



# Cheshire and Merseyside Local Authority Smokefree Spaces Toolkit

SMOKING  
ENDS HERE.





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## Introduction and Foreword

We have a bold ambition in Cheshire and Merseyside, to be smokefree by 2030. Through our collective strategy, All Together Smoke Free, we are working to end smoking for everyone, everywhere, ensuring a fair and equitable approach for adults and a tobacco-free future for every child.

Nationally, the goal is to create a smokefree generation, with fewer than 5% of people smoking across all groups. The proposed Tobacco and Vapes Bill supports this by raising the legal age of tobacco sale annually, so those born after 2009 will never legally purchase tobacco.

Smoking remains the leading cause of preventable death and a major driver of health inequalities. It contributes to 16 types of cancer, diabetes, dementia, and two-thirds of the life expectancy gap for people with serious mental illness.

Locally, 10.4% of adults in Cheshire and Merseyside smoke, which is below the national average of 11.6% and down 1.3% since 2022. This progress reflects the dedication of our communities and services, but there is still more to do.

### **Why smokefree Spaces Matter in Cheshire and Merseyside**

Creating smokefree environments is a vital part of our strategy. Smokefree spaces protect people from the harms of second-hand smoke. They also help to shift social norms, making smoking less visible and less acceptable, which is key to preventing uptake among future generations.

In our region, where smoking is deeply linked to deprivation and poor health outcomes, smokefree spaces are a powerful tool to reduce inequalities. They support quit attempts, promote healthier lifestyles, and send a clear message that tobacco has no place in our shared public spaces, especially those that are intended to help people stay well.

This guide, co- created by the All Together Smokefree team with partners across Cheshire and Merseyside, supports Local Authorities in creating and managing smokefree environments and workforces. It promotes a consistent approach across the region, offering practical tools, policy guidance, and communication resources.

### **How to use this toolkit**

Use this guide as a practical resource to:

- **Establish Smokefree leadership:** Set up a Smokefree Steering Group using the step-by-step guidance and templates provided.
- **Develop and implement policy:** Create or update your smokefree policy with clear procedures, enforcement strategies, and guidance on vaping.
- **Communicate effectively:** Access tailored and editable communication materials to raise awareness among staff, patients, and the public.
- **Train and educate:** Equip staff with the knowledge and confidence to uphold smokefree standards and support quit attempts.
- **Monitor progress:** Use recommended KPIs and evaluation tools to track impact and inform continuous improvement.

Each section of the toolkit includes practical tools and templates to help you take action. Whether you're starting from scratch or enhancing existing efforts, this resource is here to guide you every step of the way toward a healthier, Smokefree future.



**Prof. Ian Ashworth FFPH**

Director of Population Health NHS Cheshire and Merseyside, Visting Professor, University of Chester

A handwritten signature in black ink, appearing to read 'Ian Ashworth'.



**Sarah McNulty**

Assistant Executive Director (Public Health) Knowsley Council and Lead Director of Public Health for Cheshire and Merseyside All Together Smoke Free

A handwritten signature in black ink, appearing to read 'Sarah McNulty'.

## Smokefree Steering Groups

A Smokefree steering group is a group of senior leaders within an organisation that provides strategic oversight, coordinates, and is accountable for all efforts to reduce tobacco use and promote smokefree environments in the organisation. These groups should align with broader public health priorities and national strategies, whilst also taking into consideration local needs and context. This group should play a key role in developing smokefree policies and supporting stop smoking services at place level. To support the creation or refresh of your steering group, some of the core responsibilities and functions of a smokefree steering group are detailed below.

**It is important to note that this describes the *function* of a smokefree steering group, which could alternatively be delivered through an existing Tobacco Control Alliance or Policy Group if such structures are already in place.** The key is ensuring that the strategic leadership, coordination, and accountability for smokefree efforts are embedded within the organisation, regardless of the specific format or name of the group.

