

Lastly, we entirely agree with the proposals set out in Chapter 4 to work with industry to find shared solutions to the problems we are trying to tackle. We think that the Alcohol Responsibility Deal is a critical part of this but I also think that we need to be balanced and proportionate in the challenges that we set industry through this approach. If we can keep industry engaged through the Alcohol Responsibility Deal I think we can achieve more than we ever could through regulation. Business has shown a great deal of goodwill in working with Government and others, not just in the context of the alcohol Responsibility Deal but through a number of other very important voluntary agreements, and we must take care not to threaten this through isolating the industry.

I am copying this letter to the Prime Minister, members of the Home Affairs Committee, members of the Reducing Regulation sub-Committee and Sir Jeremy Heywood.

Yours ever
David

THE RT HON DAVID WILLETTS MP