

# Public Document Pack



<b>MEETING:</b>	South Area Council
<b>DATE:</b>	Friday, 15 February 2019
<b>TIME:</b>	10.00 am
<b>VENUE:</b>	Meeting Room, The Hoyland Centre

## SUPPLEMENTARY AGENDA

7 Smoke Free update (Sac.15.02.2019/7) (*Pages 3 - 28*)

To: Chair and Members of South Area Council:-

Councillors Stowe (Chair), Andrews BEM, Coates, Franklin, Frost, Daniel Griffin, Lamb, Markham, Saunders, Shepherd, Sumner and R. Wraith

Area Council Support Officers:

Diane Lee, South Area Council Senior Management Link Officer  
Lisa Lyon, South Area Council Manager  
Kate Faulkes, Head of Service, Stronger Communities  
Peter Mirfin, Council Governance Officer

Please contact Peter Mirfin on or email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk)

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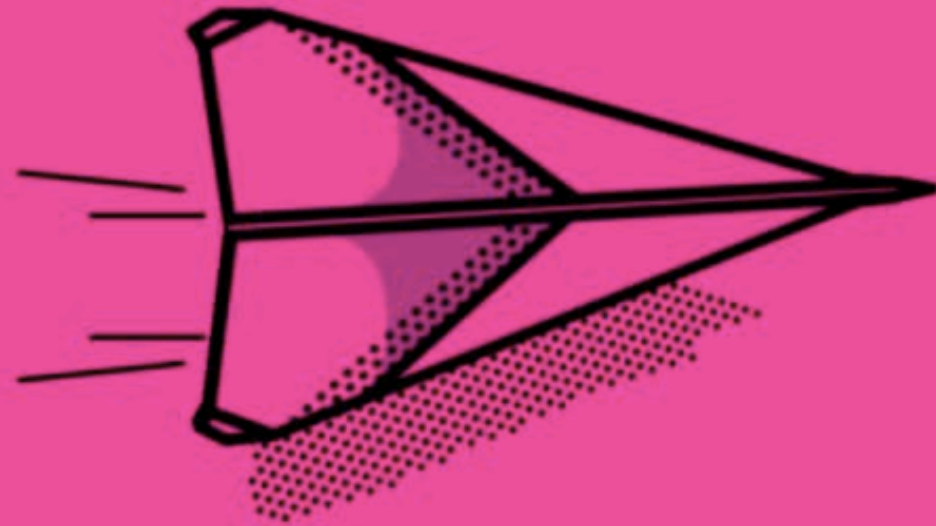
# Hoyland

— MAKING SMOKING INVISIBLE  
PROJECT UPDATE 15.02.19

Sac.15.02.2019/7

MISSION

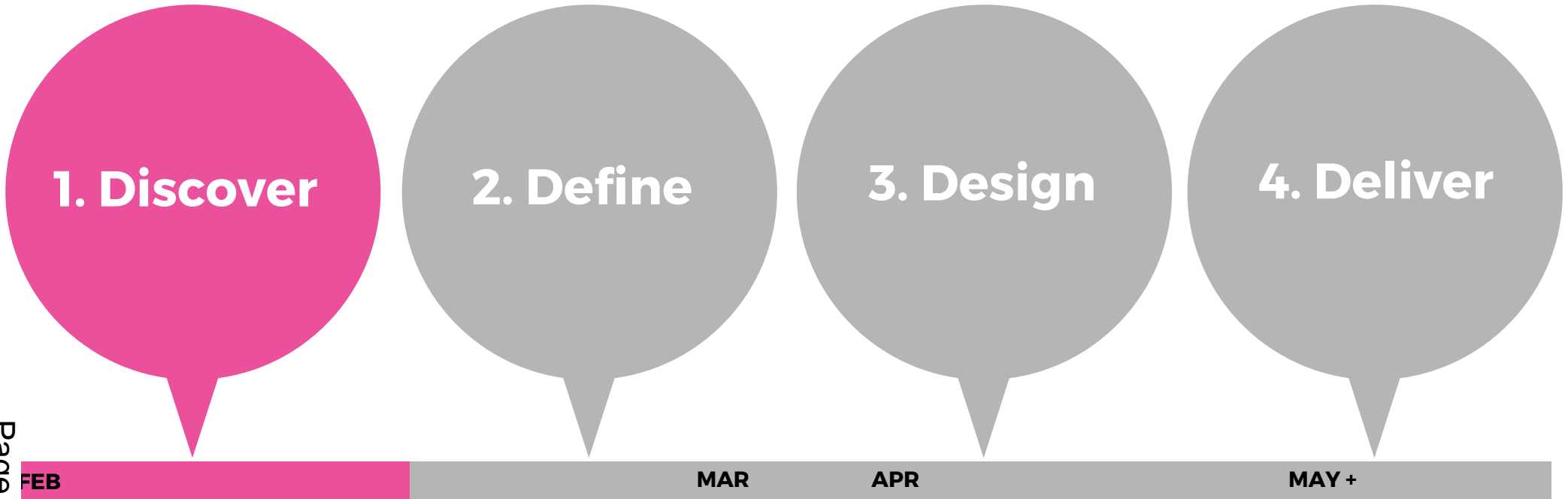
**Healthier and happier  
communities; one person,  
one campaign at a time.**



