



Summary & Evaluation

Surrey wide campaign to acquire
intelligence on the supply and
distribution of illegal tobacco in Surrey

Autumn 2013

In partnership with Surrey County Council Trading
Standards, supported by the Surrey Smokefree Alliance

Completed January 2014

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1. Introduction

1.1 Background

Crimestoppers, an independent charity, was established nearly 26 years ago to find criminals and solve crimes. Crimestoppers operates a phone line **0800 555 111** where the public can pass on anonymously information they have about crime. Alternatively the public can use the secure, untraceable on line form found at www.crimestoppers-uk.org which is now used by nearly 50% of people who contact Crimestoppers.

Illicit/illegal tobacco is a serious problem nationally. It includes tobacco brought in from abroad and sold illegally, as well as counterfeit cigarettes that can be sold for as little as £2.50 (less than 1/3rd of the UK retail price).

The presence of illegal tobacco causes four times as many deaths as illegal drugs because it both discourages smokers from quitting and encourages more smoking especially with children taking up the habit. Children are often targeted by gangs selling cigarettes at pocket money prices.

The trade in illegal tobacco has serious consequences for health, crime, and community cohesion as organised criminal gangs infiltrate communities. Money is used by organised crime to fund other illegal behaviours including human trafficking, sex slave exploitation and firearms trade. There is evidence that these gangs are using the same routes for the importation and distribution of other drugs such as cannabis and heroin.

There are over 1.1 million people who live in Surrey 18.4% of which smoke, that is approximately 207,000 smokers. Surveys in other parts of the country suggest that a fifth of smokers have smoked illegal tobacco in the last 12 months and over a third of smokers had been offered it to buy

The campaign was initiated by the Smokefree Surrey Alliance and had buy-in from Surrey Borough and District Environmental Health Teams, Surrey Police, Surrey Fire & Rescue Service and HMRC. Surrey Crimestoppers were invited to become involved in January 2012.

Other Smokefree campaigns across the UK have involved Crimestoppers in varying degrees. It was decided in Surrey that the campaign will only promote the Crimestoppers number since the main aim of the campaign is to encourage intelligence to be provided to target enforcement activity. The Surrey campaign was adapted from work carried out in Thames Valley with TV Crimestoppers in the spring of 2013.

This Summary & Evaluation is about a project carried out by Surrey Crimestoppers and Surrey County Council Trading Standards with the support of Surrey Smokefree Alliance over the period June to December 2013.

In summary the main aims of the Crimestoppers fronted campaign were:

- Target counterfeit tobacco and tobacco smuggled in cheaply from abroad
- Improve intelligence about suppliers of illegal products for Trading Standards
- Promote Crimestoppers and the anonymous facility it provides

1.2 Aims & Objectives

Aims

To work with Surrey County Council Trading Standards and other members of the Smokefree Alliance and other relevant key partners to undertake a campaign to encourage intelligence from anonymous sources on the supply of illicit tobacco. This intelligence can then be used to lead enforcement visits and thereby reduce the incidences of illegal tobacco being supplied within the county. Campaigns to encourage intelligence about illicit tobacco products have not been undertaken before in Surrey.

The Illicit trading in tobacco products includes the production, supply and distribution of smuggled genuine, counterfeit, cheap white bootlegged or stolen products.

Objectives

- To increase the quality and quantity of actionable calls to Crimestoppers about criminal activity surrounding the supply and sale of illegal tobacco
- To reduce the supply of illegal tobacco in Surrey by making offenders aware that anyone, even those closest to them, can report on them without fear
- To enable those people with information about illegal tobacco realise that they can pass on what they know in complete safety through the anonymity offered by Crimestoppers
- To reduce the demand for illegal tobacco in Surrey by raising awareness of the consequences of purchasing illegal tobacco
- Dispel the myths that illegal tobacco is fine as the only reason it's expensive is because the UK government taxes it
- Raise awareness of the dangers
- Link to Serious Organised Crime
- To increase Crimestoppers brand awareness and strengthen the association of the brand with the anonymous phone line and online secure form
- Reduce crime

1.3 Methodology

A sub group from the Smokefree Alliance, initially chaired by Karen Simmonds, (Smokefree Alliance) and then Clover Taylor (Surrey County Council Trading Standards) and Surrey Crimestoppers designed and then created a supportive publicity campaign targeting those people and areas in Surrey where we believed illegal tobacco was likely to be available and where raising awareness of Crimestoppers would produce the most information.

