

# Preparing for implementation of the Tobacco and Vapes Bill

**Annual LGA and ADPH Public Health Conference 2026**  
**Thursday 26 February | 9:30–10:30am**

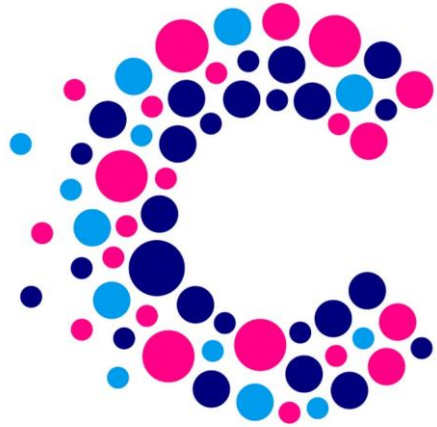
# Programme

- **9:30 – Opening from the Chair**  
*Cllr Carole Williams*
- **9:35 – Tobacco and Vapes Bill update and overview**  
*Kerry Pearson*
- **9:45 – Enforcement considerations**  
*Marsha Bell*
- **9:55 – Developing an effective communications approach**  
*Ailsa Rutter,*
- **10:05 – The Bill within local tobacco control strategies**  
*Hazel Cheesman*
- **10:15 – Questions and Discussion**
- **10:30 – Session close**  
*Cllr Carole Williams*

February 2026, LGA and ADPH Conference

# Preparing for the implementation of the Tobacco and Vapes Bill

Kerry Pearson, Cancer Research UK




# We exist to beat cancer

---

We're the world's leading cancer charity, dedicated to saving and improving lives with our research

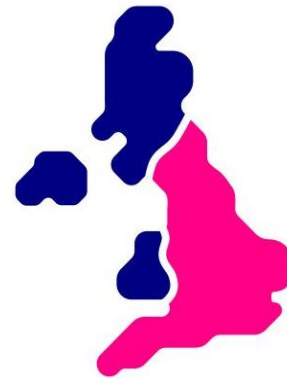
Smoking is the biggest cause of cancer and preventable death in the UK



**Responsible  
for around  
160 cancer  
cases every  
day**

6 million people smoke in the UK...

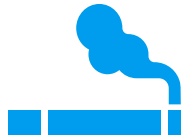
England is not on track  
to reach its smokefree  
target



*Target:*

*Less than 5%  
of population  
smoking by  
2030*

# Stark inequalities in smoking



Most deprived  
won't be  
smokefree until  
2050.

