



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Telford and Wrekin Smokefree Delivery Plan

2026-2028



TELFORD & WREKIN HAS SET A BOLD AMBITION TO BECOME SMOKEFREE*

*Smokefree being defined by the Government target of less than 5% or fewer adults smoke

Overview of the Smokefree Delivery Plan

Together we will stop the start for future generations

We will create a healthier Telford and Wrekin where smoking and vaping no longer harm our communities – where children grow up free from addiction, adults are supported to quit without stigma, and everyone can breathe clean air and enjoy a longer, healthier life

Prevent

Prevent children and young people from smoking, vaping (and other nicotine products)

Protect

Create more smokefree places, in line with the Tobacco and Vapes Act, to protect children and vulnerable people from second-hand smoke

Support

Reduce the number of people who smoke by providing support to more people to quit in community and NHS settings

Enforce

Enhance enforcement and tackling of illicit tobacco and vapes

Improve engagement and participation across all stakeholders

Become data and intelligence led

Background and contents

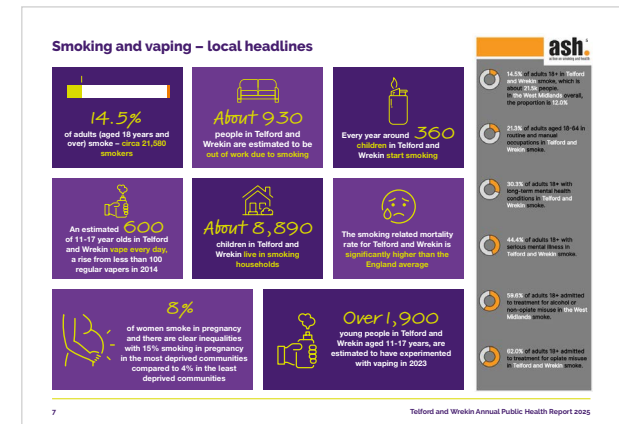
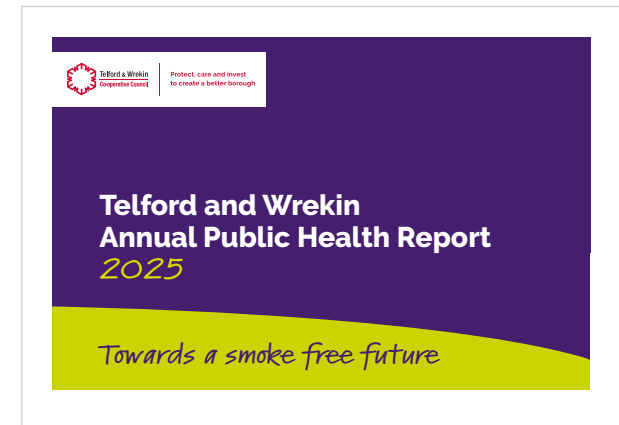
At the September 2025 Health & Wellbeing Board meeting, the Director of Public Health received support and approval for the development of a comprehensive plan to deliver Smokefree Telford and Wrekin ambitions across Health & Wellbeing Board partners.

The report introduced the Telford and Wrekin Smokefree strategy and proposed development of a comprehensive plan to deliver Smokefree Telford and Wrekin ambitions across Health & Wellbeing Board partners.

This delivery plan updates associated work being undertaken across Telford and Wrekin since September 2025, including an overview of the delivery plan, as well as an update on national legislative changes that will impact our work to reduce the impact of smoking and vaping-related harm in the borough.

The key elements in this update are:

- smoking prevalence figures and the number of quitters;
- an introduction to the Smokefree Telford and Wrekin Delivery Plan;
- a summary of achievements aligned to our smoke free commitments; and
- an overview of recent National Legislation – The Tobacco and Vapes Act 2026.



Together we will stop the start

Smoking is a complex social and health issue, and this improvement is the result of focussed efforts across many Council teams. The services that support our smoke-free future have traditionally focussed on smoking cessation or interrupting the supply of illicit tobacco and nicotine products. However, with the upcoming provisions of the Tobacco and Vapes Act 2026, services are being reviewed and enhanced across Telford and Wrekin. According to ASH, every smoker that quits, saves an average of £2338 a year, alongside significant health benefits.

