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MEETING:	South Area Council
DATE:	Friday, 6 September 2019
TIME:	10.00 am
VENUE:	Meeting Room 3 - Barnsley Town Hall

AGENDA

- 1 Declarations of Pecuniary and Non-Pecuniary Interests

Items for Discussion

- 2 Tackling Social Isolation and Loneliness - Age UK Barnsley (Sac.06.09.2019/2)
- 3 Private Sector Housing Officer (Sac.06.09.2019/3)

Minutes and Notes

- 4 Minutes of the Meeting of South Area Council held on 16th June, 2019 (Sac.06.09.2019/4) (*Pages 3 - 6*)
- 5 Notes of the Ward Alliances (Sac.06.09.2019/5) (*Pages 7 - 14*)
Hoyland Milton and Rockingham – held on 3rd July, 2019
Darfield – held on 18th July, 2019
Wombwell – held on 20th June, 2019

Items for Decision

- 6 Road Safety - working with schools (Sac.06.09.2019/6) (*Pages 15 - 20*)
- 7 Procurement and Financial Update (Sac.06.09.2019/7) (*Pages 21 - 24*)
- 8 Communications and Branding (Sac.06.09.2019/8) (*Pages 25 - 30*)

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 email governance@barnsley.gov.uk

Thursday, 29 August 2019

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MEETING:	South Area Council
DATE:	Friday, 14 June 2019
TIME:	10.00 am
VENUE:	Meeting Room, The Hoyland Centre

MINUTES

Present Councillors Daniel Griffin (Chair), Eastwood, Franklin, Frost, Markham, Saunders, Shepherd, Smith, Stowe and Sumner.

1 Declarations of Pecuniary and Non-Pecuniary Interests

Councillors Franklin and Shepherd both declared a non-pecuniary interest in minute numbers 7 and 8 due to their positions as directors of Forge Community Partnership, who hold the contract for the Tidy Team.

2 Minutes of the Meeting of South Area Council held on 12th April, 2019 (Sac.14.06.2019/2)

The meeting considered the minutes of South Area Council held on 12th April, 2019.

RESOLVED that the minutes of the South Area Council held on 12th April, 2019 be approved as a true and correct record.

3 Notes of the Ward Alliances (Sac.14.06.2019/3)

The meeting received the notes from the following Ward Alliances:- Hoyland Milton and Rockingham held on 23rd May; Wombwell held on 20th May, and Darfield Ward Alliance held on 16th May, 2019.

RESOLVED that the notes from the Ward Alliances be received.

4 District Enforcement - Parking (Sac.14.06.2019/4)

Paul, Jane and Sarah from District Enforcement were welcomed to the meeting.

Members heard how the organisation had been formed in 2018, and currently held 6 contracts in the UK, one of which was to deliver parking enforcement in the South Area. The contract had started on 1st April, 2019 and concentrated on Hoyland and Wombwell town centres, with one officer employed 18.5 hours. To date 77 parking tickets had been issued, with the majority being issued in Wombwell.

Members noted the differences in road markings within the area, and that normal double yellow lines in Hoyland had a waiting period of five minutes, and therefore many people would park for less than this. However, the deterrent effect due to the visibility of officers was acknowledged by Members.

Those present discussed the issues with parking in the area, including around many schools, and parking near to pedestrian crossings. It was noted that there had been complaints from residents with regards to the parking in Darfield and it was

suggested that officers from District meet with Members from each Ward to discuss any issues and hotspots within their Ward.

Dog fouling and littering was discussed, and it was noted that District would issue notice for any violation seen, but this would not be the main focus of the contract. Members discussed what provision was available for enforcement from council resources centrally, for parking, dog fouling and for littering. It was agreed that the Area Manager would see clarification on this issue.

Members also noted the work of the Tidy Team, which would have an educational focus to make residents aware of the issues associated with littering and dog fouling.

RESOLVED:-

- (i) That thanks be given for the officers for their attendance;
- (ii) That Ward briefings be arranged to discuss parking issues within each Ward with District Enforcement officers;
- (iii) That the Area Council Manager seeks clarity on the enforcement service to be provided by the Council from central resources.

5 Road Safety (Sac.14.06.2019/5)

Diane Lee, Head of Public Health, introduced the item making Members aware that road safety was now part of Public Health. Members heard how two road safety officers were employed and provided a range of training to schools which was age specific.

Members heard of the work undertaken in a number of schools in the area, and the details of a number of accidents in the area were also discussed, highlighting the need for increased road safety awareness.

It was agreed to circulate details of the schools in the South Area, and which had engaged with officers. A suggestion was made to map the schools who did not engage with either the service, with other Council departments or Members in order to make concerted efforts to address this issue.

RESOLVED:-

- (i) That thanks be given for the presentation;
- (ii) That details of the service available to assist road safety in schools be circulated to Members;
- (iii) That details of which schools were engaged with the service be circulated to Members, in order to promote the service to those which were not.

6 Report on the Use of Ward Alliance Funds (Sac.14.06.2019/6)

Members received the report on the use of Ward Alliance Funds

RESOLVED that the report be noted.

