

# Public Document Pack



<b>MEETING:</b>	South Area Council
<b>DATE:</b>	Friday, 15 December 2017
<b>TIME:</b>	10.00 am
<b>VENUE:</b>	Meeting Room, The Hoyland Centre

## SUPPLEMENTARY AGENDA

- 6 Reducing the Strength and other health initiatives (Sac.15.12.2017/6) (*Pages 3 - 20*)
- 8 Tour De Yorkshire (Sac.15.12.2017/8) (*Pages 21 - 26*)

To: Chair and Members of South Area Council:-

Councillors Stowe (Chair), Andrews BEM, Coates, Franklin, Frost, Daniel Griffin, Lamb, Markham, Saunders, Shepherd and R. Wraith

Area Council Support Officers:

Diane Lee, South Area Council Senior Management Link Officer  
Lisa Lyon, South Area Council Manager  
Kate Faulkes, Head of Service, Stronger Communities  
Peter Mirfin, Council Governance Officer

Please contact Peter Mirfin on 01226 773147 or email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk)

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# Diane Lee Head of Public Health

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He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

*According to a recent Nationwide survey:*

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...


T for Taste...  
T for Throat...  
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



**CAMELS** *Costlier Tobaccos*

### enjoy following doctor's advice

When doctor advises Burgundy, enjoy Keystone Australian Burgundy, the robust red wine that does you so much good. You'll feel heartened from the first sip; and how its clean wholesome flavour whets appetite and makes every meal a banquet!




## KEYSTONE

### AUSTRALIAN BURGUNDY

*Makes every meal a banquet*

STILL ONLY 11/6 A FLAGON,  
5/9 A HALF FLAGON  
6d. extra deposit (returnable) on both sizes

Bottled and guaranteed by Stephen Smith & Co. Ltd., London, E.3.



(13)

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Sac.15.12.2017/6



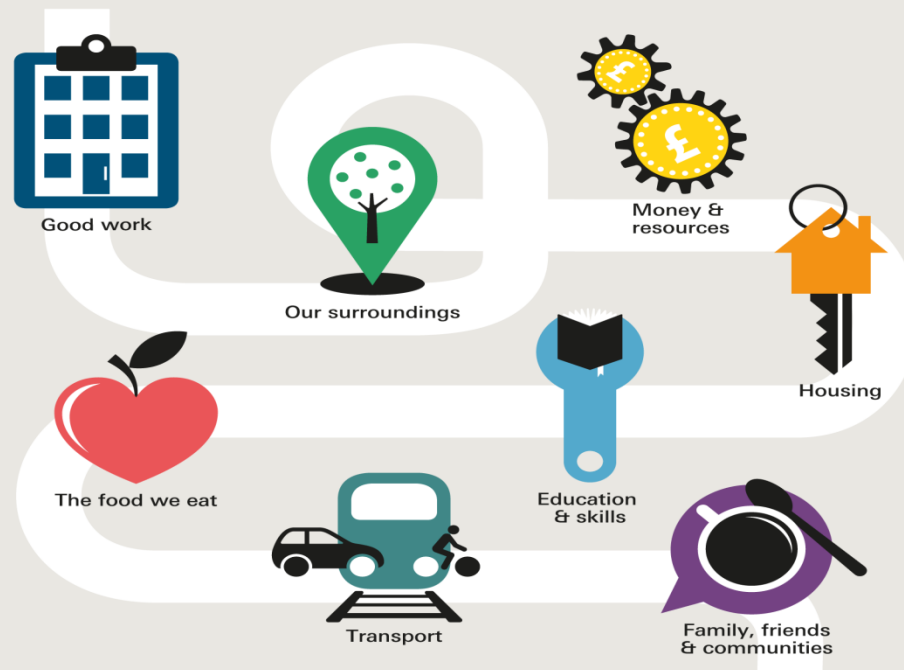
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# What makes us healthy?

AS LITTLE AS

**10%** of a population's health and wellbeing is linked to access to health care.

We need to look at the bigger picture:

