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action on smoking and health

No If No Butts Report

Jan 2022 -Aug 2025

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Executive Summary

The No Ifs. No Butts. reporting portal has **transformed public reporting of illegal tobacco, illegal vapes, and underage sales across Wales**. Launched in March 2022, it has already **generated 1,171 reports across the UK, with 796 (68%) from Wales** alone. What began as a Wales-focused initiative is now attracting interest beyond Wales, with enforcement teams recognising the value of a clear, accessible system that converts community concern into actionable intelligence.

Back in **2016/17, only 261 reports of illegal tobacco** reached Trading Standards across Wales. **Public awareness was low** and most people had no clear route to report what they saw. Today, **thousands of reports feed directly into Trading Standards investigations**, triggering raids, seizures, and shop closures. Enforcement teams confirm that many recent operations would not have happened without this intelligence, showing just how far public engagement has advanced in a few short years.

Reporting volumes have surged year on year: **195 reports in 2022, 353 in 2023, 337 in 2024, and 286 in the first eight months of 2025**. If current trends continue, 2025 will break all previous records.

Targeted marketing has fuelled this growth, with **1.3 million campaign impressions at record-low costs per click**. Major awareness campaigns and policy changes, such as the June 2025 disposable vape ban, repeatedly triggered surges in public reporting.

Scale and spread across Wales (totals and per head)

- **Newport** leads with **174 reports (22%)**, followed by **Cardiff with 134 (17%)**. Together, they account for nearly **40% of all Welsh reports**.
- **Wrexham, Flintshire, and Denbighshire** form a strong **North Wales cluster with 20.5% combined**, while the **South Wales Valleys contribute 15%**.
- On a per-capita basis, **Newport records 10.9 reports per 10,000 residents**, the highest in Wales. **Denbighshire (4.9), Wrexham (4.5), and Cardiff (3.7)** also report high figures relative to population size.

Product trends shaping enforcement

- Across Wales, **66% (529) of reports involve illegal tobacco, 55% (442) involve illegal vapes, 16% (130) name cannabis, and 10% (85) raise underage sales concerns**.
- The June 2025 disposable vape ban and the new streamlined reporting form saw vape-related reports jump from 59 in the first five months of 2025 to 117 between June and August, almost doubling in three months.
- Underage sales remain a major concern, with just under a third of Welsh reports (235) raising youth access issues.

Public motivations and intelligence quality

- Safeguarding is the single strongest driver of reporting, with **266 reports (22%) mentioning schools, children, or youth access.**
- **124 reports (10%) flag illegal pricing**, often naming the same premises multiple times, creating repeat enforcement leads.
- **176 reports (15%) describe concealment tactics** like false walls, car boots, and basements, giving Trading Standards actionable detail for raids.
- **53 reports (4.5%) mention police or Trading Standards**, often name repeat offenders and enforcement expectations.

Trading Standards confirm that portal intelligence directly drives test purchases, closure notices, and live investigations that would not otherwise exist, aligning with national objectives on smoke-free communities, youth vaping, and illicit trade disruption.

The message from communities is clear: **give people a simple way to report illegal sales**, and they will use it to **protect children, high streets and local communities.**

1.Introduction and purpose

The No Ifs. No Butts. reporting portal, **launched in March 2022**, gives people across Wales a **single, clear route** to report **illegal tobacco, illegal vapes, and underage sales**.

Before 2022, intelligence about illicit products reached Trading Standards through a **confusing patchwork of routes** including local authority forms, Crimestoppers, and Citizens Advice. Many people did not know where to report or whether anything would happen if they did.

In 2016/17, only 13% of the public said they would report illegal tobacco to Trading Standards, with most defaulting to the police. **That year saw just 261 reports across Wales**, leading to **221 enforcement visits, 81 seizures, and 42 prosecutions**, but the flow of intelligence from the public was inconsistent and limited.

The No Ifs. No Butts. portal solved this problem by making reporting **simple, visible, and consistent** across Wales. Anyone can now submit a report online, anonymously if they wish, describing what they have seen and where it is happening. Reports flow into a **central database**, where **Trading Standards intelligence officers review and verify the information**. Credible reports are converted into **formal intelligence records** that meet enforcement standards. Local Trading Standards teams then decide whether to **launch test purchases, issue closure notices, or use the intelligence in wider investigations**.

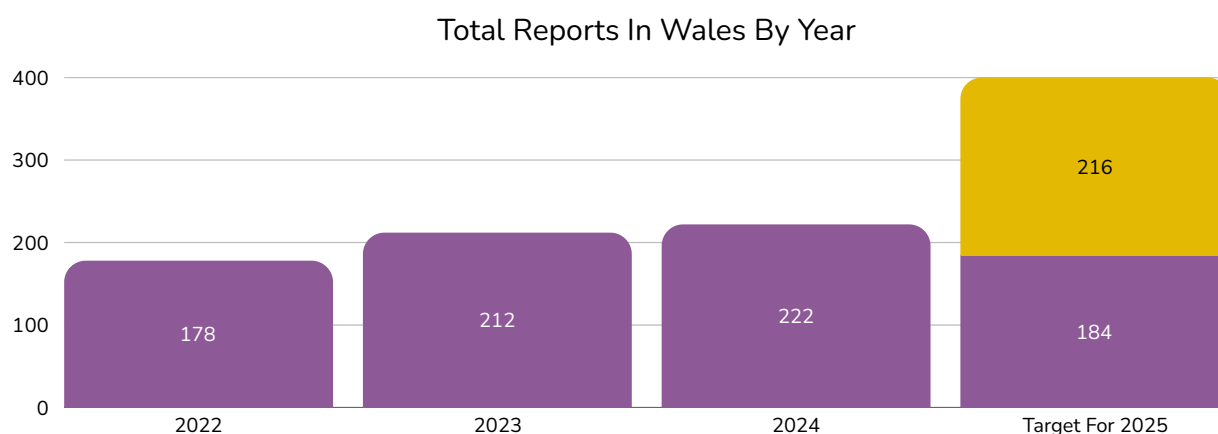
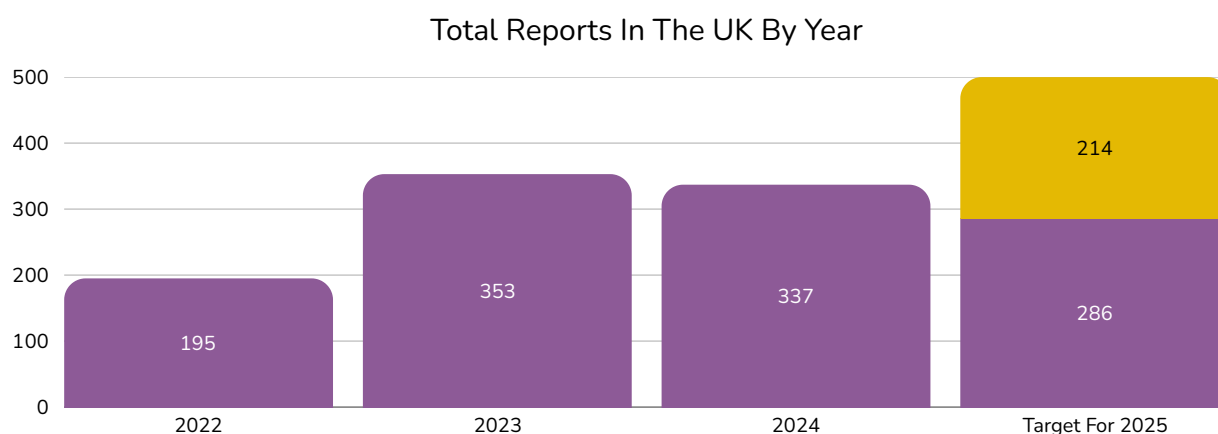
ASH Wales manages the portal in partnership with **Welsh Government** and **Trading Standards Wales**. Welsh Government funding supports the technology and the public awareness campaigns that drive reporting volumes, while Trading Standards ensures the intelligence leads to real enforcement action on the ground. **Local authorities** remain at the sharp end of enforcement, **using this intelligence to protect communities** from illegal tobacco, illegal vapes and youth access to nicotine products.

