

	<u>Agenda Item: 10</u>
Report to:	Birmingham Health and Wellbeing Board
Date:	Thursday 26th September 2024
TITLE:	Stopping the start: our new plan to create a smokefree generation – progress update
Organisation	Birmingham City Council
Presenting Officer	Becky Pollard, Assistant Director Public Health (Adults and Older People), Birmingham City Council

Report Type:	Information
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1. Purpose:

1.1. The purpose of this briefing paper is to provide an update on the progress in delivering the policy on taking forward the 'Stopping the start: our new plan to create a smokefree generation'. It includes an update on proposals for the use of the Smokefree Generation Section 31 Grant of £1,676,048 awarded to Birmingham City Council in 2024/25, coordinated through the Birmingham Smoking Cessation Task Group (BSCTG).

2. Implications (tick all that apply):

Creating a Bolder, Healthier, City (2022-2030) – Strategic Priorities	Closing the Gap (Inequalities)	X
	Theme 1: Healthy and Affordable Food	
	Theme 2: Mental Wellness and Balance	
	Theme 3: Active at Every Age and Ability	
	Theme 4: Contributing to a Green and Sustainable Future	
	Theme 5: Protect and Detect	X
	Getting the Best Start in Life	
	Living, Working and Learning Well	X
	Ageing and Dying Well	X
Joint Strategic Needs Assessment		

3. Commissioner's Review:

3.1 Commissioners support the recommendations.

4. Recommendation

4.1 The Board is asked to review and note the following progress of work towards implementation of Department of Health and Social Care policy paper 'Stopping the start: our new plan to create a smokefree generation', including:

4.1.1 The Birmingham and Solihull Integrated Care Partnership Joint Position Statement which welcomed new plans to achieve a smoke-free England and Wales by 2030.

4.1.2 The establishment of a multi-agency task group, the BSCTG, chaired by the Assistant Director of Public Health (Adults and Older People) with membership made up of representatives from a range of external and internal stakeholders to coordinate local activities and the use of the £1,676,048 Smokefree Generation Section 31 grant funding in the financial year 24/25.

4.1.3 The recent invitation to partners from across the system to submit an expression of interest to the BSCTG detailing potential use of the funds and address gaps within current service provision. The primary focus will be on increasing the capacity and demand for smoking cessation services, while also addressing significant inequalities in smoking prevalence across different populations within the city.

4.2 The Board is asked to note that the BSCTG now reports to the Birmingham and Solihull Tobacco Control Alliance to oversee and coordinate efforts to deliver the grant actions.

4.3 The Board is asked to recognise that Birmingham City Council are awaiting further updates on national legislation and are requesting ongoing support of future proposals and plans set out in the briefing paper.

5. Report Body

5.1. In December 2023, Birmingham and Solihull Integrated Care Partnership welcomed new plans to achieve a smoke-free England and Wales by 2030. It produced a Joint Position Statement in which it signed up to a number of pledges to bring together local partners to renew our efforts to work together to reduce harmful tobacco use. The statement is set out at Appendix 1.

5.2. Appendix 2, sets out an overview of current activity across the Smoke free Generation landscape in Birmingham. It covers:

5.2.1 Local authority commissioned smoking cessation services across Birmingham. The aim of these services is to maximise the number of smokers accessing the service and quitting long-term, therefore contributing to the reduction of smoking prevalence in Birmingham.

5.2.2 Smoking statistics detailing a demographic breakdown for those accessing Birmingham local authority commissioned smoking cessation services.

5.2.3 A benchmarking exercise of the costs of smoking cessation services commissioned by Birmingham City Council which shows that comparatively, the council spends less per head of population on stop smoking treatment services and very little on tobacco control than the core city average and England average. The

additional non-recurrent funding (Smokefree Generation Grant £1.67m) will support very targeted cessation work at high-risk populations.

5.2.4 The purpose of the BSCTG to plan, develop and oversee the implementation of additional and advanced support to stop smoking services, including targeting inclusion groups (e.g. those with substance misuse problems and those with mental health problems) and the enhancement of existing infrastructure and local system development. Terms of reference of the group are set out at Appendix 3.

5.2.5 The Birmingham and Solihull Integrated Care System NHS Long Term Plan treatment services for tobacco dependency which includes in-patient support, services for those with severe mental health illness and support for pregnant women who smoke and are in contact with maternity services.

5.2.6 A two-year ‘gold standard’ community engagement project on Shisha consumption which is underway and set to end in 2026. The aims of the project are to fill gaps in knowledge around shisha consumption in Birmingham and offer recommendations to address this public health issue.

