

From: [REDACTED]
Sent: Thursday, July 18, 2024 4:21 PM
To: SMYTH, Karin ; PSKarinSmyth
Cc: imperial ; Engage
Subject: RE: Congratulations

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Dear Minister,

Firstly, please accept our warmest congratulations on your re-election as MP for Bristol South, and your well-deserved appointment as a Minister of State at the Department for Health and Social Care. I very much look forward to working with you in this parliament, as both our local MP and a ministerial stakeholder.

Although I appreciate it will be a busy few months for you, I would be delighted to meet with you again to brief you on the state of play of vaping regulation. With confirmation that the Tobacco and Vapes Bill will be resurrected in this parliament, I do hope my team and I are able to answer any questions you and your officials may have on the complex regulatory landscape.

As you will know, as a responsible manufacturer, we were among the first to call for the creation of an excise duty on vaping products to drive up industry standards – a proposal that will come into force under your Government in October 2026. You will know too that under the previous Conservative Government, we publicly called for more regulation, not less, to tackle the rise in youth vaping. This includes the creation of a retailer licensing scheme, which would administer fines and revoke licences for those selling illegally to under-18s. This issue is a priority for our business, and we look forward to working with a Labour Government to tackle it.

As was rightly acknowledged by your colleague Andrew Gwynne when he was shadow Public Health Minister at the end of the last parliament, a balance must be struck between tackling youth vaping, and

encouraging adult smokers to transition away from tobacco to potentially less harmful alternatives. According to Sir Chris Whitty's last annual report, vaping contributes to between 50,000-70,000 successful smoking quits each year. I would welcome the opportunity to meet with you again in the coming weeks to brief you on this important topic. We would also be delighted to host you at our Bristol HQ, as previously discussed, to provide an opportunity to meet many of your constituents employed by Imperial and to discuss issues key to the local community, such as illicit trade.

I very much look forward to hearing from you and wish you all the best for your first few weeks in Government.

Best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

121 Winterstoke Road, Bristol BS3 2LL

[REDACTED]

[Read here about more effective regulation](#)

Article 5.3 of the FCTC

The UK is a signatory to the WHO's Framework Convention on Tobacco Control (FCTC treaty). Article 5.3 of the FCTC seeks to ensure that interactions between the tobacco industry and policymakers are "conducted transparently". It does not apply to interactions on vape regulation.

Imperial Brands is fully committed to all industry-Government interactions being transparent and accurate. The treaty, a subsequent European Court of Justice ruling, and the UK Government's own guidance on Article 5.3, do not warrant legitimate stakeholders being excluded from opportunities to contribute and consult on relevant regulations. It also does not preclude policymakers - elected or unelected - from engaging with parties with links to the tobacco industry. An open dialogue is crucial to help policymakers make objective recommendations, particularly on matters unrelated to public health.

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