The adult smoking prevalence figure reported in the annual public health report last September was 14.5% (based on 2023 data). The figure was derived from the Annual Population Survey, and this data is now being published on a 3-year-rolling average basis due to the sample size. The latest published figure for smoking prevalence for the period 2022-2024 for Telford and Wrekin is 11.9%, which is lower than the 13.9% figure for the 3-year-period 2021-23. It is expected given the reducing trend since 2019, that Telford and Wrekin will reach the Government's smoke free target of 5% by the end of the decade (Figure 1).

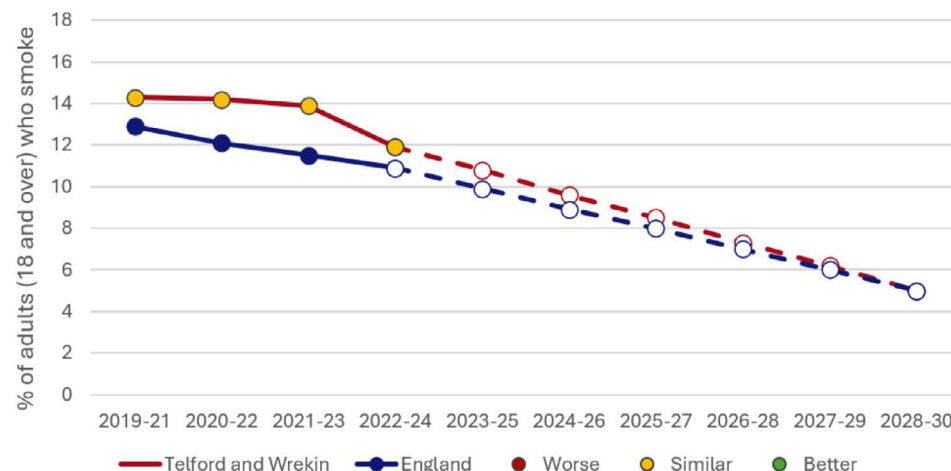


Figure 1 Smoking prevalence in adults (aged 18 and over) and projection to the smoke free ambition in 2030.

Vaping

Tobacco use is a well-researched area and NHS cessation programmes endorse the use of nicotine e-cigarettes (vapes) alongside other approved methods and tools (nicotine replacement, medication, counselling) to quit a known cancer-causing product.

Vaping with nicotine e-cigarettes is generally more effective for quitting smoking than traditional Nicotine Replacement Therapy (NRT), with research suggesting it can be up to twice as effective in helping smokers quit for at least six months.

Although less harmful than tobacco smoking, it is not risk-free and poses additional addiction risks and the health impact of a second hand vape aerosol is poorly researched.

Vaping is also highly attractive to children and young people due to appealing fruit/candy flavours, designs resembling USB drives or toys, and, for many, peer pressure.

In our delivery plan scoping conversations, all parties agreed that CYP vaping – cessation and prevention – was not adequately addressed across the Region and should therefore be a key part of any Joint Action Plan.



Our School Nurse team

- The Public Health Commissioning Team lead the way on CYP prevention through their school nurse programme in schools and colleges.
- They enhance curriculum PHSE smoking and vaping awareness sessions with eight FTE school nurses across 56 primary schools and 12 secondary schools that delivery smoking prevention advice and a secondary school drop-



Updated Schools Curriculum in 2026

- From September 2026 our School nurses will also be involved in supporting school implementation of the new government guidance on smoking and vaping awareness.
- Schools are mandated to include smoking and vaping awareness into their Relationships and Sex Education Curriculum.
- The guidance means schools should have content that:
 - explains the harms of smoking and vaping;
 - covers nicotine addiction;
 - explains the particular risks of illicit vapes;
 - helps young people understand how to access support to quit; and
 - includes relevant legal information on vaping and smoking.
- This will further raise awareness for children and young people – one of our vulnerable populations.
- [Relationships and sex education \(RSE\) and health education - GOV.UK](#)

Crucial Crew

- Telford & Wrekin Council host the annual Crucial Crew programme – a multi-agency partnership event aimed at Year 6 students designed to provide them with life skills and knowledge that will help to keep themselves and others safe, both now and in the future.
- In 2026, 1383 children attended Crucial Crew and benefitted from vaping awareness sessions.
- Crucial Crew aim to raise students' awareness of important safety issues, encouraging them to think about their own and others safety and guiding them on what to do in potentially unsafe situations.
- Provision of education sessions to year 6 pupils at Crucial Crew includes vaping awareness 'Be smart, don't start'.
- Video of School Nurses delivering vaping education at Crucial Crew in 2025: <https://www.youtube.com/watch?v=0Dtvs3LLG0g>



