

**BARNSELY METROPOLITAN BOROUGH COUNCIL**

**SOUTH AREA COUNCIL**

**28<sup>th</sup> February, 2014**

37. **Present:** Councillors Stowe (Chair), Dures, Franklin, Frost, Morgan, Saunders, Shepherd and R. Wraith.

38. **Declarations of pecuniary and non-pecuniary interests**

There were no declarations of pecuniary or non-pecuniary interests.

39. **Notes of previous Ward Alliance meetings**

Members received the notes from the most recent Ward Alliance meetings, held in the area in November, 2013 and January, 2014:-

Hoyland Milton/Rockingham, held on 21<sup>st</sup> November, 2013; Wombwell, held on 22<sup>nd</sup> January, 2014; and Darfield, held on 16<sup>th</sup> January, 2014.

**RESOLVED:** - that the notes from the Ward Alliances be received.

40. **Report on the use of Devolved Ward Budgets and Ward Alliance Funds**

A slightly revised report was circulated to the meeting, noting an error in the previous version. Members considered the report and noted the spend to date from devolved ward budgets within the South area. It was confirmed that any uncommitted finance can be taken forward to 2014/15.

The meeting heard about concerns with work undertaken on Summer Lane car park in Wombwell, and it was noted that officers have been made aware of issues.

**RESOLVED:** - that the report on devolved ward budgets be noted.

41. **Barnsley Economic Strategy**

The meeting welcomed the Head of Regeneration to give a presentation on the review of the Barnsley Economic Strategy, which was now being termed the 'Jobs and Business Growth Plan'.

Members heard how in 2012 Cabinet had approved the basis of an Economic Strategy. However, following the establishment of Barnsley Economic Partnership in 2013, it was deemed appropriate to re-evaluate

the situation and potentially focus on a smaller number of bigger projects to ensure impact.

The meeting noted progress since the 1980s and 1990s and the collapse of the mining industry. However, it was also noted that the economy was still too small for the size of the borough, with 1,600 more businesses and 30,000 jobs required for Barnsley to be at the regional average. It was suggested that Barnsley was too reliant on the public sector and those with low GVA. Members heard how Barnsley suffers from increasing levels of out commuting and part-time opportunities, and issues are exacerbated by the low business start-up rate and low skills base. The meeting discussed realistically how long it would take to close the gaps between Barnsley and the regional and national averages.

Members noted, that simplistically what is needed is:-

- More new (additional) business;
- An increase in the number of jobs available;
- Diversification of the business base towards higher value sectors;
- An increase in the skill levels of Barnsley residents.

Support for growth in a number of sectors was proposed. These were ones which could create the right quantity of jobs in the short to medium term; high growth sectors to achieve long term restructuring; and sectors where Barnsley may already have a competitive advantage or natural strengths to do so. It was acknowledged that the strategy aimed to provide quantity of jobs in the short to medium term, with an view to higher value jobs in the longer term.

This sectors proposed were Advanced Manufacturing; Construction; Visitor Economy and Logistics. Creative and Digital Industries; and Low Carbon were also seen as two cross cutting and enabling sectors.

The meeting noted that targets were being developed for the short, medium and long term against both the national and regional averages. It was acknowledged that targets would likely be stretching but realistic.

Members expressed concern that plans were largely focused on low skill level jobs and did not have high enough aspirations for Barnsley. It was felt that this could result in the area being a focus for minimum wage jobs. It was acknowledged that in the short term, the focus does need to be on ensuring the correct quantity of jobs required, which are matched to our current workforce. However, alongside this, work is planned to increase skill levels and capitalise on the expansion in higher skilled growth sectors. Members acknowledged that Barnsley had historically had an issue with the availability of large areas of development land, however it was noted that the Local Plan looked to release large amounts of land, which could then be utilised to attract inward investment.

The meeting discussed the perceptions of Barnsley and the need to change any negativity about the borough, and it was noted that a perception and reputation study was underway to assist with this.

Members discussed the HS2 proposals with a station near Meadowhall. It was noted that in the longer term this could be positive for developments around junction 36 of the M1.

42. **Minutes of the meeting of South Area Council, held on 20<sup>th</sup> December, 2013**

The minutes of the previous meeting of South Area Council were accepted as a true and correct record.

43. **Area Council priorities and commissioning update**

The South Area Manager introduced the item, firstly by referring to the workshops and meetings held, together with statistics and intelligence used, to identify priorities for the South Area.

However, it was noted that since agreeing the Area Priorities, Environment had emerged as an additional priority. This had come from discussions with Members in all wards and all of the Ward Alliances had identified Environment as a priority in the development of, and consultation on, the Ward Alliance Plans. It was therefore suggested that the South Area Council adopts Environment as an additional priority which was agreed.

a) Working with Environmental Priorities in the South Area

The meeting discussed two proposals to respond to the Environmental Priority. The first referred to a service level agreement for an enhanced Enforcement Service for the South Area, focused on issues of dog fouling, car parking and littering.

