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Evaluation of the Liverpool Smokefree Sidelines No Smoking Policy at Youth Football

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PUBLIC HEALTH INSTITUTE

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Encouraging parents and spectators to refrain from smoking or vaping when watching their children play football creates a **smokefree environment**, free from secondhand smoke.



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- Ian Canning, (Chair) Strategic Lead, Alcohol and Tobacco, Liverpool Public Health, LCC
- Shane Knott, Public Health Practitioner, Alcohol and Tobacco, Liverpool Public Health, LCC
- Steve Swinnerton, Football Services Manager, Liverpool County FA
- Alan Morrow, Parks and Greenspaces Development Officer, Streetscene, LCC
- Paddy Brown, Football Engagement Officer, Anfield Sports and Community Centre
- Karl Carney, Coach Engagement Lead, Liverpool FC Foundation
- Joe Ryan, MCSFA Secretary, Liverpool County FA
- Christina Williams, Streetscene, Parks and Greenspaces Manager, Streetscene, LCC
- Mark Lancaster, Area Operations Manager, LCC Lifestyles
- Mick King, Schools Education Manager, Everton in the Community
- Liam Corcoran, Contract Manager, Liverpool Football Hubs, Pulse

LIVERPOOL SMOKEFREE SIDELINES (SFS) POLICY

The Liverpool SmokeFree Sidelines (SFS) Policy is the implementation of a no smoking or vaping policy at youth football training sessions and matches.

Aim

To reduce the harms caused by secondhand smoke and de-normalise smoking for children and young people.



Why

parents and other spectators are being asked to refrain from smoking or vaping:



Encouraging parents and spectators to refrain from smoking or vaping when watching their children play football creates a smokefree environment, free from second hand smoke and reduces the visibility of smoking which is important given that children tend to 'copy what they see'.



Liverpool County Association youth clubs with leagues in the Liverpool City Council area were asked to sign up to the SFS policy -required a commitment to regular promotion of the initiative through websites, notice boards, newsletters and displayed materials at matches and training, distribution of smoke-free flyers to smokers and enforcement of the policy when necessary.

Smokefree Sidelines Liverpool

Over **98%** of parents/coaches supported the aims of SFS.

90% of parents/coaches do not agree with smoking around children in public places

88% of parents/coaches generally believe that clubs have a responsibility to promote non-smoking

82% of parents/coaches believe coaches are good role-models for a non-smoking lifestyle

Fewer ...parents/coaches reported seeing smoking at matches after SFS policy was introduced

Public Health Institute, Liverpool John Moores University



Liverpool Public Health



Liverpool FA



Policy Framework

- Pitch Booking Policy
- SFS Policy
- League Rule
- Compliance Process
- Communication Plan

Key stakeholders



Executive Summary

The Public Health Institute at Liverpool John Moores University (LJMU) was commissioned to evaluate the Liverpool SmokeFree Sidelines (SFS) policy initiative which was introduced on the 1st August 2019. The SFS policy initiative aims to reduce the harms caused by secondhand smoke and denormalise smoking for children and young people, by asking members and visitors at youth football to refrain from smoking or vaping on the sidelines and within sight of children during matches and training. Liverpool County Association youth clubs within the leagues in the Liverpool City Council area were asked to sign up to the SFS policy which included a commitment to regular promotion of the initiative through websites, notice boards, newsletters and displayed materials at matches and training, distribution of smoke-free flyers to smokers and enforcement of the policy when necessary.

The SFS policy initiative was introduced at the start of the 2019/20 football season. The evaluation sought to assess the impact of the policy, using pre and post implementation data collection, to measure changes in outcomes following its introduction. The measured outcomes were stakeholder awareness of the SFS policy, and the visibility of smoking and vaping at youth football before and after implementation. The pre-implementation phase commenced in July 2019 and comprised of observations at 4 selected sites and an online stakeholder survey. The post-implementation phase originally planned for January-March 2020 was scaled back and postponed until Sept 2021 due to the onset of the coronavirus pandemic and the subsequent restrictions to local sporting activities. For the follow up, observations at 4 sites were conducted, an online stakeholder follow up survey was administered, and a key stakeholder feedback session was held.

The evaluation found that:

- 98% of parents/coaches supported the aims of SFS after implementation.
- Most parents/coaches do not agree with smoking (90%) or vaping (90%) around children in public places.
- Parents and coaches generally believe that youth football clubs have a responsibility to promote non-smoking (88%) and that coaches are good role-models for a non-smoking lifestyle (82%).
- Smoking at matches occurred both pre and post SFS, but fewer parents/coaches reported seeing smoking at matches after the SFS policy was introduced (61% post SFS, 85% pre SFS).
- Fewer parents/coaches reported seeing vaping at matches after SFS implementation (71% post, 89% pre).

- Observations at pitches pre and post SFS suggest that little smoking or vaping occurs at youth football post SFS, particularly at hub sites where no smoking policies are in place.
- Limited SFS signage from the initial launch in August 2019 was evident at the observation sites in November 2021.

The evaluation highlighted strong support for the SFS policy initiative, with a high level of acceptance and little resistance to the implementation of the no smoking policy. There was a reduction in the visibility of smoking and vaping demonstrated by a reduction in reported smoking and vaping pitch side. Albeit small, such changes suggest that the implementation of the SFS policy initiative in Liverpool can positively contribute to the denormalization of smoking and vaping on the sidelines of football pitches used to host youth football across the city. To sustain this positive impact, the roll out of the SFS policy initiative to all youth football and outdoor youth sports venues in the wider area (e.g., rugby, cricket, hockey) is recommended. Regular promotion, a stronger online presence and greater visibility of the SFS policy via SFS branded resources and permanent signage at all venues is needed to raise awareness of the initiative and ensure continued adherence to the policy. All communication from clubs to parents (e.g., emails, fixtures) should be badged with the SFS logo. To ensure a lasting legacy, the SFS policy initiative needs to be adequately resourced and embedded within the key objectives of the main stakeholders: Liverpool Public Health via their tobacco control agenda and for Liverpool County FA via their safeguarding and child welfare agenda.

Smokefree Sidelines Liverpool

Smoking, a leading cause of preventable illness and death, is known to increase health inequalities within our society. Reducing the prevalence of smoking is an objective of the UK Government (DOH 2017).

1. Background



Smoking, a leading cause of preventable illness and death, is known to increase health inequalities within our society. Reducing the prevalence of smoking is an objective of the UK Government (DOH 2017). Smoking prevalence has been declining over the past decade - rates for adults (18+) in Liverpool were 15.6% in 2020, slightly higher than the national average in England of 12.1% (PHE 2019/20). Whilst this means that 5 out of 6 adults in Liverpool do not smoke, there is still work to be done to successfully deliver a 'Smokefree Generation' by 2025 (Tobacco Plan 2012-2022). Prevention is key to achieving this - specifically by preventing children and young people from starting to smoke.

Research suggests that most smokers take up smoking in childhood. Uptake is influenced by a range of factors including behavioural, personal, sociodemographic, psychosocial and environmental factors such as living in smoking households where children are 3 times more likely to smoke and living in deprivation (Jarvis 2004; NCCPD et al 2012). The earlier a child initiates smoking, the more difficult it is to give up and the greater the risks of developing smoking related illnesses (ASH 2019).

In the UK, there are regulations in place to protect children from tobacco. These include bans on advertising and promotion of tobacco products, bans on smoking in enclosed public spaces and workplaces and smoking in cars when children are present, prohibition of sale of tobacco and e-cigarettes to children and proxy purchasing and standardised tobacco packaging (Tobaccocontrol.org 2022). The implementation of such policies has been found to reduce exposure to second hand smoke, encourage people to quit smoking and improve health outcomes for both adults and children (Faber et al 2016).

As highlighted in the Tobacco Control Delivery Plan (2017-2022), local delivery is at the heart of tobacco control. Local authorities design and commission services to meet local need. In Liverpool, a range of tobacco control initiatives commissioned by Liverpool City Council are already in place. These include:

- Smokefree Liverpool Service which provides stop smoking and vaping support for anyone who lives and works in Liverpool including 1:1 support for pregnant women.
- Delivery of communications and marketing campaigns to encourage people to quit smoking.
- Enforcement of tobacco regulations to tackle illicit tobacco and underage sales and smokefree regulation compliance, to protect workers, children, and the public from secondhand smoke.
- Collaboration and partnership with organisations such as Liverpool County Football Association, Merseyside Schools County Football Association, Liverpool Football Club Foundation and Everton in the Community, to prevent people from starting smoke.

2. Smokefree Sidelines

The concept



Smokefree Sidelines is the implementation of a no smoking or vaping policy at youth football training sessions and matches. Encouraging parents and spectators to refrain from smoking or vaping when watching their children play football creates a smokefree environment, free from secondhand smoke. It also reduces the visibility of smoking which is important given that children tend to ‘copy what they see’.

The concept of ‘#smokefreesidelines’ was first launched by Healthy Norwich in July 2017. Whilst only 12%-15% of adults smoke in the UK, research has shown that children and young people can have exaggerated perceptions of smoking, often over estimating smoking rates which may lead to increased smoking behaviour (Terry et al 2012). According to social learning theory, smoking is a learned behaviour facilitated by exposure to smokers who serve as role models (Ennett et al 2010). Children and young people who grow up in families and communities where smoking is the norm are more at risk of becoming smokers themselves.

Evidence suggests that smokefree legislation denormalises smoking by discouraging initiation of smoking and encouraging current smokers to quit (Kelly et al 2018). Restricting where individuals can smoke or vape also reduces the public visibility of smoking which increases the social unacceptability of tobacco (Alamar and Glantz 2006). This denormalising of smoking defined by Lavack (1999) in Antin et al (2015: p2426) as “all the programs and actions,” including policies and interventions such as media campaigns

and smoking bans, “undertaken to reinforce the fact that tobacco use is not a mainstream or normal activity in our society” is considered to be an effective public health approach.

The SFS policy initiative is based on the concept of denormalisation. Asking parents, volunteers and other members of the public to refrain from smoking or vaping at youth football minimises the visibility in a child focused sporting environment and eliminates the opportunity to model potential future health risk behaviours. An evaluation of the Norfolk Smokefree Sidelines Policy scheme found strong support from parents and coaches and marked environmental differences (less tobacco debris) pre and post implementation. Evaluators concluded that the policy had led to a successful and positive move towards the denormalisation of smoking at youth football games (Ward et al 2017). The SFS policy initiative has gained traction since it was first introduced in Norfolk and been successfully rolled out across several localities in the UK including East Riding, Oxfordshire, Nottinghamshire, Buckinghamshire, Lancashire and Wales.

3. Smokefree Sidelines

The Liverpool approach



The context

The Liverpool Smoke-free Sidelines (SFS) No Smoking Policy at Youth Football was introduced and implemented within a policy context centred around prevention, with a view to ensuring healthy, smokefree futures for local children and young people.

Liverpool is a large urban centre in the northwest of England characterised by high levels of deprivation and health inequalities and slightly higher rates of smoking than the national average. The city has a strong local identity and is home to two Premier League football teams, both with a loyal fan base. Football is '*a way of life*' in the region and people in Liverpool are passionate about the sport. This deeply entrenched footballing heritage makes Liverpool an ideal setting to roll out the SFS policy initiative. The mass appeal of the game among local families provides an opportunity to be an exemplar for positive health behaviours. Over 40,000 adults regularly attend youth football games as spectators in Liverpool. With over 800 junior football teams using in excess of 100 pitches over the duration of a 40-week football season, there is significant potential to denormalise smoking on the sidelines of football pitches used to host youth football across the city with the successful implementation of a SFS policy.

The SFS policy initiative was born out of an appraisal conducted by Liverpool Public Health to determine the most appropriate response to the Government 2017 National Tobacco

Control Strategy - Towards a Smokefree Generation. Denormalisation of smoking was identified as a priority and environments where children were more likely to come into contact with and be influenced by smoking were identified as key settings for action. SFS, alongside Smokefree Children's Play areas and Smokefree Homes were identified as key priorities for action. Liverpool Public Health first approached the Liverpool County FA to discuss the potential introduction of a SFS policy in June 2018.

The SFS policy was introduced at the start of the 2019/20 football season, coming into effect on the 1st August 2019 for Liverpool County Football Association (LCFA) sanctioned youth leagues in the city of Liverpool. These included clubs at designated football hubs run by Leisure United on behalf of Liverpool City Council (LCC), Lifestyle pitches aligned to LCC Sports Centres, LCC owned dedicated football fields and multi-use municipal parks with football pitches.

The ambition of the policy was to ensure that all local children and young people could participate in physical activity and/or sport without being subjected to the harm caused by second-hand smoke. All LCFA youth clubs in Liverpool city were asked to sign up to the SFS policy which included a commitment to regular promotion of the policy through websites, notice boards, newsletters and displayed materials at matches and training, enforcement of the policy and challenge to any non-compliance, and distribution of smoke-free flyers to smokers. Brief intervention training on smoking and promoting smoke-free messages was also offered to each club. SFS was piloted during the Anfield Sports & Community Centre Summer League in June/July 2019 and the policy was officially launched on 1st August 2019. Prior to the launch the scheme was heavily promoted by media spokespersons from both LCC and LCFA.

The Steering Group

“Football is an important part of family life across the area and the youth teams are the foundation of the Liverpool County FA’s footballing family. Smokefree Sidelines will safeguard both children’s health and the health of the game.”

David Pugh, chief executive of Liverpool County Football Association

To set the SFS policy initiative in motion, Public Health Liverpool established a steering group of key partners and collaborators. These included Liverpool County Football Association, Liverpool City Council Parks and Greenspaces Department, local Stop Smoking Service, Everton in the Community and Liverpool FC Foundation, Merseyside County Schools Football Association and Leisure United who all agreed to support, endorse and enforce the policy.

Liverpool County FA



Central to the successful implementation of the SFS policy was the close working relationship with the Liverpool County FA Football Services Manager. The Liverpool County FA run the junior and youth team football structures in Liverpool and ultimately police the policy. Without their commitment, implementation of the SFS would not have been possible. The manager had vital understanding of the youth football leagues structures, knew who the key influencers were and was able to “bring people on board”.

Merseyside County Schools FA



Merseyside County Schools FA which involves over 1000 players, and 66 teams in Liverpool agreed to implement SFS policy throughout their events and requested that schools and District Associations agree to and enforce the policy framework to affiliate with the Schools FA for the 2019/20 season.

Everton in the Community



Everton in the Community who work with over 3000 young people under 18 prohibited smoking at all sessions on/near sidelines of the pitch and obtained written consent from participants/guardians for compliance with session/venue policy on smoking.

Liverpool FC Foundation



Liverpool FC Foundation updated and re-issued a Code of Conduct document for all parents and participants across Foundation activities outlining support of the initiative and ensuring implementation across all sites. All delivery staff received Conflict Management Training to ensure they had sufficient skills to manage any challenges should the need arise.

Leisure United



Liverpool Streetscene Parks and Greenspaces committed to providing clean, safe, well maintained smokefree facilities and revised the pitch booking policy and procedure to help achieve this.