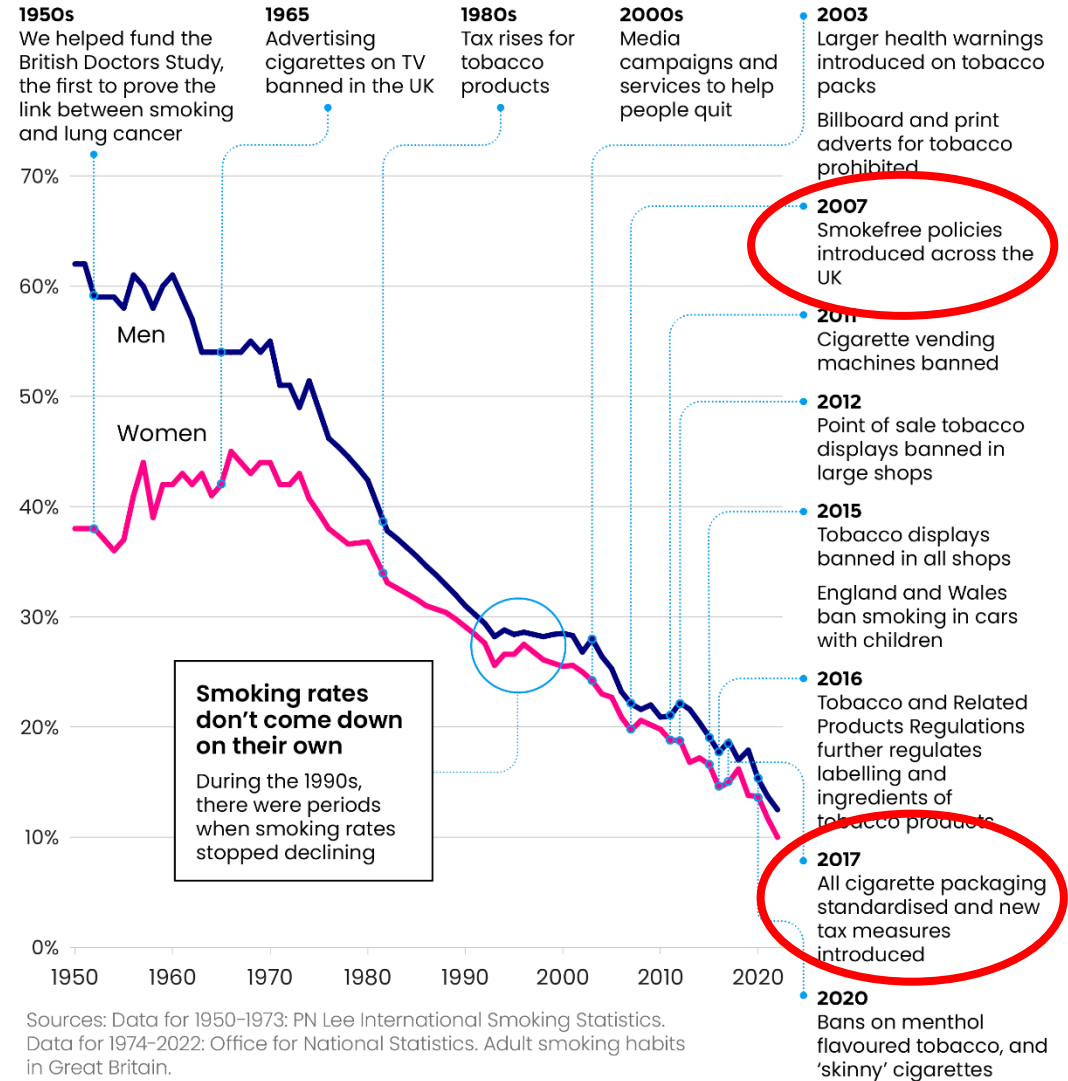


Least deprived  
expected to be  
smokefree by 2025



# Smoking rates decline with action

# Smoking rates don't fall on their own...



# Tobacco and Vapes Bill

**Raise the age of sale of tobacco so that nobody born on or after 1 January 2009 can legally be sold tobacco**

# What else does the Bill do?

**Introduce powers for local enforcement to give out fixed penalty notices**

**Ban vape advertising, sponsorship and vending machines**

**Close legal loopholes in the law, like the free distribution of vapes to under-18s**

**Powers for Secretary of State to introduce a licensing system for tobacco, vape and nicotine product retailers**

**Powers to expand smokefree places and introduce vape-free places**

**Powers for the Secretary of State to change vape flavours, packaging, displays**

# Additional government amendments

- ✓ Additional powers to regulate the technological features of vape or heated tobacco devices
- ✓ Exemption for adult mental health hospitals on the vape vending machine ban (Eng & Wal)
- ✓ Exemption for public health advertising campaigns to promote vapes for smoking cessation
- ✓ Allow monies raised from Fixed Penalty Notices to be retained by local government
- ✓ A review of the Bill will be undertaken between 4-7 years after the passage
- ✓ Powers to add filters to any part of the Bill, which would enable a ban on filters in the future



# How we got here!

**69% of the  
public  
support this  
age of sale  
policy**

**74% of  
Labour  
supporters  
are in favour**

**70% of  
Conservative  
supporters  
are in favour**



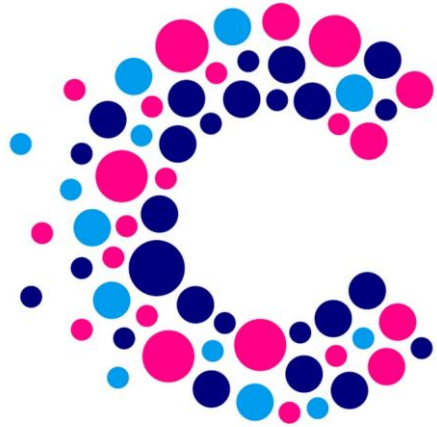
**1,702  
emails to  
MPs**

**588 MPs  
contacted**

## **Local Toolkit**

Materials for local public health professionals and  
councillors involved in tobacco control.



