

# WORLD HEALTH ORGANISATION (WHO) & PARTNERSHIP FOR HEALTHY CITIES (PHC) SMOKE FREE SPACES PILOT PROJECT



# Introduction

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- Partnership for Healthy Cities (PHC) is a global network of cities committed to saving lives by preventing some of the most prevalent noncommunicable diseases (NCDs) and injuries around the world.
- Following ongoing conversations over a number of years with Bloomberg Philanthropies, Greater Manchester was chosen by the PHC and Bloomberg Philanthropies in 2021 to be part of The Healthy Cities initiative.
- 2018 GM consultation found 78% of respondents supportive of extending smoke free spaces outdoors
- Greater Manchester subsequently awarded \$100k (circa. £73k) funding from the PHC to develop and **create more smoke free spaces**

# Smoke Free Spaces Pilot Project

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## **Phase 1 funding (April – Dec 2022) allocated to support the following:**

1. Commission an independent research project to gain greater insight into current knowledge, attitudes and beliefs about extending smoke free outdoor spaces in Greater Manchester; which also helps us to better understand the reasons for and levels of support for this initiative.

Outcomes of this research project to help inform our approach to smoke free spaces.

2. Support the pilot implementation of at least ONE smoke free space in **Manchester city centre** (project coordination, marketing and comms campaign)
3. Project evaluation and lessons learned to inform phase 2

# Why Manchester?

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- Manchester city centre selected as it represents the epicentre of leisure business and tourism for Greater Manchester.
- Builds on our innovative approach around smoke free pavement licences whereby we were one of the first local authorities to introduced such initiatives during the pandemic in Manchester 2021.
- Complements our existing environmental campaign raising awareness of the environmental hazard from cigarette butts.
- Fixed Penalty Notices for cigarette litter remains high in the city centre.
- 2018 consultation 70% Manchester respondents supportive of extending smoke free spaces outdoors.
- Adult smoking prevalence in Manchester (20.8%) worst rate in England

# Suggested sites for piloting smoke free spaces in Manchester

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## Town Hall Area



Keeping our entrances and immediate vicinity smoke free (similar to smoke free NHS estates), aligned to our shared community vision to Make Smoking History in Manchester and the wider conurbation.

## New City Centre park



Described as a new green lung for Manchester, it is fitting that our first park in 100 years will be a healthy, family friendly place for a tobacco free future.

## Piccadilly Gardens



To improve the environment, acknowledging that this is one of the first major open spaces that many visitors see when they come to Manchester. We would like this space to be smoke free for families and young people and to be tobacco litter free.