5.2.7 Youth vaping and the results of the annual Action for Smoking and Health Smokefree GB Youth Survey for 2024. Key findings show the rate of youth vaping remains high, with 18% of 11–17-year-olds (compared to 20% in 2023) having tried vaping. Since 2021, more children are vaping than smoking. Amongst 11–17-year-olds, ‘once or twice’ experimentation has remained the most common type of vape use amongst young people. For the second year in a row most children aged 11-17 (58%) wrongly believe that vaping is about the same or more harmful than smoking.

5.2.8 Trading Standards activity including a project funded by Birmingham City Council’s Public Health to prevent illicit vape sales for the period 2024/25. Work includes inspection and advice for shops selling vapes and nicotine inhaling products, as well as targeting those premises who sell these products to underage customers. Re-visits to premises who failed inspections will take place later in the year to test compliance following advisory visits.

6. Compliance Issues

6.1. HWBB Forum Responsibility and Board Update

The Chair of the BSCTG will provide update reports on the work of the group to the Birmingham Health and Wellbeing Board and Birmingham and Solihull Tobacco Control Alliance, as and when required.

6.2. Management Responsibility

Becky Pollard, Assistant Director Public Health (Adults and Older People), Birmingham City Council
Keiran Mckenzie, Service Lead (Adults), Birmingham City Council

6.3. Finance Implications

Management and administration of the Section 31 grant is managed by the Birmingham City Council Public Health Adults Team.

The Smokefree Generation Section 31 grant agreement was signed off in March 2024 between the Office for Health Improvement and Disparities (OHID) and Birmingham City Council. The council has now received the first instalment of £1,173,233 with the second instalment of £502,815 to be received in Quarter 4. If the grant is not fully spent by the end of the financial year 2024-25, or has an underspend, the local authority must notify OHID. OHID may consider reducing future grant amounts to local authorities that report significant and repeated underspends. This additional funding is contingent on the basis that there is no reduction in the core Birmingham City Council's Public Health Ringfenced Grant spend on local smoking cessation services as measured from 2022/23.

6.4. Legal Implications

A condition of the Smokefree Generation Section 31 grant is that local authorities must maintain their existing spend on stop smoking services and maintain compliance with the reporting requirements for expenditure related to the stop smoking service by submitting quarterly reports to NHS Digital.

Birmingham City Council must therefore ensure that any spend of the Smokefree Generation Section 31 grant complies with the grant terms and conditions as detailed by OHID. Appendix 4. sets out the Birmingham Local Stop Smoking Services and Support Grant 2024-2025 signed terms and conditions.

6.5. Equalities Implications (Public Sector Equality Duty)

The work planned for the Smokefree Generation recognises and aim to reduce the inequalities of smoking prevalence amongst differing populations within Birmingham.

7. Risk Analysis

Identified Risk	Likelihood	Impact	Actions to Manage Risk
Financial risks include: <ul style="list-style-type: none"> Grant amount not being fully spent in year and returned to OHID Accurate quarterly financial reporting to OHID Ensuring successful submission of Year 1 final statement of grant usage 	Medium likelihood that the Year 1 allocation of grant (£1,676,048) will not be spent before March 2025.	Delay in valuable services being implemented.	<ul style="list-style-type: none"> Weekly internal meetings Formation of project plan and risk register Gantt chart with key dates and deadlines Finance is informed of grant reporting and kept up to date with spending.
Legal risks include: <ul style="list-style-type: none"> Ensuring spend of 	Low likelihood and low risk.	Portions of grant will have to be	<ul style="list-style-type: none"> Creation of the BSCTG to hold all members and

grant complies with terms and conditions		returned to OHID.	organisations accountable <ul style="list-style-type: none"> • BSCTG terms of reference which explicitly states the terms and conditions of grant spend
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Appendices

1. Birmingham and Solihull Integrated Care Partnership: Joint Position Statement on Smokefree 2030
2. Smokefree Generation briefing paper August 2024
3. Birmingham Smoking Cessation Task Group Terms of Reference
4. Birmingham Local Stop Smoking Services and Support Grant 2024-2025 signed terms and conditions
5. Smokefree Generation Update Presentation

Background Papers

DHSC policy paper 'Stopping the start: our new plan to create a smokefree generation'
[Stopping the start: our new plan to create a smokefree generation - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/policies/stopping-the-start-our-new-plan-to-create-a-smokefree-generation)

The following people have been involved in the preparation of this board paper:

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