

Equality Impact Assessment (EqIA)

For advice on this document please contact Clare Muir on 72119 or email Clare.Muir@reading.gov.uk.

Please contact the Project Management Office at pmo@reading.gov.uk for advice and/or support to complete this form from a project perspective.

Name of proposal/activity/Policy to be assessed: **Healthier Food Advertising Policy**

Directorate: Economic Growth and Neighbourhood Services/Communities & Adult Social Care (DCASC)

Service: Public Health

Name: Amanda Nyeke

Job Title: Public Health and Wellbeing Manager

Date of assessment: 11 September 2025

Version History

Version	Reason	Author	Date	Approved By
1.0	Initial draft	Amanda	11/09/2025	

Scope your proposal

- What is the aim of your Policy or new service/what changes are you proposing?

To update Reading Borough Council's Advertising Policy to restrict the promotion of High Fat, Salt and Sugar (HFSS) products and encourage healthier food advertising.

- Who will benefit from this proposal and how?

Residents of Reading, particularly those in more deprived communities, will benefit through reduced exposure to unhealthy food advertising and improved support for healthier choices. Children and families will benefit from healthier environments that support early years development. There will however be benefits for all Reading residents.

- What outcomes does the change aim to achieve and for whom?

The Policy aims to reduce health inequalities across Reading, improve dietary behaviours, and contribute to health outcome and healthier weight outcomes for all residents, especially those most affected by the commercial promotion of HFSS products.

- Who are the main stakeholders and what do they want?

Public Health team, Food Partnership, Council leadership, and local communities and residents. Stakeholders seek and will benefit from healthier environments, improved weight outcomes (linked to obesity rates), and equitable health outcomes.

Assess whether an EqlA is Relevant

How does your proposal relate to eliminating discrimination; advancing equality of opportunity; promoting good community relations?

The Policy promotes equal access to healthier food environments and aims to reduce health inequalities that disproportionately affect deprived and minoritised communities whereby HFSS advertising is more prevalent.

- **Do you have evidence or reason to believe that some groups may be affected differently than others (due to race, disability, sex, gender, sexuality, age, religious belief or due to belonging to the Armed Forces community or care experience)? Make reference to the known demographic profile of the service user group, your monitoring information, research, national data/reports etc.**

Yes - national and local data show that HFSS advertising is more prevalent in deprived areas, which often have higher proportions of ethnic minority residents and children at risk of obesity.

However, no groups will be negatively impacted by the Policy.

- **Is there already public concern about potentially discriminatory practices/impact or could there be?**

No, there is no known public concern about discriminatory impact, but the Policy responds to broader concerns about health inequalities.

If the answer is **Yes** to any of the above, you need to do an Equality Impact Assessment.

If **No** you **MUST** complete this statement.

An Equality Impact Assessment is not relevant because:

X

Completing Officer

X

Lead Officer

Assess the Impact of the Proposal

Your assessment must include:

- **Consultation**
- **Collection and Assessment of Data**
- **Judgement about whether the impact is negative or positive**

Think about who does and doesn't use the service? Is the take up representative of the community? What do different minority groups think? (You might think your Policy, project or service is accessible and addressing the needs of these groups, but asking them might give you a totally different view). Does it really meet their varied needs? Are some groups less likely to get a good service?

How do your proposals relate to other services - will your proposals have knock on effects on other services elsewhere? Are there proposals being made for other services that relate to yours and could lead to a cumulative impact?

Example: A local authority takes separate decisions to limit the eligibility criteria for community care services; increase charges for respite services; scale back its accessible housing programme; and cut concessionary travel.

Each separate decision may have a significant effect on the lives of disabled residents, and the cumulative impact of these decisions may be considerable.

This combined impact would not be apparent if decisions are considered in isolation.

Consultation

How have you consulted with or do you plan to consult with relevant groups and experts. If you haven't already completed a Consultation form do it now. The checklist helps you make sure you follow good consultation practice.

[Consultation manager form - Reading Borough Council Dash](#)

Relevant groups/experts	How were/will the views of these groups be obtained	Date when contacted
Reading Food Partnership	Through partnership meetings and feedback	To be planned
Public Health team	Internal workshops and Policy development sessions	To be planned
Whole Systems Obesity Network?	To be consulted via strategic groups and engagement	To be planned

Collect and Assess your Data

Using information from Census, residents survey data, service monitoring data, satisfaction or complaints, feedback, consultation, research, your knowledge and the knowledge of people in your team, staff groups etc. describe how the proposal could impact on each group. Include both positive and negative impacts.

(Please delete relevant ticks)

- Describe how this proposal could impact on racial groups
- Is there a negative impact? No

Positive impact as national data shows HFSS advertising is more prevalent in areas with higher proportions of ethnic minority residents, and areas experiencing high levels of deprivation although across Reading too. Reducing this exposure supports better health outcomes.

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- Describe how this proposal could impact on Sex and Gender identity (include pregnancy and maternity, marriage, gender re-assignment)
 - Is there a negative impact? No

Positive impact, as the Policy supports healthier environments for all genders and family structures, including pregnant individuals and parents.

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- Describe how this proposal could impact on Disability
 - Is there a negative impact? No

Positive impact by contributing to healthier environments and supporting wellbeing for people with long-term conditions and disabilities.

- Describe how this proposal could impact on Sexual orientation
 - **Is there a negative impact?** No
-

No specific impact identified. The Policy is inclusive and does not discriminate based on sexual orientation.

- Describe how this proposal could impact on age
 - **Is there a negative impact?** No
-

Positive impact, particularly for children and young people through reduced exposure to unhealthy advertising and support for early years development.

- Describe how this proposal could impact on Religious belief
 - **Is there a negative impact?** No
-

No specific impact identified. The Policy does not conflict with religious beliefs or practices.

- **Describe how this proposal could impact on the Armed Forces community (including reservists and veterans and their families)**
 - **Is there a negative impact?** No
-

No specific impact identified. The Policy is inclusive and does not disadvantage veterans, reservists, or their families.

- Describe how this proposal could impact on care experienced young people and adults.
- **Is there a negative impact?** No

Positive impact as the Policy contributes to healthier environments and supports vulnerable groups who may be disproportionately affected by poor diet and health outcomes.

Make a Decision

If the impact is negative then you must consider whether you can legally justify it. If not you must set out how you will reduce or eliminate the impact. If you are not sure what the impact will be you **MUST** assume that there could be a negative impact. You may have to do further consultation or test out your proposal and monitor the impact before full implementation.

(Delete numbers below which don't apply)

1. No negative impact identified - Go to sign off

Conduct stakeholder engagement, ensure inclusive messaging, and monitor implementation through contract renewals. Actions will be reviewed annually.

- How will you monitor for adverse impact in the future? Annual review of advertising contracts and feedback from community health surveys.
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Annual review of advertising contracts, feedback from community health surveys, and engagement with strategic groups to assess equity and inclusion.

X

X

Completing Officer

Lead Officer