Liverpool's SFS Policy Framework

The SFS policy initiative includes a SFS policy, a League Rule, a Pitch Booking Policy and a Compliance Process. This framework is supported by media communications, club communications and signage visible at all games and training sessions.

The SFS Policy (Appendix A, page 54)

The SFS policy was produced for leagues and clubs (Appendix A) and adopted at the AGM in 2019. The template outlines the rationale for SFS and the aim of the initiative, describes the compliance process for maintaining a no smoking policy at youth league games and training sessions, the LCC pitch booking policy, identified local support available to current smokers and communication resources and signage to help promote and maintain the scheme. Club coaches and managers were asked to inform individuals of the SFS policy. The Club Secretary was also asked to inform individuals of the SFS policy and the Club / Teams commitment to this through League Rules and Facility Policy. Facility Staff at Leisure United (Parklife Hubs) and Liverpool City Council (Grass Pitches) were asked to contact relevant clubs to inform them of the SFS policy.



Youth League Rule

To demonstrate commitment to the SFS policy, a new league rule was drafted which required all member clubs of the league to (i) fully support and implement the SFS policy across all appropriate facilities, and (ii) ensure that all club officials, players, and spectators are aware of the policy, and refrain from both smoking and vaping on the sidelines during training sessions and games. Non-compliance would be addressed through the agreed Smokefree Sidelines Compliance Process (see below) and persistent, ongoing breaches could result in the cancellation of pitch bookings, and exclusion from the league. Communication of the new rule was done through a range of channels including the club's communication channels, social media, player registrations and parent newsletters.



The Pitch Booking Policy was revised, to make it clear that spectators, parents, players, officials and visitors were expected to comply with the SFS policy initiative and refrain from smoking on the sidelines as well inside changing facilities. Although SFS policy only covers youth leagues in Liverpool, the revised pitch booking policy included all pitch hire, for both junior and adult leagues and stipulated that failure to comply with the terms of the agreement could result in the termination of the agreement and cancellation of the pitch booking.

A screenshot of the Liverpool City Council website. The header shows the Liverpool City Council logo and a search bar. The main content area is titled 'Football pitches for hire' and includes the text: 'We have a range of expertly managed and maintained grass football pitches with changing facilities for hire in 19 locations across Liverpool.' Below this is the 'Smokefree Sidelines Liverpool' logo. To the right, there are two purple boxes: 'Related pages' with a link to 'Smokefree sidelines' and 'Elsewhere on the web' with links to 'Book a pitch at Calderstones School' and 'Book a Lifestyles football pitch'. At the bottom left, there is a 'How to apply' button.

Non-Compliance Process

A compliance process was developed (Figure 1) in the event of persistent breaches to the SFS policy. It is worth noting that in localities where SFS has already been implemented, the few breaches that have occurred have been dealt with by a club official reminding the individual about the policy. In the event of non-compliance of the SFS policy, the following steps will be taken as part of a staged process:

- Club Coach/Manager to monitor the spectators and inform individual(s) of the SFS policy. A member of the public may also notice an individual smoking/vaping on the side-line and chose to bring this to the attention of the Club Coach/Manager
- Club Secretary to inform individual(s) of the SFS policy and the Club/ Teams commitment to this through League Rules and Facility Policy
- Facility Staff Leisure United (Parklife Hubs) Liverpool City Council (Grass Pitches) contact relevant clubs to inform them of the SFS policy.
- Youth League Committee to issue a verbal warning to the Club
- Youth League Committee to issue League Charge due to non-compliance of League Rules

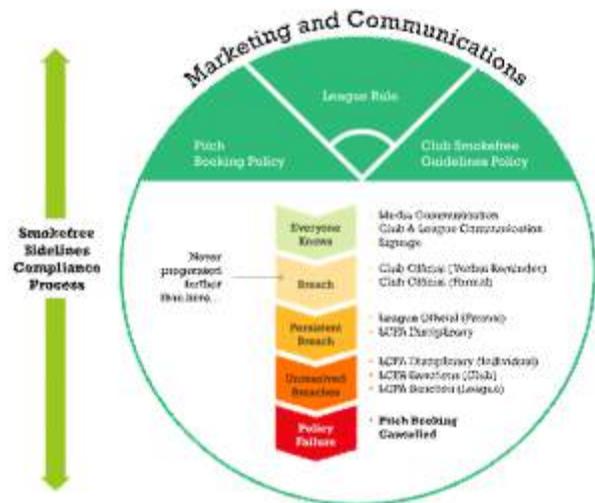


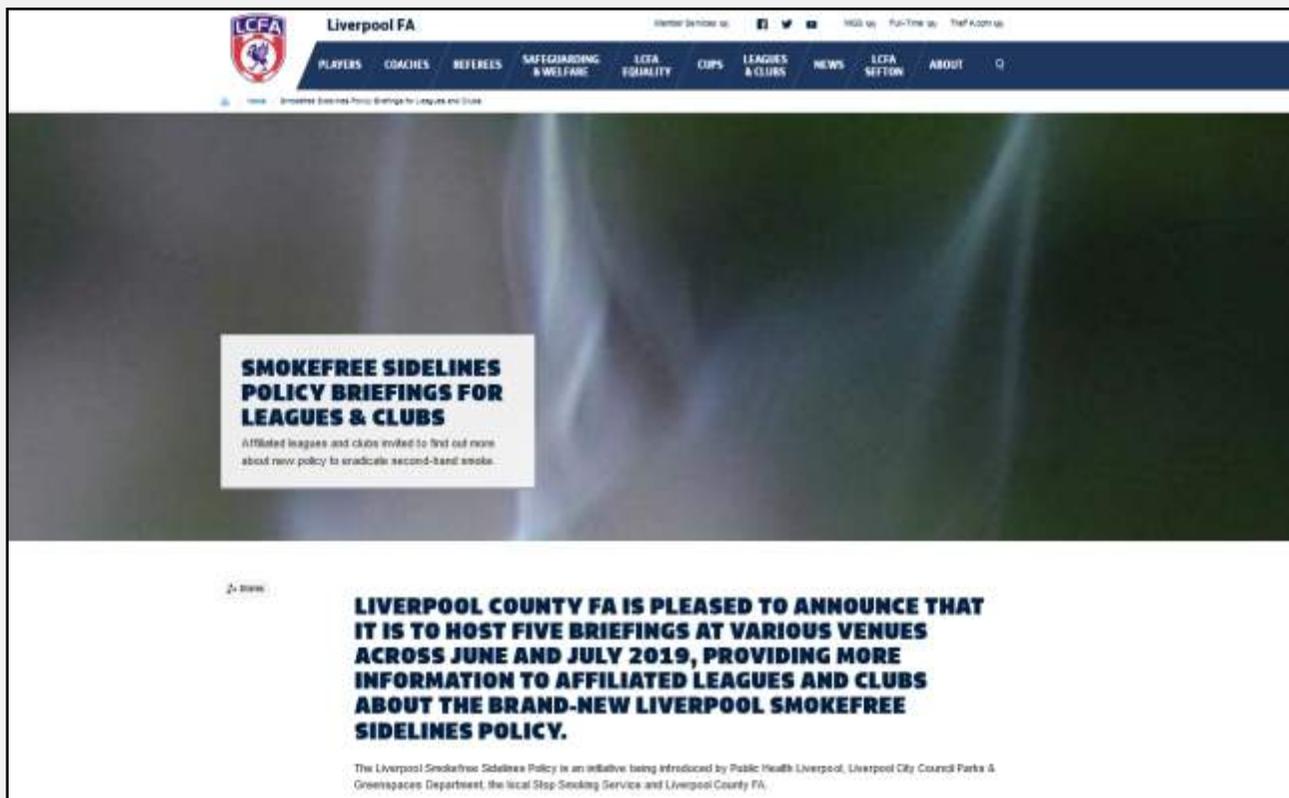
Figure 1: Compliance Process

- Liverpool County Football Association warn the Club to future conduct and potential charge for continued breach of League Rules and Liverpool City Council Policy
- Leisure United and Liverpool City Council cancel pitch hire
- Youth League to remove Club/Team from their League with support from Liverpool County Football Association



SFS Resources and Support

A range of resources, training and support were developed to support a successful roll out of the SFS policy scheme. Training offered included conflict resolution and stop smoking advice for coaches and managers. A series of policy briefings were also organised in May / June 2019 to ensure clubs and coaches were briefed on the rationale for SFS policy initiative, the implementation of the initiative, were made aware of the training opportunities, communication and resources available to them to, to promote SFS policy initiative to parents and spectators (<https://www.liverpoolfa.com/news/2019/may/09/smokefree-sidelines-policy-briefings-for-leagues-and-clubs>). The briefings were designed to get coaches “onside” and provide them with the confidence to counter any challenge to the policy given they would be primary enforcers. The reality however was that the coaches were onside immediately and did not feel the need to attend the briefing sessions or training (which were not mandatory). The notable lack of engagement with the briefing and training sessions on offer suggest that coaches did not anticipate any resistance to the implementation of the SFS policy initiative, but it also meant that they missed out on important learning opportunities that could potentially have added to their personal skill set.



Letters asking administrators to circulate the SFS policy initiative to all clubs in their leagues were sent out from the Liverpool County FA Football Services Manager, via the local club administrators and all clubs were issued with leaflets, logos and access to information about the initiative on websites (<https://www.liverpoolfa.com/news/2019/may/09/smokefree-sidelines-policy-briefings-for-leagues-and-clubs>) and asked to communicate the initiative to parents, players and the public. The SFS policy initiative was also heavily promoted by media spokespersons from both LCC and LCFA.

Resources included:

- Bright, Colourful Smokefree Sidelines Liverpool Branding
- Template policy for league and club adoption
- Information Leaflets for parents and spectators
- Vinyl Banners
- Pitch side signages (Toblerone signs/pop out banners)
- Bibs and SFS badged footballs

SFS branded bibs



SFS branded football



SFS Toblerone Signs



Parent Information Leaflet

Smokefree Sidelines Liverpool

For support, please visit smokefreeliverpool.co.uk
#SmokefreeSidelines
@SFree_Liverpool

Why parents and other spectators are being asked to refrain from smoking or vaping:



Kids copy behaviour. Please don't make it look normal



We can help to provide a healthy environment for children



We can be positive role models



5 out of 6 adults in Liverpool do not smoke

For support to quit smoking, contact Smokefree Liverpool on 0800 061 4212 or text QUIT to 66777
www.smokefreeliverpool.co.uk








Smokefree Sidelines Liverpool

For support, please visit smokefreeliverpool.co.uk
#SmokefreeSidelines
@SFree_Liverpool

Our club is supporting Smokefree Sidelines

Please help us make it a success!

Our club has signed up to the Smokefree Sidelines initiative which means smoking and vaping is not allowed during junior games and practices.

By going smoke free we are:

- 👉 Creating a healthy, shared community space for children and families
- 👉 Protecting children and young people from the harmful effects of second-hand smoke
- 👉 De-normalising smoking and introducing positive role models
- 👉 Preventing children and young people from starting smoking
- 👉 Supporting adults to quit smoking

For support to quit smoking, contact Smokefree Liverpool on 0800 061 4212 or text QUIT to 66777
www.smokefreeliverpool.co.uk








Banner

Smokefree Sidelines Liverpool

For support, please visit smokefreeliverpool.co.uk
#SmokefreeSidelines
@SFree_Liverpool

