



Department
for Culture,
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Baroness Twycross
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Baroness Bennett of Manor Castle
House of Lords
London
SW1A 0PW

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Dear Baroness Bennett,

I am writing to you following the Second Reading of the Sporting Events Bill in the House of Lords on the 3 June 2026. I have placed a copy of this letter in the library of both Houses.

I would like to thank you for taking part in the bill's Second Reading and for raising important questions around the sponsorship of major sporting events by fossil fuel companies, the advertising of foods that are high in fat, salt and sugar (HFSS) and on the Soft Power Council.

Sponsorship of major sporting event companies by fossil fuel companies

We recognise that combatting climate change is a major challenge. That is why this Government is committed to tackling the climate crisis and has restored the UK as an international leader on climate change. Making Britain a clean energy superpower is one of the Government's five missions – to deliver clean power by 2030 and accelerate to net zero across the economy.

The Government does not currently have any plans to restrict fossil fuel advertising. Ultimately, sponsorship is a decision for event owners to take.

Advertising of HFSS

Out-of-home (OOH) or outdoor advertising is regulated by the Advertising Standards Authority (ASA) and is subject to the UK Non-Broadcast Advertising Code ('CAP Code'). The CAP Code contains strict rules on the advertising of HFSS products to children, including media placement rules (Rule 15.18), and content restrictions for advertisements directed at under-12s. Local authorities may apply additional rules on advertising of HFSS products on their owned sites.



Soft Power Council

The Government recognises the strength of the UK's sport, creative, science, tech and education sectors and the soft power they deliver to create growth and enhance our reputation at home and abroad. We are committed to doing all we can to further their reach, as well as promoting the English language overseas. The Soft Power Council was established in January 2025 precisely to achieve this - to achieve hard goals with our soft power. It has met four times. Its Working Groups have contributed towards the Prime Minister's cultural delegations to China and India and provided ideas to celebrate the 250th anniversary of the US Declaration of Independence.

Additionally, as I mentioned during the Second Reading, my Noble Friend, Lord McConnell of Glenscorrodale, has recently been appointed as Ministerial Advisor on Soft Power and Major Events. In this role, he will work across government and with the sector to explore ways to maximise soft power opportunities and maximise their benefits.

As the bill progresses, I would welcome your support as we take this important legislation forward and work across the House to enhance the UK's reputation as a world-leading host of major sporting events.

I would be very happy to meet to discuss this, or any other areas of the bill, in the coming days.

With best wishes,



Baroness Twycross
Minister for Museums, Heritage and Gambling