

**DATGANIAD NEWYDDION – Testun Cymraeg isod**  
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**NEWS RELEASE**  
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## **New report calls for overhaul of “ineffective” alcohol marketing regulation**

In a new report published today (6 July 2018) a leading alcohol charity is calling on the UK Government to undertake a thorough review of how alcohol marketing is regulated.

Following a detailed analysis of the industry-funded regulator, the Portman Group, the report highlights inconsistent decision-making, lack of scrutiny, and an apparent failure to address how modern alcohol marketing works.

The report, **Fit for Purpose? An analysis of the role of the Portman Group in alcohol industry self-regulation**, has been written by the charity formed by the merger of **Alcohol Concern** and **Alcohol Research UK**. It highlights the results of an investigation into 12 years of regulatory decisions (from January 2006 to December 2017) by the Portman Group’s Complaints Panel, on the naming, packaging and promotion of alcohol products. The investigation found that:

- The Panel’s decision-making has been inconsistent, meaning that neither producers nor consumers can rely on it for guidance about what’s acceptable and what’s not.
- Its decisions often appear to be based on opinion rather than real-world evidence about how people drink.
- The Portman Group lacks accountability. When decisions are made and enforced, there is little or no means to amend or reverse them, nor any other body to appeal to.
- The purpose of the Portman Group is not well-defined, other than a vague statement about ‘responsible marketing’ and in particular its role in reducing alcohol-related harm is neither clear nor explicit.

The report also draws attention to the artificial separation between regulators of the various elements of the alcohol marketing mix. Bottles and cans are regulated by the Portman Group without reference to the adverts that promote them, which are reviewed by the Advertising Standards Authority. Alcohol industry sponsorship of television programmes is a matter for Ofcom. For drinks companies, all these elements are linked together and support each other. The regulators look at them in isolation, meaning that none of them is seeing the full picture.

The report suggests that a thorough overhaul of alcohol marketing regulation should form part of the UK Government’s new national alcohol strategy, which was announced in early May.

**Lee Mack**, an ambassador for Alcohol Concern/Alcohol Research UK, said:

“Alcohol advertising and marketing is all around us. We’re constantly being told to buy booze, whether we’re at home relaxing in front of the TV, or out and about shopping or socialising.

“Creating an environment which encourages us all to drink more isn’t good for us, or our kids. So I think it’s reasonable for us to expect to have a fair, transparent system in place that works in the interests of us all and is independent of the very industry doing the marketing.”

**Dr Richard Piper**, CEO of the new charity formed by the merger of Alcohol Concern and Alcohol Research UK, said:

“With roughly one person in the UK dying as a result of alcohol every hour, alcohol is no ordinary commodity, and we as a society have the right to set boundaries on the ways in which it is promoted.

“The current regulatory set-up doesn’t work. The UK Government could change that by initiating an independent review. The aim must be to make alcohol regulation fit for purpose, and ensure that regulators have a clearly defined remit and standards of evidence-based decision-making. Such a review offers the perfect opportunity to better integrate the various regulatory strands, so they can be brought together to create stronger protections for all consumers.”

The report, **Fit for Purpose? An analysis of the role of the Portman Group in alcohol industry self-regulation**, is available [here](#).

**Ends.**

#### **Notes to editors**

1. The Portman Group was established in 1989 and has been a key regulator of alcohol marketing since 1996. The group hosts an Independent Complaints Panel which adjudicates on complaints against the naming, packaging and promotional materials for alcohol products according to a Code of Practice.
2. From 2006 to 2017 the Portman Group published a total of 99 decisions by its Complaints Panel, in response to complaints by 104 people or organisations about 160 alleged breaches of the Code.
3. **Alcohol Concern** and **Alcohol Research UK** merged in April 2017 to form a major independent national charity, working to reduce the harms caused by alcohol. For more information visit: [www.alcoholconcern.org.uk](http://www.alcoholconcern.org.uk) and [www.alcoholresearchuk.org](http://www.alcoholresearchuk.org).

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Interviews can be arranged with Andrew Misell, a director at Alcohol Concern.

## Angen gwednewid rheoleiddio “aneffeithiol” y diwydiant alcohol, medd elusen

Mewn adroddiad newydd a gyhoeddir heddiw (6 Gorffennaf 2018) mae un o brif elusennau alcohol y wlad yn galw ar Lywodraeth Prydain i gynnal adolygiad cynhwysfawr o’r ffyrdd mae marchnata alcohol yn cael ei reoleiddio.

Wedi’i seilio ar ddadansoddiad manwl o waith Grŵp Portman – y rheoleiddiwr mae’r diwydiant alcohol yn ei ariannu – mae’r adroddiad yn bwrw goleuni ar benderfynu anghyson, diffyg craffu, a methiant i fynd i’r afael ag amrywiaeth marchnata modern.

