

Smoking Cessation Wellbeing Project

Trafford City Council Funding Report

Delivered by: BMS Wellbeing CIC

Commissioner: Trafford Council Public Health

Project Period: 2025

Total Commissioned Value: £1,680

Executive Summary

BMS Wellbeing CIC was commissioned by Trafford Council Public Health to deliver Smoking Cessation Wellbeing activity across Trafford under Purchase Order 7500291229, with a total commissioned value of £1,680.

The project aimed to engage individuals who are statistically more likely to smoke and less likely to access traditional smoking cessation services, including people living in deprived communities, older adults, and those in routine and manual occupations. The focus was on providing accessible, community based support that addressed both the behavioural and wellbeing aspects of smoking.

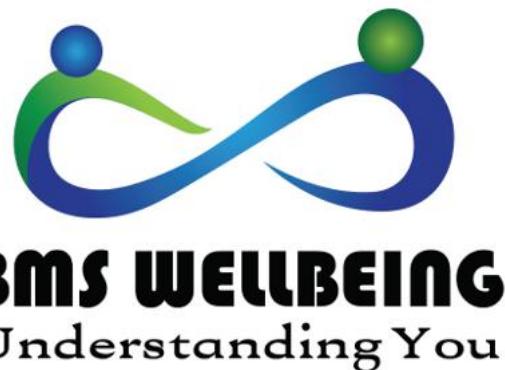
Delivery combined structured Smoking Cessation Wellbeing Workshops with brief smoking cessation interventions delivered in trusted, high footfall community venues, including Sale Moor Community Centre, The Bread and Butter Thing in Sale Moor and Partington, and The Hideaway in Partington. This flexible approach allowed delivery to adapt to real world engagement patterns and maximise reach within the agreed budget.

Across the delivery period, a total of **98 Trafford residents** were engaged through workshops and brief interventions. This included **24 individuals who identified as smokers, 16 who identified as vapers, and 57 who did not currently smoke or vape but engaged in smoking related wellbeing conversations**. Engagement with non smokers supported early intervention and prevention, while smokers and vapers were provided with practical tools, information, and signposting to local cessation services.

Brief interventions proved particularly effective in engaging smokers and vapers who may not otherwise access formal support. Commissioner feedback endorsed this adaptive delivery model, specifically highlighting the effectiveness of using The Bread and Butter Thing as a key engagement route.

The project demonstrated strong value for money, responsible use of public funding, and meaningful community engagement. Learning from delivery has informed future planning and provides a strong foundation for continued collaboration with Trafford Council Public Health to reduce smoking prevalence and health inequalities across the borough.

1. Introduction



BMS Wellbeing CIC were commissioned by Trafford Council Public Health to deliver Smoking Cessation Wellbeing activity across Trafford. The project aimed to engage individuals who are statistically more likely to smoke and experience barriers to accessing traditional cessation services, including people living in deprived communities, older adults, and those in routine and manual occupations.

The project combined structured wellbeing workshops with smoking cessation brief interventions delivered in trusted community settings. This flexible delivery model allowed the project to respond to real world engagement patterns while maintaining value for money and alignment with Trafford public health priorities.

2. Commissioning and Scope of Works

Trafford Council formally commissioned BMS Wellbeing CIC to deliver **10 Smoking Cessation Wellbeing Workshops**, inclusive of room hire and associated delivery costs, under Purchase Order 7500291229.

The total commissioned value was **£1,680**, covering:

- Facilitation and delivery
- Workshop planning and preparation
- Administration
- Printed resources and materials
- Light refreshments
- Room hire

The commission allowed flexibility in delivery format and venue selection across Trafford to support access and engagement.

3. Project Aims and Objectives

The project aimed to:

- Increase awareness of the health risks associated with smoking
- Improve understanding of behavioural and social drivers of smoking
- Support motivation and readiness to quit
- Introduce practical cessation tools and techniques
- Build resilience to manage cravings and reduce relapse
- Engage individuals who may not access formal cessation services

The approach recognised smoking cessation as both a physical and behavioural challenge and adopted a non judgemental wellbeing focused model.

4. Delivery Model and Approach

Each Smoking Cessation Wellbeing Workshop was designed as a **90 minute interactive session** for up to **12 participants**, creating a supportive and accessible environment.

Core content included:

- Health risks of smoking
- Why smoking habits form and persist
- Benefits of quitting
- Overview of cessation aids and techniques
- Managing cravings
- Relapse prevention

Alongside workshops, **brief smoking cessation interventions** were delivered in high footfall community venues. This approach enabled engagement with individuals who may not attend structured workshops but were receptive to information, conversation, and signposting.

Delivery was adapted in response to engagement patterns at each venue.

