

## **Communities Committee**

**Minutes of the Meeting Held on Wednesday 7 March 2018**

**10:00am Edwards Room, County Hall, Norwich**

### **Present:**

Mrs M Dewsbury – Chairman

Ms J Barnard  
Mrs J Brociek-Coulton  
Mrs S Butikofer  
M Chenery of Horsbrugh  
Mr N Dixon  
Mr H Humphrey

Mr M Kiddle-Morris – Vice-Chairman  
Ms C Rumsby  
Ms S Squire  
Mrs M Stone  
Mr H Thirtle  
Mr V Thomson

### **1. Apologies and substitutions**

- 1.1 Apologies for absence were received from Mr D Bills (Mr V Thomson substituted); Mr R Hanton (M Chenery of Horsbrugh substituted) and Mr I Mackie (Mr H Thirtle substituted).

### **2 To agree the minutes of the meeting held on 17 January 2018.**

- 2.1 The minutes of the meeting held on 17 January 2018 were agreed as an accurate record by the Committee and signed by the Chairman.

### **3 Declarations of Interest**

- 3.1 Ms J Barnard declared an other interest in agenda items 10 and 11 as she worked for MAP which held a contract to deliver point 1 counselling for tier 1 / tier 2 therapeutic services. She also declared an other interest in agenda item 12 as she coordinated the Norwich Youth Advisory Board which was overseeing the procurement of public health funds for the stop smoking campaign.
- 3.2 Ms C Rumsby declared an other interest in agenda items 10 and 11 as she worked for Norfolk and Suffolk Foundation Trust.

### **4 Urgent business**

- 4.1 The Chairman advised that, following the recent spell of bad weather and as the Committee held responsibility for resilience, she had asked for a verbal update on the business continuity arrangements and for details of any learning points. The Committee would be receiving a full report on Resilience and Emergency Planning at its meeting on Monday 21 May 2018.

- 4.1.1 The Director of Public Health informed the Committee about how the resilience arrangements and business continuity plans had been activated and used to monitor the delivery of council services throughout the period of disruption caused by the snow and high winds. Staff who had considered it unsafe to travel into work had been encouraged to work from home. The Highways Team had carried out gritting and snow ploughing on major routes to try to keep main roads clear, although the amount of snow that had fallen combined with the high winds had made this task very difficult. A range of organisations and partners had worked well together to provide support for those worst affected.

The bad weather had caused a significant external IT failure which had meant staff had been unable to access their emails and documents at home. The Information Management Team (IMT) had quickly found a work-around solution to the failure and staff had been able to access their emails.

Norfolk County Council's Business Continuity plans had been brought into operation and had worked well.

It was anticipated that a full debriefing session would be held within the next few weeks with the Committee receiving a full briefing at its May meeting.

- 4.1.2 The Chief Fire Officer updated the Committee about the emergency assistance Norfolk Fire and Rescue Services had provided throughout the extreme weather period and thanked everyone involved for the excellent work they had undertaken.
- 4.1.3 The Committee wished to place on record its thanks and congratulations to all staff who had gone above and beyond their duty to ensure that Norfolk County Council services were maintained.
- 4.2 In response to general questions by the Committee, the following points were noted:
- 4.2.1 Members were reassured that if an individual cleared snow and gritted an area outside their home, on the public paths, they were not likely to be sued if a member of the public slipped over. Likewise anyone who had offered someone a lift using their 4x4 vehicles was not likely to be sued for helping and for doing the right thing. The same would apply to Snow Wardens who had been appointed by District Councils.
- 4.2.2 A list of approximately 80 farmers who had a snowplough facility was held by the Highways Team. Those farmers received payment for their time and had been mobilised on Wednesday 28 February 2018.
- 4.2.3 Information about Community Resilience would be included in the Resilience and Emergency Planning report to be presented to Members at the May Communities Committee meeting.
- 4.2.4 The Committee wished to place on record its thanks to all staff who had gone above and beyond their duty to ensure disruption to services provided by the County Council was kept to a minimum.