The main thrust of the campaign was based on posters, leaflets distributed by police and borough councils, commercial radio advertising, bus advertising and Facebook. Web pages were designed and hosted on the Crimestoppers web site, a Facebook app was designed, A4 posters were adapted from Thames Valley artwork and a leaflet "How to Spot Illegal Tobacco" was designed and created.

The launch was backed up by press coverage and cost effective PR within partner organisations. Training was offered to Councils and Surrey Police to "spot illegal tobacco."

Posters

Two posters were used, one targeting businesses (**Appendix Figure 1**), suggesting that illegal tobacco was undermining legitimate business and another more generic one (**Appendix Figure 2**). Readers were encouraged to find out more at the web page www.Crimestoppers-uk.org/fakefags. See **Appendix Figure 3**. A QR code was used that directed to the web page.

Helen Barnsley at Guildford Borough Council kindly printed 15,000 posters at cost for the campaign which enabled considerable savings on the original budget. An Engagement Plan was drawn up of all the outlets that the campaign was going to target to distribute and display the campaign materials. Co-operation was sought from Surrey Police Neighbourhood teams in each borough for the distribution of posters and from all the local borough councils. Posters were sent out as follows:

Surrey Police Neighbourhood Teams - Elmbridge, Epsom & Ewell, Guildford, Mole Valley, Reigate and Banstead, Runnymede, Spelthorne, Surrey Heath, Tandridge, Waverley and Woking. The Neighbourhood Teams distributed the posters locally by carrying out personal visits to premises selling tobacco products e.g. newsagents, off licences, convenience stores, supermarkets, pubs; and to premises likely to gain intelligence e.g. pubs, cafes, restaurants, takeaways, markets, builders merchants, industrial estates etc.

District and Borough Councils - Elmbridge, Epsom & Ewell, Guildford, Mole Valley, Reigate and Banstead, Runnymede, Spelthorne, Surrey Heath, Tandridge, Waverley and Woking. Posters were displayed at all Civic Centres and leaflets made available in reception areas. The District and Borough Councils further circulated the posters to areas including the following: Communications Team (Public Notice Boards), Community Halls, Community Safety Partnerships, Community Support Services (day centres), Environmental Health, Estates (public conveniences), Gambling/Lottery Liaison Officer (betting shops), Gypsy Liaison Officer (traveller sites), Leisure/Cultural Services (recreation grounds, skate parks, leisure centres etc.) and the local Media Officers.

Surrey County Council - Posters were displayed in all SCC buildings. Further posters were circulated to Libraries, Trading Standards, and Surrey Youth Services (including Youth Centres, Youth Clubs, Youth Shelters and Youth Workers).

In addition Surrey Fire and Rescue Service and HM Revenue and Customs were provided with posters and leaflets for further distribution.

Mail Shots - posters and leaflets were posted to the following with a covering letter: Citizens Advice Bureaus, Park Home Sites, Village Halls and all Surrey schools, colleges and universities. In addition an email shot was sent to all members of Surrey Trading Standards 'Buy With Confidence' scheme.

Visits in person - posters were displayed and leaflets handed out in person at three events; The Sheerwater Summer Festival, The Spelthorne Assembly and Surrey Fire and Rescue Service's Open Day in Reigate. Display materials were also made available for Districts and Boroughs to borrow for local events.

All **Parish Councils** were sent the posters electronically and a few asked for printed copies. **Neighbourhood Watch** in each Borough were also sent electronic copies. Posters and leaflets, together with a briefing outlining the rationale for the campaign, were sent to all **GP practices, dental practices and Children's Centres**. The campaign was also published in the weekly Schools Bulletin. Publicity materials were made available at Stop Smoking awareness-raising events and update sessions that took place around the time of the campaign.

Leaflets

A leaflet "How to Spot Illegal Tobacco" was designed by Clover Taylor (see **Appendix Figure 4**). 50,000 Leaflets were printed by Guildford Borough Council print service and distributed with the posters above.

Radio Advertising

Originally considered as too expensive, negotiations with 96.4 Eagle Radio for a special charity rate meant that there was enough budget available for radio advertising.

