

# Smoke free works!

““ We have noticed a real increase in business since we banned smoking, especially in food takings. Year-on-year, our food takings have grown by 28% and a two-year growth of 78% is the icing on the cake. We have healthier, happier staff since we banned smoking – a couple of them have also given up smoking as a direct result. There is definitely a market out there for pubs that decide to go smoke free. ””

Mark Cox, licensee, *Cock & Hoop* pub, Nottingham, smoke free since December 2004

““ As a father, I don't like to go home reeking of smoke. ””

Staff member, *Roebuck* pub, Nottingham, smoke free since October 2005

““ I'm hoping that coming here will help me to give up. If I really want a cigarette, I'm happy to go outside. ””

Customer, *Rufford* pub, Mansfield, smoke free since March 2005

““ Working in a no smoking environment has helped me quit smoking. Because I couldn't smoke at work and no one else was smoking, I didn't get the urge to smoke. ””

Staff member, Nottingham City Council, smoke free since January 2006

““ It's so pleasant to socialise without having to breathe in smoke. I wish there were more places like this one around. ””

Customer, *Mozart's Restaurant*, Nottingham, smoke free since March 2004