

Meeting Contact Report

Client: Youth Access Prevention Committee – UKVIA

Meeting: Tuesday 27th June 2023

Attendees: Ben Walker (JBP), Ben Croft (JBP), Matthew Gillow (JBP), John Dunne (UKVIA), Robert Sidebottom (Arcus), Katie Hughes (PMI), Chris Aikens (RELX), Dan Marchant (Vape Club)

Apologies: Ian Howell (JTI)

Minutes

Introduction

Ben Croft welcomed attendees.

Youth Vaping Call for Evidence Update

Ben updated attendees on the youth vaping call for evidence that has now been submitted. He thanked those who had fed into it and noted that everyone should have a copy of the final submission. Added that he would update members as soon as there is any response or news concerning this.

Ben added that the UKVIA may submit some Parliamentary questions to push the process along. Chris Aitkens noted that it might be best not to draw attention to this. John Dunne agreed.

Test Purchasing Results

Ben informed attendees that the Serve Legal results show the pass percentage to be 67.8% for all members. Added this was a small increase on the last results under the previous test purchaser. Ben mentioned that this number needs to be above 70% at minimum. He also noted that there will need to be some streamlining of the process for online tests next time as many of the questions buyers were asked were quite subjective and represented a discrepancy.

Ben continued that all members should have received their results by now. Both Chris and Dan noted that they had not yet received their results. Ben said he would chase Serve Legal regarding this.

He added that the next testing round would be in October. Continued that the Test Purchasing Protocol document will need updating once the current results have been sorted but before October.

John noted the need for Serve Legal to provide in-depth data on the results as this will help the UKVIA understand why fails are occurring. He also stressed the need for websites to have age verification badges and certificates on the home page of a website rather than just the purchasing page. Dan suggested this might not be effective as most buyers do not come through the home page of a website and noted that the badge could be placed in the footer of every page.

Health & Social Care Select Committee

Ben noted that John is appearing before this committee tomorrow morning.

Robert Sidebottom asked if the UKVIA can get a preview of the questions. Ben responded that the questions are not released beforehand. Robert noted the importance of highlighting the link between illegal products and youth access, outlining that the UKVIA represents the legitimate, legal industry. Continued that the illegal market is the biggest risk to the industry. John agreed and noted the importance of serious ramifications for those who do break the rules. Both Robert and John discussed the contents of these illegal vapes, noting that they are often unknown.

Any Other Business

Ben informed attendees that he will be leaving JBP next week and that the Youth Access Prevention Committee will be handed over to Matthew Gillow.

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

The meeting closed at 14:29.