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11 October 2012

Tobacco Programme
Wellington House
133-155 Waterloo Road
London SE1 8UG

[REDACTED]
Head of Political Affairs UK
Imperial Tobacco Group PLC
PO Box 244
Southville
Bristol BS99 7UJ

Dear [REDACTED]

Thank you for your letter of 12 September 2012, addressed to Tabitha Brufal, Deputy Director, Tobacco and Responsibility Deal at the Department of Health. I have been asked to reply.

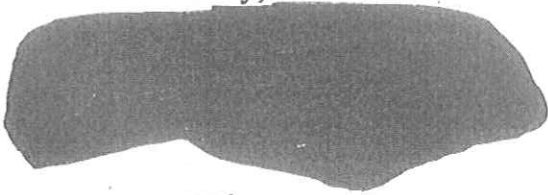
I can confirm the Department has received your company's response to the *Consultation on standardised packaging of tobacco products*. The Department is currently undertaking initial collation and analysis of the consultation responses received. I can assure you that your company's response will be read carefully. If we have any questions, or believe that there could be further information that you could provide, we will certainly be in touch.

You mention that your company has concerns about the access that children have to tobacco products, and suggest that the Government needs to do more in this area. The Government takes a comprehensive approach to tobacco control, as set out in *Healthy lives, healthy people: A tobacco control plan for England*. The tobacco control plan is available on the Department's website. The Government has also set out national ambitions to reduce smoking rates among young people and to reduce smoking prevalence in the wider adult population.

You also ask about the meeting that Anne Milton, the former Minister for Public Health had with representatives of the All Party Parliamentary Group on Smoking and Health. I wish to clarify that the minister did not attend a formal meeting of this group. Rather, a delegation led by the Chair of the All Party Parliamentary Group (Mr Stephen Williams MP) called on

Mrs Milton in her ministerial office on 30 April 2012. This informal meeting was arranged at the request of the Chairman, Secretary (Mr Bob Blackman MP) and Vice Chair (Mr Kevin Barron MP) of the All Party Parliamentary Group.

Yours sincerely,

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Tobacco Programme Manager

Tel: 0207

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Email: @dh.gsi.gov.uk