



Llywodraeth Cymru  
Welsh Government

[REDACTED]  
ASH Wales  
2<sup>nd</sup> Floor  
14 – 18 City Road  
Cardiff

30<sup>th</sup> June 2017

Dear [REDACTED]

### **Award of funding in relation to ASH Wales (ASHiW1720) – REVISED GRANT FUNDING**

This letter follows a proposal submitted by the Illegal Tobacco Task and Finish Group, and endorsed by the Tobacco Control Strategic Board; with the recommendation that Funding be awarded for ASH Wales to deliver Phase 1 of the illegal tobacco programme in 2017/18.

I can confirm that the Welsh Ministers, having considered this request are able to increase the Funding awarded by a further £40,000 for 2017/18. This includes an increase in respect of delivering Phase 1 of the illegal tobacco programme, over and above that originally anticipated as detailed in your application, as outlined at Annex 1, and in collaboration with appropriate partners, including Welsh Government, Public Health Wales, WLGA, Directors of Public Protection in Wales, Wales Heads of Trading Standards and appropriate trading standards officials.

The award is made under the authority of the Minister for Social Services and Public Health, one of the Welsh Ministers. This brings the total amount allocated to ASH Wales (ASHiW1720) to £179,000 for 2017/18.

The statutory basis for this Funding is sections 70 and 71(1) of the Government of Wales Act (GOWA) 2006, along with sections 1, 2 and 3 of the National Health Service (Wales) Act 2006.

The increased funding is subject to the terms and conditions provided in the original Funding award letter dated 11th April 2017. In order to accept this additional Funding and confirm that you accept the Terms and Conditions in relation to the new Funding you must sign and return a copy of this letter to Judith Leetch at the address below. None of the Funding will be paid to you until we have received your signed letter. We must receive your signed letter on or before 26<sup>th</sup> July 2017 or this additional Funding will automatically be withdrawn.



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Please note that this additional funding relates to Phase 1 only and provides no commitment to funding of future Phases.

Yours sincerely

Signed by [REDACTED]

under authority of the Minister for Social Services and Public Health  
one of the Welsh Ministers.

**TWO SIGNATORIES ARE REQUIRED**

We hereby accept the award of Funding ASHiW1720 Extension and the Conditions relating to the Funding

\_\_\_\_\_ Signature  
An authorised signatory of **ASH Wales**

\_\_\_\_\_ Name

\_\_\_\_\_ Job Title

\_\_\_\_\_ Date

\_\_\_\_\_ Signature  
An authorised signatory of **ASH Wales**

\_\_\_\_\_ Name

\_\_\_\_\_ Job Title

\_\_\_\_\_ Date

## **Wales Illicit Tobacco Programme – Phase one**

Phase one of the proposed Wales Illicit Tobacco Programme will focus on the development of the programme and building links with the partners needed in order to successfully deliver the programme.

The key areas of activity for phase one will be as follows:

- Develop a stakeholder communications plan to gather support from stakeholders for phase two.
- Assess the current enforcement resourcing available to each area of Wales and the amount, and quality, of intelligence gathered. This will help assess opportunities where the programme can provide the greatest benefits. In addition, it will help identify potential resourcing risks the programme may inadvertently generate, for example more intelligence than local authorities can process or act upon.
- Building on the work developed in the North of England, and working with HMRC to ensure any communications activity in Wales supports UK activity, develop a comprehensive, costed, communications plan to tackle illicit tobacco across Wales. The plan will need to cover general messaging as well as addressing three specific areas. All of the communications work will also support the new “Choose Smokefree” brand, in order to increase brand awareness.
  - General messaging will cover topics such as the danger presented to children, through access and contact with people selling illicit products, and that there is free NHS smoking cessation support in their area which can help them to quit smoking.
  - Encourage current users to stop buying illicit tobacco; this has been achieved in other regions by reducing how comfortable they feel in purchasing illicit tobacco. They should instead be encouraged to quit the habit for good, highlighting free NHS support is available through the smoking cessation services.
  - Educate, and raise awareness of the public on the harms associated with illicit tobacco and how to report it. It would also need to be clear that reports should be of suppliers and not buyers of illicit tobacco.
  - Raise awareness of consequences retailers could suffer if they are found selling illicit tobacco, such as loss of ability to sell tobacco and alcohol, fines and imprisonment.
- Develop a press pack which would contain the messaging which the programme is using to reduce the impact of illicit tobacco in Wales. The messaging will include generic messaging which could be used in most circumstances as well as specific messaging supporting the three areas detailed above. These messages should be used by all partners when it is appropriate. In addition, every opportunity should be taken to promote how the public can report the sale of illicit tobacco, to promote the new “Choose Smokefree” brand and signpost the NHS free advice and support on stopping smoking.
- Develop and set up a system to co-ordinate activity tackling illicit tobacco in Wales. This should include a user friendly system in which the public can report sales/intelligence of illicit tobacco with the confidence of knowing this information is confidential and will be assessed.

- Develop exit strategy for the programme to ensure there is a legacy after the programme funding ends.
- Develop evaluation and monitoring procedures to determine the impact the programme is having on illicit tobacco in Wales. Review previous and existing surveys on illicit tobacco, such as the NEMS survey commissioned by ASH Wales, and identify the key questions which would demonstrate the impact of the programme's key deliverables. Consideration should be given to previous questions, and outcomes for the programme. If possible previous questions should be utilised as these would give a baseline to demonstrate impact.
- Develop a proposal for phase two, delivery of the programme, for consideration by the Tobacco Control Strategic Board and Minister for Social Services and Public Health. The proposal must include costings, expected outcomes for the programme and proposed membership (at an organisational level) for the steering group to support the delivery of phase two.
- Set up, and provide secretariat to, a steering group to support Phase 1, which will contain members identified by the Task and Finish group at their meeting of 19<sup>th</sup> June 2017.