



"DWP Ministerial
Correspondence"
<CAXTONHOUSE.CLERKP
RU@DWP.GSI.GOV.UK>
09/08/2012 10:56

To MB-Ministerial Transfers/OIS/DOH@DOH
cc
bcc
Subject FW: British American Tobacco: response to the Department
of Health's Consultation on Standardised Packaging

8

Ministerial Correspondence Team | Feedback, Legislation and Decision
Making Division | Professional Services Group | Department for Work and
Pensions | Ground Floor | Caxton House | Tothill Street | London | SW1H
9NA | 020 7449 5447 | ext 65447
E_M_A_I_L_B_L_O_C_K

-----Original Message-----

From: Ian_Robertson@bat.com [mailto:Ian_Robertson@bat.com]
Sent: 08 August 2012 17:18
To: DWP Ministerial Correspondence
Subject: British American Tobacco: response to the Department of
Health's Consultation on Standardised Packaging

Dear Secretary of State

Please find attached for your reference British American Tobacco's
response to the Department of Health's standardised packaging
consultation. I also attach a copy of the covering letter.

We support effective, evidence-based regulation that measurably reduces
the public health impacts of tobacco products while respecting the
choices and rights of adults who choose to smoke. In particular, we
support the objectives of reducing youth smoking and combatting illicit
trade. In the submission we make clear our strong opposition to plain
packaging for the following reasons:

- * Plain Packaging would not be effective in reducing smoking prevalence
since tobacco packaging is not a relevant factor in people's decision
to smoke or quit;
- * The Department of Health has not considered the relevant research and
relies on insufficient and unreliable evidence that fails to make the
crucial link between packaging and any reduction in smoking; * Plain
Packaging would exacerbate an already significant illicit trade
problem in the UK;
- * Plain Packaging would have other significant adverse unintended
consequences such as lowering prices and thereby increasing smoking,
reducing government revenue, and harming small business;
- * Plain Packaging is unlawful as it would not only breach several UK,
EU
and international laws and agreements but would constitute a
wholesale
expropriation of BAT's valuable intellectual property, requiring
payment
by the Government of very significant compensation;

**BRITISH AMERICAN
TOBACCO
UNITED KINGDOM**

08 August 2012

Tobacco Packs Consultation
Department of Health
7th Floor
Wellington House
133-155 Waterloo Road
London
SE1 8UG

Dear Sirs

I am pleased to attach to this letter British American Tobacco's response to the Department of Health's Standardised Packaging Consultation.

We support effective, evidence-based regulation that measurably reduces the public health impacts of tobacco products while respecting the choices and rights of adults who choose to smoke. In particular, we support the objectives of reducing youth smoking and combating illicit trade. In the submission we make clear our strong opposition to plain packaging for the following reasons:

- Plain Packaging would not be effective in reducing smoking prevalence since tobacco packaging is not a relevant factor in people's decision to smoke or quit;
- The Department of Health has not considered the relevant research and relies on insufficient and unreliable evidence that fails to make the crucial link between packaging and any reduction in smoking;
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- Plain Packaging is unlawful as it would not only breach several UK, EU and international laws and agreements but would constitute a wholesale expropriation of BAT's valuable intellectual property, requiring payment by the Government of very significant compensation;
- Given the acknowledged risks, the Department of Health has not demonstrated that the benefits would outweigh the adverse consequences of Plain Packaging; and
- There a number of alternative evidence-based options that are proportionate, effective, workable and can achieve public health objectives and we hope that the Department of Health will now take the opportunity afforded by this consultation to consider effective regulatory options and think again about the real impact of plain packaging.

Should regulatory proposals arise from this consultation, we look forward to full and proper consultation. Please contact me if you have any questions arising from our response.

Yours faithfully

Head of Corporate and Regulatory Affairs

British American Tobacco, UK & Ireland

Oxford House
Oxford Road
Aylesbury
Bucks HP21 8SZ

Tel: +44 (0)1296 335 000
Fax: +44 (0)1296 335 999
www.bat.com



"DCLGMSU"
<DCLG-MSU@communitie
s.gsi.gov.uk>
13/08/2012 17:32

(8)

To MB-Ministerial Transfers/OIS/DOH@DOH
cc "DCLGMSU" <DCLG-MSU@communities.gsi.gov.uk>
bcc
Subject Ministerial - 022793/12 - British American Tobacco UK Ltd
~~XXXXXXXXXX~~

Dear Colleague

Please find attached ministerial correspondence, which does not fall within the remit of the Department for Communities and Local Government (DCLG). **The issue is about a response to the Department of Health's consultation to packaging tobacco.**

In line with Cabinet Office Guidance, I would appreciate confirmation, ideally within 3 working days, whether you will be accepting this case.

