

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

AGENDA

- 1 Declarations of Pecuniary and Non-Pecuniary Interests

Minutes and Notes

- 2 Minutes of the Meeting of South Area Council held on 6th September, 2019 (Sac.25.10.2019/2) (Pages 3 - 8)
- 3 Notes of the Ward Alliances (Sac.25.10.2019/3) (Pages 9 - 14)
Hoyland Milton and Rockingham – held on 18th September, 2019
Darfield – held on 18th July, and 19th September, 2019

Performance

- 4 Report on the Use of Ward Alliance Funds (Sac.25.10.2019/4) (Pages 15 - 18)
- 5 District Enforcement - Car Parking (Sac.25.10.2019/5) (Pages 19 - 26)
- 6 Healthy Holidays (Sac.25.10.2019/6) (Pages 27 - 36)

Items for Decision

- 7 Procurement and Financial Update (Sac.25.10.2019/7) (Pages 37 - 40)
- 8 Communications and Branding (Sac.25.10.2019/8) (Pages 41 - 44)

Items for Discussion

- 9 Public Health Briefing (Sac.25.10.2019/9)

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, 17 October 2019

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MEETING:	South Area Council
DATE:	Friday, 6 September 2019
TIME:	10.00 am
VENUE:	Reception Room – Barnsley Town Hall

MINUTES

Present

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

10 Declarations of Pecuniary and Non-Pecuniary Interests

Councillors Franklin, Lamb and Shepherd each declared a non-pecuniary interest in minute number 17 in so far as discussion related to Forge Community Partnership as they are directors.

Councillor Frost declared a non-pecuniary interest in item 11 due to his position as trustee of Age UK Barnsley.

11 Tackling Social Isolation and Loneliness - Age UK Barnsley (Sac.06.09.2019/2)

Jane Holiday from Age UK Barnsley was welcomed to the meeting to inform Members of the plans in place as part of the commission to reduce social isolation.

Two workers were now in place who would each be working 32.5 hours per week in the area. The project built on the knowledge gained in the pilot in the area, and Members noted that there would be a cross over period between this and the commissioned service. Members heard how the next three weeks would see officers networking, making contacts in the community, distributing publicity, and raising awareness through social media.

The project looked to help tackle social isolation at a number of levels, from one-to-one support through to merely signposting. The project undertakes non-intrusive assessments through conversations to understand the needs and support required in order to address the impact of social isolation and the cause.

Interventions included pairing individuals through the Good Neighbour Scheme and supporting users through the Community Car Scheme either individually or in groups. Members noted that improvements in wellbeing would be measured using relevant tools.

Noted was the focus on three areas:- improving access and use of IT, improving physical activity, and engaging men who are normally less likely to engage in activities. Members heard how recent data for suicide had shown increases in males aged 80-84 and the meeting discussed the reasons behind this which included social isolation.

Members also heard of the support given to groups. This would vary depending on the needs of the group, but included support such as assisting those which may be struggling to remove any barriers to increasing their membership. In addition work

would be ongoing with U3A to establish groups with any theme suggested viable through consultation.

It was noted that there were also plans to work within the South Area with shops, businesses and groups in an attempt for them to make small changes to become dementia friendly. In addition an age friendly group was planned to start to make the area more age friendly in general, meeting the challenge of adapting to an ageing population before this becomes a crisis. This local age friendly group would feed into wider arrangements in Barnsley.

Members were consulted on a draft flyer, and agreed that the project be named 'Better Together' with the four wards of the South Area mentioned under the title.

Members supported the work already undertaken and that planned, and looked forward to receiving performance information in due course.

Some concern was expressed with regards to the engagement of those most isolated, and assurances were given that a variety of means were used to make residents aware of the service. This included through partners such as GP surgeries, pharmacy home delivery services, community health teams and local supermarkets.

Those present discussed the issues in relation to lack of adequate toilets, and the need for this to feed into age friendly considerations.

