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1 May 2025

Dear GB News,

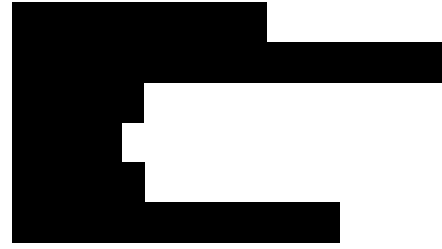
We write in relation to GB News' recent promotions of Marks & Spencer ('**M&S**') on your television and radio channels and on your website.

Good Law Project ('**GLP**') and Reliable Media t/a Stop Funding Hate ('**SFH**') believed that M&S had scaled back its advertising on GB News' TV and radio channels following a public backlash<sup>1</sup>, with most of its advertising with GB News ceasing on or around 7 March 2025. For much of the period since, however, GB News has repeatedly broadcast a segment in which it has promoted M&S's spring clothing collection.

The original segment, broadcast on GB News' TV and radio channels on 22 March, said M&S's "*new fashion range could trigger a high street stampede as their spring collection gets rave reviews from the critics*", "*M&S is cool*", "*critics praise new spring clothing range from Marks and Spencer*", "*critics warning that British staple M&S faces a stampede due to the popularity of their new range*", "*Marks & Spencer, they seem to be doing very well*", and "*it's affordable for everyone and perfect for summer*". The trailer for the segment can be watched [here](#) at 1:04:57 to 1:05:18 and the original segment can be watched at 1:43:18 to 1:47:56.

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<sup>1</sup> <https://www.thepinknews.com/2025/02/27/marks-spencer-gb-news-ads/>  
<https://bylinetimes.com/2025/02/24/ms-hit-by-customer-boycott-over-gb-news-adverts-after-presenter-lab-els-lgbtq-people-paedos/>



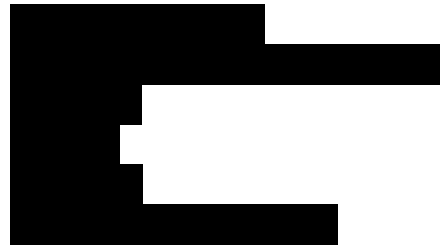
Trailers for the segment were also broadcast on GB News' TV and radio channels on 19 Mar 2025:

1. At 09:30: *"British business success. M&S, Marks and Spencer's new fashion range could trigger a high street stampede. Their spring collection is getting rave reviews."*
2. At 10:01: *"And a British business success which we should trumpet. M&S, Marks and Spencer's new fashion range could trigger a high street stampede. Their spring collection has been given rave reviews."*

The segment was then re-broadcast on GB News' radio channel on at least 14 occasions between 26 March and 22 April 2025:

1. 26 Mar 2025 at 07:46
2. 28 Mar 2025 at 04:34
3. 30 Mar 2025 at 04:20
4. 30 Mar 2025 at 12:32
5. 01 Apr 2025 at 00:42
6. 02 Apr 2025 at 00:41
7. 06 Apr 2025 at 12:31
8. 12 Apr 2025 at 00:38
9. 13 Apr 2025 at 00:22
10. 13 Apr 2025 at 11:28
11. 17 Apr 2025 at 08:42
12. 18 Apr 2025 at 08:44
13. 21 Apr 2025 at 03:55
14. 22 Apr 2025 at 02:44

In addition, between 3 March and 25 April 2025, GB News' Food column on its website published 30 articles which promoted M&S products or announcements in a positive light, more than any other supermarket brand. Headlines include *"M&S launches new cake with shoppers left excited - 'looks so yummy!'"*, *"M&S launches upgraded version of its beloved cake and shoppers confirm it's 'very good'"* and *"M&S shoppers are 'running' to stores to get their*



*hands on rosé branded 'the best out there'". A full list of those articles is enclosed. 24 of the 30 articles were tagged as "News".*

None of the trailer, original broadcast, the 14 re-broadcasts, or the 30 articles, were identified as advertising. 11 of the articles embedded a video advert for M&S marked *"Watch now: Marks & Spencer advert M&S"* but no indication was given that the article itself was advertising.

As you will be aware, failure to disclose a paid promotional partnership contravenes the Digital Markets, Competition and Consumers Act 2024.<sup>2</sup> At schedule 20 paragraph 12, it is in all circumstances considered unfair to use *'editorial content in the media to promote a product where a trader has paid for the promotion without making that clear in the content or by images or sounds clearly identifiable by the consumer.'* Further, at sections 225 and 227 it is unfair and prohibited to omit material information in the promotion of a product to a consumer that is *'likely to cause the average consumer to take a transactional decision they would not have taken otherwise'*.

