

CABINET MEETING – 12 OCTOBER 2021

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Proposed extension to the Council's participation in the Regional Tobacco Control and Alcohol De-Normalisation Programme contract.

Author(s):

Executive Director of Public Health and Integrated Commissioning

Purpose of Report:

To seek Cabinet's approval to extend the Council's participation in the Regional Tobacco Control and Alcohol De-Normalisation Programme (known as FRESH and BALANCE) for the period 01 April 2022 to 30 September 2024.

Description of Decision:

Cabinet is requested to:

- (i) authorise the Executive Director of Public Health and Integrated Commissioning in consultation with the Executive Director of Corporate Services and the Portfolio Holder for Health and Social Care, to undertake all necessary steps to enable the Council to participate in the extension of the existing Regional Tobacco Control and Alcohol De-Normalisation Programme for the period 01 April 2022 to 30 September 2024.

Is the decision consistent with the Budget/Policy Framework? *Yes

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

The proposal to continue to contribute to FRESH and BALANCE aims to help ensure a joined-up approach between Sunderland and the other six contributing North East Councils to provide comprehensive and evidence-based ways to control tobacco and reduce alcohol harms.

Alternative options to be considered and recommended to be rejected:

There are two potential alternative option as follows:

- (i) Do not extend the Council's participation in the regional Fresh and Balance arrangements for the period 01 April 2022 to 30 September 2024 (i.e., do nothing). This would result in the service being discontinued on 31 March 2022 and as a result, a comprehensive evidence-based approach to reduce the harms of tobacco and alcohol would not be in place in Sunderland.

(ii) Re-procure the identified services for Sunderland alone, outside of the regional commissioning arrangements. This is not recommended as the current contracting arrangement offers economies of scale and would be significantly more expensive for an individual council.

Impacts analysed;

Equality

X

Privacy

N/A

Sustainability

N/A

Crime and Disorder

N/A

Is the Decision consistent with the Council's Co-Operative Values? Yes

Is this a "Key Decision" as defined in the Constitution?

Yes

Is it included in the 28 day Notice of Decisions?

Yes

CABINET – 12 OCTOBER 2021

PROPOSED EXTENSION TO THE COUNCIL'S PARTICIPATION IN THE REGIONAL TOBACCO CONTROL AND ALCOHOL DE-NORMALISATION PROGRAMME CONTRACT.

Report of the Executive Director of Public Health and Integrated Commissioning

1. Purpose of the Report

- 1.1 To seek Cabinet's approval to extend the Council's participation in the Regional Tobacco Control and Alcohol De-Normalisation Programme (known as FRESH and BALANCE) for the period 01 April 2022 to 30 September 2024.

2. Description of Decision (Recommendations)

- 2.1 Cabinet is requested to authorise the Executive Director of Public Health and Integrated Commissioning, in consultation with the Executive Director of Corporate Services and the Portfolio Holder for Health and Social Care, to undertake all necessary steps to enable the Council to participate in the extension of the existing Regional Tobacco Control and Alcohol De-normalisation Programme for the period 01 April 2022 to 30 September 2024.

3. Introduction/Background

- 3.1 Tobacco control and addressing alcohol harms are both complex issues and no single approach will be successful in isolation. Smoking remains the key driver of health inequalities with around half the difference in life expectancy between the most and least affluent groups due to smoking. It is also the main cause of premature death in Sunderland.
- 3.2 Adult smoking prevalence in the City has continued to fall over the years, though it is still amongst the highest in the North East and in England. It is estimated that the economic burden in of smoking in Sunderland is approximately £70.8 million per year.
- 3.3 Alcohol use has significant health and social consequences for individuals, their families, and the wider community. It too contributes significantly to health inequalities in Sunderland where there are high levels of alcohol related hospital admissions compared to both other areas in the North East and England as a whole. Irresponsible use of alcohol is estimated to cost the City around £112 million per year.
- 3.4 However, significant progress has been made over the past decade in reducing overall smoking prevalence and embedding policies and campaigns to reduce the harms of alcohol. This has been greatly supported by comprehensive, evidence-based actions carried out at a regional and local level through the work of FRESH and BALANCE. This work has included media, communication and marketing campaigns and initiatives to promote changes to policy alongside national partners and Government.

- 3.5 As Sunderland continues to experience significant problems with tobacco and alcohol related harms, it remains imperative to ensure that evidence-based approaches such as those undertaken by FRESH and BALANCE are sustained.
- 3.6 Doing so will help to deliver local Health and Wellbeing Board Priorities, the objectives of Sunderland's City Plan and local Public Health outcomes. These priorities and objectives are consistent with the recommendations of the World Health Organisation Framework on Tobacco Control (2002), Smoke-free generation: tobacco control plan for England (2017) and Public Health England Evidence Review (2016).