Also noted was the impact of changes to public transport and the impact this could have on the social isolation of many residents. Noted was the Community Car Service, which would help to address issues such as this, and that Age UK Barnsley also would be feeding concerns in to the Bus Review and feature in discussions with SYPTE.

RESOLVED:-

- (i) That thanks be given for the presentation;
- (ii) That the performance of the project feature in future reports to the Area Council;
- (iii) That further information is brought to the Area Council around suicide rates in order to better understand the issue.

12 Private Sector Housing Officer (Sac.06.09.2019/3)

Lucy Raynor, Private Sector Housing and Enforcement Officer was welcomed to the meeting, having only recently started in post.

Members introduced themselves and the officer made Members aware of their knowledge of the area and of prevalent issues.

Members discussed the importance of this role in identifying and assisting with a wide range of issues faced by tenants and their impacts. Health issues could be addressed by improving housing, and referral mechanisms were in place help tenants with such as mental health issues.

It was suggested that relationships with South Yorkshire Fire and Rescue service were important, as they often undertook assessments in properties.

RESOLVED:-

- (i) That thanks be given for attending the meeting;
- (ii) That the contact details for the Private Sector Housing and Enforcement Officer be circulated to Members;
- (iii) That ward briefings be arranged between Members and the Private Sector Housing and Enforcement Officer.

13 Minutes of the Meeting of South Area Council held on 16th June, 2019 (Sac.06.09.2019/4)

The meeting considered the minutes of South Area Council held on 16th June, 2019.

RESOLVED that the minutes of the South Area Council held on 16th June, 2019 be approved as a true and correct record.

14 Notes of the Ward Alliances (Sac.06.09.2019/5)

The meeting received the notes from the following Ward Alliances Hoyland Milton and Rockingham held on 3rd July; Wombwell held on 20th June; and Darfield Ward Alliance held on 18th July, 2019.

RESOLVED that the notes from the Ward Alliances be received.

15 Road Safety - working with schools (Sac.06.09.2019/6)

Kerry Birks, Road Safety Officer, was welcomed to the meeting to discuss the current offer to schools in respect of Road Safety.

Members heard of the offer in primary schools which included support at Reception related to scooting, biking and car seat safety; pedestrian training called 'Street Feet' for Years 1 and 2; further pedestrian training at the roadside for Years 3 and 4, and for Year 6 support with safe routes to secondary schools including walking, cycling and catching a bus.

In secondary school support was given to Year 8 pupils, using a 'Go Street' video presentation to prompt discussions about issues such as seat belt and bike safety. Support was also available for post 16 students through the 'Drive for Life' programme, and work with SY Partnership was under review.

Members heard how last year training was given to 7,270 primary school pupils, but only 29 of the 80 primary schools participated.

It was noted that a more targeted approach would be taken this year, and within the area discussions were taking place with both Netherwood Academy and Kirk Balk schools.

Noted were the schools in the area which had historically engaged and Members agreed to assist where they could to try to encourage other primary schools to take advantage of the current offer. The offer this year would also include delivering

assemblies throughout the year and supporting junior road safety officers in primary schools.

Members recognised the barriers, with many schools being busy, yet dangers around travel to schools remains a significant issue. It was suggested that data on road safety be brought to the Area Council in order to understand the issue in more detail.

The meeting discussed the potential of working with Police Officers and Enforcement Officers in order to address the issues of inconsiderate parking around schools which can increase risks.

RESOLVED:-

- (i) That thanks be given to the Road Safety Officer for their attendance;
- (ii) That a template email be sent to Members in order for them to make contact with schools in their area to encourage them to take advantage of the offer;
- (iii) That further data and information on road safety be brought to a future meeting of the Area Council.

16 Procurement and Financial Update (Sac.06.09.2019/7)

The Area Council Manager introduced the item referring to the Health and Wellbeing Fund and the recently approved projects.

