



**Obesity Action
Scotland**

Healthy weight for all

Scoping a Healthy Local Advertising and Sponsorship Policy in Ayrshire & Arran

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Who we are



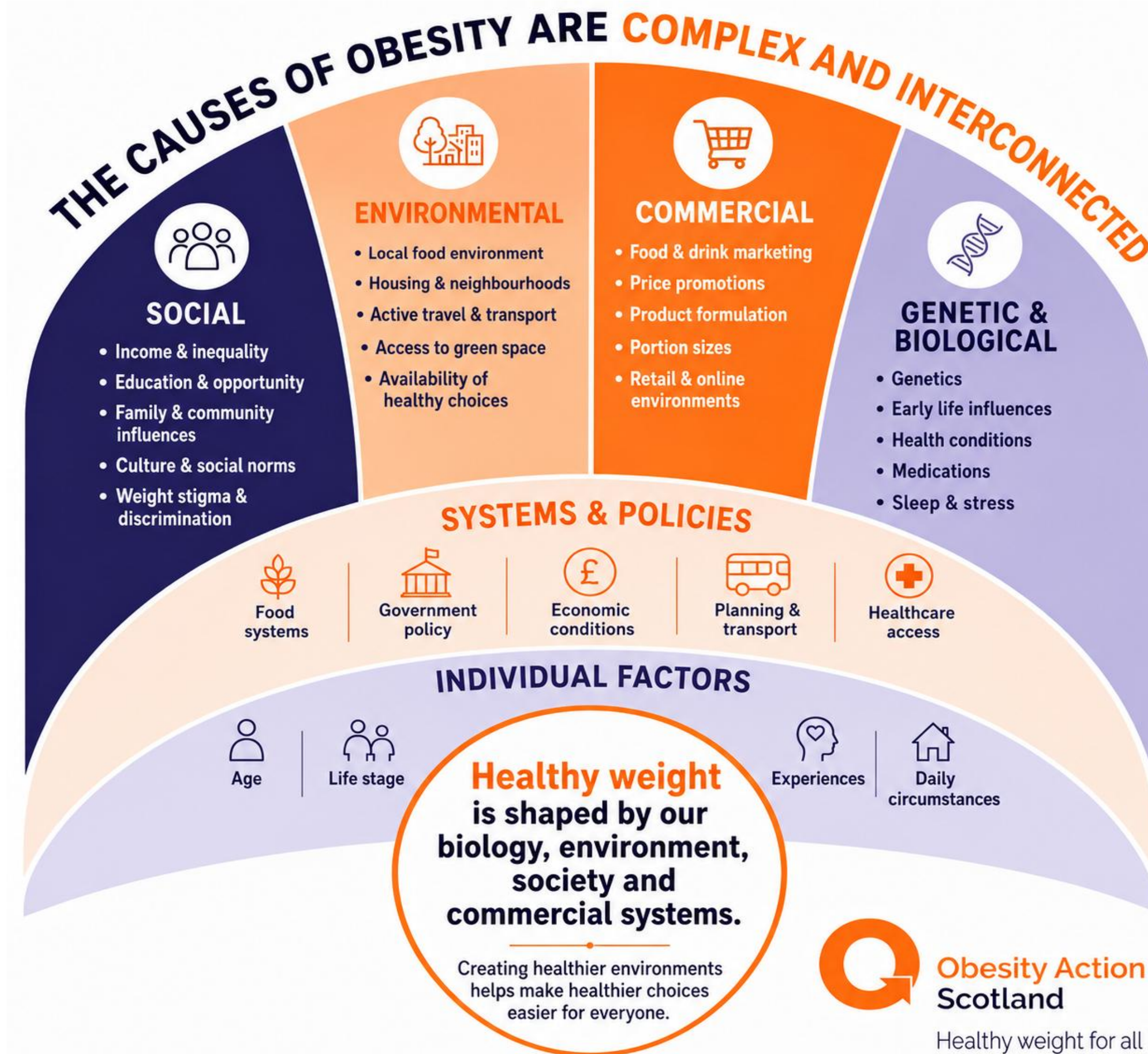
ROYAL COLLEGE OF
PHYSICIANS AND
SURGEONS OF GLASGOW

- National organisation who provide independent advocacy on preventing and reducing overweight and obesity
- Convene Scottish Obesity Alliance
- Based at the Royal College of Physicians and Surgeons of Glasgow
- Focus on changing the food environment and tackling health inequalities



