
Healthy Weight: Healthy Wales

Editorial Panel: Implementation Guidance on the Food (Promotion and Placement) (Wales) Regulations 202X

Terms of Reference

Purpose

The aim of the **Editorial Panel: Implementation Guidance on the Food (Promotion and Presentation) (Wales) Regulations 2025** is to ensure clear and straightforward communication is used within our Guidance on The Food (Promotion and Presentation) (Wales) Regulations 2025.

The Food (Promotion and Presentation) (Wales) Regulations 2025 largely mirror equivalent regulations in England. The published UK [implementation guidance](#) will therefore be used as a template to guide conversations with the Editorial Panel.

Panel members will act in a critical friend capacity to ensure:

- language used within guidance is clear, straightforward and unlikely to be misinterpreted.
- diagrams used within guidance are clear, straightforward and unlikely to be misinterpreted.
- document layout is logical and easy to follow.
- guidance includes all the information needed to apply regulations.

Your engagement will help us to produce the best guidance possible for those applying The Food (Promotion and Presentation) (Wales) Regulations 2025, should they be approved by the Senedd. We will therefore carefully consider every suggestion received and, when possible, will provide feedback on any suggestions not taken forward.

Context

On 11 February 2025, Welsh Government laid The Food (Promotion and Presentation) (Wales) Regulations 2025. The regulations will now be debated in Plenary in March and, subject to receiving Senedd approval, they will come into force in March 2026. The policy implemented by the regulations largely mirrors existing equivalent regulations in England.

Current position in England and Scotland

The UK Government

The UK Government has put in place regulations in England to restrict the promotion of targeted HFSS foods by location and volume price – [The Food \(Promotion and Placement\) \(England\) Regulations 2021 \(SI 2021/1368\)](#). Placement restrictions came into force on 1 October 2022. Price promotion restrictions are due to be implemented on 1 October 2025.

Scottish Government

The Minister for Public Health and Women’s Health made a statement to the Scottish Parliament on 30 May 23 setting out plans to consult on the detail of proposed regulations with a view to laying regulations subject to the outcome of the consultation. On 27 February 2024, the Scottish Government launched a consultation on the detail of proposed regulation to restrict the promotion of food and drink high in fat, sugar or salt. The consultation closed on 21 May. Work is underway to independently analyse consultation responses which will help to inform regulations to be laid before the Scottish Parliament in 2025.

Role and Remit of the Sub-Group Membership

Membership of the sub-group will reflect its responsibilities and therefore, as far as possible, membership will be drawn from those with relevant knowledge and experience.

*Please let us know if you think anyone is missing from this membership.

Chair Section 40 (2)	Section 40 (2), Public Health, Improvements & Inequalities.
Welsh Government Section 40 (2) Section 40 (2) Section 40 (2) Section 40 (2)	Head of Healthy Food Environment Legislation Population Diet and Nutrition Senior Policy Manager Senior Communications & Engagement Manager Team Support
Welsh Retail Consortium Section 40 (2) Section 40 (2)	Section 40 (2)
Association of Convenience Stores Section 40 (2)	Section 40 (2)
Food and Drink Federation Wales Section 40 (2) Section 40 (2) Section 40 (2)	Section 40 (2) Section 40 (2) Section 40 (2)
Observers	
Scottish Government Section 40 (2) Section 40 (2) Section 40 (2)	Section 40 (2) Section 40 (2) Section 40 (2)
Food Standards Agency Section 40 (2)	Section 40 (2)

Members are encouraged to attend all meetings. Apologies should be sent ahead of time to the secretariat. If it is not possible to attend a meeting, please consider sending an appropriate substitute. Additional contributions will be sought from relevant experts as required.

Members may be asked to comment on guidance content in between meetings. We will try to ensure that we do this in a reasonable and timely fashion, so that you have sufficient time to consider and suggest any changes.

As observers of the panel Scottish Government officials will constructively engage to support preparatory work on areas of proposed policy alignment. Outputs from the meetings will be used to help inform the next phase of Scottish Government implementation guidance to provide as much consistency and clarity across UK as possible.

Secretariat

The Healthy and Active Branch, Public Health Division, will provide secretariat and administrative support.