

Public Document Pack



MEETING:	South Area Council
DATE:	Friday, 25 October 2019
TIME:	10.00 am
VENUE:	Meeting Room 1 - Barnsley Town Hall

SUPPLEMENTARY AGENDA

- 6 Healthy Holidays (Sac.25.10.2019/6) (*Pages 3 - 10*)
- 7 Procurement and Financial Update (Sac.25.10.2019/7) (*Pages 11 - 16*)
- 8 Communications and Branding (Sac.25.10.2019/8) (*Pages 17 - 20*)
- 9 Public Health Briefing (Sac.25.10.2019/9) (*Pages 21 - 40*)

To: Chair and Members of South Area Council:-

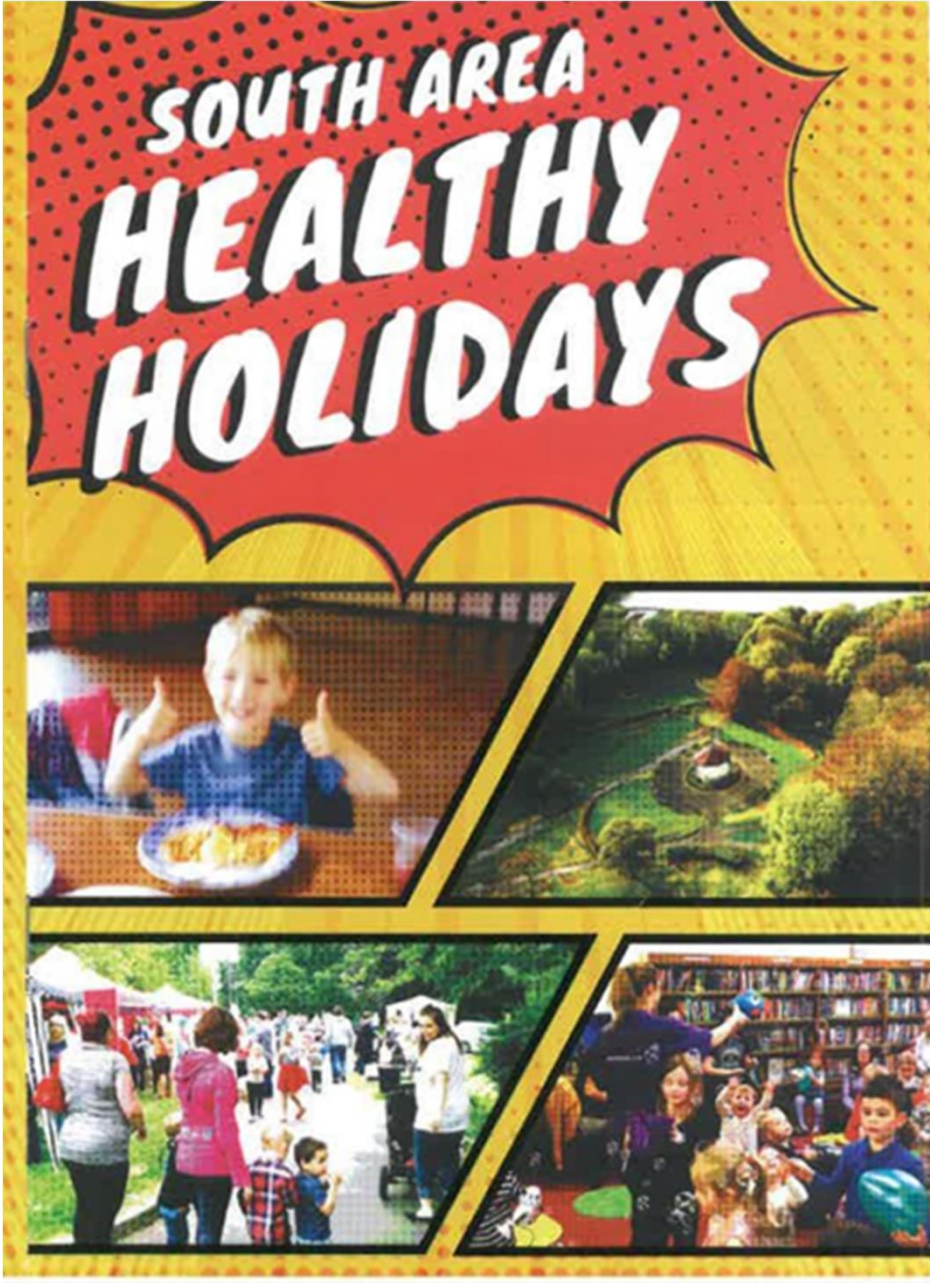
Councillors Daniel Griffin (Chair), Andrews BEM, Eastwood, Franklin, Frost, Lamb, Markham, Saunders, Shepherd, Smith, Stowe and Sumner

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 or email governance@barnsley.gov.uk

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South Healthy Holidays Programme

£10,000 South Area Council Funding agreed to support families during school holidays impacted by:

- The lack of free school meals
- Increased childcare costs
- Additional costs of associated activities, transport and meals
- Loss of earnings due to childcare responsibilities



918 healthy lunches given out = Wombwell 324, Darfield 224, Hoyland Milton Rockingham 370



Healthy lunches distributed to 12 young people in need through the 0- 19 Team, Bernslai Homes and Children's centre.

37 healthy holidays sessions (Wombwell 13, Darfield 10 + Summer gala, Hoyland Milton Rockingham 14 + Town Centre family fun day)

6 activities engaging young people in physical activities = Wombwell 2, Darfield 2, Hoyland Milton and Rockingham 2

