



PROGRAMMANUS

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Welcome to Newsreel Easy,

- *Stephen: I do like junk food and I don't think adverts will change that*
No more junk food advertising

Jemma: I'm Jemma Finch, co-founder of stories behind things and I'm 24 years old

- Also, in today's show: How fast fashion is impacting the environment
I'm Layla May, your London based reporter.

- **No more junk food advertising**

Junk food adverts have been banned on London transport services.

The Mayor of London, Sadiq Khan, says the ban is aimed specifically at tackling child obesity in London. It's estimated that London has one of the highest child obesity rates in Europe!

I went to London Waterloo, a busy train station, to speak to London travellers about their thoughts on the ban:

Stephen: I'm Stephen and I'm 20

I do like junk food and I don't think adverts will change that...If people want it they're going to get it.

24-year-old Tatiana had a different opinion

Tatiana: It's a really good opportunity for more healthy brands and healthy foods to be advertised on London transport instead.

- **And now, Fast Fashion**

Madison: I like urban outfitters because of the great street style, the range and the different brands they have in there.

Aliana: Today it's Topshop I think

Tatiana: If I were to pick one high street brand of clothing it would probably be Topshop.

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Cheap new clothing made every week to keep up with the latest trends. That's fast fashion. But how is fast fashion impacting our environment?

I spoke to Jemma, co-founder of Stories Behind Things, which was founded on Instagram and aims to encourage people to consume consciously. But what does that mean?

Jemma: I'm Jemma Finch, co-founder of Stories Behind Things and I'm 24 years old.

So conscious consumerism is when consumers become increasingly worried about the products they're purchasing, this could mean they're just curious as to where it's come from, the product cycle and it changes their personal purchase behaviour.

Layla: So how is fast fashion impacting the environment?

Jemma: That one really comes down to the speed....The use of toxic chemicals and due to the short life span of each piece adding to the increasing levels of clothing that ends up in landfill.

I visited London's Oxford Street, the world's biggest high street, to speak to consumers buying into fast fashion.

Harry: I probably go clothes shopping once a month.

Madison: A couple of times a week because I live in a big city.

Alina: I think I go clothes shopping every month or when I need something new

Jemma says repairing old clothing is a better option than buying new.

Jemma: I think the first stage to consider before you make a purchase, to mend what you already have, that could be repairing, sewing on that button

- **And finally, the 2019 Brit Awards**

The Brit Awards have been celebrating the best of British music talent since the 1970s. This year's awards took place on the 20th February and lots of famous faces attended including Ellie Goulding, Pink and Ed Sheeran.

But who were some of the winners?

South London grime superstar Stormzy won Best British Male and Best British Album for *Gang Signs and Prayer*.

And Gorillaz won their first Brit Award for Best British Group.

That's all for today. We'll be back again on the 23rd March! Thanks for listening!

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