



1. Progress report on smoke free outdoor spaces
  - 1.1. The contents of this paper can be shared with the general public.
  - 1.2 This paper is for the Health & Wellbeing Board meeting on the 13<sup>th</sup> June 2017.
  - 1.3 Author of the Paper and contact details  
Susan Stewart, Tobacco Control and Projects Commissioner (01273) 293927 [susan.stewart@brighton-hove.gov.uk](mailto:susan.stewart@brighton-hove.gov.uk)  
Roy Pickard, Environmental Health Manager (01273) 292145 [roy.pickard@brighton-hove.gcsx.gov.uk](mailto:roy.pickard@brighton-hove.gcsx.gov.uk)

## 2. Summary

- 2.1 This paper is for information only and provides an update on the progress made on the recommendations the Board approved in December 2015 following a presentation on the results of the public consultation, conducted in July 2015, to extend smokefree areas to include outdoor spaces.

## 3. Decisions, recommendations and any options

- 3.1 That the Board agree to note the report.

## 4. Relevant information

- 4.1 Smoking tobacco amongst adults in Brighton and Hove, at 21%, remains significantly high compared to the national average of 17%. However the trend in the general local population rates for smoking has declined since 2012 from 25% to 21% in 2015. The smoking prevalence among adults in routine and manual occupations in the city is higher still at 34% compared with 27% for England (and higher than all of our comparator local authorities). (Public Health Outcomes Framework)
- 4.2 Smoking amongst young people in Brighton and Hove is also high. Regular and occasional smoking amongst 15 year olds in the city is

15% compared to the national average of 8% and the city has the highest rate in the country.

- 4.3 Over the last five years, the percentage of pupils aged 11-14 years who have never tried a cigarette has increased from 80% to 90%; this is also the case among 14-16 year olds (51% in 2010 and 63% in 2015). (Public Health Outcomes Framework)
- 4.4 However, there has been little change in the percentage of 15 years who smoke occasionally since 2011 to 2016. To achieve a smoke free generation by 2025 smoking amongst 15 year olds requires to be reduced to 5%. (Brighton & Hove City Council Safe and Well at School Survey)
- 4.5 Smoking tobacco is the biggest cause of premature death in the city. The illnesses and diseases that smoking causes, creates demand on the NHS and Adult Social Care, at a time when funding is under pressure.
- 4.6 The estimated cost to Brighton and Hove due to smoking is £82.9 million annually. This is broken down as follows:
- £64m in lost productivity - £38m smoking breaks, £18m early deaths, £8m sick days
  - £10m to the NHS for treating smoking related diseases
  - £7.4m related to adult social care costs
  - £2m smoking related fires
  - £1m passive smoking.
- 4.7 Public Health England's aim is to have a smoke free generation by 2025. Local Authorities, in collaboration with partners such as the CCG, the NHS and enforcement agencies support this aim by:
- helping people to give up smoking.
  - making tobacco less affordable
  - preventing the promotion of tobacco
  - the effective regulation of tobacco products
  - improving awareness of the harm that tobacco does.
  - reducing exposure to secondhand smoke
- 4.8 In Brighton and Hove current smoke free areas are:
- inside work places
  - substantially enclosed public space
  - inside school buildings and grounds
  - inside children's centres

- workplace vehicles
- vehicles containing passengers under the age of 18
- NHS Hospital Trusts buildings and grounds

4.9 As part of the strategy to support a smoke free generation, Brighton & Hove City Council, carried out public consultation in the summer of 2015. The aim of the consultation was to understand people's behaviours and attitudes to smoking in public spaces and whether there would be public support for extending smoke free spaces on a voluntary basis.

4.10 The results of the consultation showed that overall there was little support for smoke free parks and beaches from both smokers and non smokers and more so from smokers who were residents and visitors.

4.11 However, there was majority support from non smoking residents that restaurants with outdoor seating (65%) and pubs with outdoor seating (55%) should be smoke free. These people would also use these spaces more frequently if they were smoke free. The majority of all residents who responded (53%) agreed that it was anti-social to smoke where people are eating and drinking and this rises to 68% of non-smokers and 77% of those who have never smoked'

4.12 In addition a majority of smokers and non-smokers who are residents agreed that play parks (74%) and the entrances and grounds of schools (80%) and children's centres (80%) should become smoke free.

4.13 In December 2015 the board agreed the following recommendations. That the Council:

- encourage smoke free school gates to all primary schools on a voluntary basis.
- continue to promote smoke free spaces in children's play parks and the Council through the Public Health Directorate.. Work with children's centres to encourage smoke free entrances on a voluntary basis.
- works with restaurants and pubs to encourage smoke-free outdoor areas on a voluntary basis
- not extend smoke free places to all parks and beaches.

