

**Bailey Review of the  
Commercialisation and  
Sexualisation of  
Childhood  
(Questions for Industry  
and Wider Stakeholder  
Call for Evidence)**

**Consultation Response Form**

The closing date for this consultation is: 18 March  
2011

Your comments must reach us by that date.

Department for  
**Education**

**THIS FORM IS NOT INTERACTIVE. If you wish to respond electronically please use the online response facility available on the Department for Education e-consultation website (<http://www.education.gov.uk/consultations>).**

Information provided in response to this consultation, including personal information, may be subject to publication or disclosure in accordance with the access to information regimes, primarily the Freedom of Information Act 2000 and the Data Protection Act 1998.

If you want all, or any part, of your response to be treated as confidential, please explain why you consider it to be confidential.

If a request for disclosure of the information you have provided is received, your explanation about why you consider it to be confidential will be taken into account, but no assurance can be given that confidentiality can be maintained. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on the Department.

The Department will process your personal data (name and address and any other identifying material) in accordance with the Data Protection Act 1998, and in the majority of circumstances, this will mean that your personal data will not be disclosed to third parties.

**Please tick if you want us to keep your response confidential.**

Reason for confidentiality:

Name

Organisation (if applicable)

Address:

If your enquiry is related to the policy content of the call for evidence you can telephone: 0370 000 2288 or e-mail: [bailey.review@education.gsi.gov.uk](mailto:bailey.review@education.gsi.gov.uk)

If you have a query relating to the consultation process you can contact the Consultation Unit by telephone: 0370 000 2288 or e-mail: [consultation.unit@education.gsi.gov.uk](mailto:consultation.unit@education.gsi.gov.uk)

Please select ONE box that best describes you as a respondent:

**PLEASE NOTE, IF YOU ARE RESPONDING AS A PARENT, THERE IS A SEPARATE CALL FOR EVIDENCE. YOU CAN ACCESS THIS FROM THE DEPARTMENT'S e-CONSULTATION WEBSITE:**

**<http://www.education.gov.uk/consultations/>**

|   |  |   |
|---|--|---|
| <input type="checkbox"/> Manufacturer                   | <input type="checkbox"/> Retailer                      | <input type="checkbox"/> Broadcaster                              |
| <input type="checkbox"/> Internet/Telecoms Provider     | <input type="checkbox"/> Advertising/Marketing Company | <input type="checkbox"/> Industry Regulator/Body                  |
| <input type="checkbox"/> Professional/Trade Association | <input type="checkbox"/> Parenting Organisation        | <input type="checkbox"/> Children and Young People's Organisation |
| <input type="checkbox"/> Education Sector               | <input type="checkbox"/> Government Sector             | <input type="checkbox"/> Other (please specify)                   |

Please Specify:

**SECTION 1: FOR INDUSTRY STAKEHOLDERS ONLY**

**Questions about your business or industry**

1 To what extent do you think parents are concerned about how your business, and your industry more widely, impacts on children and young people?

Comments:



2 If you think that parents are concerned, what do you think their key concerns are in respect of your business and industry?

Comments:



3 How does your business and/or industry seek to understand further parents' concerns? Please give specific examples of work you have done, or are doing, in this area.

Comments:

4 Currently, how does your business and/or industry respond to the concerns of parents, children and young people? Please provide specific examples where possible.

Comments:

5 Is there more that either your business or your industry more widely could do to respond to the concerns of parents, children and young people in relation to your industry?

Comments:

6 Is there more that anyone else (Government, other industry groups, regulators, educators, parents etc) could do to respond to parental concerns in relation to your industry?

Comments:



7 Do you have any examples of good practice in terms of how your business and/or industry is responding to the concerns of parents and children? Please give details.

Comments:

## SECTION 2: FOR ALL STAKEHOLDERS

### General

8 a) The following factors are sometimes said to put pressure on children to grow up too quickly. Which factors do you think have the most influence on children, if any? (tick all that apply)

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Sexual images (e.g. TV, films and advertising) | <input type="checkbox"/> Advertising and marketing aimed at children              | <input type="checkbox"/> Peer pressure          |
| <input type="checkbox"/> Seeing inappropriate things on the internet    | <input type="checkbox"/> The things that celebrities like pop stars and actors do | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> None of these                                  |   |   |

Comments:

## Gender

8 b) Do you think these pressures...

Affect boys and girls  
equally?

Affect girls  
more?

