

THE ILLEGAL TOBACCO MARKET IN WEST YORKSHIRE AND YORK

A major public opinion survey took place across West Yorkshire and York in Spring 2014 to find out the size of the illicit tobacco market, what people think about illegal tobacco, who buys it and where they buy it from. The results told us:

- Illegal tobacco makes up 11% of the total tobacco market
- 85% of people are concerned that children can get hold of illegal tobacco cheaply and easily
- 82% of people are likely to report if sales are being made to children
- The most common sources of illegal tobacco for buyers include pubs, clubs, private houses (sometimes known as fag houses or tab houses), shops, on the street or at a car boot sale
- The average age of starting to smoke is 16

ILLEGAL TOBACCO HAS HALVED SINCE 2000 WITH AROUND ONE IN TEN CIGS NOW ILLEGAL

TACKLING ILLICIT TOBACCO FOR BETTER HEALTH IN WEST YORKSHIRE AND YORK

The local councils that make up West Yorkshire- Bradford, Calderdale, Kirklees, Leeds, Wakefield- along with the City of York Council have collaborated to launch the Tackling Illicit Tobacco for Better Health in West Yorkshire and York programme, in partnership with West Yorkshire Trading Standards.

The programme aims to reduce the demand for and the supply of illegal tobacco through:

- Developing partnerships
- Delivering enforcement activity
- Raising awareness and generating intelligence
- Assessing progress

HOW CAN YOU HELP?

West Yorkshire Trading Standards:

0113 253 0241

City of York Trading Standards:

01904 551569

HMRC:

0800 595 000

Share information or direct members of the public to:

CALL 0800 555 111 ANONYMOUSLY TO SHARE INFORMATION

CRIMESTOPPERS 0800 555 111
Call anonymously with information about crime

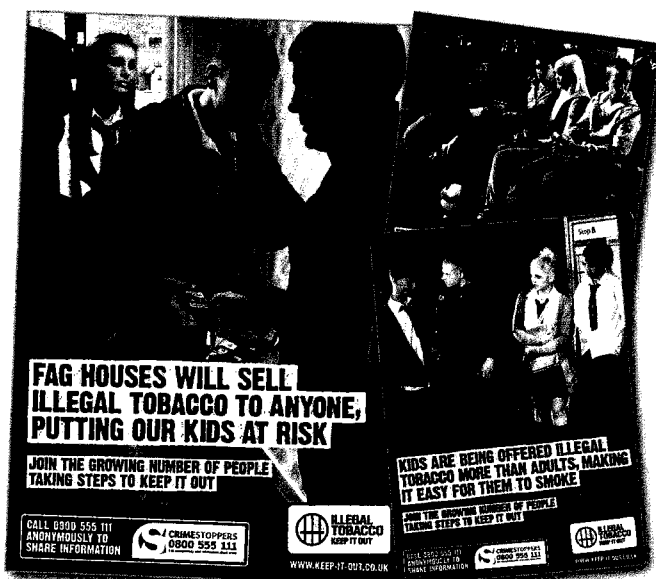
ILLEGAL TOBACCO: KEEP IT OUT CAMPAIGN

The 'Keep It Out' campaign is being launched in West Yorkshire and York to raise awareness of and generate intelligence on the illegal tobacco trade as part of broader programmes to tackle tobacco use. The campaign has run in the North East and North West of England, generating intelligence and making people more aware of the issue and less tolerant of the illegal trade in their communities. *Keep It Out* highlights the availability of illegal tobacco to children in the area through three key messages:

- Children are being offered illegal tobacco more than adults, making it easier for them to smoke
- Illegal tobacco is easy to get hold of, so more children are getting hooked
- Fag houses will sell illegal tobacco to anyone, putting children at risk

The campaign has two calls to action:

- Report any intelligence on the illegal tobacco trade to Crimestoppers
- Visit www.keep-it-out.co.uk to find out more about illegal tobacco and what is happening in West Yorkshire and York



For more information about what is happening through the Tackling Illicit Tobacco for Better Health programme, please contact us at www.illegal-tobacco.co.uk