

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member for Health and Wellbeing
Date:	22 October 2024
Title:	Smokefree Generation Grants
Report From:	Director of Public Health

Mohammed Jawad, Consultant in Public Health

Fatima Ndanusa, Public Health Principal

Email:

Mohammed.Jawad2@hants.gov.uk

Fatima.Ndanusa@hants.gov.uk

Purpose of this Report

1. The purpose of this report is to request approval from the Executive Member for Health and Wellbeing to offer grant award scheme funding for Hampshire District and Borough councils and Voluntary, Community, and Social Enterprise (VCSE) organisations, to support smoking cessation programmes.

Recommendation(s)

2. That the Executive Member for Health and Wellbeing approves the award of grants from the Local Stop Smoking Services and Support Grant (LSSSASG) to support smoking cessation programmes as set out in the report:
 - Up to £50,000 to each District and Borough Council in Hampshire, with a total spend of up to £550,000 between November 2024 and March 2028
 - Up to £300,000 for VCSEs in Hampshire to embed smoking cessation in our communities between November 2024 and March 2028
3. That the Executive Member for Health and Wellbeing delegates authority to the Director of Public Health, in consultation with the Executive Member, to approve individual grant amounts and terms within the total approved expenditure as set out in this report.

Executive Summary

4. This report outlines the background for the proposal and details the mechanisms for the proposed grant scheme aimed at smoking cessation programmes to support the government and the County Council's ambition to create a smokefree generation and make smoking obsolete. Up to £50,000 will be made available per district or borough council (total expenditure of £550,000), and up to £300,000 for VCSEs, between November 2024 and March 2028, subject to approval. The grant programme will be funded from the ringfenced Local Stop Smoking Services and Support Grant (LSSSASG) and the ringfenced public health grant.

Contextual information

5. Smoking continues to be the single most preventable cause of ill health and premature death and main driver of health inequalities in Hampshire.
6. Smoking is no longer considered a lifestyle choice but a preventable addiction that requires treatment. Supporting people to stop smoking directly contributes to improving health and wellbeing. Evidence-based, specialist smoking cessation services are the most effective way to quit.
7. In 2022, it was estimated that 10.5% of the adult residents in Hampshire smoked, ranging from 5.5% in Winchester to 18.4% in Rushmoor. There are also differences in smoking rates by socio-demographic groups, for example rates being higher in routine and manual workers (21.1%) and residents with long term mental ill health (19.6%).
8. Modelling suggests that smoking could cost the Hampshire economy £988m each year, a figure that is broken down into losses in economic productivity (£612m), social care costs (£328m), healthcare costs (£41m) and fire costs (£7m). The Hampshire Tobacco Control Strategy states that 4,522 residents die, and 8,631 residents are admitted to hospital each year because of smoking.
9. In October 2023, the government announced new ringfenced funding to local authorities (the LSSSASG), additional to the ringfenced Public Health grant, as part of their ambition to create a smokefree generation and make smoking obsolete. The County Council's annual allocation of the LSSSASG amounts to £1,381,823 from 06 April 2024 through to 05 April 2029 must be spent on initiatives to support people to quit smoking. The LSSSASG eligibility criteria permits local authorities to spend on enhancing, building capacity, and increasing demand for their local stop smoking services, whilst maintaining existing spend on these services from the Public Health grant. The ringfenced Public Health grant allows local authorities to invest in programmes and services to prevent ill health and promote healthier lives.

10. The County Council is using the LSSASG to deliver a Smokefree Generation Programme. This programme is an evidence-based approach that positions itself within the context of the whole Hampshire system to ensure maximum engagement with partners to trigger quit attempts and support quit success. It assumes that the effectiveness of community stop smoking services is interdependent on investment of a whole system approach to tobacco.
11. To deliver the Smokefree Generation Programme, working with local partners within District Councils is essential due to the services they are responsible for – including promoting smokefree homes via housing services, promoting cessation through working with their leisure services and tackling tobacco through environmental health work.
12. A key feature of VCSEs that support communities at a local level is that they seek to advocate for and meet the needs of defined, and often marginalised groups, yet they are underused in tobacco control initiatives. Through these trusted local connections, they can support in increasing quit attempts and developing referral pathways. The grant funding will help facilitate the processes defined by each district, borough or VCSE to embed smoking cessation and create smokefree communities.
13. Each District or Borough council and VCSE will be required to submit a proposal, detailing their proposed activities and how the grant funding will be utilised for smoking cessation programmes. Example projects may include recruiting smoking cessation champions, workforce support for quitting smoking, creating smokefree sites, and embedding smoking cessation advice and referrals in frontline services or any other proposals that can be implemented by districts and boroughs aimed at reducing smoking. This could also include work towards the district and boroughs signing the Local Government Declaration on Tobacco Control, to which the County Council signed in 2024.
14. A grant agreement will be drawn up and agreed by the County Council Public Health team and the Districts and Borough and VCSE recipients.
15. To be eligible to receive grants, District Councils and VCSEs must:
 - Develop a project proposal with detailed pathways of how the proposed activity will trigger smoking cessation attempts and support smoking cessation.
 - Submit the estimated costs of the proposal.
 - Work with local partners as a member of the Hampshire Tobacco Control Alliance.