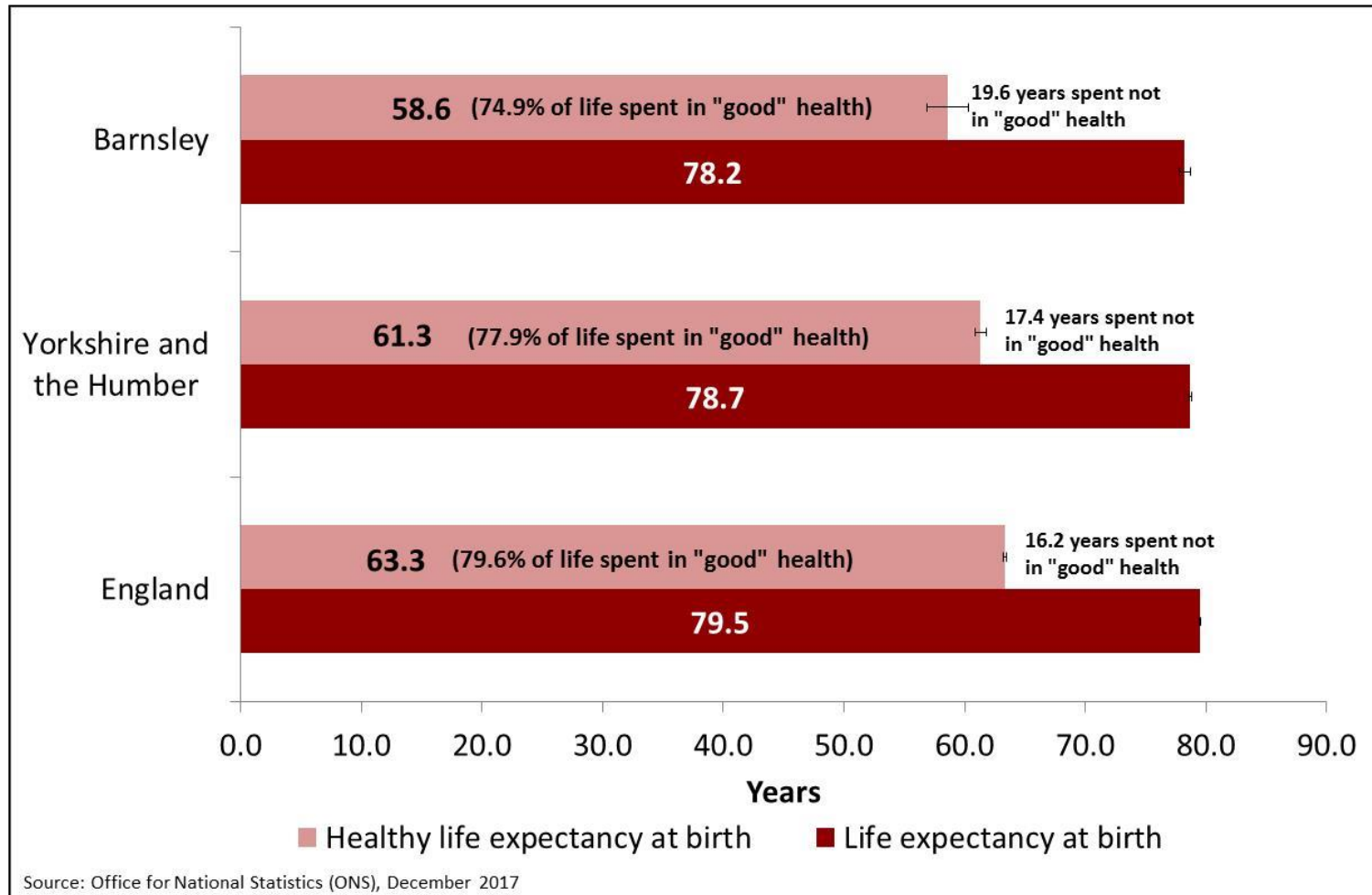


But the picture isn't the same for everyone.

The healthy life expectancy gap between the most and least deprived areas in the UK is: **19** YEARS

