

## **TRAFFORD COUNCIL**

**Report to:** Health & Wellbeing Board  
**Date:** 17<sup>th</sup> November 2023  
**Report for:** Information  
**Report of:** Director of Public Health

### **Report Title**

Stopping the start: The Government's new plan to create a smokefree generation.

### **Purpose**

To provide information to the Health & Wellbeing Board Members on the government's ambition to create a smokefree generation and the impact this will have on Trafford residents.

### **Recommendations**

Our recommendations to health and wellbeing board members are:

- To agree to our approach to co-ordinate additional investment to targeted groups most at risk of smoking harm.
- To advise if members have feedback they would like to be included in the national consultation.
- To advise if there are any other stakeholders or key members, we need to share the details of the national consultation with.

Contact person for access to background papers and further information:

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## **Stopping the start: The Government's new plan to create a smokefree generation.**

This paper has been created for the health & wellbeing board to outline 'stopping the start: the government's ambitions to create a smokefree generation' and reduce smoking rates in the country. This paper will provide an overview of new data relating to the smoking prevalence in Trafford, the four different elements of stopping the start and details of the national consultation on these measures.

### New Local Smoking Data

Since the last health & wellbeing board meeting, we have received some updated data on the smoking prevalence in some Trafford populations. These include:

- The General Population - New data indicates that Trafford's smoking prevalence is estimated to be around 8-11% in the general population. Data to determine smoking prevalence has been taken from the National Annual Population Survey (8% - a reduction 11% in the previous year) and General Practice data (11%). Trafford's smoking rates continue to remain lower than the England rate of 12.7% (2022).
- Routine & Manual Workers - 17.4% of Trafford adults in routine and manual occupations smoke, compared to the England average of 22.5% (2022) This is a decrease from 23.4% in the previous year.
- People with a Serious Mental Illness (SMI) – In Trafford the SMI smoking rate is 42.1%, an increase from 35% in the previous year. This is also higher than the England average of 40.5% (2022) and therefore is a particular cause for concern.

Further details around Trafford's smoking prevalence and needs can be found in Trafford's Smoking Needs Assessment (Appendix 1).

### Stopping The Start: The Government's Plan to Create A Smokefree Generation

In 2019, the Government set an objective for England to be smokefree by 2030, meaning less than 5% of the population would smoke.<sup>i</sup>

On Oct 4<sup>th</sup> 2023, the Prime Minister Rishi Sunak announced his ambition to create a 'smokefree generation'. This has the potential to be one of the most significant public health interventions in a generation, saving tens of thousands of lives and saving the NHS billions of pounds.<sup>ii</sup>

In summary, the Government plan to:

## 1. Create A Smokefree Generation

The government will bring forward legislation making it an offence to sell tobacco products to anyone born on or after 1 January 2009. In effect, **the law will stop children turning 14 or younger this year from ever legally being sold tobacco products** - raising the smoking age by a year each year until it applies to the whole population. This phased approach means that anyone who can legally be sold cigarettes now will not be prevented from doing so in the future. This recommendation has the potential to phase out smoking in young people almost completely as early as 2040. It could mean up to 1.7 million fewer people smoke by 2075 and has the potential to avoid up to 115,000 cases of strokes, heart disease, lung cancer and other lung diseases.<sup>iii</sup>

## 2. Supporting People To Quit Smoking

The government is **investing an additional £70 million per year to support local authority-led stop smoking services**. This will more than double current spending from £68 million per year (to a total of £138 million) and support around 360,000 people to quit smoking. In addition, £5 million this year and then £15 million a year thereafter will be invested to fund national tobacco marketing campaigns to explain the changes, the benefits of quitting and support available. This additional funding will ensure there is a universal and comprehensive offer across local authorities in England. It will directly impact on the availability and quality of support offered, and the number of quits achieved in those areas that need it most.

### What does this mean for Trafford?

Of the £70 million grant funding investment, Trafford Council will be awarded a total of **£208,410 per year, over the financial years of 2024-2025 to 2028-2029**.<sup>iv</sup>