# Your project delivery plan

**BRIEF**

**To inspire Hoyland to make smoking invisible on the High Street, especially for our children .**



- **Observational baseline insight.**
- **Co-creation sessions with Hoyland community.**
- **Insight into campaign name, messaging, approach, media, channels and launch/engagement methods.**

- **Analysis and presentation of research.**
- **Creation of a stronger campaign brief (co-created with communities).**
- **Creation of campaign strategy.**
- **Defined campaign media and messaging.**

- **Design of campaign materials.**
- **Testing of campaign design with Hoyland community.**
- **Ordering of campaign materials.**
- **Mobilisation of campaign support networks.**

- **Delivery of pilot interventions.**
- **Monitoring and measuring of effectiveness.**
- **Pilot evaluation and strategy innovation.**
- **Delivery into other target locations.**
- **Evaluation report.**



# Discover: Observational Insight



**BASELINE INSIGHT:**

10-minute intervals  
across 4-hour spans  
over 2 week days  
and 1 weekend.

- 1. Non-smoker**
- 2. Smoking cig/  
tobacco/pipe**
- 3. Picking up/  
holding a cig/  
tobacco/pipe**
- 4. Offering a cig/  
tobacco/pipe**
- 5. Smoking E-cig**
- 6. Holding an E-cig**

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**OBSERVATION POINT 1**



**OBSERVATION POINT 2**

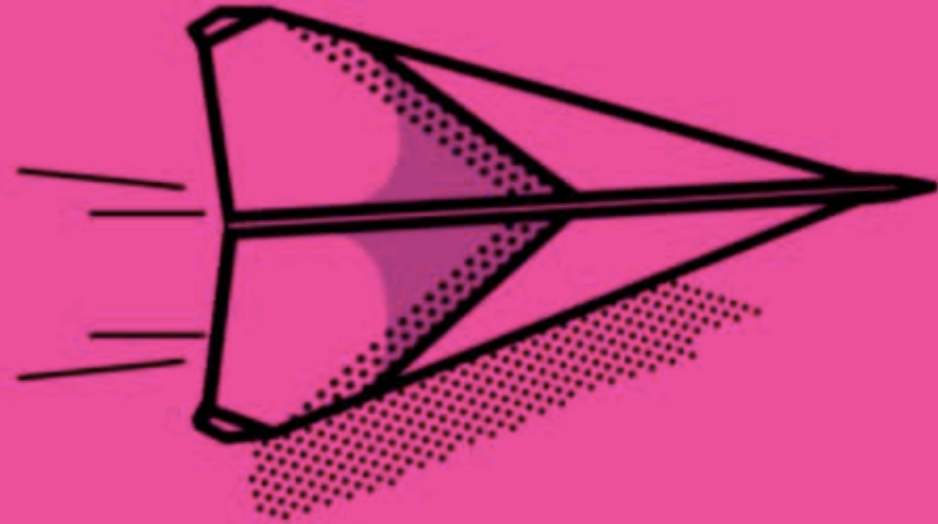


**OBSERVATION POINT 3**



**OBSERVATION POINT 4**

**OBSERVATION 5: SMOKING LITTER WALK**



# Discover: Campaign Co-creation

01

## Full on co-creation session

Dedicated 30-min to 1-hour focus group: **reactive method**  
**planning and effort level 5 / quality level 5**

