

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Lead Member for Adult Social Care and Public Health
Date:	19 March 2024
Title:	A Smokefree Generation: Smoking Cessation and Prevention Services
Report From:	Director of Public Health

Contact name: Simon Bryant

Email: Simon.bryant@hants.gov.uk

1. The decision:

1.1. That the Executive Lead Member for Adult Social Care and Public Health has given approval to spend up to a maximum amount of £23.0m to procure smoking cessation and prevention services over a period of seven years, commencing April 2025 on a 4+3 year basis.

2. Reasons for the decision:

2.1. Public Health currently commissions a smoking cessation and prevention service (Smokefree Hampshire) that supports 3,500 smokers to quit each year.

2.2. Smoking continues to be the single most preventable cause of ill health and premature death and main driver of health inequalities in Hampshire. Smoking is a major risk factor for many diseases such as lung cancer, respiratory disease (including chronic obstructive pulmonary disease) and heart disease. It is also strongly linked with cancers in other organs, including the lip, mouth, throat, bladder, kidney, stomach, liver, and cervix.

2.3. Modelling suggests that smoking could cost the Hampshire economy £1.1bn each year, a figure that is broken down into losses in economic productivity (£682m), social care costs (£329m), healthcare costs (£41m) and fire costs (£5m). The Hampshire Tobacco Control Strategy states that 4,522 residents die, and 8,631 residents are admitted to hospital each year because of smoking.

2.4. In October 2023, the government announced new ringfenced funding to local authorities (the Local Stop Smoking Services and Support Grant), 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 Local Stop Smoking Services and Support Grant amounts to £1,381,823 from 06 April 2024 through to 05 April 2029, and

should be spent on initiatives to support people to quit smoking. Allocations are based on local smoking rates, contingent on maintaining existing spend on smoking, and it is anticipated that allocations would remain similar each year.

3. Other options considered and rejected:

3.1. No other options were considered.

3.2. If approval is not given, the County Council would not be able to meet its mandate or use the smokefree generation funding to reduce smoking and improve health.

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: 19 March 2024

**Councillor Liz Fairhurst
Executive Lead Member for Adult Social Care and
Public Health**