Family inclusive, intergenerational programme



Week 1...				
Mon 22nd July Cook & Eat 11am - 2pm St Michael's Church, Park St, Wombwell	Tues 23rd July Performing Arts LION KING 2:30pm - 3:30pm Darfield Library, Ages 4 - 12 Let's Get Active 11am - 1pm Wombwell Athletics Ground			Thurs 25th July Reptile Roadshow 11am - 1pm Houghton Main Sports Club, Middlecliffe Ages 4 - 12
				Fri 26th July Clay Modelling 10am - 11am Hoyland Library
Week 2...				
Mon 29th July Dog's Trust 1pm - 2pm Hoyland Library Circus Skills 10:30am - 11:30am Rockingham Centre	Tues 30th July Solar & Dotty Arts 2:30pm - 3:30pm Darfield Library, Ages 4-12 Fun in the Sun 12pm - 2pm Loxley Gardens, Wombwell	Wed 31st July Darfield Summer Gala 11am - 2pm Darfield Park No need to book! Crafts & Games 11:30am - 1:30pm Wombwell Park	Thurs 1st August Let's Get Crafty! 10am - 12pm Wombwell Library	Fri 2nd August Painting Session 10am - 11am Hoyland Library
Week 3...				
Mon 5th August Human Body Workshop 2:30pm - 3:30pm Darfield Library Ages 4-12 Cook & Eat 11am - 2pm St Michael's, Wombwell	Wed 7th August Crafts, Games, Bug Hunt & Science EXPLOSION! 11:30am - 1:30pm Wombwell Park *Booking required for science explosion			Thurs 8th August Let's Get Crafty 11:30am - 12:30pm Wombwell Library
			Fri 9th August Treasure Chest Crafts 10am - 11am Hoyland Library Cricket is Fun! Learn New Skills 11am - 1pm Elsecar Cricket Club	Sat 10th August Family Fun Day! 10am - 12pm Hoyland Town Centre

16 community venues supported

55 volunteers helped to run the sessions

16 New volunteers = Wombwell 5, Hoyland Milton and Rockingham 11

£4342 funding spent matched with £3350 volunteer hours, £1000 match from Darfield WA

9 community groups supported and involved in delivery

Good practice, impact and lessons learnt

Targeting support versus inclusive approach

- Difficult to determine how many involved were families impacted by the lack of free school meals and food poverty
- Provided a platform for South Area Team to work with the 0 - 19 Team, Local nursing team, Targeted Youth Support, Berneslai Homes and children's centres to distribute surplus food to families being supported and living in food poverty
- Programme needs to broaden out to reach older children, teenagers and families



Timing and publicity

- Need to build in more lead in time to promote
- First week and last not well attended

Venues and locations for delivery

- Some venues worked better than others - need to review at Ward Alliances
- Families travelled across the 4 wards – opportunity to build better area wide community networks
- Some delivery was bought in from local suppliers and experts and external providers funded to run sessions and food was bought in pre prepared by a local business.



Added value

- Provided opportunities for micro volunteering
- Supported 5 Ways to Wellbeing by connecting people, bringing families together, being more active, sharing information and developing new skills





Highlights

- The links with partners to better target food provision
- Following the Rockingham Brass Band activity 6 young people signed up to join
- Friends of Wombwell Park have seen an increase in volunteer help at their subsequent work days
- Elsecar Cricket club ran a session attended by 19 young people with a high proportion being girls new to cricket
- 150 lunches given out during the family fun day in Hoyland Town Centre – some lunches were given out to older people and this has informed the winter wellbeing projects
- The Wombwell Dam family fishing day was very well attended with lots of families new to fishing and the Wombwell Dam. Two young people have since been back to the club. This was also the first time this relatively new group had hosted an event like this
- Darfield Ward Alliance were able to match fund the £2500 with £1000 from the Ward Alliance funding to enhance the level of provision on offer across Darfield. The funding was used to meet the Ward Alliance priorities of Health and Wellbeing and youth provision and merge the project with the annual summer gala to reach a wider audience
- As the result of the Healthy Holidays programme Darfield Museum are running a family history event during October Half term.
- Craft sessions at Wombwell library were delivered entirely by the Ward Alliance volunteers and young volunteers including the craft activities and food preparation at very little cost



“ Well done to all who helped organise and run the activity, you are a credit to your town”

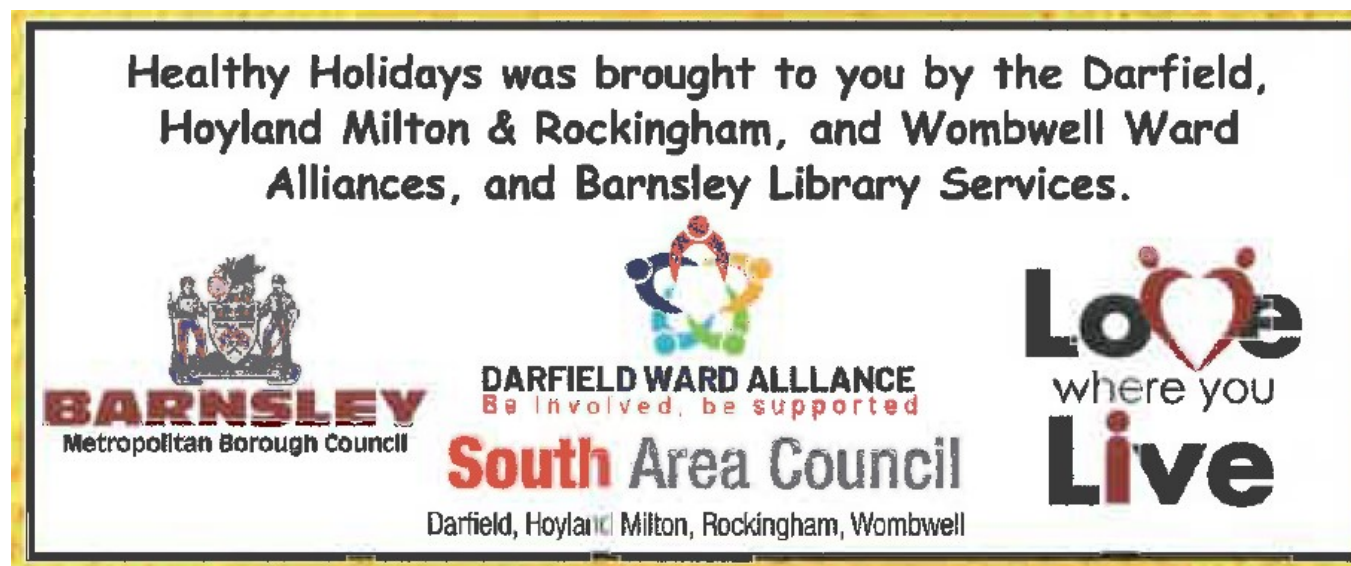
“Was brilliant, thank you so much, Daughter really enjoyed it”



“Thanks for a lovely afternoon, the kids loved it. And thanks to the volunteers for being so patient”

“ Well done to the organisers, lovely atmosphere in the town”

“Boys loved it, thank you”



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South Area Council – Procurement and Financial Update

2. Recommendations

- 2.1 That Members note the budget position.**
- 2.2 That Members consider the recommendation to ring fence £26,480 for a further year of the Private sector housing officer post.**
- 2.3 That Members note the two further projects agreed for funding from the South Health and Wellbeing fund by the panel and to consider the recommendation at section 4.**
- 2.4 That a workshop be arranged to hold a more detailed discussion where potential options for the commissioning budget and environmental enforcement income can be looked at.**
- 2.5 That the 21st November, 10am – 12 noon be agreed for a workshop or alternative date is agreed.**

3. Budget position

3.1 Underspends from two commissioned services tendered for less than allocated amount, four month staff vacancy for private sector housing officer, ongoing underspend as post offered on 30 hours contract, plus costs quoted by parks £3700 less and carry forwards has resulted in a balance of **£41,654** for 19/ 20 from what was a previously allocated budget.