Affect boys  
more?

None of these

Comments:

## Corporate Social Responsibility

9 In general, do you think that businesses (e.g. retailers, manufacturers, broadcasters, advertisers, internet providers etc.) are responsive to and responsible with regard to the concerns of parents and children? Please give examples.

Yes

No

Not Sure

Comments:

### Public Space - Physical Environment

10 Thinking about the public space (streets, public transport, shopping and leisure areas), do you think that children are exposed inappropriately to things of a too commercial or sexual nature? If you answered yes, please explain why giving specific examples where possible.

Yes

No

Not Sure

Comments:

### Public Space - Virtual Environment

11 Thinking about broadcasting and the internet, do you think that current measures to protect children from exposure to inappropriately commercialised or sexualised content and advertising are effective and sufficient? If no, please give specific examples of where you think there are weaknesses.

Yes

No

Not Sure

Comments:

## Clothing and Products

12 Thinking about the retail sector, do you think clothing and products for children are sufficiently age-appropriate and gender-appropriate (including non-gendered)? If not, please provide specific examples.

Yes

No

Not Sure

Comments:

## Children as Consumers

13 Parents and children sometimes report that they feel under pressure to buy things they would prefer not to. Who do you think should be responsible for helping parents and children deal with such pressures? (tick as many as apply)

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Manufacturers          | <input type="checkbox"/> Retailers          | <input type="checkbox"/> Government             |
| <input type="checkbox"/> Regulators             | <input type="checkbox"/> Advertisers        | <input type="checkbox"/> Marketing Companies    |
| <input type="checkbox"/> Broadcasters           | <input type="checkbox"/> Internet Providers | <input type="checkbox"/> Educators              |
| <input type="checkbox"/> Consumer Organisations | <input type="checkbox"/> Parents            | <input type="checkbox"/> Other (please specify) |

Comments:

14 Companies use a range of marketing and advertising techniques when promoting products towards children. Are there any you think are inappropriate for children? If yes, please provide details.

Yes

No

Not Sure

Comments:

### Consumer Voice

15 Do you think that complaints processes for parents to raise concerns about inappropriately commercialised or sexualised products/images/material are sufficiently accessible? If no, please give details of what could be improved and by whom.

Yes

No

Not Sure

Comments:

## General Comments

16 Is there anything else you want to say about the commercialisation and sexualisation of childhood?

Comments:

17 Finally, please let us have your views on responding to this call for evidence (e.g. the number and type of questions, was it easy to find, understand, complete etc.)

Comments:



Thank you for taking the time to let us have your views. We do not intend to acknowledge individual responses unless you place an 'X' in the box below.

**Please acknowledge this reply**

Here at the Department for Education we carry out our research on many different topics and consultations. As your views are valuable to us, would it be alright if we were to contact you again from time to time either for research or to send through consultation documents?

Yes

No

All DfE public consultations are required to conform to the following criteria within the Government Code of Practice on Consultation:

Criterion 1: Formal consultation should take place at a stage when there is scope to influence the policy outcome.

Criterion 2: Consultations should normally last for at least 12 weeks with consideration given to longer timescales where feasible and sensible.

Criterion 3: Consultation documents should be clear about the consultation process, what is being proposed, the scope to influence and the expected costs and benefits of the proposals.

Criterion 4: Consultation exercises should be designed to be accessible to, and clearly targeted at, those people the exercise is intended to reach.

Criterion 5: Keeping the burden of consultation to a minimum is essential if consultations are to be effective and if consultees' buy-in to the process is to be obtained.

Criterion 6: Consultation responses should be analysed carefully and clear feedback should be provided to participants following the consultation.

Criterion 7: Officials running consultations should seek guidance in how to run an effective consultation exercise and share what they have learned from the experience.

If you have any comments on how DfE consultations are conducted, please contact Donna Harrison, DfE Consultation Co-ordinator, tel: 01928 738212 / email: [donna.harrison@education.gsi.gov.uk](mailto:donna.harrison@education.gsi.gov.uk)

**Thank you for taking time to respond to this consultation.**

Completed questionnaires and other responses should be sent to the address shown below by 18 March 2011

Send by post to: Reg Bailey, Review of Commercialisation and Sexualisation of Childhood, Department for Education, Ground Floor, Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT

Send by e-mail to: [bailey.review@education.gsi.gov.uk](mailto:bailey.review@education.gsi.gov.uk)