



Tobacco Products (Guernsey) Ordinance, 2014

Ban on Display of Tobacco Products and Smoking Implements in Retail Outlets.

From 1st June 2015 retail outlets in Guernsey will be prohibited from displaying tobacco products and smoking implements.

What Does a Display Ban Mean?

Tobacco retailers will need to ensure that tobacco products, including individual packets and cartons as well as smoking implements cannot be seen by the public from inside or outside the premises.

Incidental Viewing

The prohibition on display does not apply when tobacco products, including packages and smoking implements, are displayed to a customer at his or her direct request, including during the actual transaction/sale.

When retailers periodically restock their tobacco storage units there may be some unavoidable public viewing of tobacco products or smoking implements in this process.

It is the policy of the Office of Environmental Health and Pollution Regulation to allow such unavoidable viewing which may occur in connection with legitimate and responsibly conducted routine business practices (such as re-stocking shelves or stock-taking in public view). Retailers should, however, ensure that doors or other coverings of storage units are not inadvertently left open after restocking as this may risk enforcement action.

Price Tickets and Price Boards

A licensee may display prices of tobacco products in tobacco-licensed premises providing the display complies with all of condition A and all parts of either (and or) condition B, C or D.

Condition A (Display limits)	Condition B	Condition C	Condition D
Brand name of the product	Is in the form of a price list	The display is a price list made available following a request by the person for information about tobacco products for sale in the place where such request takes place	Is a display of the price of a tobacco product on a storage unit where that particular product is kept pending sale
Number of units in the package (pre-packaged products) Net weight of the product (where sold by weight)	Titled "Tobacco products price list"	The person displaying the price list – (i) believes the person making the request to be an adult, and (ii) has, before displaying that price list, taken reasonable steps to establish the age of the person making the request	Is such that no character is higher than 10 millimetres
Country of origin and dimensions (cigars only)	May include sub-headings for "cigarettes", "hand rolling tobacco", "cigars", "pipe	The price list is displayed for minimum time needed for the person to obtain the	Is in a style (including type, size of font and colour) that is consistent with displays of

	tobaccos", and "other tobacco products"	relevant information	prices on storage units for products that are not tobacco products on sale in the same premises (if any),
Cut and type of tobacco used (pipe tobacco only)	Does not include the prices of any other products	The wording on the price list; (i) is such that no character is greater than 7 millimetres high, (ii) is in black Helvetica plain type on a white background, (iii) is in a type which has a consistent size throughout the text, and (iv) is in lower case type, except that the first letter of a word may be in upper case type	Is limited in number to one display for each separate location in a storage unit where a particular tobacco product is held
Product price	No character higher than 7 millimetres	The only other feature displayed is a picture of the actual tobacco product, as packaged for sale, and the size of such picture does not exceed 50 cm ²	
In black Helvetica plain type on a white background	No border or frame to list	The price list is limited in number to; (i) one price list for each separate area where tobacco products are both located and can be paid for, or (ii) where there is more than one till at any such location, one price list for each such till	
Consistent type size throughout the text	Less than 1250cm ² in size – A3		
Lower case type, except that the first letter of a word may be in upper case type	Limited in number to one price list for each separate area where tobacco products are both located and can be paid for		
Does not contain any other feature			

Education Campaign

In addition to consultation with various industry stakeholders an education campaign will be conducted. This will include education and distribution of information in various forms including media releases, direct mail publications to retailers, mail publications to trade organisations and via the internet.

What Types of Smoking Implements are Covered by the Display Ban?

The types of smoking implements covered by the display ban include:

- cigarette papers
- pipes
- cigarette holders

- rolling machines
- hookahs and water pipes intended for the use of smoking tobacco products
- any other smoking implements which may be used for smoking tobacco
- Matches and cigarette lighters are not smoking implements so are not covered by the display ban and may continue to be displayed

How will the Law be Enforced?

Environmental Health Officers from the Office of Environmental Health and Pollution Regulation will process licence applications and will carry out compliance monitoring and inspections. For many businesses this will be carried out as part of regular visits to premises (e.g. food premises inspections). Inspections will also occur in response to complaints received by the department.

The Office of Environmental Health and Pollution Regulation uses a range of strategies to encourage and enhance compliance including the provision of advice, education, formal warnings and, where proportionate, legal notices and / or prosecution.

Disclaimer

The information contained in this factsheet has been produced as a guide only.

To view the full details in the relevant Tobacco Control legislation, visit www.gov.gg/tobaccocontrol

CONTACT US

The Licensing Officer
Office of Environmental Health and Pollution Regulation
Longue Rue
St Martin
Guernsey
GY4 6LD

(01481) 711161
envhealth@hssd.gov.gg

This document was created by the Office of Environmental Health and Pollution Regulation but the department wish to acknowledge the format and content of material produced by the Government of Western Australia Department of Health.