

Cabinet Member for Health and Adult Care Services Agenda

Date: Monday, 5th November, 2012
Time: 10.30 am
Venue: Fred Flint Room, Westfields, Middlewich Road, Sandbach
CW11 1HZ

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

1. **Apologies for Absence**

2. **Declarations of Interest**

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests in any item on the agenda.

3. **Public Speaking Time/Open Session**

In accordance with Procedure Rules Nos.11 and 35 a period of 10 minutes is allocated for members of the public to address the meeting on any matter relevant to the work of the meeting. Individual members of the public may speak for up to 5 minutes but the Chairman or person presiding will decide how the period of time allocated for public speaking will be apportioned where there are a number of speakers. Members of the public are not required to give notice to use this facility. However, as a matter of courtesy, a period of 24 hours' notice is encouraged.

Members of the public wishing to ask a question at the meeting should provide at least three clear working days' notice in writing and should include the question with that notice. This will enable an informed answer to be given.

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4. **Voluntary Smoke Free Areas** (Pages 1 - 10)

To consider a report recommending the implementation of a voluntary code of smoke free practice in children's play areas on land owned by Cheshire East Council.

THERE ARE NO PART 2 ITEMS

CHESHIRE EAST COUNCIL

Cabinet Member for Health and Adult Care Services

Date of Meeting: 5th November 2012
Report of: Head of Health Improvement
Subject/Title: Voluntary Smoke Free Areas
Portfolio Holder: Councillor Janet Clowes

1.0 Report Summary

- 1.1 This report is recommending the implementation of a voluntary code of smoke free practice in children's play areas on land owned by Cheshire East Council. The Cheshire and Merseyside Tobacco Control Alliance in partnership with Heart of Mersey are working together with Local Authorities to introduce a voluntary code of practice within play areas on council owned land across the sub region. This decision has been taken at this point of time when any extension to the smoke free legislation for public places and worksites under the Health Act 2009, can only be taken at national level. A voluntary code of practice empowers communities to change smoking behaviour and supports self regulation. This will be implemented at local level through working with partners and various council services.

2.0 Recommendation

- 2.1 That the Cabinet Member for Health and Adult Care Services approve the adoption of a voluntary code of smoke free practice in all play areas under the control of Cheshire East Council.

3.0 Reasons for Recommendation

- 3.1 To reduce the numbers of children and young people taking up smoking, or being harmed by second hand cigarette smoke.

4.0 Wards Affected

- 4.1 All wards

5.0 Local Ward Members

- 5.1 All ward Members

6.0 Policy Implications including carbon reduction and health

- 6.1 The proposal for a voluntary code for smoke free play areas will have a positive implication to improve health as it will reduce the level of exposure to smoking

within the community and de-normalising the habit of smoking amongst young children.

- 6.2 It will have an implication for carbon reduction as it will contribute towards a reduction in non-biodegradable cigarette litter within the play areas.

7.0 Financial Implications (Director of Finance and Business Services)

- 7.1 Revenue costs will be £2,295 (to place signage in each park). £1500 will be funded through Heart of Mersey on behalf of the Cheshire and Merseyside Tobacco Alliance. The remainder will come from the Health Improvement budget.

8.0 Legal Implications (Authorised by the Borough Solicitor)

- 8.1 The voluntary code of smoke free practice will not be legally enforceable in outdoor areas, but it will empower the community to influence the behaviour of smokers within the play areas.

9.0 Risk Management

- 9.1 There may be a negative reaction in the media to the proposal. This will be mitigated through a robust media launch that highlights the harms caused to children and emphasises the voluntary nature of the proposal.

10.0 Background

- 10.1 The rate of smoking in young people in the Northwest is higher than the national average with 18% of 14-17 year olds smoking. Children become aware of cigarettes and smoking at an early age. Three out of four children are aware of cigarettes before they reach the age of five, irrespective of whether or not their parents smoke (ONS, 1996). Research highlights that influencing the adult world in which children grow up is pivotal to reducing their rates of smoking uptake (DH, 2011).
- 10.2 The proposed implementation of smoke free playgrounds will reduce child exposure to smoking and de-normalise tobacco use within the community. In the long term this will assist in decreasing the uptake of smoking within the youth population. It will also reduce the levels of unsightly litter created by discarded cigarettes, wrappers, matches in the play areas and reduce the risk of harm from toxic cigarette butts (ChaMPs Public Health Networks. Top Tips for a Healthy Planned Environment, July 2010)
- 10.3 Public support for smoke free play areas within England is high. A YouGov survey undertaken by Action on Smoking and Health in March 2010 found that 73% of the general population backed a smoking ban in children's play areas.
- 10.4 Cheshire East Council carried out a survey across 17 local parks during the Summer of 2012. 162 people were asked for their views on the introduction of a voluntary code of smoke free practice. The parks were located in

