



The All-Party
Parliamentary Group
for Responsible Vaping

Find out more about our work

INTRODUCTION FROM THE CHAIR OF THE APPG

The APPG for Responsible Vaping has grown from strength to strength since the last General Election, first under Mary Glendon MP's brilliant chairmanship, and now in the six months since I was elected to Chair the APPG.

The APPG has been a critical friend of the Tobacco and Vapes Act, supporting the ambition of a smoke-free generation whilst advocating for evidence-based regulation to enable smokers to continue to make the healthier choice to switch to vapes.

Along the way we have seen APPG members in both Houses of Parliament propose amendments to the Bill, our key messages spotlighted in the media, and misinformation around vapes being challenged.

This is personal to me, as vapes helped me to stop smoking, a common but dangerous journey I started as a teenager.

I invite all my colleagues in Parliament to join us at our upcoming meetings, whatever your view on vapes – in fact, we want to hear from all voices on this crucial and broad debate.

The following presentation sets out more details of the APPG's work, key facts about the independent vape industry, and why the industry is a key part of the UK's economy both at home and abroad. Our presentation also sets out our future engagement post-the Tobacco and Vapes Act, as well as recent media coverage of the APPG, and some information on the Independent British Vape Trade Association (IBVTA) which provides secretarial services to the APPG.



I hope whatever your views on vapes, that you will join us at our future meetings and help us bang the drum for a smoke-free generation.

Evan Stainbank MP

Chair of the Responsible Vaping APPG
May 2026

OUR WORK

The APPG for Responsible Vaping exists to raise awareness of the comparative positive benefits of vaping for smokers seeking to quit; to support one of the UK's most important industries; and, to promote evidence-based regulation in Parliament.

The work of the APPG broadly covers three areas:

- Promoting the use of vapes as a smoking cessation tool, substantially safer than smoking and a vital aid for adult smokers seeking to get healthier.
- Making the case for the need for consumer choice and product awareness in an individual's successful vaping experiences.
- Representing the UK's independent vaping industry, a growing part of the UK's economy offering a uniquely positive social value by supporting adults to quit smoking.



The APPG holds around 3-4 meetings every year, as well as other events, and produces briefings for Parliamentarians, arranges outside speakers, and engages with the media on behalf of the industry.

We welcome MPs and Peers with all opinions to join our meetings and discuss all issues around vapes - such as the responsible use of flavours, upcoming legislation in the wake of the Tobacco and Vapes Act, and the need to support trading standards officers taking illegal vapes off the market.

Contact matthew@responsiblevapingappg.org if you would like to be added to our monthly newsletter and receive information about our future meetings.



KEY FACTS AND MYTHBUSTING

Vaping is significantly safer than smoking and is a valuable smoking cessation tool, but media accounts can sometimes include myths about vapes. The APPG exists to promote the key facts about vaping:

Vaping is estimated to be around 95% less harmful than smoking.

- Smokers who switch are twice as likely to quit compared with patches or gum.
- Successful switching away from cigarettes can add 5-15 years of life expectancy.
- Awareness is low: over 90% of smokers don't know vaping is far less harmful.
- Programmes like Swap to Stop offer strong public-health value.

Consumer choice is vital for adults to choose vapes over cigarettes

- Flavoured vapes are used by adults to stay off cigarettes.
- ASH data: 14% of adult vapers would return to smoking if flavours were restricted.

- Over 70% of vapers say flavour variety helps them quit or stay quit.
- Most adult vapers now prefer fruit or sweet flavours.
- Responsible retailers play a key role in guiding smokers and ensuring compliance.

The UK's independent vape industry is a growing part of the UK's economy offering a uniquely positive social value by supporting adults to quit smoking.

- A home-grown sector originating in some of the UK's most deprived regions.
- Worth ~£2.5-£2.8 billion annually across tracked and independent retail.
- Supports British jobs, supply chains, and local economies.
- NHS savings: switching half of England's smokers could save over £500m per year.



