

From: [REDACTED]
Sent: 17 April 2013 18:26
To: m.a.bellis@ljmu.ac.uk
Subject: Unit reduction pledge

Hello Mark

Can we find time to talk about the report please? Tomorrow morning I'm in a meeting until 11 am, then at my desk for the rest of the day. Or, I'm at home on my mobile now - I have a tired brain and I'm sure you have too!

Many thanks

[REDACTED]
[REDACTED]
Alcohol Policy Manager
Department of Health
Public Health Policy Directorate
7th Floor Wellington House
133-155 Waterloo Road
London SE1 8UG

Phone: 020 797 [REDACTED]
Mobile: [REDACTED]
email: [REDACTED]@dh.gsi.gov.uk

[REDACTED]

From: [REDACTED]
Sent: 18 April 2013 12:14
To: CWilkie-Jones@portmangroup.org.uk
Cc: scott.wilson4@molsoncoors.com; hashworth@portmangroup.org.uk; [REDACTED]
a.hopley@addaction.org.uk; Heffer, Chris
Subject: Agenda for next lower-alcohol and smaller measures sub group

Hello Colin

My thinking has moved on re having any reference to the unit reduction pledge monitoring at the next meeting of the lower alcohol and smaller measures sub group on 1st May. This shouldn't be on the agenda at all.

Colin had an action to speak to Mark (as chair of the monitoring group) to see if it was okay with Mark, for this to be on the agenda of the lower-alcohol and smaller measures sub-group. Regardless of Mark's view. we need to follow the process below.

Mark said at the RDAN meeting that it will take 4 weeks for him to analyse the data and he doesn't yet have it. Depending on when Mark gets the data, we are looking at towards the end of May before Mark would share the data with the Monitoring Group. RDAN would then expect to see the data.

So any steers that come out of the data, in terms of delivery, cannot be used by the lower alcohol and smaller measure sub-group before that process has taken place.

Kind regards

[REDACTED]
[REDACTED]
Alcohol Policy Manager
Department of Health
Public Health Policy Directorate
7th Floor Wellington House
133-155 Waterloo Road
London SE1 8UG

Phone: 020 797 [REDACTED]

Mobile: [REDACTED]

email: [REDACTED]@dh.gsi.gov.uk

----- Forwarded by [REDACTED]/DHSC/DOH/GB on 18/04/2013 11:46 -----

[REDACTED]/DHSC/DOH/GB
17/04/2013 12:11

To "Wilson, Scott (UK)" <Scott.Wilson4@molsoncoors.com>
cc "a.hopley@addaction.org.uk" <a.hopley@addaction.org.uk>, Colin
Wilkie-Jones <CWilkie-Jones@portmangroup.org.uk>, "Wilson,
Scott (UK)" <Scott.Wilson4@molsoncoors.com>,
hashworth@portmangroup.org.uk, [REDACTED] OIS/DOH@DOH
Subject RE: low alcohol sub group pre-meeting [REDACTED]

Many thanks for this and for the phone conversation - very helpful.

Can we just keep the discussion of the details of the monitoring to a minimum - that is for the Monitoring and Evaluation group. Happy that you use it as a steer for what needs to be done next to ensure delivery of the unit reduction pledge.

[REDACTED] joined me for the phone call yesterday - she will be working 3 days a week on the RD and I'm very glad to have her here. I had planned for [REDACTED] to attend the meeting on the 1st May with me - I hope that is okay with Scott and Alan?

Kind regards

[REDACTED]
Alcohol Policy Manager
Department of Health
Public Health Policy Directorate
7th Floor Wellington House
133-155 Waterloo Road
London SE1 8UG

Phone: 020 797 [REDACTED]

Mobile: [REDACTED]

email: [REDACTED]@dh.gsi.gov.uk

"Wilson, Scott (UK)"
<Scott.Wilson4@molsoncoors.com>

16/04/2013 12:57

To Colin Wilkie-Jones <CWilkie-Jones@portmangroup.org.uk>,
"Wilson, Scott (UK)" <Scott.Wilson4@molsoncoors.com>,
"a.hopley@addaction.org.uk" <a.hopley@addaction.org.uk>,
[REDACTED]/DHSC/DOH/GB@DOH
cc "Henry Ashworth" <hashworth@portmangroup.org.uk/
(hashworth@portmangroup.org.uk)"
Subject RE: low alcohol sub group pre-meeting

Hi all,

Thanks for a good meeting this morning.

