Proposal summary

The proposal is to prohibit businesses from selling high-caffeine energy drinks to children under 16 in Wales. The intended product threshold is drinks containing more than 150 mg of caffeine per litre, with ordinary tea and coffee excluded. The policy aims to reduce children's consumption and protect them from possible adverse physical health, mental wellbeing, sleep, behavioural and educational outcomes.

Well-being of Future Generations Act questions.

1. **How have the five ways of working shaped the development and implementation of this policy or legislation?**

   The proposal has been developed in accordance with the five ways of working under the Well-being of Future Generations (Wales) Act 2015. It adopts a preventative approach by seeking to reduce potential harm associated with children's consumption of high-caffeine energy drinks. The proposal is focused on long-term improvements to population health and well-being and is integrated with wider Welsh Government objectives on healthy weight, public health and reducing health inequalities. Development has involved collaboration with public health bodies, local authorities, businesses and third sector organisations, alongside involvement through public consultation and stakeholder engagement.

2. **Who have you collaborated with and involved when developing the proposal, and to understand its impacts, including on people, households, public bodies, businesses and the third sector (e.g. through engagement with relevant stakeholders or public consultation?)**

   Evidence has been gathered from the 2022 public consultation, the 2024 call for evidence , targeted stakeholder engagement, and engagement with children and young people undertaken by the Children's Commissioner for Wales. This evidence has informed the development of the proposal and the assessment of its likely impacts on children and young people, households, businesses, enforcement authorities and other affected groups, as well as the proposed scope, implementation and enforcement approach.

3. **How does the policy contribute to sustainable development and long-term well-being outcomes?**

   The proposal supports sustainable development through a preventative public health approach. It is intended to contribute to healthier food environments for children and young people and may support improved health and well-being outcomes over time. By seeking to reduce children's access to high-caffeine energy drinks, the policy aligns with wider efforts to improve population health, prevent future ill-health and support the long-term well-being of current and future generations.

4. **What are the key impacts (positive, negative, and opportunities) across each of the seven well-being goals?**

A Prosperous Wales: May support a healthier population and reduce the long-term costs of preventable ill-health. Retailers may incur some implementation and compliance costs. The policy may encourage the promotion of healthier alternatives.
The proposal is not expected to have a significant impact on employment in the affected sectors. Retailers may incur some one-off implementation and compliance costs, but the restriction applies only to sales of high-caffeine energy drinks to under-16s and is not expected to affect overall business viability or employment levels.

There may be a potential positive contribution to educational outcomes. The evidence base identifies associations between high-caffeine energy drink consumption, sleep disruption, concentration and behaviour. By reducing children's access to these products, the proposal may support improved wellbeing and, indirectly, children's ability to engage in education and learning.

A Resilient Wales: No significant direct impacts identified.

A Healthier Wales: Expected to make the strongest contribution to this goal by reducing children's access to high-caffeine energy drinks and supporting healthier behaviours and improved health outcomes over time.

A More Equal Wales: May help reduce health inequalities, as children and young people in more deprived communities are more likely to consume energy drinks and may benefit most from reduced access.

A Wales of Cohesive Communities: May contribute to healthier local environments and support wider community well-being.

A Wales of Vibrant Culture and Thriving Welsh Language: Limited direct impact. Opportunities will be taken to provide bilingual guidance, communications and public information.

A Globally Responsible Wales:

Supports a preventative public health approach by reducing children’s access to high-caffeine energy drinks and promoting healthier food environments. The proposal aligns with wider public health objectives to improve children’s health and wellbeing and reduce preventable harm.

5. **What evidence, including reports under the Act, has informed the policy, and how will it support ongoing decision-making?**

The policy has been informed by evidence on children's consumption of energy drinks and associated health impacts, responses to the 2022 consultation and 2024 call for evidence , advice from public health stakeholders, and the findings of the Integrated Impact Assessment. Consideration has also been given to

relevant policy developments across the UK and the Well-being of Future Generations framework. Ongoing monitoring of implementation, enforcement activity and emerging evidence will inform future policy development and review.