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[REDACTED]
Tobacco Programme Manager
Department of Health
Wellington House
133 - 155 Waterloo Road
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10 October 2012

Dear [REDACTED]

Standardised Packaging Consultation

Thank you for your letter dated 4 October and for bringing to my attention the concerns that have been raised with you by an external contractor concerning a set of 4,900 postcards received from the "Say No To Plain Packs" campaign by the Department of Health in response to its recent consultation on the standardised packaging of tobacco products.

I understand from your letter that the Department of Health has had to engage external support in order to help it collate and review the large number of responses the Department's consultation generated. I believe that around half a million submissions were made in opposition to the Department's proposals. Such a large volume of responses is plainly indicative of the controversial nature of the Department's proposal for the standardised packaging of a legal product which, as highlighted in Imperial Tobacco's response to the consultation, would be unprecedented in this country; lacks any credible evidence or research to support it; would breach international, European and national law; and would be contrary to the Government's own regulatory principles and stated pro-business agenda.

Imperial Tobacco is proud to have supported the "Say No To Plain Packs" campaign which provided an opportunity, which might not otherwise have been afforded, for many thousands of retailers and consumers in the UK to respond to the consultation.

The basis on which Imperial Tobacco has engaged in this process is to facilitate the genuine responses of individuals, businesses and organisations who oppose the standardised packaging for tobacco products. We expect our own employees and those we employ on our behalf to act at all times with the utmost integrity. It was definitely not part of the campaign to produce false or multiple submissions.

We genuinely appreciate the opportunity to examine the 4,900 responses and would like to do this at your earliest convenience so as to assure a timely resolution to this issue.





This incident should not detract, however, from the validity and substance of the other submissions the Department of Health has received in opposition to its proposals for the standardised packaging of tobacco products; whether as part of the "Say No To Plain Packs" campaign or otherwise, of which, we understand, the postcards in question are likely to correspond to a very insignificant proportion.

As you will appreciate, we are highly sensitive to any suggestion that Imperial Tobacco or, due to our significant market share in the UK, the "industry" has acted in any way that is inappropriate. We are also highly sensitive to the requirement that, not only must the consultation process be impartial but that it must at all times also be seen to be so. I am, however, hopeful that both of these issues will anyway be at the front of your mind as the consultation progresses.

Thank you again for bringing this matter to my attention. My office number is 0117 [REDACTED]. Please contact me to arrange a convenient time for us to attend your offices to inspect the postcards.

Yours sincerely,

General Manager, Imperial Tobacco UK

cc: [REDACTED] Chief Executive
[REDACTED] Head of Political Affairs, UK