7 Performance Report (Sac.14.06.2019/7)

The item was introduced by the Area Council Manager, who reminded Members that the current contract providing advice services would finish at the end of June, 2019. From 1st July, 2019 a new contract would commence, which would provide a similar service, but with triage strengthened to ensure those not able to be seen would also be assisted.

The new Tidy Team contract commenced on 1st April, 2019, and featured an increasing focus on environmental education. Members noted that there would be a steering group convened shortly and the attendance of community activists and residents was encouraged.

Members heard how the contract with Kingdom Security to provide environmental enforcement finished at the end of March, 2019. Though there were no targets for issuing of Fixed Penalty Notices (FPNs) the numbers issued in the final quarter were drastically reduced when compared to previous quarters. Queries had been raised whether the target for patrolling hours had been met. Evidence for this was being sought, and currently payment was being withheld until this information was forthcoming.

The delays in recruiting the Private Sector Housing Officer were noted, and the candidate was expected to start in approximately 8 weeks, pending confirmation of appropriate checks. Members noted the difficulty in recruiting and the educational requirements of the post.

RESOLVED that the report be noted.

8 Procurement and Financial Update (Sac.14.06.2019/8)

The item was introduced by the Area Council Manager. Those present were reminded of the previous discussion regarding the recruitment of a Private Sector Enforcement Officer. The candidate had requested to work 30 hours per week, rather than 37. Members discussed the options in relation to the underspend that would result from the reduction in hours and it was suggested that this be utilised to extend the length of the contract.

An update was provided in relation to the Health and Wellbeing Fund, with a recent grant panel having been convened. 10 applications had been received with four recommended for approval. Members noted that those recommended would provide delivery across the area.

Those present heard of plans to re-advertise the fund and Members agreed to encourage groups to apply to the fund.

Members noted that the commission to tackle social isolation had recently been advertised on Yortender. Interest to date had been positive and it was noted that submissions would be evaluated on 16th July. Two Members were requested to take part in the tender evaluation panel.

RESOLVED:-

- (i) That the update on all procurement activity be noted;

- (ii) That Councillors Daniel Griffin and Saunders be nominated to take part in the Tackling Social Isolation tender evaluation panel;
- (iii) That the underspend associated with the post of Private Sector Housing Officer being reduced from 37 to 30 hours per week be ring-fenced to extend the term of the post subject to satisfactory performance and a continued need for the service.

9 Organisation of South Area Council Meetings (Sac.14.06.2019/9)

The Chair led a discussion on the organisation of South Area Council meetings. It was noted that venues in Hoyland and Wombwell had been used for the meeting, but that this sometimes led to confusion. In addition, recent changes meant that the meeting room in Wombwell was unavailable at the currently scheduled time.

Members discussed the day the meeting was held and the time, and it was generally felt that meeting on a Friday at 10.00am was well established, and avoided clashes with other engagements in the Council diary.

With regards to venue, the merits of meeting in the South Area were considered, together with positive and negative impacts of meeting at a variety of venues.

Following discussion Members agreed to hold meetings at a single venue, at it was agreed that this be Barnsley Town Hall.

RESOLVED that future meetings of South Area Council are held on the dates and at the times previously entered into the Council diary, and are held in Barnsley Town Hall.

Chair

Notes from Hoyland Milton and Rockingham Joint Ward Alliance Meeting

Wednesday 3 July 2019

Hoyland Lift Building at 5:00pm

Present

**Councillor Nicola Sumner
Councillor Mick Stowe
Councillor Tim Shepherd
Councillor Robin Franklin**

**Rockingham Ward (Chair)
Hoyland Milton Ward
Hoyland Milton Ward
Hoyland Milton Ward**

**Pat Gregory
Janet Cartwright
Joy Hart
Peter Latham
Allan Wood
Anne Sanderson
Neil Spencer
Joan Whittaker
Danielle Gill**

**Walderslade Surgery
Friends of Elsecar Park**

**Owd Martha's Yard Community Garden
Neighbourhood Watch
Forge Community Partnership
Tenants and Residents Association
Tesco**

Apologies

**Cllr Jim Andrews
Cllr Chris Lamb
Leanne Cook
Ian Warhirst**

**Rockingham Ward
Rockingham Ward
Berneslai Homes
HAG**

Cllr Sumner opened the meeting

1 Welcomes and Introductions.

Everyone was welcomed to the meeting.

Cllr Nicola Sumner asked that the Ward Alliance pass on their thanks on to Councillor Chris Lamb for his work as Chair over the past few years.

2. Presentation by Alison Dalton and Sarah Cartwright on the Hoyland Masterplan.

Alison and Sarah went through the plan in detail and there was a lot of discussion around health, education and affordable housing. Forge Community Partnership made a request to meet Joe Jenkinson, Head of Planning on 4 February 2019 but this has not yet been responded to. Alison and Sarah gave assurances that they would ask Joe to contact Forge as soon as possible.

