

Dear Mr David,

Written Submission for PE1169 - Re NFRN Guidelines

On enquiring about the powers of the NFRN, a member of the public has recently received the following response from their Trade Relations Manager:

"As the NFRN is a trade association representing independent retail newsagents who are all owners of their own businesses, our best practice advice on the sale and display of adult titles cannot be regarded as anything other than guidance. Whilst this advice is regularly published in our members' trade magazine to encourage usage, we have no means of monitoring or enforcing compliance and our members can abide by the guidance or not, as they choose."

The government's offer to raise individual cases with NFRN will therefore be ineffectual.

We strongly encourage the Public Petitions Committee to bear in mind the evidence already presented that a significant number of retailers are regularly in breach of the guidelines. In addition, our survey, now completed in three separate high street locations in Fife, shows that public opinion does not consider the guidelines adequate, even if kept to the letter.

As stated by the NFRN themselves, they are a trade association representing profit-motivated adults. This is precisely why the protection of children will never be given sufficient priority by this or any other profit-motivated body.

Yours sincerely,

Amy King, Chair
The Front Page Campaign
www.thefrontpagecampaign.co.uk