2. Overall reach and growth

Since its launch in March 2022, the No Ifs. No Butts. reporting portal has become a main route for the public to **report illegal tobacco, illegal vapes and underage sales** in Wales.

By **29th August 2025**, the portal had **logged 1,171 reports across the UK**, with **796 reports from Wales alone**. This means over **two-thirds of all submissions originate in Wales**, reflecting the campaign's strong roots here while showing its growing reach beyond the country's borders.

Reporting volumes have risen sharply year on year: **195 reports were recorded in 2022**, rising to **353 in 2023** and **337 in 2024**. The **first eight months of 2025** have already seen **286 reports**, putting the portal on track for another record year if trends continue.



Campaign activity has repeatedly triggered sharp reporting spikes. For example, **North Wales saw a 600% increase** during the **autumn 2023 campaign period**, proving how awareness campaigns directly drive enforcement intelligence.

This growth reflects both improvements to the reporting system and rising public concern about illegal tobacco, illegal vapes, and youth access.

Three key moments have shaped this trajectory:

Adding illegal vapes (March 2022)

Illegal vapes quickly became one of the most reported products after being added to the system in 2022. Welsh reports mentioning vapes rose from **53 in 2022** to **119 in 2023** and **147 in 2024**, with 110 already in the first eight months of 2025. Across the UK, **vapes now feature in 59.2% of all submissions**, close to **illegal tobacco at 63.9%**.

Adding underage sales (December 2024)

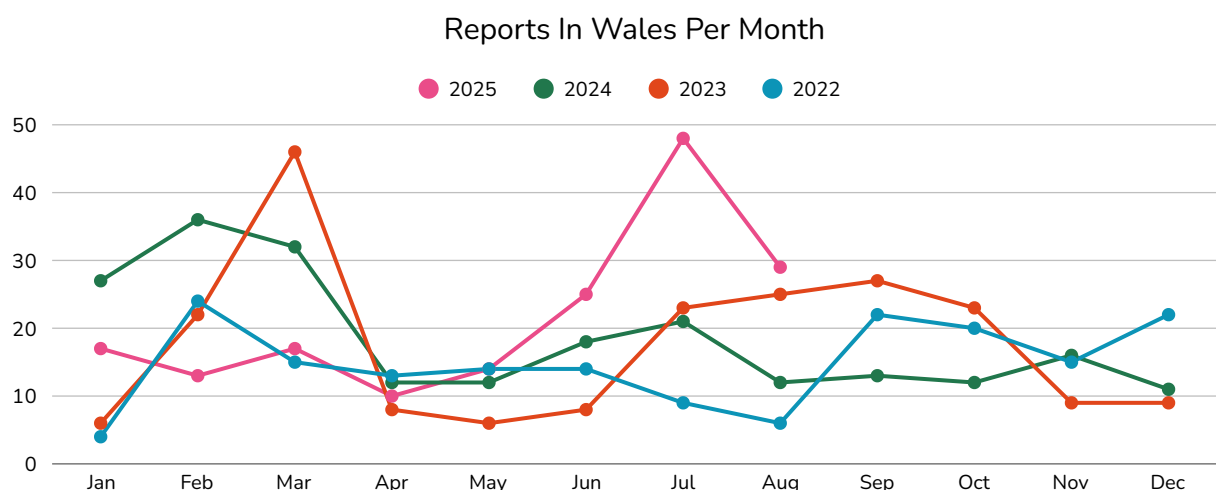
Before December 2024, underage sales concerns could only be flagged in free-text comments. Since the **underage sales tick-box** was introduced, **85 Welsh reports** have directly cited underage sales. When free-text mentions are included, **nearly one-third of all submissions (235)** raise youth access concerns.

Disposable vape ban and streamlined form (June 2025)

The June 2025 system changes brought two major shifts: the **UK-wide disposable vape ban** and the launch of a **shorter, simpler reporting form**. Together, these pushed disposable vapes from a minor category into one of the largest single triggers for reports.

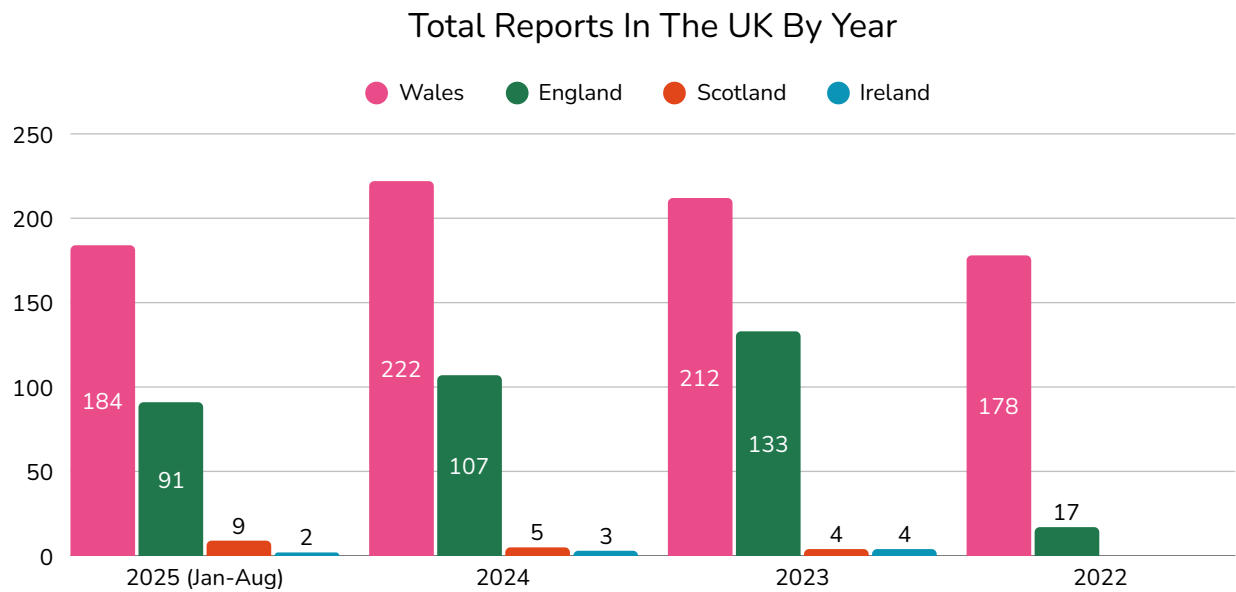
- In Wales, disposable vape mentions rose from **19 in 2024** to **27 in the first eight months of 2025**, with **15 in just three months post-ban**.
- UK-wide, **124 reports now reference disposable vapes**, **21 of them in the first three months after the ban**.