<b>Provide strategic leadership</b>	<ul style="list-style-type: none"> <li>• Provide strategic direction and oversight for smokefree initiatives on behalf of the organisation's executive leadership team</li> <li>• Ensure alignment with Cheshire and Merseyside <a href="#"><u>All Together Smokefree Strategic Framework</u></a></li> </ul>
<b>Partnership coordination</b>	<ul style="list-style-type: none"> <li>• Bringing together stakeholders from across departments and services within the LA</li> <li>• Coordinating efforts and facilitate joint working and collaborative campaigns.</li> </ul>
<b>Policy development and implementation</b>	<ul style="list-style-type: none"> <li>• Develop a smokefree policy that applies to all areas of LA sites</li> <li>• Ensure that policies are consistent, up to date, evidence based and align with national, regional and local guidance.</li> <li>• Create detailed action plans for implementing policies and monitoring impact</li> </ul>
<b>Performance monitoring and evaluation</b>	<ul style="list-style-type: none"> <li>• Set measurable targets</li> <li>• Monitor progress using available data</li> <li>• Evaluate the impact of interventions and adapt strategies as needed</li> </ul>
<b>Public engagement and communications</b>	<ul style="list-style-type: none"> <li>• Plan, lead and support public facing campaigns</li> <li>• Promote smokefree messaging across the LA</li> </ul>
<b>Support and resources</b>	<ul style="list-style-type: none"> <li>• Ensure availability of smoke free services and resources</li> <li>• Promote smoke free services, tools and treatments available</li> </ul>
<b>Education and training</b>	<ul style="list-style-type: none"> <li>• Provide training for staff on the organisations smokefree policy, which details the importance of maintaining smokefree environments</li> <li>• Educate staff on how to have 'Very Brief Advice' (VBA) conversations and direct patients and colleagues to appropriate Stop Smoking Services</li> </ul>

## Advocacy and championing

- Act as champions for smoke free environments
- Advocate for the health benefits and importance of smoking cessation

To support you in setting up your steering group the five key stages are detailed below:

### 1. Secure executive leadership support

Engage senior management and gain commitment and support for your group.

### 2. Identify key stakeholders and group members

Use the provided list to identify your organisations key stakeholders.

### 3. Establish roles and responsibilities

Clearly define roles and responsibilities, including important roles like Executive Sponsor and Chair.

### 4. Create terms of reference

Develop terms of reference (ToR) that outline the purpose, scope, and structure of the steering group, as well as the decision-making processes

### 5. Develop a strategic plan

Define your baseline, set clear (SMART) objectives to help guide your initiative and allocate your available resources (Time, Funding, Materials)

## Example of SMART targets you may want to consider:

***“Increase staff awareness of smokefree policy by 30% within 6 months (via survey)” or “Achieve 90% signage compliance across all LA sites by Q4”***

## Who should be included in a smokefree steering group?

It is important to identify key stakeholders who will be involved in the steering group. For a comprehensive approach, include key internal and external stakeholders who can influence, deliver, and support tobacco control efforts within the local area. The goal should be to ensure cross sector collaboration and joined up working. Some suggestions of teams or services that could be included as part of your smokefree steering group are listed below. This is not meant to be an exhaustive list and will vary

by locality. Refer to the template smokefree steering group Terms of Reference attached below for further guidance

## Smokefree Policy

### Policy Development

Each LA in Cheshire and Merseyside should have an up-to-date smokefree policy in place that does not allow smoking anywhere, inside, or outside, on LA owned or leased

#### Local Authority Smokefree Steering Group Stakeholders

- Public Health Leads
- Children and Young Peoples Services
- Adult Social Care
- Housing and Homelessness Teams
- Environmental Health and Licensing
- Trading Standards
- Communications and Engagement Teams
- Community Engagement
- NHS Trust Partners
- Stop Smoking Service Providers
- Voluntary and Community Sector
- Lived Experience Representatives
- Human Resource Representatives
- Occupational Health
- Unions Representatives
- Off site and/or shift worker representatives
- Building Management
- Leisure/ Parks and Gardens

[Full Terms of Reference Template here](#)

buildings or grounds, land or vehicles. This policy should be supported by procedures

and resources that help both members of the public and staff comply. It should also detail how staff can enforce any breaches to policy, direct individuals to available support, and report any incidents in an effective and consistent way.

### **Addressing the use of vapes and e-cigarettes in smokefree policy**

Smokefree means air that is free of tobacco smoke, and as e-cigarettes do not burn tobacco or create smoke they are not currently covered by smokefree legislation. However, addressing the use of vapes and e-cigarettes in your smokefree policy is helpful for both the public and your workforce to understand what is acceptable on your sites.