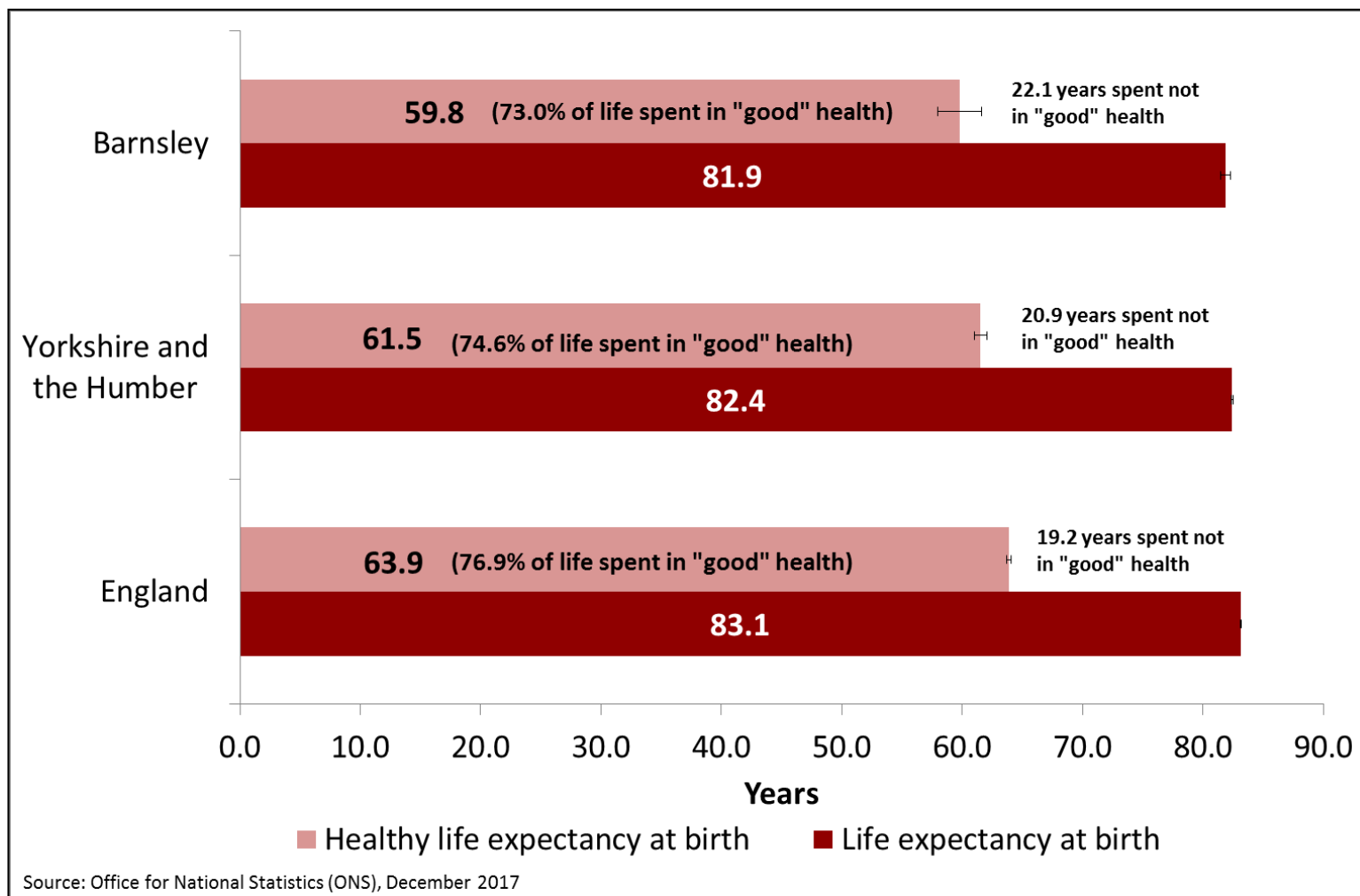
# Life expectancy at birth, healthy life expectancy at birth and the proportion of life spent in "good" health for males in Barnsley, Yorkshire and The Humber and England: 2014-2016

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# Life expectancy at birth, healthy life expectancy at birth and the proportion of life spent in "good" health for females in Barnsley, Yorkshire and The Humber and England: 2014-2016

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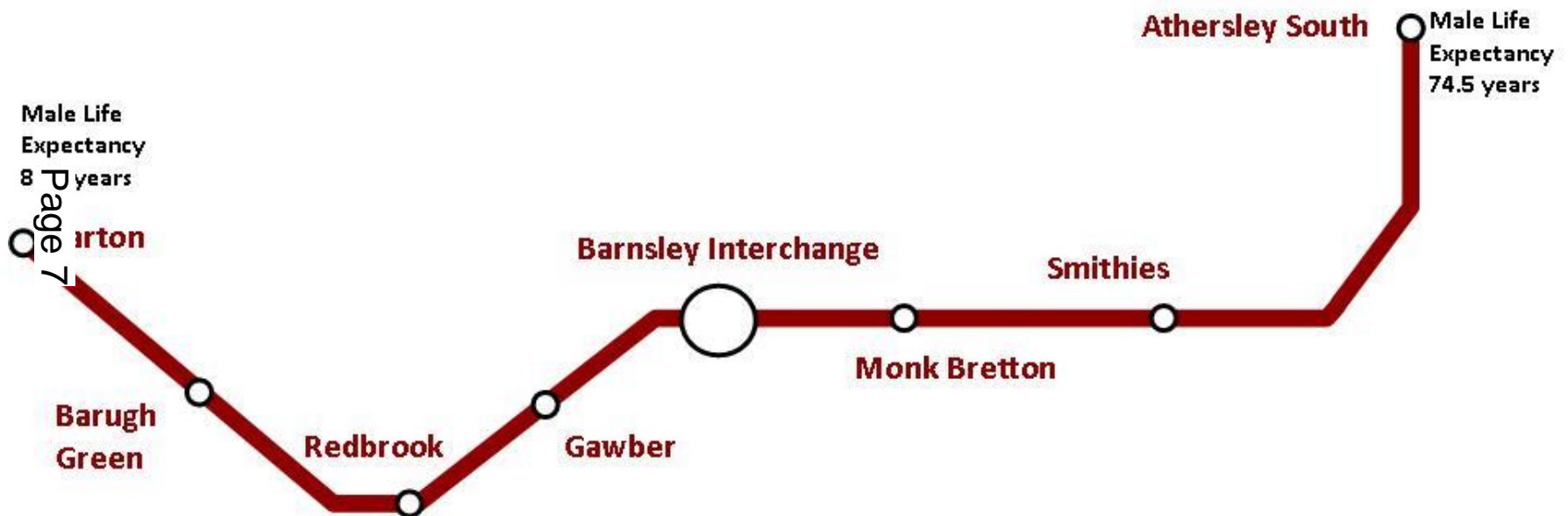


