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Monday, 15 April 2013

Dear

Proposed European Tobacco Products Directive

Malcolm Evans passed me your correspondence, sent to him on 3rd April 2013, referring to a letter Roy Ramm and myself recently sent to the House of Lords EU Sub-Committee F Home Affairs, Health and Education.

I would be grateful if you could please refer all correspondence to my private email address outlined at the bottom of the aforementioned letter.

I can confirm that the letter Roy and I sent to Lord Hannay was in an independent capacity. I asked Malcolm to pass this letter on as he already provides secretarial support for me in my role as the Director of the Common Sense Alliance (CS). In this instance it was the fastest route to get our concerns across in the most efficient manner. I acknowledge that this may not have been clear in the letter.

I am more than happy to expand further on the CS objectives to provide you with clarity. As laid out in our articles of association, they are:

- I) *to bring together and maintain an alliance of groups of individuals, organisations and businesses from a broad cross section of society, who believe that Government regulation has a positive role to play in promoting a good quality of life;*
- II) *to provide a public voice that questions regulation that is, in the opinion of the organisation, not based on common sense and/or an evidence based approach to problem solving; and*

III) *to participate in any legitimate activities incidental or conducive to any of the
aforementioned objects.*

The CS is funded by a number of different individuals and organisations across a broad range of sectors including British American Tobacco UK Limited. Funds received are used to promote and engage on a number of public policy issues outlined on the website.

As Director, I control the strategic direction of our activities. These decisions are taken in conjunction with an advisory board of founder members that meet on a quarterly basis. I instruct Goddard Global who manage the secretariat for the CS.

Neither I, nor any founder member, receive any payment from funders other than the usual reimbursement of general meeting expenses. We freely give our time and expertise to be part of CS because we feel passionately about the subject matters in question and because we firmly believe in the core objectives of the CS. All views and opinions expressed are our own and in no way shaped by third party influence.

As I said in my letter to Lord Hannay, I would be very happy to meet in person to discuss my views in more detail. Should you or the Parliamentary Under Secretary of State for Public Health wish to contact me, please do so. I've included a postal address should you require it.

Otherwise, I look forward to your response to my letter to Lord Hannay and the findings from the committee on this issue.

Yours sincerely,

Peter Sheridan OBE