96.4 Eagle Radio broadcasts 24 hours a day, 7 days a week from studios in Guildford. Their target age range is 25 - 54 year olds and the radio choice of 51% of their target market making them the number one commercial radio station in Surrey. The main limitation in selecting Eagle Radio for this campaign was they didn't cover the east side of the county (**Appendix Figure 5**).

An advert was designed (**Appendix Figure 6**) and 62 adverts of 30 secs duration were aired from 7th September for 2 weeks at various times of the day.

Press releases and editorial were sent to the other radio stations.

Bus Advertising

CBS Outdoor were engaged to provide bus adverts in buses across Surrey (see route maps **Appendix Figure 7**.) 150 adverts were placed in buses across the county from 16th of September for 4 weeks at the least, some will have remained longer.

Facebook

Facebook has over 800 million users. 50%+ of all users log on in any given day. 48% of 18-34 year olds check their Facebook page as soon as they wake up. 70% of Facebook users are under 35 years old. Several Facebook adverts were created. **See Appendix Figure 8**. The adverts appeared on the targeted individuals pages whenever they opened up their Facebook account. Three target audiences were identified

- People over 18
- People under 18
- Parents

The adverts were placed to appear to appear on Facebook pages in Banstead, Byfleet, Camberley, Caterham, Cobham, Cranleigh, Dorking, Elstead, Epsom, Esher, Godalming, Godstone, Guildford, Leatherhead, Merstham, Oxted, Redhill, Reigate, Ripley, Shalford, Staines, Stanwell, Weybridge, Witley and Woking.

Several adverts were used during the campaign to keep the message fresh. The most popular adverts used are in **Appendix Figure 8**.

A Facebook app. was used that allows Facebook users to stay within Facebook when clicking on an advert see **Appendix Figure 9**. The App had several pages and reflected the content on the web pages and signposted to the web pages and the Crimestoppers online secure form. Facebook were able to give detailed statistics daily to track the campaigns effectiveness. The Facebook advert ran from 7th September for 4 weeks but as the budget was still not spent the advert ran until 8th October.

Training

As a back-up to the campaign, training was offered to frontline staff on the harms associated with illegal tobacco and how to recognise these products. Approximately 150 people benefited from this training, which took place at end November 2013 across five different venues in Surrey, ensuring good coverage over the County. Attendees included members of Surrey Police (police constables, police sergeants and PCSOs), local authority environmental health staff, licensing officers, park rangers, grounds maintenance staff, street cleansing staff, Public Health stop smoking advisors, and others. The training was very well received and enabled those present to build on what had been learnt through the campaign and to cascade this knowledge to colleagues.

Partner Engagement

Chief Superintendent of Neighbourhoods Helen Collins, Inspector Derrick Laing (Neighbourhoods) and all the Neighbourhood Inspectors were directly approached for help and support in this campaign. Bryn Strudwick, Community Safety Manager, Surrey Fire and Rescue Service actively showed his support of this project; in particular inviting the group to display material at the Fire Service's Open Day in September 2013.

Senior Investigating Officer, Julian Haswell of HM Revenue and Customs also fully supported the work of the group in regard to illegal tobacco and closer working arrangements between Surrey Trading Standards Service and HMRC have now been established.

2. Campaign Message

Illegal Tobacco is a drag on our community

Allowing the sale of dodgy fags funds more than just a habit

- It is not a victimless crime
- It encourages 'playground' smokers and exposes our kids to criminals
- It puts our health at risk
- It brings low-level and serious organised crime into our community

Fight for a cleaner community

Call the independent charity **Crimestoppers** anonymously on **0800 555 111** with your information on illegal tobacco sales.

To find out how to spot a fake and put a stop to illegal tobacco go to www.crimestoppers-uk.org/fakefags

3. When

The campaign was launched on Monday 9th September with press releases and interviews lined up. The first Facebook advert campaign started on 7th September and lasted 4 weeks. The bus adverts were in place by 16th September and remained in place for at least four weeks and in many cases for longer. The radio adverts started on 7th September and lasted 14 days.

Posters and leaflets were distributed in the last week in August and so were readily available for the partners to have distributed by the 9th September.

4. Results

Facebook statistics

One way of evaluating the project was to look at impressions. Impressions are the number of times the advert appeared on the target audience on Facebook.

During the period of the campaign 8,379,410 impressions were made.