Please let DCLG know if you are accepting or declining this transfer.

Regards,

Ministerial Correspondence Team



L001.tif

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TOBACCO
UNITED KINGDOM

08 August 2012

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We support effective, evidence-based regulation that measurably reduces the public health impacts of tobacco products while respecting the choices and rights of adults who choose to smoke. In particular, we support the objectives of reducing youth smoking and combating illicit trade. In the submission we make clear our strong opposition to plain packaging for the following reasons:

- Plain Packaging would not be effective in reducing smoking prevalence since tobacco packaging is not a relevant factor in people's decision to smoke or quit.
- The Department of Health has not considered the relevant research and relies on insufficient and unreliable evidence that fails to make the crucial link between packaging and any reduction in smoking;
- Plain Packaging would exacerbate an already significant illicit trade problem in the UK;
- Plain Packaging would have other significant adverse unintended consequences such as lowering prices and thereby increasing smoking, reducing government revenue, and harming small business;
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Yours faithfully

Head of Corporate and Regulatory Affairs

British American Tobacco, UK & Ireland



"Enquiries, CEU - HMT"
 <CEU.Enquiries@hmtreas
 ury.gsi.gov.uk>
 Sent by: [REDACTED]
 HMT"
 <Adeola.Otinwa@hmtreasur
 y.gsi.gov.uk>

To MB-Ministerial Transfers/OIS/DOH@DOH
 cc
 bcc
 Subject [UNCLASSIFIED] New Mincom TO case {EMAIL
 /09802/2012} for your attention, deadline {03/09/2012}

10/08/2012 10:06

New Treat Official case EMAIL /09802/2012 for your attention

Deadline for reply: Monday 3 September

Under the terms of the Freedom of Information Act 2000 HMT is required to respond to information requests by conducting a reasonable search and replying in relation to any information we hold that falls within the scope of the request. In cases where another department has the policy lead we may wish to make reference to that in our reply, but must still reply ourselves in relation to the information we hold.

Correspondence and Enquiry Unit
 Tel: 020 7270 5636

 This email and any files transmitted with it are intended solely for the use of the individual(s) to whom they are addressed. If you are not the intended recipient and have received this email in error, please notify the sender and delete the email.

This footnote also confirms that our email communications may be monitored to ensure the secure and effective operation of our systems and for other lawful purposes, and that this email has been swept for malware and viruses.

----- Message from [REDACTED] bat.com' [REDACTED] bat.com> on Wed, 8 Aug 2012 16:05:11 +0100 -----

To: "Enquiries, CEU - HMT" <CEU.Enquiries@hmtreasury.gsi.gov.uk>
 Subje British American Tobacco: response to the Department of Health's Consultation
 ct: on Standardised Packaging

Dear Chancellor

Please find attached for your reference British American Tobacco's response to the Department of Health's standardised packaging consultation. I also attach a copy of the covering letter.

We support effective, evidence-based regulation that measurably reduces the public health impacts of tobacco products while respecting the choices and rights of adults who choose to smoke.

In particular, we support the objectives of reducing youth smoking and combatting illicit trade. In the submission we make clear our strong opposition to plain packaging for the following reasons:

- Plain Packaging would not be effective in reducing smoking prevalence since tobacco packaging is not a relevant factor in people's decision to smoke or quit;
- The Department of Health has not considered the relevant research and relies on insufficient and unreliable evidence that fails to make the

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Oxford House
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Fax +44 (0)1296

www.bat.com

Dear Sirs

I am pleased to attach to this letter British American Tobacco's response to the Department of Health's Standardised Packaging Consultation.

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- Plain Packaging is unlawful as it would not only breach several UK, EU and international laws and agreements but would constitute a wholesale expropriation of BAT's valuable intellectual property, requiring payment by the Government of very significant compensation;
- Given the acknowledged risks, the Department of Health has not demonstrated that the benefits would outweigh the adverse consequences of Plain Packaging; and
- There are a number of alternative evidence-based options that are proportionate, effective, workable and can achieve public health objectives and we hope that the Department of Health will now take the opportunity afforded by this consultation to consider effective regulatory options and think again about the real impact of plain packaging.

Should regulatory proposals arise from this consultation, we look forward to full and proper consultation. Please contact me if you have any questions arising from our response.

