



Havering
LONDON BOROUGH

Notice of Non-key Executive Decision

Subject Heading:	Consultation on the proposed Tobacco Harm Reduction Strategy 2024-2029
Decision Maker:	Mark Ansell Director of Public Health
Cabinet Member:	Councillor Gillian Ford Deputy leader
SLT Lead:	Kate Ezeoke-Griffiths Assistant Director of Public Health
Report Author and contact details:	Natalie Naor – Natalie.naor@havering.gov.uk
Policy context:	<p>This strategy supports Havering Council to meet its People Theme priorities of ensuring that people are helped to live independent, socially connected and healthier lives as set out in the Corporate Plan 2022/23 – 2026/27.</p> <p>Supporting people to quit smoking and reducing harm from tobacco is part of Havering's Health and Wellbeing Strategy priorities and Partnership agenda to reduce smoking-related harms and reduce inequalities caused by smoking across the borough.</p>
Financial summary:	It is anticipated that there will be minimal spend on design and promotion of the consultation, which will be contained within the Public Health Budget.

Non-key Executive Decision

Relevant Overview & Scrutiny Sub Committee:	Health
Is this decision exempt from being called-in?	Yes

Non-key Executive Decision

The subject matter of this report deals with the following Council Objectives

People - Things that matter for residents	x
Place - A great place to live, work and enjoy	x
Resources - A well run Council that delivers for People and Place.	x

Part A – Report seeking decision

Non-key Executive Decision

DETAIL OF THE DECISION REQUESTED AND RECOMMENDED ACTION

The purpose of this report is to gain approval to go out to public consultation on the proposed Tobacco Harm Reduction Strategy 2024-2029

AUTHORITY UNDER WHICH DECISION IS MADE

3.4 Powers of Second Tier Managers –General Powers (Authority from Havering Constitution pre-April 2024)

- g) To undertake consultation with the Council's customers and relevant stakeholders, in accordance with the Council's consultation procedures, in order to establish:
- (i) levels of customer satisfaction with the Council's services
 - (ii) the public and stakeholders' responses to consultation documents, strategies and surveys.

STATEMENT OF THE REASONS FOR THE DECISION

Background

Smoking is the leading cause of avoidable ill health such as cancer, heart and lung diseases and also results in premature deaths. In Havering, the number of smokers has recently shown an increase reversing previous trend. Office of Health Improvement and Disparities, OHID data¹ shows the three year average of smoking prevalence (2021-2023) for adults in Havering was 12.4%, higher than London at 11.6% and the same as England at 12.4%. Also more males, 22.5% smoked compared to females, 8.5%. Available data point to clear inequality of impact caused by smoking with rates higher amongst disadvantaged groups, routine and manual workers, people with substance addictions and also among those with long term mental health conditions or a severe mental illness (SMI). The high rates of smoking within these groups further compound the negative impacts on their health, social and financial wellbeing.

Reducing smoking within these groups and in the wider population will therefore improve overall health and wellbeing. In addition, given the prevailing high cost of living, quitting smoking will provide additional benefit in terms of savings made to incomes.

¹ [Smoking Profile - Data - OHID \(phe.org.uk\)](https://phe.org.uk)

Non-key Executive Decision

The proposed Tobacco Harm Reduction strategy is a five-year strategy focused on:

- supporting smokers, in particular vulnerable groups, priority groups, men and pregnant women to quit
- reducing inequality in access to a stop smoking service provision and
- providing equal support to reduce smoking for those with mental health conditions (achieve parity of esteem with physical ill health)

The key priorities set out in strategy over the next 5 years are:

- Prevention - empowering people including the young not to smoke or vape
- Supporting smokers to quit - with a focus on eliminating variation in smoking rates
- Creating smoke free environments
- Strengthening Regulation and enforcement

Local authorities currently fund the provision of local stop-smoking services and support through the public health grant. However, more recently the government has invested an additional £70 million per year to support local authority led stop smoking services as part of national ambition to create a 'smoke free generation' by stopping young people from starting smoking through legislation, and by supporting existing smokers to quit. The funding is for five financial years of 2024 to 2025 through to 2028 to 2029 allocated annually. For 2024/ 25 Havering received £307,543.

This long term strategy and the programmes and interventions set out in the Action Plans to reduce smoking in Havering are underpinned by the local needs assessment recommendations, national policies including the more recent Tobacco and Vapes Bill.

Public Consultation

A Tobacco Harm Reduction strategy production has been steered by the tobacco Harm reduction Partnership and in collaboration with partners and stakeholders. This decision paper now seeks approval to undertake wider public consultation on the proposed strategy; inviting views and comments of residents, businesses, the voluntary and community sector and workforces of statutory agencies.

It is proposed that consultation takes the form of online engagement on Citizen's space for 6 weeks from February to March 2025 with easy read printed copies of the consultation document and summary version of the strategy for those unable to go online made available in local libraries.

The design of the questionnaire will be undertaken with input from Tobacco Harm Reduction Partnership group, stop smoking services and other key stakeholders such as HealthWatch Havering, Youth Council, and other partners working with young people to ensure questions are relevant and clear.

Efforts will be made to undertake consultation events with priority groups – those with high smoking prevalence such as routine and manual workers, those experiencing mental illness or

Non-key Executive Decision

their representatives and also with youth groups such as Youth Forum, Shout, PHSE Leads for views on tackling vaping among people.