- Collaborate with our commissioned provider of stop smoking services to ensure referral pathways are in place and smoking cessation outcomes can be tracked.
- Engage residents and/or workforce to inform the proposal.
- Monitor and evaluate the programme, including a plan for sharing learning and disseminating best practice.
- Ensure that plans are sustainable such that the impacts of the grant are seen once the programme has ended.
- Agree the proposal and spend plan as set out in the grant agreement.

Finance

16. The grant scheme proposal in this report would commit expenditure totalling up to £850,000 between November 2024 and March 2028. The source of funding is the LSSASG.
17. Each District or Borough may receive grants of up to £50,000. VCSEs may receive grants of up to £300,000.
 - Grant recipients must have spent their grant by March 2028. All grant agreements have conditions that enable the County Council to require repayment of the award or any part of it if it remains unspent at the end of the grant period, or if there is a material breach of the grant agreement. Unspent grant monies will be re-invested into the Smokefree Generation Programme.

Performance

18. The provision of grants by statutory bodies always presents a degree of risk. Specific risks that statutory bodies are required to manage include organisations accepting funding without providing any activity; organisations not delivering the service as expected; and there being an underspend on the expected activity. This applies to all grants; however, larger grants represent a potentially higher risk to the County Council.
19. A number of mechanisms have been employed successfully over a number of years to mitigate and alleviate these risks. These include nominating a liaison officer from the County Council whose responsibility is to monitor how the grant is spent and specifying within the grant agreement that the grant is 'restricted' funding for the provision of the specified activity only.
20. All organisations awarded a grant sign a declaration stating they accept that grant funding can only be awarded for the given period and no commitment exists from the County Council to continue funding after this time, or in subsequent years.

Consultation and Equalities

21. The plans for the Smokefree Generation Programme have been informed by the key partners in Hampshire and signed off by the Health and Wellbeing Board. The programme has also been informed by client feedback and ongoing insights work with local residents.
22. No formal consultation process has taken place. However, a co-production session was held with District Council wellbeing leads to further understand knowledge of smoking cessation interventions and obtain their input on relevant proposals aimed at supporting smoking cessation and prevention within their localities.
23. A full Equalities Impact Assessment has been submitted for the Smokefree Generation Programme, which this proposal is part of. [PDF EIA0560 - Smokefree generation program and services January 2024.PDF](#)

Climate Change Impact Assessment

24. A full assessment of climate change vulnerability was not completed as the initial vulnerability assessment showed that this proposal is at minimal risk from climate vulnerabilities. However, consideration would be given when reviewing project proposals to any impacts on climate change.

Conclusion

25. The grant scheme proposed in this paper aims to support local implementation of the Smokefree Generation Programme in Districts and Boroughs in Hampshire to achieve the aim of a smokefree generation.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	No
People in Hampshire live safe, healthy and independent lives:	yes
People in Hampshire enjoy a rich and diverse environment:	No
People in Hampshire enjoy being part of strong, inclusive communities:	No

Links to previous Member decisions:	
<u>Title</u>	<u>Date</u>
2024-03-19 Executive Lead Member for Adult Social Care and Public Health Decision Record - A Smokefree Generation.docx (sharepoint.com)	19 March 2024

Section 100 D - Local Government Act 1972 - background documents	
<p>The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)</p>	
<u>Document</u>	<u>Location</u>
None	

EQUALITIES IMPACT ASSESSMENT:

26. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it.
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic.
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it.
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

27. Equalities Impact Assessment:

A full Equalities Impact Assessment has been submitted for the Smokefree Generation Programme, which this proposal is part of. [PDF EIA0560 - Smokefree generation program and services January 2024.PDF](#)