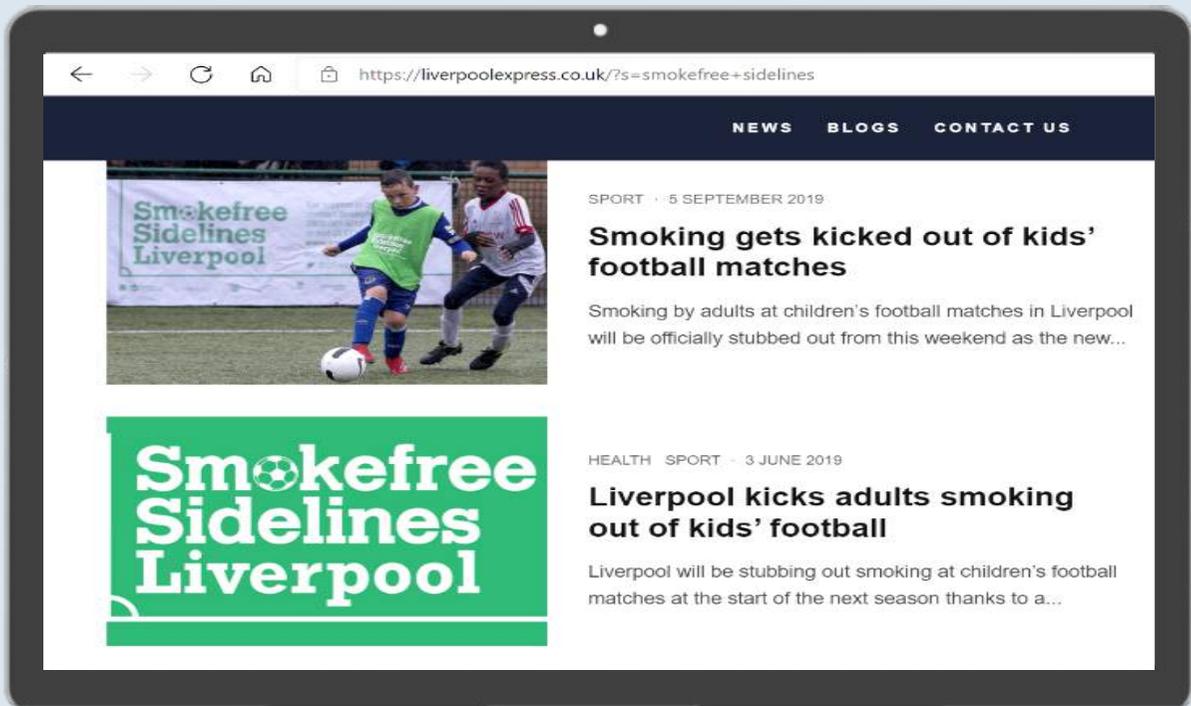




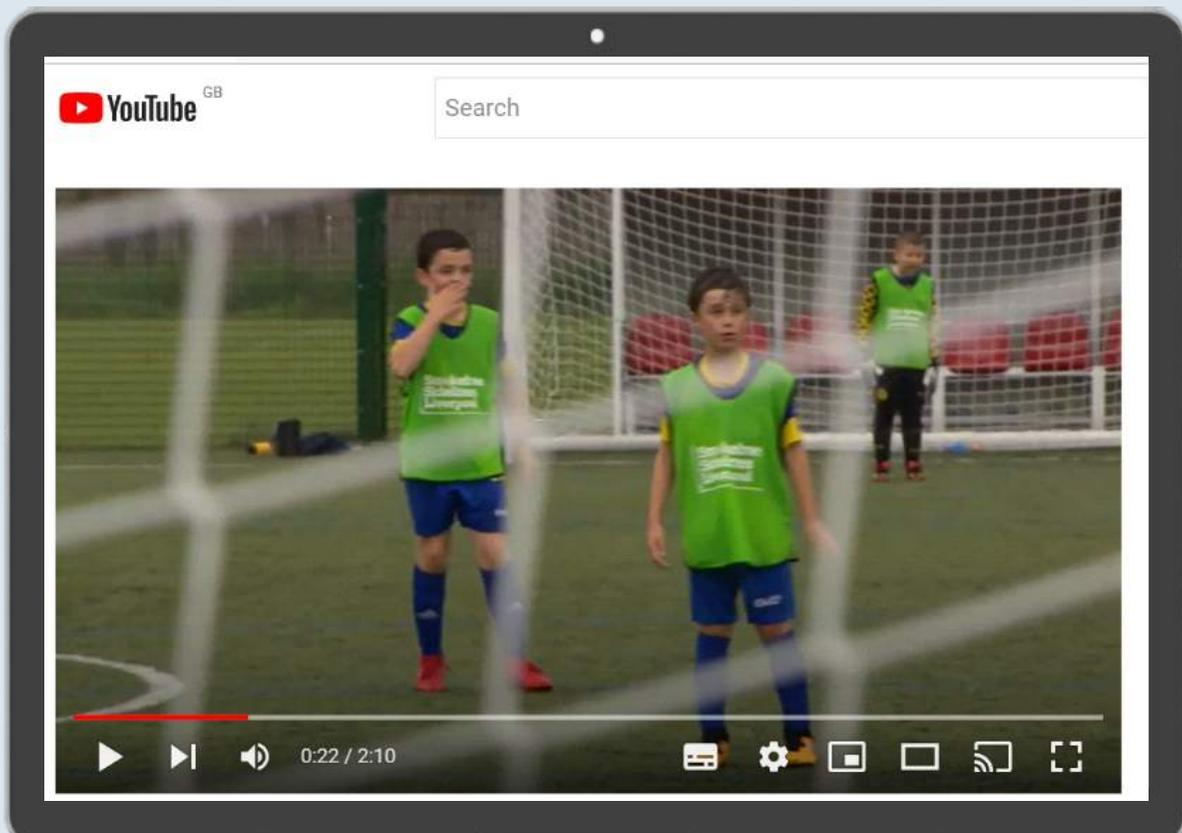





Newspaper



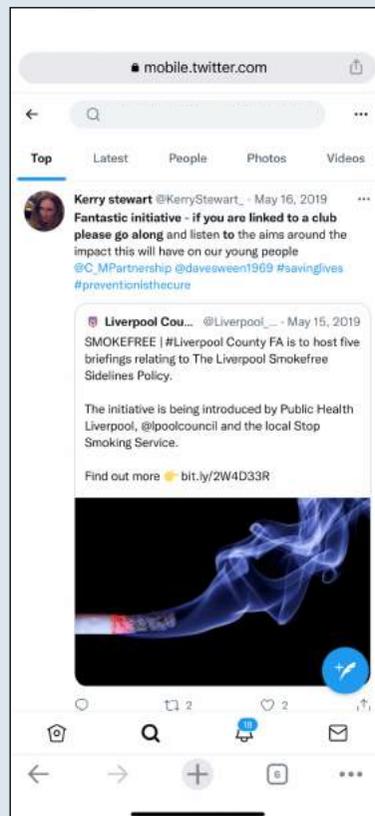
YouTube



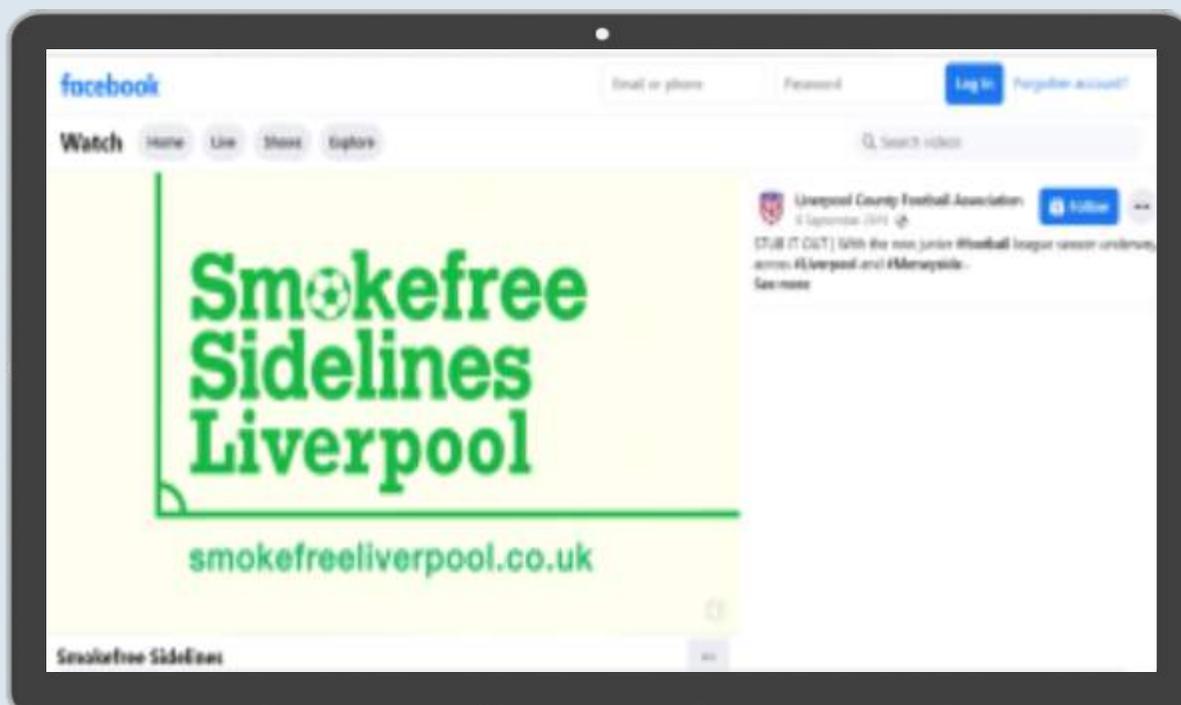
TV Channel Website



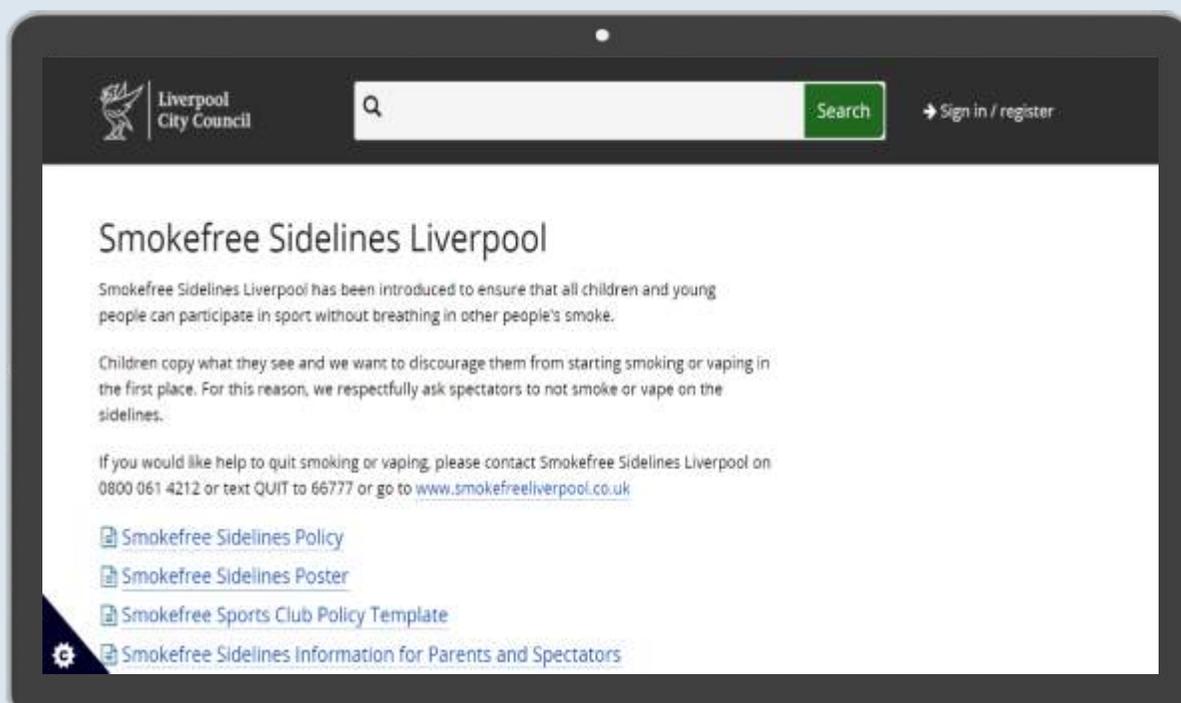
Twitter



Facebook



Webpages



Smokefree Liverpool



The SFS policy initiative also provides an opportunity to offer support to those who wish to stop smoking, through Smokefree Liverpool <https://www.smokefreeliverpool.co.uk/>. The benefits of smoking cessation are highlighted throughout communications, and smokers are signposted to the cessation service. A communication toolkit (Appendix G, page 66) with information about the initiative, key messages, resources available, template letters, briefing documents, template media release, social media messages and a schedule of communication opportunities for all partners was developed and circulated at the Briefing Meetings.



4. Evaluation

of Smokefree Sidelines Policy Initiative



The Public Health Institute (PHI) at LJMU was commissioned to undertake a policy evaluation of the SFS policy initiative. Policy impact evaluation aims to demonstrate the impact of a policy by measuring changes in outcomes over time. The aim of the evaluation was to assess the impact of the Liverpool SFS Policy by ascertaining stakeholder attitudes (including spectators at Liverpool youth league football games) around smoking/vaping, awareness of the SFS and any changes in behaviour. The visibility of smoking and vaping before and after implementation of the policy was also assessed.

There were 2 stages to the evaluation. Stage 1 started before the implemented of the SFS policy on 1st August 2019, in time for the start of the 2019/20 football season. Stage 2 was originally scheduled for 5-7 months post implementation but took place from November 2021 to February 2022. The focus of the evaluation was on football teams under the age of 11 years because more parents were likely to attend matches. Ethical approval was granted by Liverpool John Moores University Research Ethics Committee.



Figure 2: Project timeline

Stage 1: Pre-Implementation

This involved the collection of observational data at 4 case study sites and an online survey. The 4 observation sites were selected in collaboration with the SFS Steering group and represented a range of provision for youth football in Liverpool (Figure 3). Where possible, site managers were informed of the observation and observers introduced themselves to staff on the day they were on site. The observations took place on the 15th-16th June 2019 and included the taking of photographs and recording of any smoking/vaping, any rubbish and other physical markers of smoking/vaping such as cigarette bins/cigarette butts as well as any communication /signage prohibiting smoking/vaping on the premises.

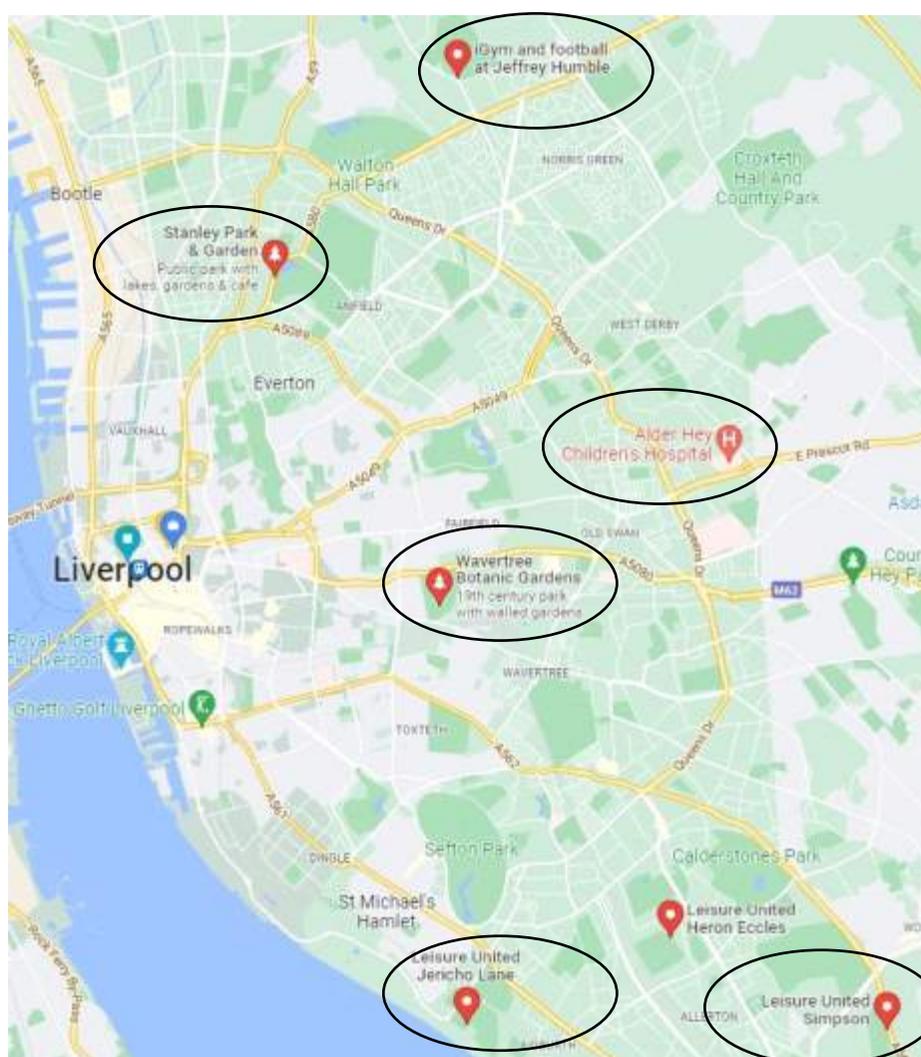


Figure 3: Stage 1 & 2 Observation Sites

Stage 1 Observation Sites

Simpsons Fields Hub: a Leisure United football hub located in S.E Liverpool (Stage 1 & 2).

Jericho Lane Hub: a Leisure United football hub located in S. Liverpool (Stage 1 & 2).

Stanley Park: a council run park site located in N. Liverpool (Stage 1 only).

Botanic Park: a council run park site located in E. Liverpool (Stage 1 & 2).

A brief online survey was developed for completion by parents/carers and coaches/officials to explore attitudes and awareness of smoking and the SFS policy. The survey was hosted on JISC Online Surveys, was anonymous and took about 10 minutes to complete. Participants had the option of providing their email address or phone number if they wanted to be entered into the prize draw, which consisted of a family pass to tour Liverpool or Everton Football grounds. The online survey was distributed via social media sites linked to the SFS policy initiative and Liverpool Youth Football Clubs. It was also sent to sites identified by the both the commissioner at Liverpool City Council and the SFS steering group. Liverpool County FA distributed the survey information and link on their social media sites and also emailed this to clubs directly. The survey was launched 26th June 2019 and was kept open for 8 weeks. Data were analysed using IBM SPSS v27 statistical software.

