

## Consultation on standardised packaging of tobacco products – response form

**a. Please provide your name and contact information:**

Name of respondent:

Licensing Executives Society (Britain and Ireland)

Address of respondent:

c/o Richard Willoughby,  
Rouse & Co.,  
11th Floor,  
Exchange Tower,  
1, Harbour Exchange Square,  
London.  
E14 9GE

Contact email address:

laws@les-bi.org

**b. Does your response relate to:**

- United Kingdom
- England only
- Scotland only
- Wales only
- Northern Ireland only

**c. Are you responding:**

- As a member of the public
- As a health or social care professional
- On behalf of a business or as a sole trader (go to question d)
- On behalf of an organisation (go to question e)

**d. If you are responding on behalf of a business, what type is it?**

- Tobacco retailer (supermarket)
- Tobacco retailer (convenience store)
- Tobacco retailer (other type of shop or business)
- Specialist tobacconist
- Duty-free shop
- Wholesale tobacco seller
- Tobacco manufacturer
- Retailer not selling tobacco products
- Pharmaceutical industry
- Other (please provide details below)

If 'Other', please tell us the type of business

**e. If you are responding on behalf of an organisation, what type is it?**

- NHS organisation
- Health charity/NGO (working at national level)
- Local Authority
- Local Authority Trading Standards or Regulatory Services Department
- Local tobacco control alliance
- Retail representative organisation
- Other type of business representative organisation
- University or research organisation
- Other (please provide details below)

If 'Other', please tell us the type of organisation

Licensing Executives Society (Britain and Ireland) ("LES") is the local chapter of Licensing Executives Society International ("LESI"). LESI is the world's leading association of technology transfer and licensing professionals, with over 11,000 members worldwide. The membership is mixed, not only geographically, but also in terms of members' backgrounds, including business people, professionals (lawyers particularly intellectual

property lawyers, accountants and patent agents) in private practice and in house, and academics, drawn from a broad range of industry sectors. LES, the local chapter here, is one of the largest with approaching 500 members and its members are engaged in all the fields of activity listed above.

**f. Do you, or the business or organisation you represent, have any direct or indirect links to, or receive funding from the tobacco industry?**

- No  
 Yes (please describe below)

If 'Yes', please describe

**g. If you do not wish your response to be identified in the summary report of consultation responses, please tick this box**

## **Consultation questions**

**1. Which option do you favour?**

- Do nothing about tobacco packaging (i.e., maintain the status quo for tobacco packaging)  
 Require standardised packaging of tobacco products  
 A different option for tobacco packaging to improve public health

*If you prefer a different option for tobacco packaging, please describe it.*

See attached paper.

**2. If standardised tobacco packaging were to be introduced, would you agree with the approach set out in paragraphs 4.6 and 4.7 of the consultation?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**3. Do you believe that standardised tobacco packaging would contribute to improving public health over and above existing tobacco control measures, by one or more of the following:**

- Discouraging young people from taking up smoking;

- Encouraging people to give up smoking;
- Discouraging people who have quit or are trying to quit smoking from relapsing; and/or
- Reducing people's exposure to smoke from tobacco products?

Yes

No

Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**4. Do you believe that standardised packaging of tobacco products has the potential to:**

**a. Reduce the appeal of tobacco products to consumers?**

Yes

No

Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**b. Increase the effectiveness of health warnings on the packaging of tobacco products?**

Yes

No

Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**c. Reduce the ability of tobacco packaging to mislead consumers about the harmful effects of smoking?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**d. Affect the tobacco-related attitudes, beliefs, intentions and behaviours of children and young people?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

*If you believe that requiring standardised tobacco packaging could also have other public health benefits, please tell us here.*

**5. Do you believe that requiring standardised tobacco packaging would have trade or competition implications?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**6. Do you believe that requiring standardised tobacco packaging would have legal implications?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

See attached paper.

**7. Do you believe that requiring standardised tobacco packaging would have costs or benefits for manufacturers, including tobacco and packaging manufacturers?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**8. Do you believe that requiring standardised tobacco packaging would have costs or benefits for retailers?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**9. Do you believe that requiring standardised tobacco packaging would increase the supply of, or demand for, illicit tobacco/non-duty paid tobacco in the United Kingdom?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

See attached paper.

**10. Those travelling from abroad may bring tobacco bought in another country back into the United Kingdom for their own consumption, subject to UK customs regulations. This is known as “cross-border shopping”. Do you believe that requiring standardised tobacco packaging would have an impact on cross-border shopping?**

- Yes



- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**11. Do you believe that requiring standardised tobacco packaging would have any other unintended consequences?**

- Yes
- No
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**12. Do you believe that requiring standardised tobacco packaging should apply to cigarettes only, or to cigarettes and hand-rolling tobacco?**

- Cigarettes only
- Cigarettes and hand-rolling tobacco
- Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

**13. Do you believe that requiring standardised packaging would contribute to reducing health inequalities and/or help us to fulfil our duties under the Equality Act 2010?**

- Yes
- No

Do not know or have no view

*Please provide an explanation for the answer you provided and evidence if available.*

- 14. Please provide any comments you have on the consultation-stage impact assessment. Also, please see the specific impact assessment questions at Appendix B of the consultation document and provide further information and evidence here to answer these questions if you can.**

- 15. Please include any further comments on tobacco packaging that you wish to bring to our attention. We also welcome any further evidence about tobacco packaging that you believe to be helpful.**

Thank you for participating in this consultation.

The Department of Health and Devolved Administrations will only contact you should we seek further information about your response.

## **How to get involved in the consultation**

The consultation will run for 12 weeks, from 16 April 2012 to 10 July 2012.

Responses are invited from any interested person, business or organisation.

Respondents are encouraged to provide their views online, but responses can be made in any of the following ways:

- *On the Department of Health website at:*

**<http://consultations.dh.gov.uk>**

- *Completed response forms:*

Responses can be sent by email to:

**[tobaccopacks@dh.gsi.gov.uk](mailto:tobaccopacks@dh.gsi.gov.uk)**

Responses can be sent by post to:

**Tobacco Packs Consultation**

**Department of Health**

**7th Floor**

**Wellington House**

**133-155 Waterloo Road**

**London**

**SE1 8UG**