As good practice, vaping and e-cigarettes should be addressed in policy separately from smoking. There should be a clear distinction between smoking and vaping, and the policy should indicate accurately where vaping is permitted or prohibited. The evidence of harm from second-hand smoke is conclusive and provides the basis for UK smokefree laws. In contrast, international peer-reviewed evidence indicates that the risk to the health of bystanders from second hand e-cigarette vapour is extremely low and insufficient to justify prohibiting e-cigarettes outside in most public places. This evidence should inform policy approaches when considering vaping in your smokefree policy. Consideration should also be given to the age demographics commonly accessing the space, as you may want to exclude vaping in spaces designed for or frequented by under eighteens.

In addition, it is important to recognise that vaping is a NICE approved treatment option for quitting smoking, with approximately three million people quitting smoking with the use of a vape in the last five years. To help smokers to stop smoking and stay smokefree, a more enabling approach to vaping may be appropriate on LA sites in Cheshire and Merseyside. Vapers should not be required to use the same space as smokers, as this could undermine their ability to quit and stay smokefree.

### **Considering ‘Quit Zones’ on Local Authority Sites**

In anticipation of the Tobacco and Vapes Bill regulations which are expected to restrict smoking and vaping in public spaces frequented by children and vulnerable individuals, Local Authorities

may wish to consider introducing optional Quit Zones on suitable and relevant LA sites as part of their broader smokefree efforts. These designated outdoor areas can offer a supportive, harm reduction-focused space for individuals who are transitioning away from tobacco use.

Positioned away from main entrances and out of direct view, ‘Quit Zones’ can provide a discreet location for adults to use tobacco alternatives such as e-cigarettes and vapes.

While not a requirement, these zones can complement existing smokefree policies by offering a managed environment that supports individuals on their quit journey.

Quit Zones may also serve as useful points for signposting to local stop smoking services and other cessation support. By recognising vaping as a legitimate quit aid, Local Authorities can help ensure its use is appropriate and aligned with public health goals.

For staff and visitors, these zones could offer a pathway to reduce tobacco use without encouraging vaping among non-smokers. Clear signage, targeted communications, and optional staff training can help reinforce the purpose of these spaces and support the enforcement of smokefree policies.

Importantly, Quit Zones are not intended to promote vaping among those who do not currently smoke. Signage should clearly indicate that these areas are for adults aged 18 and over, and that smoking is not permitted within them.

By offering designated vaping environments for those actively trying to quit smoking, Local Authorities can contribute to reducing smoking prevalence and promoting healthier behaviours in their communities.

## Quit Zone Checklist

Identify a discreet outdoor area away from main entrances, windows and public view.

- Avoid installing shelters or seating to discourage prolonged use.
- Do not provide bins to deter smoking and the use of illegal disposable vapes.
- Use clear signage to indicate:
  - Smoking is not permitted.
  - The area is for adults aged 18+.
  - QR codes or links to local stop smoking services.

## Where should vaping be allowed vs not allowed?

Location	Location	Location
Inside LA buildings	<input checked="" type="checkbox"/> Not Allowed	Vaping indoors is prohibited to protect others from exposure and maintain clean air.
Enclosed public areas (e.g. receptions)	<input checked="" type="checkbox"/> Not Allowed	NICE and OHID advise against vaping in enclosed spaces due to etiquette and comfort.
LA owned vehicles	<input checked="" type="checkbox"/> Not Allowed	Advised against due to enclosed space and etiquette and comfort.
LA grounds (specified outdoor areas)	<input checked="" type="checkbox"/> Allowed (with restrictions)	Vaping may be permitted in designated outdoor areas (quit zones) to support smoking cessation.
Entrances to buildings	<input checked="" type="checkbox"/> Not Allowed	Vaping near entrances is discouraged to avoid exposure and maintain professional image.

## Evidence based guidance for policy development

NICE guideline [NG209 for tobacco \(preventing uptake, promoting quitting, and treating dependence\)](#) recommends smokefree policies should:

- Be developed in collaboration with staff and the people who use services.
- Set out a clear timeframe to establish or reinstate smokefree grounds.
- Identify the roles and responsibilities of staff.
- Ban staff from supervising or helping people to take smoking breaks.
- Identify the resources needed to support the policy.
- Be periodically reviewed and updated, in line with all other organisational policies.