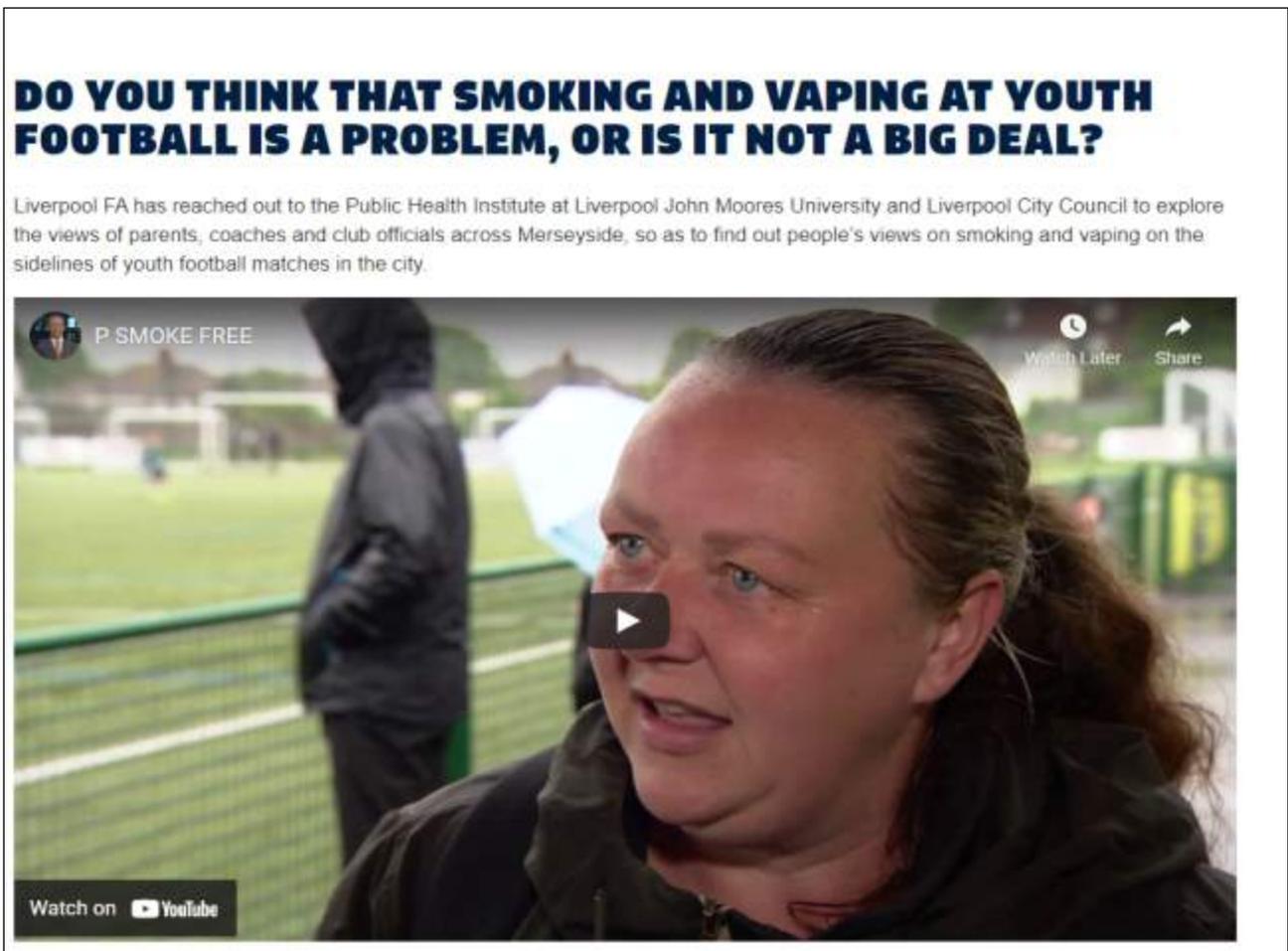


Figure 4: Online Advertising

Stage 2: Post-Implementation

The post launch follow-up evaluation was originally scheduled for conduction between January and March 2020, five months after the implementation of the SFS policy (1st August). It included the collection of observational data at the 4 case study sites, an online survey and semi-structured telephone interviews with key stakeholders. However, with the emergence of the coronavirus pandemic early in 2020 and the suspension of the youth football season in Liverpool, the SFS Steering Group took the decision to defer Stage 2 of the policy evaluation until such time as the youth football season resumed in 2021 and there would be spectators present pitch side.

Given the significant passage of time since the policy had been implemented, Stage 2 of the evaluation was scaled back and launched in November 2021. The revised version included observation at 4 sites an online survey for parents/carers and coaches/officials which included specific questions relating to SFS, to assess awareness of the policy and any behaviour changes as well as questions from the original Stage 1 survey to assess any changes over time. Feedback statements from key stakeholders were sought by email.

Due to the timing of Stage 2 and when league games were being played locally, only 3 of the 4 original sites were available for observation. As such, Jeffrey Humble Hub was observed rather than Stanley Park (Figure 3). Similarly to Stage 1 observations, where possible, site managers were informed of the observation and observers introduced themselves to staff on the day they were on site. All observations were conducted on the 27th and 28th November, 2021. These included the taking of photographs and recording of any smoking/vaping, any rubbish and other physical markers of smoking/vaping such as cigarette bins/cigarette butts. Any communication/signage prohibiting smoking/vaping on the premises were also noted.

Stage 2 Observation Sites:

Simpsons Fields Hub: a Leisure United football hub located in South East Liverpool (Stage 1 & 2).

Jericho Lane Hub: a Leisure United football hub located in South Liverpool (Stage 1 & 2).

Botanic Park: a council run park site located in East Liverpool (Stage 1 & 2).

Jeffry Humble Hub: a Leisure United football hub located in North Liverpool (replacing Stanley Park for Stage 2 only).

The survey, launched on 1st November 2021, was posted on social media sites linked to the SFS initiative including Liverpool County FA Twitter and Facebook sites and was promoted in the local newspaper (Figure 5). It was also emailed directly to Liverpool Youth Football Clubs. Flyers were also distributed to parents at each of the 4 observation sites with details of the survey and a QR code for easy access. Once again, participants had the option of providing their email address or phone number if they wanted to be entered into the prize draw of a family pass to tour Liverpool or Everton Football grounds.

The data from Stage 1 and Stage 2 of the evaluation were analysed separately and then triangulated to demonstrate the impact of the SFS policy initiative by ascertaining changes in short and intermediate outcomes over time. A post intervention feedback session with several key stakeholders was also held, to capture their perceptions of what worked well and what could be done better moving forward.



Figure 5: Survey Advertisement
“What are your views on smoking and vaping at youth football matches - Liverpool FA”

5. Findings



The two surveys explored the attitudes and experiences of parents and coaches before and after the implementation of the SFS policy at youth football in Liverpool. In total 97 parents/coaches completed the survey before and 72 afterwards. The vast majority had never smoked or vaped (used e-cigarettes) (Table 1).

	Pre SFS (n=97)		Post SFS (n=72)	
	N	%	n	%
Parents/carers	19	20%	58	81%
Coaches	78	80%	14	19%
Never smoked	64	67%	59	82%
Never vaped	77	79%	67	93%

Table 1: Numbers of parents/carers, coaches, non-smokers and non-vapers completing the surveys

Over **98%** of parents/coaches support the aims of SFS

There was very strong support for the Smokefree Sidelines initiative after implementation. 98.6% of parents/coaches agreed or strongly agreed with the aims of the programme. None of the respondents disagreed (Figure #).



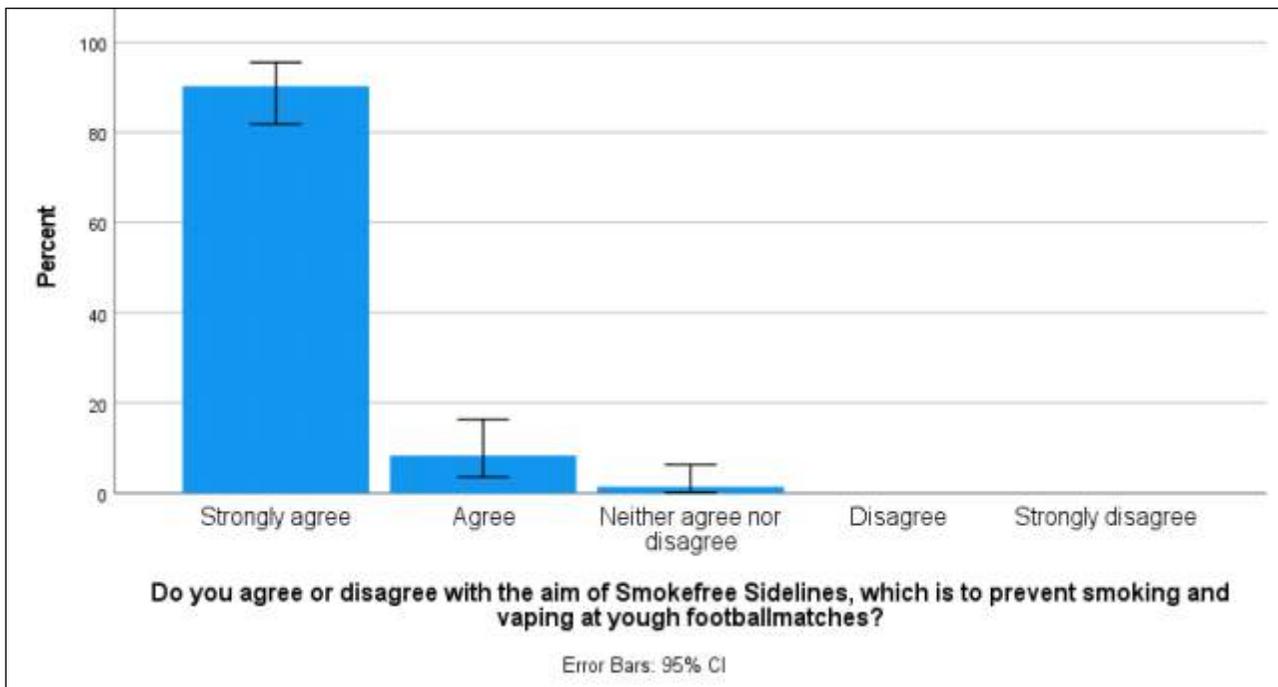


Figure 6: Post implementation levels of agreement with the aim of the Smokefree Sidelines programme (n=72)

Parents and coaches provided strong support for the aims of the programme in free text questions, although one parent suggested there were more important concerns in football than smoking:

“I find it ridiculous that people are smoking or vaping in a sporting environment. I don’t want my children seeing it or breathing it in.”
Parent, Pre SFS.

“More important things to worry about at junior football”
Parent, Pre SFS.

“I would like to see them at all Grassroots venues”
Parent, Post SFS.

“Smoking of any kind is not a great advert for the sport at any level so I would not want to see smoking happening at any match”
Coach, Pre SFS

“I completely support smoke free sidelines,”
Parent, Post SFS.

Fewer parents/coaches saw smoking at youth football after SFS was introduced

Most parents/coaches (85%) saw some smoking before the SFS policy was introduced, but this reduced after the policy was implemented (61%). Also more parents/coaches reported that they had seen no smoking at all at youth football matches after implementation (39% post versus 14% pre) (Figure 6). Differences between reported smoking pre and post implementation were statistically significant ($p=0.01$). These are positive changes suggesting that the policy initiative has been successful in reducing the frequency of smoking at matches.

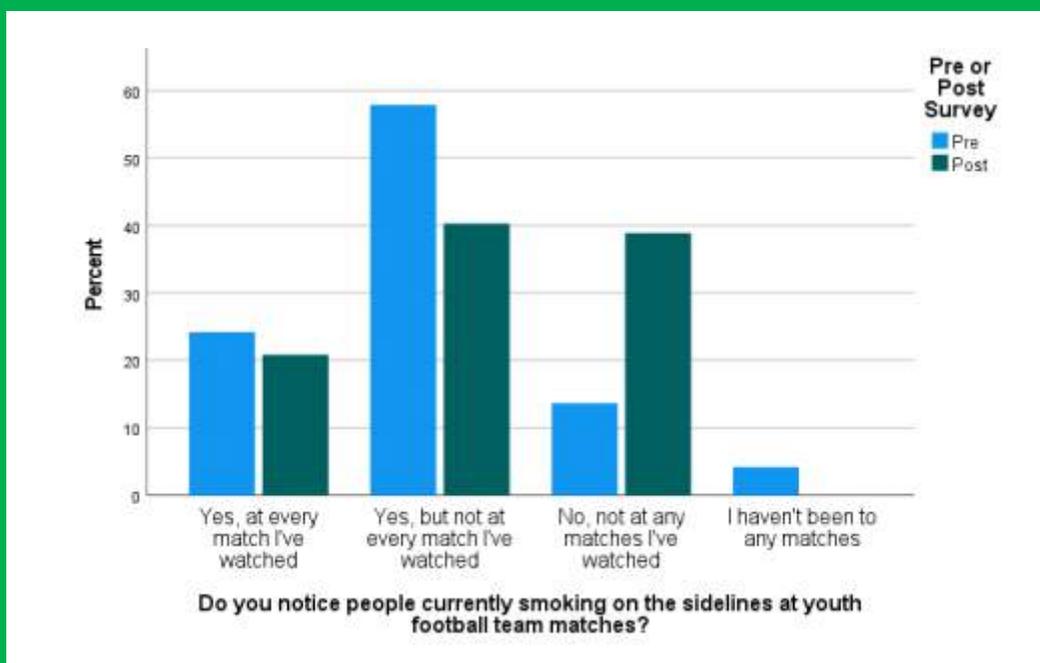


Figure 6: Smoking at youth football matches pre and post implementation (n=163)

● Attitudes to smoking and vaping

Over 90% of parents/coaches disagree that it's OK to smoke around children in public in public

There was very strong disagreement with smoking around children in public places, like football matches, both before and after the SFS policy was implemented. Over 80% (post SFS) of parents/coaches strongly disagreed that it was okay to smoke around children in public places (Figure 7).

There was a slight increase in the strength of opinion post SFS implementation, but this was not statistically significant ($p=0.545$).