geographically diverse areas to ensure a wide range of views. The results highlights overwhelming public support for the introduction of a voluntary smoke free code to the play areas in Local Authority parks (97.5%). Nearly all the participants agreed that it was important not to smoke in front of children (98.8%). A large percentage of the participants agreed with the extension of the smoke free area to include a 10 metre perimeter of the play area, however only 56.8% were in favour of introducing a smoke free voluntary code for the whole of the park. Appendix A details the results of the survey.

- 10.5 Friends of Sandbach Park have contacted the Council for assistance in implementing a voluntary code of smoke free practice in the recently refurbished play areas in Sandbach Park.
- 10.6 This voluntary code has been adopted by Councils in the Northwest including Knowsley, Halton, St Helens, Warrington, Sefton and Wirral.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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1 Alderley Edge	Alderley Park, Ryleys Lane, Alderley Edge
2 Alderley Edge	Beech Road, Alderley Edge
3 Alderley Edge	Festival Drive, Over Alderley
4 Alpraham	Nantwich Road, Alpraham (CW6 9JE)
5 Alsager	Milton Park, Crewe Road, Alsager
6 Alsager	Hassall Road, Alsager
7 Alsager	Dickenson Way, Alsager
8 Alsager	Wayside Linley, Alsager
9 Alsager	Sandbach Road South, Alsager
10 Alsager	Fairview Park, Sandbach Road North
11 Alsager	Edwards Way, Alsager
12 Arclid Green	Davenport Lane, Arclid Green
13 Audlem	Audlem Playing Fields, off Cheshire Street, Audlem (CW3 0AH)
14 Austerston	Crisham Avenue, Hack Green, Austerston (CW5 8AN)
15 Bollington	Adlington Road Play Area, Bollington
16 Bollington	Bollington Cross, Princess Drive, Bollington
17 Bollington	Coronation Playground, Palmerston Street, Bollington
18 Brereton	Newcastle Road South, Brereton
19 Bunbury	Haslington Playing Fields, Maw Lane, Haslington (CW1 5SG) including skatepark
20 Bunbury	Hurst Court, Bunbury (CW6 9QP)
21 Chelford	Mere Court, Woodlands Drive, Chelford
22 Chorley	Chorley Village Hall, Beswicks Lane, Mobberley Road, Chorley
23 Congleton	Bromley Farm, off Cloud View
24 Congleton	Congleton Park, Park Road Congleton
25 Congleton	Lower Heath, Tidnock Avenue, Congleton
26 Congleton	Quinta Park, Brooklands Road Congleton
27 Congleton	West Road, Danesford, Congleton
28 Congleton	Reades Lane, Congleton
29 Congleton	St Johns Road, Congleton
30 Coppenhall	Carrington Way, Coppenhall
31 Coppenhall	McLaren Street Playing Fields, Coppenhall (CW1 3SS)
32 Cranage	Armistead Way, Cranage Hall, Cranage
33 Crewe	Claughton Avenue, Crewe (CW2 6EY)
34 Crewe	Cumberland, off Cranage Road, Crewe (CW2 8NJ)
35 Crewe	Derby Docks, Derby Street, Crewe (CW1 3ER) includes Multi Use Games Area
36 Crewe	Ford Lane, Crewe (CW1 3JF)
37 Crewe	Frank Webb Avenue open space, Leighton (CW1 3NE) includes Multi Use Games Area
38 Crewe	Greendale Gardens, Crewe
39 Crewe	King George V Playing Fields, Coppenhall Lane, Crewe (CW2 8TT) including Skatepark
40 Crewe	Langley Drive, Crewe (CW2 8LN)
41 Crewe	Lansdowne Road, Crewe CW1 5LW)
42 Crewe	Macon Meadows, off Lea Avenue, Crewe (CW1 6HJ)
43 Crewe	Mill Bridge Close, Crewe (CW1 5DZ)
44 Crewe	Plane Tree Drive, by the Royal Scot public house, Crewe (CW1 4EU)
45 Crewe	Queens Park, Victoria Avenue, Crewe (CW2 7SE)
46 Crewe	Queens Street Recreation Ground, Crewe (CW1 4AE)
47 Crewe	Samuel Street Recreation Ground, Crewe (CW1 3AQ)
48 Crewe	School Crescent, Crewe including Multi Use Games Area (CW1 5EQ)
49 Crewe	Valley Park, Alton Street, Crewe (CW2 7PY)
50 Crewe	Westminster Street Recreation Ground, Crewe (CW2 7LQ)
51 Crewe	Brookhouse Drive, Crewe (CW2 6NF)
52 Disley	Arnold Rhodes, Buxton Road, Disley
53 Disley	Dane Hill Close, Disley, Stockport
54 Disley	Newtown, Buxton Road, Rear of Albert Terrace, Disley
55 Gawsforth	Gawsforth Park, Gawsforth, Macclesfield
56 Goostrey	Boothbed Lane, Goostrey
57 Handforth	Arthur Boon, Manchester Road, Handforth
58 Handforth	Budworth Walk, Dean Road, Handforth, Wilmslow
59 Handforth	<ul style="list-style-type: none"> Henbury Road, Handforth, Wilmslow
60 Handforth	<ul style="list-style-type: none"> Howty Close, Colshaw Farm, Handforth, Wilmslow
61 Handforth	<ul style="list-style-type: none"> Meriton Road (Park), Handforth