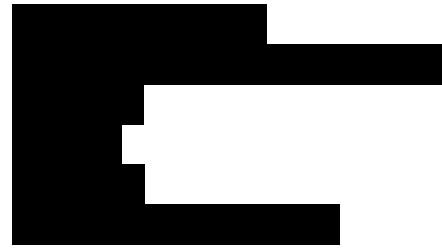
Please therefore confirm:

- Did GB News or its agents receive payment from M&S or its agents for any advertising or other services during the period 3 March to 25 April 2025?
- Did GB News knowingly or otherwise promote M&S's products, services or announcements as outlined in this letter in return for payment?
- If GB News did not promote M&S's products, services or announcements as outlined in this letter in return for payment, for what purpose did GB News broadcast and publish the content outlined in this letter?

We have copied M&S to this letter and will be writing to them separately.

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<sup>2</sup> The Digital Markets, Competition and Consumers Act 2024 came into force on 6 April 2025. Its predecessor, Consumer Protection from Unfair Trading Regulations 2008/1277 was repealed on that date and contains materially the same provisions.



We look forward to hearing from you.

Yours faithfully

*Good Law Project*

Good Law Project

Cc. Marks & Spencer

## **Annex 1**

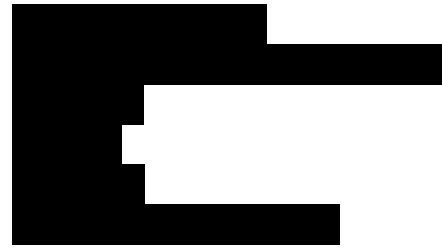
### **GB News articles about M&S products and announcements between 3 March and 25 April 2025**

1. 3 March 2025: 'Bursting with flavour': M&S confirms spring delicacy is now available in 250 stores - and shoppers are surprised: by Solen Le Net, Lifestyle Reporter: <https://www.gbnews.com/lifestyle/food/marks-spencer-spring-delicacy-in-store>
2. 4 March 2025: M&S announces major change to fruit packaging - entering stores over the next few weeks: by Lewis Henderson, Multi-Skilled Journalist: <https://www.gbnews.com/lifestyle/food/marks-and-spencer-new-fruit-packaging>
3. 5 March 2025: M&S launches new cake with shoppers left excited - 'looks so yummy!': by Lewis Henderson, Multi-Skilled Journalist: <https://www.gbnews.com/lifestyle/food/marks-and-spencer-chocolate-mini-bites-cake>
4. 7 March 2025: M&S launches upgraded version of its beloved cake and shoppers confirm it's 'very good': by Solen Le Net, Lifestyle Reporter: <https://www.gbnews.com/lifestyle/food/marks-spencer-new-cake-rainbow>
5. 8 March 2025: 'Delicious': M&S expands its cake selection as shoppers call latest additions 'spot on': by Solen Le Net, Lifestyle Reporter:

Good Law Project Limited

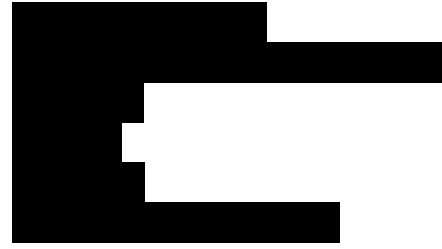
Registered in England and Wales. Company Registration No. 10556197

Registered office address: 3 East Point High Street, Seal, Sevenoaks, Kent, United Kingdom, TN15 0EG



<https://www.gbnews.com/lifestyle/food/marks-and-spencer-cake-selection-new-additions>

6. 10 March 2025: 'I can't wait to try!' Marks & Spencer adds more chocolate treats to popular Easter range: by Sarra Gray, Head of Lifestyle:  
<https://www.gbnews.com/lifestyle/food/marks-and-spencer-chocolate-easter-range-animals>
7. 12 March 2025: Marks & Spencer unveils full Easter egg line-up including 'cutest, tastiest treats' - from less than £4: by Sarra Gray, Head of Lifestyle:  
<https://www.gbnews.com/lifestyle/food/marks-and-spencer-easter-eggs-2025-new>
8. 14 March 2025: 'You are spoiling us!' Marks & Spencer brings back meal deal to feed the family for £15 - but not for long: by Sarra Gray, Head of Lifestyle:  
<https://www.gbnews.com/lifestyle/food/marks-and-spencer-roast-dinner-meal-deal-limited>
9. 17 March 2025: 'Delightful': M&S shoppers celebrate new cereal range made with six ingredients or fewer: by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-new-cereal-range-six-ingredients>
10. 18 March 2025: M&S Foodhall launches new mini cake range for Mother's Day – and shoppers love it: 'So nice': by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-and-spencer-mini-cake-selection>
11. 19 March 2025: M&S shoppers are 'running' to stores to get their hands on rosé branded 'the best out there': by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-launch-rose-wine>
12. 19 March 2025: M&S launches new dine-in deal for just £5 per person - but you must be quick: by Lewis Henderson, Multi-Skilled Journalist:  
<https://www.gbnews.com/lifestyle/food/marks-and-spencer-mothers-day-range-coli-n-the-caterpillar>
13. 20 March 2025: M&S unveils new range of 'elite' crisps with 'lip-smacking seasonings' - and shoppers can't wait to try them: by Solen Le Net, Lifestyle Reporter:



