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Parliamentary Under Secretary for  
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Dear Minister,

First, may I congratulate you on your re-election as the Member of Parliament for Gorton and Denton and on your new position as Parliamentary Under Secretary for Public Health and Prevention.

The UK has made great strides in recent years to reduce smoking rates. The Office for National Statistics (ONS), in September last year, highlighted that 12.9% of people aged 18 years and over smoked cigarettes; the lowest proportion of current smokers since records began.

I hope you will agree that, at least in part, this reduction has been made possible in recent years by the UK's embrace of Tobacco Harm Reduction and the acceptance that switching to products like vapes is better than continued smoking. Public Health England's 2020 review concluded that vaping is 95% less harmful than smoking, and the NHS recognises that vaping is one of the most effective tools for smokers to switch from smoking cigarettes.

As one of the UK's leading manufacturers of vaping products and oral nicotine pouches, BAT UK strongly supports better and more robust vaping regulation, with the aim to ensure vapes are not marketed and sold to young people whilst cracking down on the UK's growing illicit vaping market.

Our recommendations go further than others in the industry, but we believe that it is important that this new government gets the regulations right to prevent young people from starting vaping - while still allowing adult smokers to access vaping products.

It is our view that restrictions on flavours that are clearly marketed to young people (such as cotton candy), and the prohibition of the use of cartoon characters or other youth culture imagery should be implemented.

We support a retail licencing scheme for where vapes can be sold, like that which already exists for alcohol that recognises vapes as the age-restricted product that they are. This has also received national interest with 79% of the public and 89% of parents suggesting that this is a measure that they would support.

Additionally, we support the introduction of effective import controls such as pre-market conformity assessments on vaping products to ensure that they are compliant with UK regulations.

As your Department expressed its support for some of these measures during the Committee Stage debate of the Tobacco and Vapes Bill earlier this year, we sincerely hope you will give them further consideration when the legislation is reintroduced.

We were disappointed that the previous government did not push through stronger vaping regulations when given the opportunity.

I would welcome the opportunity to meet with you to discuss our work in more detail, and how we can get the regulations right on vaping products.

Yours sincerely,

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