

BARNSELY METROPOLITAN BOROUGH COUNCIL

NORTH EAST AREA COUNCIL

5TH DECEMBER 2013

26. **Present:** Councillors Hayward (Chair), T. Cheetham T.J. Cheetham, J. Ennis, S. Green, D. Higginbottom, S. Houghton, C. Makinson, D. North, K. Richardson, M. Sheard and C.C. Wraith.

27. **Declarations of pecuniary and non-pecuniary interest**

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

28. **Minutes of the previous meeting of North East Area Council, held on 3rd October**

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

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

Members received the notes from the following Ward Alliance meetings:

- a) Cudworth, held on 25th November 2013
- b) Monk Bretton, held on 17th October 2013
- c) Monk Bretton, held on 15th November 2013
- d) North East held on 20th November 2013
- e) Royston held on 21st October 2013
- f) Royston held on 18th November 2013

RESOLVED: that the notes of the Cudworth, Monk Bretton, North East, and Royston Ward Alliances be noted.

30. **Report on the use of devolved Ward budgets**

Members considered a report on agreed spend to date from the devolved Ward budgets within the North East area. The Area Manager explained that ideally at least 75% of the budget should be on track to be spent by the end of the financial year. However spend can now be carried forward into the next financial year.

RESOLVED: that the report on the Devolved Ward budgets be noted.

31. **Barnsley Economic Strategy**

Mark Lynam, Head of Regeneration, Development Services, delivered a presentation outlining Barnsley's Economic Strategy and asked for the Area Council's views and input. There are six economic priorities within the strategy:

- Developing a vibrant Town Centre
- Creating the conditions for economic growth and prosperity
- Prioritise the economic renewal of Goldthorpe and the wider Dearne area
- Create more jobs and businesses through business, enterprise and employment programmes
- Reduce worklessness amongst those currently unemployed and increase skills levels of the workforce
- Strengthen our visitor economy by further developing key cultural assets and events.

A discussion ensued, at which a number of key points were raised:

- i. Barnsley is in a unique position as it falls within both Leeds and Sheffield City Regions. Local Enterprise Partnerships (LEPs) are becoming increasingly important. Some projects are better delivered at regional level using economies of scale and it is essential that we are plugged in to the process.
- ii. Both transport and the visitor economy are to be included in the economic strategy. There will be a strand around access to employment and getting people into work. An increasing number of people are leaving Barnsley to find work.
- iii. Development of 'bus parks' will be a key plank of the strategy. There is a shortfall of between 30,000 and 36,000 available jobs and a bid will go in to the Sheffield City Region to secure funding to service infrastructure sites.
- iv. It was felt that good marketing and communication is essential. Barnsley made a big investment developing the Dearne Valley link road, which Rotherham has benefitted from.
- v. It was highlighted that there are over 100,000 financial services sector jobs in the Yorkshire and Humber region but these are clustered around Sheffield, Leeds and Bradford. Barnsley doesn't lend itself to a financial services skill base so people tend to travel out of the region to work in this sector.
- vi. Barnsley needs both quantity and quality in terms of jobs. Barnsley has traditionally been strong in manufacturing and construction but there is a need to diversify and develop new businesses in advanced manufacturing, digital industries, low carbon and logistics. Enterprise Barnsley is funded until 2015 and provides valuable support.
- vii. There is a need to link in with the Area Councils, particularly in terms of developing local businesses in existing retail centres, apprenticeships and empty shops. It was acknowledged that Area Councils have a budget which can be used for economic development although on a much smaller scale.

The Chair thanked Mark for his presentation.

32. **Feedback from the North East Area Council Workshop held on Thursday 28th November 2013**

The Area Council Manager gave verbal feedback from the priorities workshop session held on 28th November 2013. The session identified potential gaps in the current provision for the Environment and how these might be filled. Suggestions included:

- Community Caretaking interventions.
- Enforcement activities and Zero Tolerance with regard to litter, dog fouling and parking enforcement.
- Volunteering events, including encouraging BMBC Employee Supported Volunteering.
- Explore the potential commercial sponsorship of shrub beds, litter and dog bins
- Education - including 'anti-litter' competitions in schools
- Use of social media to help to combat littering, dog fouling and parking enforcement.
- Possible purchase of grass cutting and litter picking equipment
- Sowing of wild flowers to support bio-diversity

A discussion ensued and the following points were raised:

- Community Safety and Enforcement resources have been cut by 40% with a further 20% planned. There are currently 6 Enforcement Officers for the entire Borough, with each Area Council having a designated Tasking Officer, Enforcement Officer and Generic Enforcement Officer.
- Local intelligence is needed to target both dog fouling and littering hotspots to make enforcement effective. This could potentially be informed by Volunteers.
- Barnsley should be encouraged to look at Good Practice examples from other Local Authorities.
- Councillors need to be seen to be playing their part in littering campaigns, perhaps by meeting up regularly to take part in litter picks.
- If a Community Caretaking Team is to be established, schedules and work dates will have to be developed to avoid duplication with Neighbourhood Pride activities.
- Members will be involved in drawing up work specification and scoping of the service, ideally with one Member from each Ward on the Panel. Area Councils will have full control over the interventions because they are paying for it.

RESOLVED: that the following environmental projects will be taken forward:

1. Zero tolerance enforcement, with a particular focus on dog fouling, littering, and parking enforcement.
2. The development of Community Caretaker Teams.

The Area Council Manager also provided feedback from the workshop session in respect of Public Health. Key areas which were highlighted included:

- The need to increase the uptake of 40+ health checks.
- Barnsley has a legacy of respiratory disease due to its industrial past but also to high smoking prevalence.
- Rates of Domestic Violence are increasing
- Childhood obesity remains a problem.

RESOLVED: that the following Public Health projects will be taken considered in terms of commissioning:

1. Welfare Advice,
2. Smoking Education and Cessation,
3. Healthy Eating Projects,
4. Domestic Violence.

33. **Environmental Initiatives Update**

The Area Manager delivered an update on Environmental Initiatives which have taken place across the Area Council. A total of £53,515 has been raised through external funding for areas within the North East Area Council. Projects included:

- Bulb planting
- Shrub bed clearance
- Fencing improvements

In addition, three Christmas tree light switch-on events have taken place, with over 750 people joining in the intergenerational Christmas celebrations. Ward Alliance members and Community Groups played an active part in the festivities.

Social Action equating to £2,628 has taken place since October 2013 through partnership working with the Councillors as Community Champions, local residents and businesses, and partner agencies.

34. **Next steps for North East Area Council**

The Area Manager explained that the next piece of work to be done would be to scope the identified interventions for commissioning.