As promised please find attached the draft outline agenda which we agreed at this morning's meeting - please feel free to suggest any amendments.

1 billion unit pledge

High Level Scene Setting

- Monitoring & Evaluation; review of AC Neilsen report
- Gap analysis
- Successes and Pressure points

Delivering on our pledge

- Repositioning the billion unit pledge
- Organising Ourselves to deliver on the pledge

Stimulus

- Drinkaware
- Local Agenda

We also agreed to schedule similar catch-ups to this morning in advance - ideally two weeks - of each workgroup meeting.

Cheers,
Scott

-----Original Appointment-----

From: Colin Wilkie-Jones [mailto:CWilkie-Jones@portmangroup.org.uk]

Sent: 21 March 2013 11:51

To: 'Colin Wilkie-Jones'; scott.wilson4@molsoncoors.com; a.hopley@addaction.org.uk; [REDACTED]@dh.gsi.gov.uk; Henry Ashworth; [REDACTED]

Subject: low alcohol sub group pre-meeting

When: 16 April 2013 11:00-12:00 (UTC) Dublin, Edinburgh, Lisbon, London.

Where: tele-conference - for Scott - Bergenbier MTG room

Participant dial in details

0800 970 [REDACTED] or

020 8323 [REDACTED] (use for international)

Participant Access Code: [REDACTED]

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[REDACTED]

From: Colin Wilkie-Jones <CWilkie-Jones@portmangroup.org.uk>
Sent: 24 April 2013 11:04
To: m.a.bellis@ljmu.ac.uk; [REDACTED]
Subject: RE: billion unit pledge - CGA Nielsen report

Thanks for the prompt response and the steer Mark, I will forward the raw data to you when I get it.

Colin

Contact Details:

Colin Wilkie-Jones
Head of Policy
The Portman Group
4th Floor, 20 Conduit Street
London, W1S 2XW

Tel: 020 7290 [REDACTED]
Mobile: [REDACTED]
Twitter: @portmangroup

Note: I work four days a week and am not generally in the office on Mondays

www.portmangroup.org.uk

-----Original Message-----

From: Bellis, Mark [mailto:M.A.Bellis@ljmu.ac.uk]
Sent: 24 April 2013 10:47
To: Colin Wilkie-Jones; [REDACTED]@dh.gsi.gov.uk
Subject: Re: billion unit pledge - CGA Nielsen report

Hi Colin,

Just about to board plane so apologies for short email. At this stage I need to receive the raw data agreed at monitoring group. I think it is a bit early for anything other than my seeing these, checking they are what was requested and then suggesting next steps to monitoring group. I would prefer nothing was circulated or discussed relating to findings at this point as I think we need to be confident with the results before we share them outside the monitoring group.

Mark

Sent from Samsung Mobile on O2

Colin Wilkie-Jones <CWilkie-Jones@portmangroup.org.uk> wrote:
Hi Mark

I hope this finds you well. I just tried to call but understand that you are out of the country, I am guessing at the EAHF forum meeting.

I just wanted to update you on progress with regard to the CGA Nielsen report. I received a first version of the report from them on 31 March as agreed, but sent it back and asked for further work as it was missing some of the

key elements in the original spec (such as a separate report on the low alcohol segment) and also because some of the data looked suspect (e.g. cider ABVs, which were later found to be incorrect). I am expecting a redelivery of a revised report today, and wanted to get in touch with you to discuss a process of Q&A and production of a final report.

If you are agreeable, I would propose that I have a first stab at sense checking the data and applying the figures to the most recent HMRC data available, which I can then forward to you in the next couple of days for you to then QA both the report and my workings? It would then be good to agree a timetable for turning this around and submitting to the M&E group for sign off before sending to the wider network.

Separately, there is a meeting of the RD low alcohol group next week, at which it would be nice (if you are agreeable) to share emerging headlines from the report in advance of formal Q&A if the report data looks more robust and if we were able to agree what these are, as it represents an excellent opportunity to galvanise the industry to further action in areas where it is currently lacking (e.g. wine and spirits).