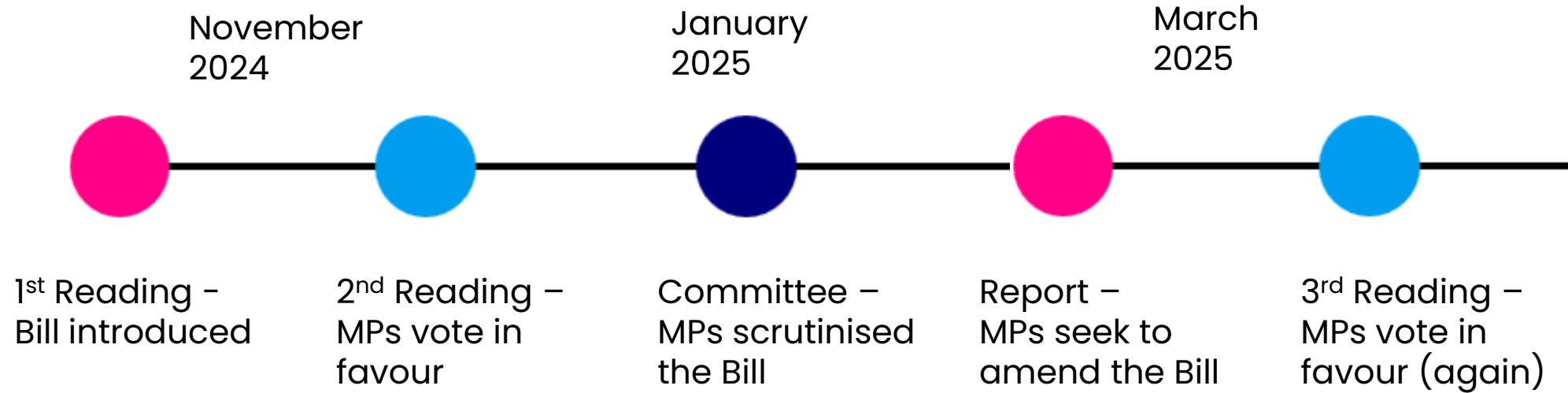


# We exist to beat cancer

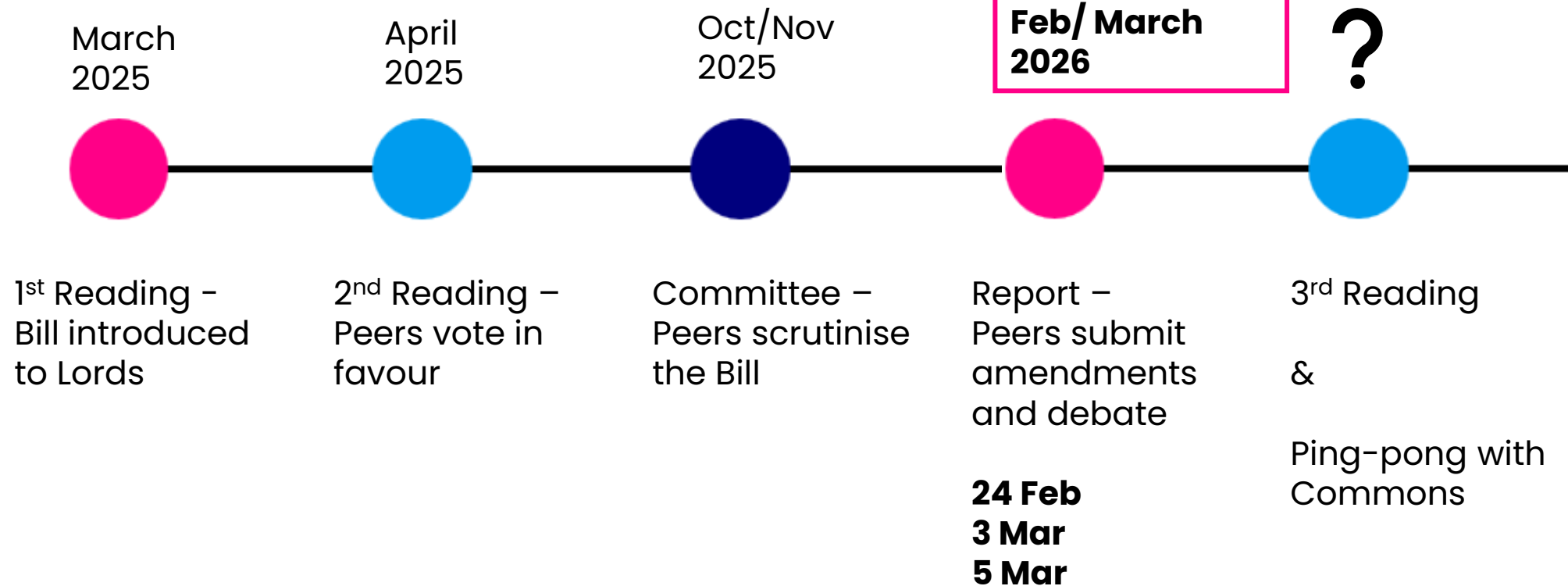
---

We're the world's leading cancer charity, dedicated to saving and improving lives with our research

# Where are we up to?



# Where are we up to?



## Royal Assent

**The King  
formally agrees  
that the Bill  
should become  
law**



**April – May 2026**

Royal Assent isn't the end of the story...



**Consultations**



**Implement**



**Enforcement**

# Government consultations

Smokefree, heated tobacco-free, and vape-free places



**Live – ends 8 May**

Vape flavours, packaging, and displays

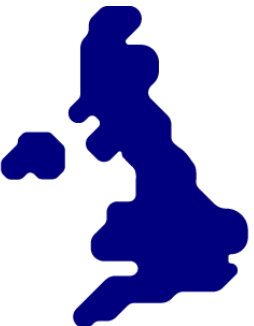


**TBC**

Licensing scheme for tobacco and vape/nicotine retailers



**TBC**



Throughout consultations, we must remember ...

---

Tobacco is the  
biggest killer

# The evidence on vaping

- Research so far shows that legal e-cigarettes are **far less harmful** than smoking and **can help people stop smoking**.
- Vapes are the **most popular quit tool** for people across all socioeconomic groups.
- Vapes are **not risk-free**. We don't yet know their long-term effects, so **children and people who have never smoked shouldn't use them**.
- While the long-term effects of vaping are still unknown, **the harmful effects of smoking are indisputable**.

# Timeline for implementation

Regulation	Implementation
Increased age of sale & ban on proxy purchasing	1 January 2027 (from then, legal age of sale becomes 19 years-old)
Advertising ban for vaping and nicotine products and sponsorship ban	<b>Immediate effect</b>
Ban on free distribution of vaping and nicotine products	<b>Immediate effect</b>
Creation of fixed penalty notices	<b>Immediate effect</b>
Expansion of smokefree and vape-free places	Consultation ends 8 May – TBC on Gov response
Regulations on display and packaging of vapes	TBC on consultation
Retail licensing scheme	TBC on consultation
Regulations on vape flavours	TBC on consultation

## What can you do to support the legislation?

- ✓ Respond to Government consultations on measures in Bill
- ✓ Advise and support local retailers about age of sale legislation
- ✓ Support trading standards and enforcement bodies

## What can you do beyond the Bill?

- ✓ Engage with local tobacco alliances – advocate for more action to reduce smoking rates
- ✓ Ensure people who smoke are still supported to quit (including targeted interventions) – SSS, mass media campaigns, swap to stop vape programme

# Preventing tobacco industry interference



**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

# Thank you - Get in touch

For any questions, please reach out to:

**Kerry Pearson**

Prevention Policy Advisor

Cancer Research UK

[Kerry.pearson@cancer.org.uk](mailto:Kerry.pearson@cancer.org.uk)



Registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Registered address: 2 Redman Place, London, E20 1JQ.



## Smokefree Generation Policy

- It is an offence to sell any of the following to a person born on or after 1 January 2009— (a) a tobacco product; (b) a herbal smoking product; (c) cigarette papers.
- No-one who can legally be sold tobacco now will be prevented from buying tobacco in the future

# Smokefree Generation Policy

- Comes into force on 1<sup>st</sup> January 2027
- A person who commits an offence under this section is liable on summary conviction to a fine not exceeding level 4 on the standard scale. (£2500)
- Also will be opportunity to issue a Fixed Penalty Notice of £200 (reduced to £100 for quick payment) for various offences including underage sales

# Smokefree Generation Policy

- Currently – salesperson asks customer how old they are.
- Future – salesperson asks customer what their date of birth is.