3.2 The £41,654 is assuming that profiled spend is allocated, this include the £1738 communication budget, £10,000 Health and Wellbeing Fund and £10,000 Healthy Holidays fund.

Environmental enforcement income

3.3 In addition to the above the Kingdom Enforcement contract paid into the budget this financial year for previous years tickets = **£32,523**.

2020/21 commissioning budget

3.4 2020/21 outturn based on funding District Ltd, Age UK Barnsley, Tidy Team and Private sector housing up to the end of December 2020 is forecast at £355,542.

3.5 This leave **£44,457** to allocate however the Private sector housing officer is currently funded until end of September 2020 through a 13 month contract. There is currently £6100 previously ring-fenced for the post which has been a result of a four month vacancy and the contract being offered on 30 hours per week. In order to fund a second year of this post it is recommended that **£26,480** be ring fenced from the 2020/21 budget. Please note the ring fenced amount is for a 37 hour post as this will allow the post to be protected as a full time position on the structure. If the post was to continue as a 30 hour post this would see an in year underspend of £8100.

3.6 If the £26,480 was ring fenced the remaining 2020/2021 budget would be **£17,977**.

Recommendation at 2.2: That Members consider the recommendation to ring fence £26,480 for a further year of the Private sector housing officer post.

Recommendation at 2.4: That a workshop be arranged to hold a more detailed discussion where potential options for the commissioning budget and environmental enforcement income can be looked at. Recommendation at 2.5 That the 21st November, 10am – 12 noon be agreed for a workshop or an alternative date is agreed.

4. South Health and Wellbeing Fund Update

4.1 The funding = £24,870.49 from Healthier Communities Wellbeing service and £10,000 from South Area Council commissioning budget. Total funds available = £34,870.49.

4.2 Following two panels the following projects have been agreed:

- Therapies for Anxiety, Depression and Stress (TADS), TADS for Wellbeing, £4110
- Young Wellbeing Ambassadors, Targeted Youth Support, £4450
- DIAL, Community workshops, £2400
- Fareshare Yorkshire, Step forward programme, £4850

Updates since the last Area Council meeting:

- **Reds in the Community, £4998.** This will fund a Healthy Kicks programme for 7 – 11 year olds enabling pupils to engage in physical activity while gaining valuable information on how to eat and live more healthily and a Fit Reds Men's and Fit Reds Women's programme to male-only and female-only groups in community-based settings. These 8-week programmes consist of weekly sessions involving 60 minutes of exercise and a 45 minute healthy lifestyle workshop.
- **Age UK Barnsley, Wombwell Men in Sheds - £5000.** Men in Sheds services offer an environment that is similar to a work environment where men can feel comfortable and socialise while taking part in a practical activity. Age UK Barnsley has successfully set up Men in Sheds Groups across three areas of Barnsley and have found they have a significant positive effect on loneliness and isolation of the men that use them. This funding will aim to establish a group in Wombwell and then look at a potential South area wide approach.

4.3 The total of grant is **£25,808** from a £34,870.49 budget. Public Health have agreed to their contribution being allocated in full with £937.51 of the Area Council funding making up the difference. **£9062.49** remains in this budget.

4.4 Of the six grants four are delivering South Area Council wide projects (Targeted Youth Support, Fareshare, DIAL and Reds in the community Total £16,698) which funding is not available for through Ward Alliances or Area Council commissioned services.

4.5 Two applications focus on Wombwell (Men in Sheds and TADS) and this totals £9110. This is **35%** of the total fund. The fund guidance approved by the South Area Council states that **the panel will aim to ensure a balance of projects and delivery across the 4 wards** and as such may promote and prioritise particular wards where applications have been low. Successful proposals will aim to provide a coverage and spread of provision across the 4 South Area Council wards.

4.6 The Public Health funding had a deadline for project delivery by the end of June 2020 and feedback from potential applicants was that this was too restrictive as it didn't allow a full year project delivery. The remaining fund would not be restricted by this deadline so a subsequent round of grant could be advertised as a full year project delivery.

4.7 Of the options below the recommendation is option (4)
to run subsequent grant rounds with the same criteria targeted at Darfield, Hoyland, Milton and Rockingham.

Recommendation required on the use of the **£9062.49** South Health and Wellbeing remaining budget, options:

- 1) Reallocate back to the South Area Council commissioning budget to be considered for something else.
- 2) Run a further grant round with same criteria open across the whole area.
- 3) As above with different criteria.
- 4) Run another grant round with same criteria targeted at Hoyland, Milton, Rockingham and Darfield.**
- 5) As above with different criteria.
- 6) Top up the allocation to run any of the above options.

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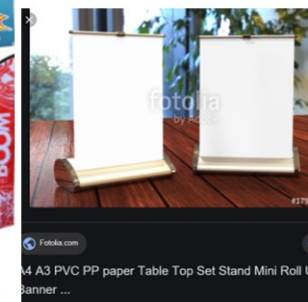
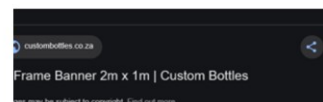
Communications and branding

Purpose of Report: seeks to make recommendations for the use of the £1837.50 community magazine underspend. To present a number of options to better promote and communicate the work of the South Area Council and commissioned services.

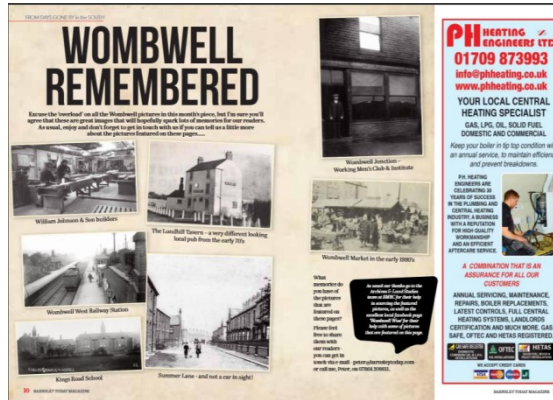
Improving communications - ideas for discussion

1) Promotional displays and banners Purchasing a range of display boards and banners. These could be used at roadshows, events and / or moved around key locations and used when providers are running sessions. **Area Council wide? per commissioned service?**

Roadshow type content? Costs up to £50 per banner. A3 - £25



2) Include information in existing publications. Barnsley Today is the only magazine that covers the whole area. Communication team are currently looking into working arrangements for their team. Costs estimated at **£300 per page**, glossy magazine, no deliver charges, monthly magazine.



