

Public Document Pack

MEETING:	Dearne Area Council
DATE:	Monday, 26 July 2021
TIME:	10.00 am
VENUE:	Reception Room - Barnsley Town Hall

SUPPLEMENTARY AGENDA

- 4 Shaping Places Update - Andrea Fitzgerald (Dac.26.07.2021/4) *(Pages 3 - 18)*

To: Chair and Members of Dearne Area Council:-

Councillors Noble (Chair), Cain, Coates, Danforth, Gardiner and Gollick

Area Council Support Officers:

Paul Castle, Dearne Area Council Senior Management Link Officer

Claire Dawson, Dearne Area Council Manager

Rachel Payling, Head of Service, Stronger Communities

Peter Mirfin, Council Governance Officer

Cath Bedford, Public Health Principal - Communities

Please contact Peter Mirfin on email governance@barnsley.gov.uk

Date Supplement Published – 23rd July, 2021

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Briefing Paper

Subject: Shaping Places for Healthier Lives, Barnsley Proposal 2021**1. Background**Shaping Places for Healthier Lives

Launched in December 2019, the Shaping Places for Healthier Lives Programme is funded by the Health Foundation working with the Local Government Association and The Design Council.

Its aim is to test different approaches to achieve change by tackling some of the key issues which combine to contribute to poor health. In Barnsley, we wanted to tackle long term unemployment recognising that if someone is out of work for a long period of time their health and that of their family suffers.

This programme differs to “standard” programme responses as it isn’t starting with a series of solutions to be implemented. The 3-year programme will learn from residents’ lived experience making incremental changes to the way support is given to overcome identified challenges and obstacles and find ways around barriers.

- **Stage One – February 2020**

Organisations were invited to submit Expressions of Interest in developing projects with a clear focus on a health, or health-related outcome that is considered a key issue in their area, against which the Design Council and LGA would support partners in unpicking underlying determinants and test where change could be made across the system to improve outcomes.

- **Stage two – August-September 2020**

Thirty-two proposals successfully moved to stage two in August 2020, including Barnsley, and the second phase then explored thinking further with proposals refining potential areas of focus and assumptions.

- **Stage three – December 2020-March 2021**

Fifteen bids were invited to go through to the final design phase which launched in early February 2021 and ran for 3 months.

- **Implementation 2021- 2024**

Five proposals will be selected, each accessing £300,000 across a 3-year period to implement proposals, collect and embed learning.

We expect to hear the results of our application Early August 2021

2. Why the focus in Goldthorpe?

Several considerations were taken when we agreed to focus in the area, these included:

- Firstly, Goldthorpe and its neighbouring areas have benefitted from numerous interventions over the years but still worklessness and health conditions exist in the area, we wanted to see if we were to try a radically different approach, co-designed with the people who live there and are affected by it and their supporting services, to achieve the sustainable step-change needed.
- Secondly, we wanted to anchor this within the Towns Fund proposal geared to delivering the Goldthorpe Masterplan, which has the potential to invest £25m in the areas to align the work and ensure residents are connected to opportunities arising from it.

3. The Barnsley Proposal

The key outcome of our bid for Barnsley is to align services around a goal of progression into work; ensuring residents access the right support and job opportunities to achieve stronger outcomes and improved health.

We propose to achieve this in 3 ways:

- **AIM 1: Raise awareness of the benefits of reaching out and working with organisations to address challenges**

How? By co-designing a set of meaningful wellbeing indicators linked to the contributory risk factors of long-term unemployment

- **AIM 2: Make it easier for people to get to first point of contact with any organisation which can help**

How? Re-design the initial access points across identified key services in the system

- **AIM 3: Develop the means for individual and community resilience**

How? Design a focused approach to helping people prepare for and manage change, and to get involved early with organisations who can help

4. Governance

If we are successful, this programme will be integrated into existing governance structures (Appendix 1) reporting through the Goldthorpe Town Board into the Health and Wellbeing Board.

We have a mobilisation plan in preparation for success. The first steps will be to re-engage key stakeholders, test the proposal to make sure its still relevant and continue the design work and we are keen to work with the Area Council in progressing that if we are successful.