Due Diligence – asking for ID which gives date of birth (no change)

# Smokefree Generation Policy

- Very strong Trading Standards support for policy
- BUT we need to start preparing businesses as soon as possible for the changes which come in on 1<sup>st</sup> January 2027
- Want to see heavyweight communications with the public as well as businesses and Officers

## Key change on 1<sup>st</sup> January 2027

**IT IS ILLEGAL TO SELL  
TOBACCO PRODUCTS  
TO ANYONE UNDER  
THE AGE OF 18**



**IT IS ILLEGAL TO SELL  
TOBACCO PRODUCTS  
TO ANYONE BORN ON  
OR AFTER 1 JANUARY  
2009**

# **Tobacco and Vapes Bill**

**On the face of the bill – come into force 6 months after Royal Assent**

- **Stop free distribution**
- **Age of sale restrictions for other nicotine products and 0% vapes**
- **Ban on vending machine sales of vapes and other nicotine products (England, Wales, Northern Ireland – already prohibited in Scotland)**
- **Enabling TS to issue FPNs for various offences (England and Wales)**

# **Tobacco and Vapes Bill**

**On the face of the bill – come into force at a date to be determined after Royal Assent**

- **Ban on vape and other nicotine products sponsorship and advertising**

# Tobacco and Vapes Bill

## **May come into force following further consultation**

- Regulation of the flavours of vapes and other tobacco and nicotine products
- Regulation of product features and design of vapes and other tobacco and nicotine products
- Regulation of point of sale displays for nicotine and non-nicotine vapes and other nicotine products

# Tobacco and Vapes Bill

## **May come into force following further consultation continued**

- Regulation of the packaging of vapes and other tobacco and nicotine products
- A new registration system for tobacco products, tobacco related devices, herbal smoking products, vaping products and nicotine products.
- A new licensing scheme for tobacco and nicotine products (including vapes) so that only premises which have a license can sell them (England, Wales and Northern Ireland)
- Extension of the retailer registration scheme in Scotland and Northern Ireland to include premises selling other nicotine products and herbal products for smoking
- Extension of smoke-free places and creation of vape-free places

## And finally – will it increase crime in our communities?

Serious and Organised Crime on our high streets NOTHING to do with tobacco, NOTHING to do with vapes and EVERYTHING to do with criminals.

The fresh focus from Government will help to tackle SOC in our communities and regulation to protect from tobacco harm is not the problem

# Building the T&V Bill into local plans

**Hazel Cheeseman – Chief Executive**

**26<sup>th</sup> February 2026**

[Hazel.Cheeseman@ash.org.uk](mailto:Hazel.Cheeseman@ash.org.uk)

ASH receives funding from:

- Cancer Research UK
- British Heart Foundation

# The goals of UK governments on tobacco

## 2015–2017

Conservative 2015 – 2017: “**Reduce smoking prevalence** amongst adults in England from 15.5% to 12% or less by the end of 2022” Tobacco Control Plan for England

## 2024 – present

Labour 2024 – present: “creating a smokefree generation for a **smoke-free UK**” 10 Year Plan for Health

Conservative 2019 – 2024: “We are setting an ambition **to go ‘smoke-free’** in England by 2030” Prevention Green Paper