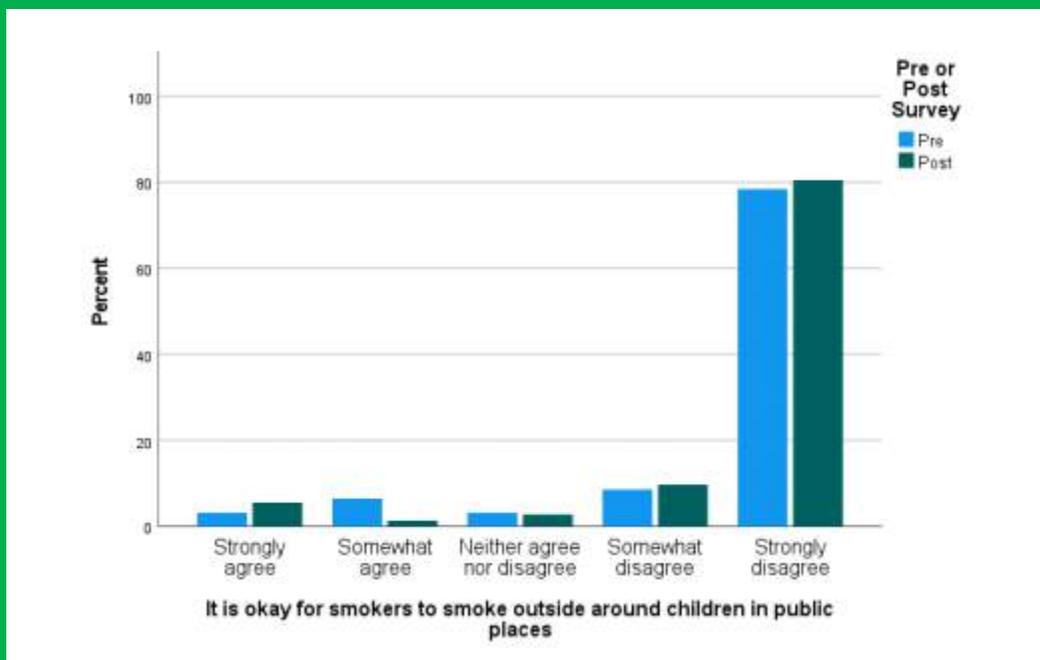


Figure 7: Attitudes of parents/coaches to smoking around children in public places (n=165)

● Attitudes to smoking and vaping

Over 90% of parents/coaches disagree that it's OK to vape around children in public

As with smoking, most parents/coaches (over 90% post SFS) disagreed with vaping in public around children, but fewer parents/coaches strongly disagreed with this than for smoking (71% post SFS) (Figure 8). The opinions about vaping in public are less strong than for smoking. This is expected as vaping is promoted as a smoking cessation tool and most people believe it to be less harmful than smoking, although harm is generally overestimated by the general population in the UK (Wilson et al, 2019). There was a slight increase in the numbers of parents/coaches disagreeing with vaping in public post implementation, but this was not statistically significant ($p=0.537$).

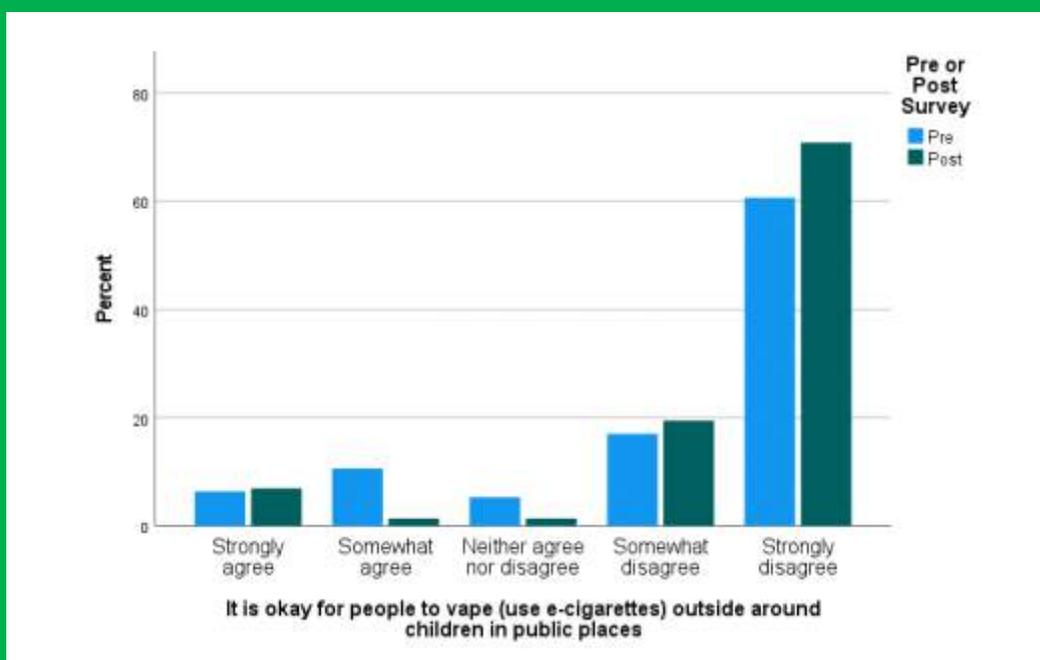


Figure 8: Attitudes of parents/coaches to vaping around children in public places (n=165)

In free text questions parents and coaches generally expressed strong opinions against smoking and vaping around children, although several mentioned that harms are not yet proven for vaping or indicated that vaping was more acceptable than smoking:

“Smoking should be completely banned including vapes”

Parent, Pre SFS

“Should be no smoking in front of minors if you are involved in youth football”

Coach, Pre SFS

“Vaping is not in the same class as smoking. Smoking round kids no. Vaping why not?”

Parent, Pre SFS

“Not sure of the effects of vaping around other non smokers but for now I would suggest for all round safety it should not be allowed.”

Parent, Post SFS

“The extent of any damage is not proven yet but it’s still uncomfortable to be around if you don’t smoke,”

Parent, Post SFS.



Over 80% of parents/coaches think clubs have a responsibility to promote non-smoking

Parents and coaches generally believe that youth football clubs should promote non-smoking. Over 80% of parents/coaches both pre and post SFS implementation thought that their clubs have a responsibility to encourage children not to smoke (Figure 9). These opinions were slightly stronger post SFS but the difference was not statistically significant ($p=0.863$).

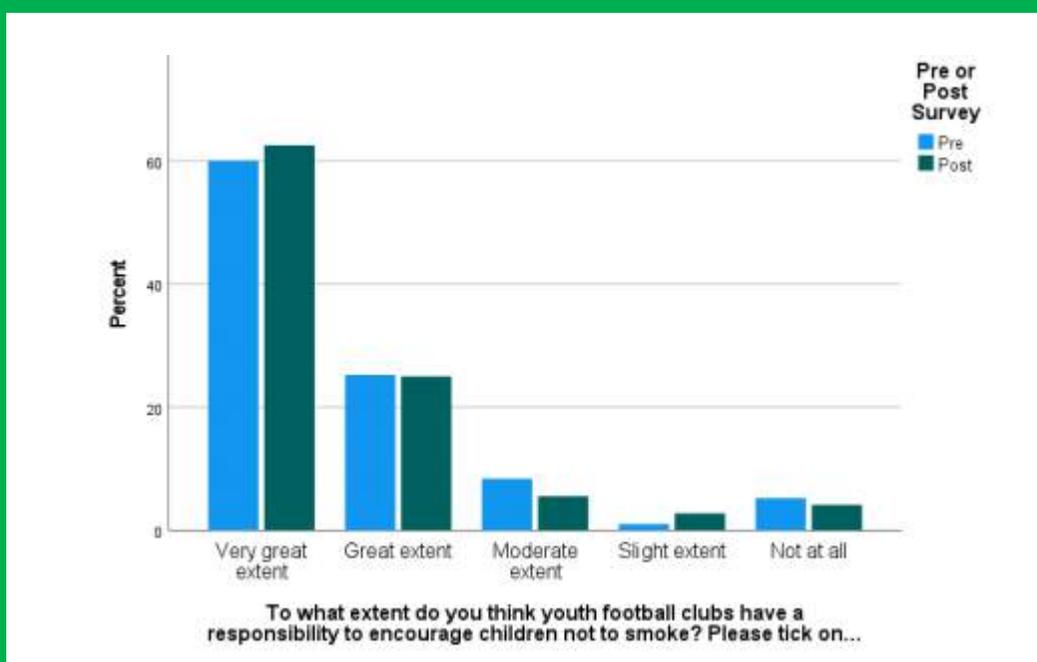


Figure 9: Views on the extent to which youth football clubs have a responsibility to encourage children not to smoke (n=167)

Over 80% of parents/coaches think coaches role-model a non-smoking lifestyle

Parents and coaches also believe that youth football club coaches are generally seen as being good role models about smoking for children at the clubs.

Approximately 82% of respondents post SFS thought that coaches are good role models for children (a lot/ a great deal) (Figure 10). There were some differences pre and post SFS but these were not statistically significant ($p=0.414$).

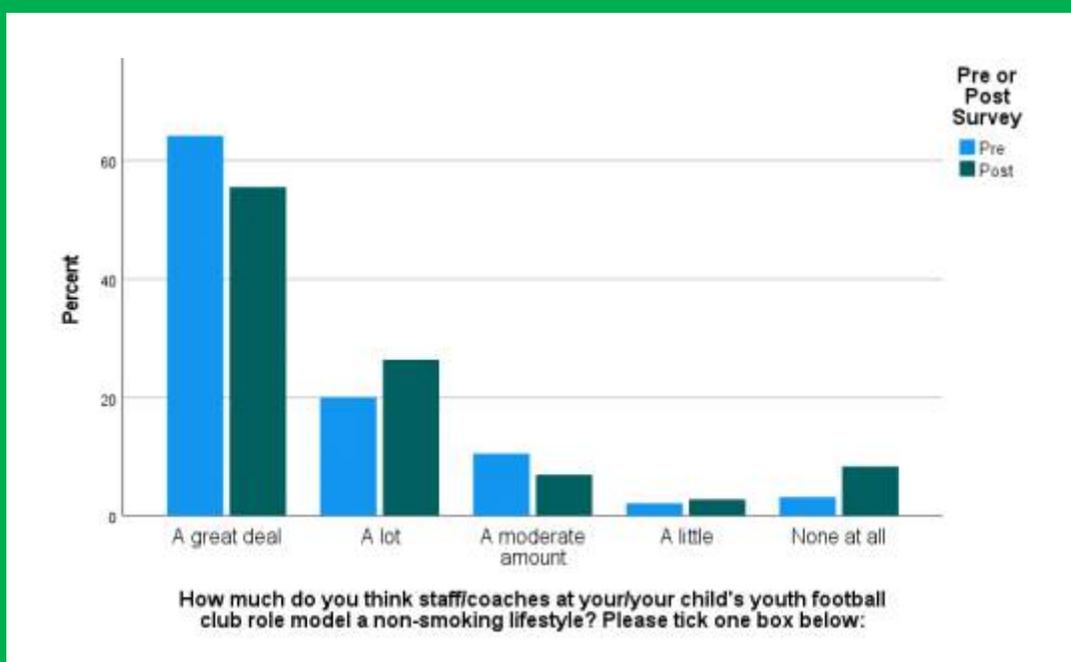


Figure 10: Views on the extent to which coaches at youth football clubs role model a non-smoking lifestyle (n=167)

In free text questions parents and coaches indicated that coaches and clubs should be setting an example to children about smoking and vaping:

“We are trying to be role models for the youngsters”
Coach, Pre SFS

“Should be no smoking in front of minors if you are involved in youth football”
Coach, Pre SFS

“Would prefer that young people do not see any positive smoking role models, vaping or actually smoking”
Parent, Post SFS

“I am a ex-smoker and I think that if children don’t see it they will grow up to think it is not normal”
Parent, Post SFS

“What I do advocate is that coaches and club staff talk about the benefits of healthy choices -particularly in relation to sporting activities” Coach, Pre SFS



Pitch Observations

Observations were made of smoking & vaping behaviour at a range of youth football sites and of signage and evidence of smoking at the sites, both before and after implementation of the SFS policy.

Little smoking or vaping was seen at any venue, before or after implementation of SFS (Table 2). Where smoking or vaping was seen, it was infrequent and conducted discretely by spectators.



	Pre SFS (15/16 th June 2019)		Post SFS (27/28 th Nov 2021)	
	Smoking	Vaping	Smoking	Vaping
Simpsons Fields Hubs	2	4	0	0
Jericho Lane Hub	1	2	0	0
Botanic Park	5	1	6	0
Stanley Park	11	8	NA	NA
Jeffry Humble	NA	NA	1	1

Table 2: Observations of smoking and vaping at youth football venues

- A small minority of spectators (about 2-4%) smoked on the sidelines and/or in car parks before the SFS policy was implemented.
- After SFS policy implementation fewer smokers and vapers were observed at hub sites.
- There was some smoking still observed at Botanic Park post implementation (n=6), but this only represented about 2% of spectators as this is a busy venue with over 250 spectators on the day observations were made.

- Given that about 15% of parents are likely to smoke in Liverpool (PHE, 2020), this suggests that the majority of smoking parents are choosing not to smoke or vape at youth football.
- Those that do smoke and vape, generally do this quite openly but show some signs of tending to move a few steps away from the sidelines or to more secluded areas of the venues.

Post Implementation Stage

Non-smoking signs and SFS banners were present at some hub sites post SFS implementation. Signs were distributed and displayed by all hub sites during 2019 but by November 2021 many signs were no longer present.

All sites had some non-smoking signs (Figure 11) but many of the Smokefree Sidelines signs and banners had been lost. Given the passage of time and severe storms experienced in early November 2021 this was not surprising. Several hub site managers commented that signs had been lost in the storm.

Several hub sites (such as Simpsons Fields, Figure 12) also retained standing banner displays in the foyer areas.



Figure 11: No Smoking sign



Figure 12: Smokefree indoor banner

Hub sites were also provided with pitch side banners. Several of these remained, although some had been lost/damaged (Figure 13). Remaining signs were looking tired as they had been on display outdoors for several years. No signs were visible at Botanic Park.



Figure 13: Smokefree pitch side banner

Post Intervention Feedback Session

A feedback session with the two key stakeholders of the SFS policy initiative provided an opportunity for reflection on their experience of rolling out SFS and consideration of what was learned from the process. Factors they perceived to be critical to the success of the SFS policy initiative are highlighted below.

Strong Leadership



To ensure successful implementation of SFS policy, someone needs to champion the cause, lead the initiative and drive the process. In Liverpool this was down to the Alcohol and Tobacco Lead within Public Health. The SFS policy initiative was a core component and key objective of the Tobacco lead's role which meant he was able to devote the time and resources needed to get the scheme up and running. The lead was also skilled at partnership working and community development, essential for effective stakeholder engagement.

Crucial Partners



The single most important factor that ensured the successful implementation of the SFS policy in Liverpool was perceived to be the partnership between Liverpool Public Health and the Liverpool County FA. It is imperative that the local football association is on board and appoints a lead, an influencer within the organisation who has oversight and understanding of how the football leagues operate, knows how to communicate with coaches and parents and knows what will and will not work in terms of policy implementation. In Liverpool this was the Football Services Manager. As the main conduit between Public Health and the coaches and parents of youth players, he played an essential role in the SFS initiative. Having the ‘right partners’ and getting ‘buy in’ from all members was also considered a necessity to successful implementation. The Steering Group had representation from the City Council, the Country FA, the leisure industry and both professional football clubs in the city, all of whom were committed to and supported the implementation of the policy.

Political Buy-In



For those intent on implementing a SFS initiative in their area, it is essential to have political buy from the local council. In Liverpool there was an acceptance and willingness from key decision makers in the local council to actively support and endorse the initiative. It is also imperative to check with the Legal Department, to ensure it is possible to implement the policy.

Enforceable Sanctions



To ensure the SFS policy is not just a ‘PR Stunt’, it is imperative that abuse of the policy leads to actual sanctions and that enforcers of the policy can refer to and use the sanctions, should the need arise. In Liverpool, a lack of compliance with or a breach of the SFS policy can result in removal from the football league and the barring of access to other football pitches across the city. To date, there have been no sanctions imposed, a testament to the high level of acceptance of the SFS policy.

