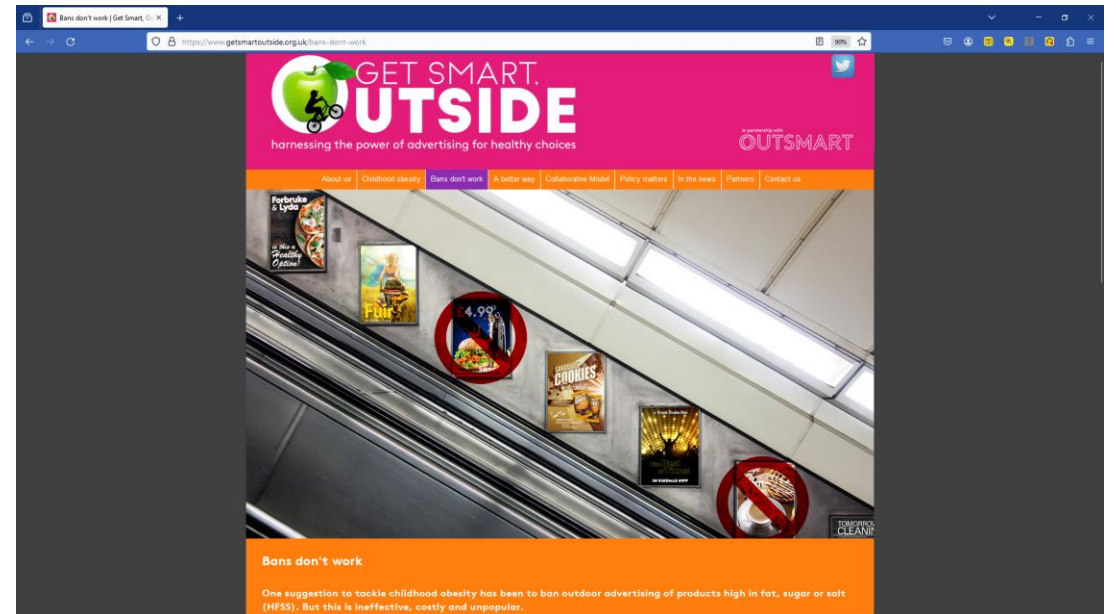


North East Bus Shelter contracts (Sept 2022)

Area	Renewal date	N of bus shelter advertising shells
Stockton-on-Tees Borough Council	August 2023 – joint contract between the four LAs	107
Hartlepool Borough Council		56 including 3 digital
Darlington Borough Council		75
Redcar & Cleveland Borough Council		Unknown
Durham County Council	01/04/2027	Withheld
Sunderland City Council	18/10/2031	60 digital screens
South Tyneside Council	04/12/2024	56 including 3 digital
North Tyneside Council	30/06/2033	166
Gateshead Council	30/09/2024	101 including 11 digital
Newcastle City Council	30/06/2029	235 including 36 digital
Northumberland County Council	No contract – no bus shelters with advertising shells	
Middlesbrough Council	22/05/2027	~147

https://www.whatdotheyknow.com/user/scott_lloyd/requests

Industry lobbying



The next frontier

Thank you for listening

- Email: scott.Lloyd@newcastle.ac.uk