

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA290319-9105

29 April 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 29 March 2019. Your request has been dealt with under the Freedom of Information Act (2000)

You requested:

I would like copies of all correspondence between the employees of the GLA and Cancer research U.K. which mention or relate to the junk food ban during the previous 1 year

Our response to your request is as follows:

Please find attached the information we have identified as within scope of your request. Please note that some names of members of staff are exempt from disclosure under s.40 (Personal information) of the Freedom of Information Act. This information could potentially identify specific employees and as such constitutes as personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner in relation to the data subject.

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

Paul Robinson
Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

Paul Robinson

From: [REDACTED] <[REDACTED]@cancer.org.uk>
Sent: 21 September 2018 15:22
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: TfL HFSS ad restrictions

Hi [REDACTED]
Thanks for your email. I'm glad to hear that our submission was of use and we would be very happy for you to publish any part of it.
Best wishes,
[REDACTED]

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 21 September 2018 15:09
To: [REDACTED] <[REDACTED]@cancer.org.uk>
Subject: TfL HFSS ad restrictions

Hi [REDACTED]
I am leading on exploring the proposals put forward in the draft London Food Strategy to restrict the advertising of 'junk food' across Transport for London's advertising estate. Your response to the strategy was extremely helpful and I wanted to check whether you would be happy for us to publish an extract of your response?
Best wishes,
[REDACTED]

[REDACTED] | **Senior Manager – SMEs, Food & LEAP**
Regeneration & Economic Development team

GREATER LONDON AUTHORITY
City Hall
The Queen's Walk
London
SE1 2AA

Tel: 020 7983 [REDACTED]
Email: [REDACTED]@[london.gov.uk](mailto:[REDACTED]@london.gov.uk)
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Paul Robinson

From: [REDACTED] <[REDACTED]@cancer.org.uk>
Sent: 13 November 2018 17:29
To: [REDACTED]
Cc: economicdesk
Subject: RE: Request for a quote on advertising restrictions - CONFIDENTIAL

Hi [REDACTED]
Thanks for getting in touch about this - by chance we were just talking about when the announcement was likely to be, so really helpful to know.
I'm sure we would be very happy to provide a quote but, as ever, it would be helpful to know more about what you will be saying for us to reference. I appreciate the nightmare of getting a press release signed off so even if it is just sending some bullet points covering what restrictions will be introduced that would be really helpful as a starting point (we'd obviously treat this as confidential).
Thanks for your help and have a lovely evening,

[REDACTED]
Senior officer (health media)
Cancer Research UK
DD Tel | [REDACTED]
Press Office | [REDACTED]
Out of Hours | [REDACTED]
Angel Building | 407 St John Street | London | EC1V 4AD
[Web](#) | [Facebook](#) | [Twitter](#)



Cancer Research UK promises to respect your personal data, and keep it safe. Please see our [Privacy Policy](#) for more information on how we handle your data

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 13 November 2018 15:19
To: [REDACTED] <[REDACTED]@cancer.org.uk>
Subject: Request for a quote on advertising restrictions - CONFIDENTIAL
Hi [REDACTED]

Further to our chat on the phone please find the information below:
I am getting in touch relating to the Mayor of London's consultation on his plans to restrict advertising across TfL's estate to reduce exposure to advertisements for less healthy food and non-alcoholic drinks among children and families (announced back in May). The consultation is now complete, and we will be announcing on Wednesday 21st November that these plans will be going ahead, with the restrictions coming into effect from February 2019, and an outline of how they will work. We plan to make the announcement via a press release, and it's very likely we'll also put the Mayor forward for interviews that morning.
Our press team is beginning to draft the release now. As an endorser of these plans when we announced the consultation in May, it would be great if you would be able to provide a supportive quote. The release will be shared with certain journos under embargo at the weekend, so we'd need to gather quotes this week. If you'd like to provide one or have any questions please come back to me (and please include economicdesk@london.gov.uk in the email - our press colleagues). The press release will be shared with you as soon as possible for context and detail, but I am emailing this request now in the name speed, so you're aware of it.

Many thanks

[REDACTED]
Senior Policy and Programme Officer, NHS Liaison
Health Team

Paul Robinson

From: [REDACTED] <[REDACTED]@cancer.org.uk>
Sent: 13 February 2019 18:28
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Support next week

Hi [REDACTED] Sure we can get involved in some way. [REDACTED] is our health media officer and have cc'd him in, and had a brief chat with him earlier too.

We may have some activity around 25 Feb of our own. Although our big obesity ads in Westminster and St James' tube stations etc are no longer live - it was only a two-week campaign – we had planned a follow-up with some extra digital only spend. We had already decided to go ahead with that for a fortnight from 25 Feb to tie in with TfL junk food ad ban. I will get more details of what that actually entails, as it may just be geo-targeting of digital online ads to places where key opinion leaders work. We also plan to have 2 MPs publish blogs on junk food marketing that week too. And we might have something in The House magazine too. So all Westminster/Whitehall-focused rather than general public-facing.

