

BARNSELY METROPOLITAN BOROUGH COUNCIL

South Area Council Meeting:

18th October 2013

Agenda Item: 6

**Report of South Area Council
Manager.**

AREA PLAN PRIORITIES AND AREA PLAN LEAFLET

1. Purpose of Report

1.1 To inform the South Area Council of progress to date around the development of the Area Plan priorities and to agree the Area Plan leaflet based around these priorities.

2. Recommendations

2.1 That the South Area Council receive the report and agree the Area Plan leaflet, to be used as the basis for a more detailed Area Plan against which service delivery can be influenced and activity commissioned from April 2014.

2.2 That members wishing to join the working groups detailed in section 4.1 can put their names forward if they have not previously done so.

3. Introduction

3.1 The South Area Council has now held two in depth workshops to explore the priorities for its Plan in more detail. At the meeting on 1st August 2013, the three key priority themes for the Plan were identified, and were formally agreed at the Area Council meeting on 6th September 2013. These were:

- Opportunities for young people
- Business and the local economy
- Information and guidance

3.2 At its second workshop on 1st October 2013, the Area Council brought together a number of partners to explore these areas in more detail. The discussions identified:

- Existing provision in the three key areas above, including provision affected by budget cuts
- Key issues or gaps within the three key areas where provision was not currently meeting need
- What role might be played by the Area Council and Ward Alliances
- How the influence of the Area Council could be used to influence provision in the future
- Potential opportunities for commissioning of activity using the Area Council Devolved Budget from 2014.

The notes from this workshop are attached at appendix 2.

It should be noted that the issues identified by the Area Council at this workshop clearly contribute towards a large percentage of the Council's Corporate Outcomes, which are appended to this report at appendix 1.

4. Agreed next steps

4.1 At the workshop on 1st October 2013, it was agreed that two small working groups would be established to continue the process of 'drilling down' under the agreed priorities, to enable enough information to be gathered to prepare the Area Council for its forthcoming commissioning and scrutiny work around the agreed priorities.

These working groups would comprise councillor, officer and external representatives who could provide the appropriate expertise. The initial membership of the working groups agreed on 1st October 2013 is as follows. Any member wishing to join one of the groups who missed the opportunity on 1st October 2013 is more than welcome to do so, and needs to contact the South Area

- Opportunities for young people and business/local economy – Cllrs Franklin & Lamb, Tom Smith, Gary Leach, Andrew Ainsworth, Kate Faulkes
- Local information and guidance – Cllr Stowe, Pat Heath, Pete Francis, Kate Faulkes

It was agreed that these working groups would report back into the Area Council, to inform the development of the full Area Plan, to be in place before April 2014.

5. Development of the South Area Plan

5.1 Since its inception, the South Area Council has been focussing on the identification of priorities for the Area, using available statistical data, the extensive local knowledge of members and the priorities emerging at ward level from the Plans currently under development by Ward Alliances.

As noted above, this will be used to develop a full Area Plan which can be used as the basis for commissioning delivery using Devolved Budgets from April 2014. It will also need to identify areas of service delivery where change is needed but where influencing and scrutiny will be needed rather than investment.

Since the working groups will take some time to identify the kind of detailed information and understanding required for this, there is clearly a need for an interim Area Plan leaflet. This leaflet will be tabled at the meeting on 18th October 2013, and clearly sets out the headline priorities and supporting data already identified, and can be used as the basis for a fuller Plan to be in place by the end of March 2014.

6. Useful references

6.1 The Council's Corporate Plan Performance Report Quarter 4, 2012/13 is a useful reference:

https://www.barnsley.gov.uk/media/2989011/corporate_plan_performance_report_quarter_4_final.pdf

7. Appendices:

- BMBC corporate outcomes (appendix 1)
- South Area Council notes from priority setting workshop held on 1st October 2013 (appendix 2)

Officer Contact: Kate Faulkes, South Area Council Manager

Tel: 01226 355866

Date: 8th October, 2013

Appendix 1

Barnsley, a Borough that works to.....

In order to achieve these priorities we have set out 18 outcome statements. These statements help to explain most of what we do and provide focus on how we will progress and achieve.

| Priority | We will work to..... |
|---|--|
|  | 1. Create the conditions for economic growth and greater prosperity |
| | 2. Create more jobs and businesses through appropriate provision of business, enterprise and employment programmes |
| | 3. Reduce worklessness amongst those currently unemployed and increase skills levels of our current and future workforce |
| | 4. Develop a vibrant Town Centre |
| | 5. Prioritise the economic renewal of Goldthorpe and the wider Dearne area |
| | 6. Significantly strengthen our visitor economy by further developing our key cultural assets and events |
|  | 7. Improve the quality of learning and leadership in schools to support better educational attainment levels |
| | 8. Ensure high quality partners are engaged in our new relationship with schools |
| | 9. Target young people, families and communities who may need extra help in gaining the skills and experience they need to succeed |
| | 10. Prioritise the safeguarding of vulnerable children and adults, and ensure that the risk of them getting harmed is kept to an absolute minimum |
| | 11. Make the improvement of people's health and wellbeing everybody's business, with an emphasis on prevention and the contribution that all services can make |
| | 12. Prioritise the reduction of health inequalities between different parts of the Borough and the Borough and the rest of the country |
|  | 14. Ensure people of all ages have a much greater involvement in designing services and actively participating in improving their lives and Barnsley |
| | 15. Support the many benefits of volunteering and foster our many and diverse opportunities for residents to gain new skills and experiences through volunteering |
| | 16. Ensure customer services and the citizen experience of access is improved – we are a successful customer service organisation and our plans facilitate greater self-help |
| | 17. Engage local communities in helping them shape the decisions and services in their neighbourhood |
| | 18. Ensure the Council operates fairly and demonstrates total commitment to equalities in policy and practice |

Appendix 2

Workshop 2

Local Information & Guidance

What are the issues?