### **A smokefree site policy should also:**

- State that employees, contractors, and volunteers cannot smoke during working hours or when recognisable as an employee (for example, when in uniform, in work vehicles, wearing identification, or working onsite).
- Support staff to protect themselves from second-hand tobacco smoke when they visit people's homes as part of their duties (in accordance with smokefree legislation, employers must take action to reduce the risk to the health and safety of their employees from second-hand smoke).
- Direct staff who wish to stop smoking to local stop-smoking services.

[Download Example Smoke Free Policy Template here](#)

## **Policy Implementation**

A comprehensive smokefree policy implementation plan is essential to ensure that a policy is introduced to staff and the public effectively, adhered to by all parties, and sustainable long-term.

An effective policy implementation plan should be used to:

1. Ensure clarity and consistency of the policy
2. Improve compliance to the policy
3. Reduce resistance to the policy

### **Recommendations for successful implementation of smokefree policy:**

#### **Review, assess and plan:**

- Identify any current challenges with existing policy implementation and identify key areas for improvement.
- Address the areas for improvement by defining clear goals and objectives for the smokefree policy implementation. This should include key stages, timelines, and responsibilities.

#### **Engage stakeholders:**

- Raise awareness of smokefree policy with staff and involve representatives from key groups to support the roll out.

#### **Training and resources:**

- Provide clear and consistent staff training on the smokefree policy, including how to enforce the policy, and how to direct staff, and visitors to relevant support confidently and consistently.

- Training should include where smoking and/or vaping is prohibited, who this applies to, what the correct enforcement procedures and consequences of breaches are, as well as the timeline for implementation.

### **Communications and environmental upgrades:**

- Develop a communication plan to raise awareness of the smokefree policy which is tailored for different audiences and touchpoints e.g. pre visitation.
- Include a strong positive message and signposting information around how to access your local Stop Smoking Service.
- Update or install clear signage and any ground markings or wall decals.
- Remove any smoking related paraphernalia including smoking shelters, cigarette bins with ashtrays or smoking related litter that could dilute your message.

### **Engage the public:**

- Host public forums or workshops to gather input on proposed smokefree areas.
- Use interactive tools like online surveys, mapping tools, or pop-up stalls in public spaces to collect feedback.

### **Monitor and Enforce:**

- Define who is responsible for enforcement and make sure this is clearly communicated to staff via training and resources.
- Establish clear procedures for non-compliance and violations.

### **Evaluate and Feedback:**

- Monitor the impact of compliance or lack of, over time.
- Use surveys, feedback loops and incident reports.
- Adjust policy or implementation techniques and support mechanisms as needed.

## **Policy Enforcement**

A strong smokefree policy should clearly assign enforcement responsibilities and outline how breaches are handled. While everyone can play a role, named individuals such as security staff, should lead enforcement. Staff and the public must feel confident to challenge violations, supported by clear signage and consistent messaging. Training should cover enforcement methods and be reflected in policy documents. Breaches should be used as opportunities for brief interventions, offering education and referrals to available support services.

## Some best practice tips to improve the enforcement of your policies are listed below:

Train staff on how to approach anyone breaching policy and advise on quit zones and available support.

- Total smoking bans: Policies that implemented a complete ban resulted in higher levels of compliance than those with partial bans or designated smoking areas.
- The easier you make compliance the less you will need to depend on enforcement.
- Allowing vaping onsite in outdoor spaces can support smokers to engage with quit tools and become tobacco free. Consideration could be given to the use of 'quit zones' to make clear that the use of vaping is only for adult smokers who wish to quit and to provide direction to stop smoking support.
- Compliance is dependent on improving awareness and promotion, visible signage and communications will make enforcement easier.
- Having a consistent approach across LA sites will help everyone understand that smoking is not allowed or facilitated on council premises.

### Navigating challenging conversations

It's important to recognise that approaching someone to uphold a smokefree policy can be challenging and may occasionally be met with resistance or hostility. LA spaces are often used by a diverse range of people, some of whom may be experiencing personal stress, frustration, or vulnerability. Conversations around smoking can be emotionally charged, especially if individuals feel confronted or judged.