Promotion of the consultation to get residents feedback will be undertaken via a range of methods including through local stop smoking services, Tobacco Harm Reduction partnership group, social media campaign, presentation to key partners, forums, newsletters and other online information sessions. These will run throughout the consultation period.

As part of the consultation, the following documents will be published: the draft Tobacco Harm Reduction Strategy and the needs assessment which has informed the strategy and which outlines the rationale. See proposed timeline below:

Activity	Date
Questionnaire design and finalisation following comments	January 2025
Non key Decision paper seeking approval to consult	
Consultation published on Citizen's Space and distribution of hard copies to libraries	February – March 2025
Communication activities to promote the consultation inc. presentation to key groups, social media and stakeholder engagement	February – March 2025
Responses analysed	April 2025
Consultation report produced	April - May 2025
Strategy finalised integrating consultation responses	

Next steps:

Following consultation responses will be analysed and fed into the final Strategy. The analysis will be published on Citizen Space and include information on what amendments have been made to the final strategy.

Recommendation:

It is recommended that the strategy consultation be approved.

Non-key Executive Decision

OTHER OPTIONS CONSIDERED AND REJECTED

Do not consult –rejected as not in accordance with Council policy.

A smaller scale consultation – rejected as the principles / strategy approach requires widespread public engagement including from groups unequally impacted by smoking and young people with regards to vaping.

PRE-DECISION CONSULTATION

The development of the draft strategy has been led by the Council's Public Health Service, working with service areas across the Council alongside a Tobacco Harm Reduction Partnership Group which includes members and stakeholders from ICB, NHS, NELFT, healthcare partners and the voluntary and community sector.

Various groups and partners such as the Tobacco Harm Reduction Partnership group (which includes NHS Partners), stop smoking services, HealthWatch, and PHSE Leads have been engaged in the consultation design and methods to ensure questions reflect strategy priorities, are clear and relevant.

The Lead Member, Councillor Gillian Ford has been briefed on the consultation.

NAME AND JOB TITLE OF STAFF MEMBER ADVISING THE DECISION-MAKER

Name: Natalie Naor

Designation: Public Health Strategist

Signature:

Date:

Part B - Assessment of implications and risks

LEGAL IMPLICATIONS AND RISKS

The proposed Tobacco Harm Reduction Strategy is a part of the Health and Wellbeing Strategy that the Council is required to produce by virtue of s 116A Local Government and Public Involvement in Health Act 2007 as amended by the Health and Social Care Act 2012.

Under s 116A(5) In preparing a strategy under this section, the responsible local authority and each of its partner integrated care boards must—

- (a) involve the Local Healthwatch organisation for the area of the responsible local authority, and
- (b) involve the people who live or work in that area.

The proposal to consult on the Strategy is in line with this requirement.

There are no legal implications in making the decision to consult, however, when consulting the Local Authority must give sufficient information and time to consultees to comment meaningfully and then the responses to that consultation must be conscientiously taken into account by the final decision makers.

FINANCIAL IMPLICATIONS AND RISKS

Consultation will be undertaken by the public health team utilising online consultation methods at no cost, other than officer time. Limited costs will be incurred for the design and printing of leaflets and posters to raise awareness and direct residents to the online consultation and also for the creation of an Easy Read version. These limited costs and the costs of implementation following consultation will be met from Public Health Grants.

HUMAN RESOURCES IMPLICATIONS AND RISKS (AND ACCOMMODATION IMPLICATIONS WHERE RELEVANT)

There are no Human Resources implications of the proposed decision. Consultation will be undertaken by the development public health team, who have capacity to do so.

EQUALITIES AND SOCIAL INCLUSION IMPLICATIONS AND RISKS

The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the Council, when exercising its functions, to have 'due regard' to:

- (i) The need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;

Non-key Executive Decision

(ii) The need to advance equality of opportunity between persons who share protected characteristics and those who do not, and;

(iii) Foster good relations between those who have protected characteristics and those who do not.

Note: 'Protected characteristics' are age, sex, race, disability, sexual orientation, marriage and civil partnerships, religion or belief, pregnancy and maternity and gender reassignment.

The Council is committed to all of the above in the provision, procurement and commissioning of its services, and the employment of its workforce. In addition, the Council is also committed to improving the quality of life and wellbeing for all Havering residents in respect of socio-economics and health determinants.

The Council seeks to ensure equality, inclusion, and dignity for all in all situations.

There are /are not equalities and social inclusion implications and risks associated with this decision

ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS

There are no environmental or climate change impacts from this decision. The recommendations made in this report do not appear to conflict with the Council's policy.

BACKGROUND PAPERS

None/List here the background papers taken into account in the preparation of this executive decision.

APPENDICES

Appendix A	<i>detail</i>	<i>Open</i>
Appendix B	<i>detail</i>	<i>Open</i>
Appendix C	<i>detail</i>	<i>Open</i>

Non-key Executive Decision

Part C – Record of decision

I have made this executive decision in accordance with authority delegated to me by the Leader of the Council and in compliance with the requirements of the Constitution.

Decision

Proposal agreed

Delete as applicable

Proposal NOT agreed because

Details of decision maker

Signed 

Name: Mark Ansell

Cabinet Portfolio held:
CMT Member title: Director of Public Health
Head of Service title
Other manager title:

Date: 09/01/25

Lodging this notice

The signed decision notice must be delivered to Committee Services, in the Town Hall.

For use by Committee Administration

This notice was lodged with me on _____

Signed _____