- Debt up 46%
- Welfare Benefits
- Housing
- Employment related (ESA + DLA/PIP) – much harsher medicals – huge increase in appeals
- All services at full working capacity, no increase in resources, (reduction in team size)
- Dole scroungers – myth most clients elderly, disabled, newly redundant – need to combat this media myth
- How do we reduce the number assessing Gateways in person
- Need to reduce clients affected by “system failure”

What are the existing/developing activities to tackle this?

- New CAB sessions in Children’s Centres – but none in our area (Big Lottery funded)
- New Barnsley local project – CAB/DIAL/Howells/Age UK/Libraries/GP’s Surgeries – Ipad information point per area+ recruiting supporting volunteers (young people?)
- Berneslai Homes money advice post for tenants
- Town Centre CAB- 20 minute’s assessment (triage) – refer to right advice/information.
- Welfare Rights advice line (immediate). Civic/Hoyland/Wombwell half a day each for appointments. Home visit for needy.
- MacMillian funded advisors x3
- Coal Welfare Officers/British Legion/Armed Forces/Royal Mail
- Improved Welfare Rights website with wide range of links

What gaps exists?

- Local based advice for those not IT savvy/ - supported by young people but not N.B. technical, confidential
- Are the most capable been enabled to self help? – are we maximising this?
- Increase in appeals but help disappearing except for self help packs.
- General lack of capacity + short term funded projects
- Lack of awareness of existing services ESP in 70+age group

How gaps might be filled? The Role of Area Council + Ward Alliance?

- Signposting from Member Surgeries + Ward Alliance + also map learning opportunities & potential funders. Getting people in need to the right place- bring together key points of advice →frontline workers (but effective for the elderly) + Web info + send info to households.
- Maximise charitable funding.
- Road show model - not ideal, piggyback on events instead or community groups from community mapping.
- Increase use of libraries, library staff + other venues with public access IT
- Using friendly “apps” icons to access public PC’s

What might the Area Council want to fund from the devolved budget next year?

- 20k from each Area Council would fund 3 posts – 2 sessions per week @ 3 hours -220 to 300 per ann.
- 40k 1 post (inc on costs)
- Train frontline staff in identification of need + signposting.
- Altering core spend on IT Courses →up skilling frontline staff, Community Learning Trust.
- Development of “apps”/icons for public access computers.
- A-Z of services & contacts.
- Promote funding advice (More of a Rebecca)

Workshop 1.

Opportunities for Young People and Business/Local Economy

What are the issues?

- JN36 Inward investment- pulling in new employers.
- Business Start levels static for several years.

What are the existing/developing activities to tackle this/

- Enterprise Education
- Business Start Up's – open days, advisors, mentoring according to need, range of workshops 500 per ann. 70 Start Up's . Also COFE, Princes Trust, BBIC, College.
- Existing Businesses – best return for jobs – business development manager.
- Inward Investments. Enterprising Barnsley £4.6m 2010 -2015
- BMBC Apprenticeships Scheme currently work with 60 places, target total 95 places + target 2.5% of total workforce.
- Barnsley College Apprenticeship Programme for smaller businesses. College→ Employer 4700 approx in Barnsley.

What gap exists?

- How do we ensure local people get the inward jobs, including construction?
- Communicating offer of advice more widely – Enterprising Barnsley
- Barnsley firms – some need to trade more globally as well as locally.
- Some companies don't believe the offer – despite 1500 new jobs for SME's
- Emerging property gap – units for 15+ staff – ESP lack of free buildings within Enterprise Zone – lack of sites for very large employers
- Full picture of Apprenticeship programme as so many players.
- Lack of SME's to take on apprentices.
- Lack of decent careers/signposting/advice/ in schools + out of schools.

How might the gaps be filled? The Role of Area Council/Ward Alliances.

- Linking IT literate young people to those needing help with on-line advice + guidance.
- Capitalise on success of “EB” to pull down future European funding.
- New LDF/Resignation of green belt.
- Better coordination/promotion of apprenticeship provision +m support.
- Extend understanding of ATA for employers not able to take on young people themselves.
- Other young people skills/provision – ESP 18-24 unemployed.

South Area Council – Workshop to Finalise Area Plan priorities Tuesday 1st October 2013

Present

Pat Heath - Barnsley CAB

P. Francis – BMBC

Fiona O’Brien – Senior Locality Support Officer

G. Leach – BMBC HR

Jim Andrew – BMBC

Andrew Ainsworth – BMBC

Mick Stowe – BMBC Councillor

Chris Lamb – BMBC Councillor

Caroline Saunders – BMBC Councillor

Margaret Morgan – BMBC Councillor

Tom Smith – BMBC

Robin Franklin – BMBC Councillor

Tim Shepherd – BMBC Councillor

Kate Faulkes – BMBC Area Council Manager

Amanda Bradshaw – BMBC – Locality Support Officer

Apologies

Dick Wraith – BMBC Councillor

Pauline Markham – BMBC Councillor

Emma Dures – BMBC Councillor

Robert Frost – BMBC Councillor

Action from meeting – to set up 2 small working groups.

Workshop 1. Opportunities for Young People and Business/Economy
Gary Leach,Chris Lamb, Robin Franklin, Tom Smith, Andrew Ainsworth.

Workshop 2. Local Information & Guidance
Mick Stowe, Pat Heath, Pete Francis, Margaret Morgan?