

Title of Report	Progress Update on the City and Hackney Tobacco Control Alliance
For Consideration By	Health and Wellbeing Board
Meeting Date	21 January 2026
Classification	Public
<u>Ward(s) Affected</u>	All wards
Report Author	Nickie Bazell Senior Public Health Specialist

Is this report for:

<input checked="" type="checkbox"/>	Information to note	<input type="checkbox"/>	For actions to be allocated
<input checked="" type="checkbox"/>	For Discussion & input	<input type="checkbox"/>	For escalation (if issue is outwith Remit of HWB)
<input type="checkbox"/>	Decision		

Why is the report being brought to the board? ***In three bullet points or less***

<ul style="list-style-type: none"> • To provide an update on delivery against the City and Hackney Tobacco Control Alliance (TCA) partnership priorities, and confirm the Board's continued support for this work. • To highlight specific progress across prevention, treatment pathways, community engagement and enforcement activity during 2024 and 2025. • To seek the Board's support for progressing work on smokefree environments, including a review/refresh of partner smokefree policies and the potential expansion of priority smokefree settings/places.

Provide a succinct summary of the issue here:

Following publication of the 2024 City and Hackney Tobacco Needs Assessment, the TCA has led a coordinated system-wide response, delivered through eight
--

partnership priorities, across prevention, treatment pathways, community engagement and enforcement.

Over the past two years, the partnership has re-established senior leadership engagement around tobacco control, strengthened coordination between NHS and local authority funded services, expanded targeted youth work, and deepened community-led approaches, including targeted efforts with priority groups disproportionately affected by smoking.

Significant progress has also been made in developing a refreshed approach to smokefree environments, supported by a new multi-agency subcommittee. As the next stage of this work will require the support of a broad partnership, including organisations represented on the Health and Wellbeing Board, board member oversight is sought for this priority area of work.

Has the report been considered at any other committee meeting of the Council or other stakeholders?

No

1. Background

- 1.1. Tobacco smoking continues to be the single greatest cause of preventable disease, premature mortality and health inequalities in England. In Hackney, more than one in 10 adults still smoke, and the total societal costs of smoking are estimated to be over £150m each year (see section 3 of this report for more detail).
- 1.2. The 2024 City and Hackney Tobacco Needs Assessment provided a comprehensive assessment of local need and outlines nine recommendations, which have informed the eight partnership priorities being progressed by City and Hackney's Tobacco Control Alliance (TCA).¹ The TCA is the strategic partnership that leads, coordinates and oversees tobacco control activity across City and Hackney and includes representatives from Public Health, local authority services, NHS partners and the voluntary and community sector.
- 1.3. Over the past two years, the partnership has focused on: strengthening system leadership; embedding prevention approaches; supporting consistent messaging on smoking and vaping; expanding youth and community-led work; improving treatment pathways; and enhancing

¹ City and Hackney Public Health Team. [Tobacco Needs Assessment for City and Hackney](#). (January 2024)

education and enforcement efforts targeting illicit tobacco and unregulated vaping and nicotine-containing products.

2. **Current position**

2.1. Significant progress has been made across all TCA priority areas during 2024 and 2025 (more detail is provided in the accompanying papers in the appendices), including:

- re-established senior-level engagement with the tobacco control agenda (through the two Health and Wellbeing Boards) and aligned priorities with the Health and Wellbeing Strategy and the City and Hackney Place Based Partnership Integrated Delivery Plan
- strengthened local communications on smoking by delivering targeted messaging for high-prevalence communities, and developing tailored vaping communications focused on three target groups - youth, adult smokers and non-smokers
- recommissioned the community-based stop smoking service (SSS) and completed the first full year of delivery through Gloji Smokefree City and Hackney, embedding enhanced outreach to engage residents disproportionately affected by smoking-related harm
- improved NHS and local authority treatment pathways through refreshed agreements with Homerton Acute, Homerton Maternity and East London Foundation Trust (ELFT)
- expanded youth-focused work through the Children and Young People (CYP) Insights Study, launching the CYP Champions programme, and co-producing new interventions to be delivered in local youth settings
- intensified enforcement activity, with coordinated Trading Standards action against illegal tobacco and unregulated vaping products across Hackney and the City
- built momentum through the new Smoke-Free Environments Subcommittee, which has established a strategic plan and started mapping priority settings for policy development, including planned updates to partner smokefree policies.

2.2. The Tobacco and Vapes Bill, currently progressing through Parliament, is expected to introduce a strengthened national regulatory framework aimed at preventing the legal sale of cigarettes to the next generation and curbing youth vaping, supporting a long-term shift toward lower smoking prevalence and improved population health.

- 2.3. Its implementation will create new opportunities for local prevention, enforcement and communications activity, and will shape the wider context in which partners deliver tobacco control.
- 2.4. This shift in the national policy landscape underscores the importance of ensuring that the forthcoming refresh of TCA priorities is aligned with emerging legislative direction. The refresh in March 2026 will be guided by the results of the [CLear improvement model](#), which will highlight strengths and gaps in the local system and indicate where action will have the greatest impact on reducing smoking-related inequalities. The TCA will continue to drive progress across the existing priorities, recognising that these are long-term programmes of work requiring sustained coordination and delivery.

