



UK Vaping Industry Association

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Minutes for UKVIA Board Meeting

Thursday 26th January 2023

Summary of Key Actions

Membership

- Membership Committee to review the potential UKVIA membership of Elf Bar.

Secretariat

- JBP to inform members about the current responsibilities of the secretariat team members along with their contact information.

Policy and Regulatory Committee

- UKVIA to proactively engage with the Scottish Government about the Urgent Review of the Environmental Impact of Disposable Vapes
- UKVIA to work with existing advocates in the Labour Party to improve our relationship with them.
- UKVIA to investigate attending the Labour Party conference.

Youth Access Prevention Committee

- JBP to update members on the legalities and goals of test purchasing.
- UKVIA to progress with a two year contact with Servelegal.

Youth Access Prevention Taskforce

- Members to investigate the average age of vape purchasers and the most popular flavours.

Media

- JBP to send out official line to members on eve of big stories breaking.

Scottish Government Review into Disposable Vapes

- Urgent engagement with the Scottish Government.
- Creation of videos showing that disposables are used by older people and not exclusively those underage.
- UKVIA members to support the Secretariat in the fight against the disposable ban in Scotland.

UKVIA Forum

- UKVIA members to fill out survey on the 2022 UKVIA Forum.



UK Vaping Industry Association

Full Minutes from UKVIA Board Meeting

Attendees:

In Person: Stephen Little (BAT), Chris Aikens (RELX), John Dunne (UKVIA), Gurdeep Landa (Tidal Vape), Anna Balconi (Alchemeuropa), Andrej Kuttruf (Evapo), Dan Marchant (Vape Club), Chris Lawrance (JBP), Grahame Woods (JBP), Patrick Griffin (JBP), Robin O'Kelly (JBP), Ben Croft (JBP), Ben Walker (JBP).

Digital: Victoria Hancock (Imperial), Yunus Patel (Nasty E-Juice), Paul Hunt (V2), Anna Petrosyn (JTI), Dan Greenall (Oxford Vapours), Robert Sidebottom (ECO Vape), Doug Mutter (Absolute e-juice), Eoin Dardis (Juul), Anthony Moses (Flavour Warehouse), Damian Stevens (1Account), Phil Glyn (The Vape Supplier), Khurram Jowiya (JTI).

Apologies: Michael Mason (Vapo), Katie Hughes (PMI), Pete Cheema (SGA), Luke McGarty (SGA).

1.0 Introductions and Membership update

Chris Lawrance welcomed members and explained the agenda of the meeting. The minutes from the last meeting were approved.

John Dunne informed attendees that membership currently stands at 94, up net 3 new members. He added that 89.3% of membership revenue comes from full and associate levels, down 1.1%. Classified levels were the driving increase this Quarter. He explained that full membership level has seen a slight temporary decline whilst Classifieds have showed growth. Retail membership remains a challenge.

John mentioned that Elf Bar have applied to join the UKVIA, but that he felt they need to sort out some things first to prove they are compliant. Chris Aitkens noted that Elf Bar need to sort out their tank capacity before joining. Stephen Little agreed and added that the appeal of their products to children is very concerning. Gurdeep Landa asked if there was any benefit to Elf Bar joining the UKVIA. John responded that they were the biggest and most well-known vaping company in the country and that he is constantly asked questions about why they are not members. Steven noted that the scale of Elf Bar's non-complicity means the UKVIA needs to be careful. Andrej Kuttruf agreed.

Gurdeep suggested that Elf Bar be put on a probationary membership. Dan mentioned that onboarding them will create media attention and this will reflect positively on the UKVIA if their membership is well handled. Yunus Patel expressed concerns about Elf bar's tank capacity and said he would oppose their membership.

John said that Elf Bar do seem to be taking steps in the right direction and are becoming compliant. He added that the question of Elf Bar's membership would soon be reviewed by the Membership Committee.

ACTIONS:

- Membership Committee to review the potential UKVIA membership of Elf Bar.

1.1 Finance

Chris Lawrance presented a forecast of UKVIA finances. He mentioned that the UKVIA is healthy financially, with a turnover of £470,773 and a bank balance of around £100,000 with some outstanding debts still owed.

1.2 JBP Team

Chris Lawrance explained the new make up of the UKVIA secretariat team following the departure of Archie Ratcliffe.

John Dunne explained that it would be helpful for members to know points of contact going forward.

ACTIONS:

- JBP to inform members about who the new points of contact are.