Staff should approach these situations with empathy and understanding, aiming to keep the dialogue respectful and constructive. Offering alternatives such as information about nicotine replacement options, signposting to designated quit zones, or providing details of your local stop smoking support services can help reinforce the policy in a compassionate and supportive way. It can also help in certain circumstances to explain why your policy is in place e.g. to support others undertaking a quit journey, protect those with poorer health and de-normalising behaviours for children and young people.

Sensitivity and clear communication are key to maintaining a positive atmosphere for all visitors and staff. If your policy assigns responsibility for addressing smoking to specific roles (e.g. enforcement officers, security teams, or designated staff), it may be appropriate to escalate to them if a situation becomes hostile or abusive. Ensuring staff feel supported and safe is essential to the successful implementation of smokefree policies across local authority spaces.

## Tools of exchange

In addition to offering information and signposting to support services, there are several practical, tangible items, or "tools of exchange", that staff could offer to individuals who are smoking on a smokefree site. These items may help to shift the conversation from enforcement to support, making it easier for both staff and the public to engage positively.

Some suggested tools of exchange could be:

**Vape starter kits:** If your local stop smoking service supports vaping as a quit aid, offering a basic kit or voucher alongside direction on how to access behavioural support can be a powerful alternative.

**Chewing Gum or Mints:** A simple, non-nicotine option that can help distract from cravings and offer a polite, non-confrontational gesture. These can be printed with QR codes to access support.

**Quit cards with QR codes:** Credit card sized cards, with QR codes to access support.

### [Local Authority Smokefree Sites Enforcement Script – Example Approach](#)

## Identifying potential smokefree sites

Local authorities and councils in the UK are increasingly exploring a wide range of public spaces to designate as smokefree to support of national health goals and the ambition for a smokefree generation. Based on recent guidance and various case studies, here are some types of spaces your locality may want to consider making smokefree.

### Outdoor public spaces

- **Town centres and high streets** - *Particularly areas with high footfall, and/or pavement licences and to help promote clean air and healthier environments.*
- **Parks and playgrounds** - *Making these areas smokefree can protect children from second-hand smoke and model healthier behaviours, including not vaping when an additional vape free status is included.*
- **Beaches and promenades** - *Making public coastal areas smokefree can reduce litter and protect wildlife and the environment.*

## Health and social care settings

- **Care homes and community clinics** – *most NHS trusts enforce smokefree grounds, but councils can support this by making other health settings smokefree to protect vulnerable populations.*

## Education and youth settings

- **Youth clubs and leisure centres** - *Making these spaces smokefree – and vape free due to age demographics in this space- reinforces positive health messaging for young people.*
- **School grounds and entrances** - *These should also include nurseries, colleges and universities.*

## Council owned and public buildings

- **Libraries, Museums, and Civic Centres** - *Consider including the immediate outdoor surroundings too.*
- **Bus Stops and Transport Hubs** - *Especially considering areas where people congregate, and enclosed or semi-enclosed areas which may be partially or fully covered by smokefree legislation.*

## Events and venue spaces

- **Markets, Festivals, and Outdoor Events** - *Temporary smokefree zones can be implemented during outdoor or semi enclosed events.*
- **Sports Grounds, Sidelines and Stadiums** - *Especially those used by families and children.*

## Residential and communal spaces

- **Social Housing Complexes** - *Particularly consider shared spaces like courtyards and entrances.*
- **Sheltered Housing and Supported Living** - *Making these spaces smokefree can protect residents with health vulnerabilities.*

## Communications Strategy and Resources

A well-planned communication strategy can support effective policy implementation by raising awareness and understanding to garner support and increase compliance.

### Internal communication

Inform staff about the smokefree policy at various touchpoints including:

#### Recruitment processes:

- Job adverts
- Job descriptions
- Interview checklists
- Corporate inductions
- Statutory and mandatory training

#### Internal communication channels such as:

- Staff intranet site
- Staff email briefings
- Staff newsletters
- Under health and safety in all team meetings

#### One-to-one and appraisal processes

- Wellbeing check-ins
- Staff health and wellbeing plans

Display posters or physical copies of the policy in staff areas to ensure it is visible and accessible to all staff, contractors, and volunteers, and provide a forum for members of staff to raise questions and address any concerns.