# Differences in Male Life Expectancy within Barnsley (2009-2013)

## The bus journey of inequality

Travelling 3.5 miles on bus service number 95 to Darton West from Barnsley, means you gain 3.4 years

Travelling 2.5 miles on bus service number 34 to St Helens from Barnsley, means you lose 3.6 years



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## 17.01 - Volume of alcohol sold through the off-trade: all alcohol sales 2014

Crude rate - l/adult

Area	Recent Trend	Count	Value		95% Lower CI	95% Upper CI
England	–	235,990,169	5.5		5.5	5.6
Yorkshire and the Humber PHE centre	–	24,829,483	5.9*		-	-
Barnsley	–	1,457,508	7.7		6.6	8.9
Bradford	–	3,174,841	8.2		7.4	9.0
Calderdale	–	695,629	4.3		3.4	5.2
Doncaster	–	1,755,635	7.3		6.4	8.3
Riding of Yorkshire	–	1,711,468	6.2		5.4	7.1
ston upon Hull	–	1,109,694	5.5		4.6	6.4
ees	–	1,750,114	5.3		4.6	6.0
Leeds	–	3,025,950	5.0		4.5	5.5
North East Lincolnshire	–	877,817	7.0		5.7	8.3
North Lincolnshire	–	684,587	5.1		4.0	6.2
North Yorkshire	–	2,397,182	5.0		4.4	5.5
Rotherham	–	1,043,443	5.1		4.3	6.0
Sheffield	–	2,092,407	4.7		4.1	5.2
Wakefield	–	1,981,990	7.6		6.6	8.5
York	–	1,071,220	6.4		5.3	7.5

Source: Calculated by Public Health England: Risk Factors Intelligence team using data from the CGA Strategy / Nielsen and Office for National Statistics (ONS) - Mid Year Population Estimates.




















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## 6.01 - Persons admitted to hospital for alcohol-specific conditions

2014/15

Directly standardised rate - per 100,000

Area	Recent Trend	Count	Value		95% Lower CI	95% Upper CI
England	—	191,370	364		363	366
Yorkshire and the Humber PHE centre	—	19,817	383		377	388
Barnsley	—	1,075	457		430	486
Bradford	—	2,315	485		465	505
Calderdale	—	770	380		354	408
Doncaster	—	1,095	368		347	391
East Riding of Yorkshire	—	865	252		235	270
Kingston upon Hull	—	1,315	541		512	572
Kirklees	—	1,495	363		345	382
Leeds	—	3,110	439		424	455
North East Lincolnshire	—	570	369		339	401
North Lincolnshire	—	480	286		261	313
North Yorkshire	—	1,850	308		294	322
Rotherham	—	865	343		320	367
Sheffield	—	1,725	335		319	351
Wakefield	—	1,610	491		467	516
York	—	675	343		318	371

Source: Calculated by Public Health England: Knowledge and Intelligence Team (North West) using data from the Health and Social Care Information Centre - Hospital Episode Statistics (HES) and Office for National Statistics (ONS) - Mid Year Population Estimates.