## **5 Public Question Time**

5.1 No public questions were received.

## **6 Local Member Issues / Members Questions**

6.1 No Local Member Questions were received.

## **7 Annual report of the Norfolk Armed Forces Community Covenant**

7.1 The Committee received the report by the Executive Director of Community and Environmental Services providing it with the annual progress report on Norfolk's Independent Armed Forces Covenant Board's Strategy and Action Plan 2017-19.

7.2 The Committee welcomed Tony Tomkinson, Chairman of the Armed Forces Covenant Board; Keith Kiddie, Armed Forces Member Champion; and Major Gavin Rushmere, British Army Reservists, who attended the Committee meeting to present the report.

7.3 In introducing the report, Tony Tomkinson thanked Norfolk County Council for its continued support for the covenant as well as the financial support. He also thanked Merry Halliday and Bev Herron for their support.

7.4 Major Gavin Rushmere, British Army Reservists, also thanked the Chairman and Communities Committee for its continued support for the covenant.

7.5 In response to a question from the Chairman about whether the Army Reservists could be utilised in future periods of disruption caused by bad weather, Major Rushmere said that the service would be happy to help. He added that the Army had been utilised in Lincolnshire although he was not aware that such a request had been made in Norfolk.

7.6 The following points were noted in response to questions from the Committee:

7.6.1 The Committee currently received a twice-yearly update on the work of the Armed Forces Covenant but requested more frequent updates in future.

7.6.2 The Committee queried the impact since Carillion had gone into Administration. Tony Tomkinson asked any Member who became aware of any examples of substandard accommodation to let him know and he would ensure they were followed up.

7.6.3 Following the launch of the Veterans' Gateway by the Government in 2017, an ongoing publicity campaign to raise awareness of the 24/7 helpline had been established.

7.6.4 To ensure service personnel leaving the armed forces were ready to take up civilian employment, training was available through the Career Transition Partnership, a service contracted by the Ministry of Defence. The amount of money available for each individual depended on their rank and length of service.

7.6.5 The telephone number for the Veterans' Gateway was 0808 802 1212, with further contact details available on the website at the following links:

[https://www.veteransgateway.org.uk/?gclid=EAlaQobChMI4Z2H-Kvc2QIV7rvtCh2EAAI4EAAYASAAEgKepPD\\_BwE](https://www.veteransgateway.org.uk/?gclid=EAlaQobChMI4Z2H-Kvc2QIV7rvtCh2EAAI4EAAYASAAEgKepPD_BwE)

<https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/diversity-and-community-cohesion-partnerships/armed-forces-community-covenant>

7.6.6 The Covenant Board was established 6 years ago and now consisted of the following Members:

- Armed Forces Commissioner; Tony Tomkinson (Chairman)
- Norfolk County Council; Councillor Keith Kiddie
- District Council representatives (x2);
  - Councillor Sam Chapman-Allen (Breckland Council),
  - Councillor Elizabeth Nockolds (Borough Council of King's Lynn & West Norfolk),
- Representatives from the Armed Forces (x4);
  - Major Tom McIlwaine (British Army)
  - Major Gavin Rushmere (British Army Reservists)
  - Wing Commander Stewart Geary (RAF)
  - Cdr Richard Pethybridge (Navy)
- Representatives from the Armed Forces charities (x3);
  - John Boisson, Royal British Legion,
  - Kevin Pellatt, The Armed Forces Charity SSAFA;
  - Lisa Thipthorp, RAF Families Federation.
- Representative for Reservist Forces and Cadets; Jamie Athill
- Job Centre Plus armed forces lead; Mark Goldsmith.
- NHS representative in Norfolk; Derek Holesworth, Commissioning Manager.
- NHS England (Midlands and East); Ann Berry, Senior Armed Forces Commissioning Manager
- Representative for skills & employment; Jan Feeney, Norfolk County Council.
- Housing representative; Chris Haystead (Norwich City Council)
- MOD's Defence Employer Recognition Scheme; Ivor Bartrum
- Education representative: Simon Davis, Norfolk County Council

7.6.7 A poster titled 'Have you Served' had been made available at each doctor surgery throughout Norfolk. Members were asked to check if these had been displayed in GP surgeries in their Division and if not, ask for them to be displayed.