Members heard how TADS (Therapies for Anxiety and Depression and Stress) currently worked across the borough, but there was evidence of unmet demand in the Wombwell Area. The pilot project aimed to show the benefit of supporting young people, in the hope that schools may wish to continue this.

It was noted that the Young Wellbeing Ambassadors project, delivered by Targeted Youth Support aimed to establish a peer mentor project to address mental and other health issues with themes to be established through consultation with young people. The project would work with both Netherwood and Kirk Balk schools.

Concern was expressed that schools engaged when finance was available, but were reticent to engage on other issues. It was also felt that schools that funded similar services themselves could find this unfair, however Members did agree that there was unmet demand for the services being delivered.

DIAL had been approved to establish a series of community workshops to upskill and enable residents to complete their own benefit claim forms in group settings. Working with CAB, it was thought this would reduce demand on the service currently provided by CAB, and used a format that had been trialled in the Central Area. Some concern was expressed about the sharing personal information, but it was noted that for clients wanted to discuss sensitive information the sessions with CAB remained an option.

The final project to be approved was to be delivered by Fairshare and provided employability skills training. It would support 10 individuals to improve their skills and confidence to gain an accredited forklift truck permit with a view that they would move in to work.

Members heard how a further £4,998 had been ringfenced for an additional project subject to the provision of further information. Taking this into account £14,192 remained in the fund with further applications invited. The panel was set to meet on 13th September to consider any submissions.

RESOLVED that the report be noted.

17 Communications and Branding (Sac.06.09.2019/8)

Alison Dixon, Communications and Marketing Manager was welcomed to the meeting to support discussion on the item.

The item was thought to be timely. Given that a number of new contracts had recently started, it was thought pertinent to discuss how these and the wider work of the Area Team and Ward Alliances was communicated and branded.

Members were reminded of the previous allocation of finance made for the production of two versions of community magazine. Only a single edition was completed before the contract with the supplier was ceased due to the publication being less than satisfactory. This led to an amount of finance remaining allocated but would not currently be used.

Noted was the need for organisations to acknowledge funding sources, as many users of contacted services were unaware the service they used was funded by the Council. Members noted the variety of logos and branding, which were not always used consistently. This had been raised in the recent review of Area Councils. Members discussed TownSpirit and, given this was relatively new, whether this was understood by residents.

Members also noted the use of social media such as Facebook and Twitter as part of communications by contract holders and the Area Team. In addition 'What's on' guides were produced, display boards were erected at events, and projects featured in wider council publications.

A number of approaches to improve communications and branding were suggested in the report circulated, and Members were asked on their preferred approach.

The options included the Area Team developing guidance to assist contractors in their use of logos and acknowledgement of funding. Also suggested was a focus on social media, with more video content and boosts being undertaken to help promote projects.

Noted was the reliance on social media, and that the elderly population would be more inclined to read printed media.

Other suggestions included using a pro-forma for leaflets which could be populated with information about Area Council or Ward Alliance projects and distributed in prominent venues. Also briefly discussed was the opportunity to purchase dedicated support from communications, and the use of other options such as tv screens within libraries.

RESOLVED:-

- (i) That the outstanding finance originally allocated for the production of a Community Magazine be allocated to Communications and Branding; and
- (ii) That a guide on branding be produced for Area Council and Ward Alliance commissioned services and projects;
- (iii) That a 'Love Where You Live' logo be developed detailing the Wards in the South Area underneath the main logo;
- (iv) That video content related to the Health and Wellbeing Fund projects be developed as a pilot to assess the impact of this approach to communications;
- (v) That the Area Council Manager further develops the most viable options put forward, together with costings for consideration at a future meeting of the Area Council.