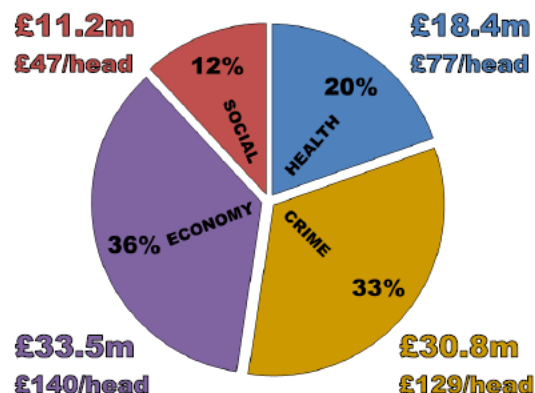


# Cost of alcohol harm in BARNSELEY

In 2015/16 the overall cost was estimated to be: **£93.9m**  
= **£392 per head** of population



## OVERALL COST BREAKDOWN:



## NHS & HEALTHCARE: £18.4m

Hospital admission costs:

- wholly attributable to alcohol  
1,462 admissions cost **£2.6m**

- partially attributable to alcohol  
4,572 admissions cost **£7.5m**

- all alcohol related admissions  
6,034 admissions cost **£10.1m**

## CRIME & DISORDER: £30.8m

Anticipation of crime: **£1.3m**

Consequence of crime: **£28.4m**

Response to crime: **£1.1m**

Estimated number of alcohol related crimes in 2015/16: **17,600**

Including reported and unreported crimes:  
**4,900** for criminal damage  
**1,300** for violence against the person  
**10,600** for theft

## WIDER ECONOMY: £33.5m

**Presenteeism:**

(at work but reduced productivity)

**63,200** days at a cost of **£6.7m**

**Absenteeism:**

(not at work due to illness)

**51,700** days at a cost of **£5.4m**

**67** alcohol related deaths resulted in  
**859** potential years of working life lost  
with associated costs of **£14.9m**

## SOCIAL SERVICES: £11.2m

Local authority budget estimated to be attributable to alcohol:

Children:

- social services **£10.5m**
- substance misuse services **£39,700**

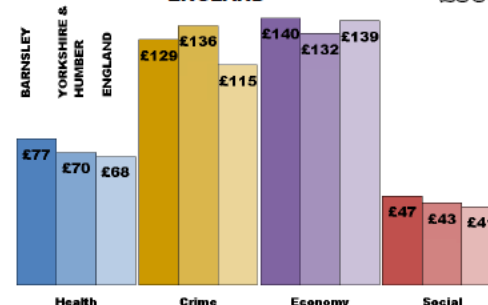
Adults:

- substance misuse support and alcohol misuse services **£701,000**

(based on Local Authority returns published by DCLG)

