



Campaigns

79%

of parents think ads for unhealthy foods shouldn't be shown when children are most likely to be watching TV

2006 WHICH? SURVEY OF 815 PARENTS IN BRITAIN

The Queen's Speech prepares the way for important reforms

Better deal for consumers

NEW LEGISLATION

Consumers can look forward to a better deal from the legal profession and estate agents now that the government has introduced two new bills in the Houses of Parliament.

Proposals in the Legal Services Bill should lead to a radical overhaul of the way solicitors and other members of the legal profession are regulated and should do much to help restore consumer confidence in the legal industry. They include the setting up of a new Office for Legal Complaints to deal with all complaints raised by consumers.

Under the Consumers, Estate Agents and Redress Bill all estate agents will be required to sign up to an independent complaints procedure. As a result, anyone buying or selling property will at last be able to get redress without going to court if things go wrong.

The government has also promised a bill to provide 'long-term reform of pensions'. It should lay the groundwork for the reforms we have been calling for.



New laws will improve the way estate agents and legal services work

The pledges were outlined in last November's Queen's Speech, setting out the government's legislative agenda for its coming term of office. They take on board many of the things we've campaigned for, so we were delighted to see them included. Our next step will be to monitor their progress through Parliament and to ensure they are not watered down.

At the same time, we'll continue to fight for reforms in other key areas. We're still a long way from having a

health service that is truly patient led, for instance. We still need all food manufacturers and retailers to commit to the Food Standards Agency's traffic light labelling scheme. And we're still waiting for an NHS dental service that everyone can access and afford.

So while 2007 has undoubtedly got off to a good start, there are busy months ahead. Log on to www.which.co.uk/campaigns to see how we plan to spend them lobbying on your behalf.

CAMPAIGN NEWS

The latest on our kids' food campaign

Junk food ad ruling

Communications watchdog Ofcom has ruled against a 9pm watershed on TV advertising of foods high in fat, sugar and salt to children, agreeing only to a ban on adverts during and around programmes of 'particular appeal' to children under 16. This is a bitter blow. Which? research shows that none of the most popular programmes watched by children would be covered by Ofcom's code. And Ofcom itself admits that its ruling will reduce by only 41 per cent under-16s' exposure to TV advertising of unhealthy foods. We are calling on the government to impose the 9pm watershed.

Nice one...

Fingerlickin' good news: fast-food outlet Kentucky Fried Chicken has withdrawn toys from all its unhealthy foods.



Bad one...

In contrast, animation film company DreamWorks is using its cartoon characters irresponsibly on foods that are unhealthy. Promotions for its latest children's movie *Flushed Away* appear on a range of Kellogg's cereals that are high in sugar, including Coco Pops, Frosties and Honey Nut Loops, as well as on McDonald's Happy Meals.



MEMBER BENEFIT

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This January Hughes Direct is offering *Which?* members exclusive discounts on selected Best Buy models from this month's washing machine report (p44). Including delivery, the Siemens WXL147A

will be available at 12.5 per cent off the high-street price stated by *Which?*, and the Zanussi ZWF1451W at 10 per cent off *Which?*'s stated high-street price. To find out more about this special offer, log on



to www.hughesdirect.co.uk/which or call 0845 678 0084. Offer valid until 28 Feb 2007.

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below high-street prices published in *Which?* product reports (even taking into account delivery charges). If you find the same product cheaper elsewhere (including delivery) within seven days of purchase, Hughes Direct promises to refund 110 per cent of the difference. Call now or go online to see how much you can save.