Alison has stated the handouts on the Masterplan Framework **should not be shared and that this information is confidential.**

3. Notes from the Ward Alliance meeting held on Wednesday 4 July 2019.

These notes were accepted as a true record. It was asked that the item in any other business referring to Cllr Chris Lamb stepping down from the Ward Alliance as Chair and Nicola taking over as Chair, that this be amended to read Cllr Nicola Sumner is taking over as Chair. This amendment was agreed and the minutes have been amended.

4. Tidy Team Update

The Tidy Team are under a new contract from April 2019 as discussed at the previous meeting, they are currently trying to recruit 4 apprentices, ideally school leavers. The team continue to work with community groups and volunteers across the South Area.

5. Promotion of Ward Alliance expenditure.

There was a discussion about the amount in the fund and to help the name of the Ward Alliance it was agreed to consider a logo which can be used by the Alliance and community groups receiving funding, It was suggested that there are lots of logos around and it may be better to have wording instead.

6. Existing Projects.

Healthy Holidays update. Discussed plans for the summer holidays.

7. New Projects.

- Mates of Milton – Further information required
- Young Wardens Scheme – Disallowed
- Jump Environmental Group – Allowed.

8. Any Other Business

Hoyland Community Choir are having a concert at the Salvation Army Citadel on Friday 5 July

Friends of Elsecar Park

9. Date of next meeting

Wednesday 18th September 2019 at the Hoyland Centre at 5pm. The date has been changed because the meeting scheduled for 4 September will not be quorate.

Darfield Ward Alliance
Notes of meeting held Thursday 18th July 2019 @ 4.00pm
At Darfield Community Centre

Present: Cllr Pauline Markham, Margaret Barlow, Brian Moore, Michael Fenna, Cllr Caroline Saunders, Cllr Trevor Smith, Tanya Dickinson (Community Development Officer), Barbara Tindle (Secretary)

Observer - John Davies

- 1. Introductions and Apologies** – A round of introductions was given to welcome Cllr. Trevor Smith and John Davies came along to observe the meeting with a view of becoming a member. Unfortunately, Jonah Mulunda has resigned as a member due to work commitments.
Action: Tanya to draft a letter to send to Jonah thanking him for his hard work and commitment.
Apologies from Nicola Farrar, David Hildred and Colin Ward.
- 2. Minutes of last meeting and matters arising**
Minutes were Agreed
One to one meeting's with Tanya are being finalised and should take place within the coming weeks.
Principle Towns – Tanya met with Fiona for an update. They are still exploring designs for the tiles and permission from Highways with regards to the Darfield Ring. Hopefully we will be in a position to start this project September/October. Signage for local shops to be finalised and once everything complete, a meeting to be arranged with Counsellors with regard to any surplus monies. Tanya to keep the Alliance updated.
Community Buildings network event was a great success. All groups that attended felt they had learnt something and have formed links with each other. Another event to be held in the New Year.
- 3. Ward Alliance Fund -Balance Sheet and Applications received**
Balance Sheet £9,075
Applications:
DWA Winter Wellbeing Event £1,186
After discussion it was agreed to fund in full.
The event to be held on Wednesday 18th September 1pm – 4pm at the Community Centre.
Plevna and Parva Volunteer Community Group £200
After discussion it was agreed to fund in full.
The event to be held on Sunday 8th September times to be arranged.
- 4. DWA Ground Rules**
Tanya read out the rules that the Alliance had adopted from the Governance framework. After a brief discussion everyone agreed to keep the rules as is.

5. **Project Updates**

Newsletter – Caroline has agreed to work on this with Jonah's resignation. First edition scheduled for September. Anyone at the Gala can they please take photographs so that we can publicise the work of the WA. in the newsletter.

Summer Gala – everything has been finalized for the day. Just one set back with the man that should have been selling burgers, he's double booked and cannot attend, so if anyone knows of anyone that sells hot food and is available on Gala day can you please let Tanya know.

Healthy Holidays – This programme is aimed at families whose children would normally receive free school meals to help alleviate the financial burden the school holidays can bring and having to put that extra meal on the table. All activities will provide either snacks or a picnic. Tanya has worked alongside the Library in planning various activities for school children throughout the holidays. Tanya handed out a booklet that highlighted all events throughout the holiday. School heads have been informed to notify families who may benefit from these activities. As well as the library activities, there will also be 3 additional events to be held in Houghton Main, Low Valley and the Community Centre. Tanya will be working on activities for October and February half terms.

6. **Any other Business** – Tanya has had an email from Trisha from Billingley Village Hall regarding an internet café and wanted to know if the WA would like to work with her on it. She doesn't need any funding and thought it could run every 2 weeks on a Tuesday afternoon. She would like to invite the WA to the village Hall to discuss. Tanya asked members if they would like the next WA meeting to be held at Billingley and thus meeting Trisha for her to discuss her idea. The members thought this was a good idea and Tanya to arrange to see if it would be possible.

7. **Date & Time of next meeting**

Thursday 19th September 2019 at 4pm venue to be arranged.

Pauline thanked everyone for attending and the meeting closed at 5pm.