7.6.8 In reality, there were very few ex-service personnel sleeping rough, or homeless, in Norwich with only 1 or 2 genuine cases reported each year. Policies had been established to provide assistance where required.

7.6.9 The criteria for moving from a Bronze Award which Norfolk County Council currently held under the MOD's Defence Employer Recognition Scheme, to a

Silver Award was evidence-based. Relevant evidence was maintained by the Armed Forces Covenant Senior Officer.

- 7.6.10 All relevant agencies were involved in supporting ex-service personnel and their families whenever opportunities arose, including Combat Stress and Walnut Tree. Project Nova also supported Veterans who had been arrested and entered Police Custody as well as supporting Veterans who were referred by specialist Police teams, or other statutory organisations, because they were at risk of arrest.
- 7.6.11 All GPs in Norfolk would be receiving 'veteran aware' training which would help them ask the right questions to ascertain if patients were veterans and offer appropriate support.
- 7.6.12 Keith Kiddie, NCC Armed Forces Member Champion extended an invitation to the Chairman of Communities Committee and 5 additional Members of the Council to attend the Armed Forces Covenant Conference to be held on 13 June 2018 in Norwich. Nominations from Members wishing to attend to be sent to the Executive Director of Community and Environmental Services.
- 7.7 The Chairman thanked Armed Forces Covenant Members for attending the meeting and also for the excellent work they carried out in Norfolk.
- 7.8 The Committee **RESOLVED** to:
  - 1. Note the progress against the Norfolk Armed Forces Community Covenant Action Plan (detailed in Appendix 1 of the report).
  - 2. Nominate representatives to attend the conference set out in Section 3 of the report.

## **8 Norfolk Against Scams Partnership**

- 8.1 The Committee received the report by the Executive Director of Community and Environmental Services presenting a recommendation on the proposed formation of the Norfolk Against Scams Partnership; to support the National Trading Standards 'Friends Against Scams' initiative.
- 8.2 In introducing the report, the Head of Trading Standards advised that, through the hard work of the Lead Trading Standards Officer, Teresa Haxell, and her colleagues, approximately 650 Friends Against Scams had been recruited in Norfolk.
- 8.3 The following points were noted in response to questions from the Committee:
  - 8.3.1 There was no limit to the number of people who could become a 'Friend Against Scams'. The Lead Trading Standards Officer's team had trained other people who could run training workshops and online training was also available.
  - 8.3.2 The importance of reporting potential scams through the Citizens Advice Consumer helpline was highlighted, as it allowed details of scams to be shared across different organisations. Citizens Advice would advise Trading Standards

if they identified any potential criminal activity so Trading Standards could follow cases up.

- 8.3.3 Reporting of scams allowed the Trading Standards Team to identify potential scam hotspots and focus publicity and raising of public awareness in those areas.
- 8.3.4 The word SCAMBassador was a national trading standards term.
- 8.3.5 As the majority of scammers appeared to operate outside the United Kingdom, it was difficult to take appropriate enforcement action. Trading Standards Teams nationally worked closely with Royal Mail and other couriers to try to remove scam mail from circulation.
- 8.3.6 With regard to a suggestion of including literature within council tax bills so they could be distributed to all households in Norfolk, it was noted that District Councils were responsible for sending out council tax bills and it was likely to be too late this year.

- 8.4 The Committee **RESOLVED** to:

**Support** the establishment of a Norfolk Against Scams Partnership (NASP) with the National Trading Standards (NTS) Scams Team and communities in our county and agree to Norfolk County Council becoming one of the flagship Friends Against Scams local authorities.

