

Rt Hon Victoria Atkins MP
Shadow Secretary of State for Health and Social Care
Member of Parliament for Louth and Horncastle
House of Commons
London SW1P 0AA

15 July 2024

Dear Victoria,

Re: Meeting Request Regarding Tobacco and Vapes Bill

On behalf of the UK Vaping Industry Association (UKVIA), I would like to congratulate you on your re-election as well as your appointment as Shadow Secretary of State for Health and Social Care.

Given your recent appointment, we would be very grateful for the opportunity to meet with you to discuss the vital role that vaping plays in supporting smokers to quit, particularly with the incoming Government expected to reannounce the Tobacco and Vapes Bill in Wednesday's King's Speech.

While we acknowledge that there may have been constraints placed on your ability to engage with the UKVIA while you were the Secretary of State for Health and Social Care, given your new role in opposition we would be grateful for the opportunity to provide you with an up-to-date briefing on the UK vaping industry, and how government policy around the category can be effectively shaped to accelerate our journey to a smokefree future.

As we noted when the Tobacco and Vapes Bill was proposed by the previous Government earlier this year, the UKVIA has no desire to simply protest these vaping reforms. Rather we would welcome and appreciate the opportunity to collaborate with you and your team to hold the government to account on this important matter. Our singular goal remains to be guaranteeing that vaping serves as the UK's most effective tool in helping smokers quit while keeping these products out of the hands of children.

As seen by its success, encouraging the use of vaping is critical to the UK becoming smokefree in the near future. In the meantime we look forward to hearing from you.

Best wishes,

John Dunne
Director General
UK Vaping Industry Association