Wombwell Ward Alliance Meeting

Held in The Chapel Wombwell Cemetery Monday 20th June 2019

Present: Cllr Griffin (Chair), Cllr Eastwood, Cllr Frost, Sabeena Chavan, Karen Whiting. Guest Carol Foster (Age Uk)

In attendance: Amanda Bradshaw (BMBC Community Development Officer)

Apologies: Chelsey Rigsby

1. Welcome from Chair/House keeping
2. The minutes of the meeting held on 20th May were accepted as a true record.

3. Matters Arising :-

Principal Towns:- Cllr Griffin informed the group that a further meeting had taken place with Fiona O'Brien and David Shepherd and work was still needed on the current plans, still need/want to incorporate more parking spaces on the High St. Still not where we want to be but we are slowly working with them to come to an agreement. With reference to the Burton Building the owner still doesn't want to sell and it is looking like we will have to wait until the council can issue a compulsory purchase order. Concerns were raised about the empty shops on the High St. However on a positive note Spec Savers were going to move into the empty Poundstretcher building.

The group were informed that District had got the Enforcement Contract and they will be responsible for covering the High St. AB informed the group that the planters on the High St had been planted up with the support from Sabeena and her children and that the hanging baskets were now in situ.

4. **Guest Speaker Carol Foster Age Uk** Cllr Frost registered his vested interest as a trustee of Age Uk. Carol informed the group of the Age UK Social Isolation project which covers North East Area and the South Area. One of the positive outcomes has been the Good Neighbours Scheme which matches volunteers with service users. However not all the service users want to get out and about and are quite happy to stay at home so AGE UK are exploring other ways to stay in touch with these people maybe via a befriending schemes.

The Social Isolation project currently had 20 volunteers with 10 new volunteers coming on-board, 1 volunteer car driver. These volunteers support people on a 1 to 1 basis. They do need more volunteer car drivers

Carol had discovered that there was a good transport network in the area and plenty of groups and clubs across Wombwell. However some of the groups lacked members.

Part of her work was to set up 20 afternoon teas across Barnsley to engage the public and group leaders. This would complement the work that the WA would like to do with group leaders and some joint working could be carried out. **Action Carol (AgeUk), Cllr Eastwood, Karen and CDO to arrange a planning meeting to explore this further.**

Further discussion took place about engagement activities in general, identifying gaps in the current provision. The group discussed doing something around men and ideas were put on the table (cards, dominos, darts, pool, board games, setting up a walking group).

5. Funding applications

Unicorn Gardens Recommended that a contribution of £472.71 be made

Friends of Wombwell Park Recommended that a contribution of £600.00 be made.

6. Project update

Amanda had spoken to TADS regarding the junior youth project and they seemed very interested in managing the project. A meeting needed to be arranged to discuss this further. **Action Amanda to arrange meeting between TADs , Cllr Griffin and CDO.**

Amanda informed the group of the Healthy Holidays programme that would be funded (£2500) from the South Area Council. Members agreed to be involved in this programme.

7. New Members No progress at present. It was noted that Peter Jones had missed 1 year of meetings. The group agreed that if Peter wanted to still be a member he would need to reapply. Gary Ogden (Wombwell Main Cricket club) name came forward. Action Amanda to contact Gary. Again if anyone thinks of anyone please speak to Amanda

8. A.O.B

Sabeena spoke to the group about having an event to bring people of different cultures together along the lines of JO Cox's "More in Common" event. Discussion took place around this idea and it was decided that it was too late in the day for this summer but members were asked to forward ideas for a possible future event to Amanda and if necessary a working group could be set up to explore these further.

9. Date of next meeting

Monday 16th September, 6pm at the Chapel, Wombwell Cemetery.

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South Area Council Meeting

Current Context

Current Educational Activity in Primary Schools,

FS2: stories read to this age group around road safety initiatives (Day out at the seaside, Walking to Nursery, Scooting to the park)

Yr1 and Yr2: Street Feet (Using a road mat in school, discussion on how we cross the road safely)

Yr3 and Yr4: Pedestrian Training (Small groups at the side of the road discussing and doing how we cross the road safely)

Yr6: Transition Presentation (Discussions around different ways we can travel to school independently and safely, walk, bike bus)

Secondary Schools

Yr8: Ghost Street (Using a video to show a series how roads, bikes, distractions can be dangerous, using question and answering throughout)

Colleges

Sixth Form and College: Drive for Life (Using a power point presentation and video clips to discuss the fatal four (Speeding, mobiles/distractions, seatbelts, drink and drugs)

In the academic year 17/18;

Road Safety was delivered to 4,690 primary pupils, 1,604 secondary students and 597 college students

In the academic year 18/19;

Road Safety was delivered to 7,270 primary pupils, this is only 41% of students, we have nearly 80 primary schools and I have delivered in 29 of these schools, I feel this could be doubled if we used different means of delivery and a targeted approach.

324 secondary students; due to primary schools already been booked in for this year before my colleague went off due to long term illness I have stuck to these bookings and booked in secondary and college where I had gaps, I have delivered to 1,151 college students. These figures cover all Barnsley Schools.