## **9 Trading Standards Service Plan including Food and Feed Law Enforcement Plan (FFLEP) and Enforcement of Age Restricted Sales and Illegal Tobacco Plan (EARSITP).**

- 9.1 The Committee received the report by the Executive Director of Community and Environmental Services introducing the Trading Standards Service Plan 2018-19 (Appendix 1 of the report), including: Annex 1 – The Enforcement of Age Restricted Sales and Illegal Tobacco Plan (EARSITP), and Annex II – The Food and Feed Law Enforcement Plan (FFLEP) which needed to be adopted by the Communities Committee.
- 9.2 In introducing the report, the Head of Trading Standards highlighted the work carried out by the Trading Standards Service during 2017/18 and also referred to the new legislation on the ban on the use of microbeads, for which Norfolk County Council was a Regulator.
- 9.3 The following points were noted in response to questions from the Committee:
  - 9.3.1 Mr H Thirtle to contact the Head of Trading Standards directly about the particular issue he had reported.
  - 9.3.2 Trading Standards would continue its work with retailers to ensure knives were not sold to anyone under the age of 18. It was noted that there was no legal requirement for shops to display signs stating they would not sell knives to anyone appearing to be under the age of 18 and that the Police and Crime

Commissioner had assigned additional officers to try to address the issue of knives in schools.

9.3.3 The weights and measures laboratory team at Hethel Engineering Centre raised income for the County Council by carrying out commercial testing, calibration and testing services. A feasibility report was currently being prepared for consideration by the CES Management Team about the possibility of making the laboratory a business unit.

9.3.5 Members considered the work of the Trading Standards team was very important to safeguard residents in Norfolk and that the budgets should be maintained to allow the service to continue.

9.3.6 The Committee wished to place on record its thanks for the excellent work undertaken by the Trading Standards Team.

9.4 The Committee **RESOLVED** to:

- Adopt the Trading Standards Service Plan including Annexes I and II, and
- Delegate the functions of the regulator for the purposes of the Environmental Protection (Microbeads) (England) Regulations 2017 to the Head of Trading Standards.

## **10 Suicide Prevention Plan**

10.1 The Committee received the report by the Director of Public Health setting out the progress made on implementing Norfolk's suicide prevention strategy and action plan.

10.2 The following points were noted in response to questions from the Committee:

10.2.1 A 20 minute training programme, developed by Zero Suicide Alliance had been made available online. The training helped people to identify when someone was presenting with suicidal tendencies or behaviour and how to signpost them to support services. The training was available for anyone to complete at the following link: <http://zerosuicidealliance.com/>

10.2.2 The number of people completing the online training course could only be tracked if the course had been accessed through the Norfolk County Council website.

10.2.3 Details of the 'You are not alone' campaign could be found by clicking on the following link: <https://www.youarenotalonenetwork.org/>.

10.2.4 The contact details for anyone needing to access emergency support could be found at the following link: <https://www.norfolk.gov.uk/care-support-and-health/health-and-wellbeing/adults-health/suicide>

10.2.5 The Director of Public Health advised anyone needing to contact the emergency services for someone in danger of committing suicide to contact 999

or the Samaritans on 116 123.

10.2.6 A Mental Health Training awareness session for Members had been arranged for Wednesday 13 June 2018 at 10am.

10.3 The Committee **RESOLVED** to:

- a) **Note** the progress to date on the implementation of the Norfolk Suicide Prevention Strategy and action plan.
- b) **Endorse** the proposed actions for 2018-19.

The meeting adjourned at 12.05pm and reconvened at 12.15pm.

## **11 Mental Health Campaigning**

11.1 The Committee received the report by the Director of Public Health presenting a summary of mental health campaign initiatives and activities undertaken throughout 2017-18. The mental health campaign activities focused on two areas: Reducing Stigma and Suicide Prevention.

11.2 The Committee viewed a video presentation, including a case study used to help reduce the stigma around mental health and highlighting men's mental health in particular.

11.3 The following points were noted in response to questions by the Committee:

11.3.1 Some work was being undertaken to identify how other organisations, such as Change Minds, and Men's Shed, could work together to support mental health services.

11.3.2 Members commended the Black Dog Music Project for the work it was doing with younger men. This was a Norwich based charity, providing help and support for people with mental health problems. It provided music sessions throughout the week where members could learn to play an instrument, or regain forgotten skills, helping to raise their confidence and self-esteem.