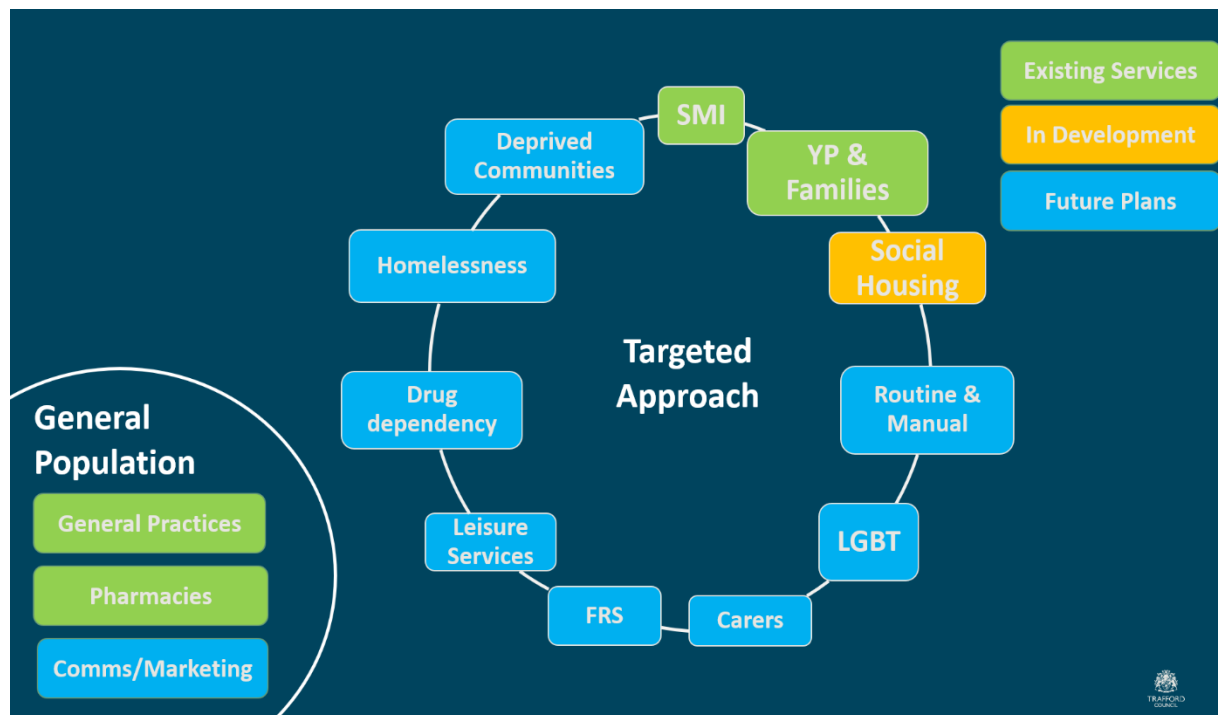
The eligibility criteria for this grant funding includes:

- Local authorities must maintain their existing spend on stop smoking services, as of SSS data provided for Quarter 2 in 2022 to 2023 throughout the whole grant period.
- They must also maintain compliance with the reporting requirements for expenditure related to the stop smoking service by submitting quarterly reports to NHS Digital.
- There will be some flexibility for the funding to support commissioning capacity, wider tobacco and youth vaping control efforts, such as local awareness raising campaigns, to provide more flexibility at the local level. However, the majority of the funding should be focused on stop smoking cessation.

Trafford Council Public Health Team are currently in the process of developing a robust plan for this grant spend. These plans are being produced collaboratively in partnership with Tobacco Alliance members in line with the Trafford smoking needs assessment, vision, strategy, and action plan (Appendix 2 & 3).

We propose this plan has a targeted approach for population groups with higher smoking rates to reduce health inequalities. A summary of these groups is outlined in the figure below:

**Figure 1: A targeted approach to reducing smoking related harm.**



### 3. Curb The Rise In Youth Vaping

The Government are currently consulting on measures to reduce the appeal and availability of vapes to children – striking a balance with ensuring vapes are available for adults to help them quit smoking.

The consultation will be made on:

- **Restricting the flavours** and descriptions of vapes so that vape flavours are no longer targeted at children, but remain available for adult smokers;
- **Regulating point of sale displays** in retail outlets so that vapes are kept out of sight from children and away from products that appeal to them, such as sweets;
- **Regulating vape packaging** and product presentation, ensuring that neither the device nor its packaging is targeted to children;
- **Looking at stopping the sale of disposable vapes**, which are clearly linked to the rise in vaping in children and are incredibly harmful to the environment and;
- **Closing loopholes in the law** which allow children to get free samples and buy non-nicotine vapes.