62 Handforth	• The Parsonage, Dean Road, Handforth
63 Handforth	• Picton Drive Play Area, Handforth
64 Haslington	• Gutterscroft, off Primrose Avenue, Haslington (CW1 5TZ)
65 Hassall Green	• Old School Site, Hassall Green
66 Hassall Green	• Charles Square, Hassall Green
67 High Legh	• Pheasant Walk, High Legh
68 Higher Hurdfield	• Rainow Road, Higher Hurdfield
69 Holmes Chapel	• Bridge Farm, Holmes Chapel
70 Holmes Chapel	• Middlewich Road, Holmes Chapel
71 Kettleshulme	• Paddock Lane, Kettleshulme
72 Knutsford	• Hall bank, Mobberley, Knutsford
73 Knutsford	• Hield Grove, Aston by Budworth, Knutsford
74 Knutsford	• Longridge, Skateboard and Basketball area, Knutsford
75 Knutsford	• Manor Crescent, Knutsford
76 Knutsford	• Southfields, Shaw Drive, Knutsford
77 Knutsford	• The Moor, Moorside, Knutsford
78 Langley	• Main Road, Langley, Macclesfield
79 Leighton	• James Atkinson Way, Leighton (CW1 3NU)
80 Leighton	• Perryfields, Leighton (CW1 4TA)
81 Leighton	• Thorn Tree Drive, Leighton (CW1 4UA) including Multi Use Games Area
82 Macclesfield	• Ash Grove, Macclesfield
83 Macclesfield	• Banbury Close, Hurdfield, Macclesfield
84 Macclesfield	• Bodmin Avenue, Macclesfield
85 Macclesfield	• Brynmore Drive, off Black Road, Macclesfield
86 Macclesfield	• Cop Meadow, Sutton, Macclesfield
87 Macclesfield	• Franklin Close/Rotherhead Drive, Macclesfield
88 Macclesfield	• Juniper Rise, Macclesfield
89 Macclesfield	• Lanark Walk, Upton Priory, Macclesfield
90 Macclesfield	• King George V Playing Field, Windmill Street, Macclesfield
91 Macclesfield	• South Park, Park Grove, Macclesfield
92 Macclesfield	• St Georges Play Area, High Street, Macclesfield
93 Macclesfield	• The Villas, Ashbourne Mews, Macclesfield
94 Macclesfield	• Victoria Park, York Street, Macclesfield
95 Macclesfield	• West Park, Prestbury Road, Macclesfield
96 Macclesfield	• Weston Playing Field, Earlsway, Macclesfield
97 Malkins Bank	• Crown Drive, Malkins Bank
98 Malkins Bank	• Recreation Ground, Malkins Bank
99 Marbury	• School Lane, Marbury (SY13 4LH)
100 Middlewich	• Booth Lane, Middlewich
101 Middlewich	• Fountain Fields, Queens Street, Middlewich
102 Middlewich	• Ladies Walk, Middlewich
103 Middlewich	• Long Lane, Middlewich
104 Middlewich	• Moss Drive, Middlewich
105 Middlewich	• Stallard Way, Middlewich
106 Middlewich	• Sycamore Drive, Middlewich
107 Middlewich	• Webbs Lane, Middlewich
108 Middlewich	• King Street, Middlewich
109 Middlewich	• Angus Grove, Middlewich
110 Middlewich	• Pennymoor Drive, Middlewich
111 Mobberley	• Ilfords Play Area, Summerfields Drive, Mobberley
112 Mobberley	• Jane Taylor Rec, Berisdale Road, Mobberley, Knutsford
113 Mottram St Andrews	• Alderley Road Park, Mottram St Andrew
114 Mount Pleasant	• Church Street, Mount Pleasant
115 Nantwich	• Barony Park, Barony Road, Nantwich (CW5 5QY)
116 Nantwich	• Brookfield Park, Shrewbridge Road, Nantwich (CW5 7AF)
117 Nantwich	• Cronkinson Oak, off Station View, Nantwich (CW5 7EF)
118 Nantwich	• Kingsley Fields, Nantwich (CW5 5GD)
119 Nantwich	• Marsh Lane, Nantwich (CW5 5LD)
120 Ollerton	• Oaklands Road, Ollerton
121 Over Peover	• Peover Heath (opposite school), Over Peover
122 Plumley	• Moorcroft, Plumley