11.4 The Committee **RESOLVED** to:

- **Note** the work that had been undertaken to date.
- **Endorse** the use of engagement with the arts to improve both physical and mental health and wellbeing in future campaigns and projects.

## **12 Tobacco Control Action Plan**

12.1 The Committee received the report by the Director of Public Health following the publication of the Tobacco Control Plan for England, towards a 'smokefree' generation. The Plan outlined four main ambitions of driving down overall prevalence, reducing smoking in pregnancy, reducing smoking in those with mental health conditions and backing evidence based innovations.

12.2 The Committee received a presentation titled "Smoking and Tobacco Control" (attached at Appendix A).

Mr N Dixon left the meeting at 12.30pm.

12.3 The following points were noted in response to questions by the Committee:

12.3.1 Members felt that the promotion of non-smoking play areas and smoke-free sidelines at sports pitches should be encouraged.

12.3.2 Members considered that some TV programmes and films showed too many examples of people smoking and suggested that the makers of these programmes should be encouraged to stop showing people smoking.

12.3.3 All Norfolk & Suffolk Foundation Trust sites would become smoke free zones from 2 April 2018. Areas for people that used a vaporiser would remain available.

12.4 The Committee **RESOLVED** to:

- a) **Note** the progress that had been made in the past 18 months towards Norfolk's ambitions related to smoking and tobacco control.
- b) **Endorse** the approach to tobacco control and stop smoking services as detailed in the Norfolk Tobacco Control Alliance's Action Plan for 2018.

## **13 Casualty Reduction Task and Finish Group – Terms of Reference**

13.1 The Committee received the report by the Director of Public Health setting out the proposed terms of reference for the Casualty Reduction Task and Finish Group, agreed at the Committee meeting held on 17 January 2018.

13.2 As part of its work, the Committee asked the Task and Finish Group to consider whether speed limits on country roads were appropriate.

13.3 The Committee **RESOLVED** to:

- a) **Agree** the terms of reference for the task and finish group.
- b) **Agree** that a report detailing the findings of the task and finish group should be considered by Communities Committee.

## **14 Norfolk Fire and Rescue – Service Plan 2018-19**

14.1 The Committee received the report by the Executive Director of Community and Environmental Services enabling Members to have oversight of the priorities and activities to be delivered by Norfolk Fire and Rescue Service in 2018-19.

14.2 The following points were noted in response to questions:

14.2.1 Some concern was expressed about whether the use of drones in the future could escalate from searching for missing people to being used to catch criminals.

14.2.2 Some Members felt that a cross-party letter should be sent to the Police & Crime Commissioner (PCC) reminding him that elected Members had voted against the Fire Service moving under control of the PCC and had

recommended that he did not progress a full business case at this time. In response, the Chairman said that once the Police and Crime Commissioner had completed his Business Case, the Committee would be able to consider it and respond accordingly.

14.2.3 The CFO would clarify whether school visits referred to 1 and 2 or should read Key Stage 2 school visits and amend the Service Plan accordingly.

14.3 The Committee **RESOLVED** to:

- **Approve** the Norfolk Fire and Rescue Service Delivery Plan 2018-19 (appendix 1 of the report).

## **15 Norfolk Fire and Rescue Service – Annual Statement of Assurance**

15.1 The Committee received the report by the Executive Director of Community and Environmental Services setting out the Annual Statement of Assurance which looked backward to the previous financial year and provided assurance on financial, governance and operational matters.

15.2 The following points were noted in response to questions from the Committee:

15.2.1 As a Member of County Council had not yet been appointed to the Norfolk Safety Community Interest Company Board of Directors, the Chief Fire Officer would provide an update to the Committee on its work.

15.2.2 A breakdown of the number of flooding issues would be provided.

15.2.3 Following the recommendations made in the CFOA Firefit review, a fitness adviser had been appointed to be proactive in ensuring fire fighters remained fit for active service. The Physical Training Advisor would implement the changes to the annual testing arising from the review, but would also work proactively with individuals and stations to embed a culture of fitness within the service.