www.obesityactionscotland.org







THE UNIVERSITY
of EDINBURGH



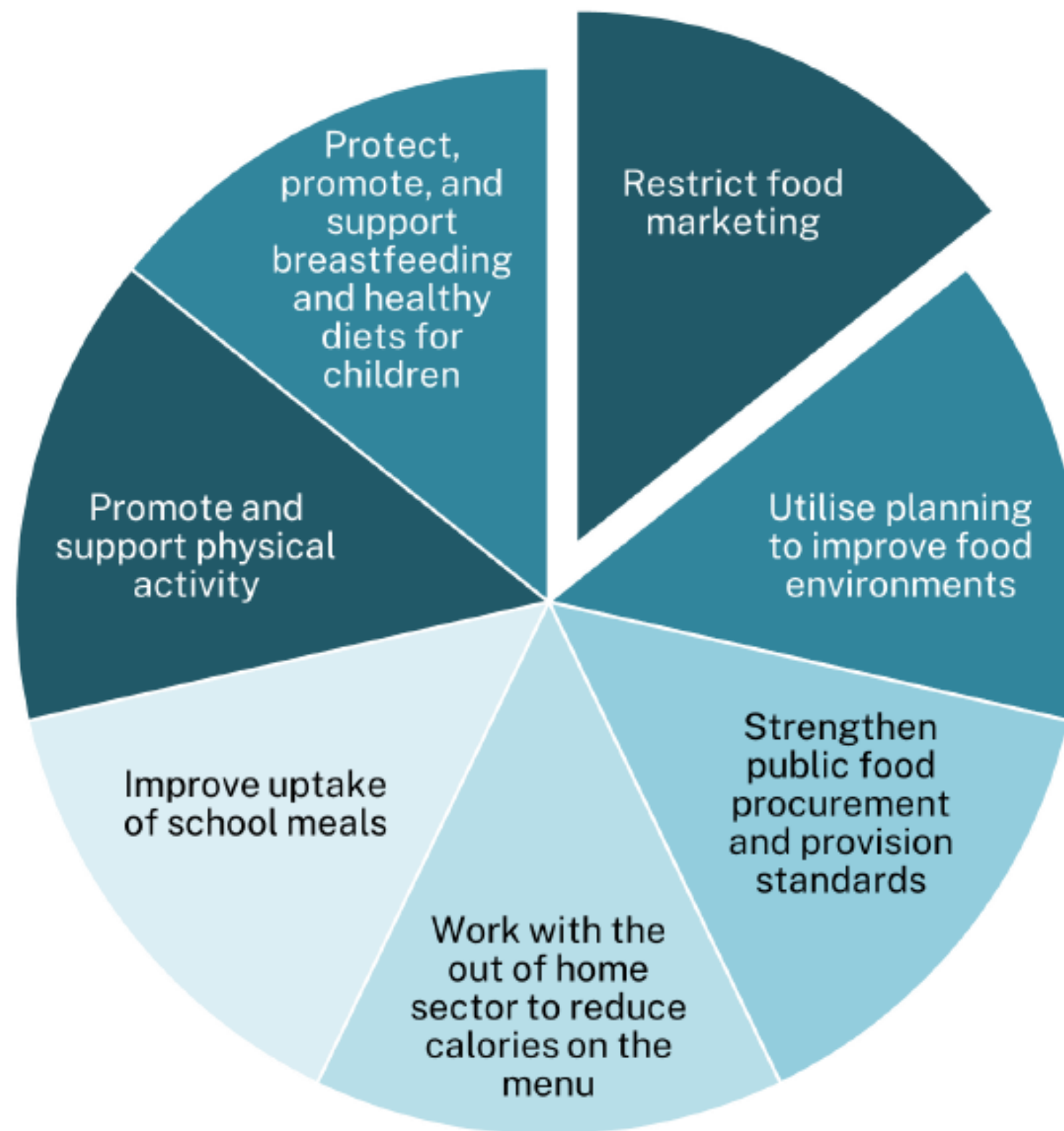
LOCAL LEVERS FOR DIET AND HEALTHY WEIGHT IN SCOTLAND

TOP EVIDENCE-BACKED OPPORTUNITIES

SEPTEMBER 2023



No one of
the local
levers alone
will have a
huge impact

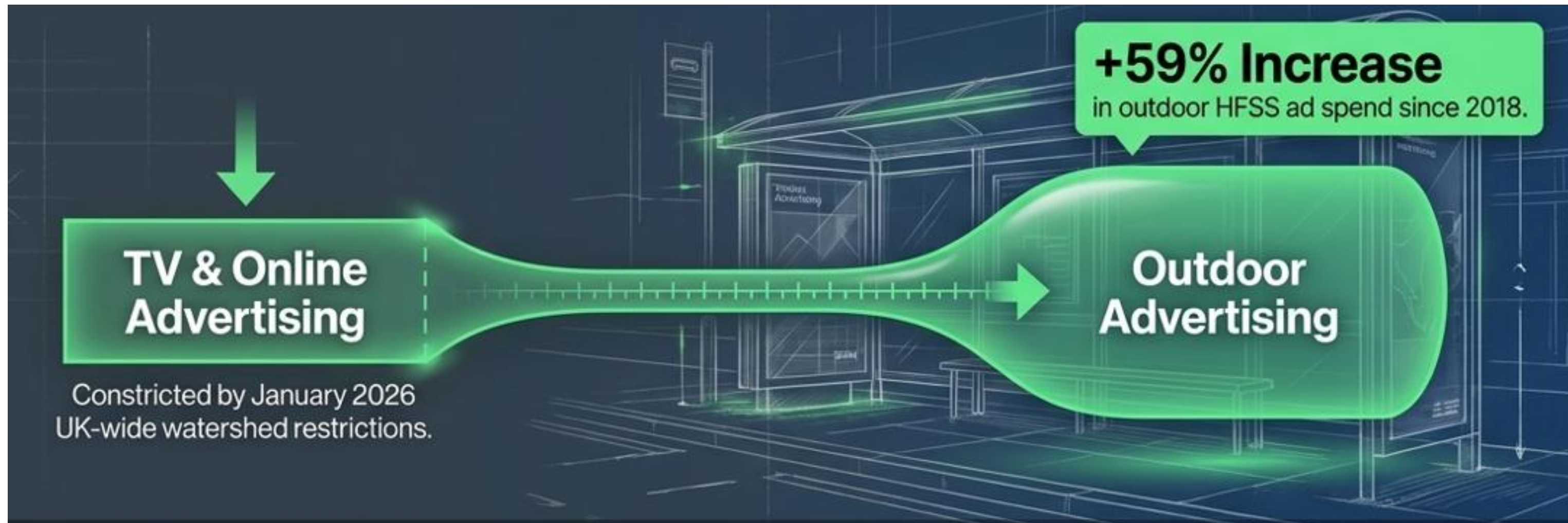


Scottish Context

Aberdeenshire Council's Advertising and Sponsorship Policy specifically covers HFSS products:

*“The Council will not accept sponsorship that undermines health promotion. For example, sponsorship from companies that produce or promote tobacco, food with a **high fat content**, or **high sugar drinks**.”*

