

# KENT COUNTY COUNCIL – RECORD OF DECISION

## DECISION TO BE TAKEN BY:

Mr Dan Watkins, Cabinet Member for Adult Social Care and Public Health

## DECISION NO:

24/00028

**For publication** [Do not include information which is exempt from publication under schedule 12a of the Local Government Act 1972]

**Key decision: YES**

**Subject Matter / Title of Decision: Spending the Stop Smoking Services and Support Grant (Section 31 Grant)**

## Decision:

As Cabinet Member for Adult Social Care and Public Health, I agree to:

- I. APPROVE the commissioning of Stop Smoking Services to deliver against the Support Grant and project requirements;
- II. APPROVE the framework arrangements set out in the report for ongoing management of the Stop Smoking Services and Support Grant 2024/2025 to 2028/2029;
- III. DELEGATE authority to the Director of Public Health, in consultation with the Cabinet Member for Adult Social Care and Public Health and Corporate Director for Finance, to revise and amend the arrangements set out in the framework details, subject to the scope and terms and conditions of the grant funding;
- IV. DELEGATE authority to the Director of Public Health, in consultation with the Cabinet Member for Adult Social Care and Public Health, to take relevant actions, including but not limited to, awarding, finalising the terms of and entering into the relevant contracts or other legal agreements, as necessary, to implement the decision; and
- V. DELEGATE authority to the Director of Public Health, in consultation with the Cabinet Member for Adult Social Care and Public Health, to award extensions of contracts for commissioned services in accordance with future grant allocations.

## Background

On 4 October 2023, the Government published '*Stopping the start: our new plan to create a smokefree generation*' which sets out the proposed actions the government will take to tackle smoking and youth vaping. This included a programme of funding to support current smokers to quit smoking, with £70 million additional funding per year for local authority stop smoking services and support.

The aim of this additional funding is to ensure there is a nationwide comprehensive offer to help people stop smoking across England and to increase the number of smokers engaging with effective interventions to quit smoking.

This new funding is in addition to the Public Health Grant and will be provided through a new Section 31 Grant on top of the current Public Health Grant allocations. This funding is ringfenced for local authority led stop smoking services and support. The Department of Health and Social Care (DHSC) will provide the grant and the additional funding will be used to complement and enhance existing stop smoking services in Kent.

KCC received the full grant agreement in February 2024, detailing the relevant conditions and the full funding allocation for 2024/2025, £1,944,823.

The additional funding is anticipated to be provided over the next five financial years, starting from 2024-25 until 2028-29. The grant agreement covers the first year, with funding for subsequent years subject to spending review settlements, following the routine practice for all government expenditure. It will be important that KCC is able to demonstrate on an annual basis, that it is achieving good value for money and delivery of outcomes, while balancing the likelihood that any underspends in year may lead to future reductions in the grant allocation.

Local authorities will be required to maintain their existing spend on stop smoking services, based on the stop smoking service data they have submitted for the year 2022 to 2023. They should ensure they maintain this level of funding throughout the whole grant period.

The Secretary of State for Health and Social Care has determined that the grant will be paid based on the understanding that the funding will be used to:

- Invest in enhancing local authority commissioned stop smoking services and support, in addition to and while maintaining existing spend on these services and support from the public health grant. This should not replace other/existing programmes which support smokers to quit, for example the tobacco dependency programme delivered within the NHS Long Term Plan
- Build capacity to deliver expanded local stop smoking services and support
- Build demand for local stop smoking services and support
- Deliver increases in the number of people setting a quit date and 4 week quit outcomes, reporting outcomes in the Stop Smoking Services Collection.

Reason for Decision:

A Key Decision (Decision No: 24/00001) was taken in February 2024, which approved the Council entering into the agreement to secure the funding. A further key decision is required to approve the commissioning of enhanced stop smoking services and agree the framework for management of related grant funding.

The additional funding is a great opportunity for KCC to increase and enhance the stop smoking service offer for Kent residents and therefore improve outcomes (measured through 4 week quits). The funding will be used to build demand and capacity in stop smoking services and increase targeting.