15.2.4 In addition to the shared Police / Fire Headquarters based at Wymondham, consideration was being given to sharing stations at Thetford and Swaffham. Plans have been agreed for the works at Holt and Reepham stations which will build on current shared estates at Sheringham and Kings Lynn.

15.2.5 Following a recruitment campaign for Retained Fire Fighters, by June (subject to new leavers) there would be an establishment in the region of 480 retained fire fighters against a funded establishment of 506. The difficulties some employers faced in allowing retained fire fighters to take time off remained a recruitment issue.

15.3 The Committee **RESOLVED** to:

- **Note** the assurances that financial, governance and operational management of Norfolk Fire and Rescue Service meet statutory requirements.
- **Approve** the Norfolk Fire and Rescue Authority Statement of Assurance 2016-17 (set out at Appendix 1).

## **16 Communities Committee Plan 2018-19**

- 16.1 The Committee received the report by the Executive Director of Community and Environmental Services setting out how Service Committees had been commissioned by Policy & Resources Committee to develop Committee Plans which would set out objectives for the year, and specifically demonstrate how each area of the Council's work would change to deliver Norfolk Futures Strategy.
- 16.2 The Committee **RESOLVED** to:
1. **Agree** the Communities Committee Plan, as set out in Appendix 1 of the report.
  2. **Note** the Committee's contribution to, and responsibilities for, Norfolk Futures, NCC's transformation plan.
  3. **Agree** the performance measures against which this Committee would report to Policy & Resources Committee for monitoring purposes, as set out in paragraph 1.1.8 of the report.

## **17 Risk Management**

- 17.1 The Committee received the report by the Executive Director of Community and Environmental Services providing it with the Communities departmental risk register reported by exception, as at March 2018, following the latest review conducted during February 2018. The reporting of risk was aligned with, and complemented, the performance and financial reporting to the Committee.
- 17.2 The Committee **RESOLVED** to:
- a) **Note** the new risk RM14293 – The organisation not having the technical capacity and/or skills required to meet the needs of its digital transformation/technology driven efficiency agenda, being reported to the Digital Innovation and Efficiency Committee.
  - b) **Note** the new risk RM14337 reported to Committee by exception from the Communities departmental risk register.
  - c) **Note** the recommended mitigating actions identified in Appendix A of the report are appropriate.
  - d) **Note** the summary of Communities departmental level risks (set out in Appendix E of the report).

## **18 Performance Management**

- 18.1 The Committee received the report by the Executive Director of Community and Environmental Services setting out the performance management report.
- 18.2 In response to a question about why the age range of 15-17 was used in the statistic for Teenage pregnancy – rate of conceptions per 1000 females aged 15-17, the Director of Public Health advised that the standard age definition of 15-17 for teenage pregnancy was used as including girls of 14 years of age could swamp the statistics due to the numbers being so small.
- 18.3 The target for reducing inequality in smoking prevalence - % of 4 week quits

coming from the 20% most deprived areas in Norfolk, was not a static target which meant the results fluctuated. The Director of Public Health said she would consider whether a static target could be introduced in future reports.

18.4 The Committee **RESOLVED** to **note** the report.

## **19 Finance Monitoring**

19.1 The Committee received the report by the Executive Director of Community and Environmental Services providing it with information on the budget position for services reporting to Communities Committee for 2017-18. The report provided information on the revenue budget including any forecast over, or underspends and any identified budget risks. It also provided an update on the forecast use of reserves and the details of the capital programme.

19.2 In presenting the report, the Finance Business Partner Community and Environmental Services highlighted that the Committee was forecasting a small overspend of £0.113m (0.2%) of the net budget.

19.3 The Committee **RESOLVED** to **note**:

- a) The forecast out-turn position for the Communities Committee revenue budget and note the current budget risks being managed by the department.
- b) The Capital programme for the Committee.
- c) The current planned use of the reserves and the forecast balance of reserves as at the end of March 2018.

## **20 Forward Plan and Decisions taken under delegated authority**

20.1 The Committee received the report by the Executive Director of Community & Environmental Services setting out the Forward Plan for Communities Committee.

