



UK Vaping Industry Association

## **UK Vaping Industry Association**

### **Minutes for UKVIA Board Meeting**

**Thursday 27<sup>th</sup> April 2023**

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#### **Full Minutes from UKVIA Board Meeting**

##### **Attendees:**

**In Person:** John Dunne (UKVIA), Robin O'Kelly (JBP), Grahame Woods (JBP), Ben Walker (JBP), Gurdeep Landa (Tidal Vape), Dan Marchant, Damien Stevens (One Account), Luke McGarty (Scottish Grocers Federation), Dr. Pete Cheema OBE (Scottish Grocers Federation), Mark Yu (ICCP Group).

**Online:** Chris Lawrence (JBP), Matt Gillow (JBP), Jeannie Cameron (JCIC), Chris Aitkens (RELX), Doug Mutter (VPZ), Marina Murphy (ANDS), Dan Greenall (Oxford Vapours), Stephen Little (BAT), Stephen Rooney (Imperial).

**Apologies:** Christian Mulcahy, Victoria Hancock, Michael Mason, Andrej Kuttruf, Rob Harvey, Pascal Culverhouse.

#### **1.0 Admin and Membership**

##### **1.1 Apologies and Minutes**

Robin O'Kelly welcomed members and explained the agenda of the meeting. He briefly gave an overview of what had occurred since the last board meeting. The minutes from the last meeting were approved.

##### **1.2 Membership and Finance**

John Dunne informed members that membership is currently at 103, up 12 since the last board meeting. He added that most of these new members have come from the full membership level. Continued that the difficulty is still with attracting smaller retailers. Noted that the UKVIA should hit 110 members by the end of the month.

Chris Lawrence summarised the financials of the UKVIA. The body still has £96,636 outstanding invoices and noted that this was bringing difficulties. He added that some members have not paid any fees since September and that this was something that needs addressing. The current bank balance is £95,470.

John responded that novel heat not burn devices such as infused teas are now being classified by the ASA as vaping devices. He asked what attendees thought about companies that make products like this being admitted to the UKVIA. Chris Aitkens responded that this could bring up a lot of problems



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due to the differing regulations that these products would need to abide by. Dan Marchant continued that admitting them may threaten the legitimacy of many of the figures and stats that the UKVIA flaunts such as the 95% less harmful figure. Jeannie noted that its much better to have them inside the organization, as its dangerous to exclude innovate outlets. John said that this will likely be a longer conversation in the future when more information has been gathered. Marina Murphy agreed and noted that things could get complicated regulatory wise if they are admitted. Jeannie asked if the products contain nicotine, John noted that they did. Robin commented that more information can be found online about these devices.

## **2.0 General Updates**

### **2.1 Policy and Regulatory**

Matt Gillow noted that there had been a lot of activity in this committee, regarding COP10, meetings with MSPs, outreach to Ministers, and the delivery of the VApril Parliamentary reception. John continued that he talked to Minister Neil O'Brien MP at a conference recently and that he had initially agreed to a meeting but subsequently cancelled it under the guise of 5.3. Added that things were going in the right direction though.

### **2.2 Youth Access Prevention**

Grahame informed attendees that the Preventing Underage Sales Guide had recently been updated. Continued that the new test purchaser, Serve Legal, will start in May and that they will be in touch with members shortly. Grahame noted that members should go directly to Serve Legal if they have any questions about this. Added that the partnership with Trading Standards had been renewed for another year. He continued that a Youth Vaping Call for evidence is upcoming and Youth Access Prevention surveys will help support the consultation response.

John added that these actions are starting to get noticed. Added that he was at a Serve Legal conference earlier where he was able to highlight a lot of the youth access prevention work. Continued that it is important to work alongside other industries to combat illegal youth access. Pete Cheema asked for a link to the Underage Sales Guide and asked how many MSPs had been approached. Grahame responded that 50 were approached and meetings were held with around 5.

### **2.3 Standards**

Grahame made a note of the Sustainable Vaping Summit he had organised which had been a massive success. He thanked members who had participated in the Summit. Noted that a Greenprint had been developed from this and launched at the VApril reception and that implementing these suggestions will likely fall to the Standards Committee. He concluded by encouraging more attendance at Standards meetings.