Chair

Notes from Hoyland Milton and Rockingham Joint Ward Alliance Meeting

Wednesday 18th September 2019

Hoyland Lift Building at 5:00pm

Present

Councillor Nicola Sumner
Councillor Chris Lamb
Councillor Mick Stowe
Councillor Robin Franklin
Councillor Tim Shepherd
Patricia Gregory
Joy Hart
Peter Latham
Allan Wood
Anne Sanderson
Leanne Cook
Dawn Grayton
June Whittaker
Kat Hurst

Rockingham Ward (Chair)
Rockingham Ward
Hoyland Milton Ward
Hoyland Milton Ward
Hoyland Milton Ward
Walderslade Surgery

Owd Martha's Yard Community Garden
Neighbourhood Watch
Berneslai Homes
BMBC South Area Team

Barnsley Carers Service

Apologies

Councillor Jim Andrews
Ian Warhurst
Neil Spencer
Janet Cartwright

Rockingham Ward
Hemingfield Action Group
Forge Community Partnership
Friends of Elsecar Park

1 Welcomes and Introductions

Everyone was welcomed to the meeting and Sarah Dewsnap was introduced as the new secretary for the Alliance.

2 Presentation by Kat Hurst from Barnsley Carers Service.

Kat spoke of important services and information for unpaid carers to utilise. They currently have a drop in within the library but are hoping to introduce their services to a wider audience.

3 Tidy Team Update

None given as nobody was present at the meeting

4 Promotion of Ward Alliance Spending.

- Logos – we will revisit this next meeting as much was discussed at the meeting and we should have an amended logo to look at and vote on

5 Ongoing Projects

- Mates of Milton - Disallowed

6 New Projects

- Phoenix Ladies – Allowed with 50% reduction
- Elsecar Heritage Railway – More information required
- HMR Joint Ward Alliance – Allowed
- Owd Martha's Yard Community Garden – Allowed

7 Any Other Business

Stars of Hoyland was discussed and will be revisited at the next meeting for more information

Next meeting : Wednesday 6th November 2019

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.

Darfield Ward Alliance
Notes of meeting held Thursday 19th September 2019 @ 4.00pm
At Billingley Village Hall

Present: Cllr Caroline Saunders, Cllr Trevor Smith, Brian Moore, Michael Fenna, David Hildred, Tanya Dickinson (Community Development Officer), Barbara Tindle (Secretary)

- 1. Introductions and Apologies** – Caroline welcomed everyone. Apologies from Cllr Pauline Markham, Margaret Barlow, Nicola Farrar and Colin Ward.
- 2. Billingley Village Hall – Internet Café Presentation**
Trish gave a brief introduction on the history of the village hall and then gave a power point presentation on the plans for the Internet Café at the village hall open to Darfield Ward residents. Plans to run a fortnightly café on a Tuesday afternoon for any residents who would like to use a laptop and printer facilities are also available. Volunteers will be on hand to help and support anyone who does not know how to access information online and will also sign post people if necessary, to relevant organisations.
- 3. Minutes of last meeting and matters arising**
Minutes were Agreed
Tanya sent a letter to Jonah thanking him for his hard work and commitment.
- 4. Ward Alliance Fund -Balance Sheet and Applications received**
Balance Sheet £7,689
Applications:
Barnsley Leaders Junior Basketball Club £250
After discussion it was agreed to fund in full.
Wombwell Recreation Ground £977.89
After discussion it was agreed to fund in full. However, the Alliance will only consider any future applications if they put one bid in for Wombwell and Darfield combined and then it can be split at 50% for each WA.
Friends of Darfield Church Yard £960
After discussion it was agreed to fund in full.
Broomhill Residents Barnsley - £160
After discussion it was agreed to fund in full.
Darfield Museum Christmas Event – the Alliance agreed to give a decision via email regarding this application with an amount up to £400.
- 5. Feedback on Projects**
Darfield Summer Gala – Another successful event. It was felt that there were a good range of activities and stalls. The Ward Alliance would like to thank all the volunteers that helped on the day and Tanya to send a thankyou letter to the volunteers from ASOS for all their help on the day.

Healthy Holidays – Tanya in the process of working on case studies/feedback. Overall it was well attended and met a need for free and varied activities. The original aim for free school meal families however was not met and work is needed to find a way of reaching out to these families in the future. Activities are planned for October and February half terms.