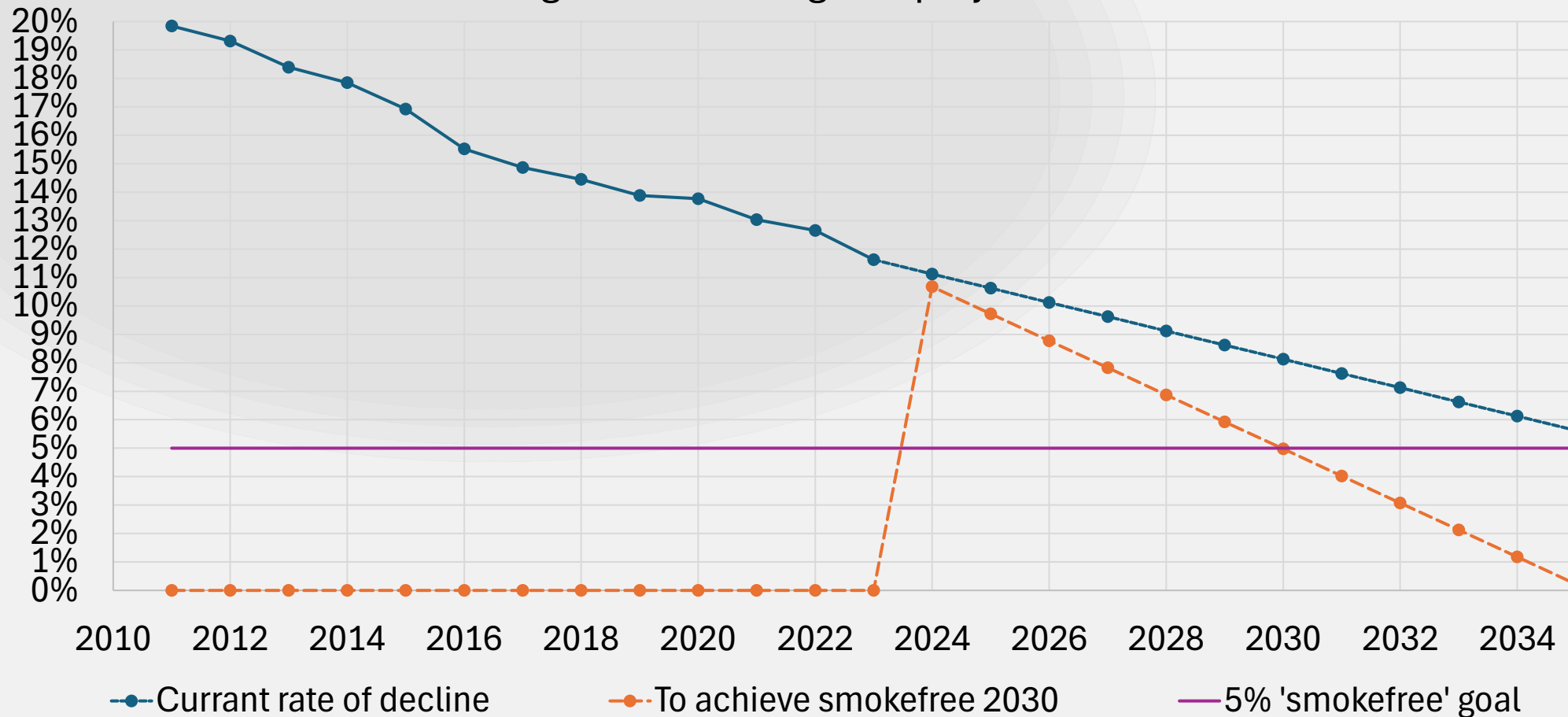
## 2019–2024



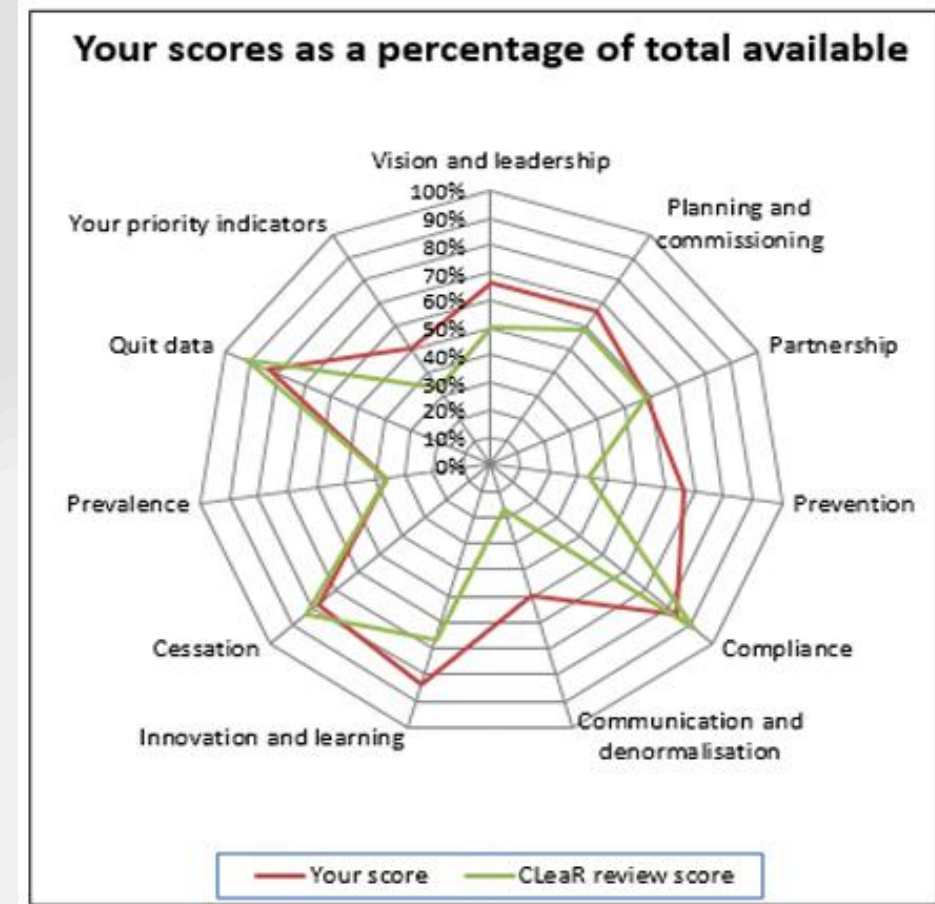
What is the scale of ambition for our local plans?

# Stronger action needed to reach smokefree goal

Cigarette smoking rate projections



# Progress requires comprehensive action

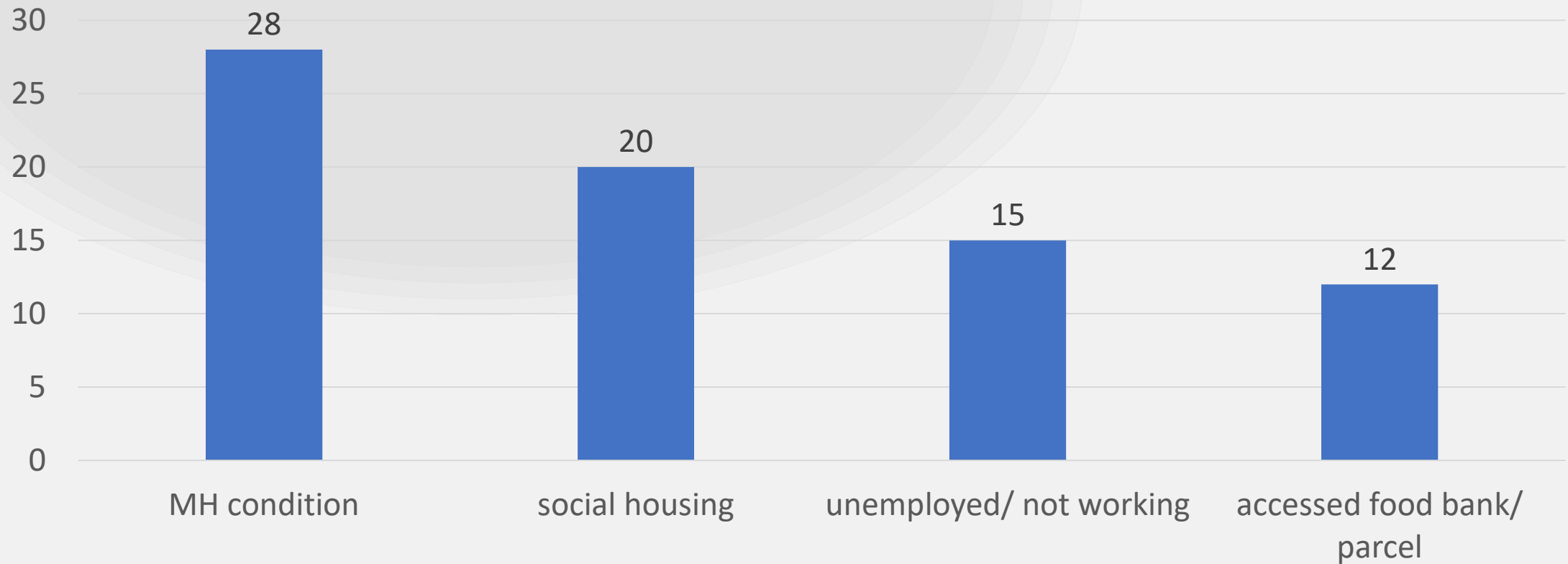


# New tools

Tool	Opportunity
Generational ban	Prevention tool and a communications moment
Regulation of vapes	Address youth vaping, tackle misinformation and put the focus back on quitting smoking
Expanding smokefree places	Protect more people and engage with harms from smoking
Licensing retailers	Enforce the law and control the local sale of tobacco