This is different to the number of unique viewings (individual people) who saw the advert. It does not mean they read it or even notice it yet alone act upon it or click through to the web site. (The bid price, the budget and the length of the campaign determine the unique viewings)

During the period of the campaign

Broad Target (potential audience of 200,000 users who were 18 and older) there were 115,840 unique viewings of the adverts (58%)

17 & Under Target (potential audience 18,600 users 17 and younger) there were 15,213 unique viewings of the adverts (82%)

Parents Target (potential audience of 40,000 users who said they were parents) there were 38,726 unique viewings of the adverts (97%)

The “clicks” are the number of times that the advert was clicked upon and the user was taken to the Facebook App

During the period of the campaign 2,660 clicks were made through to the Facebook App as follows:

Broad target audience **885** clicks which is a click through rate of **0.030%**

17 & under target audience **947** clicks which is a click through rate of **0.031%**

Parents target audience **828** clicks which is a click through rate of **0.036%**

Of the 2,660 clicks, 1,969 clicks were unique and 691 clicked through more than once.

The average click through rate on Facebook is 0.025% so the results achieved above are excellent.

Website statistics

We were able to ascertain certain information from the Crimestoppers website that shed light on the effectiveness of the campaign.

We created a web page that could be accessed through the Crimestoppers web address www.crimestoppers-uk.org/fakefags See Appendix Figure 3.

During the campaign **893** individuals accessed the Surrey landing page, of which **712** were unique page views

The average time spent on the landing page was **1 min, 50 secs**

141 individuals viewed the page How to Spot Illegal Tobacco with an average time on the page of **3 mins and 3 secs**.

The average time on Surrey webpages is 59 secs

Radio and press coverage

Steve Playle from Surrey County Council Trading Standards was interviewed by BBC Radio Surrey and Radio Jackie about the aims and objectives of the campaign and to plug the Crimestoppers telephone number and encourage information to be provided. Roger Critchell, Crimestoppers National Director of Operations was interviewed by Eagle Radio about the links between illicit tobacco and organised crime.

Several local papers picked up the story such as Surrey Advertiser, Surrey Mirror, and some ran the story in late October prolonging the coverage in the press. See Figure 13.

The press release was sent to all the Borough Councils and appeared in many of the Borough Magazines newsletters and websites. Parish Councils and Surrey Neighbourhood Watch was asked to distribute the press release. Many examples of the press release were seen across the county in various forms.

Actionable packages

Surrey Police attributed **4** actionable information packages to illegal tobacco in September from Crimestoppers.

Surrey Trading Standards received a further **9** pieces of intelligence regarding the possible sale or supply of illegal tobacco throughout this campaign and information continues to come in.

Consequently, 12 inspections were carried out at identified premises by Trading Standards Officers, who checked for the presence of illegal tobacco products in trading areas and in back rooms/stores. During these visits, nothing was found but it must be recognised that traders selling illicit tobacco will inevitably hide it quite well. Traders were subsequently provided with comprehensive advice and advised that specific intelligence had been

received about them possessing/supplying illegal tobacco. Finally, traders were re-issued with copies of the illegal tobacco leaflet and warned against buying tobacco products from disreputable sellers.

Reports and visits break down as follows:

Spelthorne Area - 5

Waverley Area - 3

Guildford Area - 2

Woking Area - 2

Reigate and Banstead Area - 1

Total - 13

5. Conclusion

We were disappointed that so few direct calls about illicit tobacco were received. The problems of illicit tobacco are well documented around the UK and it is estimated that there is £3 billion lost in tax revenue each year due to the sale of illicit tobacco. However, we were satisfied that we could act on all the intelligence that was generated by this campaign. We are pleased, however, that so many people saw the Facebook advert and that so many were interested enough to click and go and visit the Facebook App and learn more. The use of Facebook to promote the campaign has been an effective tool and provides us with a valuable resource to analyse results and tailor the targeting of our message. We were happy with the number of people interested in attending the training. We cannot assess how many people will be deterred from purchasing illegal tobacco as a result of the information given in the campaign

6. Follow up work

There was some money left in the project budget and we decided to try and use it for some innovative enforcement work. Trading Standards were aware of a private business that was available to hire which use highly trained dogs to sniff out concealed tobacco products. Based on similar work carried out by Trading Standards colleagues in other local authorities, the dogs had been successful in detecting products that couldn't be found during routine visits. We used the intelligence generated, along with an intel report previously prepared by Trading Standards, to target Spelthorne as the area with the highest number of recent incidents involving the sale of illicit tobacco. Targeted visits to premises were therefore carried out in January 2014 and led to two seizures of illegal tobacco in two separate retail premises. In both cases, the illicit tobacco was well concealed but easily located by the dogs. The illicit tobacco found included smuggled hand rolling tobacco, counterfeit cigarettes and some illegal whites. Investigations continue into these two premises and files will be submitted in due course.