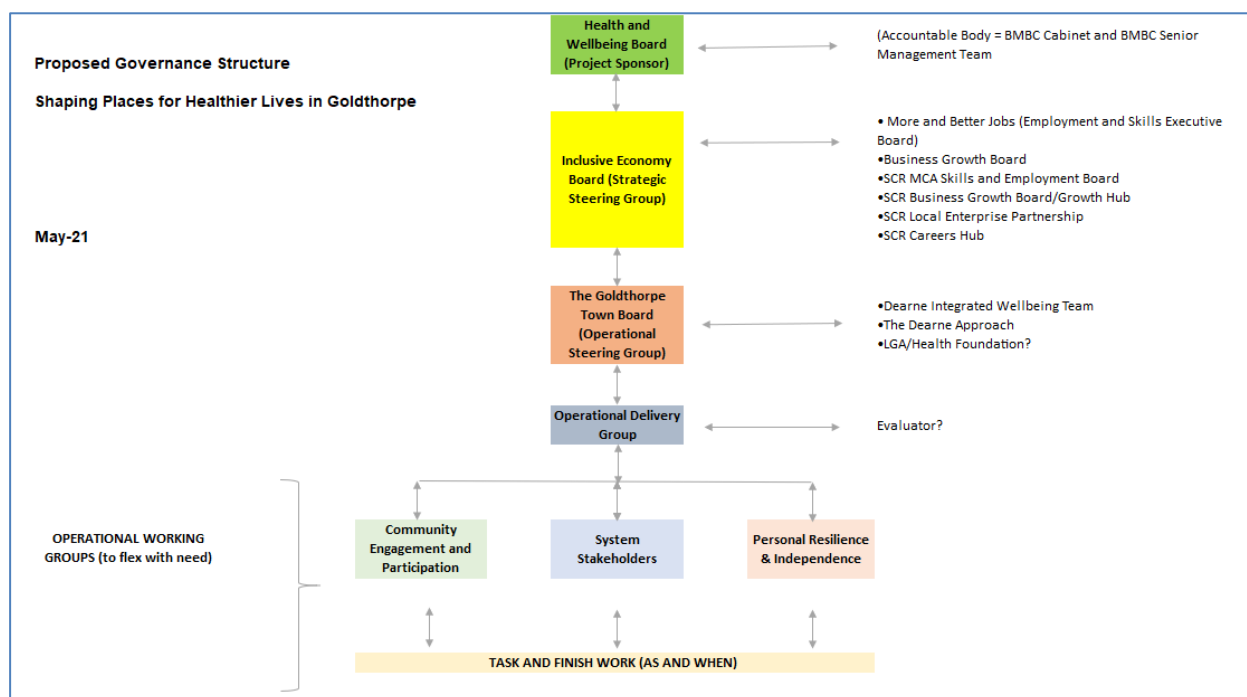
If we are unfortunately unsuccessful, the learning from this process has been embedded into other activities, for example our Community Renewal Fund bid and will continue to be built upon.

For further information please contact: andrea Fitzgerald@barnsley.gov.uk

Background information:

- <https://www.local.gov.uk/shaping-places-healthier-lives>
- <https://www.barnsley.gov.uk/media/11580/dearne-south-ward.pdf>
- <https://www.gov.uk/government/publications/towns-fund-prospectus>

Appendix 1



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Shaping Places for Healthier Lives

Goldthorpe Town
Proposal
21 June 2021

Shaping Places for Healthier Lives Programme

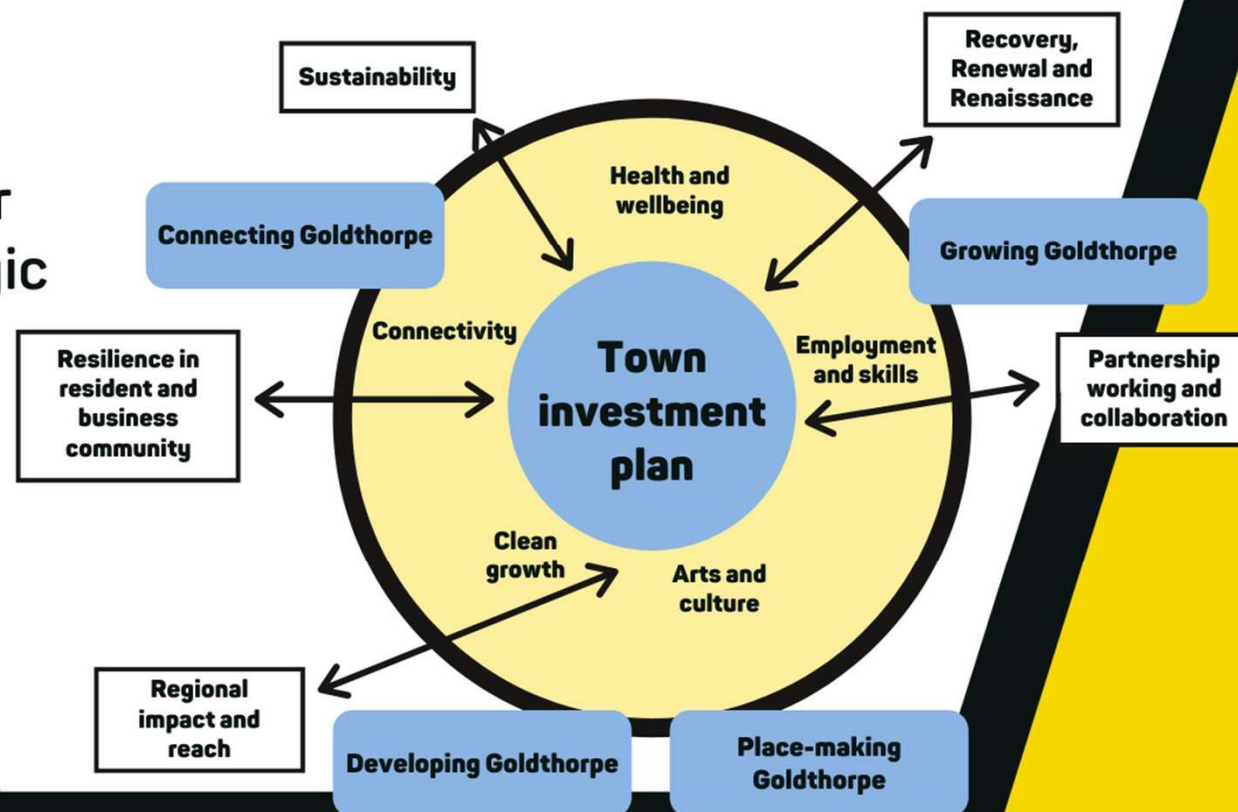
- Launched in December 2019
- Funded by the Health Foundation working with the Local Government Association and The Design Council
- To test approaches addressing “wider determinants of health”
- 3 bidding rounds, reducing 32 bids to 5, result early August 21
- Success = £300k over 3 years and national evaluation/profile
- Focus on Goldthorpe, developed in active partnership across the last few years
- Led by Employment & Skills, Public Health and Enterprising Barnsley