3) A5 leaflet Work with communication team to create a template for each area or South wide to fill with content once initial set up and design is in place – cost for initial design and then print and distribution for each publication. **Design costs 4 page A5 booklet - £60 - £80. 500 printed £82, 1000 printed £127.**

4) Social Media boosts Boosting social media post is a tool to increase the amount of people that see a post. The concept behind boosting is that you pay to have your post show up as sponsored content on non-follower' timelines to gain a wider profile. **£20 per boost.**



Barnsley South Area Team

5) Developing video content for Area Council commissioned services Video content could be produced by a provider and be funded from the £1837.50. **Based on costs for a Town Spirit 90 second video for half day filming, 3 interviews, 2 locations, licensed music, cost £1095.**

6) Produce 'How to acknowledge your funding/ support' guidance Guidance for commissioned services, projects and partners on when to use logos and how, wording etc. **No costs**

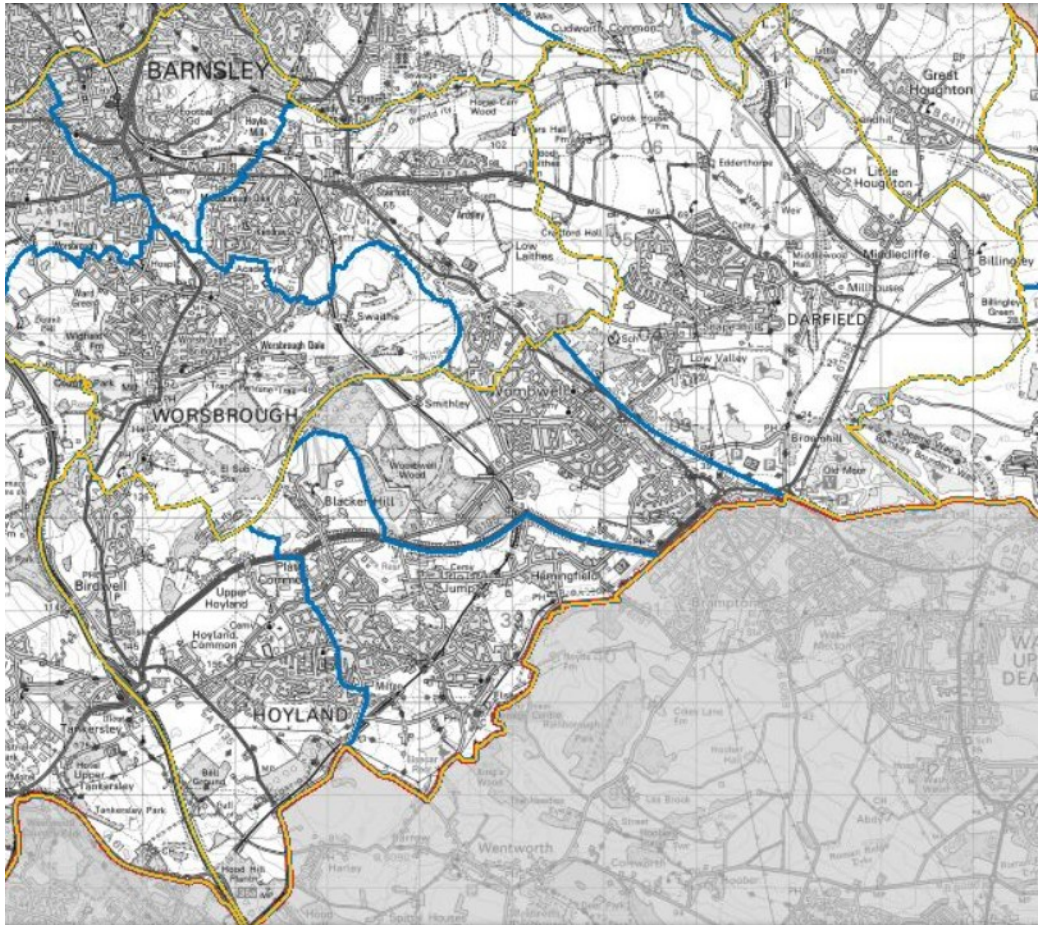
7) Dedicated communication support Options and viability would need to be considered and discussed with appropriate services but could include buying time from the communications team or outside provider, graduate trainee, commissioning discrete pieces of work.

Recommendations

That Members consider the options for spend and make recommendations based on the options provided.

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Telling the story of Public Health: South Area Council



As little as 10% of the population's health and wellbeing is linked to access to health care.

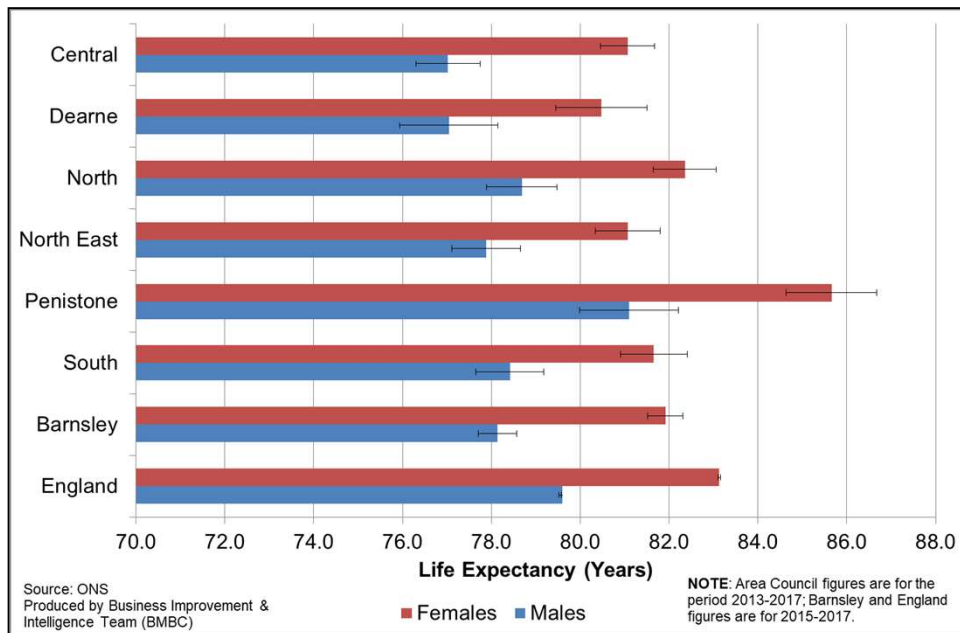
Over half of the years of life lost from early death are due to measurable risk factors we can do something about including smoking, diet and drug and alcohol use

We need to look at the bigger picture:



But the picture isn't the same for everyone.