Best Regards

Colin

Contact Details:

Colin Wilkie-Jones
Head of Policy
The Portman Group
4th Floor, 20 Conduit Street
London, W1S 2XW

Tel: 020 7290 [REDACTED]
Mobile: [REDACTED]
Twitter: @portmangroup

Note: I work four days a week and am not generally in the office on Mondays

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[REDACTED]

From: Colin Wilkie-Jones <CWilkie-Jones@portmangroup.org.uk>
Sent: 25 April 2013 11:23
To: m.a.bellis@ljamu.ac.uk
Cc: Nick.Sheron@soton.ac.uk; Henry Ashworth; scott.wilson4@molsoncoors.com; [REDACTED]; Heffer, Chris
Subject: RE: CGA Nielsen billion unit report

Mark

I agree (and wasn't suggesting otherwise). You will get the stuff through very shortly.

Colin

Contact Details:

Colin Wilkie-Jones
Head of Policy
The Portman Group
4th Floor, 20 Conduit Street
London, W1S 2XW

Tel: 020 7290 [REDACTED]
Mobile: [REDACTED]
Twitter: @portmangroup

Note: I work four days a week and am not generally in the office on Mondays

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-----Original Message-----

From: Bellis, Mark [<mailto:M.A.Bellis@ljamu.ac.uk>]
Sent: 25 April 2013 11:06
To: Colin Wilkie-Jones
Cc: Nick.Sheron@soton.ac.uk; Henry Ashworth; scott.wilson4@molsoncoors.com; [REDACTED]@dh.gsi.gov.uk; Chris Heffer
Subject: Re: CGA Nielsen billion unit report

Hi Colin,

Many thanks for this. I understand the need to QA the data but I think, not least for internal and external appearances, this should be an open process. It would be useful if I could see each version of the data and any feedback you are giving on issues you think need addressing. This way we will all have a shared record of what might have been changed and why.

Best wishes,

Mark

From: Colin Wilkie-Jones <CWilkie-Jones@portmangroup.org.uk<<mailto:CWilkie-Jones@portmangroup.org.uk>>>
Date: Thursday, 25 April 2013 12:55
To: Mark Bellis <m.a.bellis@ljamu.ac.uk<<mailto:m.a.bellis@ljamu.ac.uk>>>

Cc: "Nick.Sheron@soton.ac.uk<mailto:Nick.Sheron@soton.ac.uk>"
<Nick.Sheron@soton.ac.uk<mailto:Nick.Sheron@soton.ac.uk>>, Henry Ashworth
<hashworth@portmangroup.org.uk<mailto:hashworth@portmangroup.org.uk>>,"
"scott.wilson4@molsoncoors.com<mailto:scott.wilson4@molsoncoors.com>"
<scott.wilson4@molsoncoors.com<mailto:scott.wilson4@molsoncoors.com>>, [REDACTED]
<[REDACTED]@dh.gsi.gov.uk<mailto:jean.nicol@dh.gsi.gov.uk>>
Subject: CGA Nielsen billion unit report

Mark

A quick update on where this is at. We a revised version of this report through late yesterday evening. Whilst the format is now as specified by the M&E group, and off trade cider looks better (the reasons we sent it back in the first instance) the data is still all over the place. At first glance, there are unexplained/unexpected changes from the previous report in both wine (on and off) and cider and unexplained changes/inconsistencies with HMRC data on the off trade beer side, all of which serve to change the overall narrative of the report from one version to the next.

At this stage I have no confidence in the quality of the data, or what it is telling us, so it needs to go back for further work and I am going to be seeking assurances that adequate and basic Q&A checks have been carried out before we get it back again.

I will forward the reports and the e-mail I will be sending to CGA Nielsen highlighting issues so that you can get a sense of what we are dealing with. Any concerns you have over and above those identified by Andy and myself will be gratefully received.

