



Department
for Transport

Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR
Tel: 0300 330 3000

Web Site: www.gov.uk/dft

Our Ref: 169223
Your Ref:

DATE 26 July 2016

Damian Eaton
CSS Manager
Legal & Democratic Services
Stockport Metropolitan Borough
Council
Town Hall
Stockport
SK1 3XE

Dear Mr Eaton

Railway Station Accessibility

Thank you for your letter of 14 July, to Robert Goodwill MP on behalf of Stockport Council which adopted a resolution concerning railway station accessibility in the Stockport and Greater Manchester area, I have been asked to reply.

As you have noted Sir Peter Hendy's review of the affordability and deliverability of rail projects in Control Period 5 recommended deferring £50 million of Access for All funding into CP6 (2019-2024). The Department expects to respond to the recommendation later this year. If the recommendation on Access for All is accepted, it will probably mean that around 20 stations are deferred into the next Control Period. The Department is working with Network Rail to develop a proposal for consideration if this is the case.

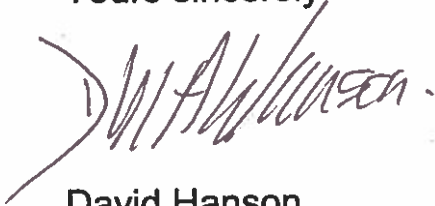
However, the Access for All scheme at Mills Hill was one of the 26 for which additional funding of £60 million was announced on 2 December 2014. These schemes were not subject to the Hendy review and therefore it is not intended that these schemes are to be deferred.

The Department appreciates that a number of stations across Greater Manchester are not fully accessible. Bredbury was nominated for the Access for All programme in CP5 by Northern but was not chosen because it had low footfall. Heaton Chapel was not considered at all by Northern. Similarly,

Reddish North was not nominated by Northern and so was not able to be included. As far as Manchester Oxford Road, it was not considered to be a strong candidate by the train operator given that the nearby Manchester Piccadilly station is step-free.

I can assure you that the Department remains committed to delivering all of the Access for All projects as soon as available funding allows.

Yours sincerely

A handwritten signature in black ink, appearing to read 'D. Hanson', written over a horizontal line.

David Hanson
Department for Transport



Damian Eaton
CSS Manager
Stockport Metropolitan Borough Council
Town Hall
Stockport
SK1 3XE

Advertising Standards Authority
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone 020 7492 2222
Textphone 020 7242 8159
Email enquiries@asa.org.uk
www.asa.org.uk

Email: damian.eaton@stockport.gov.uk

26th July 2016
By post and email

Dear Mr Eaton

Stockport Metropolitan Borough Council Motion - Alcohol Advertising

Thanks for your letter dated 14th July 2016, informing me of the resolution Stockport Council has adopted in relation to alcohol advertising.

The ASA strongly supports the social imperative of ensuring that alcohol advertising is responsible and that children and the vulnerable are protected, and we fully recognise the seriousness of the situation in towns and cities across the UK. As noted in the motion passed by your Council, alcohol advertisements are subject to a robust and comprehensive set of rules that apply to non-broadcast and broadcast ads. Those rules are written by our sister body, the Committees of Advertising Practice (CAP), and are based upon detailed assessments of the best available evidence of the effect of alcohol advertising on drinking behaviour. The rules sit on top of other Advertising Code provisions that require ads not to mislead, harm or cause serious or widespread offence.

The alcohol rules were significantly strengthened in 2005 in response to concerns about anti-social behaviour and underage drinking. The ASA system relies on a continual review of new evidence to ensure that our rules protect vulnerable people from harm, while remaining proportionate and targeted. The rules were reviewed again, in full, in 2008, taking account of the latest Department of Health evidence.

Legal, decent, honest and truthful

Chairman Rt Hon Lord Smith of Finsbury Chief Executive Guy Parker
ASA Council Reg Bailey, Kate Bee, Alan Bookbinder, Rachel Childs, Roisin Donnelly, Ray Gallagher, Wesley Henderson, David Hepworth, Suzanne McCarthy, Sir Martin Narey, Shireen Peermohamed, Hamish Pringle and Sam Younger

In order to provide additional protection to children, the rules state that in non-broadcast media no medium should be used to advertise alcohol if more than 25 per cent of its audience is under the age of 18. Alcohol ads are also banned from appearing in and around TV programmes which are made for, or are like to appeal to, those under the age of 18.

CAP is continually reviewing all available evidence to ensure that the rules remain fit for purpose and I have passed your letter on to my CAP colleagues.

We've been watching with interest the debate on alcohol policy at both a national and local level in recent years. We recognise the increasingly local approach that is being taken to address alcohol related issues in areas with high rates of harm, given the nature of the problem varies significantly across the UK. However, as the UK advertising regulator, we implement national rules in a proportionate way, which means balancing the need to protect people from harmful advertising with advertisers' commercial freedom to advertise legitimate products responsibly. On the basis of currently available evidence, while we acknowledge growing concerns about the UK's relationship with alcohol and the impact it has on individuals and society, we've yet to see persuasive evidence that alcohol has a direct or significant indirect impact on alcohol harm or antisocial behaviour that would require a strengthening of the current rules.

Despite this, if the Council has identified particular ads which it feels might be in breach of our rules such as outdoor advertising near local schools mentioned in the motion, I encourage you to let us know and we'll look into it. If you wish to do this, or would like discuss our existing rules about alcohol in more detail, please don't hesitate to contact Andrew Marshall at andrewm@asa.org.uk. Andrew will keep me informed.

Yours sincerely,



Guy Parker
Chief Executive



Department
of Health

Your ref: DE

Richmond House
79 Whitehall
London
SW1A 2NS

Tel: 020 7210 4850

Our ref: TO-1042598

Mr Damian Eaton
CSS Manager (Legal and Democratic Services)
Stockport Metropolitan Borough Council
Town Hall
Stockport SK1 3XE

27 JUL 2016

Dear Mr Eaton,

Thank you for your letter of 14 July to Jane Ellison about alcohol advertising. I have been asked to reply.

The Government agrees that alcohol is a major public health issue and it is determined to reduce the harms to health caused by drinking too much. Everyone, including the NHS and public services, alcohol retailers, producers and pubs and individual consumers, has a role to play in reducing the harmful use of alcohol, and the Government wants people to know how they can make a difference to their own health. However, the Government is not considering banning the advertising of alcohol at this time.

The Government has implemented a number of initiatives to address alcohol abuse. On 23 March 2012 the Government published *The Government's Alcohol Strategy*, which addresses the full range of alcohol-related harm, taking into account both the health effects and social impact of alcohol misuse. It sets out each department's plans and actions, describing the future roles of central and local government, the third sector and other agencies. The document can be viewed on the Government's information and advice website www.gov.uk by searching for 'government', and then 'publications', followed by 'alcohol-strategy'.

I hope this reply is helpful.

Yours sincerely,
Dave Wilson
Ministerial Correspondence and Public Enquiries

This page is intentionally left blank