John mentioned that the Summit and subsequent Greenprint led to him being invited along to a Environment APPG panel debate, which resulted in good publicity. Robin noted the importance of implementing the actions of the Greenprint. Chris agreed, adding that the media keep approaching the UKVIA about environmental issues and it is important to visibly respond. He continued that the

UKVIA could create a follow-up document next year highlighting the suggestions made being actioned. Added that the topic of the Forum later this year will likely be 'Action'.

## **2.4 Media**

Robin informed attendees that it has been an incredibly busy time in the media. Sustainability and youth access have been dominating the agenda of late with a lot of enquiries from outlets. Noted that John was on a whole variety of channels over the Easter weekend. Meanwhile Dan Marchant was a guest on GB News. Added that the importance of plugging away at this and ensuring the UKVIA keeps getting media attention and publicity. Reiterated the importance of visible action and education.

John responded that it will be important to start pushing friendly MPs to ask questions in Parliament encouraging action from the Government. Continued that getting hardcore data is needed to fight the flavour question which keeps cropping up.

### **ACTIONS:**

- JBP to start encouraging friendly MPs to ask Parliamentary questions encouraging Government action.

## **3.0 Discussion Areas**

### **3.1 COP 10**

Grahame outlined to attendees what COP10 is. Noted that a COP10 taskforce had been created. Continued that a roundtable had taken place last week in consultation with Mark Pawsey MP. In this, it became clear that the UK will need to play a big part at this conference later this year. Added that the Vaping APPG will create another report to outlining what the UK's delegation's priorities for COP10 should be.

John noted that Mark Pawsey was keen to hear who the UKVIA would like to attend COP10.

Grahame noted that a article from Andrew Lewer MP and Mary Glendon MP had been published in The Express, effectively outlining the actions from the roundtable. John noted the importance of engaging with Andrew Lewer ahead of the retirements of Mark Pawsey and Adam Afriyie. Added the importance of engaging with more Labour MPs as the current polling suggests they will win the upcoming General Election. Jeannie said it would be a good idea to put together a list of milestones between now and the conference in Panama, allowing the UKVIA to better achieve its objectives.

### **ACTIONS:**

- UKVIA to inform Mark Pawsey MP on its preferences for the COP10 delegation.
- JBP to engage with Andrew Lewer MP and more Labour MPs.
- UKVIA to compile a list of milestones before the COP10 conference.

## **3.2 Scottish Engagement**

Matt noted that the engagement campaign had been successful and named the five MSPs that had been met with. Continued that the majority of these meetings had been very successful. The

consultation had been submitted by the UKVIA in the last month. Continued that there will still be opportunities for engagement in spite of the consultation period closing.

Grahame made of a point of the amount of misinformation that is present in Scotland surrounding vaping. Continued that there is a genuine fear of the long-term health implications of vaping in Scotland as well as a clear dislike of the environmental effects of vape devices. Noted that the youth access issue is the biggest sticking point in Scotland. However, he did mention that some MSPs are receptive to engagement which is a positive.

John highlighted the chasm between Public Health England and Public Health Scotland and how different they are in their attitudes to vaping. Continued that the consultation review had only concerned the environmental debate and had nothing to do with youth access. Added the importance of giving receptive MSPs the toolkit they need to challenge.

Chris noted the importance of collecting more data and highlighting products that are environmentally friendly. John mentioned the importance of winning over Material Focus. Jeannie highlighted the importance of looking at the entire supply chain. Noted that some of the materials in devices are scarce and could be recycled. The UKVIA should look at this.

Pete noted that there had been a change in Government in Scotland and with that there had been new Ministers. Jenni Minto is the new Health Minister she is much more approachable than the previous minister. He noted how she wanted to engage with businesses more which is a positive. He continued by noting the need for the UKVIA to highlight those companies that are not compliant, as there are a lot that are still advertising non-compliant devices. Continued that the tobacco register is finally being used correctly in Scotland and that there has been a crackdown on non-compliant devices. Noted that the vaping industry needs to start shifting the blame to the government, highlighting how they are not enforcing their regulations. The industry is doing its job, why isn't the Government? John agreed and noted the importance of gathering data on the lack of enforcement. Pete noted that the SGF and the UKVIA should now engage with the Scottish Government and take advantage of this change in attitude.