Each change expanded the system's scope, improved data quality, and increased reporting volumes. What began as a tobacco-only system now captures the full breadth of public concern around illegal nicotine products, youth access, and disposables. Monthly totals hit a record high in July 2025 following the ban and form changes, showing how legislation, awareness campaigns, and reporting tools now work in step.



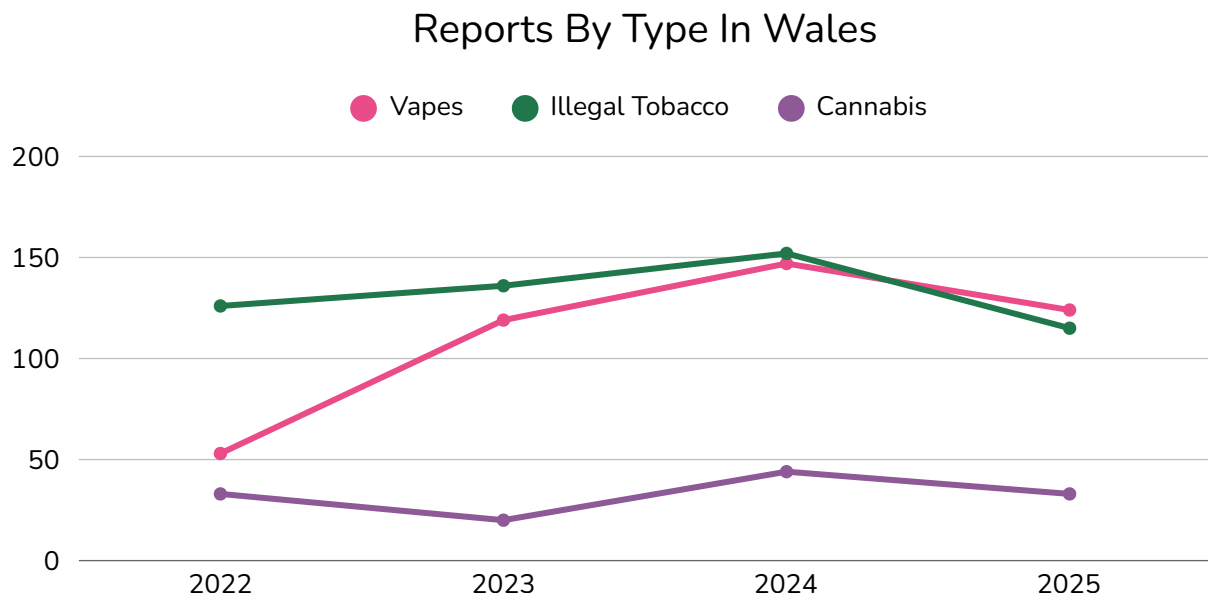
UK Comparison

The charts below illustrate how these changes shaped reporting behaviour across the UK. Wales continues to dominate the dataset, accounting for over **three-quarters of all submissions**, while England shows steady year-on-year growth. Scotland and Ireland remain smaller but consistent contributors, suggesting the portal is gaining traction beyond Wales even without dedicated promotion in those areas.



3. Product trends and patterns

The reporting portal now captures a much broader picture of illicit products than when it launched in 2022. What began as a system focused on illegal tobacco has expanded to track illegal vapes, youth access, and crossover products such as cannabis, reflecting changing public concern and shifting enforcement priorities.



Illegal vapes: rising share, driven by disposables

Illegal vapes have grown from a niche issue to the fastest-rising category, reaching **near-parity with tobacco by mid-2025**. Monthly vape reporting in Wales is now matching or exceeding tobacco levels, driven by disposable products and concerns around youth access.

Across the UK dataset, **59.3% of reports (695) now mention illegal vapes**, compared with **63.8% for tobacco (747)**. In Wales alone, **442 reports (55.5%) name illegal vapes** versus **529 reports (66.5%) involving tobacco**.

In **2022**, just **53 vape reports in Wales** were logged via the tick-box. This rose to **146 in 2024** and by **August 2025 there were 124 reports** already this year, with **76 recorded in the three months after June 2025** alone.

The UK-wide disposable vape ban on 1st June 2025 was a turning point. **Mentions rose from 12 in the first five months of 2025 to 15 in the three months after June**, more than doubling the monthly reporting rate. Overall, vape reports **increased by almost 60% after the ban** as the new streamlined reporting form made submissions faster and easier.

Brand mentions

Brand analysis shows a clear concentration among a small group of manufacturers. Elux, Lost Mary and Elf Bar dominate reports, while SKE/Crystal Bars surged after June 2025 as the market shifted to alternative high-puff devices following the ban. Puff Bar and Geek Bar appear in smaller but persistent numbers, suggesting enforcement teams need to track both the dominant brands and the fringe players filling gaps in the illegal market.

Brand	Mentions
SKE	22
Elux	16
Crystal	6
Lost Mary	3

Together, these patterns show how illegal vape reporting has outpaced tobacco, converging concerns about post-ban enforcement, youth access, and persistent retailer networks into one of the most detailed intelligence streams the portal now produces.

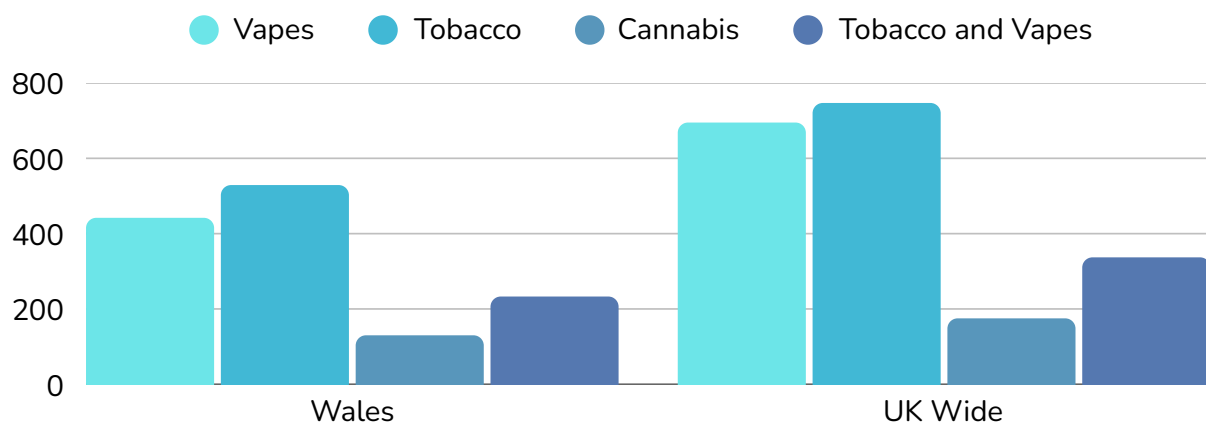
Disposable vapes: step-change in reporting

Disposable vapes have transformed the reporting picture across the UK, moving from **scattered mentions in early 2022** to one of the **fastest-growing concerns by mid-2025**. Illegal vape reports **rose from 63 in 2022 to 216 in 2023, 228 in 2024, and 188 in the first eight months of 2025** alone.