Our investment plan for an inclusive local economy

Goldthorpe is one of Sheffield City Region's eight key investment areas of change for the next twenty years (Strategic Economic Plan 2021-41).

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All Goldthorpe residents benefitting from investment and growth.



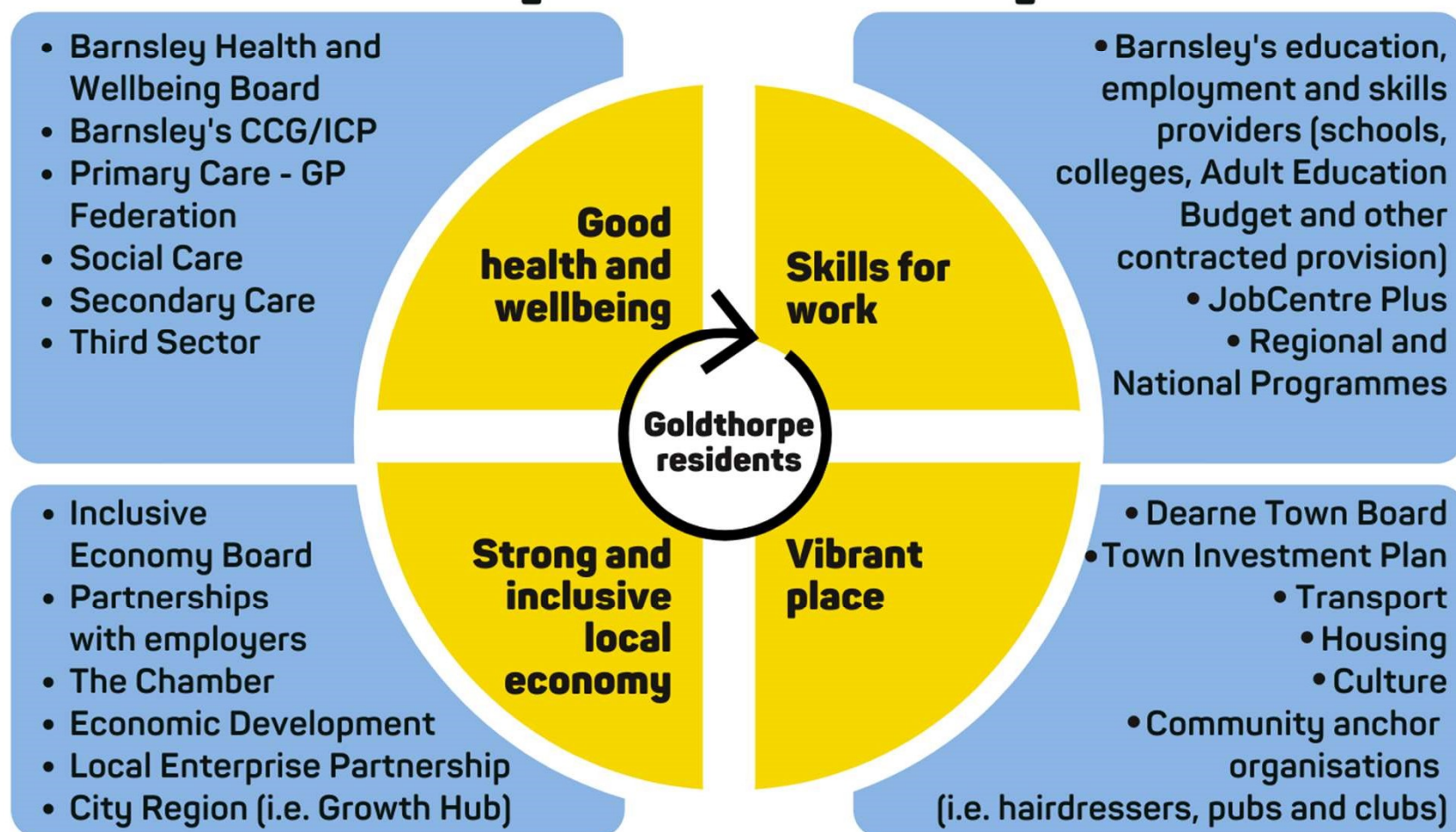
Our development journey

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Our active partnership

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Rose



- Female
- 55 to 64 years old
- No formal qualifications
- Physically inactive

Long-term caring responsibilities, lack of skills development.

Duncan



- Male
- 35 to 44 years old
- Unemployed for 12 months
- Degree qualifications
- Physically active

Anxiety and self-esteem issues driven by negative life changes and alcohol misuse.

Wayne



- Male
- 35 to 44 years old
- Unemployed for 18 months
- No formal qualifications
- Physically active

Health problems as a result of long-term substance misuse.

Dave



- Male
- 55 to 64 years old
- Unemployed for two years
- Level 1 qualifications
- Physically inactive

Physical health issues, lack of transferrable skills and caring responsibilities.

Steve



- Male
- 55 to 64 years old
- Unemployed for 18 months
- Level 1 qualifications
- Physically inactive

Anxiety - prone to panic attacks and unable to interact with people. Family members experiencing multitude of complex mental health issues.

Nicky



- Female
- 35 to 44 years old
- Unemployed for three months
- Level 1 qualifications
- Physically active

Single parent caring for young son. Going through a physical health diagnosis from a condition limiting her activity levels.

**People
we met**

Rose



“ We need to sort our own problems out first [before getting a job]. ”

Long-term caring responsibilities, lack of skills development.

Duncan



“ It's all too much. ”

Anxiety and self-esteem issues driven by negative life changes and alcohol misuse.

Wayne



“ I don't want to bother people. ”

Health problems as a result of long-term substance misuse.

Dave



“ I'm too old fashioned [for jobs requiring IT skills]. ”

Physical health issues, lack of transferrable skills and caring responsibilities.

Steve



“ [I can't access support] until my wife and daughters are sorted out. ”

Anxiety - prone to panic attacks and unable to interact with people. Family members experiencing multitude of complex mental health issues.

