

This review was commissioned by the Coalition government at the end of 2010 and published in June 2011. In welcoming the review, Sarah Teather, Children's Minister said:

"It is not Government's role to interfere in family life. But parents often tell me that they would like more support so that they can navigate the rapidly-changing technological and commercial world. Reg's review shows the way for business and Government to give them this support."

Reg Bailey, who led the review, explained:

"In this review, I make a series of recommendations; they take a largely consensual approach to the issues raised... To me.. this is the best course."

This RPC document summarises the 14 recommendations and actions to be taken, using the words of the original but condensing the text to convey the essence of the message but in a "reduced" form.

Theme 1 – The 'Wallpaper' of Children's Lives

1. **Ensuring that magazines and newspapers with sexualised images on their covers are not in easy sight of children.** Retail associations in the news industry should do more to encourage observance of the voluntary code of practice on the display of magazines and newspapers with sexualised images on their covers.

ACTION: Publishers, distributors, retailers and retail associations in the news industry, including the National Federation of Retail Newsagents and the Association of News Retailing

2. **Reducing the amount of on-street advertising containing sexualised imagery in locations where children are likely to see it.** The advertising industry should take into account the social responsibility clause of the Committee of Advertising Practice (CAP) code. The testing of standards that the ASA undertakes with parents (see Recommendation 7) should also cover parental views on location of advertising in public spaces.

ACTION: Advertisers, advertising industry bodies, and the ASA

3. **Ensuring the content of pre-watershed television programming better meets parents' expectations.** The watershed and pre-watershed programming should... be developed and regulated with a greater weight towards the attitudes and views of parents, rather than 'viewers' as a whole. Broadcasters and Ofcom should report annually on how they have specifically engaged parents over the previous year, what they have learnt and what they are doing differently as a result.

ACTION: Ofcom, broadcasters

4. **Introducing Age Rating for Music Videos.** Government should consult on whether the exemption from the Video Recordings Act 1984 and 2010, which allows them to be sold without a rating or certificate, should be removed.

ACTION: Government

5. **Making it easier for parents to block adult and age-restricted material from the internet:** the internet industry should ensure that customers must make an active choice over what sort of content they want to allow their children to access and must act decisively to develop and introduce effective parental controls, with, [potentially] Government regulation those providing content which is age-restricted, whether by law or company policy, should seek robust means of age verification as well as making it easy for parents to block underage access.

ACTION: Internet industry and providers of age-restricted content, through the UK Council for Child Internet Safety (UKCCIS)

Theme 2 – Clothing, Products and Services for Children

6. **Developing a retail code of good practice on retailing to children.** Retailers, alongside their trade associations, should develop and comply with a voluntary code of good practice. The British Retail Consortium (BRC) should continue its work and encourage non-BRC members to sign up to its code.

ACTION: Retailers and retail associations, including the BRC

Theme 3 – Children as Consumers

7. **Ensuring that the regulation of advertising reflects more closely parents' and children's views.** The Advertising Standards Authority (ASA) should conduct research with parents and children on a regular basis publishing the results and subsequent action taken in their annual report.

ACTION: ASA

8. **Prohibiting the employment of children as brand ambassadors and in peer-to-peer marketing.** The Committee of Advertising Practice et al should urgently explore whether, as many parents believe, the advertising

self-regulatory codes should prohibit the employment of children under the age of 16 as brand ambassadors.

ACTION: Committee of Advertising Practice, the Advertising Association and relevant regulators

9. **Defining a child as under the age of 16 in all types of advertising regulation.** The ASA should conduct research to determine whether the ASA should always define a child as a person under the age of 16

ACTION: ASA

10. **Raising parental awareness of marketing and advertising techniques.** Industry and regulators should work together to improve parental awareness of marketing and advertising techniques and of advertising regulation and complaints processes and to promote industry best practice.

ACTION: Advertising and marketing industry, with the ASA and the Advertising Association

11. **Quality assurance for media and commercial literacy resources and education for children.** Resources should always include education to help children develop their emotional resilience to the commercial and sexual pressures that today's world places on them. Providers should commission independent evaluation of their provision Ofcom and the BBC et al, should encourage the development of minimum standards guidance for commercial literacy education and resources to children.

ACTION: Media and commercial literacy providers, with Ofcom and the BBC

Theme 4 – Making Parents' Voices Heard

12. **Ensuring greater transparency in the regulatory framework by creating a single website for regulators.** There is a variety of co-, self- and statutory regulators across the media, communications and retail industries. Regulators should work together to create a single website to act as an interface between themselves and parents. This single website could also provide a way for parents to provide informal feedback and comments, with an option to do so anonymously.

ACTION: Regulators

13. **Making it easier for parents to express their views to businesses about goods and services.** All businesses that market goods or services to children should have a one-click link to their complaints service from their home page, clearly labelled 'complaints'. Businesses should also provide timely feedback to customers in reaction to customer comment. For retail businesses this should form part of their code of good practice (see Theme 2, Recommendation 6), and should also cover how to make it easier and more parent-friendly for complaints to be made in store.

ACTION: Businesses, supported by trade associations

Conclusion

14. **Ensuring that businesses and others take action on these recommendations.** Government should take stock of progress against the recommendations of this review in 18 months' time. the Government should consider taking the most effective action available, including regulating through legislation if necessary.

Action: Government

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