

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Director of Public Health
Date:	11 April 2025
Title:	Smokefree Generation Grants
Report From:	Simon Bryant, Director of Public Health

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Purpose of this Report

The purpose of this report is to request approval for grant award payments to be made to Districts and Boroughs in Hampshire, as well as Voluntary, Community and Social Enterprise (VCSE) organisations, to support smoking cessation programmes, as set out in Appendix A.

Recommendation(s)

1. That the Director of Public Health, in consultation with the Executive Member of Health and Wellbeing, approves individual grant amounts and terms within the total approved expenditure as set out below:
 - 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

Executive Summary

2. On 22 October 2024, the Executive Member for Health and Wellbeing approved a spend totalling up to £850,000 between November 2024 and March 2028. The source of funding is the Local Stop Smoking Services and Support Grant (LSSSASG) and the ring-fenced Public Health Grant.

Contextual information

3. Smoking continues to be the single most preventable cause of ill health and premature death and main driver of health inequalities in Hampshire. In 2022, it was estimated that 10.5% of the adult residents in Hampshire smoked.
4. 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.
5. 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.
6. The County Council is using the LSSSASG 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.
7. 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.
8. 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, and a grant agreement will be drawn up and agreed by the County Council Public Health team together with the Districts, Borough, VCSE recipients.
9. 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

10. 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.
11. Each District or Borough may receive grants of up to £50,000. VCSEs may receive grants of up to £300,000.
12. 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

13. A nominated liaison officer from the County Council will be responsible to monitor how the grant is spend and specifying within the grant agreement that the grant is 'restricted' funding for the provision of the specified activity only.
14. Districts, Boroughs and VCSEs will be supported to monitor and evaluate their programmes.

Consultation and Equalities

15. 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.

16. 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.
17. A full Equalities Impact Assessment (EIA) has been submitted and is included in the full report.

Climate Change Impact Assessment

18. An initial assessment of implementation of smokefree grant schemes showed minimal risk from climate vulnerabilities.

Conclusions

19. The grant scheme proposed 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

NB: If the 'Other significant links' section below is not applicable, please delete it.

Other Significant Links

Links to previous Member decisions:	
<u>Title</u>	<u>Date</u>
2024-10-22 Smokefree Generation Grant report	22 October 2024
2024-03-19 Executive Lead Member for Adult Social Care and Public Health Decision Record - A Smokefree Generation.docx (sharepoint.com)	19 March 2024
Direct links to specific legislation or Government Directives	
<u>Title</u>	<u>Date</u>

Appendix A

VSCE	Key interventions proposed	Grant funding approved
Action Hampshire	<ul style="list-style-type: none"> • Enhancing the capacity of VCSE organisations and their communities in Hampshire through workshops, support, and grants, focusing on priority communities. This includes improving staff ability to support smokers and helping VCSE staff and volunteers quit smoking. • Supporting VCSE organisations to: <ul style="list-style-type: none"> - Increase community knowledge and motivation to quit smoking. - Boost referrals to Smokefree Hampshire Service. - Co-design activities to help members quit smoking. - Raise awareness and participation in tobacco control. 	£296,671
District or Borough Council	Key interventions proposed	Grant value
Eastleigh Borough Council	<ul style="list-style-type: none"> • Smokefree Parks: Creating smokefree parks to reduce children's and young people's exposure to second-hand smoke, ensuring safer and cleaner spaces. The project will consist of preparing anti-smoking/ vaping signage for all parks across the borough. Signage will contain information on how to access support to stop smoking and direct people to smoking cessation services, driving referrals. • Smokefree Eastleigh Campaign: Supporting a localised smokefree awareness campaign across Eastleigh, targeting areas with high smoking prevalence to drive referrals to smoking cessation services. • Smokefree United: Bringing together social groups with common interests to provide a support network for behaviour change, including a recreational football programme that promotes physical activity 	£50,000
Gosport Borough Council	<ul style="list-style-type: none"> • Smoking Cessation Co-ordinator: Recruiting a smoking cessation coordinator for 15 hours per week for 1 year. • Inspiring Videos: Creation of videos with real-life stories from local residents to encourage the use of smoking cessation services. • Community Collaboration: Partnering with communities with high smoking rates to reduce health inequalities and the creation of community champions. 	£39,500

	<ul style="list-style-type: none"> • Capacity Building: Embedding smoking cessation into frontline services and communities through training activities and resources. • Smoke-Free Environments: Creating smokefree environments, such as Smokefree Sidelines. 	
<p>Test Valley Borough Council</p>	<ul style="list-style-type: none"> • Community Wellbeing Workers: Funding 1 day a week for 2 Community Wellbeing Workers over the next two years using Smoking Cessation funding. • Community Collaboration Fund: Allocating funds to partner with residents, community groups, health partners, and Smoke Free Hampshire to develop local smoking cessation projects and initiatives. • Community Health Education: Developing local campaigns to raise awareness of smoking cessation services, encourage referrals, and support long-term quit attempts, linking with national campaigns like Stoptober and National No Smoking Day. 	<p>£49,872</p>