

7



Our ref: TO00000756815

Richmond House
79 Whitehall
London
SW1A 2NS



Mr Martin Inkster
Managing Director UK and Ireland
Philip Morris Limited
No 1 Parkshot
Richmond-upon-Thames
TW9 2RD



Dear Mr Inkster,

Thank you for your recent letters to various ministers about the Department of Health's *Consultation on Standardised Packaging of Tobacco Products*. As your letters to other Government departments concern health, they have been passed to this Department and I have been asked to reply. I hope you will accept this as a reply to all letters.

The Department of Health will carefully consider the report that your company commissioned from Mr Rupert Darwall, and the views and conclusions of Mr Darwall contained in it will be taken into proper account alongside all the other information, views and evidence received and obtained relating to the consideration of policy on tobacco packaging.

In this report, Mr Darwall suggests that the *Consultation on Standardised Packaging of Tobacco Products* was 'framed to obtain political support for plain packaging'. The Department of Health disagrees with this suggestion. The purpose of the consultation was clearly set out, to seek the views of interested people, businesses and organisations on whether there might be public health benefits from the introduction of standardised tobacco packaging, in addition to existing tobacco control policies.

The consultation was designed to enable interested parties to provide their views and relevant information to enable the Government to explore the potential benefits and unintended consequences of introducing standardised packaging. Sufficient information was made available to enable stakeholders to make informed comments. The consultation included 15 questions and an additional 12 questions that were specific to the consultation-stage impact assessment that was published as part of the consultation.

Many thousands of consultation responses were received, and the Department is now in the process of collating and analysing these. Any decisions to take further policy action on tobacco packaging will be taken only after full consideration is given to all the consultation responses, evidence and other relevant information.

I hope this reply is helpful.

Yours sincerely,

A black rectangular redaction box covering the signature of the official.A black rectangular redaction box covering the name of the official.

Ministerial Correspondence and Public Enquiries