## **5. Progress on the health and wellbeing board recommendations**



- 5.1 The smokefree outdoor dining initiative is a voluntary scheme enabling local cafes, restaurants and pubs to support no smoking in areas where people eat and drink.
- 5.2 In March 2017 Regulatory Services staff interviewed the manager or owner of twelve local businesses including cafés, restaurants and pubs from North Laines, Brighton Marina and city park cafes. The aim of the consultation was to understand the attitudes and behaviours of the industry towards supporting voluntary smokefree outdoor dining.
- 5.3 Ten of the twelve local businesses consulted said they supported the concept of the scheme. Of these businesses:
- three, located at the Brighton Marina, do not allow smoking in outdoor dining areas. Council staff are investigating if this is related to the smoking policies at the marina where residential apartments are built above the restaurants.
  - one, located in the North Laine area, had previously not allowed smoking in the outdoor dining area and could do it again under the scheme.
  - two supported the concept but would not be able to implement the scheme at this time citing concern over losing loyal customers and the effect on the business financially.
  - One supported the concept but would need to consult with the owner.
- 5.4 Two businesses did not want to support the scheme. These were a local pub and café. These businesses felt that smokers were generally conscious of smoking around children. The pub proactively requested smokers who were smoking outdoors to move away from the tables if children were sitting nearby. The café owner said that asking people to not smoke disregarded people's civil liberties. The cafe owner went on to say they felt that the scheme would not affect business however visitors to Brighton might be affected.
- 5.5 The smokefree outdoor dining scheme is expected to be launched in mid June. Businesses registering for the scheme will be encouraging people not to smoke in their outdoor areas as smoking indoors is covered by the smokefree regulations. A promotional kit will be provided and include; window stickers, posters and table talkers (information about the scheme for table) to promote the messages about being an outdoor smoke free zone. Council will promote approved and registered businesses on the Council website.
- 5.6 The Council has developed a communications plan to promote the scheme to business and increase take up of the scheme.
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- 5.7 The smokefree school gates initiative is led by the health improvement specialist for the public health schools programme. The aim of the initiative is to expand the smokefree zone from inside the school boundary to outside the school gates and reduce the areas where parents and visitors can be seen smoking. Not smoking at school gates is one less area where people can be seen smoking by children. Consequently smoking will appear less of a normal behaviour which may stop children from taking up smoking.
- 5.8 The social marketing initiative as a complete offer to schools consists of information given to all students at the school assembly on tobacco and secondhand smoke. Assembly is followed by workshops targeting year five/six students. All students of the school are invited to enter into a competition to design a poster on secondhand smoke. The winning posters are then displayed on the school gates and parents and visitors are requested not to smoke near the school gates. As part of the programme the health improvement specialist also provides information sessions and support for teachers, parents and visitors who want to quit smoking. Schools do have the option of taking up parts of the programme depending on the school community's needs.
- 5.9 The following schools have undertaken the initiative since its launch: Mouslecombe Primary School, St Bartholomew's Primary School, Fairlight Primary School, St Marks Primary School, Coldean Primary School, Hertford Infant School, Hertford Junior School, Rudyard Kipling Primary School, Goldstone Primary School, City Academy Whitehawk.
- 5.10 In May 2017 a joint project commenced between Housing, Public Health, Regulatory Services, Hertford Infant School, Hertford Junior School and the Hollingdean Children's Centre. The project is aimed at school staff, parents, visitors, students and Hollingdean residents. The aims are to raise awareness of the harms of tobacco and secondhand smoke, encourage parents and visitors to stop smoking near school gates and in cars with children and young people under 18 years, and encourage smokers to stop. The Hollingdean residents association has been engaged in the project from its commencement to shape the messages and delivery of the social marketing intervention. The project also involved training Council Housing staff in very brief advice.
- 5.11 In 2012/13 Council introduced a voluntary scheme requesting people not to smoke in children's play parks. Council have reaffirmed that commitment through the new Open Spaces Strategy 2017-2027 to maintain voluntary smoking bans in playgrounds across the city.

## **6. Important considerations and implications**

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Legal:

- 6.1 There are no legal restrictions on smoking in parks, beaches or other outdoor spaces. Therefore the initiatives outlined in this report are voluntary schemes.

Lawyer consulted: Elizabeth Culbert

Date: 22/05/17

Finance:

- 6.2 The costs of the smoke free dining initiative will be approximately £1,500, this will be spent on providing signage and resources for food businesses. This will be met from current budget resources within the regulatory services function of the Council. The work in schools will be funded from existing schools programme budgets.

In the longer term, reducing the numbers of people that smoke helps to reduce cost pressures against Health and Social Care budgets.

Finance Officer consulted: Monica Brooks

Date: 17/05/17

Equalities:

- 6.3 Smoking and the harm it causes aren't evenly distributed. People in more deprived areas are more likely to smoke and are less likely to quit. Smoking is increasingly concentrated in more disadvantaged groups and is the main contributor to health inequalities in Brighton and Hove. Men and women from the most deprived groups have more than double the death rate from lung cancer compared with those from the least deprived. Smoking is twice as common in people with longstanding mental health problems. There are high levels of smoking in the LGBT community.

Sustainability:

- 6.4 A reduction in smoking will decrease cigarette litter such as cigarette butts, empty packets and wrappers to make areas more pleasant and to protect wildlife.

Health, social care, children's services and public health:

- 6.5 Reducing the numbers of people smoking tobacco will reduce the pressure on the NHS and Adult social care, making long term savings, as people remain health and independent for longer..



## 7. Supporting documents and information

7.1 None