Creating Smokefree Spaces

- The creation of more smokefree places is the responsibility of every organisation across Telford and Wrekin that controls a place where people work, play and gather – such as Telford & Wrekin Council premises, large employers and our hospital trust. The Tobacco and Vapes Act will also specify additional venues.
- The Health Protection Team lead the way on our approach to current smokefree provisions. They have also participated in the government consultation on aspects of the Act that will expand mandatory smokefree places into areas such as school playgrounds and hospital grounds.
- The Healthy Living team is working with large organisations to encourage smokefree areas and uptake of our stop smoking services.
- Our participation in the cross-system Tobacco Steering Group includes support for smokefree areas, whether they be under the control of Telford & Wrekin Council or another organisation such as SaTH (our hospital trust).



Asthma Friendly Schools

- In 2025 our schools were issued advisory guidance on asthma policies and 18 of our schools are now participating in the ICBs Asthma Friendly schools' programme.
- The **Asthma Friendly School Scheme** in Shropshire, Telford and Wrekin is a partnership between local health and education authorities designed to ensure schools provide a safe, inclusive environment for pupils with asthma. It is fully aligned with national NHS England policy.
- Asthma-friendly schools appoint designated 'Asthma Champions' to oversee asthma safety. These champions undergo training to identify environmental triggers that can stimulate an asthma attack – including **tobacco smoke**, indoor air quality issues, and pollen – while also managing school registers and emergency inhaler kits. [Become an Asthma Friendly School](#)

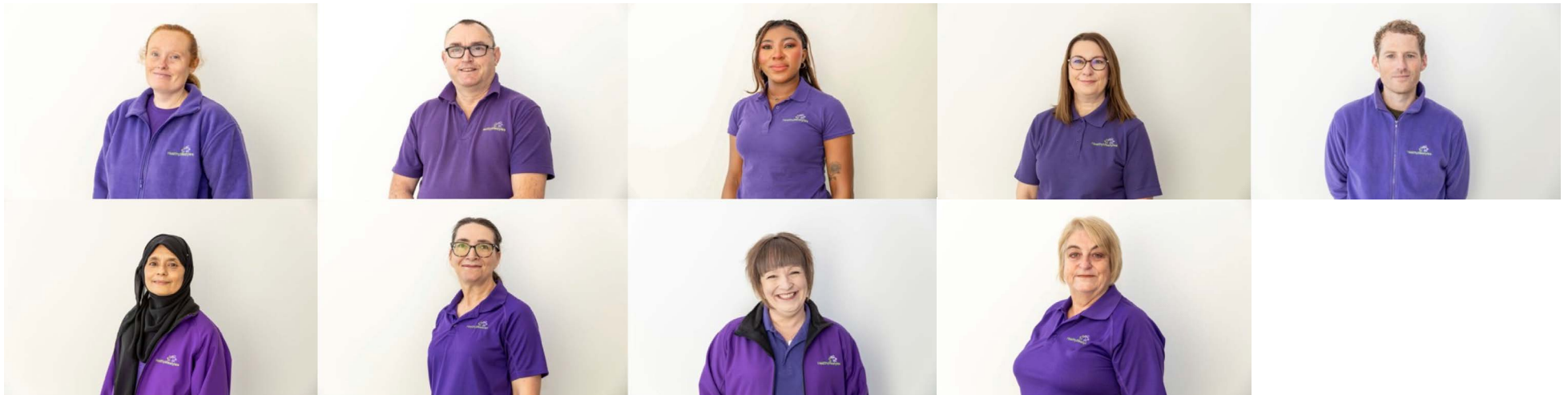


Telford & Wrekin Council's Stop Smoking Service

Our expanded Stop Smoking Advisor team

The Healthy Lifestyles Team have successfully recruited 5 new Stop Smoking Advisors with diverse backgrounds and experience to support people across our communities to access the service and reduce inequalities.

