



4 October 2012

[Redacted]
Imperial Tobacco Limited
PO Box 244
Southville
Bristol
BS99 7UJ

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

Dear [Redacted]

I am the Tobacco Programme Manager at the Department of Health (DH). Within my remit I have responsibility for the consultation on standardised packaging of tobacco products which has recently closed. I also have responsibility for the analysis of the consultation responses.

In response to this consultation, DH received a large number of responses. Many of these were petition or campaign responses, in the form of emails, letters and postcards. This included many postcards from the "Say no to plain packs" campaign that was sponsored by Imperial Tobacco.

We are currently undertaking the process of sorting and collating the consultation responses received. Due to the large number of consultation responses received, DH has procured external support to assist with the collation and initial analysis of the responses.

During this process, our contractors identified a set of approximately 4,900 postcards from the "Say no to plain packs" campaign that were bundled together with elastic bands. The contractors brought these particular postcards to our attention because the handwriting on the cards within each bundle looks to be identical.

DH is accepting the large volume of petition and campaign responses to the consultation in good faith, on the assumption that they represent genuine public opinion in relation to the issues under consultation. On this basis, DH has not given any particular instructions to the contractors to look for anomalies or repetition, but in this particular instance, the contractors stated that the similarity of the handwriting within each bundle of cards was so clear that they felt professionally obliged to bring the matter to our attention. I therefore wish to bring the particular

postcards to your attention as they may not be legitimate responses and I know that you will want to be made aware of this situation.

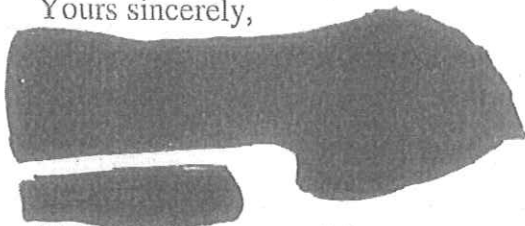
At this point, we are not including these postcards as part of the response we received from your sponsored campaign, but I would like to hear your views on what you believe should be done with the cards.

We have the postcards secured in our offices in London, and I would be very happy to arrange an opportunity for you to examine them here. Alternatively, you would be welcome to collect them from us. Please let me know what you would prefer to do. Once you have had the opportunity to look at the cards, I should be grateful if you could provide us with your opinion as to whether and on what basis the signatures should be included as part of the "Say no to plain packs" campaign.

You may also wish to tell us about any steps you have taken to be able to provide assurances that the "Say no to plain packs" campaign only included the names and details of actual people, who have signed the postcards of their own accord. As part of that information you may wish to provide details about whether you engaged agencies or contractors to collect signatures and, if so, you may wish to provide details of the basis on which they were engaged. Also, the basis on which those collecting signatures were employed and whether any incentives were offered as part of their remuneration.

I have copied this letter to [REDACTED], Chief Executive and [REDACTED], Head of Political Affairs at Imperial Tobacco. I look forward to hearing from you.

Yours sincerely,

A large, dark, irregularly shaped redaction covering the signature area of the letter.

Tobacco Programme Manager