3. **Key facts and/or data**

- 3.1. More than one in 10 adults in Hackney still smoke (11.8%), equating to around 24,000 residents, contributing significantly to the borough's life expectancy gap.
- 3.2. Smoking prevalence is significantly higher in certain groups, highlighting health inequalities. Smoking is 1.42 times more likely among routine and manual workers in Hackney, with a rate of 16.8% (OHID Fingertips, 2022-2024). The disparity is even more pronounced for vulnerable residents; individuals in City and Hackney with a long-term mental health condition are 2.2 times more likely to smoke than those without (OHID Fingertips, 2024-2025), underscoring that the negative health impacts of smoking disproportionately affect the most vulnerable.
- 3.3. Smoking is estimated to cost Hackney £152 million annually in health, care and productivity losses (ASH, 2025).
- 3.4. Since July 2024, 1,814 people in Hackney have set a quit date with the local Stop Smoking Service, with 60% achieving a 4-week quit (vs 53.8% in England) and 44% remaining smokefree at 12 weeks (exceeding National Centre for Smoking Cessation and Training benchmarks).
- 3.5. In terms of population reach, Hackney performs strongly compared with similar local authorities. In 2024/25, Hackney ranked among the higher-performing London statistical neighbours for the proportion of estimated smokers setting a quit date with NHS Stop Smoking Services, exceeding the England average and comparable inner-London boroughs (OHID Fingertips, 2024/25)

- 3.6. Local enforcement activity across Hackney and the City has resulted in £483,282 worth of illicit tobacco and vapes seized since 2020, significantly disrupting supply of unregulated products.
- 3.7. A co-designed New Year campaign with Turkish, Kurdish and Cypriot communities generated 264 referrals, exceeding the goal of 150.
- 3.8. Youth engagement has expanded through the creation of 16 new CYP Champions, who are currently co-designing smoking and vaping interventions in local settings, and will co-deliver these later this year.

4. Conclusions

- 4.1. The TCA has made significant progress in delivering the recommendations of the 2024 Tobacco Needs Assessment and strengthening the local system response to smoking-related harm.
- 4.2. Partnership working has been central to this progress, particularly across NHS pathways, youth-focused work, and targeted community engagement.
- 4.3. The most significant area requiring Board support at this stage is the refresh of smokefree environments, including updating partners’ smokefree policies and expanding smokefree places as part of a whole-system approach to prevention and reducing inequalities.

5. Recommendations

The Health and Wellbeing Board is asked to:

- 1. note progress made across the TCA priority areas during 2024–25
- 2. support the next phase of work on smokefree environments, including the review of local smokefree policies; this work is at an early stage and will form a significant programme of development over the next year, with further Board involvement required as policy options are shaped
- 3. continue to provide strategic support for the wider work of the TCA, in order to strengthen the partnership response to delivering consistent messages and coordinated action on tobacco control.

6. Policy Context

Please detail which, if any, of the Health and Wellbeing Strategy priorities this report relates to?

<input type="checkbox"/>	Improving mental health
<input type="checkbox"/>	Increasing social connection

<input type="checkbox"/>	Supporting greater financial security
<input checked="" type="checkbox"/>	All of the above

Please detail which, if any, of the Health and Wellbeing Strategy 'Ways of Working' this report relates to?

<input type="checkbox"/>	Strengthening our communities
<input type="checkbox"/>	Creating, supporting and working with volunteer and peer roles
<input type="checkbox"/>	Collaborations and partnerships: including at a neighbourhood level
<input type="checkbox"/>	Making the best of community resources
<input checked="" type="checkbox"/>	All of the above

7. Equality Impact Assessment (EIA)

Has an EIA been conducted for this work?

<input type="checkbox"/>	Yes
<input checked="" type="checkbox"/>	No

The primary focus of the work described in this paper is reducing inequalities in tobacco-related harms, and is driven by local data and insights.

8. Consultation

Has public, service user, patient feedback/consultation informed the recommendations of this report?

<input checked="" type="checkbox"/>	Yes
<input type="checkbox"/>	No

Have the relevant members/ organisations and officers been consulted on the recommendations in this report?

<input checked="" type="checkbox"/>	Yes
<input type="checkbox"/>	No

9. **Risk Assessment**

The main risks concern the challenge of addressing persistent smoking-related inequalities, delays in implementing smokefree environments, and the continued availability of illegal tobacco and vaping products. Strong cross-system coordination and sustained partner commitment will be critical to managing these risks.

10. **Sustainability**

Reducing smoking prevalence contributes directly to prevention of long-term conditions, health improvement and financial sustainability across the health and care system. Maintaining progress requires continued partnership commitment to prevention, enforcement, and community-led approaches.

Report Author	Nickie Bazell Senior Public Health Specialist
Contact details	nickie.bazell@cityandhackneyph.hackney.gov.uk
Appendices	Appendix 1: City and Hackney Tobacco Needs Assessment (2024) Appendix 2: Progress against the Tobacco Control Alliance Priorities 2024-2026 Appendix 3: TCA Strategic Direction for Smoke-Free Environments in City and Hackney