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Clare Haughey MSP
Convener, Health, Social Care and Sport Committee

Via email: hscs.committee@parliament.scot

30 November 2023

Dear Convener,

I am writing to notify the Scottish Parliament's Health, Social Care and Sport Committee that an analysis report of the Scottish Government's Alcohol Advertising and Promotion Consultation was published today (30 November). This is available to view at: <https://www.gov.scot/isbn/9781835215081>.

The Committee will be aware that the [Alcohol Framework 2018](#) set out 20 actions to prevent and reduce alcohol-related harm in Scotland, including Action 10 which was a commitment to consult and engage on the appropriateness of a range of potential measures, including mandatory restrictions on alcohol marketing. [Programme for Government \(PfG\) 2022/23](#) also committed to issuing this consultation during 2022.

The consultation sought views on potential restrictions to alcohol advertising and promotion in Scotland, in various contexts, and ran from 17 November 2022 until 9 March 2023. Additionally, during the consultation period, six roundtables, chaired by the then Minister for Public Health, Women's Health and Sport, were held with a range of stakeholders including alcohol producers, retailers, sporting bodies, cultural organisations, people in recovery and public health organisations to hear directly from them about their views on the proposals within the consultation. A commitment was made to publish the high-level summaries of the roundtable discussions and these are available to view at: <https://www.gov.scot/groups/alcohol-advertising-and-promotion-consultation-stakeholder-engagement-summaries>.

The consultation received 2,408 personalised responses from 1,985 individuals and 423 organisations. In addition, it received 585 responses through campaigns organised by the Campaign for Real Ale and the Scottish Beer and Pub Association.

I would like to thank all the individuals and organisations who took the time to contribute their thoughts and opinions to both the roundtables and the consultation. Their input has played a significant role in shaping understanding of the challenges and opportunities of the Scottish Government's ambition to reduce alcohol related harm including the careful consideration needed to minimise potential negative impacts on industry, including the alcohol industry.

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It is clear from the consultation that alcohol harm needs to be addressed with almost all of the responses acknowledging that harmful drinking is a serious problem in Scotland. It is also clear from the responses that children and young people should not be exposed to alcohol advertising and promotions.

The Scottish Government intends to engage further with key stakeholders in early 2024, with the aim of consulting the public in future on a narrower range of proposals intended to reduce exposure to alcohol marketing and promotion. These will be developed taking into account the range of views provided to date, and given as part of that further engagement.

I look forward to updating the Committee with further progress on this work next year.

Yours Sincerely,



ELENA WHITHAM MSP
Minister for Drugs and Alcohol Policy

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