It is proposed that commissioning activity is undertaken to enhance the stop smoking services and support available for residents of Kent. Work is underway to plan commissioning activity for 2024/2025 and future years. All planned activity is in line with the Grant Conditions and will aim to increase the number of people in Kent quitting smoking. The table below outlines this planned activity.

*Table 1: Planned Stop Smoking Services and Support Grant Commissioning Activity*

Activity	Summary
Commission a service with a	The service will undertake outreach and other

<p>focus on engaging and motivating smokers from priority groups (identified by the needs assessment, link below) into services and deliver quit attempts.</p> <p><a href="https://www.kpho.org.uk/joint-strategic-needs-assessment/health-intelligence/lifestyle/smoking#tab1">https://www.kpho.org.uk/joint-strategic-needs-assessment/health-intelligence/lifestyle/smoking#tab1</a></p>	<p>engagement activities in the community to engage and motivate individuals who may otherwise not engage with Stop Smoking Services.</p> <p>Outreach may occur in workplaces, community venues, places where people congregate (shopping malls and sports events), job centres and social housing and in locations where other services are delivered, recognising culturally appropriate setting and approaches so that people feel comfortable to engage in the service.</p> <p>The service offered will be tailored to the locality and audience it is being provided.</p> <p>The service will not replace other/existing programmes which support smokers to quit and will work with the existing KCC Stop Smoking Services and NHS Services to avoid duplication and ensure a good coverage of support across the county.</p> <p>The service will initially aim to support 3256 people to set a quit date annually. This target will increase each year.</p> <p>The service will also offer Very Brief Advice training. This will enable other services to deliver smoking cessation advice to those they support and increase good quality referrals to stop smoking services.</p>
<p>Commission a dedicated stop smoking service for young people.</p>	<p>The service will be dedicated to supporting young people aged 12 – 25 to quit smoking, tailoring support to best meet the needs of this age group.</p> <p>The service will initially aim to support 300 people to set a quit date annually. This target will increase each year.</p>
<p>Commission alternative models of Support.</p>	<p>Commission/Pilot new models of delivery to test outcome achievement and inform future commissioning.</p> <p>The service will initially aim to support 1302 people to set a quit date annually. This target will increase each year.</p>

Services will be commissioned so they are able to innovate and change. It will be a requirement that the services collaborate with people who smoke to further enhance understanding on how they would like to be supported and how services should be delivered. This intelligence will be used to innovate and enhance the service offer. Insights gathered as part of the Public Health Transformation Programme will also be used to support in the development of service provision.

The estimated percentage of funding allocated to planned commissioning activity in 2024/2025 is 86.4%, this equates to £1.68m. Actual spend will be dependent on a number of factors such as activity levels, procurement processes etc.

It is also proposed that a ‘Stop Smoking Service Framework’ will be used to determine spend of local stop smoking service grant funding and support decision making. Under this Framework all expenditure of Local Stop Smoking Services and Support Grant funding must be in line with budget forecasting and adhere to DHSC Local Stop Smoking Services and Support Grant terms and conditions. Proposals for spend must meet one of the following criteria:

- A. Will support the council in enhancing commissioned stop smoking services and support. This should not replace other/existing programmes which support smokers to quit, for example the tobacco dependency programme delivered within the NHS Long Term Plan
- B. Will support the council to build capacity to deliver expanded local stop smoking services and support
- C. Will build demand for local stop smoking services and support
- D. Will support the council to deliver increases in the number of people setting a quit date and 4 week quit outcomes.

The Stop Smoking Service Framework will allow for the ability to deliver pilots, short-term services and expeditionary realign Stop Smoking Services and Support Grant funded services, to meet changing needs and demands, providing all revised proposals meet the criteria

Work is underway to plan activity for 2024/2025 and future years. All planned activity is in line with the Grant Conditions and adheres to the proposed Framework criteria.