Yours faithfully

Head of Corporate and Regulatory Affairs

British American Tobacco, UK & Ireland



[Redacted]
@bis.gsi.gov.uk
15/08/2012 15:20

To MB-Ministerial Transfers/OIS/DOH@DOH
cc
bcc
Subject [Redacted] 306720

<[Redacted] British American Tobacco: response to the Department of Health's Consultation on Standardised Packaging>>

Dear Colleague

Please find attached correspondence about tobacco packaging, which does not fall within the remit of the Department for Business, Innovation & Skills (BIS).

In line with Cabinet Office Guidance, I would appreciate confirmation, ideally within three working days, whether you will be accepting this case.

Do please contact me if you require any further information.

Many thanks

[Redacted]
Cross Whitehall Correspondence Officer
OGD and Strategic Partners' Team
020 7215 6118

Department for Business, Innovation and Skills
----- Message from [Redacted] (MPST MIN)"
[Redacted]@bis.gsi.gov.uk> on Wed, 15 Aug 2012 14:53:01 +0100 -----

To: [Redacted] (MPST MIN)"
[Redacted]@bis.gsi.gov.uk>

Subj [Redacted] - British American Tobacco: response to the Department of Health's Consultation on Standardised Packaging

-----Original Message-----

From: Ian_Robertson@bat.com [mailto:[Redacted]@bat.com]
Sent: 08 August 2012 17:38
To: Wilcox MPST
Subject: British American Tobacco: response to the Department of Health's Consultation on Standardised Packaging

Dear Minister

Please find attached for your reference British American Tobacco's response to the Department of Health's standardised packaging consultation. I also attach a copy of the covering letter.

We support effective, evidence-based regulation that measurably reduces the public health impacts of tobacco products while respecting the choices and rights of adults who choose to smoke.

In particular, we support the objectives of reducing youth smoking and combatting illicit trade. In the submission we make clear our strong opposition to plain packaging for the following reasons:

responsibility for the contents of this message.

If you are not the intended recipient, please notify us immediately and then delete this document. Do not disclose the contents of this document to any other person, nor take any copies.

Violation of this notice may be unlawful.



BAT cover letter.pdf BAT response to standardised packaging consultation.pdf

JA



[Redacted]@homeoffice.gsi.gov.uk
10/08/2012 12:45

To MB-Ministerial Transfers/OIS/DOH@DOH, TO Outgoing Transfers
<TO_Outgoing_Transfers@homeoffice.gsi.gov.uk>
cc TO Outgoing Transfers
<TO_Outgoing_Transfers@homeoffice.gsi.gov.uk>
bcc
Subject T11139-12 - [Redacted] British American Tobacco - DOH

Please find attached correspondence, which does not fall within the remit of the Home Office.

Our officials believe that the matters raised are the responsibility of DoH

In the event this matter is not for you, please return it immediately to TO_Outgoing_Transfers@homeoffice.gsi.gov.uk

In doing so it would be helpful if you could indicate where you believe it should be sent for reply.

If you have any queries about this e-mail, please contact 020 7035 4732.

[Redacted]
*Communications Directorate,
Direct Communications Unit
Home Office, 2 Marsham Street, London SW1P 4DF
Tel: +44 (0)20 7035 3076
Fax: +44 (0)20 7035 4745
Web: www.homeoffice.gov.uk*

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This email message has been swept for computer viruses.

T11139-12 [Redacted]  British American Tobacco - DOH.tif

[REDACTED]

From: [REDACTED]
Sent: 09 August 2012 16:49
To: [REDACTED]
Cc: [REDACTED] DCU Correspondence Management Team
Subject: RE: AW-British American Tobacco: response to the Department of Health's Consultation on Standardised Packaging

Dear Lutfur,

I am dealing with this request. ✓

Kind regards,

[REDACTED]

[REDACTED]

HO - DCU
0207 035 4699

-----Original Message-----

From: [REDACTED]
Sent: 09 August 2012 16:12
To: DCU Correspondence Management Team
Subject: FW: AW-British American Tobacco: response to the Department of Health's Consultation on Standardised Packaging

Please arrange for this to be transferred to DH. Many thanks.

Lutfur
8827

-----Original Message-----

From: [REDACTED] com [mailto:[REDACTED] com]
Sent: 08 August 2012 17:31
To: Private Office (External)
Subject: AW-British American Tobacco: response to the Department of Health's Consultation on Standardised Packaging

Dear Secretary of State

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Yours faithfully

Head of Corporate and Regulatory Affairs

British American Tobacco, UK & Ireland