<https://www.gbnews.com/lifestyle/food/marks-spencer-new-crisps-range-lip-smacking-seasonings>

14. 21 March 2025: Marks & Spencer announces new flavour of fan-favourite Combo Mix - 'best snacks I have ever had': by Solen Le Net, Lifestyle Reporter:

<https://www.gbnews.com/lifestyle/food/marks-spencer-combo-mix-new-flavour>

15. 25 March 2025: 'So yummy': Marks & Spencer unveils expanded range of crisps featuring 'sensational seasonings': by Solen Le Net, Lifestyle Reporter:

<https://www.gbnews.com/lifestyle/food/marks-spencers-new-range-crisps>

16. 25 March 2025: Marks & Spencer launches 'showstopping' first-of-its-kind hot cross bun - on shelves from tomorrow: by Sarra Gray, Head of Lifestyle:

<https://www.gbnews.com/lifestyle/food/marks-and-spencer-dippy-egg-hot-cross-bun-new>

17. 27 March 2025: Marks & Spencer shoppers rejoice as retailer confirms early arrival of 'tastiest ever' seasonal potatoes: by Solen Le Net, Lifestyle Reporter:

<https://www.gbnews.com/lifestyle/food/marks-spencer-jersey-royals-arrival>

18. 31 March 2025: Marks & Spencer shoppers 'applaud' latest sweet treat arrival - 'what the people want': by Solen Le Net, Lifestyle Reporter:

<https://www.gbnews.com/lifestyle/food/marks-and-spencer-new-chocolate-bar>

19. 1 April 2025: 'Best protein bar I've ever had': Marks & Spencer shoppers rave about new snack to hit shelves: by Solen Le Net, Lifestyle Reporter:

<https://www.gbnews.com/lifestyle/food/marks-spencer-protein-bar-customer-reaction>

20. 2 April 2025: 'You've brought my childhood back': M&S shoppers delighted with nostalgic sweet treat in stores now: by Lewis Henderson, Multi-Skilled Journalist:

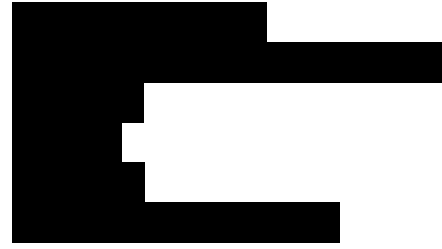
<https://www.gbnews.com/lifestyle/food/marks-spencer-childhood-sweet-treat>

21. 4 April 2025: Marks & Spencer's latest superfood launch sparks buzz among shoppers - 'Cannot WAIT to try!': by Solen Le Net, Lifestyle Reporter:

<https://www.gbnews.com/lifestyle/food/marks-spencer-superfood-launch-shoppers>

22. 9 April 2025: Marks & Spencer shoppers race to stores to buy 'cute' Colin the Caterpillar lookalike for Easter:

<https://www.gbnews.com/lifestyle/food/marks-spencer-colin-caterpillar-easter>



23. 10 April 2025: Marks & Spencer unveils coated chicken range with 'next-level crispiness' as shoppers say it's 'absolutely delicious': by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-coated-chicken-range>
24. 14 April 2025: Marks & Spencer shoppers go wild for 'super versatile' milk in stores now - 'so nice to see': by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-simple-ingredients-oat-milk-launch>
25. 16 April 2025: 'Can't wait to try this': M&S shoppers delighted over new wine launched in stores: by Lewis Henderson, Multi-Skilled Journalist:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-new-wine-rose>
26. 16 April 2025: Marks & Spencer announces new Easter dine-in deal feeding 4 for £20 - but shoppers must act quick: by Lewis Henderson, Multi-Skilled Journalist:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-easter-menu-cakes-treats>
27. 17 April 2025: Britons ditch hot cross buns for a European 'Colomba' cake leading to empty shelves in UK supermarkets: by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-supermarket-shopping-colomba-cake-easter>
28. 20 April 2025: 'I love this': M&S shoppers rejoice at new Easter dessert available in stores now: by Lewis Henderson, Multi-Skilled Journalist:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-easter-dessert-chocolate>
29. 23 April 2025: Marks & Spencer offers 'extra special' twist on viral Dubai chocolate as shoppers call new bar 'amazing': by Solen Le Net, Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-spencer-dubai-chocolate-bar-pistachio-big-daddy>
30. 25 April 2025: 'I need one now!' Marks & Spencer thrills shoppers with 75p bakery 'delight' that makes the 'perfect side': by Anna Barry, Senior Lifestyle Reporter:  
<https://www.gbnews.com/lifestyle/food/marks-and-spencer-new-food-pretzel-roll-bakery-reactions>