Visibility



To sustain the demonstrable impact of the SFS policy evidenced in the evaluation, high visibility of the initiative is required. This can be achieved by ensuring pitch side/indoor banners are placed in high traffic areas at venues. Any communications from the Liverpool County FA (e.g. emails, information sheets, match fixtures) should include the SFS logo. A stronger online presence, either as a SFS Liverpool dedicated website or as a page on the website of the key stakeholders is also recommended. Greater presence of the SFS initiative within the grounds or on match days of the two professional football clubs in Liverpool would also increase visibility of the scheme and make it more impactful.

Adequate Budget



Successful policy implementation requires adequate resourcing. Whilst the Liverpool SFS policy initiative was successfully implemented on a 'shoestring budget', it would have benefitted from a larger budget. Inadequate resourcing has meant that promotional material which has been weather damaged or gone missing has not been refreshed or replaced potentially hampering the visibility and impact of the policy. A lack of resources also has implications on the continuity and sustainability of SFS.

Evaluation



The importance of including an evaluation in the policy implementation process was highlighted. With regards to the Liverpool experience, not only did the evaluation provide an opportunity to consider what worked well and how the initiative could be improved, it also provided much needed evidence on the efficacy of the policy, to support future funding applications for the continuation of SFS.

6. Conclusions and Recommendations



- ❖ Support for the SFS initiative was very strong. Over 98% of parents/coaches supported the aims of SFS.
- ❖ Most parents/coaches do not agree with smoking (90%) or vaping (90%) around children in public places.
- ❖ Parents and coaches generally believe that clubs have a responsibility to promote non-smoking (88%) and that coaches are good role-models for a non-smoking lifestyle (82%).
- ❖ Smoking at matches occurred both pre and post SFS, but fewer parents/coaches reported seeing smoking at matches after SFS was introduced (61% post SFS, 85% pre SFS).
- ❖ Fewer parents/coaches reported seeing vaping at matches after SFS implementation (71% post, 89% pre).
- ❖ Observations at pitches pre and post SFS suggest that little smoking or vaping occurs at youth football post SFS, particularly at hub sites.
- ❖ These changes suggest that the SFS initiative has had a positive impact on reducing the numbers of people smoking and vaping at youth football.

Recommendations

The evaluation has highlighted strong support for the SFS policy initiative. A reduction in the visibility of smoking and vaping alongside a reduction in the number of people smoking and vaping pitch side was witnessed. Albeit small, such changes suggest that the implementation of the SFS policy in Liverpool can positively contribute to the denormalisation of smoking and vaping on the sidelines of football pitches used to host youth football across the city.

- ❖ To sustain the positive impact demonstrated in the evaluation, the roll out of a SFS policy to all Liverpool County Football Association youth clubs as well as other outdoor youth sporting venues in the region (rugby, cricket, hockey) is recommended.
- ❖ To ensure continued adherence to the SFS policy at youth football, regular promotion through websites, notice boards, newsletters and displayed materials at matches and training, distribution of smoke-free flyers to smokers and enforcement of the policy is recommended. Reminder letters asking administrators to circulate the SFS policy to all clubs in their leagues should be sent out from the Liverpool County FA Football Services Manager, via the local club administrators. All communication (emails, fixtures) should be badged with the SFS logo. To facilitate this, the communication tool kit should be redistributed to club administrators.
- ❖ To maintain visibility of the scheme and to raise awareness amongst parents and coaches new to youth football, signage and SFS branded resources should be permanently in place in high footfall areas at youth football venues in Liverpool. Weathered, damaged and missing promotional material should be refreshed or replaced. A stronger online presence on the webpages of the key stakeholders is also recommended, to improve virtual visibility.
- ❖ To ensure continuity of the SFS initiative, the policy needs to be embedded within the key objectives of the main stakeholders: Liverpool Public Health via their tobacco control agenda and for Liverpool County FA via their safeguarding and child welfare agenda.
- ❖ To ensure sustainability of the SFS policy initiative, there should be a reasonable budget ringfenced for the intervention, to refresh and replace promotional material that becomes weathered, damaged or misplaced - this will also ensure a high level of visibility at venues is maintained.





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Appendices

A. SFS Policy

Smokefree Sidelines Liverpool



Liverpool Smoke Free Side-lines Policy

Smoking: The Facts

Smoking is our biggest killer and the single biggest cause of preventable illness- cancer, heart disease, strokes and chronic bronchitis. The good news is that most recent data indicates 84.5% of adults in Liverpool currently *do not* smoke. Research shows however that children and young people who see adults using tobacco think that smoking is more common than it actually is. Smoking in front of children and young people can make them think that it is normal and acceptable to smoke.

Inhaling other peoples "second hand smoke" is known to be harmful, in fact, there is no known safe level of exposure to second-hand smoke. It contains carcinogens and is linked with asthma and respiratory infections. A total of 1 in 3 children who are admitted to hospital for asthma attacks have been exposed to cigarette smoke. In addition to the direct harms of exposure to second-hand smoke, children copy what they see; a child who grows up around smokers is three times more likely to smoke themselves when they get older.

Our Ambition

The Liverpool Smoke Free Side-lines Policy is an initiative being introduced by Public Health Liverpool, Liverpool County Football Association, Liverpool City Council Parks & Greenspaces Department and the local Stop Smoking Service. It is also supported by both Everton in the Community and Liverpool FC Foundation. Our ambition is that all children and young people will be smoke free and have the ability to participate in physical activity and/or sport without being subjected to the harms caused by second-hand smoke. Developing and maintaining smoke free environments such as the side-lines of sports pitches is key to this ambition. Creation of these environments de-normalises smoking for

Smokefree Sidelines Liverpool

children – children copy behaviour that they see. Smoke Free Side-lines also protect others from the harms of second-hand smoke.

All Liverpool City Council football pitches are governed by the council's no smoking policy which includes the use of e-cigarettes, and it is the responsibility of the hirer to ensure that the pitch and its sidelines are smokefree throughout the hire period. We respectfully ask spectators to support the policy and refrain from smoking or vaping on the sidelines.

At the League AGM it was agreed to support this ambition by adopting smoke free side-lines as a league rule and a requirement of membership of the league.

What does achieving Smoke Free Side-lines mean to clubs?

Smoke Free Side-lines means that members and visitors to youth and children's football are asked to refrain from smoking or vaping on the side-lines and in sight of children at matches and during training. Vaping will be included in the Smoke Free Side-lines initiative to help guard against youth uptake of vaping as vaping is not recommended for young people (in the UK protection is in place via prohibitions on the sale of e-cigarettes to under 18s). If however a designated smoking shelter, situated away from children is available on site adults may use this to smoke/vape.

It is anticipated that parents will recognise what the Smoke Free Side-lines initiative is trying to achieve and adhere to the rule. Parents who witness people smoking/vaping on the side-lines or in view of children may take the opportunity to report their observations in the first instance to the Club Coach/Manager. Any further concerns expressed by clubs can then be communicated to the league administrator who can offer support. A full compliance schedule is itemised below for reference.

Smoke Free Side-lines Compliance Framework

Whilst it is expected that there will be strong compliance with the request to maintain Smoke Free Side-lines a framework has been developed to inform both the governance of, and compliance with the policy. The Compliance Framework (and escalation process within) is set out below:

- Club Coach/Manager to monitor the spectators and inform individual(s) of the Smoke Free Side-lines Policy. A member of the public may also notice an individual smoking/vaping on the side-line and chose to bring this to the attention of the Club Coach/Manager
- Club Secretary to inform individual(s) of the Smoke Free Side-lines Policy and the Club/ Teams commitment to this through League Rules and Facility Policy

- Facility Staff Leisure United (Parklife Hubs) Liverpool City Council (Grass Pitches) contact relevant clubs to inform them of the Smoke Free Side-lines Policy
- Youth League Committee to issue a verbal warning to the Club
- Youth League Committee to issue League Charge due to non-compliance of League Rules



- Liverpool County Football Association warn the Club to future conduct and potential charge for continued breach of League Rules and Liverpool City Council Policy
- Youth League to issue sanctions against the Club/Team with support as necessary from Liverpool County Football Association, Liverpool City Council and Leisure United.

Support to Quit Smoking/Vaping

Introducing a Smoke Free Side-lines Policy is not a punitive sanction implemented to unfairly target smokers and vapers. Research shows that 70% of smokers want to quit. The most effective way to quit for good is to use a stop smoking service. Smokefree Liverpool offer completely free support to smokers and vapers wishing to quit. The support provided includes one to one support (either face to face or via the telephone); access to Nicotine Replacement Therapy (NRT), advice on dealing with cravings and tips to keep quitters on track. To book an appointment or learn more contact: www.smokefreeliverpool.co.uk Telephone 0800 061 4212 or 0151 374 2535 or text QUIT to 66777

Communication Materials

All clubs will be issued with leaflets, logos, access to information about the initiative via Liverpool County FA and the youth league administrators, and an optional policy template for clubs to adopt to promote the positive move to being a smoke free sports club.

Implementation Date

The Liverpool Smoke Free Side-lines Policy is being introduced for the start of the 2019/20 football season. The Policy will come in to effect on August 1st 2019

Smoke Free Sidelines Policy Agreement

Our sports club pledges to promote physical activity and/or sport for children and young people in a smoke free environment as part of the Liverpool Smoke Free Side-lines initiative.

We are committed to working alongside the Liverpool City Council, Liverpool County Football Association and their partners to de-normalise smoking around children and young people, specifically those engaged in sport, to break the association of smoking with sport.

As a Smoke Free sports club we agree to:

- Adopt the Smoke Free Side-lines Policy and promote it regularly by publishing a copy on the club's website, notice boards and in newsletters.
- Enforce the Smoke Free Side-lines Policy and challenge any non-compliance, to be handled according to the processes outlined in the Liverpool Smoke Free Side-lines Policy document:-
- Give out smoke-free flyers to smokers which states smoke free messages.
- Display relevant smoke-free resources and materials at children and young people matches, training sessions and competitions.
- Encourage at least one club member to attend a Smoke Free Side- Lines Briefing Meeting in June 2019 to become equipped with knowledge around smoking and smoke free messages.

CLUB NAME agrees to adopt the Smoke Free Side-lines Policy adopted by NAME OF LEAGUE at its AGM on (date of AGM)

SIGNED by:

CLUB POSITION:

DATE:

B. SFS Policy Template




Smokefree Sports Clubs Policy

Name of club

Approved on [date]

Approved by [chairman/board]

To be reviewed on [date]

1. Why is our club a Smoke Free Sports Club?

We are proud to be a Smoke Free Sports Club. Most recent data indicates that 84.5% of adults in Liverpool currently *do not* smoke. Research shows however that children and young people who see adults using tobacco think that smoking is more common than it actually is. Smoking in front of children and young people can make them think that it is normal and acceptable to smoke.

Inhaling other peoples "second hand smoke" is known to be harmful, in fact, there is no known safe level no known safe level of exposure to second-hand smoke. It contains carcinogens and is linked with asthma and respiratory infections. A total of 1 in 3 children who are admitted to hospital for asthma attacks have been exposed to cigarette smoke. In addition to the direct harms of exposure to second-hand smoke to second hand smoke, children copy what they see; a child who grows up around smokers is three times more likely to smoke themselves when they get older.

As a sports club, we encourage all our members and supporters to be active and healthy. Giving up smoking is the single most important thing you can do for your own health and the health of those around you. That's why we want to create a supportive environment for all our members and supporters who want to quit, and to reduce the likelihood of our children

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and young people taking up smoking themselves. In taking this step we will also contribute to the wider national ambition of having a smoke-free generation by 2022.

2. What is the law about smoking?

Smoke Free legislation is set out in Part 1 of the Health Act that was passed by Parliament in 2006. The Act sets out the broad provisions for smoke-free legislation and also provides a number of legal powers to enable the more detailed aspects of smoke free legislation to be dealt with in smoke free regulations.

Since July 1st 2007 the English Government has subsequently passed a new law which makes it illegal for anyone to smoke in an enclosed public place. Over a decade since the introduction of the legislation many organisations are now becoming completely smoke free. That means as well as abiding by the law which forbids smoking inside, they are making all their outdoor areas smoke free and in many instance vape free too.

3. What does achieving Smoke Free Side-lines mean to clubs?

As a member of the [INSERT NAME OF RELEVANT YOUTH LEAGUE(s)] we have agreed to the league rule to adopt a Smoke Free Side-lines policy, which is in turn compliant with the LCC pitch booking policy.

Smoke Free Side-lines means that members and visitors to youth and children's football are asked to refrain from smoking or vaping on the side-lines and in sight of children at matches and during training. Vaping will be included in the Smoke Free Side-lines initiative to help guard against youth uptake of vaping as vaping is not recommended for young people (in the UK protection is in place via prohibitions on the sale of e-cigarettes to under 18s). If however a designated smoking shelter, situated away from children is available on site adults may use this to smoke/vape.

It is anticipated that parents will recognise what the Smoke Free Side-lines initiative is trying to achieve and adhere to the rule. Parents who witness people smoking/vaping on the side-lines or in view of children may take the opportunity to report their observations to the [NAME OF RELEVANT PERSON/ROLE].

4. What does being a Smoke-Free Sports Club mean?

It means that smoking/vaping is not allowed anywhere on site. This includes:

- Anywhere inside. This also includes times when the club is hired for private events
- Anywhere on the playing fields, including the side-lines of the pitches
- Near exits, entrances, windows or doorways of any buildings

Smokefree Sidelines Liverpool

- In cars parked on site

Anyone who continues to smoke onsite after being requested to stop may be asked to leave the premises. Persistent and ongoing breaches of the policy by an individual may result in further action being taken against the individual(s) to redress the issue, and avoid the risk that the club fails to abide by the league rules, and/or the Smoke Free legislation. If you do see anyone smoking onsite, please report it to [*details of caretaker/relevant person*].

N.B. *Clubs may wish to add the following clause where it is relevant - A designated smoking/vaping shelter, situated away from children is available on site that adults may use to smoke/vape.*

5. Support to Quit Smoking/Vaping

Becoming a smoke free sports club is not a punitive sanction implemented to unfairly target smokers and vapers. Research shows that 70% of smokers want to quit and we want to support our members and supporters who want to kick the habit for good. The most effective way to quit for good is to use a stop smoking service. Smokefree Liverpool offer completely free support to smokers and vapers wishing to quit. The support provided includes one to one support (either face to face or via the telephone); access to Nicotine Replacement Therapy (NRT), advice on dealing with cravings and tips to keep you on track. To book an appointment or learn more contact: www.smokefreeliverpool.co.uk Telephone 0800 061 4212 or 0151 374 2535 or text QUIT to 66777

C. SFS Poster

Smokefree Sidelines Liverpool

For support, please visit smokefreeliverpool.co.uk
#SmokefreeSidelines
@SFree_Liverpool

Why parents and other spectators are being asked to refrain from smoking or vaping:

- 

Kids copy behaviour. Please don't make it look normal
- 

We can help to provide a healthy environment for children
- 

We can be positive role models



5 out of 6 adults in Liverpool do not smoke

For support to quit smoking, contact Smokefree Liverpool on **0800 061 4212** or text **QUIT** to **66777**



D. SFS Information for Parents

Smokefree Sidelines Liverpool

For support, please visit smokefreeliverpool.co.uk
#SmokefreeSidelines
@SFree_Liverpool

Why parents and other spectators are being asked to refrain from smoking or vaping:

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5 out of 6 adults in Liverpool do not smoke

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www.smokefreeliverpool.co.uk



Smokefree Sidelines Liverpool

For support, please visit
smokefreeliverpool.co.uk

#SmokefreeSidelines

🐦 @SFree_Liverpool

Our club is supporting Smokefree Sidelines

Please help us make it a success!