The most dramatic change came after the UK-wide disposable vape ban in June 2025. Comparing January–May 2025 with June–August 2025:

- **UK-wide:** Vape-related reports jumped from 59 to 117, disposable mentions from 14 to 21, and underage/youth mentions from 19 to 45.
- **Wales:** Vape-related reports rose from 48 to 76, disposable mentions from 12 to 15, and underage/youth mentions from 13 to 23.

These spikes show how legislation and awareness campaigns combined to drive public reporting. Future updates to the reporting form will introduce a dedicated disposable vapes tick-box, ensuring this trend can be tracked systematically rather than inferred from free-text fields.



Underage sales: Highly concentrated in vape reports

Underage sales remain one of the strongest drivers of reporting behaviour. Across Wales, **85 reports (10.7%) explicitly name underage sales** via the tick-box, **rising to 268 reports - around one-third (33.6%)** - when free-text mentions are included.

Most of these concerns sit within vape-related reports rather than tobacco-only cases, with the sharpest growth coming after the June 2025 ban, when **underage mentions rose from 13 to 23 in three months**. This confirms how public reporting now moves in step with both enforcement priorities and legislative changes.

Cannabis and crossover products

Cannabis appears in **130 Welsh reports (16.3%) and 175 UK-wide (14.9%)**, most often alongside illegal tobacco or vapes rather than as a standalone issue.

Smaller numbers reference counterfeit alcohol and illicit prescription drugs, usually in shops already flagged for tobacco or vape sales. This suggests the illicit nicotine trade often overlaps with wider illegal markets, sharing supply routes and retail settings rather than existing in isolation.

4. Geography: Where Reports Come From

The No Ifs. No Butts. portal has, for the first time, provided a clear picture of where illegal tobacco, vapes, underage sales, and crossover products are being reported across Wales.

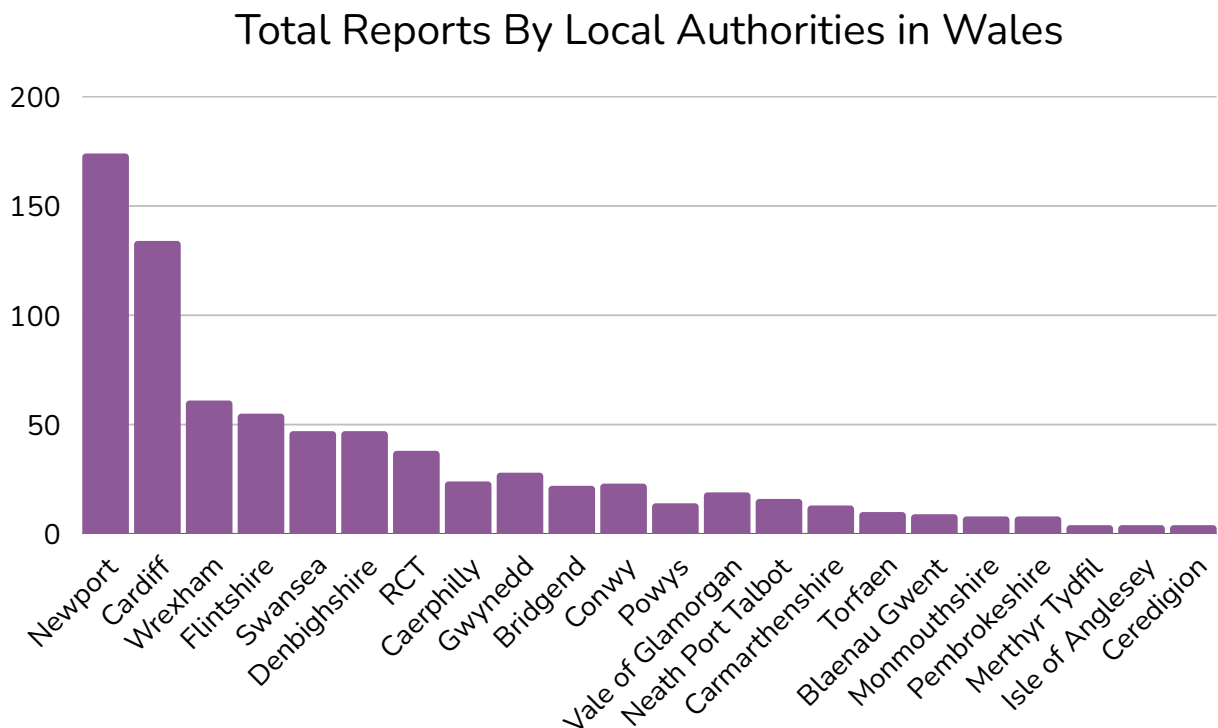
Across all Welsh submissions (796 total), reports are concentrated in major towns and cities but extend into rural and coastal communities, giving Trading Standards both the volume intelligence needed in urban centres and specific signals from smaller areas where illegal sales are often harder to detect.

Wales Totals by Local Authority

Newport leads with 174 reports (22%), followed by Cardiff with 134 (17%). Combined, they account for almost 40% of all Welsh submissions.

North Wales shows a strong cluster with Wrexham (57), Flintshire (67), and Denbighshire (47) contributing a further 20.5% of reports.

The South Wales Valleys (RCT, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Bridgend, Neath Port Talbot) together add 117 reports (15%), showing concerns are not limited to larger cities alone.



Reports Per Head: Revealing Hidden Hotspots

When population size is considered, a different picture emerges. **Newport still leads with 10.9 reports per 10,000 residents**, but **Denbighshire (4.9)**, **Wrexham (4.5)**, **Flintshire (3.5)**, and **Cardiff (3.7)** emerge as disproportionately high-reporting areas.