## Etihad Stadium

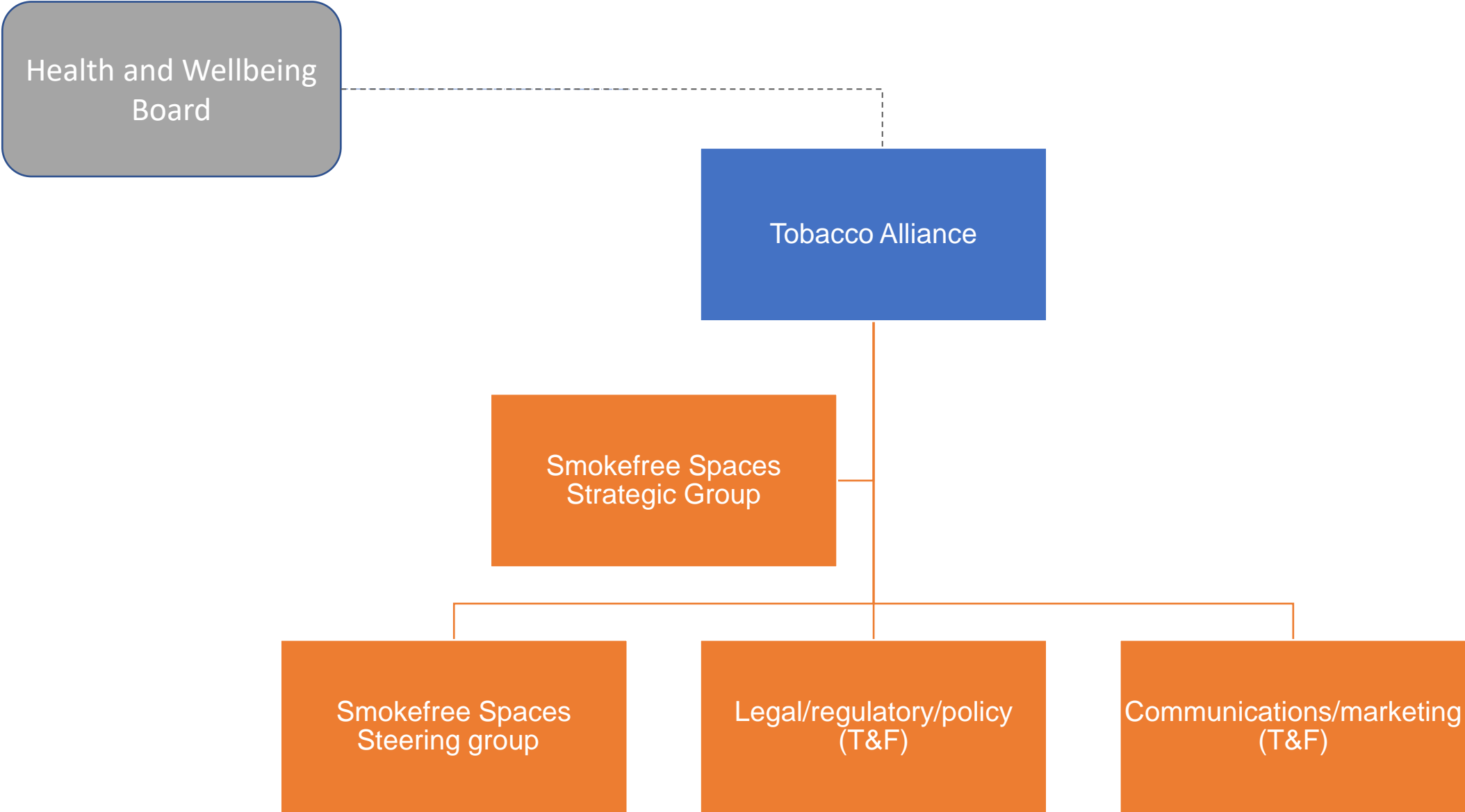


Stadium is already committed to being smoke free ; opportunity to go further and create areas around the stadium to be smoke free for events - allowing families and our visitors to experience popular events in a healthy environment

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# Governance

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# Smoke Free Spaces Strategic Group

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Name	Role	Org
Barry Gillespie (Chair)	Assistant Director – Population Health ( Consultant in Public Health)	MCC
Councillor Tom Robinson	Lead member Health and Care	MCC
Penny Shannon/Barry Cooper	Head of Communications	MCC
Simon Gardiner	Health and Safety Manager	MCC
Emma Krijnen-Kemp	Project Manager Keep Manchester Tidy	MCC
Matthew Lockett	Group Leader - Housing and Regulatory (Legal)	MCC
Andrea Crossfield	Health and Equality Consultant	GMHSCP
Hadas Altwarg	MSH Programme Manager	GMHSCP
Elizabeth Benbow	MSH Strategic Lead	GMHSCP
Julie Jerram	Programme Lead	MCC
Naaira Zaman	Project Manager	MCC
Fiona Sharkey	Head of Community Safety, Compliance & enforcement	MCC
Samantha Neville	MSH Comms Manager	GMHSCP
Annalie Pearce	Head of Policy, Strategy and Change	MCC
TBC	FM rep TBC	MCC
Ciaron Wilkinson	Strategic Stakeholder and Engagement Lead City Centre Growth & Infrastructure team	MCC



# Stakeholder Engagement

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Tobacco  
Alliance

GMCA

MCC

Support to help identify appropriate stakeholders to engage, consult and inform of smoke free spaces

Elected  
Members

Contractors

VCSE

Staff  
groups

Business  
Networks

Others?

# Progress to date

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- Initiative supported by the Director of Public Health, Exec Member for Health, Exec member for Neighbourhoods.
- Strategic Group established and inaugural meeting took place on 10 May 2022
- Research and insights project currently out to tender
- Sharing international practice: PHC, WHO and Melbourne City

[Smoke-free Melbourne Policy Development](#) (Survey, consultations, community panels and a range of activities to support smoke free spaces in 2021)

# Challenges

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- Tight Timescales- extension requested until March 2023
- Voluntary compliance (i.e no legal basis) for enforcement of smoke free outdoor spaces (with exception of outdoor smoke free pavement licence)
- Engagement with site owners (private contractors)
- Mayfield Park opening date imminent (August/September?)
- HROD implications for site

# Next Steps

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- Tender evaluation to appoint provider for research and insights project
- consultation exercise
- Stakeholder identification and engagement
- Site ONE confirmation
- Marketing and comms plan