

Decision Pathway – Report



PURPOSE: Key decision

MEETING: Cabinet

DATE: 04 July 2023

TITLE	Bristol's Targeted Smoking Cessation Service		
Ward(s)	City wide		
Author: Jennifer Davies	Job title: Senior Public Health Specialist, Tobacco Control Lead.		
Cabinet lead: Councillor Ellie King Member for Public Health and Communities	Executive Director lead: Hugh Evans, Executive Director Adults and Communities		
Proposal origin: BCC Staff			
Decision maker: Cabinet Member Decision forum: Cabinet			
Purpose of Report: To seek approval to procure and award a new contract for a Targeted Smoking Cessation Service for Bristol residents who are at the highest risk of ill health, disability, and inequalities caused by smoking. The current contract will cease on 31 st March 2024, at the end of the first of two possible one-year contract extension periods.			
Evidence Base: <ol style="list-style-type: none"> Smoking is a leading cause of preventable disease, disability, and premature death¹. It is the biggest cause of Cancer in the world and causes 72% of lung cancer cases in the UK². Amongst pregnant women, smoking during pregnancy is the leading modifiable risk factor for poor birth outcomes, including stillbirth, miscarriage, and pre-term birth³. Maternal smoking after birth has been linked with a threefold increase in the risk of sudden infant death². Tackling tobacco dependence has a significant positive impact on health inequalities. Reported life expectancy for smokers is at least ten years shorter than for non—smokers, with a disproportionate impact on those from poorer backgrounds—where smoking prevalence is higher—as well as people suffering from mental health conditions⁴. In Bristol, our overall smoking prevalence figures of 16.4% hides a significant variation between differing communities. Despite efforts to reduce these inequalities, Bristol Quality of Life survey data⁵ shows that in some Bristol wards 31% of households have at least one smoker (Hartcliffe and Withywood), whilst in others this figure is just 4% (Stoke Bishop). Addressing the variation in tobacco addiction across Bristol by commissioning a robust high-quality service to take a person-centred and community-focussed approach to working with our target population groups, will significantly improve health and wellbeing outcomes for some of our most vulnerable residents. The new contract will offer flexible provision to the following high priority groups: pregnant women and those with young families, people from high smoking prevalence wards (typically strongly associated with 			

wards with the highest deprivation), people from racialised communities, people referred via NHS health check or Serious Mental Illness physical examinations, and people with long term conditions. The service will adapt its targeted approach in response to changing population needs and changing healthcare provision.

6. The ongoing development of the national Treating Tobacco Dependency (TTD) programme⁶ within the NHS (maternity, inpatients, and community mental health services) means that local authority community smoking cessation services must be delivered collaboratively alongside these new services; avoiding duplication of delivery but ensuring our highest risk residents continue to receive an intervention.
7. Local Authorities continue to await a new National Tobacco Control Plan, which is now overdue. Recent announcements from the UK Department for Health and Social Care⁷ have indicated new national opportunities to engage pregnant women in smoking cessation; to support people to switch to vaping with free vape kits, and possible action around young people and disposable vapes.
8. Community smoking cessation services are required to be flexible and adaptive, working collaboratively with commissioners to effectively prioritise resources as the tobacco control landscape evolves. This approach will enable people from Bristol's most vulnerable and deprived communities to receive a high-quality robust smoking cessation intervention, whilst ensuring efficient use of public funds.

Cabinet Member / Officer Recommendations:

That Cabinet:

1. Authorises the Executive Director for Adults and Communities in consultation with the Director of Public Health and the Cabinet Member with responsibility for Public Health, Communities and Bristol One City, to commission a new targeted smoking cessation service from 1st April 2024 at a cost of up to £200,000 per annum for up to 5 years.
2. Authorises the Executive Director for Adults and Communities in consultation with the Director of Public Health and the Cabinet Member with responsibility for Public Health and Communities City to invoke any subsequent extensions/variations specifically defined in the contract(s) being awarded, up to the maximum budget envelope outlined in this report.
3. Delegates authority to the Head of Strategic Procurement & Supplier Relations to approve appropriate procurement routes to market where these are not yet fully defined in this report, or if changes to procurement routes are subsequently required.

