

The email below was received by Cllr Clarke on 1.4.2019.

No response was ever sent by Cllr Clarke, and the company did not follow-up the request.

From: >
Date: 1 April 2019 at 15:27:29 BST
To: "adam.clarke@leicester.gov.uk" <adam.clarke@leicester.gov.uk>
Subject: **Reducing Smoking Rates in your Area**

Dear Councillor Clarke,

I am writing on behalf of my client, Philip Morris Limited (PML), regarding smoking cessation and reduced risk products.

In 2016, PML announced its ambition to replace cigarettes with smoke-free products that are scientifically proven to be less harmful than combustible cigarettes. Their goal is to switch all smokers who would otherwise continue using cigarettes to use smoke-free products, including by supporting new and existing local government smoking cessation programmes.

PML are looking to meet with representatives from Local Authorities with the responsibility for public health and smoking cessation services, to explain what they are seeking to do and in what ways they can help to reduce smoking rates in local areas.

As the Councillor at your Local Authority responsible for this policy area and execution of it, would you be interested in meeting with my client to hear more about their ideas?

Representatives from PML will be happy to meet with you at your Council offices, or to facilitate a meeting in London, whichever is more convenient for you.

I look forward to hearing from you.

Kind regards

C|T Group

Research. Strategies. Results.

London. Sydney. Washington. Milan. Canberra. Auckland.
