

HAMPSHIRE COUNTY COUNCIL

Officer Decision Record

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

Contact name: Simon Bryant

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1. The decision:

1.1. 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

2. Reasons for the decision:

2.1. 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.

2.2. 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.

2.3. 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.

3. Other options considered and rejected:

3.1. None.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: None.

4.2. Conflicts of interest declared by other Executive Members consulted: None.

5. Dispensation granted by the Conduct Advisory Panel: N/A

6. Reason(s) for the matter being dealt with if urgent: N/A

7. Statement from the decision maker:

Approved by:

Date: 11 April 2025

Simon Bryant
Director of Public Health