For more information visit www.healthytelford.com



Expanding our reach

- Total number of referrals into Stop Smoking Service 2025/26 – 733.
- Our referrals in 2026/27 are already exceeding 2025/26 month on month figures. We expect this trend to continue.
- Our expanded Stop Smoking Advisor team is turning referrals into quit dates that lead to less smokers and better health across Telford and Wrekin.
- The Lung Cancer Screening Programme pathway has provided over **1000 referrals to date** – a focussed intervention with a vulnerable community that has a **take up rate of 50%.**



Online Assistance

- The Healthy Telford website has links to “Crush the Habit “ which is a campaign to encourage smokers to seek support to quit. Target adverts have been used on social media and local transport.
- [Telford & Wrekin Council | Help to stop smoking](#)



Supporting the Stop

- The Attitudes Survey 2025 gave insight into CYP and adult smoking habits – including vaping.

“It was observed during the survey engagement sessions that larger numbers of people appeared to be vaping rather than smoking and anecdotally we were told by people we approached that they had changed to vaping rather than smoking. Attendees at one of the focus groups spoke about how they both vaped and smoked cigarettes and this was dependent on where they were at the time with one saying that they were able to vape in the pub when they socialised and another saying that they vaped in the house as soon as they woke up as they were not allowed to smoke in the house.”



- Crush the Habit continues to successfully engage smokers with over 2.5 million impressions since launch, more than 109,000 interactions and 16,500 click through leading individuals to commit to quit.

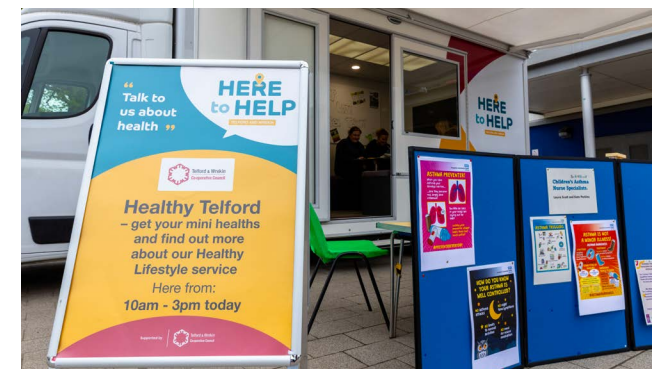
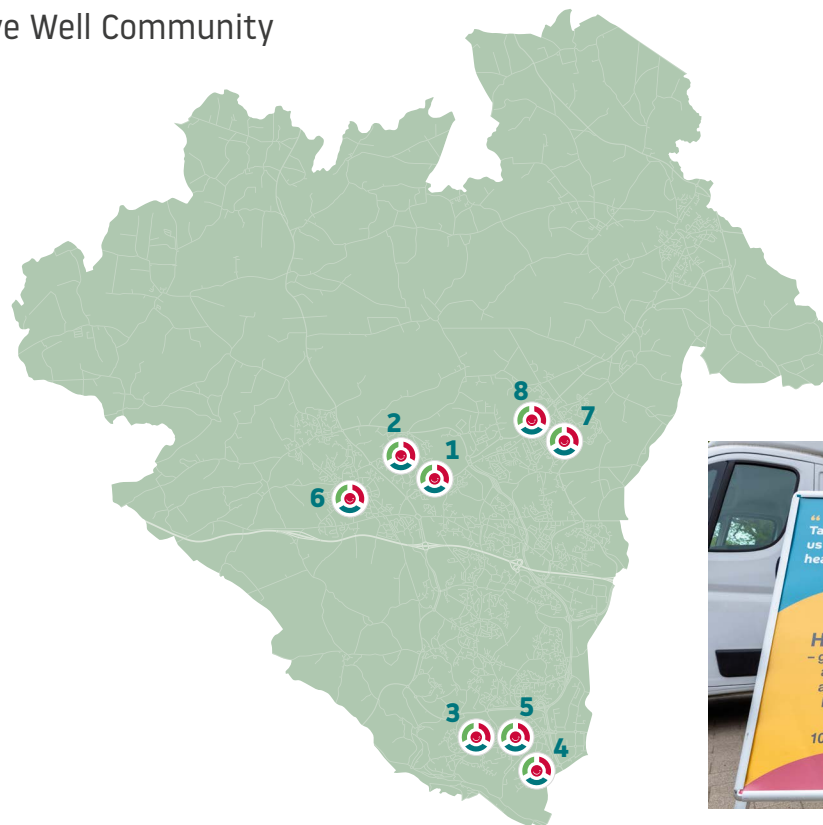


- Paid advertising is in place for the spring/summer 2026 campaign and the initial response has been positive across social media, bus backs, and local news outlets – the Shropshire Star and Telford Journal.
- Healthy Lifestyles Outreach – The Healthy Telford team attend outreach and events, targeting our communities experiencing health inequalities. These include community events as well as Live Well Hubs, Healthy Hearts and Here to Help Bus. Mini health checks including carbon monoxide (CO) monitoring is offered to smokers and smoking prevention advice.

