

Report Title:	Acceptance of Grant - Rossendale Collaboration Agreement 2026-29 - reducing smoking prevalence rates in Rossendale		
Report to:	Cabinet	Date:	15 th July 2026
Report of:	Director of Economic Development	Cabinet Portfolio:	Communities, Housing, Health and Wellbeing
Cabinet Lead Member:	Councillor M Smith	Wards Affected:	All
Key Decision:	<input checked="" type="checkbox"/> Forward Plan	<input checked="" type="checkbox"/> General Exception	<input type="checkbox"/> Special Urgency
Integrated Impact Assessment:	Required:	No	Attached: No
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Valley Plan Priorities	Thriving Local Economy: This involves securing new inward investment, creating a sustainable economy, matching local skills with future job opportunities, and supporting town centres as unique destinations.	<input type="checkbox"/>
	High Quality Environment: This includes having a "clean and green" local environment, reducing the borough's carbon footprint, improving waste and recycling rates, and delivering new homes with a good mix of housing tenures.	<input type="checkbox"/>
	Healthy & Proud Communities: This priority focuses on improving the health and physical/mental wellbeing of residents, reducing health inequalities, ensuring access to better leisure facilities and health services, and fostering a sense of pride in the community.	<input checked="" type="checkbox"/>
	Effective & Efficient Council: The aim is to provide good quality and responsive services, embrace new technology, be a financially sustainable council with a commercial outlook, and ensure sound governance.	<input type="checkbox"/>

1. PURPOSE OF THE REPORT AND EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to seek approval to accept grant funding to extend the collaborative agreement with Lancashire County Council for the delivery of the Smokefree Lancashire programme within Rossendale (to 31 March 2029).
- 1.2 The collaboration supports the Council's ambition to improve health outcomes, reduce health inequalities and increase access to smoking cessation support for residents. The programme is delivered through a Health and Wellbeing Coach (HAWC) model hosted by Rossendale Leisure Trust, providing targeted interventions, referrals and support to smokers within priority communities.
- 1.3 The proposed extension will enable the continuation of an established partnership approach that has strengthened local smoking cessation pathways, increased engagement with Smokefree Lancashire services and contributed towards improved health outcomes.
- 1.4 The arrangement is fully funded through Lancashire County Council's Public Health Grant allocation and aligns with both local and countywide health improvement priorities (£52,000 per annum).

2. RECOMMENDATIONS

- 2.1 That Cabinet approves the acceptance of the grant of £156,000 to extend the Smokefree Lancashire Collaborative Agreement with Lancashire County Council.
- 2.2 That Cabinet authorises the Monitoring Officer and the s151 Officer to enter into the collaboration agreement up to March 2029.

3. BACKGROUND AND REASON FOR THE DECISION

- 3.1 Smoking remains one of the leading preventable causes of illness and premature death and is strongly associated with health inequalities. The collaborative agreement between Rossendale Borough Council and Lancashire County Council supports the delivery of targeted smoking cessation interventions aimed at reducing smoking prevalence and improving health outcomes across Rossendale.
- 3.2 Rossendale has a similar smoking rate to the England average for 18 years and over (15.2%) there are clear inequalities such as routine and manual occupations (28.8%). Therefore, Rossendale remains a priority for stop smoking interventions due to its higher smoking prevalence in particular cohorts for example those with long term conditions relating to smoking.
- 3.3 The current model utilises a Health and Wellbeing Coach (HAWC) hosted by Rossendale Leisure Trust to engage residents through community-based health improvement activity, deliver brief interventions and facilitate referrals into the specialist Smokefree Lancashire service. The programme particularly targets groups experiencing poorer health outcomes and higher smoking prevalence rates.
- 3.4 The programme will continue to bolster health and wellbeing interventions provided by the service, expanding capacity, driving referrals to smokefree Lancashire. This, along with the forging of strong links with both Smokefree Lancashire and the commissioning leads at Lancashire County Council will facilitate targeted and robust in-reach smoking cessation support into a priority area, consistent with the aims of the collaborative agreement.
- 3.5 The collaboration agreement recognises Rossendale as an area where smoking-related inequalities remain a concern and supports interventions focused on reducing smoking prevalence, increasing quit attempts and improving long-term health outcomes. The arrangement also strengthens links between health projects, leisure and community services, ensuring residents can access a coordinated pathway of support.
- 3.6 Approval of the grant acceptance and extension will enable the continuation of this work, maintain established referral pathways and ensure ongoing delivery of smoking cessation activity within the borough.

4. RISK

- 4.1 The principal risks associated with the proposal are:
- Failure to accept the grant and approve the extension could result in the loss of external public health funding and the cessation of targeted smoking cessation activity within Rossendale.
 - Failure to achieve agreed performance outcomes may affect future funding opportunities and partnership arrangements.
 - Changes to national public health funding allocations could impact the long-term sustainability of the programme.
 - Reputational risk may arise if the Council is unable to continue supporting initiatives that contribute to reducing health inequalities.

- These risks will be mitigated through regular performance monitoring, quarterly reporting meetings and compliance with the requirements of the collaborative agreement.

5. SECTION 151 OFFICER COMMENTS (FINANCE)

5.1 There are no financial implications in accepting this grant funding. The Council will accept the grant and distribute to the nominated delivery partner.

6. MONITORING OFFICER COMMENTS (LEGAL)

6.1 The Constitution requires Cabinet to approve all grant funding between £100k and £250k.

6.2 All necessary legal agreements will be entered into to ensure compliance with the grant and collaboration terms.

7. INTEGRATED IMPACT ASSESSMENT IMPLICATIONS

7.1 An Integrated Impact Assessment is not considered necessary as the proposal relates to the continuation of an externally funded public health intervention designed to improve health outcomes and reduce health inequalities.

7.2 The programme is expected to have a positive impact on residents, particularly those from disadvantaged communities and groups with higher smoking prevalence rates. The initiative contributes to reducing health inequalities and improving access to preventative health services.

8. POLICY/STRATEGY FRAMEWORK IMPLICATIONS

8.1 The proposal supports the Council's Valley Plan objectives relating to improving health and wellbeing, reducing inequalities and supporting healthier communities. (Healthier Prouder Communities)

8.2 The programme also aligns with:

- Lancashire County Council Public Health priorities.
- The Smokefree Lancashire strategy and associated smoking cessation objectives.
- National public health priorities relating to tobacco control and smoking cessation.
- The Council's commitment to improving the health and wellbeing of Rossendale residents. –The Valley Plan
- Rossendale Physical Activity and Sport Strategy

9. LOCAL GOVERNMENT REORGANISATION IMPLICATIONS

9.1 There are no immediate implications arising from Local Government Reorganisation. However, the continuation of collaborative working arrangements with Lancashire County Council demonstrates effective partnership delivery of public health objectives and may provide a positive foundation for future service integration and delivery models as local government reorganisation proposals develop.

10. BACKGROUND PAPERS

10.1 Collaborative Agreement between Lancashire County Council and Rossendale Borough Council relating to reducing smoking prevalence rates in Rossendale (2026–2029).