5. Venues and Engagement Overview

Delivery took place across multiple community settings, including:

- Sale Moor Community Centre
- The Bread and Butter Thing at Sale Moor Community Centre
- The Bread and Butter Thing in Partington
- The Hideaway in Partington

Engagement included both structured workshops and brief intervention conversations.

6. Overall Engagement Totals

Final Confirmed Figures

When including **all delivery activity across both venues and all brief intervention visits** delivered at **Sale Moor Community Centre** and **Partington**, the **final cumulative engagement totals** for the project are:

Total individuals engaged: 98

- **Smokers:** 24
- **Vapers:** 16
- **Non smokers:** 57

These figures reflect a combination of structured wellbeing workshops and brief smoking cessation interventions delivered throughout the project period.

7. Interpretation of Engagement Data

The final engagement data demonstrates that the project:

- Reached a substantial number of Trafford residents through community based delivery
- Successfully engaged smokers and vapers alongside individuals not currently smoking
- Created opportunities for early intervention and prevention
- Maximised reach through brief interventions without exceeding the commissioned budget

The proportion of smokers and vapers engaged highlights the effectiveness of delivering smoking cessation support within trusted, high footfall community settings.

8. Monitoring and Equalities Data

Narrative Reporting

Monitoring data was collected on a voluntary and proportionate basis, recognising the informal nature of brief interventions. Where quantitative data was limited, practitioner observation and engagement patterns informed narrative reporting.

Age

Participants represented a broad adult age range, including working age adults and older individuals, aligning with groups known to have higher smoking prevalence and entrenched smoking behaviours.

Gender

Both men and women engaged across all venues, with no single gender group disproportionately represented.

Ethnic Origin

Engagement reflected the diversity of the local communities served, particularly through delivery at Sale Moor Community Centre and The Bread and Butter Thing.

Sexual Orientation

Disclosure was voluntary and limited, which is typical in brief community health interventions. Delivery was inclusive and non judgemental throughout.

Free Prescriptions

A number of participants discussed eligibility for free prescriptions or wider financial pressures, indicating engagement with individuals experiencing socioeconomic disadvantage.

Pregnant

Pregnancy status was recorded where relevant. Disclosure was minimal, as expected in mixed community settings.

Informal Carer

Some participants identified as informal carers or discussed caring responsibilities, highlighting additional pressures linked to smoking behaviour.

Occupation

Engagement included individuals in routine and manual roles, alongside individuals not currently in employment.

Referral Source

Most engagement occurred through direct contact at community venues, word of mouth, and informal signposting by venue staff and volunteers.

9. Outcomes and Impact

Although the project did not operate as a clinical cessation service, it delivered meaningful outcomes, including:

- Increased awareness of smoking related health risks
- Improved understanding of personal smoking triggers
- Increased confidence in cessation tools and techniques
- Increased motivation to consider quitting
- Improved awareness of relapse prevention strategies
- Improved knowledge of local smoking cessation services

Brief interventions were particularly effective in initiating smoking related conversations with individuals who may not otherwise engage with formal services.

10. Learning and Adaptive Delivery

Key learning from the project included:

- Brief interventions are highly effective in high footfall community settings
- The Bread and Butter Thing provided a particularly strong engagement route
- Structured workshops are most effective where attendance patterns support them
- Flexibility in delivery is essential to maximise reach and value for money

Delivery was adapted responsibly where engagement at structured workshops was lower, ensuring continued reach without exceeding the agreed budget.

11. Commissioner Feedback and Relationship

Trafford Council Public Health responded positively to delivery updates and endorsed the adaptive approach taken. Confidence was expressed in practitioner judgement, particularly in prioritising brief interventions where these proved most effective.

Trafford Council confirmed openness to continued collaboration and future commissioning discussions, reinforcing a strong and constructive working relationship.

12. Resources and Operational Support

Smoking cessation leaflets and printed resources were coordinated through Trafford Council to support brief intervention delivery and ensure participants could access follow on information and local cessation services.

13. Future Delivery and Funding Options

Based on learning from this project, BMS Wellbeing CIC identified opportunities to expand delivery through brief smoking cessation interventions delivered in partnership with The Bread and Butter Thing across their Trafford venues.

A proposed future model would involve visiting each venue two to three times over a six month period, supporting repeat engagement and increased reach.

Trafford Council confirmed flexibility in future funding routes, including both multi year funding applications and targeted projects below the £9,999 procurement threshold.

14. Conclusion

The Smoking Cessation Wellbeing Project delivered by BMS Wellbeing CIC successfully engaged **98 Trafford residents**, including **24 smokers and 16 vapers**, through a flexible model combining workshops and brief interventions.

The project demonstrated strong value for money, responsible delivery, adaptive learning, and meaningful community engagement. Learning from this delivery provides a solid foundation for continued collaboration with Trafford Council Public Health to reduce smoking prevalence and health inequalities across the borough.