

Appendix E to MD[XXXX]

I, SADIQ KHAN, MAYOR OF LONDON in exercise of the powers conferred on me by section 155 (1)(c) of the Greater London Authority Act 1999 hereby direct Transport for London (TfL) to:

1. amend clause 2.3 of its Advertising Policy to include the following as a sub-clause: "it promotes (directly or indirectly) food or non-alcoholic drink which is high in fat, salt and/or sugar ('HFSS' products), according to the Nutrient Profiling Model managed by Public Health England. It is for the advertiser to demonstrate (in case of any doubt) that any product is not HFSS, and/or that an advertisement is not promoting HFSS products, and/or that there are exceptional grounds".
2. prepare and publish, in consultation with Greater London Authority officers, guidelines to assist in the introduction of this amendment.

Dated this 26th day of November 2018

Sadiq Khan
Mayor of London