Schools that have be delivered to in your area council:

Outwood primary Darfield

Ped Training to be delivered on Thursday the 11th July (Due to illness this did not go ahead)

Upperwood

No response from e-mail, further e-mail sent due to parking issues outside school but still no response from school

Wombwell Park Street

Teddy takes a tumble FS2 40 children 27/11/18

Teddy takes a walk FS2 40 children 27/11/18

Street feet Y1 50 children 26/11/18

Street feet Y2 51 children 26/11/18

Ped Training Y3 40 children 27/11/18

Ped Training Y4 42 children 28/11/18

All Saints Darfield

E-mailed for academic year 18/19 but no response from school

St Michael and All Angels

Teddy takes a tumble FS2 21 children 14/2/19

Teddy takes a walk FS2 21 children 13/2/19

Street Feet Yr1 19 children 13/2/19

Street Feet Yr2 14 children 13/2/19

Ped Training Yr3 26 children 14/2/19

Ped Training Yr4 16 children 14/2/19

Kings Oak

E-mailed for academic year 18/19 no response from school

Highview Primary

Street Feet Yr1 60 children 12/4/19

Street Feet Yr2 60 children 12/4/19

Ped Training Yr3 60 children 1st and 2nd May 19

Ped Training Yr4 60 children 3rd and 4th May 19

Jessie's Journey Yr6 60 children 6/6/19

Jump

Teddy takes a walk FS2 30 children 10/9/18

Teddy takes a tumble FS2 30 children 11/9/18

Street Feet Yr1 30 children 11/9/18

Street Feet Yr2 30 children 11/9/18

Ped Training Yr3 37 children 12/9/18

Ped Training Yr4 40 children 13/9/18

Jessie's journey Yr6 30 children 14/6/19

St Helen's Catholic Primary

FS2 Walking to Nursery 20 children 20/3/19

Street Feet Yr1 13 children 18/3/19

Street Feet Yr2 19 children 18/3/19

Ped Training Yr3 20 children 20/3/19

Ped Training Yr4 24 children 10/6/19

Jessie's Journey Yr6 22 children 10/6/19

Hoyland Springwood

5 e-mails sent to school response from first e-mail but nothing when further e-mails have been sent

Hoyland Common

No response from e-mail sent regarding road safety, Ward Green head teacher also e-mailed regarding the service offered has they are part of the same academy, they have also worked alongside South Yorkshire Transport who I passed on an information book to and she took it to school but still not contact

Kirkbalk Academy

Are booked in for Yr8 and Yr9 for Ghost Street next academic year, due to missing this year

Elsecar Holy Trinity

Birdwell Primary

E-mailed for academic year 2018/19 no response

Greenfield Primary

First e-mail responded to, I responded then nothing further from the school

The Ellis C of E

E-mailed for academic year 2018/19 no response

West Meadows

First e-mail responded to and school happy to meet however school did not respond to further e-mail

Netherwood ALC

School have been contacted for this academic year however due to staffing they were not contacted last year

Within the academic year for 2018/19 road safety initiatives were delivered to 1,025 students within the South Area Council.

We are currently looking at the initiatives we offer to our primary schools, once the schools have reopened we will be in contact with them and work closely with the schools to see what they feel is important for their students and the area they live.

Short term plan

- Understanding current offer and exploring how public health can influence medium term. Review existing best practice. Not prior asked to do any evaluation, but are building this prior to starting.
- Priority Setting – What is the data telling us! Ages 11-16 have the biggest issues for us in Barnsley

We currently only deliver one initiative to our secondary schools which is delivered at Y8 (Ghost Street) however the data from SYRP tells us that the casualty rates are high in Barnsley for children aged 11-16 with regards to car passengers, pedestrians, bike and powered two wheelers.

We have now developed initiatives for Yr7, Yr9 and Yr10 working with Barnsley Academy and we are hoping all secondary schools will take this on board this academic year.

We have been able to do this by moving away from pedestrian training with our year 3 and 4's. Within some schools there can be up to 120 pupils we can only take them out in ratios of 1 to 6 this only allows for 4 sessions a day depending on the school day which is only 48 pupils. This takes up a lot of resource and the children are stood on the road side for around 25-30 minutes waiting for their peers to cross the road. We have found they then get restless and start to mess around not paying attention to the dangers of the road; this can also be a hazard for drivers out on our roads.

For primary schools, changing/developing further the initiatives we deliver is necessary initiatives haven't been adapted or changed for around 15 years, the roads have got busier over this time and the model was initially supported by a number of volunteers and was supposed to be passed to the schools to continue the training once the co-ordinators had trained the staff. The sustainability of this model seems to have somewhat been lost and needs careful thought. Current capacity is meaning there is some inequality in which schools have received interventions.

Longer term planning

Moving forward it would be good to re-introduce the Junior Road Safety Officers within our primary schools and offer more support within the schools on a termly basis getting the schools involved in projects which gives them some autonomy and give back capacity to the Road Safety Technician to gain a greater reach across the borough. It would engage the schools in carrying out road safety on a daily basis not just when anybody from the road safety team attends the school.