SUPPORTING THE UK'S INDEPENDENT VAPES INDUSTRY

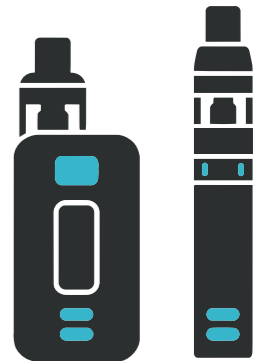
The UK's independent vape industry is a distinct, homegrown sector built by vapers, for vapers and smokers. The independent vape sector is highly responsive to the needs of smokers, and independent of the tobacco industry.

The UK's vape industry is a growing part of the UK's economy offering a uniquely positive social value by supporting adults to quit smoking. Specialist, regulated, vape shops operate as accessible, community-based support points, offering tailored advice and behavioural guidance alongside regulated products. Through partnerships with NHS bodies, local authorities and research institutions, independent vape businesses have demonstrated their value in supporting smokers to quit tobacco.

The independent vape sector is a home-grown sector originating in some of the UK's most deprived regions – the north-east and north-west regions of England, and south Wales.

It is worth ~£2.5-£2.8 billion annually across tracked and independent retail, and supports British jobs, supply chains, and local economies with UK-produced e-liquids reaching markets in over 80 countries.

Governmental support for the independent vape industry is vital to this growing British success story.



BEYOND THE TOBACCO AND VAPES ACT

The APPG was a "critical friend" of the Tobacco and Vapes Act, welcoming the ambition to create a "smoke-free" generation while still advocating for evidence-based regulation of vapes. The APPG campaigned for evidence-based amendments to the Act, including:

- A commitment from the Government to a separate consultation on vape flavour descriptors and advertising
- New funding for Trading Standards Officers to tackle the illegal vapes market
- Continued support for the NHS to recommend vaping as the most efficient smoking cessation tool

Following the new Tobacco and Vapes Act, the Government now gains wide powers to tighten regulation of vape products via secondary legislation, on issues such as:

- Vape advertising and sponsorship regulation
- Regulation on flavours, packaging, and product design

- A new product registration scheme
- Vaping in public spaces

The Responsible Vaping APPG will continue to engage with the Government, MPs, and Peers to ensure that all new regulation being debated is informed by scientific evidence, the needs of adult smokers looking to quit, and of a thriving UK industry.

In the next few months and years, we expect Parliament to consider the following additional legislation and provisions arising out of the new Act:

- Smoke free, heated tobacco free & vape free places
- Packaging, device appearance, and promotion & display
- Flavour descriptors
- A retailer licensing scheme (enhanced registration scheme in Scotland)
- New product registration scheme
- Restrictions on ingredients, emissions & nicotine.

THE APPG IN THE MEDIA



In recent months, the APPG has been featured in national and sectoral media, including:

- Tobacco and Vapes bill granted Royal Assent as generational sales ban becomes law – **AsianTrader**, **29 April 2026**
- When will smoking ban take effect in UK? – **LBC**, **28 April 2026**

- Euan Stainbank MP calls for evidence-based Vape Regulation amid concerns over new bill – **LabourHome**, **22 April 2026**
- APPG chair urges evidence-based vape rules amid bill concerns – **AsianTrader**, **31 March 2026**

As the work of the APPG progresses, we will continue working with the media to ensure that reporting is evidence-based.

WHO ARE THE SECRETARIAT



The *Independent British Vape Trade Association (IBVTA)* provides secretarial services to the APPG, assisted by CalComms.

Neither the APPG nor IBVTA have any links, or receive any funding from, the tobacco industry.

JOIN US

We welcome all MPs and Peers to join us as we continue influencing the debate around vaping in Parliament.

To sign up to our mailing list and receive invites to our future meetings, please email matthew@responsiblevapingappg.org.

THE RESPONSIBLE VAPING APPG AND THE SECRETARIAT



EUAN STAINBANK MP
Chair of the APPG



MARY GLINDON MP
Vice-Chair of the APPG



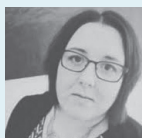
LORD NASEBY
Officer



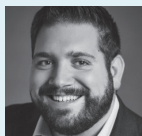
LORD BRADY
Officer



MARCUS SAXTON
IBVTA Chair



GILLIAN GOLDEN
IBVTA Chief Executive



MATTHEW DETZLER
External Secretariat Support - CalComms