02

## Add on session

15-20 minutes at the end of an event/activity: **targeted method**  
**planning and effort level 4 / quality level 4**

03

## One-on-one

Talking to people in areas of dwell time: **proactive method**  
**planning and effort level 1 / quality level 4 (when weighted)**

04

## Online

Qualitative questionnaire: **targeted method**  
**planning and effort level 3 / quality level 4 (when weighted)**

**1. Conversation starters**

**2. Barriers and motivations**

**3. Content, message display and language**

**4. Media and channels**

**5. People, places and times**

**6. Look and feel**

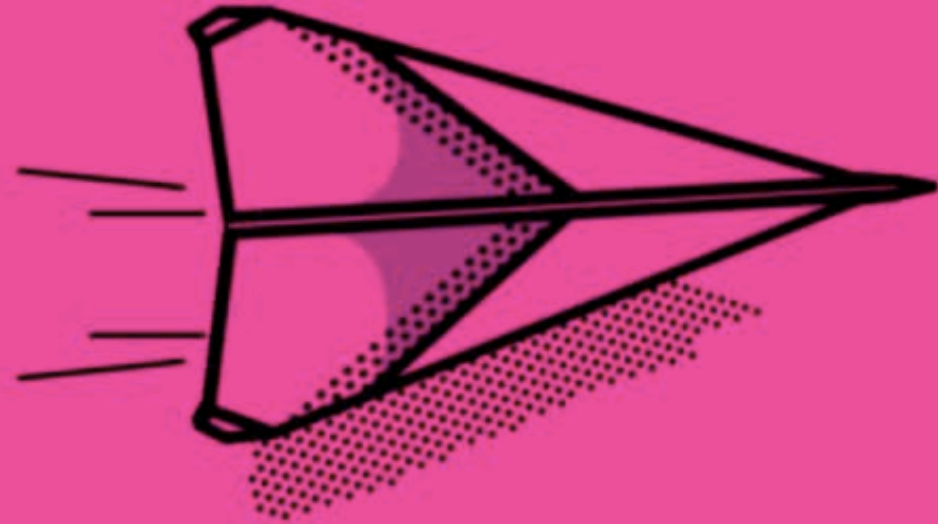
# Target audiences:

- Business owners
- Residents of Hoyland

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**Q. Are there any particular groups or forums you think we should work with?**

- 1. How would you describe Hoyland Town Centre?**
- 2. What is/are the best thing/s about Hoyland Town Centre?**
- 3. What are your thoughts on the visibility of smoking in Hoyland's Town Centre?**
- 4. Do you think smoking in public spaces affects anyone? If so, who and why?**
- 5. What do you think could inspire people to choose not to smoke when in the Town Centre?**



# Examples of our co-created campaigns...



# CO-CREATION FOR STRONGER IMPACT



This is a designated smoking area



This is a designated smoking area



This is a designated smoking area



# CO-CREATION FOR STRONGER CONTENT





# CO-CREATION FOR LOCAL APPEAL



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We've had some news about our health that's made us proud...