Corporate Strategy alignment:

1. Theme 4 (wellbeing) of the Bristol City Council Corporate Strategy 2022-2027 describes an ambition to tackling health inequalities, focusing on preventative and early intervention approaches that are person-centred and rooted in communities. Tobacco addiction remains the single biggest cause of premature death in Bristol, the largest lifestyle driver of inequalities in health and the leading modifiable risk factor for poor pregnancy outcomes.
2. The One City Plan contains ambitions to give children the best start in life, to help residents live long and healthy lives, and reduce health inequalities. The evidence base for smoking cessation interventions directly supporting each of these goals is robust and substantial.

City Benefits:

This proposal ensures the provision of high-quality targeted smoking cessation services focussing upon the communities in Bristol who are at the highest risk of poor health outcomes and health inequalities in Bristol. The service will work cooperatively and flexibly in response to smoking cessation developments within the NHS and utilise an approach which will provide best value for the taxpayer and the best service for the population.

Consultation Details:
 Engagement with priority groups will be undertaken as part of the Tobacco Control Health Needs Assessment at the beginning of the commissioning process. Feedback from which will be used to inform the design of the new targeted smoking cessation service and the wider Tobacco Control Action Plan. This will aim to understand the views of our target population groups, current service users and relevant professionals and stakeholders as well as understanding what is currently working well and what (if any) barriers to engagement with services currently exist.

Background Documents:
 1 [Health Policy - ASH](#)
 2 [Facts at a Glance - ASH](#)
 3 [Smoking, Pregnancy and Fertility - ASH](#)
 4 [Smoking and mental health | RCP London](#)
 5 [Quality of life in Bristol](#)
 6 [NHS Long Term Plan » Online version of the NHS Long Term Plan](#)
 7 [Smokers urged to swap cigarettes for vapes in world first scheme - GOV.UK \(www.gov.uk\)](#)

Revenue Cost	£1,000,000	Source of Revenue Funding	Public Health Grant
Capital Cost	£0	Source of Capital Funding	N/A
One off cost <input type="checkbox"/>	Ongoing cost <input checked="" type="checkbox"/>	Saving Proposal <input type="checkbox"/>	Income generation proposal <input type="checkbox"/>

Required information to be completed by Financial/Legal/ICT/ HR partners:

1. Finance Advice: This report seeks authority to commission a new targeted support service to stop smoking from 1st April 2024, to a value of up to £200,000 per annum for a term of up to 5 years. This will cost a be funded from the Public Health Grant and there will be no additional costs to the Council.

Finance Business Partner: Denise Hunt, Finance Business Partner, 14 June 2023

2. Legal Advice: The procurement process must be conducted in line with the 2015 Procurement Regulations and the Councils own procurement rules. Legal services will advise and assist officers with regard to the conduct of the procurement process and the resulting contractual arrangements.

Legal Team Leader: Husinara Jones, Team Manager/Solicitor 14 June 2023

3. Implications on IT: I can see no implications on IT in regard to this activity.

IT Team Leader: Alex Simpson – Senior Solution Architect 4 May 2023

4. HR Advice: The report is seeking authorisation stop the current smoking cessation services and to commission new targeted services. There are no significant HR implications arising from this report.

HR Partner: Lorna Laing, HR Business Partner 3 May 2023.

EDM Sign-off	Hugh Evans Executive Director Adults and Communities	17 May 2023
Cabinet Member sign-off	Cllr Ellie King Cabinet Member for Public Health and Communities	25 May 2023
For Key Decisions - Mayor's Office sign-off	Mayor's Office	5 June 2023

Appendix A – Further essential background / detail on the proposal	NO
Appendix B – Details of consultation carried out - internal and external	NO
Appendix C – Summary of any engagement with scrutiny	NO

Appendix D – Risk assessment	NO	
Appendix E – Equalities screening / impact assessment of proposal	YES	
Appendix F – Eco-impact screening/ impact assessment of proposal	YES	
Appendix G – Financial Advice	NO	
Appendix H – Legal Advice	NO	
Appendix I – Exempt Information	NO	
Appendix J – HR advice	NO	
Appendix K – ICT	NO	
Appendix L – Procurement	NO	