The junior road safety officers would have the:

- Ability to encourage fellow pupils to take responsibility for their safety by addressing road safety issues on a regular basis.
- Organise and promote road safety initiatives, which may include participating in assemblies, displaying information or organising competitions.
- Take ownership of the work through the assistance of your in-house teacher and JRSO Co-ordinator.
- Be confident and enthusiastic in your work.

Further long term plans

- Work with schools about what initiatives/which age groups they feel would be beneficial to coproduce some new programmes. The institutions know their students and the needs of the school surroundings.
- Streamline the offer for primary schools to ensure the offer is consistent throughout the borough
- Establish an evaluation process for new and existing interventions across the board.
- Continue to work closely with SRP
- Continue to review best practice.
- Work with Comms to produce a Comms plan about our activity which will help engage parents, communities and elected members

Issues and Barriers

I have recently moved to Public Health from Traffic in April of this year, my role so far has been to deliver road safety initiatives that were previously written some years ago into Primary, Secondary and Further Education settings throughout Barnsley.

Since moving to Public Health I have carried on delivering these initiatives to educational settings within Barnsley, however while doing this I have been reflecting on what we deliver and what the children learn/take away from the sessions. From this we feel that refreshing current training packages to make them more relevant to lifestyle changes, e.g increased traffic, mobile phone use, risk assessment, peer pressure, etc, would be beneficial also to be-spoke some of our training which will allow for better outreach to children.

The road safety education team is currently understaffed due to long term illness so looking to the future academic year 2019/20. To make sure we can have some impact on the schools within Barnsley we need to delivery differently

The issues we face getting these initiatives into schools is the schools themselves, no responses from e-mails, visiting the school and not being able to get past reception to speak with anybody from SLT or head of year. When we leave information regarding what we do we are unsure whether this is reaching the person it should be.

In some cases schools have been really helpful and sent internal e-mails through their own academies however in some cases there has still been no response from the school contacted.

Recommendations

Area council and elected members support and facilitate us access to schools within the South Area

BARNSELY METROPOLITAN BOROUGH COUNCIL

<p>South Area Council Meeting: 6th September 2019</p>

Report of South Area Council Manager**South Area Council – Procurement and Financial Update****1. Purpose of Report**

- 1.1 To provide an update on the South Health and Wellbeing Fund and South Area Council funding and commissioning updates.

2. Recommendations

- 2.1 **That Members note all updates.**

3. South Health and Wellbeing Fund Update

- 3.1 The South Health and Wellbeing fund was opened at the start of May 2019 with a closing date of the 4th June 2019. The fund is aimed at any voluntary or community group which is locally led and run, registered charities, social enterprises and not for profit organisations, local businesses, public service organisation and Ward Alliances within the South Area Council.

- 3.2 The funding consists of £25,000 from the Healthier Communities Wellbeing service and £10,000 from the South Area Council commissioning budget to bring the total funds available to £35,000.

- 3.3 A panel met on the 13th June 2019 to consider applications to the fund.

- 3.4 The following projects were recommended by the panel having met the South Area Council priorities and having Health and Wellbeing at their core. Applications were scored against these priorities:

- **Therapies for Anxiety, Depression and Stress (TADS), TADS for Wellbeing, £4,110**
- **Young Wellbeing Ambassadors, Targeted Youth Support, £4,450**
- **DIAL, Community workshops, £2,400**
- **Fairshare Yorkshire, Step forward programme, £4,850**

- 3.5 A further project has been provisionally approved but is subject to further information being agreed. This will be reported on at the next meeting. **£4,998** has been ring-fenced from the total budget.

3.6 Therapies for Anxiety, Depression and Stress (TADS), £4110

The TADS for Wellbeing will aim to reach children in Primary Schools and teach coping strategies which they can use throughout their lives in times of stress. This should enable better transition to Secondary School. TADS will work in the three Wombwell Primary Schools each for 2 hours per week, term time only, working with 4 children each time in half hour sessions per school for a period of 4 sessions.

TADS have chosen Wombwell due to the high level of demand they receive for services from young people in this area. TADS currently attend Primary Schools in Hoyland on a 'buy in' basis but have not been invited by Wombwell Primaries.

3.7 Young Wellbeing Ambassadors, Targeted Youth Support, £4,450

This is a peer mentor project which aims to address a variety of health and wellbeing inequalities focusing particularly on that of mental health and wellbeing. Targeted Youth Support is frequently asked for by Netherwood and Kirk Balk to deliver extra support on self-esteem, reducing stress and anger management. This project would be in addition to the core service offer.

This project will aim to focus on support at a very early intervention stage before CAMHS, Mindspace or TADS are brought in. The project will train up groups of young people to deliver sessions to their peers and will be developed through consultation with young people.

3.8 DIAL, Community workshops, £2,400

DIAL Community Workshops aim to upskill and enable local residents to complete their own welfare benefit claim forms thus putting them more in control and promoting independence. The model has been developed with local beneficiaries on alternative methods of advice provision and, whilst DIAL recognise face to face is by far the preferred model, the next best preference was group work delivered by someone who had personal experience of making a claim.