Face to Face clinics expanded

- The Stop Smoking Service supports clients either over the phone, through video call or face to face appointments. There are now 12 face-to-face clinics across the Borough making the service accessible to all.
- These include services at the eight Live Well Community Hubs service across our Borough:
 - Hadley Community Centre 1
 - Leegomery Community Centre 2
 - The Park Lane Centre 3
 - Hub on the Hill 4
 - Madeley Community Library Live Well Hub The Anstice 5
 - Wellington Community Library and Residents Hub 6
 - Donnington Community Hub 7
 - Silver Threads Hall 8

- In addition to general health support, the clinics offer CO and blood pressure monitoring and referrals into Stop Smoking Advisors.



Support

Reduce the number of people who smoke by providing support to more people to quit in community and NHS settings

Case Study

A 29-year-old male from Telford and Wrekin referred himself to the local Stop Smoking Service after seeing an advert on social media.

The young male had been smoking for over 15 years and had a history of substance misuse, as well as diagnosed with mental health conditions – currently being supporting through NHS Mental Health Teams.

He was spending over £90 per week on cigarettes.

By accessing the 12-week stop smoking programme and guidance on quit aids, this young male is now 1-year smokefree!



Through weekly monitoring, trigger planning and relapse prevention, he saw his carbon monoxide reading reduce from 20ppm to 1ppm.

Whilst navigating his quit journey, the advisor spoke to the client about a change in mental health which prompted a change in medication following a review.

The client maintained his smokefree status even whilst on holiday abroad and speaks about his increased confidence and assertiveness in smokefree environments.

The main changes he has seen: improved mood, energy, health and finance!

He has also now enrolled at university and is motivated to support and inspire others to become smokefree.



Reducing potential harm

- Illicit and unregulated vapes and cigarettes are dangerous because they bypass safety standards. They often contain dangerously high, unlisted levels of nicotine and toxic substances like lead, nickel, and formaldehyde.
- Furthermore, the illicit tobacco and vape trade funds organized crime, such as human trafficking and modern slavery.
- It also increases access to smoking and vaping by being cheaper than highstreet prices, with the price of a pack of 20 illegal cigarettes ranging from £4.50 to £7.50.
- In 2025/26, four underage vape sales have been detected during intelligence led visits – one case resulting in the successful prosecution of the seller, a small fine and costs awarded to the council.
- In addition to this, 16,560 (820 packs) cigarettes and 11.5 kg of hand rolling tobacco have been seized from six premises.



Team work

Health and Wellbeing participate in, and now Chair, the cross system Tobacco Steering Group where we share good practices, solve common problems and improve efficiency in delivering smoking related services.

Trading Standards have continued their collaborative enforcement work with the Police to deter and detect underage sales and to interrupt the supply of illicit tobacco and nicotine products. They have also worked with store front landlords to stop illicit supplies moving location after detection.

The Health Improvement team engage in regional groups and communities of practice with other local authorities on tobacco and vape related topics, to keep up with best practice and local initiatives, including a recent meeting with Warwickshire regarding non-smoked nicotine products such as snus and nicotine pouches.



Become data and intelligence led

Measuring impact

Monitoring of progress indicators will be achieved through collation of government, regional and local indicators. The existing Healthy Lifestyles Dashboard will be enhanced to include all Smokefree related activity.

A delivery plan for Smokefree Telford and Wrekin has been developed.

Telford & Wrekin Council's Health and Wellbeing department has recently created and filled a Programmes Officer role that will promote and oversee the delivery plan objectives.

The Council's Insight team is developing a broader data dashboard that will allow data collation and presentation for each strategic commitment, allowing us to see the cumulative impact of all our Smokefree activities.

The Council's Healthy Lifestyles team has recruited further Stop Smoking Advisors to increase the number of smokers in Telford and Wrekin setting a quit date, in line with targets set by the Office of Health Improvement & Disparities. The team supported 445 smokers to set a quit date during 2025/26, compared to 287 in the previous year, and the number setting a date during April-June 2026 exceeded the total number seen in 2024/25 (Figure 2).

