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**One
Voice**

Predicting the Future

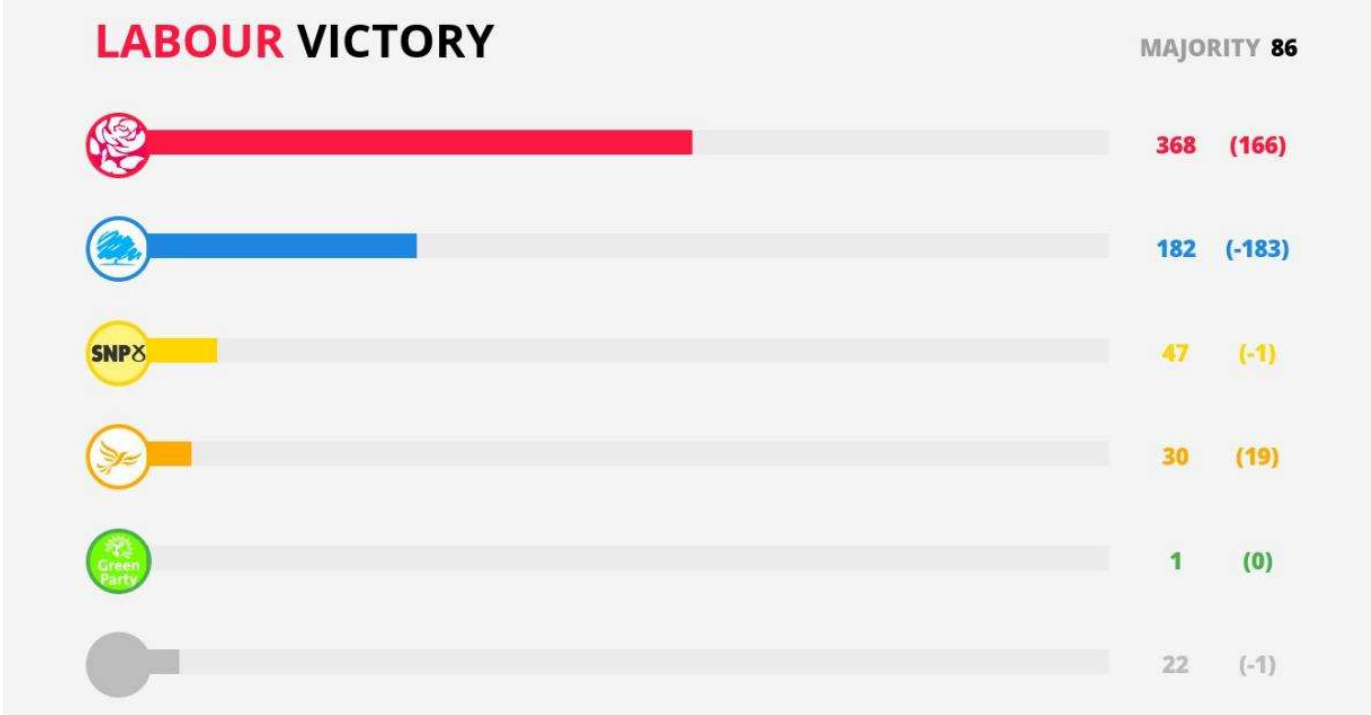
A General Election will be held this year (likely in October/November)

All the polling points to a change of government and a potentially substantial Labour majority

BUT the swing needed to achieve this is huge, and other election outcomes remain underpriced

We could see a hung Parliament and Labour govern as a minority, or some kind of deal with the Lib Dems

Everywhere they can voters are deserting the Tories, but the electorate remains volatile



Public Affairs: Where We've Been, Where We're Going



**'Less Healthy' Food and Drink:
implementation date deferral**

Channel 4 sale abandoned

Data Bill

Online Advertising Programme
consultation response: self-regulatory
system defence



Online Advertising Taskforce: ISBA
chairmanship of Age Assurance and
Influencer Marketing working groups

Labour Candidate dinners

Liberal Democrat issue engagement

**Strategic Policy Action Group helps
members navigate political and
policy change**



What would a Labour majority mean for marketers?

- 1** After years of chopping & changing, you can expect a clear policy programme, fewer reshuffles of personnel, and likely no changes in Government Departments. **You can plan with more certainty**
- 2** Government will be more active on the economy. There will be an Industrial Strategy, supported by sector taskforces. **Business will be expected to be a part of solving problems**
- 3** Public health is considered a key challenge and a fundamental part of rescuing the NHS and promoting wellbeing. **Labour will look to interested sectors to be responsible**, play their part, and put forward solutions
- 4** **Online safety will return to the agenda.** How platforms operate under the bonnet will come under the spotlight. Age assurance and digital identity will move up the agenda, with the question of minors' ownership of mobile devices moving into mainstream debate
- 5** There is not an overwhelming move to ban or regulate ads further, and there is a recognition it is a growth industry & global leader. But Labour has an ambitious agenda which may run into trouble. **Hitting advertising – seen as pain-free – will always be a temptation for politicians**

Next Steps

Be clear on what your business thinks about the key challenges confronting the next Parliament and Government ...

- Growth and Productivity
- Building a Greener, Fairer Economy
- Better Public Health and Wellbeing
- Strengthened Scrutiny on Societal Issues

... and be ready to play your part.