20.2 The Committee **RESOLVED** to **note**:

1. the Forward Plan.
2. the delegated decisions detailed in section 1.2 of the report.

The meeting concluded at 1.10pm.

**Chairman**

## Appendix A

## Smoking and Tobacco Control

Angela Fletton / Diane Steiner  
NCC Public Health



 Norfolk County Council

## Towards a Smokefree Generation

Four main ambitions of the Tobacco Control Plan for England:

1. The first smokefree generation
2. A smokefree pregnancy for all
3. Parity of esteem for those with mental health conditions
4. Backing evidence based innovations to support quitting



 Norfolk County Council

## Norfolk Tobacco Control Alliance

### Aims:

1. Ensure Norfolk is taking a co-ordinated, strategic approach to smoking and tobacco control.
2. Monitoring Norfolk's progress in this in relation to Leadership, Prevention, Cessation, Partnerships and Results.

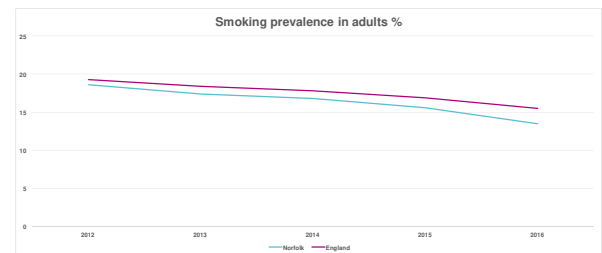


### Members:

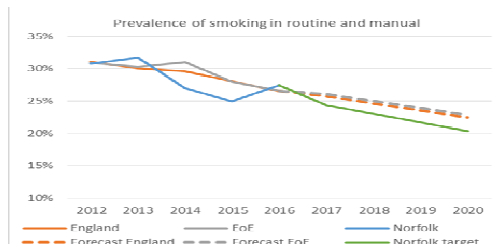
- Public Health
- Trading Standards
- NCC Communications
- UEA
- District Councils
- YABs
- Smokefree Norfolk (ECCH)

 Norfolk County Council

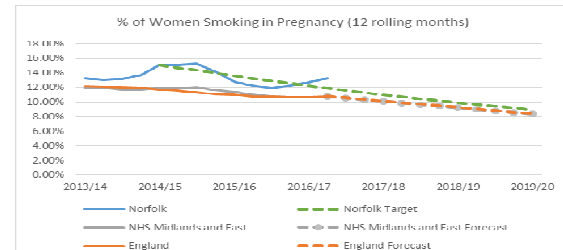
## Where are we now?



## Routine and manual workers



## Smoking in pregnancy



## Examples of activity from the past year

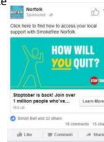


Norfolk County Council

## Stoptober

### Facebook ad

- ✓ 1,591 link clicks to national Stoptober website
- ✓ 47,625 reach
- ✓ 33 Reactions
- ✓ 15 Shares
- ✓ 13 Comments
- ✓ Cost: £576.34



### Your Norfolk Extra e-newsletter

- ✓ 19,982 recipients (20% open rate)
- ✓ 4 link clicks to Smokefree Norfolk
- ✓ 1 link click to Stoptober website

### Social media posts

- ✓ 15 twitter posts (18 retweets, 7 likes)

- ✓ 5 Facebook posts (12 reactions)



### Media releases



Norfolk County Council



Norfolk County Council



## Norfolk football clubs hoping to ban smoking on the touchline

Smoke it out on the touchline. That's the message from a new campaign.



www.smokefreebaby.co.uk



Norfolk County Council

## Some next steps for the partnership

- Tackle smoking in pregnancy.
- Expand on work with mental health services.
- Continue compliance work by Trading Standards.
- Expand our reach to young smokers.
- Review the format of the TCA to ensure that it is fit for purpose.
- Continue and expand on Smokefree sidelines and other smokefree places.
- Continue to deliver Stop Smoking Services, with a focus on pregnant women and routine and manual workers.
- Campaign to reduce impact of tobacco.