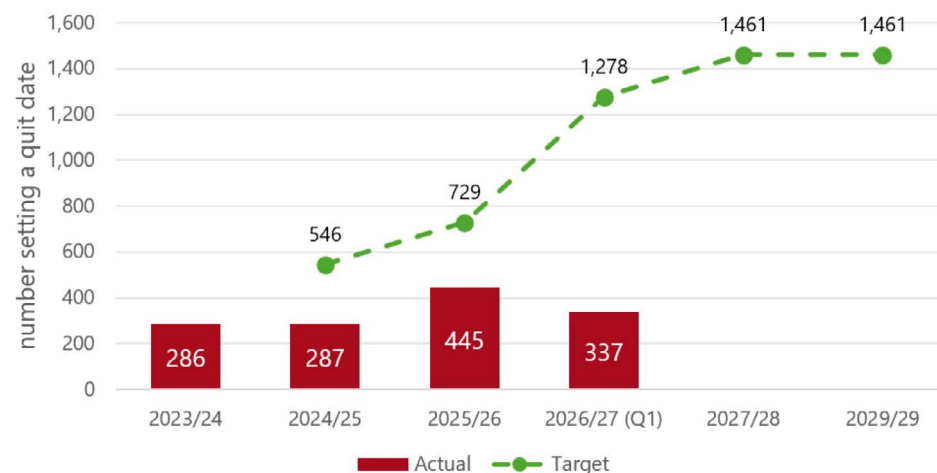


Figure 2 Number of smokers setting a quit date and targets

The delivery plan

The Telford and Wrekin Smokefree Delivery Plan

At the September 2025 Health & Wellbeing Board meeting, the Director of Public Health received support and approval for the development of a comprehensive plan to deliver Smokefree Telford and Wrekin ambitions across Health & Wellbeing Board partners.

The report introduced the Telford and Wrekin Smokefree strategy and proposed development of a comprehensive plan to deliver Smokefree Telford and Wrekin ambitions across Health & Wellbeing Board partners.

The delivery plan is based on the following strategic commitments:

- reduce the number of people who smoke, by supporting more people to quit in community and NHS settings;
- prevent children and young people against smoking, vaping (and other nicotine products);
- create more smokefree places to protect children and vulnerable people from second-hand smoke;
- enhance enforcement and tackling of illicit tobacco and vapes; and
- the key actions highlighted in the report.

The delivery plan

A joint approach

In follow up to the research, reporting and recommendations within the Annual Public Health Report, extensive internal and external engagement was undertaken to gain interest and understanding of the need for Smokefree Framework amongst the key actors in delivering a Smokefree Telford and Wrekin. Those consulted include:

- Telford & Wrekin Council staff:
 - Public Health
 - Trading Standards
- NHS programme leaders and staff
 - Licensing
 - Insights
 - Acute
 - Maternity
 - Mental Health
- The ICB Tobacco Steering Group (TSG)
- Neighbouring Public Health Staff
- Other LA smoking cessation staff & smokefree policy creators
- NHS SW Framework staff

The response was wholly positive to the Report.

In our scoping conversations, all parties agreed that children and young people vaping – cessation and prevention – was not adequately addressed across the region and should therefore be a key part of any delivery plan.

Based on these conversations, and the content of the report, this delivery plan was created as a guide for the ongoing work in Telford and Wrekin, and as a tool to engage allied organisations in our Smokefree Future.

This led to a Cross System Workshop that reviewed Smokefree related services and activities across Shropshire, Telford and Wrekin – led by the ICB and Council staff.

We know our vision of a smokefree future cannot be achieved alone and the TSG focus and membership presents an opportunity for joint work towards common goals on a Smokefree Future, rather than engaging each member separately.

The delivery plan

The workshop

- In April 2026, Colleagues from across Shropshire, Telford and Wrekin came together for a system-wide tobacco workshop, including partners from the local NHS, social care, public health, the voluntary and community sector, trading standards and Shropshire Fire and Rescue Service.
- The workshop generated a greater understanding of gaps and barriers within the existing pathways and services, as well as highlighting additional resources needed to implement and enforce the Act. Participants made commitments to practical steps to address common barriers and gaps.
- The session demonstrated the real value of partnership working and the importance of a joined-up system approach to improving the health and wellbeing of our communities and was of great value to the delivery plan.

