



About

# 1 in 10

adults in Gloucestershire are **smokers**



In 2024, **8.3%** of adults in Gloucestershire **smoked tobacco** which is in line with the England rate of 10.4%<sup>1</sup>

### In 2024/25, in Gloucestershire



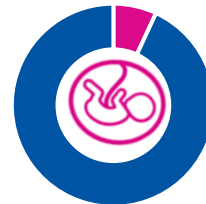
# 51%\*

of smokers who set a quit date were **successful quitters** (England 54%)<sup>2</sup>

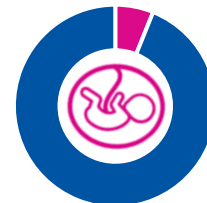
# 34%

of **pregnant women** who were referred and set a quit date were **successful quitters** (self-reported) (England 49%)<sup>3</sup>

The percentage of women **smoking at time of delivery**<sup>4</sup> in Gloucestershire in 2024/25 was:  
**Gloucestershire: 6.9%**



**England: 6.1%**



# 22.4%

of adults (18+) with a **long-term mental health condition smoke** in Gloucestershire in 2022/23 which is in line with the England rate of 25.1%<sup>5</sup>

In 2023 **smoking prevalence** among adults aged 18-64 in **routine and manual occupations** in Gloucestershire was **15.8%** compared with the South West (19.4%) and England (19.5%) rate.<sup>6</sup>



**2.8%**

of year 10 pupils said they smoke cigarettes weekly or most days<sup>7</sup>

In the UK, **smoking rates have declined** year-on-year in response to a comprehensive evidenced-based Tobacco Control Strategy. However, while rates have broadly declined across society, they remain disproportionately high in some communities and inequalities in smoking rates have grown since the turn of the century.

**Higher rates of smoking and greater levels of addiction are found among those in lower socio-economic groups**, but also among other sections of the population, e.g. those with a mental health condition, individuals with substance misuse dependencies, individuals living in supported housing and the LGBTQ+ community, many of whom already experience health and wider socially determined inequalities. **Higher rates of smoking both drive and exacerbate these inequalities, leading to poorer health outcomes and even locking people into poverty.**

In January 2025 in Gloucestershire it was estimated smoking caused...



**£436 million** annual cost to local society  
**£17.9 million** annual cost to the NHS  
**£150 million** annual cost to social care<sup>8\*</sup>

Smoking materials are a major contributor to accidental fires.

In January 2025, in Gloucestershire, **Smoking-related fires** resulted in **annual losses of £3.46m.**



About **21 smoking-related fires** are attended by the Fire and Rescue Service each year.<sup>9</sup>



- **Cigarette butts leak toxins that contaminate water and harm marine life and the environment.**
- **Cigarette filters can take up to 12 years to degrade and have been found in the stomachs of fish, birds, whales and other marine creatures, who mistake them for food.**<sup>10</sup>



# Smoking harms nearly every organ in the body and leads to premature death



In 2019/20 there were:

**1,125 per 100,000**  
**Smoking attributable hospital admissions in Gloucestershire compared to 1,398 per 100,000 in England<sup>11</sup>**

In 2017-19 there were:

**71.3 per 100,000**  
**Smoking attributable deaths from cancer in Gloucestershire compared to 89.6 per 100,000 in England<sup>12</sup>**

In 2017-19 there were:

**166.6 per 100,000**  
**Smoking attributable deaths in Gloucestershire compared to 202.2 per 100,000 in England<sup>13</sup>**

# What are we doing locally?

## Gloucestershire Healthy Lifestyles Service (HLS)

HLS provides a free 1:1 12-week coaching support programme to anyone aged 12 and over to stop smoking.

**Tel:** 0800 755 5533

**Email:** [ablh.hlsglos@nhs.net](mailto:ablh.hlsglos@nhs.net)

**Website:** <https://www.hlsglos.org/>

HLS delivers a Healthy Workplace Accreditation Scheme which also offers employees or groups of staff support to stop smoking.

## System Wide Support

In 2024, The Department of Health and Social Care (DHSC) announced a five-year programme of funding to be allocated to local authorities to invest in local services to support smokers to quit. Gloucestershire County Council has used its funding to increase tobacco dependency capacity within the system, so more smokers can be supported to quit.

Under a GCC Public Health Enhanced Contract, GP's can provide NRT and behavioural support to people to help them stop smoking.



### Key evidence

Tobacco: Preventing uptake, promoting quitting and treating dependence  
NICE guideline:

[Tobacco NICE Guidance](#)

**DATA SOURCES:** 1. Annual Population Survey (APS), Fingertips. 2. [Statistics on Local Stop Smoking Services April 2024 to March 2025, NHS England Digital](#). (\*was 42% - figures revised internally by Public Health) 3. [Statistics on Local Stop Smoking Services April 2024 to March 2025, NHS England Digital](#). 4. [Fingertips](#). 5. [Fingertips](#). 6. [Fingertips](#). 7. Pupil Wellbeing Survey 2024. 8. [ASH Ready Reckoner](#). 9. [ASH Ready Reckoner](#). 10. [Smoking Related Litter](#). 11. [Fingertips](#). 12. [Fingertips](#) 13. [Fingertips](#).