



Broadcast Advertising Clearance Centre

200 Gray's Inn Road, London WC1X 8HF · Tel: 020 7843 8265 · www.bacc.org.uk

Uisdean Maclean  
Director

14<sup>th</sup> January, 2003

Tel: 0207-843-8232  
Fax: 0207-923-5484

SU/DoH Consultation,  
Room 4.6,  
Admiralty Arch,  
The Mall,  
London SW1A 2WH.

Dear Sirs,

Please find attached the Broadcast Advertising Clearance Centre (BACC) response to the Consultation Document on National Alcohol Harm Reduction Strategy.

Should you require further information please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in black ink that reads "Uisdean Maclean". The signature is written in a cursive, flowing style.

Uisdean Maclean,  
Director.



**Re: Response to Consultation Document on National Alcohol Harm Reduction Strategy**

The BACC welcomes the opportunity to respond to the Consultation Document on National Alcohol Harm Reduction Strategy.

The Broadcast Advertising Clearance Centre (BACC) is an organisation funded by all the major terrestrial and satellite broadcasters in order to ensure that advertisements they transmit comply in all respects with the ITC Code of Advertising Standards.

Therefore we confine our comments to a response to Q50 'Do you have any views on the existing regulation of advertising on alcohol'.

In 2002, the BACC handled over 36,000 television advertisements of which 502 were alcohol advertisements. In that year only one alcohol advertisement had complaints upheld against it by the ITC and this was related to its inappropriate scheduling.

We therefore conclude that the compliance rate with the ITC Code rules on alcohol is very high.

We note, however, that The Portman Group, representing the drinks industry, have expressed concern that the BACC have been too lenient in their application of the Code rules. From the foregoing, it is quite clear that the ITC would not agree with this suggestion.

It therefore appears to BACC that it is not the BACC application of the Code that may be at fault but that the Code rules as currently framed are not adequate to deal with what The Portman Group regard as 'problem' advertising.

The BACC intends to work closely with both The Portman Group and the ITC to assess whether the rules, as currently framed, are adequate to deal with advertisements which The Portman Group regard as irresponsible and harmful.

We would recommend that The Portman Group commission independent research into what is regarded as irresponsible/harmful advertising in this sector in order to establish whether the ITC Code rules relating to alcohol need to be re-assessed.

The BACC will continue rigorously to apply the ITC Code rules as currently framed.