Opportunities were identified for collaborative working across services:

- pathway redesign;
- community-based delivery;
- workforce and MECC;
- communication and promotion;
- policy and enforcement integration.

Suggestions were made for the delivery plan and the Chair of the Tobacco Steering Group was handed to the Telford & Wrekin Public Health Programme Officer.



The delivery plan

Additional actions identified

Vaping

- Gain understanding of SHA impact on air quality.
- Inclusion of vaping in cessation pathways.
- A pathway for CYP vapers.

Service access

- Improve non-digital follow up.
- Review pretreatment pathways to reduce in treatment intervention.
- Consider home delivery of NRT.
- Clarify pharmacy pathways.

Pharma Therapy

- Review of NRT provision across Telford and Wrekin.
- Consideration of equal provision NHS vs local authorities served.
- Comparison of POMS vs NRT outcomes in quitting.

Communication

- Expanding awareness of services – e.g. licensed vehicles, lived experience and children and young people peers.
- Communication via allied services – e.g. taxi licensing and home fire safety visits.
- Promote cessation messages in all press releases issued on tobacco enforcement work undertaken.



The delivery plan

Prevent

Priority action	Measures of impact	Lead organisation/group
Protect children and young people against smoking, vaping and other nicotine products		
Refresh the Telford & Wrekin Children and Young People's Vaping Position Statement.	Telford & Wrekin CYP Vaping Position Statement updated and reissued- incorporated in Telford & Wrekin smokefree related services, materials and activities.	Health Protection and partners
Engage with young people, through our Child Friendly approach, to co-produce prevention activities which raise awareness of the harms of smoking and vaping.	Co produced CYP focussed material is created CYP material in/on all appropriate smokefree messaging Number of CYP engagements CYP smokefree peer groups created in targeted schools Reduction in CYP tobacco and nicotine use Number of prevention activities co-produced by CYP	Health Protection and partners
Develop an online toolkit of resources and communications for children, young people, parents, carers, schools and education settings to stop the start of smoking and vaping.	Online tool kit is created Usage/Views of the toolkit Embedding the toolkit in school smokefree messaging Capture of positive case studies	Health Protection and partners
Associated goals and objectives		
Expand the vape and other nicotine product content of our smokefree related services, materials and activities	Updated vape/other product content in all smokefree related materials. Improved understanding of vape and other nicotine products impacts across all smokefree related services. Expansion of Telford & Wrekin services for vape and other product users. Provide a CYP vape/nicotine cessation pathway	Health Protection and Stop Smoking Service
Endorse and expand the ICB Asthma Friendly School programme in Telford and Wrekin schools.	Number of Asthma Friendly School accreditations in Telford and Wrekin	PH Commissioning

The delivery plan

Protect

Priority action	Measures of impact	Lead organisation/group
Create more smokefree places to protect children and vulnerable people from second-hand smoke		
Make more local outdoor spaces smokefree, through expanded restrictions set out in the Tobacco and Vapes Act, e.g. outside schools, children's playgrounds and hospitals.	Awaiting regulations Compliance with T&V Act requirements across Telford and Wrekin Number of smokefree places	Health Protection
Encourage premises to adopt voluntary outdoor smokefree places.	Number of additional smokefree places % of focus areas with smokefree places	Health Protection and Health Improvement
Work with organisations and employers to develop smokefree policies.	Updated Telford & Wrekin Council smokefree policy Number of large local employers and high-profile businesses engaged in Smokefree pledges and worker awareness Capture of positive case studies	Health Protection and Health Improvement
Associated goals and objectives		
Smokefree SaTH	Alignment of smokefree approaches across NHS services Smokefree care provision across SaTH	SaTH
Smokefree Telford and Wrekin	% Telford & Wrekin Council Building land that is smokefree Air Quality indicators	PH Programme Officer and All services