Best Regards

Colin

Contact Details:

Colin Wilkie-Jones
Head of Policy
The Portman Group
4th Floor, 20 Conduit Street
London, W1S 2XW

Tel: 020 7290 [REDACTED]
Mobile: [REDACTED]
Twitter: @portmangroup

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-----Original Message-----

From: m.a.bellis@ljmu.ac.uk

Sent: 28 May 2013 13:01

To: Henry Ashworth; Sheron N.; scott.wilson4@molsoncoors.com

Cc: [REDACTED]; paul.Lincoln@heartforum.org.uk; Woodeson, Elizabeth; Colin Wilkie-Jones

Subject: Re: RDAN lower alcohol pledge data

Henry,

Thanks for your email. It is hard to pick out exactly what actually happened from your text but I think it can be summarised as:

- Portman received data from CGA Neilson without letting any of the health representatives, including the health chair of RDAN or the monitoring group, know it had arrived.
- Portman asked for the data to be revisited without letting any of the health representatives including the health chair of RDAN or the monitoring group know.
- As far as I can tell Portman asked for the data to be revisited again without letting any of the health representatives including the health chair of RDAN or the monitoring group know.
- Health representatives found out this was happening and asked that they were copied in on all previous correspondence and included in future correspondence.

- Some, perhaps all, correspondence was sent to the chair of the monitoring group but it appears the chair was still not copied in on future correspondence or at least only after a significant delay.

It may be that perfectly plausible reasons for the above can be offered but for the purposes of integrity this is what I think we have to deal with. I am happy to meet but am working abroad for the next 10 days.

Mark

From: Henry Ashworth

<hashworth@portmangroup.org.uk<mailto:hashworth@portmangroup.org.uk>>

Date: Friday, 24 May 2013 05:02

To: "Sheron N." <Nick.Sheron@soton.ac.uk<mailto:Nick.Sheron@soton.ac.uk>>,>

"scott.wilson4@molsoncoors.com<mailto:scott.wilson4@molsoncoors.com>"

<scott.wilson4@molsoncoors.com<mailto:scott.wilson4@molsoncoors.com>>

Cc: [REDACTED] <[REDACTED]@dh.gsi.gov.uk<mailto:[REDACTED]@dh.gsi.gov.uk>>,> Mark Bellis

<m.a.bellis@ljmu.ac.uk<mailto:m.a.bellis@ljmu.ac.uk>>,> "Paul Lincoln

(Paul.Lincoln@heartforum.org.uk<mailto:Paul.Lincoln@heartforum.org.uk>)"

<Paul.Lincoln@heartforum.org.uk<mailto:Paul.Lincoln@heartforum.org.uk>>,>

"Elizabeth.Woodeson@dh.gsi.gov.uk<mailto:Elizabeth.Woodeson@dh.gsi.gov.uk>"

<Elizabeth.Woodeson@dh.gsi.gov.uk<mailto:Elizabeth.Woodeson@dh.gsi.gov.uk>>,> Colin Wilkie-

Jones <CWilkie-Jones@portmangroup.org.uk<mailto:CWilkie-Jones@portmangroup.org.uk>>

Subject: RE: RDAN lower alcohol pledge data

Nick, cc all

Thank you for your e-mail, in which you raise a number of important points in relation to the CGA Nielsen report, and our working together as partners to deliver the billion unit pledge. Rest assured that the Portman Group takes the issue of the integrity of the data and the supporting data analysis process every bit as seriously as you and Mark, as we equally have to be in a position to prove our integrity to some of your sceptical colleagues, and the outside world. It is in all of our interests for this pledge delivery to be beyond reproach.

As you will recall, the Monitoring and Evaluation Group was set up to agree a measurement framework for this pledge, and to quality assure reporting data prior to its publication. Industry was asked to pay for, and The Portman Group agreed to commission CGA Nielsen data on behalf of the M&E group. What was not set out by the group, and what I think lies at the root of any concerns you raise here, was a process for the receipt, and quality assurance of this data. It was minuted at the RDAN meeting in March that publication of the data would only happen once Mark (as Chair of the M&E group) had approved it, and the Comms group had considered the messages and process to support its publication.

So, in hind-sight we should all have flagged the absence of an agreed receipt and quality assurance process.

CGA Nielsen took it upon themselves to share this data directly with Colin at Portman Group as the commissioning client with whom they have a contractual relationship. Colin, drawing on his extensive past experience as a Government Statistician (who takes his own reputation and integrity in relation to matters regarding research and statistics every bit as seriously as you and Mark) then had a look at the data and, noticing that it was not consistent with the specification agreed with the M&E group, asked for the report to be revised accordingly. He also raised an issue with CGA in relation to Cider data as it was inconsistent with the average ABV for cider agreed by the M&E group in relation to pledge reporting. This was all documented.