DIAL have already run a series of workshops in various areas of Barnsley which have been well received. The workshops will complement the current provision offered by CAB through the advice drop in service at various community venues in the South Area. They will contribute to addressing the current oversubscription and increasing demand for this advice and support.

3.9 Fairshare Yorkshire, Step forward programme, £4,850

The Step Forward Initiative will give 10 unemployed people living in the South Area who lack skills, relevant experience and confidence to take a step forward and become active in their community and to gain qualifications and work experience. They would undertake practical and theory training to gain an accredited forklift truck permit.

Each person would complete 200 hours of training and volunteering within an 8 week period. The focus of this provision is the intensive support of 10 individuals. To date Fairshare Yorkshire have supported almost 100 people in this way since July 2017. Approximately 1 in 4 has moved into work through the combination of accredited, on the job and mentoring support.

3.10 Of the £35,000 funding this leaves an amount of £14,192 (this includes an amount of £4998 ring-fenced).

3.11 Following the recommendation at the South Area Council meeting on the 14th June 19 the South Health and Wellbeing fund was relaunched. The closing date for applications is Friday 30th August. The panel will meet on the 13th September 2019 to consider submissions.

4. Tackling Social Isolation commission

- 4.1 At the South Area Council meeting on the 12th April 2019 Members recommended £60,000 per year for 2 years to fund a tackling social isolation and loneliness commission for older people.
- 4.2 Evaluations and tender presentations took place on the 16th July 2019 with a tender panel made up of Councillor Caroline Saunders, Diane Lee, Head of Public Health, Lisa Lyon, South Area Council Manager and supported by members of the procurement team.
- 4.3 Two providers were considered with Age UK Barnsley being the preferred supplier with a contract start date of the 1st September 2019.

5. Private Sector Housing Service update

- 5.1 The new Private sector housing officer started on the 2nd September 2019 for an initial 13 months contract. The contract period reflects the 12 months funding agreed by the South Area Council and the one month underspend from the previous officer post. The contract ends on 2nd October 2020.
- 5.2. The current Service Level Agreement is for a full time, 37 hours per week officer, however the new officer will be working 30 hours per week. The post will remain on the organisation structure as a 37 hours post for any future recruitment.
- 5.3 At the South Area Council meeting on the 14th June 2019 it was recommended to ring-fence the underspend for the post resulting from the reduction in hours to allow the possibility to further extend the post by two months at the end of the current 13 month contract. This would be subject to agreement by Safer Communities and continued evidence of satisfactory performance, continued need and availability of funding.

6. Healthy Holidays Ward Alliance top up funding - £10,000

- 6.1 A programme of Healthy Holiday activities has been running throughout the school summer holidays across the 4 wards that make up the South Area Council. The Community Development Officers and Area Council manager will be collating information for a report to be circulated to the Ward Alliances and South Area Council.

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BARNSELY METROPOLITAN BOROUGH COUNCIL

South Area Council Meeting:
6th September 2019

Report of South Area Council Manager

Communications and branding

1. Purpose of Report

- 1.1 To review the current arrangements of how the South Area Council promotes and communicates its work.
- 1.2 To start a discussion on how to better promote and communicate the work of the South Area Council and commissioned services.
- 1.3 To provide information and an update on community magazines, potential communication actions from the Area Council review and the use of current branding and logos.

2. Recommendations

- 2.1 **That Members consider the background information at section 3, branding and acknowledging funding at section 4 and communication channels at section 5, in order to inform the discussion.**
- 2.2 **That Members note the underspend of £1837.50 at 3.1.**
- 2.3 **That Members consider the suggestions outlined at 7.2 for discussion and provide a steer on a way forward suggesting recommendations for the underspend and communication approach for the South Area Council, taking into account the budget options presented at 7.1.**

3. Background information

- 3.1 The following information may be useful to take into consideration when discussing communications and branding:
 - Community magazines – a second edition was planned but has not been taken up due to challenges with the last edition as discussed at the Area Council on 14th December, 2018. £1,837.50 remains unspent for delivery costs for a second edition.
 - Area Council Future development workshops were held in April and May 2019. A draft report has been pulled together by the Head of Communities with a draft action plan. The next steps are that this will be going to SMT and DMT. Some actions include developing specific branding for Area Councils which may need to be taken into consideration in the future.
 - A number of South Area Council contracts started or have been renewed at the start of this financial year. This is a good time to review how we have promoted and branded work previously and make any changes at the start of the contracts.

- The South Area Council have a number of projects funded through the South Health and Wellbeing Fund, again this is an opportunity before these projects start to look at how these are promoted and pilot some different approaches.
- Neighbourhood networks were developed across Ward Alliances when they were first launched, the neighbourhood networks have evolved across different areas and some Ward Alliances are currently reviewing their communications. It would be useful to discuss Area Council communications alongside this work.
- Following the introduction of GDPR legislation the number of contacts held by the Area Team for mailing lists, distribution and email have reduced as we have had to take people off the lists if they have not confirmed consent.