The delivery plan

Support

Priority action	Measures of impact	Lead organisation/group
Reduce the number of people who smoke by supporting more people to quit in community and NHS settings		
Understand the local inequalities picture to inform effective targeting, through equity profiling of tobacco dependency and stop smoking service clients – by age, gender, ethnicity etc.	Telford & Wrekin Needs assessment completed Use of data to inform service focus and provision Create a focus map for smokefree services and activities – e.g. CORE20plus5	All partners
Develop confidence and expertise of frontline health and care professionals and appropriate volunteers (health champions etc.) through Making Every Contact Count (MECC) training on smoking and vaping.	Creation of training material Attendees at training Number of direct and associated service staff trained on MECC Number of VBA sessions and attendees	DPH and Health Improvement
Improve and expand advice and signposting to support available for people to quit through promotion of Healthy Conversations campaign, underpinned by national campaign material (e.g. Stoptober).	Inclusion of key signposts and messaging in Health Conversations Campaign Increase in referrals linked to campaign	Health Improvement
Associated goals and objectives		
Incorporate pharmacy pathways into local smokefree services and update signposting	Clear pharmacy pathways integrated into Telford & Wrekin services and sign posting Home delivery of NRT to home bound patients	Pharmacy Service and Stop Smoking Service
Review and enhance pretreatment pathways to reduce in-treatment intervention	Enhanced pretreatment pathways aligned across Telford & Wrekin One definition of active smoker across pretreatment pathways	PH Programme Officer and All services

The delivery plan

Support

Priority action	Measures of impact	Lead organisation/group
Reduce the number of people who smoke by supporting more people to quit in community and NHS settings		
Review, streamline and enhance the current stop smoking pathways across community settings in the NHS Tobacco Dependency Programmes and linked services such as Lung Cancer Screening.	Smoking pathways aligned across Telford & Wrekin	PH Programme Officer and all partners
Expand the Healthy Lifestyles Service Stop Smoking service in line with needs.	Number of in community stop smoking clinics % population using nicotine % population using tobacco products Number of users of the LA cessation service Number of users that set a four week quit date (gov target) % users that achieve a 12 week quit Capture of positive case studies	PH Programme Officer and all partners
Expand the number of clients supported with free NRT including a review of funded NRT for targeted cohort and look at future NRT provision for other communities.	Number of clients with access to free NRT Clear pathways for NRT	PH Programme Officer and all partners
Develop and promote online resources and apps to engage those anting to quit through a digital offer	Availability of online resources Promotion of resources in all campaign materials Use of online resources	All partners
Use of consistent data across STW systems	Aligned definition of smoking across STW services Consistent measures of success across STW stop smoking services	All
Associated goals and objectives		
Engage with residents who smoke to understand barriers, especially those in groups where smoking prevalence is highest Associated services to adopt MECC approach for smokefree services	Residents and organisations engaged Barriers identified and addressed in service provision TSG barriers scoping work assessed and addressed	PH Programme Officer and partners
	Home fire safety visits to include a referral pathway to cessation services Create a SRFS staff offer Engagement of taxi drivers in smokefree messaging and materials Number of VBA sessions delivered and attendees	SRFS, Licensing and partners

The delivery plan

Enforce

Priority action	Measures of impact	Lead organisation/group
Enhance enforcement and tackling of illicit tobacco and vapes		
Explore adoption of retail licensing scheme for tobacco and vapes products, linked to new Tobacco and Vapes Bill powers.	Awaiting regulations Licenses issued Licenses revoked	Licensing
Consider use of fixed penalty notices for offences such as underage sale of tobacco and vaping products	Awaiting regulations Number of fixed penalty notices	Trading Standards
Continue to enforce compliance with regulations relating to all tobacco and vapes regulation, including point of sale, age restrictions on sales and illegal sales	Illegal tobacco and vape sales Illicit tobacco and vape seizures Discovery operations Number of smokefree places	Trading Standards and Health Protection
Associated goals and objectives		
Align enforcement messaging with smokefree messaging	Promote cessation messages in all public enforcement communication	Trading Standards and Licensing

The Tobacco and Vapes Act 2026

The Tobacco and Vapes Bill received Royal Assent on April 29th, 2026, creating the Tobacco and Vapes Act 2026 (the Act).

There are a range of actions at national level that are needed to ensure that the measures within the Act are effectively implemented, such as the creation of additional Smokefree Places legislation. There will also be impacts on Local Authority Services.

- **Trading Standards:** increased enforcement burden and spot fines.
- **Licensing:** new mandatory licensing scheme.
- **Health Protection:** increased smokefree area enforcement.
- **Health and Wellbeing teams:**
 - **Stop Smoking Services:** new support measures needed to include vaping;
 - **Public Health Commissioning:** enhancement of school and college campaigns due to generational ban;
 - **PH Programme Officer:** management of cross system workflows to achieve our Smokefree vision.

<https://ash.org.uk/media-centre/news/blog/the-smokefree-generation-everything-you-need-to-know>