New Nicotine Alliance UK

Registered charity in England and Wales – number 1160481

For the attention of Lorraine Conway
House of Commons Library
By email

8 August 2024

Dear Lorraine

The New Nicotine Alliance (NNA) represents consumers of low-risk alternatives to cigarettes such as vaping products, nicotine pouches, smokeless and heated tobacco products. As consumers who experienced the benefits of reduced risk products, we have a direct interest in their regulation and the personal and public health consequences of policy choices made by the government.

We are writing following publication of your research briefing document concerning "Advertising, marketing and promotion of vaping products"[1], particularly section 6 on "Views of stakeholders".

We represent the UK's 5.6 million consumers of vaping products[2], over half of whom chose to stop smoking by vaping, and who have considerable insight into what could help motivate other citizens to improve their health in the same way. They are also acutely aware of what would increase the risk of vapers returning to smoking and what would slow down the progress towards more people switching to vaping (such as limiting flavours and imposing prohibitive levels of taxation).

We would like to draw your attention to documents we have submitted to government officials in recent months on potential proposals in this policy area. We wrote to the Regulatory Policy Committee in April with concerns about the Impact Assessment being referenced for drafting the Tobacco and Vapes Bill which you can read at our website[3]. We also submitted a response to the Vape Duty Consultation which contains highly relevant information for MPs who read your research briefing, also published online[4].

NNA also submitted written evidence[5] and trustee, Sarah Jakes, gave oral evidence[6] in front of the Science and Technology Committee in 2018, which you reference in section 4.1 of your briefing.

Consumers are very important stakeholders in how legislation is formed as they are the most affected by government legislation. We hope you agree their views should be included in reports submitted to MPs and that you will include points we have raised in your current research briefing.

We look forward to your reply.

Yours sincerely

Louise Ross
Chair
New Nicotine Alliance

Sarah Jakes
Trustee
New Nicotine Alliance

Clive Bates
Voluntary Public Health Adviser
New Nicotine Alliance

[1] Advertising, marketing and promotion of vaping products, 15 July 2024
https://researchbriefings.files.parliament.uk/documents/SN07001/SN07001.pdf

[2] UK policy on smoking and vaping May 2024, Action on Smoking and Health, 14 May 2024.
https://ash.org.uk/uploads/ASH-DA-US-e-cig-summit-240514.pdf

[3] The Tobacco and Vapes Bill Impact Assessment – consumer group comments, 9 April 2024.
https://nnalliance.org/nnanews/news/396-nna-writes-to-the-regulatory-policy-committee

[4] NNA responds to the Vape Duty Consultation, 27 May 2024. https://nnalliance.org/nnanews/news/400-nna-responds-to-the-vape-duty-consultation

[5] New Nicotine Alliance written evidence to the Science and Technology Committee, 2018.
https://data.parliament.uk/WrittenEvidence/CommitteeEvidence.svc/EvidenceDocument/Science%20and%20Technology/ECigarettes/written/75258.html

[6] Science and Technology Committee, Witnesses, 9 May 2018.
https://publications.parliament.uk/pa/cm201719/cmselect/cmsctech/505/50511.htm#_idTextAnchor059