I don't know though if there is a way of persuading [REDACTED] Exterior etc to find a suitable site to briefly display the digital version of January's ad for a photo opp? Alternatively, we do have lots of copies of the special Evening Standard plush cover-wrap with the 4 posters on it – could be used as a prop instead?

One question here is "is there additional justification re the TFL estate and specific child exposure?" – ie. stats on under-16 ridership and how compares with % of children in overall English population.

Thanks,

[REDACTED]

[REDACTED]
Policy Manager (Cancer Prevention)
Cancer Prevention Department
Cancer Research UK

Tel ([REDACTED]) 8095
Mobile [REDACTED]
Twitter @CRUK_Policy

[REDACTED]

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 13 February 2019 14:28
To: [REDACTED] <[REDACTED]@cancer.org.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@hotmail.co.uk>; [REDACTED] <[REDACTED]@sustainweb.org>; [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>
Subject: Support next week

Hi all,

I have been asked to look at any opportunities next week for partner announcements that could create some positive press in the run up to the 25th go-live date. Are any of you aware of any new research/activity on obesity

that may be coming up? It was mentioned by the Mayor's office that the Obesity Health Alliance may have been putting out some new child obesity research findings in the next couple of weeks.

We are also looking for partners to support any GLA-led comms in next Sunday's press and on the Monday go-live. Any suggestions welcome – [REDACTED] Oliver and Sally Davies already on the list. [REDACTED] – it would also be great to get Cancer Research to input so can you connect me to the right contacts? They also likes the idea of doing some broadcast media in front of your current campaign on the TfL network

I will circulate a draft press plan in the next couple of days.

Many thanks,

[REDACTED]

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Paul Robinson

From: [REDACTED]
Sent: 25 February 2019 14:06
To: [REDACTED]
Subject: RE: PA junk food piece

Ok no problem, thanks for your help.

Best

[REDACTED]

From: [REDACTED] <[REDACTED]@cancer.org.uk>
Sent: 25 February 2019 14:03
To: [REDACTED] <[REDACTED]@london.gov.uk>
Subject: RE: PA junk food piece

Hi [REDACTED]

I haven't heard anything I'm afraid, but I will let you know if I do.

Thanks

[REDACTED]

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 25 February 2019 13:24
To: [REDACTED] <[REDACTED]@cancer.org.uk>
Subject: RE: PA junk food piece

Hi – just wondering if PA gave you any indication of whether they might include your line? They don't appear to have put out a new version of their piece (just need to feed back to a few people this side).

Many thanks

[REDACTED]

From: [REDACTED]
Sent: 25 February 2019 10:10
To: [REDACTED] <[REDACTED]@cancer.org.uk>
Subject: Re: PA junk food piece

Of course, thanks for your help.

[REDACTED]

Press Officer, Mayor of London's Press Office
GREATERLONDONAUTHORITY
City Hall, The Queen's Walk, London SE1 2AA
020 7983 [REDACTED] | [REDACTED]
london.gov.uk
[REDACTED] [london.gov.uk](https://www.london.gov.uk)
Out-of-hours: 020 7983 4000
@LDN_pressoffice

From: [REDACTED] <[REDACTED]@cancer.org.uk>
Sent: Monday, February 25, 2019 10:09:04 AM

To: [REDACTED]
Subject: RE: PA junk food piece

Hi [REDACTED]

Thanks for getting in touch. We'll send a supportive comment over to [REDACTED] at PA now.

I would of course caveat that there's no guarantee of inclusion, but we can always hope!

Thanks
[REDACTED]

From: [REDACTED] <[REDACTED][london.gov.uk](mailto:[REDACTED]@london.gov.uk)>
Sent: 25 February 2019 08:08
To: [REDACTED] <[REDACTED][cancer.org.uk](mailto:[REDACTED]@cancer.org.uk)>
Cc: Press Office <pressoffice@cancer.org.uk>
Subject: Re: PA junk food piece

Hi [REDACTED]

Apologies - looping you in as I understand you're the best contact on this one.

Best
[REDACTED]

[REDACTED]
Press Officer, Mayor of London's Press Office
GREATERLONDONAUTHORITY
City Hall, The Queen's Walk, London SE1 2AA
020 7983 [REDACTED] | [REDACTED]
london.gov.uk
[REDACTED]london.gov.uk
Out-of-hours: 020 7983 4000
@LDN_pressoffice

From: [REDACTED] <[REDACTED][london.gov.uk](mailto:[REDACTED]@london.gov.uk)>
Sent: Monday, February 25, 2019 8:06 am
To: press.office@cancer.org.uk
Subject: PA junk food piece

Good morning

Thanks for your help and support in the run-up to the Mayor's HFSS advertising restrictions coming into effect today, it's been greatly appreciated.

