

Meeting Contact Report

Client: Youth Access Prevention Committee – UKVIA

Meeting: Tuesday 25th April 2023

Attendees: Ben Walker (JBP), Ben Croft (JBP), Stephen Little (BAT), Ian Howell (JTI), Chris Aikens (RELX), Victoria Hancock (IMPTOB), Dan Marchant (Vape Club), Anna Petrosyan (JTI), Stephen Rooney (IMPTOB)

Summary of Key Actions:

1. Gather surveys and evidence to include in Youth Vaping Call for Evidence response.

Minutes

Introduction

Ben Croft welcomed attendees.

Test Purchasing update

Ben reminded attendees that the new test purchasing scheme is due to start in May. Added that ServeLegal will in touch with instructions of how to use the new database and that some test purchasing packs will soon be placed in a tab on the UKVIA website.

Age Assurance – Adult Audiences for Adult Ads

Ben mentioned that the ISBA have been in contact with the UKVIA asking if it would like to join a coalition fighting against underage access to a variety of products. They are trying to ensure that advertising is improved to ensure adverts don't appeal to children.

Stephen asked if the UKVIA had talked to them yet. Ben responded that a brief preliminary meeting had been held, but the committees would need to approve the scheme before anything further could be done.

Ian and Stephen both expressed interest in this, but mentioned that more information would be needed before committing to it. Ben agreed and mentioned that this does seem to be a genuinely good initiative.

Ben then asked members to contact him should they have any opinions on this. If the scheme seems popular, he will continue talking to the ISBA.

Youth Vaping Call for Evidence

Ben told attendees that the UKVIA has until the 6th June to put together a response to this. Ben then reminded members of the eight key points that would need to be included. He noted that this will be a big exercise that will take up time, but that it is also a big opportunity for the UKVIA. Ben asked members if they had any opinions on how best to form a response.

Dan Marchant expressed the need to include a desire for packaging guidelines, notably how packaging should need to be approved before going on the market. Ben noted that this had been included in the youth access proposal to Government and that this will be included again in this consultation response.

Stephen Little noted that the word count for this is limited so it will be important to be specific and not push too many of the UKVIA key messages that probably won't have an impact. Points should be made with evidence to support it, so the response is as close to what the Government wants as possible. Victoria agreed with Stephen and mentioned that it would be good to incorporate messages and lessons from other industries and markets, if there was a gap in vaping specific evidence.

Ben mentioned that it will be good to get ahead of the game in regards to the evidence that may be included. He asked members to send over any surveys that they think should be included in the response.

Chris Aikens asked which committee this would be associated with. Ben responded that another Youth Access Taskforce would likely be created to respond to this. Chris then agreed with Stephen that this can't be another UKVIA 'wish list' and must focus on evidence and statistics.

Victoria noted that the CEBR report could be included.

Ben concluded that this conversation will be resumed at the UKVIA Board Meeting on the 27th April.

With no other business the meeting was brought to a close.

The meeting ended at 12:00.