*Table 2: Planned Stop Smoking Service Framework Activity*

Activity	Summary
Staffing resource.	Increase KCC Public Health, strategic leadership and commissioning capacity on a temporary basis to deliver this work at pace and measure the impact and outcomes.
Increase awareness of stop smoking services.	<p>Local Stop Smoking Services and other organisations will increase demand for local stop services by motivating people to want to quit smoking through local engagement in the community. It will be a requirement that commissioned services will build demand for services through marketing, awareness campaigns and other techniques.</p> <p>Additional funding for the KCC PH Communication Team, so they can enhance and develop marketing materials and social media campaigns.</p> <p>Incentive District, Borough and City Councils to deliver smokefree public spaces and town centres, where marketing materials advertising local stop smoking services will be on display.</p>

The estimated percentage of funding allocated to planned Framework activity in 2024/2025 is 13.6%, this equates to £264,823. Actual spend will be dependent on a number of factors such as the date when new members of staff start employment.

KCC will be required to work with the DHSC to provide the necessary information and data to monitor and evaluate progress.

**How the proposed decision meets the priorities of New Models of Care and Support as set out in “Framing Kent’s Future – Our Council Strategy 2022 – 2026”**

Stop smoking services supports KCC to achieve the following priorities set out in the Councils Strategy 2022-2026 ‘Framing Kent’s Future’:

## Priority 1: Levelling up Kent

- To see significant improvements in the economy, connectivity, educational attainment, skills and employment rates and public health outcomes in deprived communities in coastal areas so that they improve faster than the rest of Kent to reduce the gaps
- To work with our partners to hardwire a preventative approach into improving the health of Kent's population and narrowing health inequalities.

### How the proposed decision supports Securing Kent's Future

Stop smoking services supports KCC to achieve the priorities set out in Securing Kent Future, by preventing people from getting long term health conditions linked to smoking, which increase's demand and costs in Health and Social Care.

### Financial Implications

The table below shows the confirmed maximum amount of funding allocation for Kent.

Table 3: Kent Funding Allocation 2024/2025

	Average 3- year smoking prevalence (2020 to 2022)	Estimated number of smokers (2021 populations)	Confirmed additional allocation 2024/2025
Kent County Council	13.14%	163,208	£1,944,823

The grant allocation will initially apply for the first year of the grant (the financial year 2024 to 2025).

The additional funding is anticipated to be provided over the next five financial years, until 2028-2029.

The government cannot provide specific allocations for 2025 to 2026 and beyond at this stage. Funding for subsequent years will be subject to spending review settlements, following the routine practice for all government expenditure. Authority has been delegated via the previous decision, for Officer agreement to accept any future funding allocations providing it is on similar terms.

Important to highlight that this funding is in addition to the Public Health Grant and therefore the Stop Smoking activity and spend for this programme does not create any additional pressure on KCC's base budget.

### Equalities Implications

An Equalities impact assessment (EqIA) has been undertaken.

The EQIA found the impact of this work to be positive. Specific service arrangements made via the Framework will incorporate necessary equality consideration as part of Officer level decision-making.

### Data Protection Implications

New service delivery as implemented through the life course of the grant will have a Data Protection Impact Assessment undertaken.

### Legal Implications

Spending of the funding will be compliant with 'Spending the Council's Money' and relevant

procurement legislation (Provider Selection Regime, 2023).

Implementing the Stop Smoking Service Framework will support the council in spending the funding in accordance with the grant conditions set by DHSC.

Legal and Commercial advice will be sought as and when required.

**Cabinet Committee recommendations and other consultation:**

The proposed decision was discussed at the [Health Reform and Public Health Cabinet Committee on 14 May 2024](#) and the recommendations were endorsed.

**Any alternatives considered and rejected:**

**Reject the Stop Smoking Services and Support Grant** – The option of turning down the additional stop smoking services funding was discarded as there are many people in Kent who will benefit from this resource, and it is a great opportunity for KCC to increase and enhance the stop smoking service offer for Kent residents and therefore improve outcomes.

**Distributing funding on an individual basis with some via Key Decision and some managed operationally** – The option for handling all funding activity on an individual basis, with certain projects managed at operational level and others progressing via the Key Decision process as and when required was considered. That option would not enable the council to respond quickly and flexibly to changing demand and need or provide a clear strategic plan for delivering against the Local Stop Smoking and Support Grant requirements.

**Any interest declared when the decision was taken and any dispensation granted by the Proper Officer:**



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signed

.....**5 June 2024**.....  
date