Ysgrifennwyd yr adroddiad, **Priodol a digonol? Dadansoddi gwaith Grŵp Portman yn rheoleiddio’r diwydiant alcohol**, gan yr elusen a grëwyd trwy uno **Alcohol Concern** ac **Alcohol Research UK**. Mae’n tynnu sylw at ganlyniadau ymchwiliad i 12 mlynedd o benderfyniadau rheoleiddio (o Ionawr 2006 hyd at Ragfyr 2017) gan Banel Cwynion Annibynnol Grŵp Portman, ar enwi, pecynnu a hyrwyddo diodydd alcoholaidd. Dengys yr ymchwiliad fod:

- Penderfyniadau’r Panel wedi bod yn anghyson â’i gilydd. Ni all cynhyrchwyr na chwsmeriaid ddibynnu arnynt am arweiniad cyson ynghylch beth sy’n dderbyniol neu beidio.
- Yn aml, mae ei benderfyniadau i’w gweld wedi’u seilio ar farn yn hytrach nag ar dystiolaeth gadarn o’r byd go-iawn am sut mae pobl yn yfed.
- Nid yw Grŵp Portman yn ddigon atebol. Pan benderfynir ar ddiod ac wedyn gweithredu ar sail y penderfyniad, nid oes fawr ddim cyfle i ddiwygio’r penderfyniad neu’i ddiddymu. Nid oes yr un sefydliad arall i apelio ato.
- Nid yw diben Grŵp Portman wedi’i ddiffinio’n glir, ar wahân i ddatganiad niwlog am ‘farchnata cyfrifol’. Yn anad dim, nid yw’n eglur sut mae gwaith y Grŵp i fod i gyfrannu at leihau niwed alcohol.

Mae’r adroddiad hefyd yn tynnu sylw at y rhaniad diangen rhwng rheoleiddwyr gwahanol elfennau’r cymysgedd marchnata alcohol. Caiff poteli a chaniau eu rheoleiddio gan Grŵp Portman, heb gyfeirio at yr hysbysebion sy’n hybu’r diodydd sydd ynddynt. Mater i’r Awdurdod Safonau Hysbysebu yw’r rheini. Ofcom sy’n cadw golwg ar nawdd y diwydiant alcohol i raglenni teledu. Ym meddyliau’r cwmnïau diodydd, mae’r holl elfennau hyn ynghlwm wrth ei gilydd ac yn cefnogi ei gilydd. Ond mae’r rheoleiddwyr yn ymdrin â nhw ar wahân, ac felly nid yw’r un ohonynt yn gweld y darlun cyfan

Mae’r adroddiad yn awgrymu y dylai adolygiad cynhwysfawr o’r ffyrdd mae marchnata alcohol yn cael ei reoleiddio fod yn rhan o’r strategaeth alcohol newydd sydd ar y gweill gan Lywodraeth Prydain.

Dyweddodd **Lee Mack**, cennad dros Alcohol Concern/Alcohol Research UK:

“Mae hysbysebion a marchnata alcohol o’n cwrpas ni ymhob man. Maen nhw wastad yn dweud wrthyn ni am brynu diod, os byddwn ni gartref yn ymlacio o flaen y teledu, neu allan yn siopau neu’n cymdeithasu.

“Dyw creu amgylchedd sy’n ein hannog ni i gyd i yfed mwy ddim yn llesol i ni nac i’n plant. Felly, dwi’n credu bod hi’n rhesymol disgwyl cael system deg a thryloyw sy’n gweithio er ein budd ni i gyd ac sy’n annibynnol ar yr union ddiwydiant sy’n gwneud yr holl farchnata yma.”

Dyweddodd **Dr Richard Piper**, Prif Weithredwr yr elusen newydd a grëwyd trwy uno Alcohol Concern ac Alcohol Research UK:

“O gofio bod un person bob awr, yn fras, yn marw o alcohol ym Mhrydain, dyw alcohol ddim fel cynnyrch eraill, ac fel cymdeithas mae gyda ni’r hawl i osod ffiniau i’r ffyrdd mae’n cael ei hyrwyddo.

“Dyw’r drefn rheoleiddio sydd ohoni ddim yn gweithio. Gall Llywodraeth Prydain newid hynny trwy roi cychwyn ar adolygiad annibynnol. Mae angen trefn reoleiddio briodol a digonol ar gyfer alcohol, ac angen sicrhau bod gan reoleiddwyr swyddogaeth glir a safonau clir ar gyfer penderfynu ar sail tystiolaeth gadarn. Bydd adolygiad o’r fath yn cynnig cyfle gwych i gydblethu’r gwahanol ffrydiau rheoleiddio, gan ddod â nhw ynghyd er mwyn diogelu cwsmeriaid yn well.”

Mae’r adroddiad, **Priodol a digonol? Dadansoddi gwaith Grŵp Portman yn rheoleiddio’r diwydiant alcohol**, ar gael [yma](#).

#### **Diwedd.**

#### **Nodiadau i Olygyddion:**

1. Sefydlwyd Grŵp Portman yn 1989, a bu’n un o brif reoleiddwyr marchnata alcohol ers 1996. Mae’r Grŵp yn cynnal Panel Cwynion Annibynnol, sy’n dyfarnu ar gwynion yn erbyn enwau, pecynnau, a/neu ddeunyddiau hyrwyddo diodydd alcoholaidd, ar sail Côd Ymarfer.
2. O 2006 hyd at 2017, cyhoeddodd Grŵp Portman gyfanswm o 99 o benderfyniadau gan y Panel Cwynion, gan ymateb i gwynion gan 104 o bobl ynghylch 160 o droseddau honedig yn erbyn y Côt.
3. Unodd **Alcohol Concern** ac **Alcohol Research UK** yn Ebrill 2017, gan greu elusen genedlaethol, annibynnol o bwys, sy’n gweithio i leihau’r niwed y gall alcohol ei achosi. I gael gwybod mwy, ewch at: [www.alcoholconcern.org.uk](http://www.alcoholconcern.org.uk) ac [www.alcoholresearchuk.org](http://www.alcoholresearchuk.org).

#### **Cyswllt:**

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Gellir trefnu cyfweiliadau yn Gymraeg neu Saesneg gydag Andrew Misell, Cyfarwyddwr Alcohol Concern Cymru.