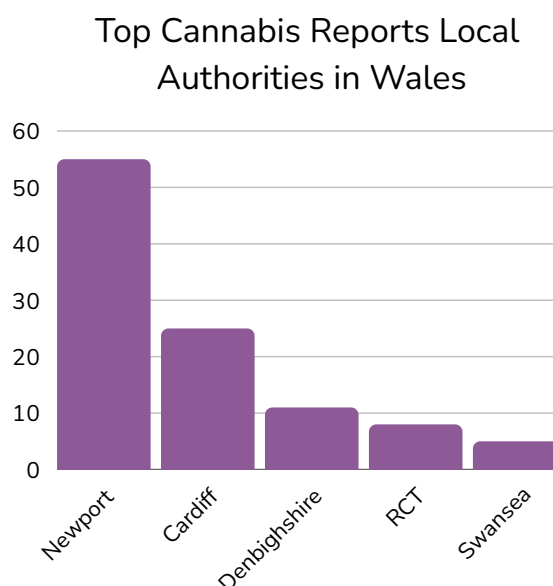
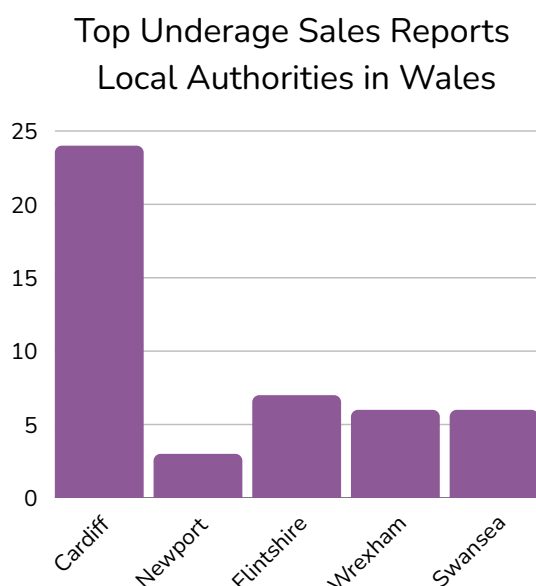
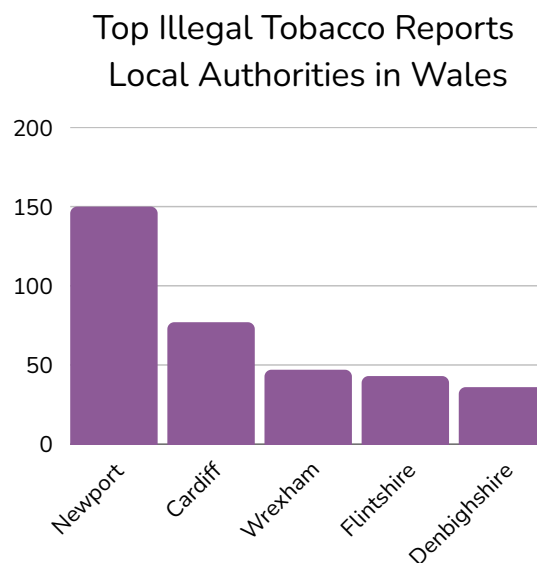
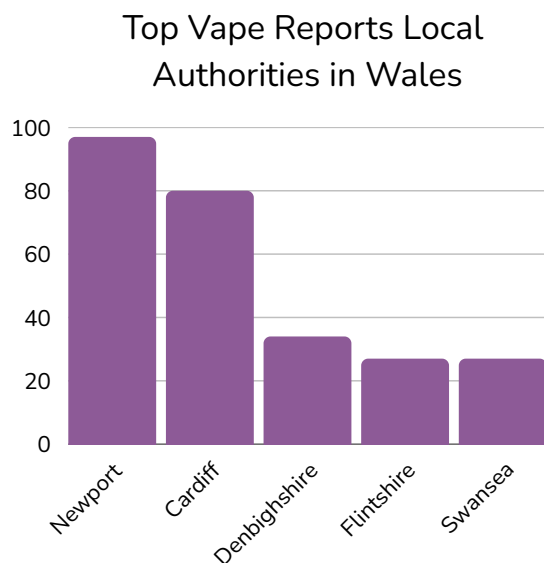
This per-capita analysis highlights not only the scale of illegal sales but also the role of visible enforcement and awareness campaigns, which repeatedly drive spikes in reporting volumes.

Local Authority	Reports	Population	Reports per 10k
Newport	174	159600	10.9
Denbighshire	47	96500	4.87
Wrexham	61	136100	4.48
Cardiff	134	362400	3.7
Flintshire	55	155600	3.53
Gwynedd	28	125000	2.24
Conwy	23	118200	1.95
Swansea	47	246600	1.91
RCT	38	237800	1.6
Bridgend	22	147500	1.49

Product Patterns by Place

Breaking the data down by product type shows clear geographical differences.

- Newport dominates for illegal tobacco, vapes, and cannabis, making it the single largest enforcement hotspot in Wales.
- Cardiff ranks second overall but leads on underage sales, reflecting its size, retail concentration, and visibility of youth access issues.
- In North Wales, Denbighshire stands out for vape-related reports relative to population size, suggesting recent market growth.
- Smaller Valleys authorities such as RCT and Caerphilly also feature consistently for cannabis and illegal tobacco, showing crossover activity beyond the main urban centres.



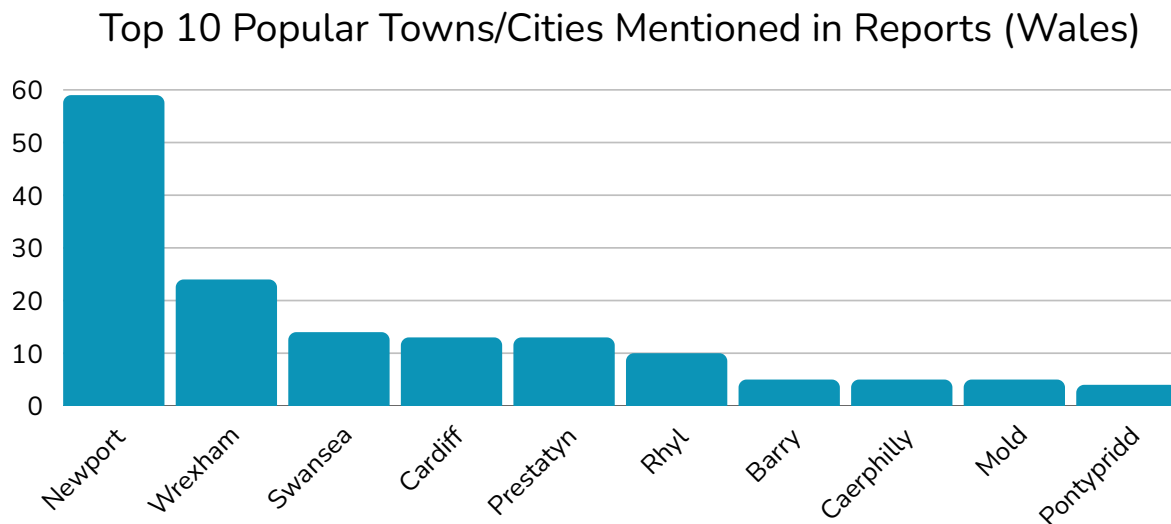
Towns and Cities

The towns and cities data captures the names people write in the portal rather than pre-set local authority fields, giving an unfiltered view of public concern.

Newport dominates every category, with nearly three times as many mentions as any other town or city. Wrexham and Rhyl lead the North Wales picture, with Prestatyn joining despite its small population, suggesting strong local awareness of youth vaping and illegal sales.

