UK Vaping Industry Association

Office of Suella Braverman MP
House of Commons
London
SW1A 0AA

27 April 2026

Dear Suella,

The unchecked growth of illicit vape retailers is harming communities and advancing the decline of our high streets. On behalf of the UK Vaping Industry Association, I am writing to encourage Reform UK to support our efforts to tackle these illegal operators and back those who play by the rules.

We would welcome a short meeting in Westminster to share new share new polling from our VApril survey on industry views of the Tobacco and Vapes Bill, and to discuss how Reform UK MPs can support an enforcement led vaping policy that targets rogue sellers without penalising adults who have switched away from smoking to safer alternatives.

The UKVIA has been clear that tougher rules on paper will not clean up a market undermined by illegal operators. The test is delivery. Unless Trading Standards are properly funded and empowered to shut down rogue shops quickly, seize illegal stock and impose penalties that deter repeat offending, the law will fail and compliant businesses will keep paying the price.

To highlight public appetite for this, we ran a VApril consumer survey which received 3,425 responses. More than 93% of respondents are former smokers using vaping to stay off cigarettes, or current smokers using vapes to reduce their habit, and over 90% said flavours are somewhat or very important in helping them cut down on or quit smoking.

There is also a political dimension to our research that should not be ignored, as more than three-quarters of respondents said they would be somewhat or much less likely to vote for their local MP or a party that supported restrictions on flavours. Moreover, only 3% believe Government has the best public health interests of smokers and vapers at heart.

In plain terms, the majority of voters are looking for a party that represents their concerns and is willing to take tougher action on illegal sellers, rather than pursuing headline restrictions that penalise compliant shops while leaving rogue stores untouched.

This is where Reform UK can lead. Championing tough enforcement, tackling illicit trade and backing law-abiding retailers gives Reform a clear, credible reform agenda that voters recognise. We would therefore welcome the opportunity to discuss the practical measures Reform MPs can drive both in Parliament and publicly to make this work.

Yours sincerely,

John Dunne

Director General
UK Vaping Industry Association

The UK Vaping Industry Association represents regulated vape manufacturers and retailers across the UK and does not accept funding from the tobacco industry, ensuring independence from any tobacco control or ownership.