



## **Interim Report - Smoke-Free Hyndburn Programme**

**Reporting Period: September 2025 – January 2026**

### **1. Executive Summary**

This interim report outlines progress made during the period September 2025 to January 2026 as part of the 7-month Smoke-Free Hyndburn Venues Programme.

The project aims to reduce smoking prevalence and exposure to second-hand smoke by embedding smoke-free principles across Hyndburn Leisure venues, strengthening referral pathways into local cessation services, and supporting cultural change through visible leadership and workforce development.

During this reporting period, good progress has been made in:

- Increasing visibility of smoke-free messaging across venues
- Direct engagement with approximately 3,000 residents through community open weekends
- Training frontline staff to deliver brief interventions
- Embedding smoke-free conversations within structured health programmes
- Strengthening partnerships with Smoke Free Lancashire
- Developing monitoring systems to evidence impact

The programme continues to support Hyndburn Leisure's wider pivot towards becoming a wellbeing-led organisation and a key preventative health partner across the borough.

### **2. Current Position of the Service Offer and Progress to Date**

#### **2.1 Smoke-Free Promotion and Visibility**

A strong foundation of awareness and visibility has been established across the borough and plans are broadening to include direct marketing to our customer base.

#### **Community Engagement Activity**

Two Open Day Weekends were delivered:

- The Cath Thom Leisure Centre, Clayton-le-Moors
- Mercer Hall, Great Harwood

Combined attendance across both events is estimated at approximately 3,000 people.

At both events, smoke-free messaging was actively promoted and discussed with attendees, providing direct engagement opportunities with families and community members. Conversations focused on:

- The benefits of smoke-free environments
- Protecting children and young people
- Signposting to cessation support

These events provided a high-volume opportunity to normalise smoke-free expectations within community settings.

### **Digital and Venue-Based Promotion**

- Smoke-free campaign artwork is displayed on digital screens at The Cath Thom Leisure Centre.
- Digital screens have been procured for Mercer Hall and Hyndburn Leisure Centre, with installation scheduled next month to extend campaign reach.
- Messaging is being integrated across venue communications to reinforce consistency.

### **Online Access and Self-Referral**

- A dedicated Smoke-Free webpage has been added to the Hyndburn Leisure website.
- The page includes:
  - Information on the harms of smoking
  - Benefits of smoke-free environments
  - A direct self-referral form to local cessation services

This ensures residents can move from awareness to action quickly and independently.

---

## **3. Integration into Health & Wellbeing Delivery**

The smoke-free offer is embedded into structured health improvement activity.

The Health and Wellbeing Coach (HAWC) has been delivering Healthy Heart sessions, incorporating:

- Education on smoking as a cardiovascular risk factor
- Prevention-focused discussions
- Direct smoke-free conversations with participants
- Signposting to cessation services
- Early discussions with PCN to link to Primary Care respiratory services

These sessions strengthen the link between smoking behaviour and heart health, supporting motivation for behaviour change within a broader wellbeing context.

---

#### **4. Workforce Development**

Workforce capability has been prioritised during this reporting period:

- All Health Activators have completed Brief Advice Training.
- Two Health Activators have completed extended training.
- Monthly partnership meetings are established with Smoke Free Lancashire (East Lancashire team).
- Ongoing operational engagement continues as required.

This ensures smoke-free conversations are delivered confidently, consistently and in alignment with local cessation pathways.

---

#### **5. Partnership Engagement and Policy Development**

Engagement has taken place with:

- Smoke Free Lancashire
- A local secondary school
- The local Hospital Trust
- Other Leisure Trusts across East Lancashire to progress policy development together

Learning from these organisations will inform the drafting and phased rollout of a Smoke-Free Facility Policy across all Hyndburn Leisure venues during the next phase of delivery.

---

#### **6. Monitoring and Data Development**

Work is underway to:

- Clarify referral recording and attribution processes.
- Understand current take-up levels from leisure-based signposting.
- Strengthen performance reporting mechanisms.

A performance dashboard is in development with Smoke Free Lancashire and will track:

- Staff training completion
- Engagement activity
- Referral volumes
- Conversion and uptake data (where data sharing permits)

This will form a key part of ongoing evaluation.

## **7. Future Commitment and Opportunities to Increase Referrals**

The next phase (February–March 2026) will focus on:

- Embedding smoke-free prompts within membership inductions and structured health sessions.
- Increasing visibility of the self-referral pathway via QR codes, digital screens and social media.
- Strengthening referral attribution processes.
- Tighten up on reporting and analysis of impact
- Develop plans for introducing smoke free signage across facilities
- O2 monitors and events/days to increase engagement and support people to test their respiratory health
- Considering expansion of Level 2 training to increase intervention capability.

The Healthy Heart sessions represent a strong opportunity to increase referrals among higher-risk cardiovascular groups.

## **8. Role Within the Pivot to Wellbeing**

The programme supports Hyndburn Leisure's transition to a wellbeing-led model by:

- Embedding prevention into everyday delivery
- Positioning venues as health-promoting environments
- Strengthening partnership working across the local health system
- Aligning smoke-free messaging with heart health, physical activity and inequality reduction priorities

## **9. Summary of Progress (September 2025 – January 2026)**

- Two large-scale open weekends delivered, engaging approximately 3,000 residents
- Smoke-free messaging active across venues and on social media pages
- Digital infrastructure expanded
- Smoke-free webpage and self-referral form launched
- All Health Activators trained in Brief Advice
- Two staff completed extended training
- Healthy Heart sessions embedding smoke-free conversations
- Monthly partnership meetings established
- Dashboard development underway
- Smoke-free policy drafting informed by best practice

---

## **10. Conclusion**

Between September 2025 and January 2026, the Smoke-Free Hyndburn Programme has made strong progress in visibility, workforce development, integrated health delivery and partnership engagement.

The next phase will focus on formal policy adoption, measurable referral growth, expanded training capability and deeper integration into Hyndburn Leisure's wellbeing model to ensure sustainable, long-term impact.