Our club has signed up to the Smokefree Sidelines initiative which means smoking and vaping is not allowed during junior games and practices.

By going smoke free we are:

- ⚽ Creating a healthy, shared community space for children and families
- ⚽ Protecting children and young people from the harmful effects of second-hand smoke
- ⚽ De-normalising smoking and introducing positive role models
- ⚽ Preventing children and young people from starting smoking
- ⚽ Supporting adults to quit smoking

For support to quit smoking, contact Smokefree Liverpool on

0800 061 4212 or text QUIT to 66777

www.smokefreeliverpool.co.uk

E. Notice to Team Officials

Note

Dear Club Official,

(Name of League) are introducing Smoke-free Side-lines

The purpose of this communication is to advise you of a new Smoke-free Side-lines Policy that will take effect at the start of the 2019/20 football season. The new policy which is being introduced by Liverpool City Council in partnership with the Liverpool County FA has the full support of **(Name of League)** who will expect all its affiliated teams to fully comply with the directions of the policy (attached above for reference). Clubs will be expected to return a signed copy of the Policy to the League ahead of the 2019/20 football season. **It is therefore politely requested that the introduction of the new Smoke-free Side-lines Policy is included on the agenda of your next club committee meeting.**

Inhaling other peoples "second hand smoke" is known to be harmful, in fact, there is no known safe level of exposure to second-hand smoke. It contains carcinogens and is linked with asthma and respiratory infections. In addition to the direct harms of exposure to second-hand smoke, children copy what they see; a child who grows up around smokers is three times more likely to smoke themselves when they get older.

Our ambition is that all children and young people will be smoke free and have the ability to participate in physical activity and/or sport without being subjected to the harms caused by second-hand smoke. Developing and maintaining smoke free environments such as the side-lines of sports pitches is key to this ambition. Creation of these environments de-normalises smoking for children. Smoke-free Side-lines will also protect others from the harms of second-hand smoke.

All **(Name of League)** clubs will be supported in implementing the Smoke-free Side-lines Policy. A series of briefing sessions will be run in June and July to fully explain the reason for introduction of the policy. Registration for all sessions will commence at 6:30pm to start at 7pm and finish by 9pm latest

Wednesday 26th June	Wednesday 3rd July	Wednesday 10th July	Wednesday 17th July	Wednesday 24th July
The Blue Base 2 Salop Street Liverpool L4 4BZ	Simpson Football Centre Hillfoot Road Liverpool L25 7UJ	Heron Eccles Football Centre Abbotsley Avenue Liverpool L18 7HZ	Jeffrey Humble Football Centre Long Lane Liverpool L9 6AG	Jericho Lane Football Centre Otterspool Drive Liverpool L17 5AR

At these sessions information about access to stop smoking support for those affected by the policy will be shared alongside resources that have been developed to raise awareness of the policy.

It is expected **all clubs** have at least one official attend a briefing. Please return your booking proforma to **Steve Swinnerton to nominate a named person**- include details here by June 21st indicating your preference as to which briefing session you would like to attend.

Finally please see attached with this correspondence resources to help you promote a smoke-free environment at your club. These include an A4 Poster which may be displayed in an appropriate position an A5 flyer that could be given to parents when registering their children for the new season and a specimen policy that your club may wish to adapt to confirm its status as a smoke-free environment.

Yours sincerely,

(Name of League) Administrator

This is Club is a smokefree sports zone

Please respect that and put it out!

Our club has signed up to the ~~Smokefree~~ Smokefree Sports Scheme which means smoking and vaping is not allowed during junior games and practices.

By going smoke free we are:

- Creating a healthy, shared community space for children and families
- Protecting children and young people from the harms of second-hand smoke
- De-normalising smoking and introducing positive role models
- Preventing children and young people from starting smoking
- Supporting adults to quit smoking

If you want help to quit contact ~~Smokefree~~ Smokefree Liverpool at: www.smokefreeliverpool.co.uk Telephone 0800 061 4212 or 0151 374 2535 or text QUIT to 66777



Smokefree Sidelines Liverpool Communication Toolkit

Index

1. About the Initiative
2. Launch Details
3. Key Messages
4. How you can get involved
5. Templates
6. Assets
7. Ordering Materials
8. Social Media
9. Further Information

About Smokefree Sidelines

The Liverpool Smoke Free Side-lines Policy is an initiative being introduced by Public Health Liverpool, Liverpool County Football Association, Liverpool City Council Parks & Greenspaces Department and the local Stop Smoking Service. It is also supported by both Everton in the Community and Liverpool FC Foundation.

Our ambition is that all children and young people will be smoke free and have the ability to participate in physical activity and/or sport without being subjected to the harms caused by second-hand smoke.

Developing and maintaining smoke free environments such as the side-lines of sports pitches is key to this ambition. Creation of these environments de-normalises smoking for children - children copy behaviour that they see. Smoke Free Side-lines also protect others from the harms of second-hand smoke.

Smoke Free Side-lines means that members and visitors to youth and children's football are asked to refrain from smoking or vaping on the side-lines and in sight of children at matches and during training. Vaping will be included in the Smoke Free Side-lines initiative to help guard against youth uptake of vaping as vaping is not recommended for young people (in the UK protection is in place via prohibitions on the sale of e-cigarettes to under 18s).

This work builds upon successful Smokefree Sidelines initiatives in Norfolk, Hull & East Riding, and the West Riding of Yorkshire.

Why is it important?

Smoking is our biggest killer and the single biggest cause of preventable illness- cancer, heart disease, strokes and chronic bronchitis. The good news is that most recent data indicates 84.5% of adults in Liverpool currently *do not* smoke. Research shows however that children and young people who see adults using tobacco think that smoking is more common than it actually is. Smoking in front of children and young people can make them think that it is normal and acceptable to smoke.

Inhaling other peoples “second hand smoke” is known to be harmful, in fact, there is no known safe level of exposure to second-hand smoke. It contains carcinogens and is linked with asthma and respiratory infections. A total of 1 in 3 children who are admitted to hospital for asthma attacks have been exposed to cigarette smoke. In addition to the direct harms of exposure to second-hand smoke, children copy what they see; a child who grows up around smokers is three times more likely to smoke themselves when they get older.

The strategic aim for Liverpool is to continue to actively de-normalise tobacco smoking in an effort to achieve the goal of delivering a *Smokefree Generation*. We recognise that changing social norms helps to positively influence children’s decisions not to start smoking. Sport, and the mass appeal of football in particular among young people and families in Liverpool, provides an opportunity to be an exemplar for positive health behaviours.

Communication

Communication of the policy is a critical element of the initiative, to explain the reason for the policy, the expectations for parents and spectators at youth football activities. Local media channels and social media channels used by league and club officials, will be utilised, as well as club communications with members/parents prior to its implementation, during implementation and beyond to ensure sufficient awareness and momentum is built to support the policy.

The intervention also provides an opportunity to offer support to those who wish to stop smoking, through Smokefree Liverpool. The benefits of stopping smoking will be highlighted throughout communications, and smokers will be signposted to the Smokefree Liverpool service access points (Web, Text and Telephone Number). Liverpool Public Health have developed the Kick the Ciggies website to support men who want to quit (<http://kicktheciggies.com/>). This is a football the

Key Messages

- Children copy what they see
- Second Hand Smoke is harmful to health, in particular childrens health
- Most people do not smoke, but smoking in front of children can make them think that this is not the case
- Children who grow up around smokers are 3 times more likely to become smokers themselves
- Sport provides the opportunity to be a positive role model for children

Communications Plan

Smokefree Sidelines is planned to start at the beginning of the 2019/20 season, however, there are critical milestones along the journey which are important opportunities to raise awareness.

Liverpool City Council will work with partners to issue media releases to highlight the Smokefree Sidelines message at these key milestones which include:

Smokefree Sidelines Communications Schedule				
	Event	Message	Audience	Communications
1.	Smokefree Sidelines is coming <i>(Cabinet Member briefing)</i>	SFS & Pitch Booking Policy	Leagues, Clubs, Parents/Spectators	LCC media release, League webpages, LCFA Twitter feed,
2.	MCSFA Committee Meeting	Endorse & Support SF Sidelines	District Coordinators, Schools, Parents	MCSFA Newsletter, Twitter
3.	Youth Leagues AGMs	Adopt Smokefree Sidelines Policy	Clubs, Parents, Public	LCFA Media Release, League Facebook & Twitter feeds, League Webpage News
4.	Club Committee Meetings	Adopt & Endorse Smokefree Sidelines Policy	Parents, Players, Spectators, Other Clubs	Club Newsletter, Facebook & Twitter feeds, Leaflets
5.	Summer Tournaments	Pilot Smokefree Sidelines	Clubs, Parents/Spectators,	LFCF & EITC Media Release, Twitter feeds, venue twitter feeds,
6.	SFS Launch Event & Season Open <i>(Cabinet Member briefing)</i>	SFS goes live	Leagues, Clubs, Parents/Spectators, Public	LCC Media release, partner twitter feeds, radio, TV, League News Feeds, Facebook & Twitter feeds
7.	1st Weekend	Success!	Leagues, Clubs, Parents/Spectators, Public	LCC Media release, partner twitter feeds, League News Feeds, Facebook & Twitter feeds
8.	Kick the Ciggies Pulse	Support SFS and kick the ciggies	Parents/Spectators, Public	LCC Media Release, Twitter feeds,
9.	Smokefree Sidelines Evaluation	How successful has it been?	Leagues, Clubs, Parents/Spectators, Public	LCC Media release, partner twitter feeds, radio, TV, League News Feeds, Facebook & Twitter feeds
10.	End of Season Finals	Smokefree Season Success & Smokefree Final	Leagues, Clubs, Parents/Spectators, Public	LCC Media release, partner twitter feeds, League News Feeds, Facebook & Twitter feeds
11.	Summer Tournaments	Smokefree Sidelines Tournament	Clubs, Parents/Spectators,	LFCF & EITC Media Release, Twitter feeds, venue twitter feeds,
12.	Start of 20/21 Season	2 nd Smokefree Sidelines Season	Leagues, Clubs, Parents/Spectators, Public	LCC Media release, partner twitter feeds, League News Feeds, Facebook & Twitter feeds

Clubs and Leagues are asked to ensure that their members/parents are aware of the policy, through

- Club Newsletters and information,
- new player registrations,
- via league and club websites
- Club/Team social media,
- and by making the policy visible on match days and training sessions.

Suggested Tweets

We are delighted to announce that following our club committee/AGM meeting that [CLUB HANDLE] will now be a #smokefreesidelines club

Parents, family and coaches are role models for our players and it is important we give them the right message. #smokefreesidelines

We're supporting #smokefreesidelines - has your team signed up to keep our sport smokefree?

Our League/Club/Tournament is supporting #smokefreesidelines - please don't smoke or vape on our sidelines

The sidelines of all Liverpools Junior Football games will go #smokefree when the new season begins. #smokefreesidelines

We are supporting #smokefreesidelines. No smoking or vaping is permitted at any of our training sessions or matches.

Great feedback from parents about #smokefreesidelines at this weekends Youth League games! Thanks to everyone for your cooperation and support - same again this weekend please!

Resources

There are a number of assets available to support Smokefree Sidelines at your club including:

ITEM	FORMAT	DESCRIPTION
<p>POSTER 1-A4</p>  <p>The poster features the Smokefree Sidelines Liverpool logo at the top. Below it, a green banner reads 'Why parents and other spectators are being asked to refrain from smoking or vaping:'. Three circular icons follow: 'Kick every spectator. Please don't smoke or vape here!', 'We can't help you provide a healthy environment for children', and 'We can't provide role models'. Below these is a bar chart showing '5 out of 6 adults in Liverpool do not smoke'. At the bottom, it says 'For support to quit smoking, contact Smokefree Liverpool on 0800 061 4212 or text QUIT to 66777'.</p>	<p>PRINT READY COPY</p>	<p>Includes Key Messages & local stop smoking service contact information</p>
<p>LEAFLET 1 – A5</p>  <p>The leaflet is identical in content to the poster, featuring the logo, key messages, icons, bar chart, and contact information.</p>	<p>HARD COPY</p>	<p>Double Sided A5 information leaflet with key messages and local stop smoking service contact information Order from shane.knott@liverpool.gov.uk 0151 233 2818</p>
<p>VINYL BANNER – 1000mmx2500mm</p>  <p>The banner features the Smokefree Sidelines Liverpool logo and the text: 'For support, please visit smokefree@liverpool.co.uk #SmokefreeSidelines @SFree_Liverpool'.</p>	<p>HARD COPY</p>	<p>Includes SFS Logo and local stop smoking service contact information Limited supply – request from shane.knott@liverpool.gov.uk 0151 233 2818</p>
<p>POP OUT BANNER</p>	<p>HARD COPY</p>	<p>...awaiting design</p>

Please consider using your social media channels to engage parents, clubs and coaches in the Smokefree Sidelines initiative and signpost people to the local stop smoking services to help them quit smoking and/or stop vaping

Campaign Twitter hashtag: #SmokefreeSidelines

List of Website and Twitter Handles

@LCFA

@MCSFA2

@PHLiverpool

H. Pitch Hire Application Pack

Under 18s & Junior Football Leagues Pitch Hire Application Pack

League Name: _____

League Secretary: _____

SEASON 2019 / 2020



INTRODUCTION

This information/terms and conditions pack has been produced to inform football teams and leagues using Liverpool City Council facilities what service standards you can expect from the Council, and also what standards we can expect from football teams.

We would ask that you read through this pack carefully before signing the Terms and Conditions paying particular attention to guides of how to pay for pitch hire fees and the Smokefree Sidelines Liverpool (SFSL) directive . If you wish to raise any queries please contact Liverpool City Council at the contact details below.

Contact address: Streetscene Parks and Greenspaces Department.

Alan Morrow

1st Floor Lifestyles Everton Park

Great Homer Street

Liverpool

L5 5PH

Email address: pitchhire@liverpool.gov.uk

Contact Name: Alan Morrow

Telephone Number: 0151 233 6365/0829

SERVICE CHARTER / SPORTS PITCHES AND FACILITIES

Liverpool City Council is committed to providing quality services to its customers. The following are the standards we have set for our football pitches and facilities, and how we aim to achieve them:

Along with our partners;

A Clean, Safe and Smokefree Environment

Pitches and facilities to be free from vandalism and litter. We will do our upmost to ensure any anti-social behavior is addressed as soon as possible and that the Smoke Free Sidelines Liverpool (SFSL) directives are followed by hirers of facilities and those associated with the hire of facilities.