2.0 General Updates

2.1 Policy and Regulatory

Robin explained that the UKVIA is very aware of the Scottish 'Urgent Review' into disposables and has drafted a letter to MSPs. Grahame added that there a lot of misconceptions about vaping that are prevalent in Scotland, right up to the First Minister herself. Doug Mutter mentioned that it would be good if the UKVIA could get some engagement with the Scottish Government as he has found contact difficult lately. John explained that he has had a lot of media interviews over the last week regarding the Scottish issue.

Robin updated members on the Economic Impact Report, ONS Data on Adult Smoking Habits and the Westminster Hall debate on the Environmental Impact of Disposable Vapes. Grahame mentioned that SNP MP Kirsten Oswald could be a good point of contact moving forward following her engagement with UKVIA in this debate.

John added that the UKVIA should be doing more to engage with the Labour Party and potentially attend the 2023 Labour Conference. He noted that the UKVIA could also speak to Mary Glendon about chairing the APPG for Vaping in the next Parliament.

Robin told attendees that there is a VApril Parliamentary Reception scheduled for 28th March 2023 and a planned COP10 Roundtable for sometime in April. He then updated members on the upcoming consultations.

Andrej enquired about what the Action on Smoking and Health Scotland policy is compared to England. Grahame responded that they are very different policy-wise.

ACTIONS:

- UKVIA to contact Scottish Government.
- UKVIA to improve engagement with Labour and attend the 2023 Labour Party Conference.

2.2 Youth Access Prevention

Ben Croft informed the board that since the last meeting there have been some developments. There has been an update of the Preventing Underage Sales Guide 2023A copy of the final guide will be sent round to members in the coming weeks.

Ben Croft spoke of how there will be a new test purchaser, ServeLegal, that is in the process of being approved by the Youth Access Prevention Committee.

He then informed the board of the test purchasing results from the past summer. He explained that the instore score was 62.40% which is well below the 80% target from Trading Standards. Online results, meanwhile, have been steadily increasing but Trading Standards do not understand why results are not higher, as online AV should be easy to execute. Ben asked members that are having issues with online AV software to share the issues as Trading Standards are keen to identify issues.

Ben explained how the new Servelegal system would work following ACCS decision to no longer offer test purchasing services. Added that it was much more detailed, being automated and data driven. He then noted the costs of the proposal.

Chris Lawrance added that the only discussion point now was whether the UKVIA go for a one or two year contract with Servelegal.

Chris Aitkens noted that the UKVIA might as well go with a two year contract, as Serve Legal are the only test purchaser on the market.

John Dunne suggested it might be good to explain to members exactly what the UKVIA wants to achieve through test purchasing to members.

ACTIONS:

- Email to members explaining the legalities and goals of test purchasing.
- UKVIA to progress with a two year contract with Servelegal

2.3 YAP Taskforce

Chris explained the YAP Taskforce to the board and noted the key talking points and considerations on the PowerPoint. He explained that the proposals will be sent off to the YAP Committee and then Policy and Regulations Committee for approval. He went into greater detail on retail licensing, noting key questions that had arose of what the terminology should be for this and what modifications are needed to the Scottish system. He continued that the Taskforce had also discussed national test purchasing. Concluded that the Yap Taskforce proposal should be sent to the Government at some point in February pending approval.

Gurdeep suggested going to a local council first to ask what they think before sending it to the Government. John mentioned that Westminster Council could be good for this. Noted that this would put the ball in the Government's court, as the vaping industry itself would be suggesting regulations.

Chris suggested an emergency YAP Committee meeting to get the proposal improved and sent out as soon as possible. John agreed. Dan Marchant mentioned how this would give the vaping industry a chance to gain back control of the narrative regarding underage sales. Doug Mutter noted that underage sales are often the fault of distributors, rather than manufacturers due to poor legislation.

Andrej Kuttruf mentioned that the average age of vape buyers is around 42 and this shows that it isn't just children that buy disposables. John agreed that data like this sends a good message. He added that it would be helpful to find out the top five disposable vape flavours too as this data could also help give the industry something to fight with. Chris noted that independent data is always best.

Andrej mentioned that the main issue is still plain packaging.

ACTIONS:

- UKVIA to find out average age of vape purchasers and the most popular flavours.

2.4 Standards

Grahame Woods explained that he had spoken to multiple waste management companies about introducing a nationwide vaping recycling scheme. He continued that he had established plans to investigate how members have improved the environmental sustainability of their products.

Grahame explained that a key goal for 2023 is engagement with MHRA on approval process for new products into the market. Explained that plain packaging falls under the remit of this committee and that this will be confronted.