8. Appendices



Figure 1: Business Poster

Figure 2: Generic Poster



Figure 3: Landing page on web site

The screenshot shows a web browser window with the URL crimestoppers-uk.org. The page features the Crimestoppers logo and the phone number 0800 555 111. A search bar is located in the top right. Below the logo, there is a navigation menu with links: Get Involved, Give Information, Most Wanted, Keeping Safe, In Your Area, About Us, and a red Donate button. A breadcrumb trail reads: HOME / IN YOUR AREA / SOUTH EAST / SURREY / ILLEGAL TOBACCO IS A DRAG ON OUR COMMUNITY. The main heading is "Illegal Tobacco is a drag on our community". Below this, a paragraph states: "Allowing the sale of dodgy cigarettes is more than just encouraging a bad habit." A bulleted list follows:

- It encourages 'playground smokers' - pocket money prices of less than £3.50 per pack attract young people to smoke
- It exposes our kids to criminals and criminal activity
- It puts our health at risk
- It brings low level and organised crime into our community
- It takes away trade from honest and legitimate businesses.

 A section titled "The risks" contains the text: "We all know that smoking can be harmful to your health, but smoking illegal tobacco increases the risks. These illegal products are uncontrolled and can contain very high levels of tar, nicotine, lead and many other dangerous chemicals and contaminants. In some cases they have been found to contain rat droppings or even asbestos." On the right side, there is a "Related pages" section with links: "How to spot the signs of illegal tobacco" (Find out how to spot fake fags), "Find out more about the campaign" (Read the full press release), and "NHS talks tobacco control" (Read about smoking statistics in Surrey and the Government's tobacco control strategy). Below this is a "Useful links" section with the text "Access useful external links." At the bottom right, there is a green button that says "Give information about illegal tobacco anonymously »".

Figure 4: How to Spot Leaflet

ILLEGAL TOBACCO IS A DRAG ON OUR COMMUNITY

ILLEGAL TOBACCO PRODUCTS ARE CIGARETTES, HAND-ROLLING TOBACCO OR NICHE PRODUCTS THAT HAVE BEEN SMUGGLED, BOOTLEGGED OR ARE COUNTERFEIT. BUT HOW DO YOU SPOT THEM?

www.crimestoppers-uk.org/fakefags

SMUGGLED TOBACCO

New brands of cigarettes and hand rolling tobacco which cannot be bought legitimately in the UK – also known as 'Cheap Whites'.

How to spot them...

- Unrecognisable names, eg: Jin Ling, Raquel, Gold Classic, Richman, Capital, Camelford
- Foreign language health warning
- No picture health warning
- Unusual taste or smell
- Prices usually less than £3.50 for a pack of 20

THESE 'CHEAP WHITES' CANNOT LEGALLY BE BROUGHT INTO OR SOLD IN THE UK

BOOTLEGGED TOBACCO

Premium well-known tobacco brands from countries where tax is lower than the UK. They are illegally brought into the UK and sold without payment of UK duty and tax.

How to spot them...

- Popular brands, such as Marlboro or Superkings
- Foreign language health warnings
- Prices usually less than £3.50 for a pack of 20

PACKETS ON SALE IN THE UK MUST HAVE HEALTH WARNINGS WRITTEN IN ENGLISH

COUNTERFEIT TOBACCO

Popular brands which have been reproduced in large quantities and made to look like the real thing.

How to spot them...

