

Assessing the Impact of the Commercial World on Children's Wellbeing –  
Contributors to the Assessment

During the course of the assessment we have heard from and spoken to many organisations. We are grateful to the contribution they have made.

**11 million**

**20th Century Fox**

**4Children**

**Action for Children**

**Advertising Association** – Sue Eustace, Director of Public Affairs

**Advertising Standards Authority** – Lynsay Taffe, Communications & Policy Manager

**Association of School and College Leaders** – Martin Ward, Deputy General Secretary

**Association of Teachers and Lecturers** - Daniela Wachsening, Policy Adviser (Equalities)

**Baby Milk Action** – Patti Rundall

**BBC Worldwide**

**Bebo**

**Business, Innovation and Skills (Department for)**

**Breast Feeding Network** – Lesley Blackhouse, Director

**British Retail Consortium**

**British Toy and Hobby Association**

**Brook**

**BSkyB**

**Business in the Community** – Nick Chambers, Director of Education

**Cadbury plc**

**CAFCASS** – Charlotte Beech, Corporate Strategist

**Campaign for State Education**

**CAP**

**Cardiff School of Journalism, Media and Cultural Studies** – Professor Justin Lewis

**Care for the Family**

**Catholic Education Service**

**Channel 4** – Daniel Dyball, Policy Manager

**Childnet International** – Will Gardner CEO

**Children and Youth Board**

**Children's Rights Director - Ofsted**

**Children's Society**

**ChildWise** – Rosemary Duff, Research Director

**Clearcast**

**Coca-Cola Great Britain** – Celia Smith, Head of External Affairs

**Consumer Focus**

**DCM**

**Department for Children, Schools and Families**

**Department for Culture, Media and Sport**

**Department of Health**

**Department of Sociology, Goldsmiths, University of London**

**Direct Marketing Association** – Caroline Roberts, Director of Public &

Assessing the Impact of the Commercial World on Children's Wellbeing –  
Contributors to the Assessment

Legal Affairs

**Disney**

**Dubit Ltd** – Ian Douthwaite, Managing Director

**Entertainment & Leisure Software Publishers Association** – Michael Rawlinson, Director General

**European Sponsorship Association**

**Family and Parenting Institute**

**Family Kids and Youth**

**Family Planning Association** – Hayley Blackburn, Policy Manager

**Fawcett Society** – kat Banyard, Campaigns Officer, Sexism in the City

**FEDS Consultancy**

**FIVE** – Martin Stott, Head of Regulatory Affairs

**Girlguiding UK** – Kaisu Fagan, Policy and Public Affairs Manager

**Hasbro** – Mark Foster, Director

**Heart of Mersey**

**Institute for Social Marketing** – Martine Steed, Deputy Director

**Institute of Education**

**Institute of Practitioners in Advertising** – Geoff Russell, Secretary & Director for Media Affairs

**Institute of Sales Promotion** – Martin Croft, Head of Communications

**International Association for the Study of Obesity**

**International Business Leaders Forum** – Olive Boles, Director Global Health Partnership

**Internet Advertising Bureau** – Nick stringer, Head of Regulatory Affairs

**ISBA** – Ian Twin, Director of Public Affairs

**ITV plc** – Oliver Foster, Public Affairs Manager

**jetix**

**Jump**

**Keele University**

**Kellogg's**

**Kids Industries** – Gary Pope, Director

**London Business School**

**London School of Economics**

**Loughborough University**

**Market Research Society** – Debrah Harding, Deputy Director General

**McDonald's Restaurants Ltd** – Hugh Milward, Head of Public Affairs

**Media Box** – Leigh Thomas, Acting Chief Executive, First Light Movies

**Media Smart** – Paul Jackson, Chairman

**Media Education Association** – Cary Bazelgette

**Microsoft**

**Middlesex University**

**Mobile Broadband Group** – Hamish Macleod

**Mothers Union**

**National Association of Head Teachers**

**National Children's Bureau** – Barbara Hearn, Deputy Chief Executive

**National Heart Forum** – Jane Landon, Deputy Chief Executive

**National Schools Partnership**

Assessing the Impact of the Commercial World on Children's Wellbeing –  
Contributors to the Assessment

**National Union of Teachers** – Janet Theakston, Principle Officer  
(Privatisation in Education)

**Nickelodeon UK**

**NSPCC**

**Ofcom**

**Off the record**

**Orange** – Sarah Shepherd, Regulatory Analyst

**Periodical Publishers Association** – Julie Gannon, Research Projects  
Manager

**Satellite and Cable Broadcasters' Group**

**Save Kids TV** – Cary Bazelgette

**School Food Trust**

**Sky Media**

**Social Issues Research Centre**- Peter Marsh, Co-Director

**Sustain**

**TenNine** – Alan Scurfield, Managing Partner

**The Institute of Sales Promotion**

**The Open University**

**The Robert Gordon University**

**Time Warner**

**T-Mobile UK**

**University of Exeter**

**University of Kent**

**University of London**

**University of the West of England**

**University of Westminster**

**Viacom** – Philip Jenner, Vice President, Government Relations Europe

**Welsh Assembly Government**

**Which?** – Colin Walker, Senior Public Affairs Manager

**Young NCB**