Cardiff and Swansea appear as expected for their size, but proportionally they sit behind smaller places like Barry, Mold, and Pontypridd, where repeated mentions indicate persistent local concerns rather than one-off incidents.

A clear pattern emerges: smaller coastal towns are repeatedly flagged for vapes and youth access, while major urban centres dominate for illegal tobacco. This suggests different drivers, with cheap tobacco routes feeding larger cities while disposable vapes saturate smaller towns after the 2025 ban.



Reports from England

The No Ifs. No Butts. portal is surfacing intelligence beyond Wales, with over 350 reports linked to England and other parts of the UK. The largest concentrations outside Wales are in the North of England, particularly:

- Greater Manchester (43 reports)
- West Yorkshire (30)
- London (22)
- West Midlands (21)
- South Yorkshire (19)
- County Durham (16)
- Tyne and Wear (14)
- Lancashire (13)
- Merseyside (13)
- Cheshire (12)

This growth has happened organically, reflecting public demand for a clear, accessible reporting system. While Wales remains the main focus, the portal's reach into England highlights its potential to support enforcement intelligence more widely across the UK.

5. Settings and Locations of Illegal Activity

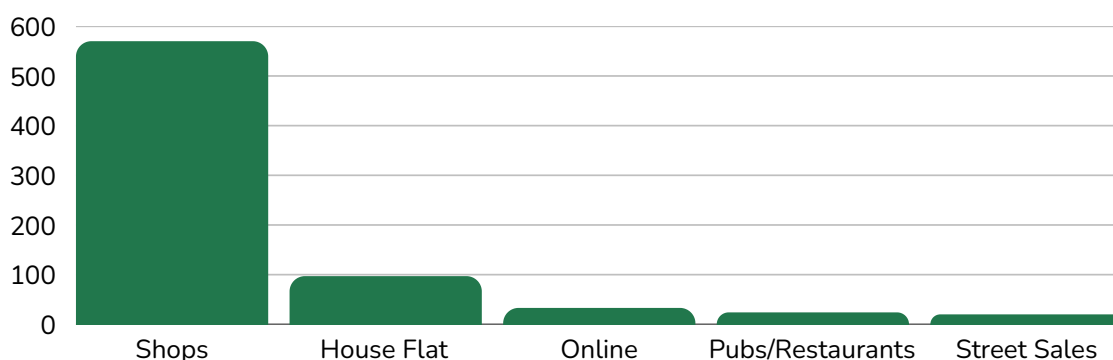
Portal data shows not just what products are being sold illegally but where this activity is happening. Across both Wales and the wider UK, one picture is consistent: retail premises dominate, but smaller, persistent signals in homes, hospitality venues, markets, and online spaces reveal how the trade adapts when enforcement pressure increases.

Shops dominate, but the picture shifts at the margins

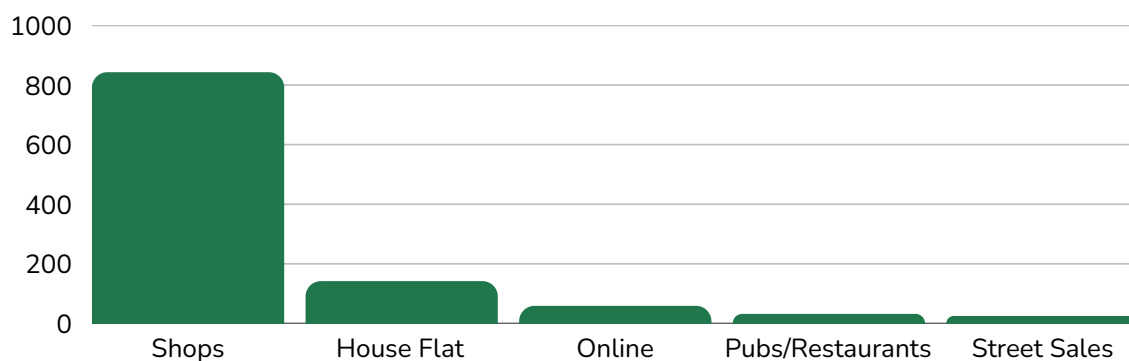
In Wales, **71% of all reports (570) name shops or retail** premises as the main location. The **UK picture is almost identical at 72% (843)**, confirming that most illegal products are still being sold in formal retail outlets rather than hidden informal networks.

However, the smaller categories matter because they show where sellers move when enforcement tightens. **In Wales, 12.5% of reports involve private homes** where cigarettes or vapes are stored and sold off the books. The **UK figure is almost the same at 12.4%**, suggesting these informal networks run alongside retail sales rather than replacing them.

Wales Type of Places



UK Type of Places



Online and hospitality signals

Online platforms account for **4.2% of Welsh reports compared with 5.2% UK-wide**. Hospitality venues, pubs, clubs, cafés, and restaurants, appear in 3.1% of Welsh reports versus 2.8% across the UK.

Street and market sales

Street-level trading remains small but consistent: **2.6% of Welsh reports and 2.2% across the UK** involve direct street sales, while markets and car boot stalls account for 1.7% in Wales and 1.4% UK-wide.

Case Study: Gwynedd Enforcement Action

A report submitted via the No Ifs. No Butts. portal on 17 January 2024 directly led to enforcement action against a retail premises in Gwynedd. Following the report, the Operation CeCe Wales Trading Standards team carried out an unannounced inspection, uncovering approx £30,000 in hidden cash, including concealment within a vehicle and shop equipment.

The business had a history of non-compliance and was found to be a repeat offender, with the Director fined prior to this latest seizure. Enforcement teams confirmed that without the portal's intelligence, these raids would have required significant surveillance resources to justify.

"The No Ifs. No Butts. portal is essential for targeting illegal tobacco enforcement by the Operation CeCe Wales Trading Standards Team. Reports save officer hours, pinpoint stash locations, and underpin joint Trading Standards, Police, and Immigration operations, leading to shop closures and live investigations." - **Martin Tavener Regional Trading Standards Investigation Team - Operation CeCe**

Portal intelligence has since underpinned multiple joint operations between Trading Standards, Police, and Immigration teams, leading to seizures under the Proceeds of Crime Act and disrupting delivery networks across Wales.