Inequality of life expectancy

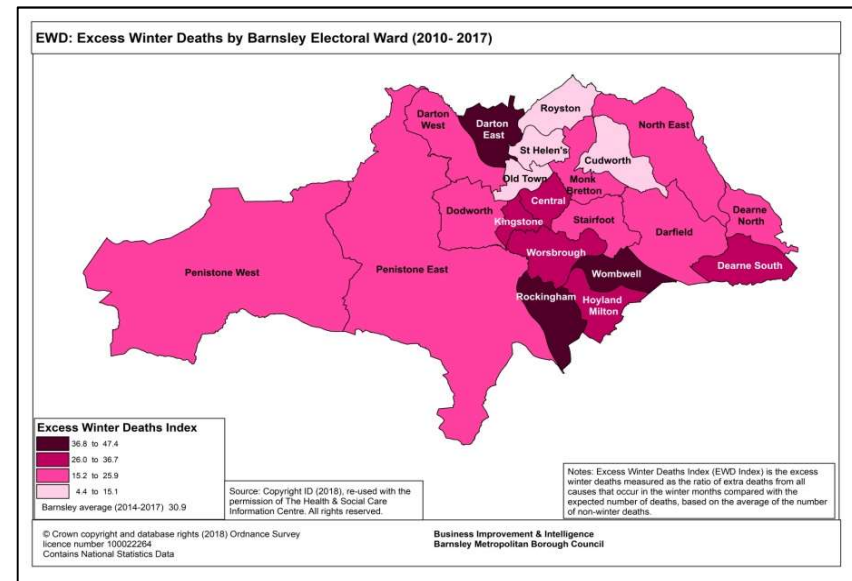
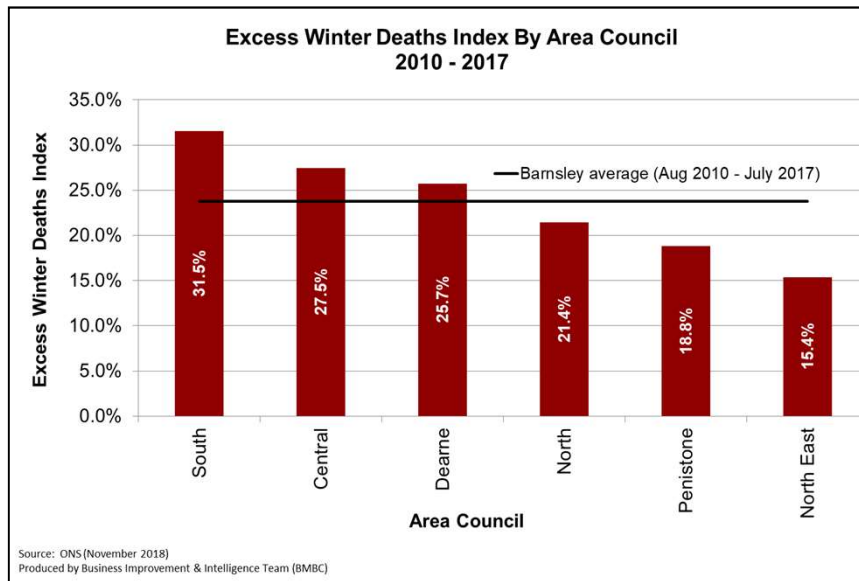


Life expectancy at birth for males in the South area is slightly higher than in Barnsley overall; for females it is slightly lower. Compared to England as a whole, it is significantly lower for both males and females.

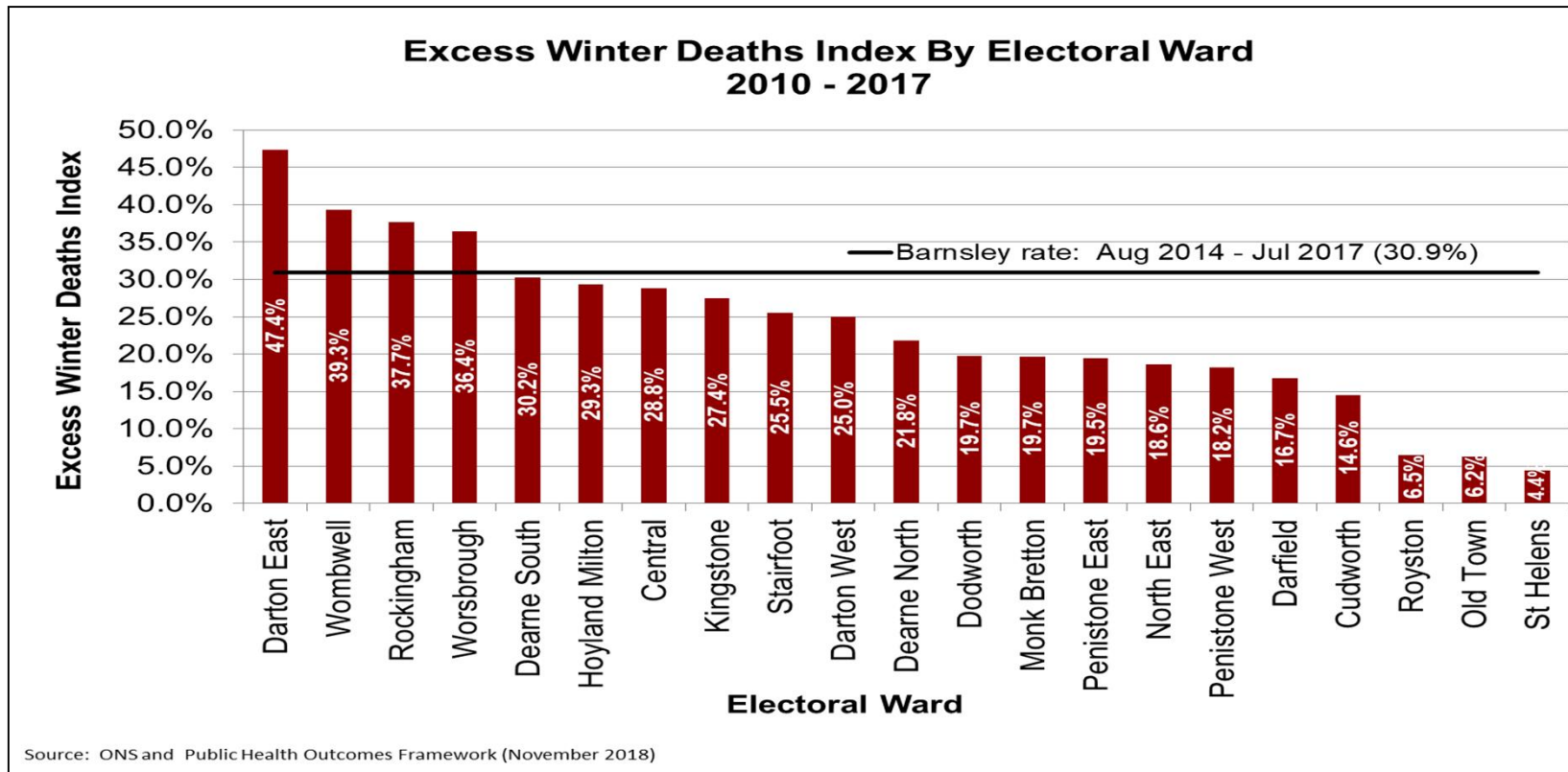
(Source: ONS, Dec 2018)