- Popular brands such as Lambert & Butler, Marlboro and Benson & Hedges
- Foreign language / discoloured background on health warning
- No picture health warning
- Inferior paper, ink, card and glue may be noticeable
- Printing errors, incorrect typeface, spelling mistakes
- Unusual taste or smell
- Prices usually less than £3.50 for a pack of 20

REAL **FAKE**

Smoking kills BREACHING HELIX

GENUINE PACKS USE STANDARD HEALTH WARNING LETTERING

Protect children: don't make them breathe your smoke

GENUINE PACKS MUST CONTAIN THE PICTURE HEALTH WARNING

FAKE **REAL**

IN THIS CASE THE PRINT ON THE FAKE IS DARKER AND THE STAMP IS WRONG

EVERYTHING £3.50

POCKET MONEY PRICES ATTRACT YOUNG PEOPLE TO SMOKE

LEGAL TOBACCO IN THE UK

- All cigarettes and hand rolling tobacco for sale must display the fiscal mark, UK DUTY PAID.
- Tobacco products for sale must bear the correct health warnings, which must be in English and on a plain white background.
- Every cigarette pack and all other tobacco products for sale must have a picture warning.

THE RISKS

We all know that smoking is harmful to your health, but smoking illegal tobacco increases the risks. These illegal products are uncontrolled and can contain very high levels of tar, nicotine, lead and many other dangerous chemicals and contaminants. In some cases they have been found to contain rat droppings or even asbestos.

In addition, since 2011, all tobacco paper products in the EU must be self extinguishing, in a bid to reduce the risk of house fires. Illegal tobacco products are unregulated and so present a serious fire risk.

THE REAL PRICE OF ILLEGAL TOBACCO

The cheap cost of illegal tobacco is attractive to the young and vulnerable alike, but it also has a detrimental effect on the trade of honest businesses and deprives the Government of tax (£1.9billion in 2010/2011).

Tobacco smuggling is often organised by criminal gangs, with the profits funding more serious crimes, such as drugs, terrorism and human trafficking.

FIGHT FOR A CLEANER COMMUNITY

The Police and Trading Standards can investigate and take action against those who import or sell illegal tobacco products. Call the independent charity Crimestoppers anonymously on 0800 555 111 with any information on illegal tobacco supply or sales.

This campaign is supported by Surrey Crimestoppers, Smoke Free Surrey, Surrey Police, Surrey Fire & Rescue, Surrey County Council, HM Revenue & Customs, Esheridge Borough Council, Epsom & Ewell Borough Council, Guildford Borough Council, Mole Valley District Council, Reigate & Banstead Borough Council, Runnymede Borough Council, Spelthorne Borough Council, Surrey Heath Borough Council, Tandridge District Council, Waverley Borough Council and Woking Borough Council.

Figure 7: CBS Bus Advertising Routes

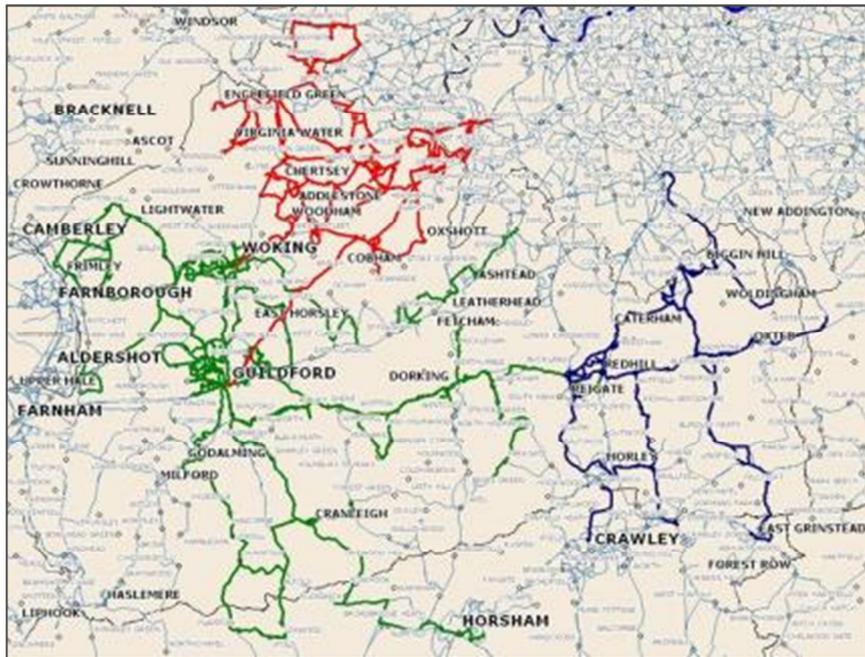


Figure 8: Facebook advert artwork & wording

Too Good to be True?

CHEAP TOBACCO KILLS

Cheap cigs have hidden dangers. If you know anything then tell us without giving your name

Use Now · 10 people used
Crimestoppers Illegal Tobacco.