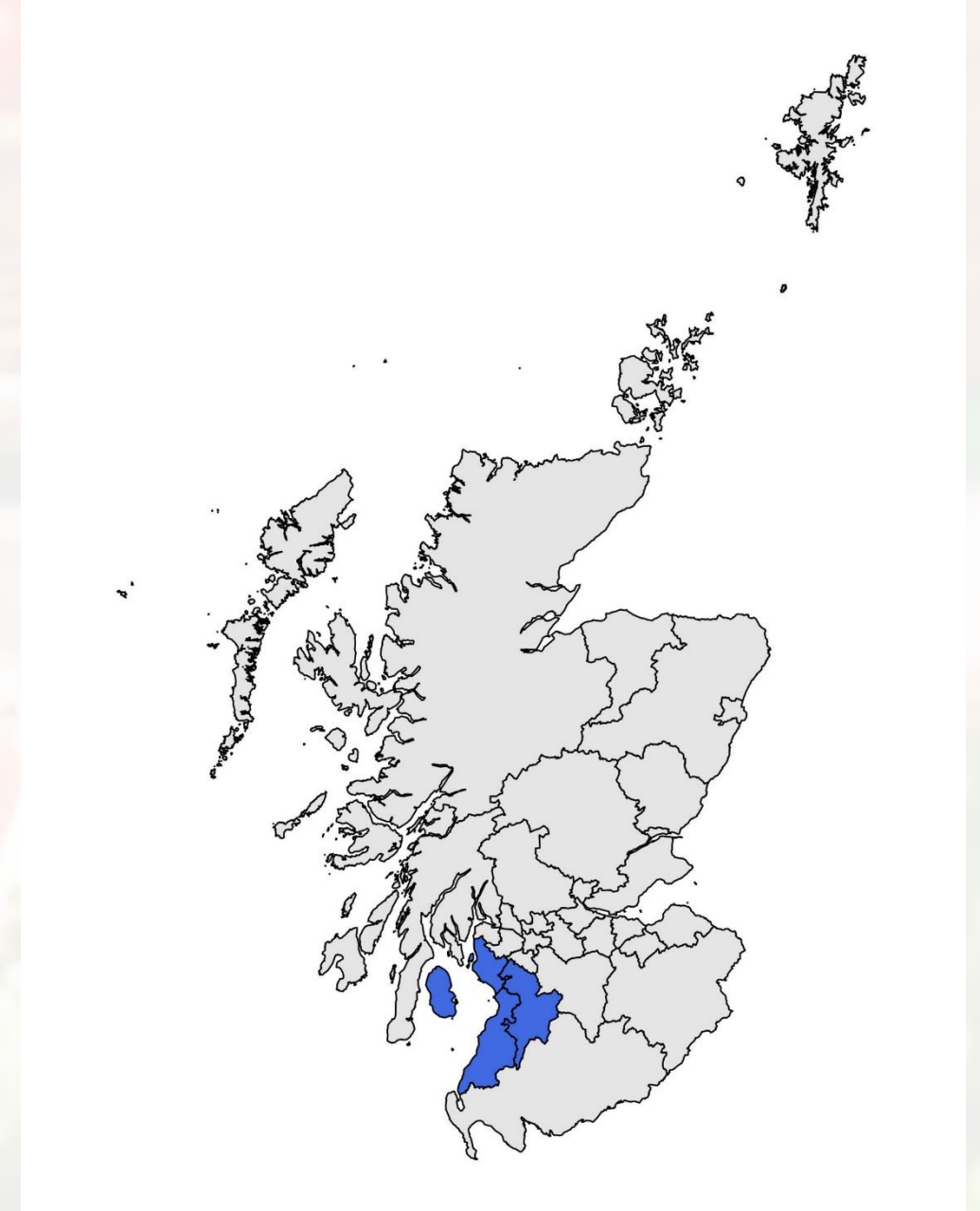
Food marketing is changing



Graphic generated using Gemini Notebook

Headline stats: Ayrshire and Arran

- ❖ Population – 368,690 people (2021)
- 73% of adults live with overweight or obesity (national 66%)
36% have obesity (national 31%)
- 72% of Primary 1 children have a healthy weight (national 74%)
14% at risk of obesity (national 12%)
13% at risk of overweight (national 13%)
- [Scottish Health Survey](#)
- [Dashboard - Primary 1 Body Mass Index \(BMI\) statistics Scotland - School year 2024 to 2025 - Primary 1 Body Mass Index \(BMI\) statistics Scotland - Publications - Public Health Scotland](#)



Research Questions

1. What process was undertaken to develop and implement healthier food advertising policies in England and Wales?
2. What steps would be required to develop and implement a healthier food advertising policy in Ayrshire and Arran?



Irvine bus shelter, 1 June 2026

What we did

Commissioned research

University of Edinburgh – Lindsay Jaacks and Tilly Robinson-Miles

Desk review

Academic and grey literature of the development, adoption, implementation and enforcement of healthier advertising policies in England and Wales

Stakeholder interviews

13 semi-structured interviews with stakeholders across the three local councils in A&A and NHS A&A

Knowledge sharing

Shared findings back with stakeholders from A&A to discuss next steps for policy development and implementation

SCOPING A PILOT HEALTHIER LOCAL ADVERTISING AND SPONSORSHIP POLICY IN SCOTLAND

June 2026



Conclusion

A national and local approach running in tandem is required to progress this agenda in Ayrshire and Arran

National guidance is a clear enabler, but **local authorities don't need to wait** for national legislation



Irvine bus shelter, 1 June 2026

National Recommendations: A clear and consistent approach