In 2015-17, there were 219 deaths from causes considered preventable per 100,000 population in the South area, compared to 181 in England overall.

Excess winter deaths (EWD)



Excess Winter Deaths by Electoral Ward

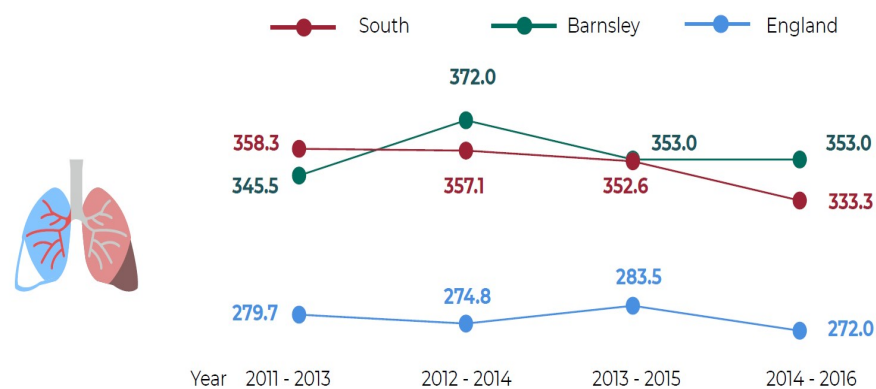


Smoking

Just over two in five adults in adults (23.2%) in the South area are smokers, and 17.1% of mothers are smokers at the time of delivery.

The rate of smoking related deaths in the South area has been reducing. However, still each year around 89 residents of the South area aged over 35 years old die from smoking related illness.

Related Deaths per 100,000 (Over 35's)



Source: Business Improvement & Intelligence (BMBC)

In Barnsley smoking costs society around £62.4 million, this includes factors such as lost productivity, the cost of social care and smoking-related house fires. On average smokers in Barnsley spend £2,050 per year on tobacco. When net income and smoking expenditure is taken into account, 8,326 households with a smoker fall below the poverty line and if these smokers were to quit, 2140 households would be elevated out of poverty

Diet and exercise

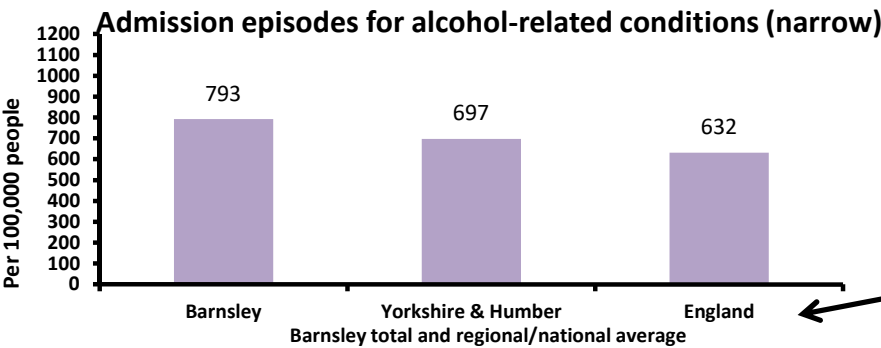
More than 16% of adults registered with GP practices in the South area are obese.

Barnsley ranks the fourth lowest area in Yorkshire and the Humber for physical activity (60.9%) and for the proportion of people who eat 5 portions or more of fruit and veg per day.

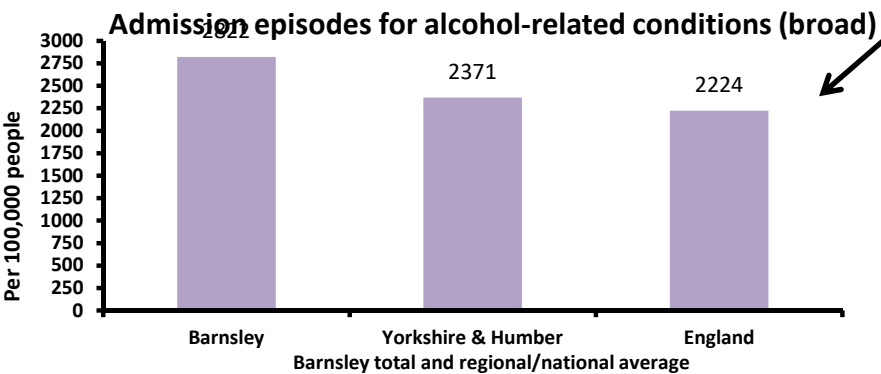
Under 75 mortality for cardiovascular disease and cancer is higher in the South area than in Barnsley overall.