Nicky



“ [Being depressed] is a normal part and parcel of life. ”

Single parent caring for young son. Going through a physical health diagnosis from a condition limiting her activity levels.

**People
we met**

Perspectives on Goldthorpe

- "Safe"
- "Good sense of community"

- Local job opportunities perceived to be either highly skilled and technical or lower-paid service industry or manual labour roles.
- Poor public transport connectivity between neighbourhoods and surrounding towns.
- Casual, agency, zero-hours and gig economy employment focus.
- Difficult for those with physical health problems to find suitable opportunities.

- "Limited local employment options"
- "Bit cut off - not much to do locally"

- Service connectivity is seen to be good – once individuals have found an individual or service they trust, this opens doors to other support networks.
- Awareness and usage of local community services are relatively low.
- Support often perceived as being for those in crisis or facing severe circumstances.



What the community research told us

- **Participants commonly experiencing depleted resilience, self-efficacy and ability to problem-solve for the long-term.**
- **Most participants saw themselves as coping and managing, not seeing their circumstances as dire enough to warrant accessing support.**
- **In other cases, participants who had had to deal with several negative pressures in quick succession found lives collapsing but not knowing where to turn.**
- **Opportunities for awareness-raising of local services and to normalise and remove the stigma associated with access before crisis point is reached.**
- **Early sign indicators could help support the community in taking ownership of their health and well-being.**

**In three year's time,
we want to hear...**

Next Steps

- Should find out if we are successful in early August 2021
- Test whether the focus of the bid is still relevant with key stakeholders
- Identify “community anchors” and reach out to involve them
- Appoint resource to lead the work, based in Goldthorpe
- Put in place a Delivery Plan as a structure to manage and report progress

If we aren't successful, the learning from this will be embedded into other programme development in the borough

Thank you for your time

For further information please contact

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