National guidance should:

- Define what counts as **HFSS**
 - use the UK Nutrient Profiling Model
- Consider **brand advertising**, not just individual products
- Cover different types of **product and brand representation**
- Consider **incidental HFSS advertising**



National Recommendations: Build on what already exists

National guidance should:

- Link to **existing frameworks**
 - Good Food Nation (Scotland) Act; Community Wealth Building (Scotland) Act; Population Health Framework; National Planning Framework 4 (NPF4)
- Use **existing tools and learning**
 - Sustain's Healthier Food Advertising Policy Toolkit.

Local Recommendations: What could this mean for A & A?

Start with **what they already have:**

- Use the **Good Food Nation plans** as an opportunity
 - 1st April 2028 deadline
- Identify **local champions**
- Bring the three councils together
- Involve **legal, procurement, commercial and other relevant services early**
- Use existing **Community Planning Partnerships**

Local Recommendations: Where could councils start?

- Start with what the **councils can influence**
 - Map existing **advertising and sponsorship** arrangements
 - Look at **council-owned advertising space**
 - Understand **contracts and renewal dates**
 - Consider healthier advertising requirements when **contracts are renewed**
 - Start with areas where councils have the **most control**
- Framing of the policy should **focus on healthier products**, rather than exclusion of local businesses

A Roadmap to Healthier Streets: Ayrshire & Arran's Path to Healthier Outdoor Advertising

Restricting HFSS advertising on council-owned assets is a key preventative health lever. This roadmap leverages upcoming statutory deadlines and contract expirations to align Ayrshire & Arran's food environment with the Good Food Nation (Scotland) Act.

