

Application form for a product to be exempt from Southwark Council's Healthy Advertisement Policy

This application form is to apply for a product to be an exemption from Southwark Council's Advertising policy.

Southwark Council retains the right to decline advertisement from any organisation, individual, event or campaign that it considers not contributing to a healthy diet of Southwark residents.

Prior to submitting an exemption request, advertisers and brands should consider whether a non-HFSS version of the product is available and can be advertised instead.

Name of advertiser or brand applying for a production to be exempt:

.....

Name and description of product for which an exemption is sought:

.....

Is this the only product exemption form being submitted for this advert?

.....

Product nutrient profile: please refer to Public Health England's [technical guidance](#) on working out the nutrient profile score for a food or drink.

Energy (kJ/100g)	
Saturated fat (g/100g)	
Total sugar (g/100g)	
Sodium (mg/100g)	
Fruit, veg, nuts (%)	
AOAC fibre (g/100g):	
Protein (g/100g):	

Please provide contact details so we can inform you of the outcome of your application:

Name:

Email address:

Telephone number:

1. Is there a healthier version (i.e. a product which is not high in fat, salt and/or sugar according to the Nutrient Profiling Model) of the product available?

Yes If so, please give details:

2. Is your product on [Public Health England's sugar or calorie reduction lists](#)?

Yes

Do not continue with the process if you have answered yes to either question 1 or question 2.

3. Please demonstrate why your product does not contribute to HFSS diets in children. Please provide supporting evidence and fill in the 'list of evidence proforma' at the end of this form.

4. Does the presentation of your product appeal to children? Please see the [marketing techniques considered to appeal to children](#).

List of evidence proforma

Please list below the supporting documents you are providing with your application using the proforma below:

Please insert additional rows as required.

Reference number	Title of submitted paper	Which question number does this relate to?	Specific section(s) within document (page number/paragraph or section)
1			
2			
3			
4			
5			
6			

Completed applications should be sent to: publichealth@southwark.gov.uk

END.