#### 4. Strengthen Enforcement Activity

Underage and illicit sale of tobacco, and more recently vapes, is undermining the work being done to regulate the industry and protect public health. The government will take additional steps to target those irresponsibly selling tobacco products and vapes to underage people and preventing illicit products from being sold. These measures include:

- Proving **£30 million additional funding per year (from April 2024) to support enforcement agencies** such as trading standards, Border Force and HMRC to implement and enforce the law (including enforcement of underage sales) and tackle illicit trade.
- HMRC and Border Force **publishing an updated Illicit Tobacco Strategy** which will (1) set out plans to target illegal activity at all stages of the supply chain to stamp out opportunities for criminals in light of the new rules and (2) establish a new multiagency Illicit Tobacco Taskforce, led by HMRC and Border Force, to oversee future evolution of our illicit tobacco strategy.
- Introducing **new powers for local authorities to issue on-the-spot fines** (fixed penalty notices) to enforce age of sale legislation of tobacco products, as well as vapes.
- **Enhancing online age verification** to stop underage sales of tobacco products and vapes online.

#### National Consultation On These Measures

The UK Government have opened a public consultation on these plans and ask a range of questions in 3 areas for which new legislation would be needed. These include:

1. Creating a smokefree generation: consulting on the smokefree generation and its scope.
2. Tackling youth vaping: consulting on several options to ensure we take the most appropriate and impactful steps, building on England's analysis of the youth vaping call for evidence.
3. Enforcement: consulting on the proposal to introduce new powers for local authorities in England and Wales to issue fixed penalty notices to enforce age of sale legislation of tobacco products and vapes.

The consultation is now live until 11:59pm on 6<sup>th</sup> December 2023 and responses can be submitted [online](#).<sup>v</sup>

#### What does this mean for Trafford?

In Trafford, the Public Health Team are currently coordinating a response to this consultation on behalf of the borough. We have approached partners such as Children's Social Care, Education, School Health, Early Break Young People's Substance Misuse Service, Trading Standards, and local businesses through the Inclusive Economies Team to gather their feedback. We hope our response will

highlight to government the impact these three areas are currently having, or likely to have on Trafford in the future.

In our draft response so far, we have included the following topics of information:

- Our agreement to the suggested change in laws outlined in this paper.
- Highlighted the risks of harm to children and young people using vapes in Trafford, particularly regarding vapes that have been adulterated and resulted in adverse effects.
- The difficulties our schools have faced in enforcing measures to restrict vape use amongst pupils.
- Agreeing to regulate vape packing and product presentation so they don't risk being desirable to young people, instead, being understood and marketed as a nicotine delivery device for adults who wish to stop smoking.
- Balancing the benefits of restrictions, with the risk of consequence to drive illegal tobacco sales which may impact those who are most vulnerable in our society.

We would be particularly interested to hear from health and wellbeing board members as to whether they agree with our draft response outlined above and whether they have any feedback they would like to be included.

## [Swap To Stop Scheme](#)

In addition to these announcements the government have also confirmed the world-first national rollout of a 'swap to stop' scheme. Almost 1 in 5 of all smokers in England have the opportunity to be provided with a vape starter kit alongside behavioural support to help them quit the habit. Local authorities have been invited to take part in the scheme, to design a e-cigarette scheme which suits their needs, including deciding which populations to prioritise.

### [What does this mean for Trafford?](#)

Trafford Council has joined in a Greater Manchester swap to stop scheme application for a total of 5,000 vapes, available to be used across Greater Manchester. Trafford residents will therefore be able to access a 4-week vape starter kit when they download the Smoke Free app in addition to the behavioural support this app already provides. We are currently in discussions with Great Places to target the app and e-cigarette support amongst their social housing residents, though there is scope to promote this app more widely in Trafford. At the time of writing this paper, we have not yet had a response as to whether our swap to stop scheme was successful.

## [Health & Wellbeing Board Members](#)

Thank you for taking the time to review this report. Our recommendations to health and wellbeing board members are:

- To agree to our approach to co-ordinate additional investment to targeted groups most at risk of smoking harm.
- To advise if members have feedback they would like to be included in the national consultation.
- To advise if there are any other stakeholders or key members, we need to share the details of the national consultation with.

## Appendix

### Appendix 1 – Trafford's Smoking Needs Assessment



#### **Trafford Smoking Needs Assessment 2**

### Appendix 2 - Trafford Tobacco Alliance Vision and Strategy



#### **Trafford Tobacco Alliance Vision & Str**

### Appendix 3 - Trafford Tobacco Alliance Action Plan



#### **Trafford Tobacco Alliance Action Plan**

## **References**

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<sup>i</sup> [Making smoking obsolete: summary - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

<sup>ii</sup> [Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

<sup>iii</sup> [Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

<sup>iv</sup> [Local stop smoking services and support: funding allocations and methodology - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

<sup>v</sup> [Creating a smokefree generation and tackling youth vaping - GOV.UK \(www.gov.uk\)](https://www.gov.uk)