Press release

21st July 2025

For Immediate Release

Red Kite, Buckinghamshire Council and Be Healthy Bucks team up to promote Smokefree Parks initiative

Red Kite Community Housing and Be Healthy Bucks joined Buckinghamshire Councillor Julia Wassell and ‘Simon The Cigarette’ at Hillary Road Park in Totteridge, High Wycombe, on Monday 14th July to help promote Buckinghamshire Council's Smokefree Parks and Playgrounds initiative to local school students and their families.

The team handed out leaflets and promotional materials with no smoking messages to pupils from Highcrest Academy on their way home after school. Stop smoking mascot Simon The Cigarette was also on hand to pose for selfies and encourage them to carry the message back to their schoolmates and parents.

Hillary Road Park and recreation area is one of 11 outdoor areas across High Wycombe managed by Red Kite that have been designated as Smokefree Parks and Playgrounds. Signage at the park encouraging park users not to smoke or vape was designed by local schoolchildren. Evidence shows that children are less likely to start smoking if their primary role models, particularly their parents, do not smoke.

Cllr Julia Wassell, who represents the Totteridge & Bowerdean ward, came along to lend a hand - afterwards she commented:

"It was an excellent event which I enjoyed and the engagement was positive."

Ends

Notes to editor:

More about Red Kite:

- Red Kite Community Housing is a tenant-led, not for profit, charitable housing organisation that was formed on 12 December 2011
- Red Kite owns and manages more than 6,600 homes all within 15 miles of High Wycombe, in the south of Buckinghamshire
- Red Kite's mission is building communities where people want to live, with tenants and leaseholders at the heart of everything we do
- We have a vision to have a reputation for outstanding customer care, quality of service and value for money.

More about Be Healthy Bucks:

- Commissioned by Buckinghamshire Council and the NHS, Be Healthy Bucks is a free health and wellbeing service which helps people make simple changes to start feeling the benefits of a healthy life.
- Anyone who is a Buckinghamshire resident and/or registered with a GP practice in the county can access the service.
- The service can help people to:
    - Stop smoking
    - Be a healthier weight
    - Cut down on alcohol
    - Get an NHS Health Check
- For more information visit https://bhb.maximusuk.co.uk