# Who is still smoking?

Proportion of smokers with selected characteristics



# New legislation, new plans

- What is the ambition of your organisation?
- What is the local plan to reach that goal?
  - How will you ensure it's comprehensive?
  - How will you ensure it reaches the right people?
  - How will you make the most of the new tools?
- What do you need from national government to deliver on the promise of the Tobacco and Vapes Bill?

# Preparing for implementation of the Tobacco and Vapes Bill

---

Maximising opportunities of regional support for  
locally together impact

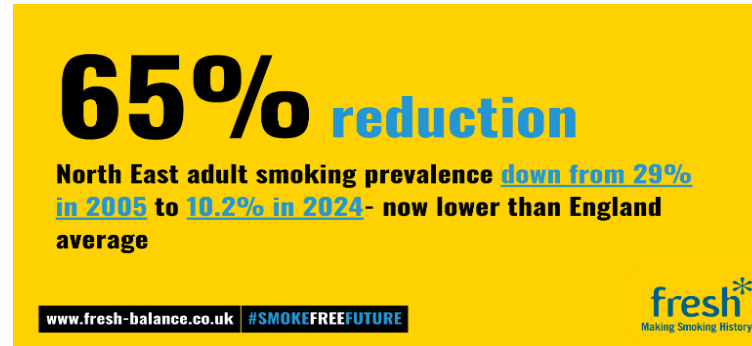
Ailsa Rutter OBE Director of Fresh and Balance



# Background to North East regional approach



Fresh-Balance  
ADPHNE  
ICB



## Role of the Bill: and gaps

## Shared vision

**DECLARATION FOR A SMOKEFREE FUTURE**

*"Smoking has a negative impact on our region's health, wealth, happiness and wider economy.*

*The region has suffered for too many years from the harms of tobacco smoking with thousands of local people prematurely dying from avoidable smoking related illnesses driven by global tobacco companies with a pursuit for profit.*

*We believe it is unacceptable that at least one in every two long term smokers will die from smoking and for each person who dies, there are 30 people suffering from a smoking related illness. It is wrong that tobacco related harm is costing our region around £2.35 billion each year due to the impact on health care, social care, fires and our businesses.*

*Our public agree with us. They don't want this to continue happening.*

*We have ensured that reducing smoking rates has been a key priority for both local government and the NHS over many years and with the support from Fresh our dedicated regional tobacco control programme we are proud that our region has achieved the biggest overall drop in adult smoking rates since 2005.*

*We however recognise that there is much more to be done and continued system wide efforts and focus must be given to reducing smoking across all groups noting that higher smoking prevalence is associated with almost every indicator of deprivation or marginalisation.*

*We commit that we will strive to achieve our regional ambition to reduce overall rates to 5% or less by 2030 but ultimately we believe that to achieve our Better Health and Wellbeing For All Plan we need to be bold and ambitious.*

*Our final aim is that tobacco smoking will and should become obsolete- a thing of the past- and with no future generations taking it up. This will require our region advocating for effective national action that supports our regional and local focus. We know we have the support from the public who do not want any future generation to suffer from tobacco related harm.*

*A smokefree future, free of the death and disease from tobacco, is needed, wanted and workable. This would improve the health and wealth of our region's most disadvantaged communities more than any other measure".*

27<sup>th</sup> September 2023 (updated June 2024 with latest estimates for cost of smoking)

## 2023: momentum building

<https://ash.org.uk/for-professionals/local-toolkit/developing-a-system-wide-tobacco-control-programme>



### **Developing a system-wide tobacco control programme**

ASH has developed a series of resources designed to assist areas aiming to collaborate on tobacco control at a supra-local level.

## 2026:

### **New Smoke Free Action Coalition – regional tobacco control subgroup launched Jan:**

- ❖ Cheshire and Mersey
- ❖ East Midlands
- ❖ Greater Manchester
- ❖ London
- ❖ North East (vice chair)
- ❖ North Yorkshire Humber (chair)
- ❖ South East
- ❖ South West
- ❖ South Yorkshire

# **Common themes across the regional programmes** - Jan 26

**A. Readiness for the Tobacco & Vapes Bill**

**B. Mass-media and always-on communications**

**C. Digital cessation offers**

**D. NHS integration**

**E. Priority populations**

**F. Illicit tobacco & vapes**

**G. Workforce capability & quality**

**H. Data, insight, evaluation**

**I. Governance and alliances**

**J. Funding pressures & sustainability**

# Readiness for the Bill opportunities

**Bringing together LA and NHS leaders** to show their support for a smokefree generation: consistent clear messages- many messengers

