



Department for  
Digital, Culture  
Media & Sport

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Mr Mike Brady  
Campaigns Co-ordinator  
Baby Milk Action  
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16 August 2017

Our Ref: TO2017/02487

Dear Mr Brady,

Thank you for your correspondence of 25 July to the Department for Digital, Culture, Media and Sport (DCMS), about an event at the Natural History Museum that promoted an infant formula product. I am replying as a member of the Ministerial Support Team.

We have contacted the Natural History Museum and understand that the Museum rented out space to Time Out for an event on 25 July. The Natural History Museum did not run the event, and we understand that it does not have a partnership with either Time Out or Aptamil.

The Natural History Museum operates at arm's length from Government and decisions about operational arrangements, including commercial events, are taken independently by the Museum.

We do not think that there is any basis for DCMS to investigate the Natural History Museum for a breach of charity law. Any breach of the law in relation to the advertising of Aptamil's products is a matter for other authorities, and we note that you have referred the advertising to Trading Standards.

We understand the Natural History Museum has provided a statement and informed you that your feedback will be taken into consideration for future events.

I hope this information is helpful.

Yours sincerely,

Jackie Shirley  
**Ministerial Support Team**

