

Report to the Cabinet

Meeting to be held on Thursday, 11 July 2024

Report of the Director of Public Health, Wellbeing and Communities

Part I

Electoral Division affected:
(All Divisions);

Corporate Priorities:
Delivering better services;
Caring for the vulnerable;

National Smokefree Lancashire Grant 2024/25

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Brief Summary

Lancashire has received an additional £1,673,989 from the Department of Health and Social Care for 2024/25. The grant is administered through the Office of Health Improvement and Disparities (OHID). The allocated monies are based on population and smoking prevalence and are ringfenced to increase the number of referrals into the service and smoking 'quitters' by enhancing the Smokefree Lancashire Service offer.

Recommendation

Cabinet is asked to:

- (i) Approve the allocation of the Local Stop Smoking Service and Support Grant in Lancashire as outlined in the report.
- (ii) Authorise the Director of Public Health, Wellbeing and Communities, in consultation with the Cabinet Member for Health and Wellbeing, to determine the areas of actual spend.

Background

Smoking remains one of the biggest preventable causes of death and illness in England. Smoking impacts from the cradle to the grave contributing to babies being



born prematurely, stillbirth and infant mortality to the years of lives lost by smokers. Higher smoking prevalence is associated with higher indices of multiple deprivation. National estimates indicate that Lancashire has a smoking prevalence of 13.4% which is above the England average 12.7%. However, there are significant differences in prevalence between Lancashire's districts ranging from Lancaster (20.4%) to Fylde (6.4%). Five of the other 12 districts in the county have higher rates than the England rate.

There are approximately 132,000 smokers in Lancashire which is estimated to cost the area approximately £1.11bn per year, of which £397m is associated with social care costs, £45.1m with healthcare costs, £658m lost productivity and £8.1m in fire costs. The national average spend on tobacco is around £2,486 per smoker. Annually it is estimated £320m is spent by consumers purchasing tobacco (legal and illicit) annually in Lancashire. Further details of costs to Lancashire can be accessed on Action on Smoking's (ASH) Ready Reckoner ashresources.shinyapps.io/ready_reckoner/.

In October 2023, the county council awarded the Smokefree Lancashire smoking cessation service contract to Change, Grow, Live Services Ltd (CGL) with an annual value of £2,359,522. The smoking cessation service has several priority areas such as prevention and early intervention targeting children and young people to prevent uptake of smoking and vaping. For adults (18+) priorities are to provide targeted support to routine and manual workers, social housing, substance use, community outreach from hospital in-patient pathways, and smokefree families and workplaces. This is consistent with the Lancashire and South Cumbria Smokefree Strategy, [tobacco-free-lancashire-south-cumbria-strategy-2023-2028-final-2.pdf](#).

National Grant Award

Acknowledging the harms caused and impact of smoking within communities, the Government announced a national ambition to achieve a smokefree generation by 2030. As a result, Lancashire received an additional £1.6m investment in 2024/25 to increase referrals and provide stop smoking aids over a 12-month period. The allocated monies are based on population and smoking prevalence and are ringfenced for local authority led stop smoking services and support. Lancashire has already received £1.1m of this allocation, the remainder will be received in quarter 4 of 2024/25.

The grant conditions include investing to enhance local authority commissioned stop smoking services and support, to maintain existing spend on these services and support from the public health grant. This funding should not replace existing programmes which support smokers to quit, for example the tobacco dependency programme delivered within the NHS Long Term Plan.

While this is a great opportunity, the initial investment is time limited to this financial year 2024/5. The indicative areas of spend are set out below and are subject to further refinement by the Director of Public Health, Wellbeing and Communities.

The proposal requires an additional 1,159 people to set a 'quit smoking' date based on the 5,192 people who set a quit date in 2022/23 and 2,811 people who quit



(approximately 22% increase). This will be monitored through public health contract management.

Programme Proposal	Budget (£)
Additional staffing including telehealth advisors	726,478
Stop Smoking Aids e.g. nicotine replacement therapy (demand led)	500,000
Breaking Free Online app	15,000
Enhancing current pathways i.e. family hubs and health visitor model to meet Best Start in Life Priorities including a national CLear (Challenge, Leadership and Results) peer assessment of our tobacco and nicotine de-addiction programmes	362,511
Targeted support to NHS services e.g. in-reach to respiratory and emergency departments as part of the Healthier Hearts Plan	70,000
Total	1,673,989

Consultations

The plan was discussed at Lancashire's Tobacco Alliance on 3 June 2024 and has been through the county council's Public Health commissioning process which includes input from Procurement, Legal and Financial services. Implementation of the proposals will continue to include wider community engagement.

Implications:

This item has the following implications, as indicated:

Legal

The proposed programme will require the grant funding to be spent in a number of different ways (the award of contracts, variations to existing contracts and the issuing of grant funding). Consequently, it will be necessary for the county council to ensure that it complies with the Public Contracts Regulations 2015, the Health Care Services (Provider Selection Regime) Regulations 2023, the Subsidy Control Act 2022 as applicable in addition to the council's own Procurement Rules.

It is suggested that the proposed programme is likely to be deliverable in a lawful manner and that the legal team will continue to work with the Director of Public Health, Wellbeing and Communities and commissioners to ensure that any procurement and subsidy risks are minimised. Notwithstanding the possibility of slight procurement risk, the likelihood of challenge is considered to be low, which is far outweighed by the public benefit achieved in accepting and utilising the funding.

Financial

The report requests that the proposed budget detailed above of £1,673,989 is spent in accordance with the grant guidance and the county council's procurement rules. The expenditure is fully grant funded and therefore there is no impact on the county council's base budget. There is a risk of monies not being spent in the current financial year due to tight timescales (2024/25), however the project will be prioritised and closely monitored to mitigate against this risk.



Risk management

The key risk is problems with recruitment of qualified staff as other areas nationally are also seeking qualified staff. This will be mitigated by working with Change, Grow, Live Services Ltd in regular contract monitoring meetings.

List of Background Papers

Paper	Date	Contact/Tel
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None		
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Reason for inclusion in Part II, if appropriate		
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