

Record of operational decision

Decision title:	To accept Smoke Free Generation Grant Funding (£226,000 per year 2024-2029) to enhance local stop smoking services.
Date of decision:	20/03/2024
Decision maker:	Matt Pearce, Director Public Health, Community Wellbeing Directorate
Authority for delegated decision:	<p>Authority is granted under the Chief Executive scheme of delegation SA04: To discharge any functions in relation to the corporate public health duties of the council authorised to the director of public health under the NHS Act 2006 and the Health and Social Care Act 2012, including responsibility for:</p> <ul style="list-style-type: none"> • The annual report on the health of the local population; • Improving public health, including commissioning alcohol and drug misuse services, sexual health services, child health services, smoking cessation services; • Planning for, and responding to, emergencies that present a risk to public health; • Promoting safer communities by working with local criminal justice partners and police and crime commissioners, the probation service and the prison service; • The council's public health response to licensing applications; • Developing wellbeing, implementing the health and wellbeing strategy <p>Stop Smoking Services Herefordshire (e) the Director for Adults and Wellbeing, following consultation with the Cabinet Member for health and wellbeing and the s151 officer, is authorised to take all necessary operational decisions to implement the above recommendations.</p>
Ward:	Countywide
Consultation:	Cabinet Member for Adult Health and Wellbeing
Decision made:	<p>To accept Smoke Free Generation grant funding (£226,000 each year 2024-2029) to enhance local stop smoking services.</p> <p>To delegate all operational decisions to the Corporate Director for Community and Wellbeing and Director of Public Health in consultation with the Cabinet Member for Adult Health and Wellbeing and the s151 officer in accordance with the Smoke Free Generation grant terms.</p>
Reasons for decision:	<p>In October 2023 the government announced a comprehensive plan to create a smokefree generation. The plan acknowledged harms smoking causes to our society and evidence-based measures to reduce smoking prevalence. As part of a wide package of measures, the government announced an extra £70 million per year over the next 5 years to increase support available for smokers to quit. This extra ringfenced investment is available for local authorities who maintain existing spend on stop smoking services and support from the public health grant, and report outcomes in the stop smoking services collection.</p> <p>The purpose of this investment is to support existing smokers to quit in England. As a result of the investment the Government wants to increase access to evidence-based behavioural support to quit and targeted support to people more likely to smoke, to reduce health inequalities.</p> <p>‘Local stop smoking services and support: guidance for local authorities’ published on gov.uk on 8 November 2023 sets out a framework for</p>

	<p>delivering services and support in line with this aim. This investment should not replace activity delivered as part of the NHS Long Term Plan or the public health grant. It is intended to allow local authorities to deliver more or enhanced stop smoking support provision. For example, the new funding can support building capacity to support smokers to quit and increase referrals from a range of community settings, such as primary care or mental health services. The funding can also be used to train more local healthcare staff to deliver smoking cessation advice and referrals. It should not be used for tobacco enforcement activity.</p> <p>Smoking prevalence in Herefordshire is currently 12.2% (Finger tips, 2022) which remains lower than the national and regional average, and since 2017 has reduced. However, smoking remains the leading cause for differences in life expectancy in the county, and there are challenges within certain population groups, for example, routine and manual workers is also at 28.6% which is higher than the county average (OHID Fingertips Herefordshire TC Profile).</p> <p>Plans are being developed to expand and enhance the local stop smoking services to support the smoking population to quit smoking, meeting the ambitions set out in the grant funding criteria.</p> <table border="1" data-bbox="488 725 1367 1205"> <thead> <tr> <th>Funding Year</th> <th>Funding allocation (£)</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>2024/25</td> <td>226,000</td> <td>Awarded</td> </tr> <tr> <td>2025/26</td> <td>226,000</td> <td>Indicative*</td> </tr> <tr> <td>2026/27</td> <td>226,000</td> <td>Indicative*</td> </tr> <tr> <td>2027/28</td> <td>226,000</td> <td>Indicative*</td> </tr> <tr> <td>2028/29</td> <td>226,000</td> <td>Indicative*</td> </tr> </tbody> </table> <p>*To be confirmed on an annual basis through a grant agreement between Department of Health and Herefordshire Council.</p>	Funding Year	Funding allocation (£)	Status	2024/25	226,000	Awarded	2025/26	226,000	Indicative*	2026/27	226,000	Indicative*	2027/28	226,000	Indicative*	2028/29	226,000	Indicative*
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<p>Highlight any associated risks/finance/legal/equality considerations:</p>	<p>Continuation of funding beyond 2029, funding is also variable year on year depending on fluctuations in smoking prevalence.</p>																		
<p>Details of any alternative options considered and rejected:</p>	<p>Not to accept – this option was not recommended. Smoking remains the leading cause for preventable ill health and differences in life expectancy in the county, not accepting the grant would have significant impact on improving the health outcomes of the Herefordshire population.</p>																		
<p>Details of any declarations of interest made:</p>	<p>None declared.</p>																		

Signed..... Date:

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