4 **Branding and acknowledging funding**

- 4.1 The South Area Team follows BMBCs brand guidance when promoting its work. This includes using the BMBC logo below to identify that the Area Team are BMBC officers and that any funding is BMBC funding.



- 4.2 Where services are commissioned and funded through the South Area Council the following logo is used alongside the BMBC logo to identify that the funding is from a budget that is delegated to the 12 Councillors that make up the South Area Council:

South Area Council

Darfield, Hoyland Milton, Rockingham, Wombwell

- 4.3 If a project, commission or piece of work involves celebrating volunteers, recognising people coming together and being part of a wider movement of volunteering, trying to encourage new volunteers or promoting a volunteering opportunity then we will use the Love Where You Live logo.



- 4.4 The Love Where You Live logo sits under Loveit which is one of the eight Town Spirit themes. The #Loveit is often used alongside Love Where You Live logo to help promote the message of how people can get involved in volunteering and how we as an area team and part of BMBC can support people to do that. The other hashtags and branding themes work to evidence projects that develop people's skills, resilience, improving the environment etc.



4.5 When working with partners communication activity needs to be jointly branded in line with the BMBC branding guidance. The lead organisation or main funder would be given prominence while including the appropriate logos. The Area Team have in the past tried to recognise all partners that contribute regardless of level of contribution or support. This is something that could be reviewed especially when you have a number of contributors and limited space for acknowledgement.

4.6 When providers enter into contracts with the Area Council they are made aware that this means making a commitment to acknowledge the support and funding for the duration of the contract period. This requires the use of appropriate logos and following written statement: This project is funded / part funded by the South Area Council/ Ward Alliance. It is also expected that projects will acknowledge the funding and support with appropriate logos and wording on the following for the duration of the funding:

- Posters
- Leaflets / flyers
- Information boards
- Websites and social media
- Press releases
- Job adverts
- Presentations
- Newsletters
- At events

4.7 There is also an expectation that the project should recognise the funding and support at all events, presentations, in the media and any public relations.

5. Communication channels

5.1 The following are the ways in which the South Area Team promotes the work of the South Area Council and Ward Alliances:

- South Area Facebook Page and twitter
- Ward Alliance Neighbourhood networks – a list of emails and contact details of groups and volunteers for each Ward Alliance
- Community Magazines
- What's on Guides
- Area Council reports – public documents on BMBC website

- Love Where You Live Facebook page, digital newsletter
- Straight talk – BMBC Intranet
- Events and stalls – Winter wellbeing, Netherwood Enrichment session
- Community display boards and posters
- Leaflets, posters and flyers
- Corporate report – one case study per ward submitted per quarter

6. Reviewing the communication and branding

6.1 The following are issues and inconsistencies that have been highlighted by the Area Team, Councillors and our BMBC Communications officers:

- BMBC logo not always used alongside Area Council/ Ward Alliance logo so it hasn't always been clear that this is BMBC funding and supported by BMBC
- Sizes of logos have not always been consistent with the branding guidance and recognising the lead partners
- Contracted services have not always been consistent in featuring Area Council and BMBC logos or haven't consistently used appropriate wording on printed material and social media
- Often projects promote the funding at the start of projects but has dropped off towards the end of the project
- Projects/ commissioned services not always clear about when to use which logo in particular the Love where you live logo and BMBC logo
- Posters have sometimes been too crowded with logos
- Hashtags not always used in the right way

7. Improving communications - Initial ideas for discussion

7.1 As outlined in 3.1 there is currently an underspend of £1837.50 that was agreed for the second edition of a community magazine. A decision is now required as to how the funding is used.

Option A: Funding to be returned to the South Area Council commissioning budget to be used for something different

Option B: Consider allocating the £1837.50 towards alternative communication suggestions as outlined below

Option C: Fund other ideas to deliver communications identified at the meeting

Option D: Top up the £1837.50 to develop a wider communication strategy

7.2 Find below a list of suggestions that have come out of discussions with Elected Members, Briefing meetings, Area Team and communications:

1) Find another provider to carry on with a community magazine

This option can be explored but there are not many companies that provide this service, only one provider applied. There is very little interest from other Area Councils so this may no longer be viable or of interest to a provider or deliverable on a smaller scale.

2) Include information in existing publications.

There isn't one magazine that covers the South area.

3) A5 leaflet

Work with the communication team to create a template for each area or one for South Area wide to fill with content once the initial set up and design is in place – there would be a cost for initial design and then print and distribution for each publication. **Initial design set up costs up to £150. Printing costs up to £200.**

Distribution could be to all households across the South Area Council, Ward by Ward or distributed in key locations. This would require a review of key locations ward by ward.

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. **Up to £20 per boost.**

5) Developing video content

Producing snippets of content that can be used to promote commissioned work and groups, evaluate projects and raise the profile of the work and impact. There is an opportunity to pilot this with the Successful South Health and Wellbeing Funded projects. The video content could be produced by a provider and be funded from the £1,837.50 or look at the possibility of asking projects to record short clip and / or Area Team with some support from communications team for editing.

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.

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.

8) 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. **Up to £500 depending on one per ward, Area Council, per priority, per commissioned service etc**

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