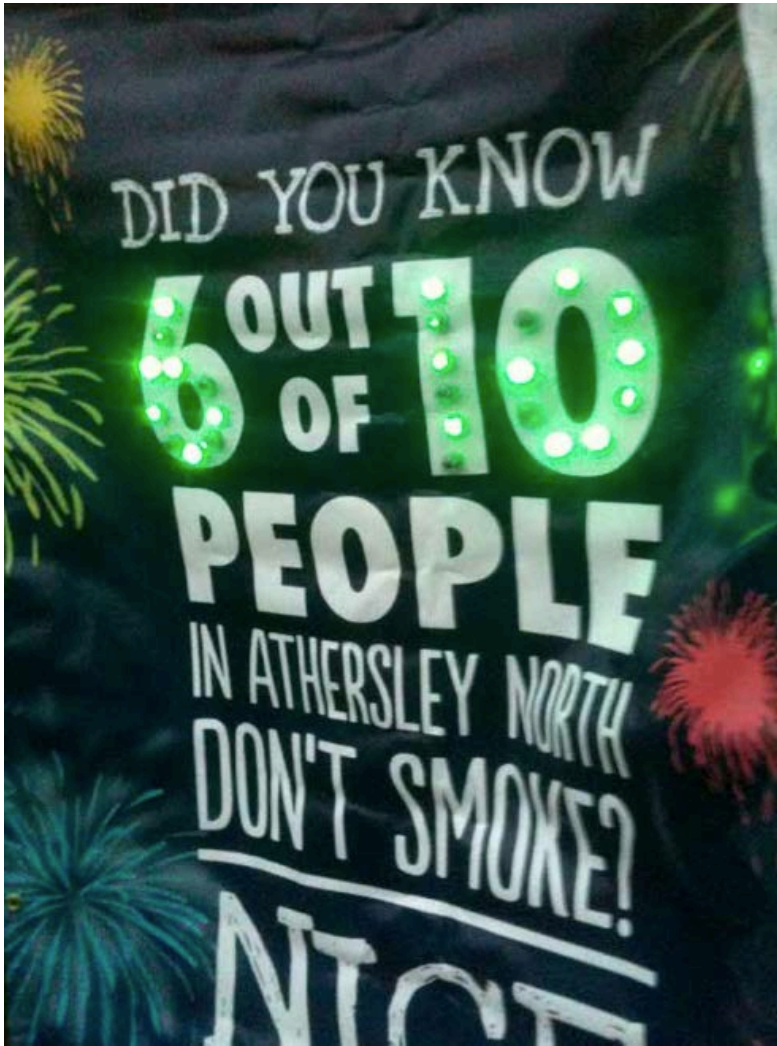
**8 out of 10 adults**  
**IN WEZZY AGREE**  
**CHILDREN'S PLAY AREAS SHOULD BE**  
**a place where people don't smoke**

AGREE THAT KIDS PLAY AREAS SHOULD  
BE A PLACE WHERE PEOPLE DON'T SMOKE





CO-CREATION FOR LOCAL APPEAL











# SERIOUSLY





# RECYCLE ME

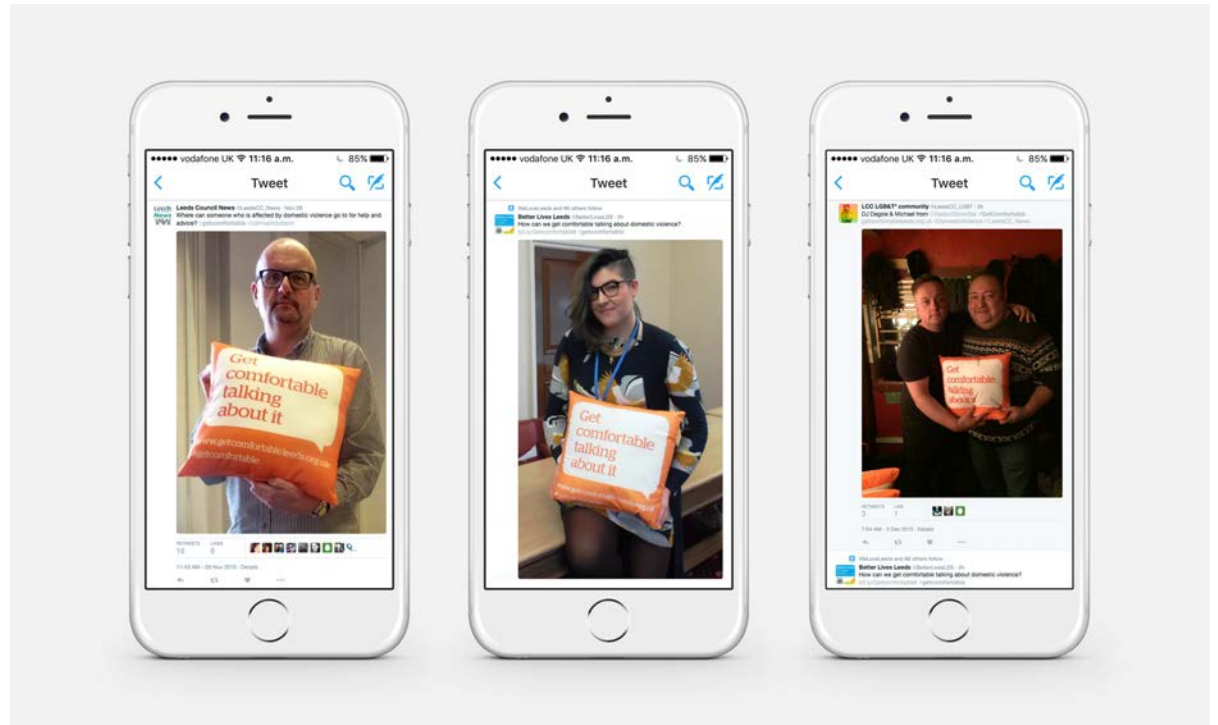
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# GET COMFORTABLE