I wonder if you could help with something this morning - not sure if you've seen the PA piece (below)?

Would you be able to get in touch with the journalist and ask them to add a supportive line from your org?

Would help rebut some of the criticism in some of the wider coverage this morning (specifically BBC online and City AM).

Best

Press Officer
Mayor of London's Press Office
020 7983
Out of hours: 020 7983 4000
@LDN_pressoffice

BAN ON JUNK FOOD ADVERTS ACROSS LONDON TRANSPORT COMES INTO FORCE

PA
HEALTH Adverts
25-Feb-2019 05:15:10
By Ellie Cullen, Press Association

Page 1

A ban on junk food advertising on London's public transport network has come into force.

Adverts for products high in fat, salt or sugar, such as sugary drinks, burgers and chocolate bars, will be banned across the London Underground and Overground as well as buses and bus shelters.

Food and drink brands, restaurants, takeaways and delivery services will only be able to place adverts which promote their healthier products, rather than simply publicising brands.

The ban came into effect on Monday after London mayor Sadiq Khan launched a public consultation on the plans in May, saying action was needed to tackle the capital's "ticking time-bomb" of childhood obesity.

A total of 82% of the 1,500 respondents supported the proposals.

London has one of the highest child overweight and obesity rates in Europe, with almost 40% of children aged 10 and 11 overweight or obese.

Children from poorer areas of the capital are disproportionately affected, with young people in Barking and Dagenham almost twice as likely to be overweight as children from Richmond.

Similar schemes have been rolled out in a handful of cities around the globe, although health campaigners have often found their proposals met with resistance.

Amsterdam, the Dutch capital, banned junk food advertising at the city's network of metro stations amid concerns over childhood obesity, while a bus company in Canberra, Australia, introduced a similar policy in 2015 as part of a crackdown on advertising.

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Paul Robinson

From: [REDACTED]
Sent: 28 February 2019 09:29
To: Press Office; [REDACTED]
Subject: RE: BBC Sunday Politics

Ok fantastic, thanks.

[REDACTED]

From: [REDACTED] <[REDACTED]@cancer.org.uk> **On Behalf Of** Press Office
Sent: 28 February 2019 09:27
To: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@cancer.org.uk>
Cc: Press Office <pressoffice@cancer.org.uk>
Subject: RE: BBC Sunday Politics

Hi [REDACTED] [REDACTED]

[REDACTED] has just got in touch with us – we're looking into availability now.

Best

[REDACTED]

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 28 February 2019 09:23
To: [REDACTED] <[REDACTED]@cancer.org.uk>
Cc: Press Office <pressoffice@cancer.org.uk>
Subject: BBC Sunday Politics

Hi [REDACTED]

Hope you're well. Just wondering if BBC Sunday Politics London have been in touch? They were keen to get someone to do a pre-rec tomorrow for this weekend on the TfL junk food ad ban.

We're not got anyone available but I mentioned to them that your org was very supportive – have they been in touch and are you planning on doing it?

The producer's contact details are:

[REDACTED]
[REDACTED]
[REDACTED]

Best

[REDACTED]

[REDACTED]

Press Officer, Mayor of London's Press Office
GREATERLONDONAUTHORITY
City Hall, The Queen's Walk, London SE1 2AA
020 7983 [REDACTED] | [REDACTED]

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Paul Robinson

From: [REDACTED]
Sent: 01 March 2019 11:59
To: Press Office; [REDACTED]
Subject: RE: BBC Sunday Politics

No problem, thanks.

Have a good weekend.

[REDACTED]

From: [REDACTED] <[REDACTED]@cancer.org.uk> **On Behalf Of** Press Office
Sent: 01 March 2019 11:52
To: [REDACTED] <[REDACTED]@cancer.org.uk>; [REDACTED] <[REDACTED]@london.gov.uk>
Subject: RE: BBC Sunday Politics

Hi [REDACTED]

Thanks for the info, it's been forwarded to our spokesperson.

Best wishes,

[REDACTED]

[REDACTED]
Officer (Science Media)
Science Media Team
Press & Science Communications
Cancer Research UK
T: [REDACTED]
E: [REDACTED] [cancer.org.uk](mailto:[REDACTED]@cancer.org.uk)
www.cruk.org

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From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 01 March 2019 10:48
To: [REDACTED] <[REDACTED]@cancer.org.uk>

Cc: Press Office <pressoffice@cancer.org.uk>

Subject: RE: BBC Sunday Politics

Hi there

Hope you're well. Understand you've got someone lined for Sunday Politics this afternoon, which is great news.

See below for some briefing lines from us which might be useful, including some of the hostile questions which have been floating around (and prompted by the industry criticism around this).

Many thanks



[Remainder of relevant email content can be found within press release <https://www.london.gov.uk/press-releases/mayoral/ban-on-junk-food-advertising-on-transport-network-0>]