4. Current Position

- 4.1 Durham County Council (DCC) is currently the lead commissioner of the FRESH and BALANCE contract on behalf of seven councils in the North East, including Sunderland. The current contract was let via an open procurement process which began operating from 01 April 2016 and is provided by County Durham and Darlington NHS Foundation Trust (CDDFT).
- 4.2 As the contract has provided continued value for money and good standards of performance, DCC are currently establishing interest from participating councils to extend the contract with CDDFT for a further two years and six months.
- 4.3 The current annual value for Sunderland's contribution to the contract is £167,940 which is met from the Public Health revenue budget.
- 4.4 The contract delivery arrangements provide the following functions:
- (i) Media and communications.
 - (ii) Advocacy and policy evidence base.
 - (iii) Data, research and intelligence.
 - (iv) Forums and locality support.
 - (v) System wide change.
 - (vi) Policy guidance and licensing.
 - (vii) Approaches to reducing demand and supply of illicit tobacco.
- 4.5 Prices for the full period of the proposed extension period between 01 April 2022 and 30 September 2024 are based on an equal amount per head of population within the participating authority areas and are described below:
- (i) £782,142 – Durham County Council
 - (ii) £305,110 – Gateshead Council
 - (iii) £426,967 – Newcastle City Council
 - (iv) £306,005 – North Tyneside Council
 - (v) £481,602 – Northumberland County Council
 - (vi) £225,735 – South Tyneside Council
 - (vii) £419,850 – Sunderland City Council
- 4.6 It is proposed to extend the contract arrangements for the period 01 April 2022 to 30 September 2024. There is no change to the current annual cost to the Council as a consequence of the proposed extension arrangements.

5. Reasons for the Decision

- 5.1 The proposal to continue to contribute to FRESH and BALANCE aims to help ensure a joined-up approach between Sunderland and the other six contributing North East Councils to provide comprehensive and evidence-based ways to control tobacco and reduce alcohol harms.

6. Alternative Options

- 6.1 Potential alternative options to implementing the commissioning intentions are:
- (i) Do not extend the Council's participation in the regional Fresh and Balance arrangements for the period 01 April 2022 to 30 September 2024, (i.e., do nothing). This would result in the service being discontinued on 31 March 2022 and as a result, a comprehensive evidence-based approach to reduce the harms of tobacco and alcohol would not be in place in Sunderland.
 - (ii) Re-procure the identified services for Sunderland alone, outside of the regional commissioning arrangements. This is not recommended as the current contracting arrangement offers economies of scale and would be significantly more expensive for an individual council.

7. Impact Analysis

- 7.1 A summary impact analysis for the proposed extensions is provided below.
- 7.2 By their nature, the services outlined here aim to reduce inequalities by providing accessible interventions to those that are most likely to experience disadvantage.
- (a) **Equalities** - An equalities impact assessment has been carried out in respect of the proposals. A copy of the assessment is included in Appendix 1. The key findings are as follows:
- (i) It is anticipated that the proposal will have a positive impact on children and young people through programmes such as Alcohol-Free Childhood, secondhand smoking and programmes/campaigns targeted at adults stopping smoking (which evidence shows is the best approach to stop children from starting to smoke).
 - (ii) It is anticipated that the proposal will have a positive impact on pregnancy and maternity as it will promote programmes/campaigns to support reduce tobacco and alcohol use during pregnancy.
 - (iii) Evidence shows that the most deprived wards in Sunderland have the highest smoking and alcohol related hospital admission rates, it is anticipated that the contract will enable targeting of communication and marketing strategies within these areas. This will have a positive impact on changing behaviour and reducing smoking and alcohol related harms.
- (b) **Co-operative Values** – Extension of the contracts will support the aim of reducing health inequalities in Sunderland by continuing to offer support to those communities that have highest levels of need.

- (c) **Financial Implications** – The cost of the proposed extension should it be exercised will be met from within the annual public health revenue budget.
- (d) **Legal Implications** – The Assistant Director of Law and Governance has been consulted in relation to this report, and officers from Law and Governance will assist as required with facilitating the proposed contract extension. The terms and conditions (including the prices) of any extended contract with CDDFT will fundamentally remain unchanged.
- (e) **Policy Implications** – The scheme aims to support the design principles of the Health and Wellbeing Strategy, in particular, equity, independence, self-care and prevention. The work also aims to be consistent with the ‘City Plan’ for Sunderland which aims to reduce the harms associated with tobacco and alcohol.
- (f) **Health & Safety Considerations** – There are no current identified Health & Safety Considerations associated with the proposal, however, should these emerge as part of work streams undertaken these shall be fully considered.
- (g) **Procurement** – Corporate Procurement have been consulted regarding the extension to the contract. The proposed extension is in accordance with the existing terms and scope of the contract, as originally tendered. Therefore the proposal is in accordance with the requirements of the Public Contracts Regulations 2015. All work will be undertaken in consultation with the Corporate Procurement team.