#### Encourage all staff to participate in training to:

- Familiarise themselves with the policy
- Understand the benefits of a smokefree site
- Learn how to have conversations with people who smoke
- Learn how to refer visitors and staff who smoke to smokefree support

### External communication

Inform the public of the smokefree policy before they arrive at site through:

- Letters
- Text messages
- Social media
- Website

Display smokefree information leaflets, posters, pull-up banners and utilise digital screens near reception desks, waiting areas, and high-traffic areas to display service information and patient case studies of successful quit attempts.

### Public-facing resources

The All Together Smokefree team have created a suite of public-facing resources that have been co-designed and co-produced with professionals across Cheshire and Merseyside. These include:

- Website copy
- Social media copy and images
- Digital screensavers
- Leaflets
- Posters

The suite of resources are available to view, download and adapt here:

<https://smokingendshere.com/smokefree-spaces-toolkits>

## Training and Education

Training staff on smokefree policies, including the importance of maintaining smokefree sites, is essential to ensure consistent enforcement, protect public health, and support individuals to quit smoking. Well-informed staff can confidently uphold policies and create supportive environments that reinforce smokefree norms. For training materials and resources, staff can access training material and resources via the **Smoking Ends Here** website linked [here](#).

## Monitoring and Evaluation

Systematically tracking progress and gathering feedback can identify areas for improvement, address challenges, and celebrate successes.

- **Key Performance Indicators (KPIs):** Identify KPIs to measure the success and impact of the smokefree initiative, such as smoking prevalence, tobacco dependence service quit outcomes, levels of compliance and the number and types of smoking-related incidents reported on council owned premises.
- **Data collection methods:** Use surveys, feedback forms and administrative data to collect relevant information.

- **Short-term and long-term metrics:** Track immediate outcomes, such as awareness levels and compliance rates, and long-term impacts such as health outcomes.
- **Reporting and feedback mechanisms:** Regularly report on progress and collect feedback from staff, patients, and stakeholders.
- **Reviewing and updating policies:** Periodically review and update the smokefree policy based on evaluation findings, feedback and emerging evidence and best practices.
- **Addressing challenges and barriers:** Identify and address any challenges or barriers to successful implementation such as areas with low compliance or frequent incidents.

## The ASH Pledge for a Smokefree UK

The [Pledge for Smokefree UK](#) has been developed by the Smokefree Action Coalition to enable organisations to set out their commitment to ending the harm caused by smoking and other forms of tobacco.

Replacing the Local Government Declaration on Tobacco Control developed by Newcastle City Council, the new Pledge provides a unifying framework for local government, the NHS, charities and other organisations to align around in support of a smokefree UK. It includes a single overarching aim:

- **A UK where no one is harmed by tobacco, where children grow up free from tobacco addiction, and where support to quit is provided in every community.**

This is supported by a series of commitments to support action to reduce UK smoking prevalence to less than 1% by 2040. This means ensuring that:

1. No one starts: Future generations are protected from the harms of tobacco through a generational ban and strong prevention policies.
2. Everyone stops and no one is left behind: Smokers across all communities try to quit more often and have access to the support they need to succeed.
3. Protecting tobacco control work from the commercial and vested interests of the tobacco industry, in line with Article 5.3 of the WHO Framework Convention on Tobacco Control.
4. Working collaboratively across Government, the NHS and third sector to accelerate progress towards a smokefree future.
5. Taking a comprehensive approach to ending the health, environment and economic harms from tobacco in line with the evidence

## Signing the Pledge

The NHS Cheshire and Merseyside ICB, Directors of Public Health and Champs Public Health Collaborative have already signed the Pledge. All Local Authorities in Cheshire and Merseyside are encouraged to sign the Pledge to publicise their commitment, by following these 3 steps:

### Step 1: Permissions

Make sure you have the authority to sign the Pledge on behalf of your organisation.

### Step 2: Brief your stakeholders

Signing the Pledge is an opportunity to engage internal stakeholders and put tobacco control on the agenda.

### Step 3: Sign the Pledge!

[Click here to sign the Pledge for a Smokefree UK](#) or visit [ash.org.uk/campaigns/pledge-for-a-smokefree-uk](http://ash.org.uk/campaigns/pledge-for-a-smokefree-uk)

Once your Local Authority has signed the pledge, celebrate your commitment by sharing it with employees, members of the public, and partner organisations.

