



Dear \${FNAME|Customer|Guest}\$

Welcome to ISBA's Public Affairs Update for May 2024

As we head towards the second half of this year – and hence when the Prime Minister has said the General Election will be held – we are most definitely in the long campaign. The results of the local elections on May 2 made for more dismal reading for the Conservatives, but Rishi Sunak will be hoping that good news on the inflation target will help him change the narrative. Meanwhile, Keir Starmer's launching of Labour's six 'first steps for change' – at an event which looked conspicuously like an election campaign launch – signalled Labour's confidence for the coming months.

Until the election is called, we are continuing to engage with all sides of Parliament. This month, we met with the Liberal Democrats' DCMS spokesperson, Jamie Stone, to discuss matters including gambling advertising and online safety. We continue to chair sub-groups of the Government's Online Advertising Taskforce. Meanwhile, on the evening of **Monday 3 June**, we will be holding the second of our two dinners with Labour Parliamentary Candidates; [please contact us](#) if you are interested in attending.

As ever, if you have any questions about our PA activity, please don't hesitate to get in touch.

With very best wishes,

[Rob Newman](#)

Director of Public Affairs

[Stuart Macnaughtan](#)

Head of Public Affairs and Sustainability

[Less Healthy Food and Drink](#)

With the 9pm broadcast watershed and paid-for online ban on LHF ads due to come into force on 1 October 2025, we are continuing to press hard on two outstanding pieces of the puzzle: the necessary secondary legislation, and the final guidance for brands from CAP/BCAP.

On the secondary regulations, we are extremely disappointed that the Government is failing to bring forward the regs for approval by Parliament. These are essential to define the categories of product in scope in law, but Ministers currently do not intend to table them before the summer recess, meaning that we risk them not becoming law before the General Election. We have contacted Number 10 and the Department of Health about this in the strongest possible terms, urging them to make immediate progress.

We are also concerned about the timetable for final guidance for brands from CAP/BCAP, which now looks likely to stretch into October this year. This is not an ideal outcome, and we will be taking this forward via the Food & Drink Working Group in the coming weeks. Please [contact Rob](#) for more information.

Sustainability

The WFA and Kantar are currently running the Sustainable Marketing 2030 survey on your organisation's journey in this area. This is open to all marketers and procurement. The first stage of the research helped define what it takes for marketing to become compatible with a sustainable future. This year, we are inviting our members to tell their story about how they are approaching sustainability issues in marketing. [Click here](#) to take part before **Friday 24 May**.

This month also saw the publication of the 2023 annual review by AdGreen, the industry initiative to help cut emissions in ad production. Take a look [here](#).

Upcoming Meetings

ISBA has several events coming up which will be of interest to Public Affairs members:

Thursday 13 June, 10am-12pm: [Digital Governance Forum](#), dedicated to legislative and regulatory updates on AI, data, and privacy from the UK, EU and US - including a session on the provisions and impact of the UK Data Bill.

Tuesday 25 June, afternoon: Save the date for an in-person session of the Strategic Policy Action Network, including time for networking and an expert polling presentation.

Wednesday 10 July, 12pm: ISBA's annual President's Lunch, this year at The Dorchester on Park Lane, where we will be joined by LBC presenter and podcaster James O'Brien. [Get your tickets here.](#)

Make the most of your ISBA membership. See our [interactive guide to membership.](#)