Gurdeep highlighted the importance of drawing attention to the fact that vaping devices can be reused as cigarettes cannot. Getting data to show this could prove invaluable. Dan Marchant agreed and added a lot comes down to consumer behavior.

Grahame played devil's advocate, noting that cigarette butts may be less damaging to the environment than the devices and added that MSPs may respond with this line. Jeannie mentioned the importance of getting facts right here, but noted that cigarette butts are more damaging than vaping devices long term for the environment. She also added that increasing the capacity of vaping devices would help environmentally. Noted the importance of being stronger with these arguments.

Dan Marchant noted the potential value of a deposit scheme.

Dan Marchant, Gurdeep and Grahame agreed that having a minimum tank size would be helpful, as it would reduce littering whilst ensuring cheap vaping devices are not available for youths.

Damien Stevens enquired more about the deposit scheme. Noted that the young adults would be keen to engage with this if there was a financial reward. Grahame responded that this could be discussed on the upcoming Standards committee call. John added that the practicalities of this do still to be worked out. Dan Marchant agreed, noting that the intricacies of this will be key. Jeannie added that there had been an article in the Financial Times regarding the materials inside vapes and

that some of them are extremely valuable. Mentioned how this could be important for any deposit scheme.

#### **ACTIONS:**

- UKVIA to collect more data that highlights environmentally friendly vaping devices.
- JBP to engage with Jenni Minto, the Scottish Health Minister.
- UKVIA to highlight lack of Government action on regulation enforcement.

### **3.3. UKVIA Forum**

Chris provided an overview of the 2023 UKVIA Forum. Noted it will take place on Friday 10<sup>th</sup> November at the Queen Elizabeth II Centre. Added that the format for the forum has been decided but that the emphasis and topics are still up for debate and encouraged feedback. Chris continued that 2023 marks twenty years since Hon Lik invented the vape and that it might be an idea to invite him. He added that the current plan is to emphasise the actions that are being taken in respect to the fight against illicit products, youth access and littering. Chris encouraged members to email the UKVIA should they have any ideas regarding the Forum.

John noted the general format of last year's Forum was very good with perhaps a bit too many panel discussions.

Chris said that it will be important to invite contributions from members to highlight the good work that is being done. John agreed.

Marina added that it might be an idea to open up the floor and encourage people to submit proposals for discussion items. John noted that this is something that happens at other conferences and that it would be good to get members involved here. Grahame mentioned that submissions could come from either further afield, suggesting outlets like Waste Experts could suggest topics. Gurdeep agreed, noting that it is important to appear open and to invite suggestions from outside the industry.

#### **ACTIONS**

- Members to email the UKVIA with ideas for the 2023 UKVIA Forum.

### **3.4 VApril**

Chris noted that VApril is coming to an end, but emphasised that the campaign would carry on into May. He highlighted the success of the Parliamentary reception. Continued that a couple of paid social media campaigns had been run throughout the month and that these had reached over 800,000 accounts and had almost over 1.15 million impressions. Noted that the videos were taken down by Meta and that the UKVIA is trying to find out why this is.

John added that the UKVIA could give members a script of questions to ask customers earlier in the year and the videos could be compiled throughout the year.

Chris noted that the social media campaign is still ongoing and that the final stats will be gathered at the end of the month.

#### **4.0 Any Other Business**

Dan Greenall asked if the UKVIA had set any set measurable objectives for the next twelve months. John agreed that this was a good idea and that the UKVIA could survey members on what objectives they would like to see met. Dan noted the importance of meeting these set objectives in combatting negative media attention.

Chris noted the problem of clickbait journalism for the industry and noted the importance of combating this with examples of action from the industry. Dan noted the difficulties in getting customers to do interviews like this. Robin agreed that it would be a good idea to have goals like this in mind at the start of the year.

Jeannie asked if the UKVIA has considered submitting evidence to international submissions such as ones currently open in Europe and Australia. John responded that the UKVIA has a lot of contacts in Europe so it would be possible for the body to submit internationally like this.

#### **ACTIONS**

- UKVIA to start setting yearly set objectives.

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