2.5 Media

Patrick Griffin explained that there has been a lot of media engagement with the UKVIA recently. Noted that John had been interviewed by a host of outlets including The Times, ITV and the BBC. Added that Scotland has come up a lot since the announcement last week. Chris Aitkens inquired about the UKVIA's media relations in Scotland. Chris Lawrance explained that Doug Mutter was interviewed this week and that outlets are now coming to the UKVIA for interviews and comments. He noted that John's accessibility has helped the UKVIA gain good relations with major media outlets. John noted the success of a recent Sky Kids interview he had done.

Patrick noted that views and engagements on national platforms had increased in recent months. John mentioned that, if there is a feeling that a major news story is about to break, the official line should be sent out to members. Chris Lawrance noted that the Financial Times is preparing to write a 2,500 word article on vaping and the UKVIA should be prepared for this.

ACTIONS:

- UKVIA to send out official line to members on eve of big stories breaking.

3.0 Discussions

3.1 Environmental Summit

Chris Lawrance explained that the plan for the Greenprint for Sustainable Vaping. He noted that the upcoming forthcoming WEEE regulations review will be important and that contacts in DEFRA will need to be utilised. Chris continued that the creation of a national recycling scheme that is fit for the vaping sector would be a key theme here, as would be maximising the role of vape retailers in supporting recycling and reuse of vape device components and changing the throwaway behaviours of adult vapers. Chris added that innovating products to make them more easily recycled would also be key. He concluded that this would be an event by invitation.

Steven noted that extending the life of vapes will also be key following a written parliamentary question the other day.

Chris Aitkens added that inviting a figure from another industry that has overcome environmental issues might be an idea. Board members noted this could be someone from the electric vehicle, mobile phone, or coffee pod industry. There were debates over what industry would be most relevant.

Gurdeep suggested inviting along some environmental figures to see what they would recommend.

Dan reminded the board of the positives of disposables and that people often get caught up in the negatives of them. Chris Aitkens noted that disposables are often more helpful for smokers, as they mimic cigarette butts.

3.2 Disposables & Scotland

Chris Lawrance noted that engagement is beginning with Scottish government over setting out the case for not imposing a ban on disposables. He added that economic and health data needs to be utilised to help outline the benefits of vaping in Scotland. The UKVIA/industry is leading on environmental action to ensure maximum recycling and reuse of vaping components in the future and industry compliance with WEEE regulations. He concluded that the UKVIA needs to mobilise the vaping community to ensure they speak up for vaping and in particular disposables.

John noted that the UKVIA needs to be as loud as possible about this, showing that the industry is trying to talk with the Scottish Government.

Steven noted how the industry needs to support the UKVIA secretariat with this, to ensure it is collective effort.

John expressed the benefits of investing in videos highlighting older vape users.

ACTIONS:

- UKVIA to engage with the Scottish Government.
- Creation of videos showing that disposables are used by older people and not exclusively those underage.
- UKVIA members to support the secretariat in the fight against the disposable ban in Scotland.

3.3 VApril 2023

Chris Lawrance informed members of the current plans for VApril. The campaign would help adult smokers transition to vaping. He noted that a Marketing Committee would be meeting to discuss the VApril agenda soon. He explained some provisional ideas such as collaborating with Vapouround, writing a Start Vaping, Stop Smoking guide and the creation of a new Vaping Responsibly guide. He added that the aforementioned Parliamentary reception has been booked. The aim is to get assets to members by the middle of February so members can start planning their promotions from March onwards.

Andrej noted that the VApril movement is growing internationally which is a positive. John explained that he will try and get as many countries on board with it as possible.

3.4 Forum 2023

Chris Lawrance explained that attention is now turning to Forum 2023 after the success of Forum 2022. The date for next year is provisionally booked for Friday 10th November 2023 and a sponsorship pack is being produced. He asked the board for ideas about what could be included this year and reminded members to fill out a survey on the 2022 Forum that had been circulated by JBP.

Andrej explained that the next Forum should focus more on the positives of the industry rather than exclusively negatives.

John added that the food could be improved.

Dan Greenall noted the importance on continuing on the same path as last year's event was such as success. Added that broadcasting a solution to the disposable issue would also be wise.

Patrick Griffin and Chris Lawrance added that more time for Q&A's would also help.

ACTIONS:

- UKVIA members to fill out survey on the 2022 UKVIA Forum.

4.0 Any Other Business

Ben Croft noted that the Health and Social Care Committee are opening an inquiry into prevention, in which they want to hear from organisations working in preventative healthcare. He noted that a draft of the inquiry will be circulated to members and feedback would be appreciated.

Dan Greenall said that it might be an idea to encourage vapers to move away from disposables to other devices, outlining that disposables are only a gateway to get away smoking.

With no other business, the board meeting was drawn to a close.