



Department
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Martin Cullip
Chair, New Nicotine Alliance

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By email

Dear Mr Cullip

Tobacco, nicotine and public health - capitalising on Brexit to meet the 2030 smokefree goals

Thank you for your letter of 29 October 2020 with your views on tobacco control regulation at the end of the Transition Period. I have been asked to respond on behalf of all government recipients to whom you sent the letter.

The Government is committed to reducing the harms caused by tobacco, and that commitment will continue after the end of the Transition Period. The Government laid the Tobacco Products and Nicotine Inhaling Products (Amendment) (EU Exit) Regulations 2020 on the 28th September 2020 to reaffirm that commitment.

After the Transition Period has ended, Great Britain will no longer have to comply with the EU Tobacco Products Directive and there will be opportunity to consider regulatory changes that help people quit smoking and address the harms from tobacco. Any changes will be based on robust evidence and in the interests of public health.

The Department of Health and Social Care will carry out a post implementation review of the 2016 Tobacco and Related Products Regulations and Standardised Packaging of Tobacco Products, to assess how far the regulations have met their objectives. We aim to complete this review by 20 May 2021. One element of the review process will be a public consultation, which will start before the end of the year and will provide an opportunity for individuals and organisations to submit their views and evidence. We will consider your evidence as part of this review process, but NNA would of course also be able to submit a response through the consultation, when it opens.

Unfortunately, due to diary pressures and the current circumstances, I will not be able to meet in person. However, I should like to thank you for your letter and your engagement on this important issue.

Best wishes

Mark Davies
Director of Population Health