123 Poynton	• Barnaby Road, Poynton
124 Poynton	• Brecon Close, Poynton
125 Poynton	• Deva Close Playing Fields, Poynton
126 Poynton	• Distaff Road, Poynton
127 Poynton	• Fleetbank Farm, Poynton
128 Poynton	• Hockley Road, Poynton
129 Poynton	• Lower Park crescent, Poynton
130 Poynton	• Mount Vernon, Shrigley Road, Higher Poynton
131 Prestbury	• Bollin Grove, Prestbury
132 Rainow	• Round Meadow (next to School), Rainow
133 Rode Heath	• Heath Avenue, Rode Heath
134 Sandbach	• Forge Fields, Wheelock, Sandbach
135 Sandbach	• Lightly Close, Sandbach
136 Sandbach	• Newall Avenue, Sandbach
137 Sandbach	• Rookery Close, Sandbach
138 Sandbach	• Sandbach Park, The Commons, Sandbach
139 Sandbach	• Wheelock Playing Fields, Sandbach
140 Sandbach	• Elworth Park, London Road, Sandbach
141 Sandbach	• Hassall Road, Sandbach
142 Sandbach	• Sandbach Heath, Church Lane, Sandbach
143 Sandbach	• Thornbrook Way, Sandbach
144 Sandbach	• Gibson Crescent, Sandbach
145 Scholar Green	• Portland Drive, Scholar Green
146 Shavington	• Vine Tree Avenue, Shavington (CW2 5BS)
147 Shavington	• Wessex Close, Shavington (CW2 5HX)
148 Sutton	• Lyme Green Playing Field, Robin Lane, Sutton, Macclesfield
149 Tytherington	• Dorchestraer Way, Tytherington, Macclesfield
150 Tytherington	• Hall Grove, Tytherington, Macclesfield
151 Tytherington	• Holcombe Drive Tytherington, Macclesfield
152 Wardle	• Wardle Avenue, Wardle (CW5 6BQ)
153 Wettenhall	• Chapel Close, Cholmondeston, Wettenhall (CW7 4DT)
154 Willaston	• Willaston Playing Fields, Wybunbury Road, Willaston (CW5 7JF)
155 Wilmslow	• Boddingtons Play Area, The Carrs, Chancel Road/Cliff Road, Wilmslow
156 Wilmslow	• Booth Road, Wilmslow
157 Wilmslow	• Fulshaw Park, Gravel Lane, Wilmslow
158 Wilmslow	• Gravel Lane, Wilmslow adjacent to Beechfield Avenue behind conifer hedge
159 Wilmslow	• Hawthorn Street/Little Lindow, Wilmslow
160 Wilmslow	• Lacey green, Barlow Road, Wilmslow
161 Wilmslow	• Stanley Hall Park, Peover Road, Wilmslow
162 Wilmslow	• Summerfields, Browns Lane, Wilmslow
163 Wilmslow	• Thorngrove Play Area, Wilmslow
164 Wilmslow	• The Villas, Alverston Drive, Wilmslow
165 Wilmslow	• Welton Drive, Wilmslow
166 Wilmslow	• Woodlands Road, Wilmslow
167 Wistaston	• Church Lane, Wistaston
168 Worleston	• Main Road, Worleston (CW5 6DN)
169 Wrenbury	Station Road, Wrenbury (CW5 8EW)
170 Wybunbury	Main Road, Wybunbury (CW5 7LS)

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Smokefree Playground Survey Results: Cheshire East

- During September 2012, a survey was conducted with 162 adult visitors to play areas in 17 Local Authority parks across Cheshire East Council to evaluate levels of public support for the introduction of a voluntary code of smokefree practice. The parks were located in geographically diverse areas to ensure that a wide range of residents were canvassed for their views and included: Barony, Brereton, Buglawton, Congleton, Cooperative, Deva, Elworth, Knutsford Town, Milton, Poynton, Queens, Sandbach, South, Stapeley, Tatton, West and Wistaston.
- As table 1 illustrates, the majority of the survey sample (130/162; 80.2%) were female and two-thirds were aged between 20 and 40 years old (107/162; 66.0%).