## COST PER HEAD:

OVERALL: BARNSELEY **£392**  
YORKSHIRE & HUMBER **£381**  
ENGLAND **£363**



## Smoking attributable hospital admissions

2015/16

Directly standardised rate - per 100,000

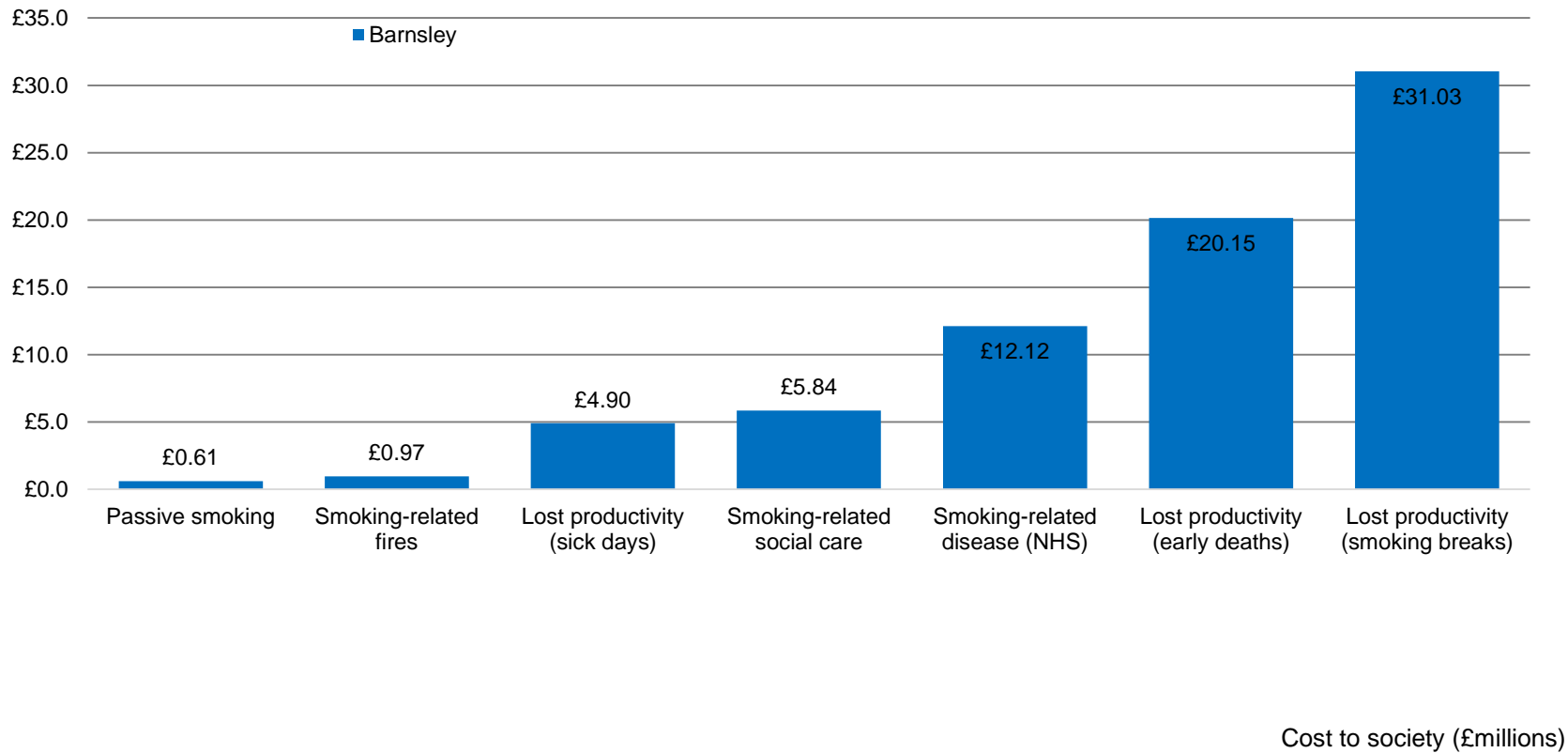
Area	Recent Trend	Count	Value		95% Lower CI	95% Upper CI
England	–	518,239	1,726		1,722	1,731
Yorkshire and the Humber region	–	61,984	2,068		2,052	2,085
Barnsley	–	4,358	3,142		3,049	3,237
Bradford	–	5,608	2,243		2,184	2,303
Calderdale	–	2,356	2,024		1,942	2,108
Doncaster	–	4,293	2,458		2,385	2,533
East Riding of Yorkshire	–	4,095	1,709		1,657	1,762
Kingston upon Hull	–	3,650	2,968		2,871	3,066
Kirklees	–	4,349	1,900		1,844	1,958
Leeds	–	6,618	1,777		1,734	1,820
North East Lincolnshire	–	2,004	2,122		2,030	2,218
North Lincolnshire	–	2,199	2,115		2,027	2,206
North Yorkshire	–	6,530	1,575		1,537	1,614
Rotherham	–	4,002	2,623		2,542	2,706
Sheffield	–	5,759	2,032		1,980	2,086
Wakefield	–	4,337	2,251		2,184	2,319
York	–	1,826	1,626		1,552	1,703

Source: Health and Social Care Information Centre (HSCIC) - Hospital Episode Statistics (HES), Office for National Statistics (ONS) - mid-year population estimates and ONS Integrated Household survey/Annual Population Survey. Indicator calculated by PHE Knowledge and Intelligence Service.