6. Public Motivations and Narrative Detail

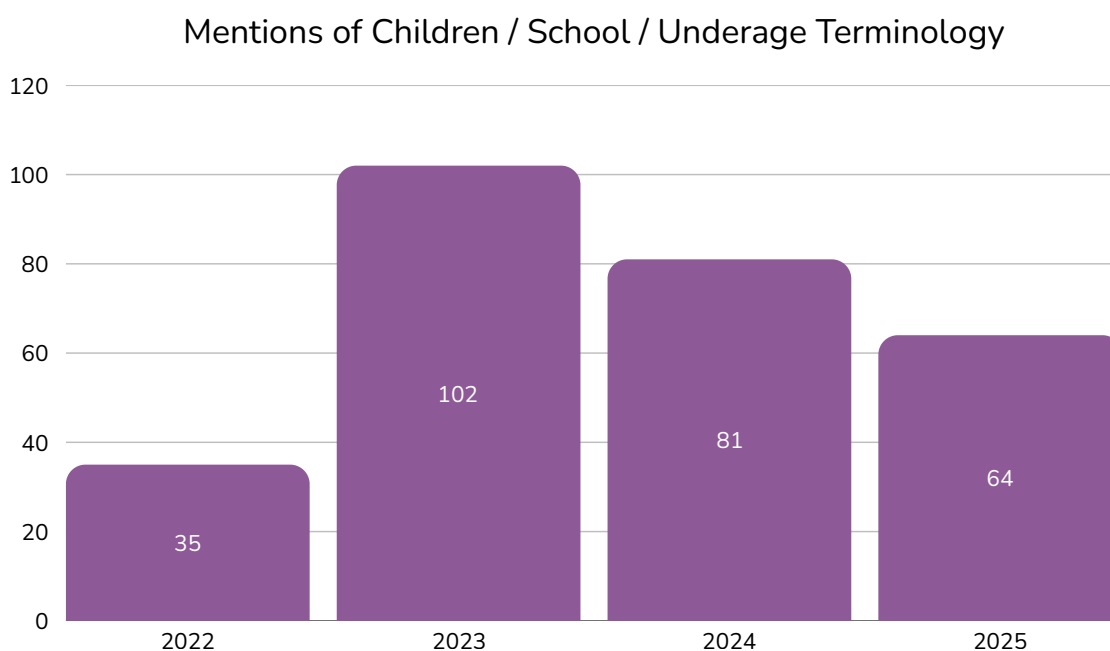
The reporting portal captures not only where illegal tobacco and vapes are being sold but also why people choose to report them. Analysis of free-text fields across **all 1,171 UK reports** reveals consistent themes: youth access, illegal pricing, concealment tactics, and expectations of enforcement. These patterns show how public concern, combined with awareness campaigns, is producing intelligence that enforcement teams can act on.

Safeguarding and youth access: reporting driven by concern for children

Youth access remains the single biggest motivator. Across the UK, **266 reports (22.7%)** mention schools, children, pupils, students, or colleges in the free-text fields, with **88 reports** explicitly naming a school setting between 2022 and 2025. The highest volumes came in 2023 and 2024.

The introduction of the **underage sales tick-box in December 2024** shifted the picture significantly. Before this, concerns had to be typed into comments; since then, **85 Welsh reports (10.7%)** have flagged underage sales directly. This has freed the comments section for richer detail about locations, concealment methods, and repeat offending, rather than simply recording youth access concerns.

Campaign analytics show the same trend. In early 2025, **paid social campaigns targeting parents and schools generated over 6,000 clicks at just £0.13 per click**. Engagement spikes were followed by sharp rises in underage sales reports the following month, showing how awareness efforts directly convert into actionable intelligence.



Price signals as community red flags

Across the UK, **124 reports (10.6%)** highlight illegal pricing cues such as “two vapes for £20”, “3 for a tenner”, or “£5 cigarette packs”. These appear most frequently in **Cardiff (25 reports, 20.1%)** and Newport (14, 11.3%), followed by Wrexham, Flintshire, Caerphilly, and Gwynedd.

Pricing concerns often overlap with underage sales or concealment tactics, helping Trading Standards prioritise shops where multiple risk factors converge.

Concealment tactics

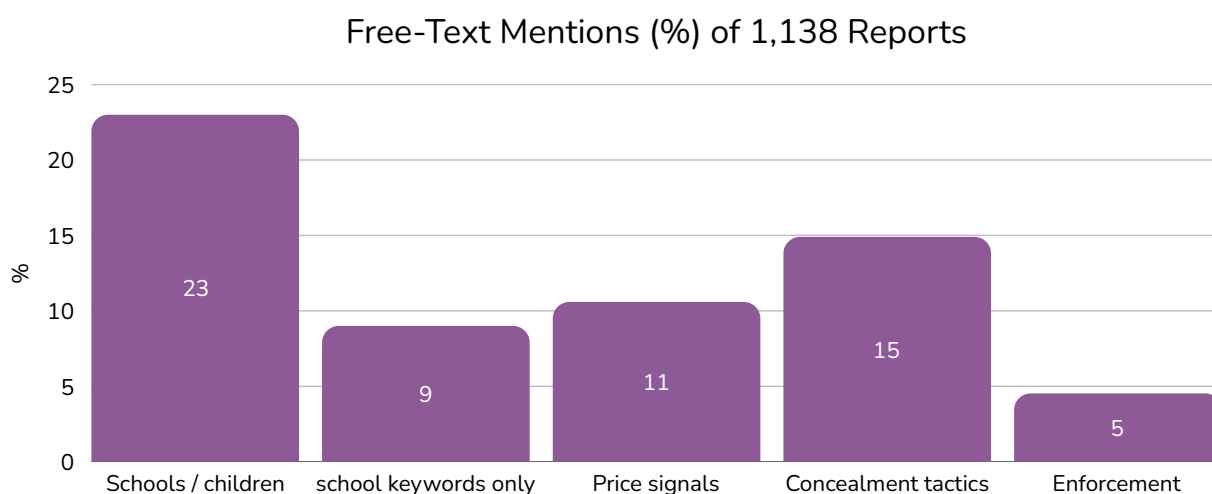
176 reports (15%) describe **concealment methods** including under-counter storage, basements, false walls, or goods kept in car boots near shops. Many give precise addresses or vehicle details, providing enforcement teams with actionable intelligence for raids and inspections.

The consistency of these concealment reports across Wales and the wider UK shows that the public not only sees illegal sales but also recognises the tactics used to avoid detection. This raises the operational value of the intelligence submitted.

Enforcement credibility and public confidence

Across the dataset, **53 reports reference Trading Standards or police directly, often citing raids, seizures, or shop closures**. Newport and Wrexham feature prominently, where high-profile enforcement actions in 2024 visibly disrupted local illegal markets.

Some retailers reopen after enforcement, but repeat reports and visible raids show communities that their intelligence leads to real action, strengthening public confidence in Trading Standards’ response.



7. Marketing and Public Engagement

Driving Awareness and Reporting

Since 2022, the No Ifs. No Butts. campaign has turned public concern into enforcement intelligence through clear, consistent messaging and cost-efficient digital and offline marketing. **Over 57,000 unique visitors have now visited the portal**, with sharp spikes in reporting every time major awareness campaigns or policy changes went live.

The disposable vape ban proved the clearest example: in just three months, **Welsh vape-related reports surged 58%** (from 48 in January–May to 76 in June–August), showing how campaigns directly drive reporting behaviour and enforcement leads.

In North Wales, three major campaigns funded by Betsi Cadwaladr University Health Board across 2023 and Winter 2024 combined outdoor ads, radio, community events, and media coverage. Each burst triggered clear spikes in reports, with Betsi funding allowing us to test and refine messaging so only the most effective tactics were scaled.