At this point Colin flagged to Mark that the data had been received and that we were awaiting a revised report. Mark subsequently emphasised to Colin the need for transparency and openness, which Colin readily agreed to. Indeed he and Mark had what Colin felt was a very constructive telephone conversation to clear up any misunderstanding and agree a way of working moving forward. During this conversation Colin acknowledged that, with hindsight, he should have been more sensitive to the need for copying Mark into all correspondence from the outset, but that he was simply trying to ensure that the data was correct on behalf of the M&E group.

Colin has assured me that he has now shared all versions of the data set and supporting correspondence with you and Mark in his capacity as chair of the Monitoring and Evaluation group, and that he has copied Mark into all subsequent correspondence with CGA. Colin has also subsequently written to CGA and asked them to copy Mark into all future correspondence relating to the reports.

I am sure that when Mark has had the opportunity to go through the data received, and the supporting correspondence, he will be able to vouch for the fact that the points raised by Colin were analytically valid, and that any changes made to the report are specifically in line with these

concerns, and therefore appropriate and helpful to our shared purpose. I would ask that a formal process for the quality assurance should, without delay, be proposed by Mark and agreed with the members of the M&E group, and publication of this report agreed with the Comms group, DH and ourselves as RD co-chairs.

In short, this has been a bit of a wake-up call to us all and I apologise that we have left you feeling concerned. I'm grateful you've raised your concern rather than letting it fester. As this is so early in a really important three year joint project, I want to avoid any suggestion such as this again, and I would be happy to hear your thoughts. As you know I have been tirelessly trying to improve the trust between partners, and would be disappointed if Colin's enthusiasm to move things forward was taken the wrong way.

I am out of the office next week, but would be keen to sit down with you, Mark, and DH at the earliest opportunity after I come back.

Best Regards

Henry

Henry Ashworth

Chief Executive

The Portman Group

4th Floor, 20 Conduit Street

London, W1S 2XW

Tel: 020 7290 [REDACTED] (direct line) /1460 (switchboard)

Mobile: [REDACTED]

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From: Sheron N. [mailto:Nick.Sheron@soton.ac.uk]

Sent: 17 May 2013 16:51

To: Henry Ashworth; scott.wilson4@molsoncoors.com<mailto:scott.wilson4@molsoncoors.com>

Cc: [REDACTED]@dh.gsi.gov.uk<mailto:[REDACTED]@dh.gsi.gov.uk>; Bellis, Mark;
Chris.Heffer@dh.gsi.gov.uk<mailto:Chris.Heffer@dh.gsi.gov.uk>; Paul Lincoln
(Paul.Lincoln@heartforum.org.uk<mailto:Paul.Lincoln@heartforum.org.uk>)

Subject: RDAN lower alcohol pledge data

Dear Henry and Scott,

It is my understanding that The Portman Group may have received a series of datasets from Neilson with regard to the lower alcohol by volume pledge, during which time I have been informed that the datasets may have undergone a series of iterations. I don't know if this is the case, or if so, whether any element of bias could have been inadvertently introduced into the reporting process as a result. I would be surprised if this was the case, but at the end of the day I have to pledge the integrity of the data and the data analysis process with my reputation, as does Mark as Chair of the Monitoring Group. It is critical therefore that we are able to convince ourselves, without any doubt whatsoever, of the absolute integrity of the process in order to be able to validate it to the outside world.

I realise that Colin has spoken about some of these issues with Mark but I would be grateful if you could send me copies of all iterations of the datasets received by the Portman Group together with all relevant correspondence between the Portman Group and Neilson. I would also ask that any future correspondence with Neilson includes Mark and I and that we receive any future datasets at

the same time that they are received by yourselves. That way we can be absolutely sure that we are fulfilling our obligation as honest brokers.

Mark and I will suspend our involvement with the RDAN monitoring process until we are reassured that these processes are in place and have received copies of all previous data and correspondence.

All the best,

Nick

Dr Nick Sheron MD FRCP,
Clinical and Experimental Sciences,
Faculty of Medicine,
University of Southampton
02380 [REDACTED]

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