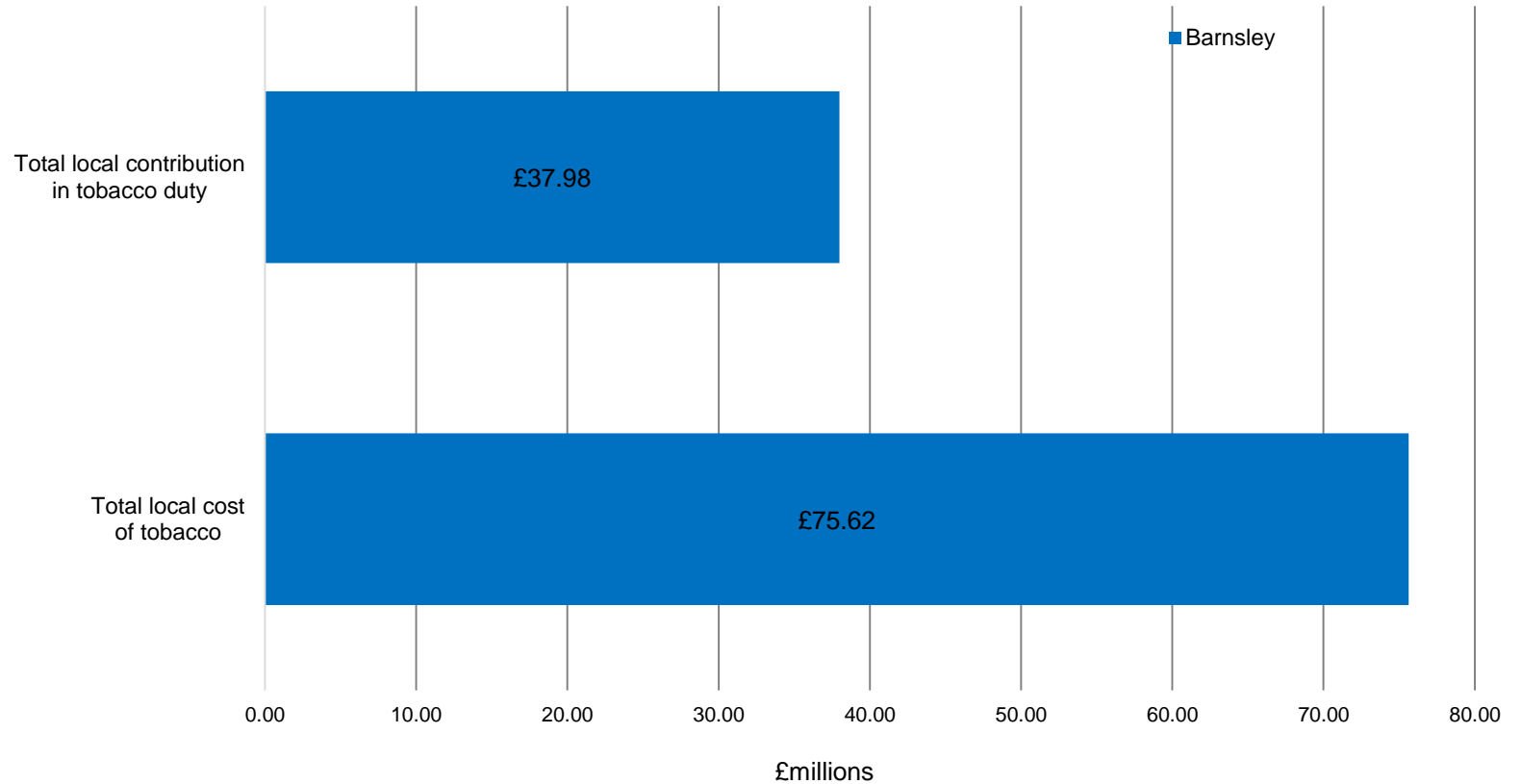


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## Estimated cost of smoking in Barnsley (£millions)

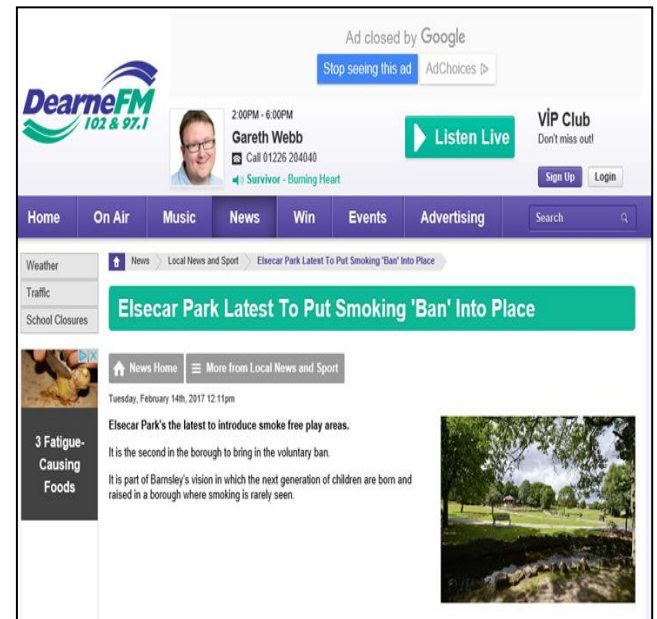


## Smoking costs vs taxation in Barnsley (£millions)



# Smoke free generation

- <http://www.deadlinedigital.co.uk/barnsley-launches-first-smoke-free-play-area/>



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**Victim of industry  
promoting an  
addictive product -  
he needs help**