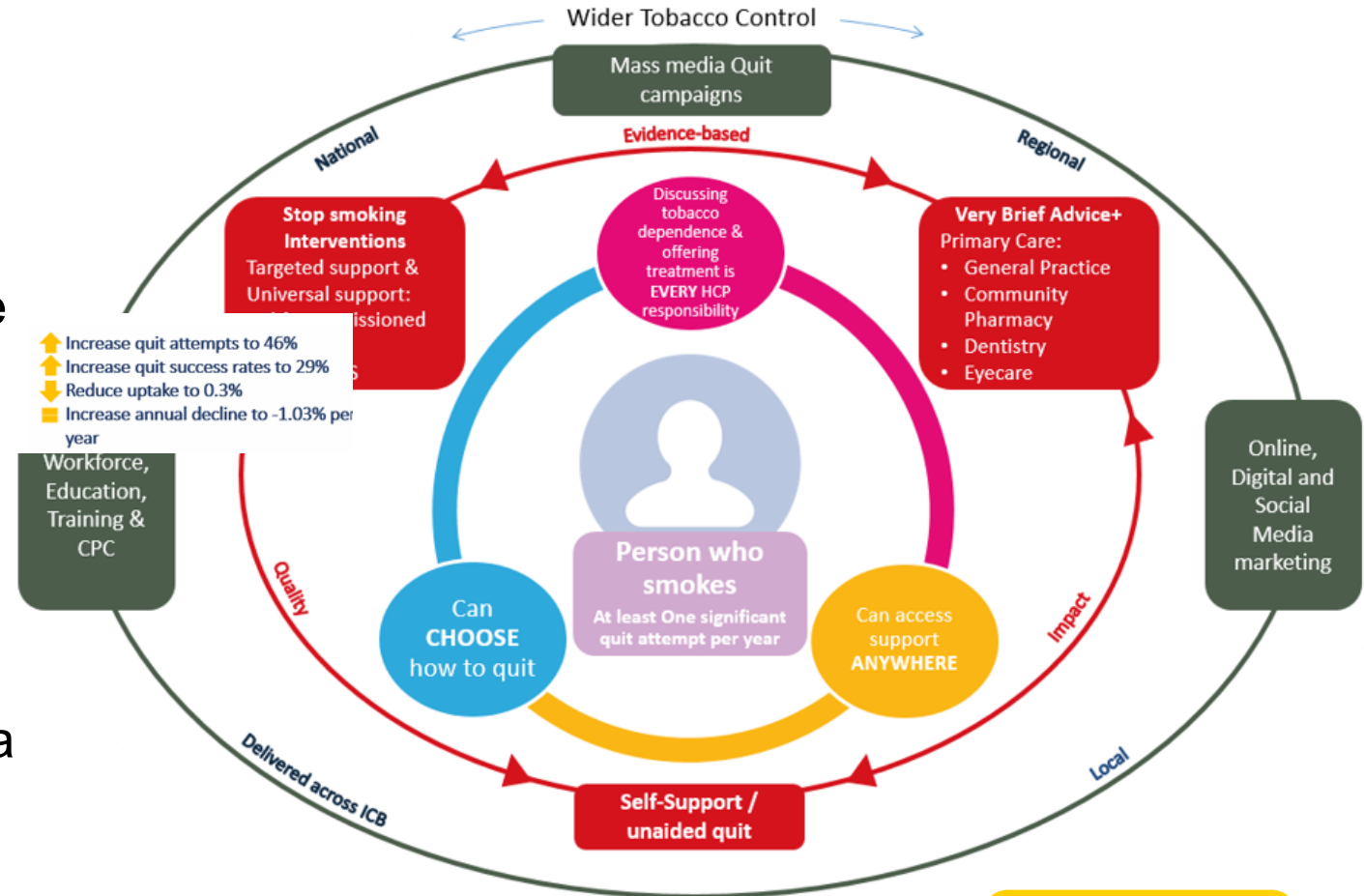
**Lived experience/smoking survivors support** – bringing to life through PR and coordinated media

**Bringing together local tobacco alliances** to share plans and ideas including:

- Reviewing and refreshing membership-all key partners there? Eg trading standards, environmental health, comms
- Engagement of local politicians/parliamentarians and their role and legacy- showing public support
- Discussion in Health and Wellbeing Boards and framing of Bill, support, local plans to maximise opps
- Building on previous lessons – and coordinating communications for SFG [Communications planning for the smokefree generation.](#)

# Maximising the opportunity– 2026 record year of quitting?

- Framed within the shared regional ambition to make smoking history/totally smokefree future
- SSS not designed to reduce smoking prevalence- but key for individual bespoke quitting support
- Smoking prevalence falls when more people try to quit and succeed
- System impact, not just services
- Requires whole system action- excellent opp to work across localities
- Excellent opportunity to collaborate: media and comms, joint planning, consistent approaches



# Population level & Individual level

## Population level interventions

- Making quitting visible, normal and expected
- Multiple routes to quit promoted at scale
- Reducing barriers before people seek help
- Quality standards

*Increases overall quit attempts  
Expands reach*

## Individual level interventions

- Provision of evidence-based treatments
- Targeted support for high prevalence priority cohorts
- Flexible, person-centred pathways and behavioural support

*Increases overall quit success  
Expands targeted reach  
(equity)*

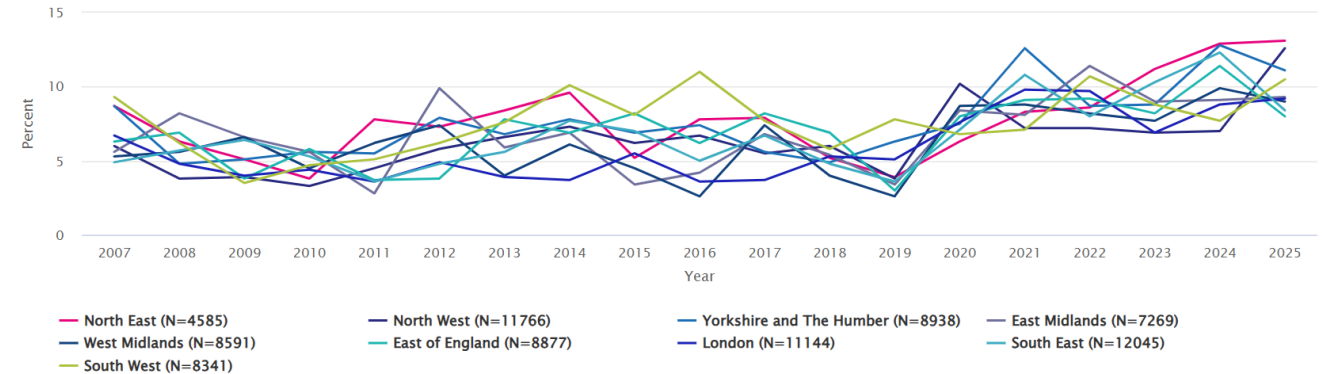
# Using data to help track system wide impact