National and Regional Data- Alcohol-related hospital admissions



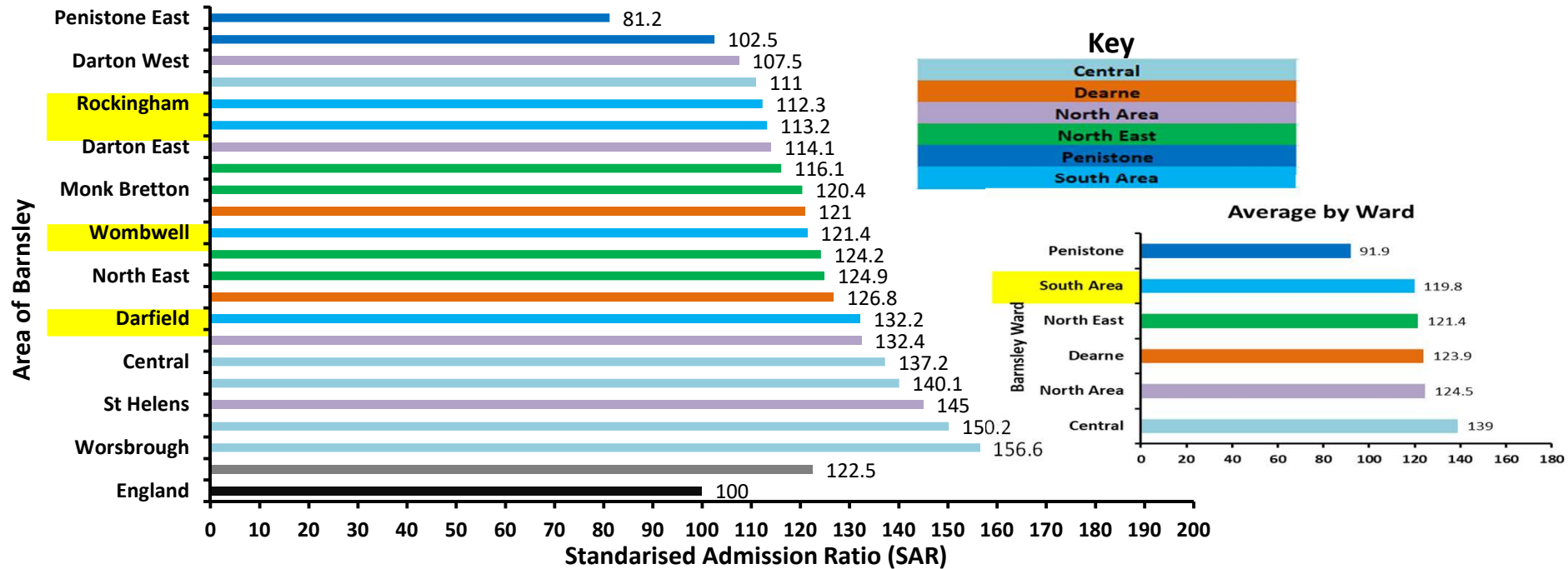
Narrow rates for Barnsley are 13.8% higher (worse) than Yorkshire & Humber and 25.5% higher than England.



Broad rates for Barnsley are 19% higher (worse) than Yorkshire & Humber and 26.9% higher than England.

Ward Level Data

Hospital stays for alcohol-related harm (narrow) by area



- A SAR of 100 indicates that the area has the same admission rate as England, higher than 100 indicates a higher than average admission rate, lower than 100 indicates a lower than average admission rate.

Children and young people

- There are high non-attendances for vaccinations (Diphtheria, Tetanus, Pertussis and Polio (DTP) joint highest and measles, mumps and rubella (MMR) 2 vaccination at 5 years second highest in Barnsley) particularly in the Hoyland Milton ward.
- More than half of women (55.6%) in the South area initiate breastfeeding, compared with 55.6% in Barnsley and 74.5% in England overall.
- One out of five 4-5 year olds (20.3%) in the South area is overweight or obese; higher than the Barnsley rate of 18.0% but lower than the England rate of 22.4%.
- In terms of 10-11 year olds who are overweight or obese, the rate in the South area (32.4%) is higher than the Barnsley and England rates of 32.1% and 34.3% respectively.)

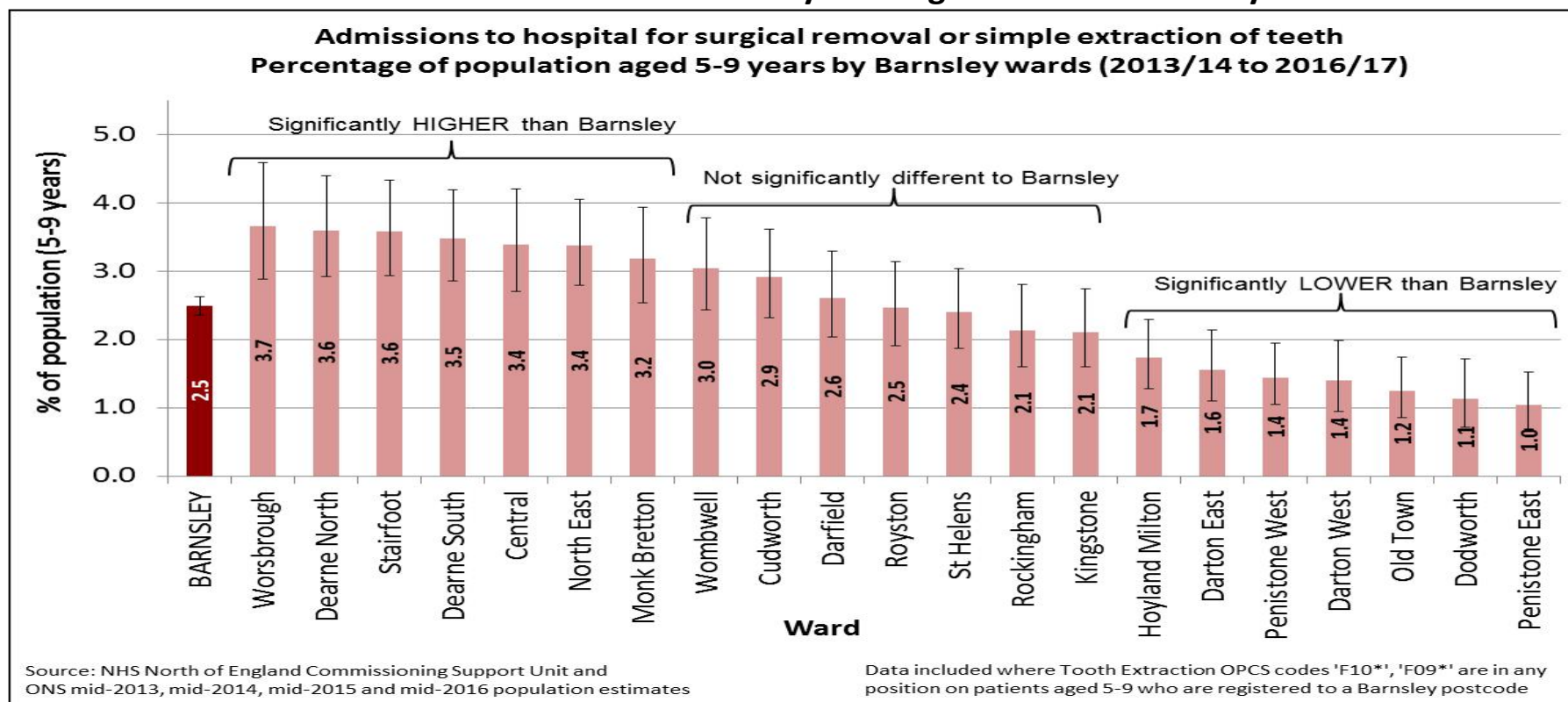
Excess weight **(overweight & obese combined)**