Table 1: Age and Gender of Participants

Age (years)	Male (%)	Female (%)	Total (%)
19 years and younger		1 (0.7)	1 (0.6)
20-30	7 (21.9)	29 (22.3)	36 (22.2)
31-40	12 (37.5)	59 (45.4)	71 (43.8)
41-50	6 (18.7)	23 (17.7)	29 (17.9)
51 years and over	7 (21.9)	18 (13.9)	25 (15.5)
Total	32	130	162

- The majority of participants (152/162; 93.8%) either had, or cared for children at home. Nearly one in four (36/162; 22.2%) smoked tobacco or shared their home with a smoker.
- Nearly half (72/162; 44.4%) used the park play areas on a regular basis, either daily or weekly, a third (50/162; 30.9%) utilised the play area once a month whilst the remainder (40/162; 24.7%) were visiting from another area.
- All but two of the participants felt that it was important not to smoke in front of children (160/162; 98.8%) and the overwhelming majority also supported the introduction of a voluntary smokefree code within the immediate play area (158/162; 97.5%). As table 2 highlights, support for these measures was equally high amongst smokers (94.4% and 91.7% respectively) and non-smokers (100.0% and 99.2% respectively).
- Similarly, a large proportion of participants (136/162; 84.0%) agreed with the extension of the voluntary smokefree code to include a 10 metre perimeter of the play area although support was notably lower amongst smokers (26/34; 72.2%).
- However, participants were less in favour of the introduction of a voluntary smokefree park code, with only one in two, and most notably non smokers, supporting this policy (92/162; 56.8%).

Table 2: Support for Smokefree Practice

Smokefree Code	Number		Support
	Non Smokers (n=126)	Smokers (n=34)	Total (n=162)
It's important not to smoke in front of children	126 (100.0)	34 (94.4)	160 (98.8)
I would be in favour of a voluntary code of not smoking within the immediate playground area	125 (99.2)	33 (91.7)	158 (97.5)
I would be in favour of a voluntary code of not smoking within 10 metres of the playground area	110 (87.3)	26 (72.2)	136 (84.0)
I would be in favour of a voluntary code of not smoking within the entire park	78 (61.9)	14 (38.9)	92 (56.8)

- In conclusion, these results illustrate high public support for the implementation of a voluntary smokefree code within the play areas of Local Authority parks in Cheshire East.**

Appendices

5.1: It's important not to smoke in front of children

	Non Smokers (%)	Smokers (%)	Total (%)
Disagree			
Uncertain		2 (5.6)	2 (1.2)
Agree	126 (100.0)	34 (94.4)	160 (98.8)
Total	126 (100.0)	36 (100.0)	162 (100.0)

5.2: I would be in favour of a voluntary code of not smoking within the immediate playground area

	Non Smokers (%)	Smokers (%)	Total (%)
Disagree		1 (2.8)	1 (0.6)
Uncertain	1 (0.8)	2 (5.5)	3 (1.9)
Agree	125 (99.2)	33 (91.7)	158 (97.5)
Total	126 (100.0)	36 (100.0)	162 (100.0)

5.3: I would be in favour of a voluntary code of not smoking within 10 metres of the playground area

	Non Smokers (%)	Smokers (%)	Total (%)
Disagree	6 (4.8)	6 (16.7)	12 (7.4)
Uncertain	10 (7.9)	4 (11.1)	14 (8.6)
Agree	110 (87.3)	26 (72.2)	136 (84.0)
Total	126 (100.0)	36 (100.0)	162 (100.0)

$X^2=6.44$, $p=0.040$

5.4: I would be in favour of a voluntary code of not smoking within the entire park

	Non Smokers (%)	Smokers (%)	Total (%)
Disagree	25 (19.8)	17 (47.2)	42 (25.9)
Uncertain	23 (18.3)	5 (13.9)	28 (17.3)
Agree	78 (61.9)	14 (38.9)	92 (56.8)
Total	126 (100.0)	36 (100.0)	162 (100.0)

$X^2=11.01$, $p=0.004$