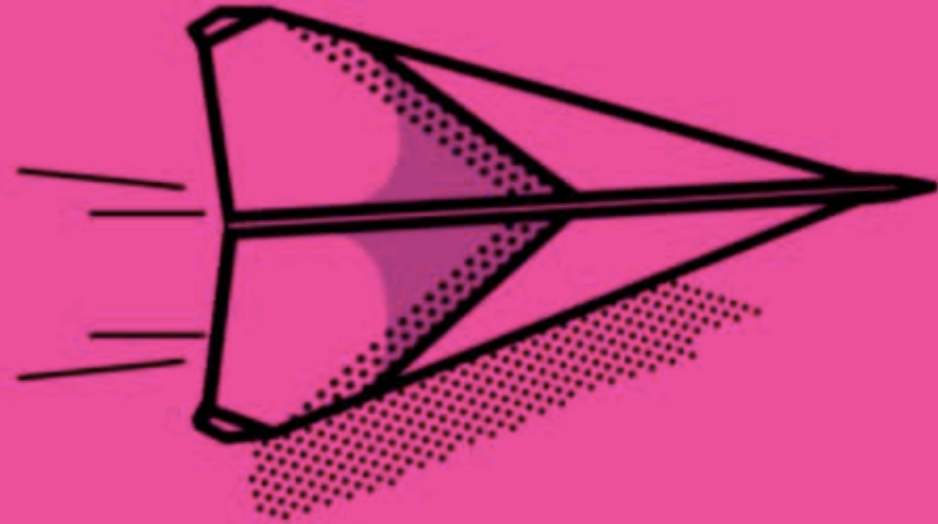
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CO-CREATION FOR STRONGER MESSAGING





# Next steps...

- **Insight and co-creation complete by mid-march and reviewed by end of March**
- **Design and testing by end of April**

Jan-19 Feb-19 Mar-19 Apr-19 May-19 Jun-19

**1.0 Discover**

- 1.1 Inception meeting
- 1.2 Desk research and site visits
- 1.3 Review population data from Hoyland and Wombwell
- 1.4 Sign off co-creation topic agenda and boards
- 1.5 Relationship building and gaining permissions for co-creation
- 1.6 Co-creation sessions and identifying local champions
- 1.7 Observational insight

**2.0 Define**

- 2.1 Analyse insight findings
- 2.2 Create summary report and campaign strategy
- 2.3 Follow up with champions
- 2.4 Present campaign strategy

**3.0 Design**

- 3.1 Design campaign concepts
- 3.2 Present campaign concepts
- 3.3 Test campaign concepts
- 3.4 Amend and evolve
- 3.5 Sign off
- 3.6 Ordering materials
- 3.7 Mobilise support network

**4.0 Deliver**

- 4.1 Deliver campaign into the community
- 4.2 Press and media activity
- 4.3 Targeted social ad media campaign (if relevant)
- 4.4 Campaign PR events and activity
- 4.5 Campaign live and active

**5.0 Evaluate**

- 5.1 Post-campaign observational insight
- 5.2 Follow up questionnaire and interviews
- 5.3 Review of reach and analytics and media presence

Onwards