WARD	YR (4-5 YEARS)	Y6 (10-11 YEARS)
Rockingham	25%	33.4%
Hoyland	24.7%	34.5%
Darfield	14.2%	30.4%
Wombwell	17.7%	31.4%

Borough average: YR 18% Y6 32.1%

National average: YR 22.4% Y6 34.3%

The number of admissions to hospital for children aged 5-9 years who had tooth extractions for tooth decay under general anesthesia by ward



Mental health

Information available for patients registered to GP practices serving the South population shows -

- Below average prevalence of dementia (0.7%); second lowest area in Barnsley
- 0.7% prevalence of long term mental health conditions which is less than Barnsley overall
- Above average prevalence of depression in adults (12.3%); second highest in Barnsley
- Second lowest rate of hospital stays for self-harm (behind Penistone)
- Between 2016 and 2018 there were 68 referrals to iAPT per 1,000 population which is below the average for Barnsley

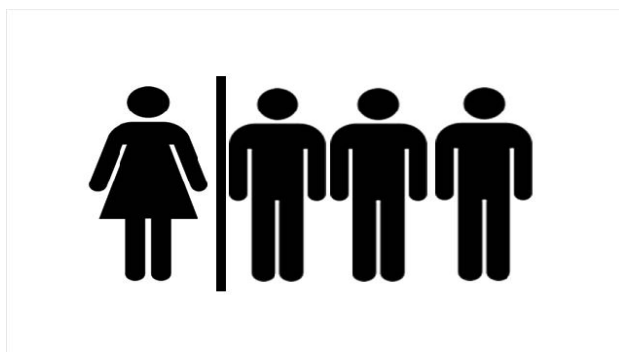
Suicide

On Average 20 people take their own life in Barnsley each year

Since Jan 2018 – October 2019 73% of suicides have been male

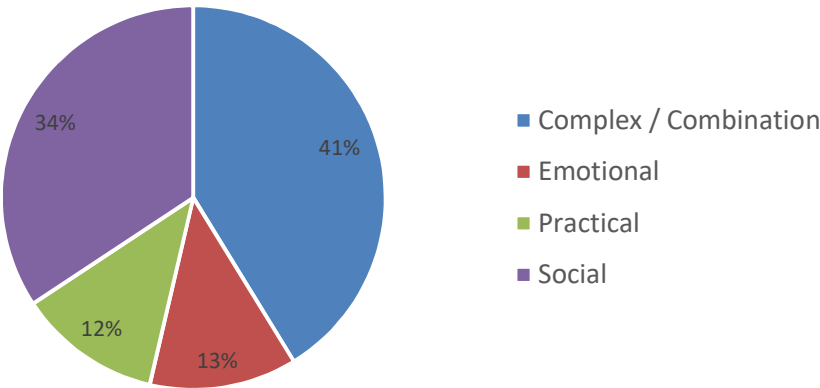
From Jan 2019 – October 2019 95% of suicides have been male

Since Jan 2018- 4 people have taken their own life in the south area (3 male and 1 female)



My best life

Referrals to My Best Lift by type of need



The South area has referred the highest number of people to My Best Life over the last 18 months. The rate of referral has been 6.25 referrals per 1,000 population.

People in the South most commonly have complex/combination of needs.

Isolation

Loneliness and social isolation are harmful to our health: research shows that lacking social connections is as damaging to our health as smoking 15 cigarettes a day.

Social networks and friendships not only have an impact on reducing the risk of mortality or developing certain diseases, but they also help individuals to recover when they do fall ill (Marmot, 2010).

Residents Living Alone and Aged 65+ Years



(Source: 2011 Census, ONS)

In the South area there is a slightly higher rate of older people living alone than in England overall and than in other parts of Barnsley.

Long term conditions

Diabetes

The South has the highest prevalence of diabetes in Barnsley.

70% of patients with diabetes have their blood pressure and cholesterol controlled to the level recommended which is similar to Barnsley overall.

Hypertension

There are 4,560 South residents are at risk of a heart attack or stroke who are not aware they have high blood pressure and more than 100 people who are diagnosed but who are not getting the right treatment to minimise the risk.

Road Safety

National Data -There was a total of **160,597** casualties of all severities in reported road traffic accidents in 2018, this is 6% lower than 2017 and is the lowest level on record, of these **25,511** were recorded as killed or seriously injured casualties and **133,302** slight injured casualties.

South Yorkshire Data -There was a total of **3,326** casualties of all severities in reported road traffic accidents in 2018, this is 13.8% lower compared to 2017. Of these **870** were recorded as killed or seriously injured which is 5.8% higher compared with the previous 12 months and 41.2% higher compared with the 2016 baseline. Slight injuries made up **2,456** this is 19.1% lower compared with the previous 12 months and 40.6% lower compared with the 2010/14 baseline.

- Percentage of KSI in South Yorkshire
- Barnsley 17.9%
- Doncaster 23.9%
- Rotherham 18.2%
- Sheffield 40.0%

Road Safety

Barnsley Data - There was a total of **610** collisions reported of all severities in Barnsley in 2018. Of these **156** were killed or seriously injured casualties this is down slightly from 2017, **160** were recorded for this year, however KSI's have been on the increase since 2015. **454** slight injured casualties were reported for 2018, slight injuries have been on the decrease since 2015, in 2017 559 were reported and 653 in 2016.

South Area Data -There was a total of **75** collisions reported for the whole of the South Area in 2018 of all severities. Of these 1 was a fatal collision, **18** were serious collisions and **55** were slight.

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