Winter Wellbeing Event – A very successful event. It was well organised and very busy. Residents that attended enjoyed food, went home with slippers and a stew pack and information on keeping well over winter.

6. Skills Audit

It was agreed to defer until the next meeting.

7. Any other Business

A discussion regarding the Proud of Barnsley Awards – LWYL Nomination. It was agreed that the volunteers within the Fiends of Darfield Church yard group should be nominated for all their hard work and commitment.

8. Date of next meeting – Thursday 21st November 2019

2019/20 WARD FUNDING ALLOCATIONS

For 2019/20 each Ward will have an allocation of £10,000 Ward Alliance Fund.

50% of the funding requires a match-funding element of volunteer time that directly relates to the project in question, or other match funding resources (such as free room hire or donations of goods and equipment). This reflects the fact that the fund is intended to support volunteering and social action in our communities.

50% can be used for initiatives that have no volunteer element – such as the purchase and installation of benches, hanging baskets or other street furniture.

Area Councils have the option to allocate up to £20,000 from the Area Council budget to each of their Ward Alliances. This is discretionary to each Area Council, and Area Council's may also choose not to allocate any funding to ward level.

The carry-forward of any remaining balances of the 2018/19 Ward Alliance Fund will be combined and added to the 2019/20 Allocation, to be managed as a single budget with the above conditions.

All decisions on the use of this funding need to be approved through the Ward Alliance.

DARFIELD WARD ALLIANCE

For the 2019/20 financial year the Ward Alliance have the following available budget.

£10,000	base allocation
£1377	carried forward from 2018/19
£0	devolved from Area Council
£2,500	Healthy Holidays 2019
£13,877	total available funding

Project	Allocation	Match funding element of allocation	Non Match funding allocation remaining	Allocation Remaining £13,877
Barnsley International Youth Choir	£243.27	£4,728.50	£6,938.50	£13,633.73
MAMA Renewing Equipment	£200	£23,856.66	£6,938.50	£13,433.73
DWA Healthy Holidays	£3500	£1,540.14	£6,938.50	£9,993.73

Secretary Payment Q1 – Barbara Tindle	£125	£0	£6,813.50	£9,808.73
Plevna & Parva Volunteer Community Group	£200	£432.32	£6,813.50	£9,608.73
Winter wellbeing Event	£1186	£621.46	£6,813.50	£8,422.73
Secretary payment	£125	£0	£6,688.50	£8,297.73
Friends of Darfield Church Yard – work on trees	£960	£338	£6,688.50	£7337.73
Broomhill Residents Barnsley – Christmas tree trimming	£160	£283.71	£6,688.50	£7,177.73
Barnsley Leaders Junior Basketball Club	£250	£3175	£6,688.50	£6,927.73
Wombwell Recreation Ground	£977.89	£29,722	£6,688.50	£5,949.84

HOYLAND MILTON/ROCKINGHAM WARD ALLIANCE

For the 2019/20 financial year the Ward Alliance have the following available budget.

£20,000	base allocation
£131.00	carried forward from 2018/19
£0	devolved from Area Council
£5,000	Healthy Holidays AC allocation
£25,131	total available funding

Project	Allocation	Match funding element of allocation	Non Match funding allocation remaining	Allocation Remaining £25,131
			£12,565.50	
Friends of Hoyland Library – Coding Club	£609.86	£2,593.92	£12,565.50	£24,521.14
Jubilee Singers	£375	£1,534	£12,565.50	£24,146.14
Hanging Baskets – Hemingfield	£984	£0	£11,581.50	£23,162.14
Barnsley Youth Choir	£429.30	£2,161.60	£11,581.50	£22,732.84
Youth Partnership	£2525	£6,484.80	£11,581.50	£20,207.84
Hoyland Community Choir	£620	£621.46	£11,581.50	£19,587.84
Joint Ward Alliance Fund	£5,000	£0	£6,581.50	£14,587.84
Jump Environmental group	£973.20	£1296.96	£6,581.50	£13,614.64

WOMBWELL WARD ALLIANCE

For the 2019/20 financial year the Ward Alliance have the following available budget.