Do you know the dangers?

ILLEGAL TOBACCO IS A DRAG ON OUR COMMUNITY

Cheap cigs have hidden dangers. If you know anything then tell us without giving your name

Use Now · 10 people used
Crimestoppers Illegal Tobacco.

Stop Illegal Cigarettes

CHEAP TOBACCO KILLS

Illegal smokes can be really dangerous! Give us information, not your name

Use Now · 10 people used
Crimestoppers Illegal Tobacco.

Figure 9: Three Facebook App example pages



Figure 10: Trading standards promoted the campaign at an open day event in Guildford in September 2013



Figure 11: Surrey Crimestoppers Illegal Tobacco stall (volunteer Liz Robinson) at SF&RS Open Day



Figure 12: Wagtails photographs



Figure 13: Some of the press coverage

1. **Surrey Comet** - Elmbridge makes a stand against illegal tobacco sales

http://www.surreycomet.co.uk/news/elmbridge/10665439.Elmbridge_makes_a_stand_against_illegal_tobacco_sales/

2. **Eagle FM** - Illegal tobacco targeted at young people

<http://www.964eagle.co.uk/news/local-news/1068849/illegal-tobacco-targeted-at-young-people/>

3. [Illegal tobacco - 'A drag on communities' Surrey Police support ...](#)

www.surrey.police.uk/.../illegal-tobacco-a-drag-on-communities-surrey-...

Surrey Crimestoppers are launching a campaign this month across **Surrey** urging the public to, Full news story.

4. [Illegal tobacco is a drag on our community - Surrey Heath Borough ...](#)

www.surreyheath.gov.uk > [Council & Democracy](#)

Illegal tobacco across the country is becoming a significant problem with criminal gangs targeting vulnerable people by selling cigarettes and hand rolled ...

5. [Illegal Tobacco is a drag on our community - Crimestoppers](#)

<https://crimestoppers-uk.org/.../surrey/illegal-tobacco-is-a-drag-on-our-c...>

[Cached](#)

Allowing the sale of dodgy **cigarettes** is more than just encouraging a bad habit. It encourages 'playground smokers' - pocket money prices of less than £3.50 ...

6. [News - Illegal tobacco targeted at young people - 96.4 The Eagle](#)

www.964eagle.co.uk > [News](#) > [Local News](#)

[Cached](#)

1 day ago - **Illegal tobacco** sales in **Surrey** could lead to more child smokers. That is according Steve Playle from **Surrey** County Council Trading Standards ...

7. [Healthy Surrey | Illegal tobacco, a drag on communities in Surrey](#)

www.surreycommunity.info/healthysurrey/.../illegal-tobacco-a-drag-on-c...

[Cached](#)

Fingers holding **cigarette Surrey** Crimestoppers are launching a campaign this month across **Surrey** urging the public to recognise the damage sales of **illegal** ...

8. [Surrey County Council - Illegal Tobacco Campaign](#)

www.surreycc.gov.uk > ... > [Latest news for business and consumers](#)

[Cached](#)

Information about **Surrey** Trading Standards campaign to tackle **illegal tobacco** in **Surrey** in conjunction with other agencies and local ...

9. [Home Page Ads - Illegal Tobacco in Surrey](#)

www.ascotvillage.org.uk/scr/gethomeads.php?id=198

[Cached](#)

The aims are to target counterfeit, smuggled and bootlegged tobacco, gather intelligence about suppliers of **illegal tobacco**, identify links to Serious Organised ...

10. [Elmbridge makes a stand against illegal tobacco sales \(From ...](#)

www.elmbridgeguardian.co.uk/.../10665439.Elmbridge_makes_a_stand_a...

The campaign, which has the slogan “**illegal tobacco** is a drag on our community”, launched on September 7 and is fronted by **Surrey** ...

11. [Elmbridge makes a stand against illegal tobacco sales \(From This Is ...](#)

www.thisislocallondon.co.uk/.../10665439.Elmbridge_makes_a_stand_agai...

The campaign, which has the slogan “**illegal tobacco** is a drag on our community”, launched on September 7 and is fronted by **Surrey** ...

12. [News for illegal tobacco surrey](#)

[Elmbridge makes a stand against illegal tobacco sales](#)

Surrey Comet

A campaign has been launched to recognise the damage done to local communities through the sale of **illegal tobacco**.