**Irresponsible idiot  
who needs to be  
educated and/or  
punished**



© Alamy

THE NORTH EAST ALCOHOL OFFICE



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# Economic regeneration



**Barnsley  
Disorder &  
Licensing  
Operational  
Group**

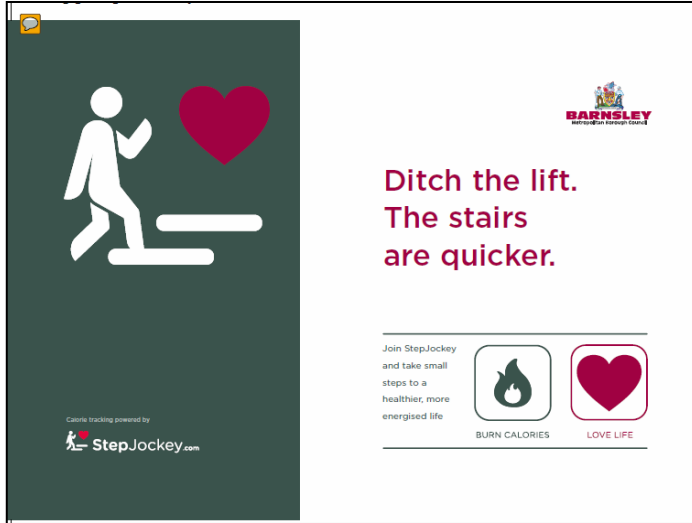
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# Healthy weight

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A poster with a dark green background on the left showing a white silhouette of a person climbing stairs towards a red heart. On the right, the text reads: "Ditch the lift. The stairs are quicker." Below this, it says "Join StepJockey and take small steps to a healthier, more energised life". At the bottom, there are two icons: a flame for "BURN CALORIES" and a heart for "LOVE LIFE". The Barnsley Metropolitan Borough Council logo is in the top right corner, and the StepJockey logo is in the bottom left corner.



A poster with a white background. It features the text "Final week! Keep climbing!" in pink and blue. Below the text, there are several colorful heart shapes and silhouettes of people climbing a set of stairs. The StepJockey logo is in the bottom left corner.



A poster comparing two bottles of Coca-Cola. On the left, a standard Coca-Cola bottle is labeled "Swapping this:". On the right, a smaller bottle of Coca-Cola Zero is labeled "for this:". Below the bottles, it says "Will save you 210 calories and this much sugar:". Underneath this text is a grid of 13 spoons, each containing a small amount of sugar. The StepJockey logo is in the bottom right corner.



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# A day in the life of – 7<sup>th</sup> November 2017

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- Connections with others
- Resilience
- Five Ways to Wellbeing
- Sleep
- Work

**Tuesday**  
**7**   
**2017**  
**November**



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- Reducing The Strength with focus on under age drinking?
- Low sugar communities?
- Smoke free communities?
- Healthier takeaways
- Social isolation
- Sleep

Public health plan for South Area Council?



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On Friday 4 May 2018, we'll be playing host to the biggest and best cycle race in Yorkshire.

The second leg of the fourth edition of this fantastic race will see both the men's Tour de Yorkshire and the ASDA Women's Tour de Yorkshire start outside the historical town hall, before heading through the borough and out towards neighbouring Rotherham.

The Barnsley section of the race has one classified climb 'Côte de Blacker Hill', which will challenge riders to a steep incline and sharp bends as they ascend towards Hoyland.

# WOMEN'S RACE

MAP VIEW

PROFILE VIEW



START LOCATION:

**BARNSELEY**



FINISH LOCATION:

**ILKLEY**



DISTANCE:  
124KM



AVG TIME:  
TBC

[VIEW MORE INFORMATION >](#) [VIEW MAP >](#)

# MEN'S RACE

[MAP VIEW](#)

[PROFILE VIEW](#)



START LOCATION:

**BARNESLEY**



FINISH LOCATION:

**ILKLEY**



DISTANCE:  
**149KM**



AVG TIME:  
**TBC**

[VIEW MORE INFORMATION](#) > [VIEW MAP](#) >







## Information for businesses

If you'd like to find out more about this fantastic sporting event, the opportunities it will create for your business, and how to get involved, come to one of our roadshows.

The first one's on Thursday 18 January 2018 at 5pm. It's at the Metrodome Leisure Complex, Queens Road, Barnsley, S71 4AN. [Book a place.](#)

Further events will be held in January and February and will be publicised shortly. If you have any questions or concerns, email [Tour de Yorkshire.](#)

## Get involved

We want as many people to get involved and enjoy the race as possible.

We'll be promoting community activities through our 'In Gear' arts project, and if you're planning your own events or activities, let us know.

For more information, or an 'In Gear' toolkit, just email [Tour de Yorkshire.](#)





Drive Footfall

Increase  
Visitor/Resident  
Spend

Positive Economic  
Impact

25,000 spectators =  
£538,500 visitor spend

Average dwell time = 3 hours