

A Smokefree Bus Station

Cabinet

Date: September 2016

Author: Cabinet Member for Adults' Health and Social Care
Director of Public Health

Wards: Central

Locality Affected: Town Centre

Parishes Affected: None

1. Purpose and Reasons

- 1.1 To seek approval to make Swindon's town centre Bus Station a voluntary smokefree zone, but with the provision of a dedicated smoking area from October 2016. A previously conducted survey indicated that 75% of bus station service users support the implementation of a smokefree bus station with a dedicated smoking area
- 1.2 Smoking is the biggest preventable cause of death, killing half of all smokers prematurely. It is also the leading cause of health inequalities being responsible for half the difference in life expectancy between rich and poor.
- 1.3 Reducing smoking prevalence by making the town centre bus station smoke free contributes to delivering two of the Council's Vision pledges - improving the reputation and image of Swindon to attract inward investment (pledge 16) and reduce smoking prevalence to less than the England average (pledge 30). It would also support the One Swindon outcomes and the Health and Wellbeing Strategy by helping to improve health and wellbeing and reducing health inequalities. It would deliver the Council's Vision Priority three - to ensure clean and safe streets and improve our public spaces and local culture and Priority four – help people to help themselves while always protecting our most vulnerable children and adults.

2. Recommendations

Cabinet is recommended to:

- 2.1 Approve the proposal to make Swindon Bus Station a smokefree zone with a dedicated smoking area.
- 2.2 Authorise the Director of Public Health to facilitate implementation.
- 2.3 Authorise the Director of Public Health to communicate the message that the bus station will be smokefree from October 2016 to local residents and other interested parties and stakeholders.

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3. Detail

- 3.1 Smoking is the biggest preventable cause of death, killing half of all smokers prematurely. It is also the leading cause of health inequalities being responsible for half the difference in life expectancy between rich and poor.
- 3.2 There have been a number of complaints from service users about people smoking in the bus station. A service user survey was conducted May 2012 asking 120 people their opinion on the introduction of a smokefree bus station. Feedback from the survey showed that 75% of service users (smokers and non-smokers) supported the idea of a smokefree bus station with a designated smoking area and a further 14% 'did not mind'
- 3.3 Since smokefree legislation was introduced in 2007 attitudes towards smoking and smoking in public places has changed with people being more aware of the risks to health. The recent introduction of 'vaping' and e cigarettes is proving to be a mechanism that people are using to quit smoking and is recognised as a harm reduction tool by Public Health England.
- 3.4 The Council's Vision (Council Minute 33, 2015/16 refers) places a great emphasis on making Swindon a great place to live and improving the town's reputation to attract more inward investment to support wealth creation and economic growth. The Vision statement sums up the economic and health aims as "In short, the people of Swindon will be healthier, happier, kinder, wiser and more prosperous over the next 15 years."
- 3.5 The benefits of a smokefree bus station would be to:
 - protect the health of the public (particularly those with asthma and breathing difficulties),
 - reduce the influence on children and young people in taking up smoking seen as a social norm,
 - improve the environment and reduce air pollution,
 - improve the appearance of the bus station (less litter) improve perception of Swindon for visitors using public transport as a gateway to Swindon,
 - reduce conflict between smokers and non-smokers, and
 - prepare service users for the new planned bus station being smokefree.
- 3.6 Swindon railway station, despite not meeting the smokefree legislation criteria, is smokefree and has good compliance. Compliance would be through self-regulation.
- 3.7 Smoking continues to be the main cause of preventable disease and early death in the UK and kills more people each year than obesity, alcohol, road accidents, and illegal drug use put together. Smoking causes a large number of different conditions including cancer, cardio vascular disease, and respiratory disease and costs the NHS £2.7 billion to treat every year.

Further information on the subject of this report can be obtained from Cherry Jones, 01793 444681, cherryjones@swindon.gov.uk.

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- 3.8 The Swindon Joint Strategic Needs Assessment highlights a number of issues for Swindon around tobacco and smoking.
- 3.8.1 The 2014 National Integrated Household Survey data reports a smoking prevalence rate of 17.8% for Swindon (England average 18%).
- 3.8.2 Smoking prevalence amongst our routine and manual (R&M) workers is over 24%. (R&M smokers are defined by their occupation (according to the Standard Occupational Classification, or SOC, codes) and includes lower supervisory and technical or routine and semi-routine occupations such as HGV drivers, storage handling, sales and retail, labourers, carers, cleaners, and educational assistants).
- 3.8.3 In some of our less affluent communities, smoking prevalence rises to nearly 50%.
- 3.8.4 In 2014/15 12.7% of pregnant women in Swindon were still smoking at time of delivery.
- 3.8.5 There were on average over 280 smoking related deaths a year in Swindon (2012-2014) which equates to approximately 20% of all deaths of people over 35 years old.
- 3.8.6 There were over 1700 smoking attributable hospital admissions (per 100,000 population aged 35+) in 2014/15.
- 3.8.7 According to the national Action on Smoking and Health (ASH) toolkit the annual estimated costs to society of smoking in Swindon are £ 56.4 million.
- 3.8.8 Evaluate the impact of this decision with regard to service user feedback (monitor complaints, service user survey) January 2017.
- 3.9 The bus station land is owned by the local authority and used by the bus companies.

Proposal outline

- 3.10 Target launch date for a smokefree bus station - October 2016.
- 3.11 Agree implementation plan with key stakeholders including bus companies, and continue to sign post smokers who want to quit.
- 3.12 Media and publicity programme to inform the public and service users
- 3.13 Signage to be erected around the bus station that state the bus station is a smokefree zone and sign post smokers to the agreed dedicated smoking area.
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4. Alternative Options

- 4.1 To make Swindon bus station a smokefree zone without provision of a dedicated smoking area. If this is situated too close to an entrance, it can create a more condensed cloud of cigarette smoke through which other customers must walk.
- 4.2 To take no further action and allow smoking to continue in queues and all open areas of the bus station. We are not pursuing this option as we would not realise any benefits as detailed herein and failing to act would be detrimental to achieving the Council's Vision and other strategies as stated above.

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 The one off cost of approximately £1,500 for signage and butt bins, is met from within the existing public health budget. There are no other financial implications at this stage.

Legal and Human Rights Implications

- 5.2 Legal and Human rights have been taken fully into account in compiling this report. It is considered that the recommendations within this report are compatible with Convention Rights.

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.3 The establishment of a smokefree bus station provides opportunity to improve the health outcomes of the people of Swindon and reduce health inequalities that exist across Swindon
- 5.4 No staffing will be involved in enforcing this policy. Public support indicates self-regulation and enforcement.

Diversity Impact Assessment

- 5.8 A Diversity Impact Assessment (DIA) has been completed. No adverse or other significant issues were found. A copy of the DIA with detailed information can be obtained from Cherryjones@swindon.gov.uk.

Risk Management

- 5.9 No specific risks identified at this stage for this report. Non-compliance is not enforceable.

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6. Consultees

- 6.1 The Corporate Director, Resources (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

7. Background Papers

- 7.1 None

8. Appendices

- 8.1 None.

9. Key Decision/Decision in Forward Plan

- 9.1 This is a Key Decision and is included in the Cabinet Work Plan/Forward Plan for September 2016.