Well-Maintained Sports Pitches

- Cutting grass on a fortnightly basis (this will vary to take into account the winter period and ground conditions)
- Marking of all pitches with clear white lines
- Ensuring goalposts are in good condition.
- Maintain playing pitches to provide a good, safe playing surface.

Well-Maintained Changing Rooms

- Ensuring changing rooms are clean, tidy and available for use when required
- Providing sufficient warm water for shower users
- Ensuring toilets are clean, stocked with consumables and inspected on a regular basis.

Efficient and Effective Administration, Bookings and Management

- Provision for enquiries during office hours 9.00am to 4.00pm Monday to Friday
- Accurate and prompt administration including processing of invoices, receipts and booking forms
- Supporting the works of the football clubs
- To seek customer views and using these to improve the service.

In return for this, we expect our customers to treat staff courteously, and to respect other facility users and preserve our sports pitches and facilities.

PLAYING PITCH ALLOCATION POLICY

The criteria for the allocation of both senior and junior pitches are as follows:

1. Teams to be allocated a pitch (where requested), subject to having complied with the terms and conditions of the pitch hire agreement.
2. Pitch allocation will be linked to the playing level of the team and the demands of the league in which the teams(s) participate.
3. Local teams to be offered local facilities (long standing preference, whenever possible).
4. Applications will be considered within the context of the statements set out above and equal opportunity will therefore be offered to all teams.
5. Late applications will be only considered after all other applications have been completed, including the allocation of pitches to new teams.
6. In the event of the demand for pitches outweighing the supply, teams who have been unsuccessful in their application will be advised to contact other pitch providers, which may include schools/education sites and private grounds.

UNDER 18 & JUNIOR FOOTBALL PITCHES 2018/19 PRICES GUIDE

Sites available: Lower Breck, William Collins. Bill Shankly , Barnham Drive, Joe Stone, Thomas Lane, Clubmoor Rec, Little Heath, Maiden / Townsend Lane. Carr Lane East.

All sites are subject to availability and alternatives may be offered if possible.

Pitch payments

Liverpool City Council will enter into an agreement with the league named at the top of this application whereby a 20% concession will be applied for the hire of pitches on condition pitch hire fees are collected on behalf on the Liverpool City Council by the league. This agreement will be signed by the League Secretary and an Officer of Liverpool City Council. Leagues need to consider which of the two options below are suitable to their own league are and indicate the preferred option in the tenancy form attached.

Option 1.

Upon agreement a 20% Concession will applied to the full cost of pitch hire for all teams participating in the league with the remaining 80% collected by the league. The league will then be issued with an invoice based on the number of teams participating and pitch sizes requested in the attached site booking sheets.
This Invoice will be issued in April 2020 or when requested by the league.

Option 2.

Upon agreement the league will collect the full amount of pitch hire charges from all teams. The league will then be issued with an invoice based on the number of participating teams and pitch sizes requested in the attached site booking sheets. At this point a 20% concession will be applied and retained by the league for use as the league committee deem appropriate.
This Invoice will be issued in April 2020 or when requested by the league.

PITCH CHARGES 2019-20

Option 1 20 % Concession Prices per team	
5 V 5	£102.40
7 V 7	£128.00
9 V 9	£179.00
11 V 11	£204.00

Option 2 Full Prices per team	
5 V 5	£128.00
7 V 7	£160.00
9 V 9	£224.00
11 V 11	£256.00

NB. Invoices will be raised in compliance with Liverpool City Council Policy and Procedures. All cheques should be made payable to: "Liverpool City Council". Teams who have taken the option of paying via invoice must make payments as per the payment methods guidance notes on the back of the invoice issued which includes the option to pay online via www.liverpool.gov.uk

The charges levied are for approved League and Cup games only during the 2019/20 Season.

Streetscene Parks and Greenspaces must be immediately informed of any change of Secretary or contact details.

**STREETSCENE PARKS AND GREENSPACES
CONDITIONS OF HIRE
SEASON 2019 / 2020**

1.0 Applications for Hire

- 1.1 Liverpool City Council operated grass football pitches and facilities will be open from weekend Saturday 31st August 2019 and will open on successive weekends excluding the Christmas break until Sun the 3rd May 2020. Changes to these dates and the availability of midweek fixtures during April 20 will be subject to discussion and agreement with the Liverpool County FA and/or individual Leagues. During the Christmas period sites will be closed after Sunday 22nd December 2019 and will not re-open until Saturday 11th January 2020.
- 1.2 **The league, club, team or organizations secretary whose name appears on the pitch hire application form shall be deemed to be the Hirer of facilities and shall be responsible for ensuring that his/her league, club, team or organization fully understands and complies with all terms and conditions in the agreement and also agrees to comply with any directions given by an authorised officer of the City Council or its representatives, and that all persons connected with the League club/ team/ organization or their visitors / guests conduct themselves in a correct and appropriate manner. The club Secretary will also be responsible to ensure all pitch hire fees are paid.**
- 1.3 The allocation of any pitch/s will only be made official when it is confirmed in writing or e-mail to the league. The City Council reserves the right to re - allocate any pitch and or its facilities without notice.
- 1.4 The sub-letting of a pitch is forbidden.
- 1.5 The playing of football will not be permitted when, in the absolute discretion of the authorized officer, the playing surface is considered unfit for play. Any decision made by Council officers will be final.
- 1.6 Leagues must ensures participating teams only play on pitches at sites allocated to the league.
- 1.7 All teams, clubs and leagues using Liverpool City Council playing facilities must be affiliated to the Liverpool County FA who can be contacted at 0151 523 4488 or by e-mailing info@liverpoolfa.com
- 1.8 Clubs must ensure that they have adequate first aid provision and have the means to communicate with the emergency services in the event of an injury to player/s or others persons associated to the club, team or organization. Please note that in co-operation with Liverpool County FA semi-automatic prompting defibrillator units (AEDs) have been located at the following sites for use in an emergency (-----). The AED units are located in main areas of changing pavilions and must not be tampered with. Anyone associated with the hire of facilities found to have tampered with or damaged AED units will have their agreement with the Council terminated and the Council will seek to recover any costs for damages caused. Liverpool County FA will also be informed which may result in disciplinary action being taken.

1.9 Junior leagues and club officials are to be aware of their responsibilities with regard to child protection issues. The F.A. guidelines and specific courses to be applied as appropriate. A copy of Sport and Recreations safeguarding policy is available upon request.

1.9 (i) Personal information required to complete this application is the minimum required to process the application and is used solely for administrative purposes and not shared with any third parties in line with Liverpool City Councils GDPR policy.

2.0 **Changing Accommodation**

2.1 Liverpool City Council will not be responsible for the theft, damage or loss of any property belonging to players or representatives of them, club, team or organization. Property stored in the dressing rooms or otherwise is done so entirely at the owners own risk. Hires are asked to inform all associated of this.

2.2 In the event of a league accepting responsibility for keys to access changing rooms on match days a named club member or official must be will be fully responsible for the security and furniture and fabric of the changing accommodation.

2.3 Changing accommodation or pitches will not be opened to support training sessions or friendly matches.

2.4 The changing accommodation shall not be used for the preparation of food including tea/coffee etc., or for the storage of perishable goods. Unless prior permission is given to do so by the Council.

2.5 In the event of any damage to the changing accommodation, article, item or property owned by the Council either during the period of hire or at any other time during which the hirer or any person associated with him/her shall be using the premises for any purpose, the expense of replacing or making good the same shall be borne by the hirer.

2.6 The washing of football kits and football boots within the shower areas or elsewhere within the changing accommodation is strictly prohibited; an additional charge will be levied on any Club found not adhere to this condition.

2.7 Changing accommodation must be left tidy after use.

2.8 All buildings are covered by the City Council's No Smoking Policy and Smoke Free Sidelines Liverpool directive (SFSL). This applies to all Council owned buildings and land. Facilities users must abide by this ruling. (See 11.0)

3.0 **Pitches and Goals**

3.1 A responsible member of the league club, team or organization must make a visual inspection in association with the appointed referee to check the pitch for hazards such as broken glass or other objects on the surface of the Playing area and surrounding run offs. This should be carried out before the start of each game to confirm the playing surface is safe to play on. Any issues should be reported immediately to the authorized officer/attendant in order that the problem can be officially recorded and dealt with.

3.2 It is important that league and club officials check goal posts prior to games being played to ensure that they are in safe condition for use. On sites where clubs set up their own equipment, installation must be undertaken by responsible competent persons and should not be left unattended. On completion of the game equipment must be dismantled and stored in a safe and secure way in designated areas.

3.3. All equipment and goalposts (if applicable) must be removed from site at the end of the season.

4.0 **Cancellation of Games**

4.1 Pitch inspections are carried out preferably on Friday mornings to determine if pitches are fit to play. However, in extreme weather conditions a decision to call off games may be taken earlier after consultation with grounds maintenance colleagues and appropriate Leagues. We will contact the League Fixture Secretaries and the local media to inform them of pitch cancellations by telephone e-mail and social media. All are asked to respect the decision made.

5.0 **Car Parking**

5.1 Clubs are reminded that under Liverpool City Council bylaws it is an offence to drive or park a vehicle on a public park or playing field other than in the official car parks. This rule applies to anyone connected with the club including its supporters. Failure to comply with this request may result in the team's loss of tenancy. It is also the Council's policy to prosecute offenders.

5.2 At football pitch sites where parking space is known to be limited, Secretaries are asked to assist by informing all associated with the club, team or organization not to park vehicles on grass verges, block residential property driveways or obstruct entrance gates and not to park on double yellow lines. We would also request that respect is given to the privacy and property of our neighbours.

6.0 **Litter**

6.1 Hirers of pitches and facilities should ensure all litter is disposed of in litter bins provided.

7.0 **Insurance**

7.1 Clubs shall indemnify the Council against any loss, claims or damages in respect of death or personal injury (other than death or personal injury caused by the negligence of the Council, their servants or agents) or loss of or damage to property arising out of the use by clubs or their visitors of the pitches and shall take out a policy of insurance against any claim by the Council or any other person under this indemnity.

8.0 **The Council**

8.1 In the event of any person associated with a club or organization failing to comply with or committing any breach of these conditions the authorized officer may

withhold from the club the use of any pitch and these could result in the termination of this agreement. In these circumstances no refund will be made.

8.2 The Council reserves the right

- To refuse any application for the hiring of the Council's premises without being required to give any reasons for such refusal.
- To close or prohibit the use of its facilities at its discretion and not be liable for any loss or expenditure incurred by the hirer arising out of the cancellation.

9.1 Conduct

9.2 The league club, team or organization (The Hirer) will be responsible for the conduct of the players and supporters and must ensure that during the period of hire shall not cause offence to the surrounding proximity. Please respect our neighbours and keep noise levels down to a minimum avoiding foul and abusive language.

9.1 Any threat, act of violence, intimidation or inappropriate language towards a Liverpool City Council officer/s or its representatives by any person/s associated with the league, club, team or organization will not be tolerated and may result in prosecution and or termination of this agreement. In these circumstances no refund will be made.

10 . Broadcasting

- Broadcasting by sound or television or recording by video shall not be permitted without the written consent of the Council.

11.0 Smoke Free Sidelines Liverpool.

“Liverpool City Council acknowledges that smoking is still a major cause of ill health, and results in around 3000 deaths in Liverpool every year. Second hand Smoke contains around 80 chemicals which are known to cause cancer. Children copy behaviour that they see as being normal. An important aim for the city is therefore to make Smoking and vaping less normal, and less visible to children and young people. This will help us to achieve the twin goals of protecting children from harmful second hand smoke, and to deliver a smokefree generation by 2025. The full policy can be accessed [here](#).

Liverpool City Council in co-operation with its partners have adopted the Smoke Free Sidelines Liverpool policy which aims to stop smoking and vaping on Liverpool City Council playing fields.

By signing this agreement and the Smokefree sidelines Policy attached to this application form the hirer is agreeing not to allow anyone associated with their club, league or organization, including spectators, to smoke or vape whilst using Liverpool City Council playing pitches and associated facilities.

Please note (SFSL) will be monitored and those found to be in breach of this policy will

be reported to the hirer of facilities in the first instance for internal action to be taken in line with the hirers club, league or organizations code of conduct.

Repeated breaches of the agreement from anyone participating under the hirer's agreement will be reported to Liverpool City Council and the governing body Liverpool County Football Association, which may lead to the hirer being required to exclude the offending participants from this agreement and facilities withheld. To view further information on Smoke Free Guidelines Liverpool please visit; www.pitchhire@liverpool.gov.uk

APPLICATION FOR A FOOTBALL PITCH TENANCY

NAME OF LEAGUE	
GROUND/S REQUESTED;	
OPTION 1	
OPTION 2	
OPTION 3	
OPTION 4	
OPTION 5	
N. B Please completed attached team participant sheet .	
MATCHDAY	
FREQUENCY (EVERY WEEK/ OTHER WEEK)	
KICK OFF TIME	
CLUB OFFICIALS (HIRER)	
NAME	
ADDRESS LINE 1	
LINE 2	
LINE 3	
POST CODE	
TELEPHONE NUMBER	
E-MAIL	
PAYMENT METHOD	
	(YES/ NO)
OPTION 1	
OPTION 2	

AGREEMENT FOR HIRE

I hereby acknowledge that I have read and understand these conditions and agree on behalf of the club/organisation to be bound by them.

NAME OF CLUB.....

NAME OF LEAGUE.....

Secretaries will be deemed responsible for ensuring the club, team or organization adhere to all conditions noted in this document.

SIGNATURE OF SECRETARY NAMED ABOVE

.....

DATED.....

Signed agreement for hire to be returned no later than 28th August 2019 to:
Alan Morrow, Streetscene Parks and Greenspaces, Lifestyles Everton Park Great
Homer Street Liverpool L5 5PH Tel. 0151 233 6365/7021 - e-mail
pitchhire@liverpool.gov.uk

Smoke Free Sidelines Policy Agreement

Our sports club pledges to promote physical activity and/or sport for children and young people in a smoke free environment as part of the Liverpool Smoke Free Side-lines initiative.

We are committed to working alongside the Liverpool City Council, Liverpool County Football Association and their partners to de-normalise smoking around children and young people, specifically those engaged in sport, to break the association of smoking with sport.

As a Smoke Free sports club we agree to:

- Adopt the Smoke Free Side-lines Policy and promote it regularly by publishing a copy on the club's website, notice boards and in newsletters.
- Enforce the Smoke Free Side-lines Policy and challenge any non-compliance, to be handled according to the processes outlined in the Liverpool Smoke Free Side-lines Policy document:-
- Give out smoke-free flyers to smokers which states smoke free messages.
- Display relevant smoke-free resources and materials at children and young people matches, training sessions and competitions.
- Encourage at least one club member to attend a Smoke Free Side- Lines Briefing Meeting in June 2019 to become equipped with knowledge around smoking and smoke free messages.

CLUB NAME

SIGNED by:

CLUB POSITION:

DATE:

PHI | Public
Health
Institute
LIVERPOOL JOHN MOORES UNIVERSITY