Members discussed the proposal and the scale was thought to be appropriate, with the equivalent of 4 officers across the area. It was proposed that fly-posting was also an issue that the service level agreement ought to cover.

Some concerns were expressed about the timescales for implementation and assurances were given that discussions were taking place with officers in procurement to ensure that the service was operational as soon as possible.

The second proposal involved two specifications for a Community Enablement Service, one for the Darfield and Wombwell wards and another for the Hoyland Milton and Rockingham wards. Each specification was based upon 2 posts supported by an apprentice to undertake scheduled and reactive environmental improvement work in

the respective areas. This involved encouraging community involvement and volunteering. The specifications also required the reporting of issues not in their responsibility.

Members discussed the proposal and were keen to see that the service would work with, and be complementary to, other services but were clear that this should not be delivering what was the responsibilities of others.

Members were supportive of the specifications but it was proposed that the name may wish to be changed and suggestions of the 'Tidy Team' or 'Environmental Support Team' were suggested.

#### b) Pre-employment

The South Area Council Manager introduced the item, referring to research undertaken, firstly to support young people into apprenticeships and, more latterly, to support those aged 18-25 to access the labour market.

Following discussions with a number of officers with expertise in this area, it was felt that the provision being considered for Area Council financial support would duplicated that to be provided by the Leeds and Sheffield City Regions. It was therefore recommended that the Area Council discontinues any further development of the 'Pre-employment' proposal. All members were in agreement.

#### c) 'One Stop Shop'; to provide local information and advice

The meeting received a brief resume of discussions to date in the development of this project and which had resulted in the preparation of a specification of requirements for approval. The proposed project aimed to address the issue of local information, advice and support services in the South Area through the provision of a Welfare Rights Adviser and a Citizen's Advice Bureau Generalist Adviser. It was felt that the posts would be complementary and offer an holistic service.

Members spent some time considering the evidence provided and discussing the need for this service. It was noted that users included residents who would gain gaining the benefits to which they were entitled, and increasingly this included those in employment. Importantly the project would assist in reducing criminality by discouraging the use of money lenders.

The specification as proposed was agreed; including the use of a waiver to contract procedure rules due to the specialist nature of this work.

#### **RESOLVED:-**

i) that Environment be adopted as an additional priority for inclusion in the South Area Council Plan;

- ii) that approval be given for a Service Level Agreement with Barnsley Community Safety and Enforcement Service for an Environmental Enforcement Service to a value of £130,000 per annum for one year, subject to the addition of fly-posting as an area of enforcement;
- iii) that the Specification of Requirements for The Community Enablement Service for the wards of (a) Darfield and Wombwell and (b) Hoyland Milton and Rockingham, at an estimated cost of £75,000 per annum for an initial 12 months period with potential for further renewal, with a price quality ratio of 35:65 being adopted in favour of quality, with final arrangements for price/quality award criteria being approved by the Assistant Director for Neighbourhoods and Support in consultation with the Chair;
- iv) that, due to potential duplication with planned and existing activity, the discontinuation of any further development of the Pre-Employment proposal be endorsed;
- v) that the Specification of Requirements for the delivery of a 'One Stop Shop' for information and advice be approved to a value of £72,500 per annum over two years (£145,000 in total), through the creation of a fixed term Welfare Rights Adviser post and through the approval of a waiver to contract procedure rules, due to the specialist nature of this work to enable Citizen's Advice Bureau to provide a Generalist Adviser.

44. **Appointment of community representatives to the Ward Alliances**

The meeting considered the report that proposed one individual to act as community representative on the Darfield Ward Alliance and one to act as community representative on the Wombwell Ward Alliance.

**RESOLVED:-** that the individuals proposed be approved to act as community representatives on the respective Ward Alliances for the remainder of the municipal year.

45. **Time and venue for the next meeting**

Members spent some time discussing where to hold forthcoming meetings. Various options were discussed but it was agreed that the Hoyland Centre offered the most practical accommodation at the present time.

**RESOLVED:-** that the Hoyland Centre be used for forthcoming meetings.

46. **Love Where You Live**

The Lead Locality Officer introduced the item, referring to the desire to utilise consistent branding for community engagement events. It was noted that using the 'Love Where You Live' branding would be encouraged through the summer months and Ward Alliances would be considering where the branding could be applied.

**RESOLVED:-** that the proposals for 'Love where you live' be noted, and that Members consider where it would be appropriate to apply the branding in their area.

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Chair