Cost-Efficient Reach

Since launch, campaign investment has delivered exceptional value for money, outperforming UK public health benchmarks on both cost-effectiveness and reach:

- **1.3 million impressions, reached over 850,000 people, generating 50,000+ clicks** to the portal.
- Average cost per click fell from **£0.68 in 2023** to just **£0.13 by summer 2025** - over **80% cheaper than the UK health campaign average** (£0.50–£1.50).
- **Snapchat ads delivered 32,961 clicks at £0.03 each**, reaching younger audiences at minimal cost.
- **Radio and digital audio campaigns achieved 343,000+ impressions** with 95–99.5% listen-through rates, building campaign visibility beyond digital channels.

Continuous testing of headlines, creative assets, and calls to action then reduced costs further, allowing No Ifs. No Butts. to outperform much larger national campaigns on both cost-per-click and conversion efficiency.

Conversion Rate Breakthrough

The launch of the streamlined reporting form in June 2025 marked a turning point for engagement. **Before** the redesign, **only 0.9% of visitors submitted a report**. After the changes, **conversion soared to 30%, with 24 reports** filed in the **first 15 days** alone.

Parent-focused campaigns were especially effective. Following early 2025 ads targeting youth access concerns, **Google searches for “report shop selling vapes to kids” spiked** dramatically, with reporting volumes rising the following month.



Campaign Credibility

The No Ifs. No Butts. campaign was launched in 2022 with support from the Welsh Government, backed by a £50,000 media spend. The project was led by Nicola Roberts, Director at Freshwater.

"As one of Wales's leading marketing and communications agencies, we are proud to see that No Ifs. No Butts. is one of the nation's most effective community-focused campaigns. Its success proves the value of brand growth and the importance of continued investment to sustain impact." - **Project lead Nicola Roberts, Director at Freshwater.**

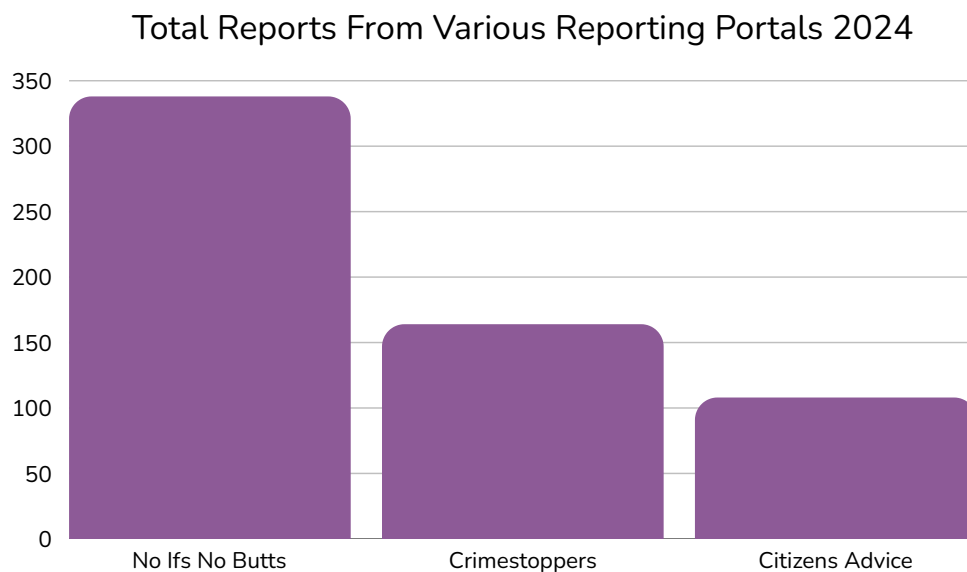
The campaign now underpins enforcement intelligence across Wales, demonstrating how targeted communications, backed by strong branding and consistent public engagement, can deliver sustained reporting volumes at low cost while shaping the enforcement response to illegal tobacco, illegal vapes, and underage sales.

8. How Our Portal Compares

In 2024, the No Ifs. No Butts. portal generated 338 reports. By comparison:

- Reports via Crimestoppers (Sep 2023-Aug 2024) included 113 tobacco and 51 vape cases.
- Reports to the Citizens Advice Consumer Helpline (Oct 2023-Sep 2024) included 28 tobacco and 80 vape cases (though not all confirmed as illegal).
- Keep It Out contributes “low tens” of reports per month, but full figures are not centrally collated.

Trading Standards Wales confirm the workflow: every report is assessed; credible ones are converted into intelligence and tasked to local authorities to drive test purchases, closure notices, and broader profiles. Investigators have live cases underway that would likely not exist without portal reports - closely mirroring the value of Crimestoppers, but with a Wales-specific focus.



The effectiveness of the No Ifs. No Butts. reporting portal is demonstrated not only in the volume of intelligence received, but in the tangible enforcement actions that have followed.

9. Future Direction and Funding

The No Ifs. No Butts. portal has proven its value as a central reporting system for illegal tobacco, illegal vapes, and underage sales. With 1,171 reports since 2022 and almost one-third highlighting youth access, the portal is now a cornerstone of enforcement intelligence across Wales.

As Wales prepares for the Tobacco and Vapes Bill, the portal is uniquely placed to provide real-time reporting channels for breaches, ensuring rapid enforcement responses and consistent intelligence flow to Trading Standards.

With 325,000 smokers in Wales and illegal tobacco estimated at 10% of the market, around 142 million illegal cigarettes are smoked each year - nearly 400,000 every single day. Portal intelligence has already underpinned multiple joint operations between Trading Standards, Police, and Immigration teams, leading to shop closures, seizures under the Proceeds of Crime Act, and the disruption of delivery networks across Wales.

Enforcement Perspective: Operation CeCe Wales

A direct statement from Trading Standards on the value of the No Ifs. No Butts. portal for enforcement work across Wales.

“The No Ifs. No Butts. portal provides constant, reliable intelligence for the Operation CeCe Wales Trading Standards Team. Reports highlight repeat offending, underage sales, and concealment methods, enabling unannounced raids and coordinated enforcement with Police and Immigration. This intelligence has led to multiple shop closures, seizures under the Proceeds of Crime Act, and disruption of delivery networks that would otherwise require significant surveillance resources.” - **Martin Tavener, Investigator, Operation CeCe Wales**



Future Direction

With stable funding, the portal could evolve into permanent national infrastructure that



Provide vital support to enforcement and compliance with the Tobacco and Vapes Bill, ensuring rapid public reporting of breaches and actionable intelligence for Trading Standards.



Enhance intelligence-sharing across agencies, enabling faster responses and stronger coordination.



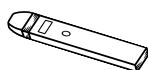
Support targeted activity in hotspot communities, where illegal sales and youth access are most prevalent.



Strengthen Wales' ability to respond rapidly to emerging illicit products and changing tactics in the market.



Track emerging products (including nicotine pouches, currently legal for under-18s) in real time through new reporting fields.



Lock in momentum post-2025 disposable vape ban, sustaining the surge in public engagement and reports.

With sustained investment, the portal could evolve into a permanent national resource for enforcement and prevention, protecting communities through intelligence-led action while reducing youth access through education and awareness.