



Rt. Hon Carwyn Jones AM  
First Minister of Wales  
Welsh Government  
5th Floor, Ty Hywel  
Cardiff Bay  
CF99 1NA

9th October 2012

Dear Mr Jones

**Re: Proposed amendment to the Smoke-free premises (Wales) Regulations**

Tobacco Free Futures works with a wide range of partners in the UK and internationally to realise a joint ambition to make smoking history for our children.

We are therefore writing to express our grave concern at the Welsh Government's proposal to exempt the film and television industry from the smoke-free premises legislation and urge you to reconsider the political impact this amendment will have across the UK. There is a growing body of evidence that smoking scenes in entertainment media encourage children and young people to smoke, and allowing smoking on production sets is likely to encourage programme and film makers to include such scenes.

The smoke-free premises legislation is one of the most successful public health measures introduced in Wales and other UK jurisdictions and has been widely supported by the an overwhelming majority of the public, including smokers.

Wales can be proud that it was the first UK nation to call for a ban on smoking in enclosed public places and your Government continues to lead the way in reducing the harm caused by tobacco with its current campaign on smoking in cars.

Any amendment to the legislation therefore is a backward step for Wales and sends a message that you are not committed to the ambitious targets set in the Wales Tobacco Control Action Plan.

Moreover, Scotland and Northern Ireland currently have no plans to make an exemption for the film industry, but an exemption in Wales risks creating a domino effect across the UK. It will also give the green light for other industries to challenge the legislation in the future if they claim there is an economic argument.

The argument from some broadcasters that Wales could lose jobs to England if it does not offer the same exemption is not based on evidence, but on the 'possibility' of more jobs moving to Wales. The reality is that some productions have already moved from Bristol to Cardiff when there was no exemption, and Wales is seen as an attractive environment for filming in its own right.



Where smoking is necessary to protect the 'artistic integrity' of a production, there are special effects, which have already been used in Doctor Who and Upstairs Downstairs.

**We urge you to hold firm on the smoking ban. If not, the implications will be felt across the UK. Wales once led the UK with its vision for a smoke-free Wales and must not be seen to be watering it down simply because England has done so.**

It is vital that you re-consider this amendment and preserve Wales's reputation as a leader in the field of tobacco control.

Kind regards

Andrea Crossfield  
Director, Tobacco Free Futures

CC: Lesley Griffiths AM, Minister for Health and Social Services, Welsh Government  
Dr Ruth Hussey OBE, Chief Medical Officer/ Medical Director for NHS Wales  
Elen de Lacy, Chief Executive, ASH Wales