**Don't let the Pledge gather dust on a shelf** – The Pledge is meant to be a live document, not a one-time commitment. Review local policies and practice and embed the Pledge's commitments into local plans and activity. ASH has a range of resources to support this:

- [Local toolkit](#)

## Resources, case studies and tools

[Visit the Smoking Ends Here Website](#)

## Acknowledgements

We would like to extend our thanks to all partners across the wider system in Cheshire and Merseyside who have contributed their time, expertise and professional insight into the development of this toolkit. Your collaboration and shared commitment to creating healthier smokefree environments have been invaluable throughout this process.

We would also like to acknowledge the Greater Manchester Make Smoking History team whose pioneering work in smokefree spaces has provided a strong foundation and inspiration for the development of this toolkit. Our collective efforts bring us closer to a smokefree future for all.

## Glossary of Terms

### **All Together Smoke Free (ATSF)**

The collective strategy and partnership across Cheshire and Merseyside working to end smoking for everyone, everywhere, by 2030.

### **ASH**

Action on Smoking and Health – a UK public health charity advocating for tobacco control.

### **Brief Intervention / Very Brief Advice (VBA)**

A short, structured conversation with someone about their smoking, aiming to encourage a quit attempt and signpost to support.

### **Cheshire and Merseyside**

The region covered by this toolkit, comprising multiple local authorities working together on smokefree initiatives.

### **Compliance**

The extent to which staff, public, and visitors adhere to smokefree policies.

### **Enforcement**

Actions taken to ensure smokefree policies are followed, including staff training, signage, and procedures for addressing breaches.

### **Key Performance Indicators (KPIs)**

Metrics used to measure the success and impact of smokefree initiatives (e.g., smoking prevalence, quit outcomes, compliance rates).

### **Local Authority (LA)**

A council or governing body responsible for public services and spaces in a defined area.

### **Local Government Declaration on Tobacco Control**

A formal statement of a council's commitment to tobacco control, developed by Newcastle City Council and promoted nationally.

### **NICE**

National Institute for Health and Care Excellence – provides evidence-based guidance for health and social care.

### **Nicotine Replacement Therapy (NRT)**

Products such as gum, lozenges, or patches that help people quit smoking by providing controlled doses of nicotine.

### **Policy Implementation**

The process of introducing, communicating, and embedding a smokefree policy within an organisation.

## **Policy Enforcement**

The assignment of responsibility and procedures for ensuring compliance with smokefree policies.

## **Quit Zones**

Designated outdoor areas on LA sites where adults trying to quit smoking can use tobacco alternatives (e.g., vapes), positioned away from entrances and public view.

## **Second-hand Smoke**

Smoke inhaled involuntarily from tobacco being smoked by others; a major health risk addressed by smokefree policies.

## **Smokefree**

An environment or policy where smoking is not permitted, indoors or outdoors, on LA-owned or leased buildings, grounds, land, or vehicles.

## **Smokefree Policy**

A formal document outlining the rules, procedures, and enforcement strategies for maintaining smokefree environments.

## **Smokefree Steering Group**

A group of senior leaders within an organisation providing strategic oversight, coordination, and accountability for smokefree efforts.

## **Stop Smoking Service**

Local services providing support, advice, and resources to help people quit smoking.

## **Tobacco and Vapes Bill**

Proposed UK legislation to raise the legal age of tobacco sale annually, aiming to create a smokefree generation.

## **Tools of Exchange**

Practical items (e.g., NRT, vape starter kits, quit cards) offered to individuals breaching smokefree policy to support quit attempts.

## **Training and Education**

Staff development activities to ensure understanding and enforcement of smokefree policies.


## **Vaping / E-cigarettes**

The use of electronic devices that deliver nicotine without burning tobacco; addressed separately from smoking in policy.

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## **Acronyms**

- **ATSF** – All Together Smoke Free

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- **ASH** – Action on Smoking and Health
  - **KPI** – Key Performance Indicator
  - **LA** – Local Authority
  - **NICE** – National Institute for Health and Care Excellence
  - **NRT** – Nicotine Replacement Therapy
  - **VBA** – Very Brief Advice