## Smoking in England Toolkit

- ↑ Increase quit attempts to 46%
- ↑ Increase quit success rates to 29%
- ↓ Reduce uptake to 0.3%
- ▬ Increase annual decline to -1.03% per year

Stopped smoking in past 12 months by region

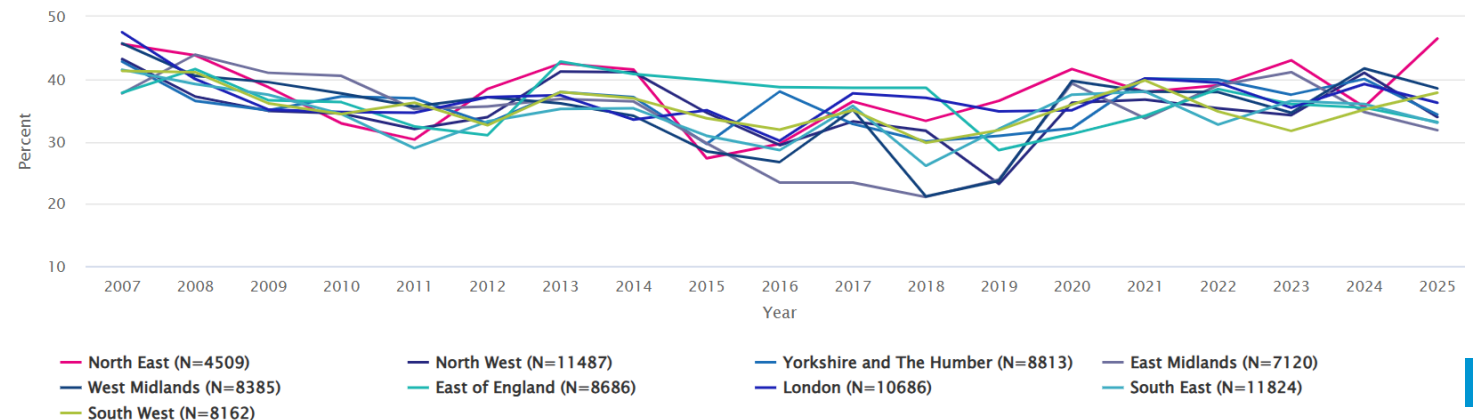
Graph shows stopped smoking in past year by region and year



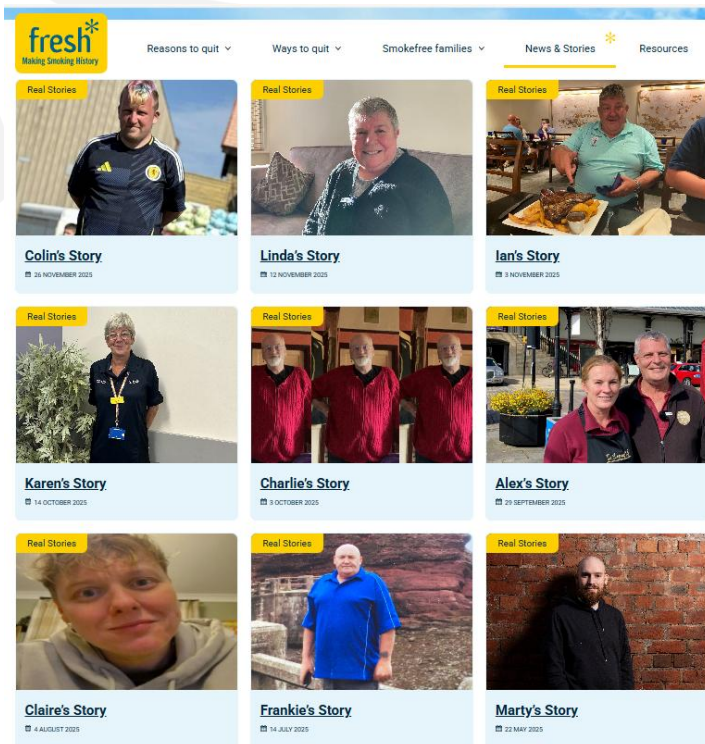
Highcharts.com

Tried to stop smoking in past year by region

Graph shows tried to stop smoking in past year by region and year



Highcharts.co



# No Smoking Day 11<sup>th</sup> March

“No regrets”  
plans

# Key contacts

- ❖ Cheshire and Mersey- [a.crossfield@icloud.com](mailto:a.crossfield@icloud.com)
- ❖ East of England- [elaine.wilson@norfolk.gov.uk](mailto:elaine.wilson@norfolk.gov.uk)
- ❖ East Midlands- [ros.watson@lincolnshire.gov.uk](mailto:ros.watson@lincolnshire.gov.uk)
- ❖ Greater Manchester- [r.stafford1@nhs.net](mailto:r.stafford1@nhs.net)
- ❖ London- [tracy.parr@towerhamlets.gov.uk](mailto:tracy.parr@towerhamlets.gov.uk)
- ❖ North East (vice chair)- [lisa.holland@fresh-balance.co.uk](mailto:lisa.holland@fresh-balance.co.uk)
- ❖ North Yorkshire Humber (chair)- [scott.crosby@nhs.net](mailto:scott.crosby@nhs.net)
- ❖ South East - [sarah.milne@eastsussex.gov.uk](mailto:sarah.milne@eastsussex.gov.uk)
- ❖ South West- [benji.hadwell@n-somerset.gov.uk](mailto:benji.hadwell@n-somerset.gov.uk)
- ❖ South Yorkshire- [sarah.hepworth2@sheffield.gov.uk](mailto:sarah.hepworth2@sheffield.gov.uk)