£10,000	base allocation
£4,650	carried forward from 2018/19
£0	devolved from Area Council
£2,500	Healthy Holidays
£17,150	total available funding

Project	Allocation	Match funding element of allocation	Non Match funding allocation remaining	Allocation Remaining £17,150
			£8,575	
WWA – Healthy Holidays	£2500	£2,323.72	£8,575	£14,650
Friends of Wombwell Park – Picnic in the Park	£600	£2,310.21	£8,575	£14,050
John Street Allotment Assoc – Unicorn Gardens	£472.71	£297.02	£8,575	£13,577.29

• **Case Study South: Jul-Sep 2019. Birdwell Primary/Upperwood Academy Primary/ High View Primary Learning Centre and Jump Primary School.**

Birdwell Primary, Upperwood Academy Primary, High View Primary Learning Centre and Jump Primary School were schools which have been identified by Local Area Councillors to be part of a case study in which leaflets have been handed out to parents warning them of the dangers of parking illegally outside their child's school. As part of this operation, a parking amnesty was in place for the first 4 weeks of the school calendar, in which our officer issued verbal warnings and reminded them of the dangers/illegality of where they have parked and moved them on, warning them that if they were caught again in the future a PCN would be then issued to them.



Birdwell Primary School

Only one of the four schools to employ a lollipop person, Wendy Jones. This school was probably the best of the four visited. Not really any problems with the parents who dropped their children off at the school. Our officer only witnessed 4 cars pulling up in the restricted area's during the entirety of his 3 visits there, all of which were spoken to by our officer and a leaflet given to them warning them of the dangers as well as giving them a warning that if they did park there again whilst he was present a PCN would be issued. The officer noticed that whilst the parents do not park on the Zig-Zag areas, they do however all pull up down one of the side streets at the side of the school, Hay Green Lane on both sides of the road, which creates lots of problems. However this street is not enforceable as there are no parking restrictions on it. Wendy Jones, who has 10 years' experience in her role, also confirmed that this was the major parking issue at this school when our officer had a chat with her and that nobody hardly ever parks on the yellow Zig-Zags, or if they try to, they are quickly moved on by herself.





Jump Primary School

Again our officer found the Yellow Zig-Zags not the major problem for parking, as again during his 3 visits he only had to warn 4 parents for parking there. The majority of the flyers here were all issued on the single yellow lines which go around the corner at the bottom of the hill. Lots of parents were found to be parking in this area as well as the opposite side of the road to the Zig-Zag markings where there are no markings at all? The parents who parked around the corner at the bottom of the hill are the main problem as they are causing the traffic to back up on both sides of the bend, with some vehicles seen to go around the bend far too quickly. Some parents asked our officer if part of the field could be made into a car park to alleviate the problem. Ideally both sides of the road should have the Yellow Zig-Zag markings and not just the one side. The school is set back from the road, which is probably why just one side is marked up, but because of the parking at the bottom of the hill and on the bend, our officer described it as “an accident waiting to happen” also describing it as “Wacky races at times” with cars who have dropped off, pulling out in front of other cars coming around the bend.



High View Primary Learning Centre

The major problem with enforcing the Yellow Zig-Zags at this school is purely down to the length of them (not helped by the bus stop being part of it). Lots of parents were seen to park on the zig-zags to drop their children off, but quickly drove away, just as quick as they pulled up. Our officer spoke to some of them (19 in one visit alone) on his visits and handed out flyers/warned them for future reference, but for as many cars he did manage to speak to, there were twice as many who he couldn't get to in time to have a word with them. Enforcing the lines would take a number of officers to sufficiently cover the full length of the lines, but even then, due to the parents just pulling up to drop off, there would not be enough administration time to issue the ticket IAW the regulations. Again no markings on the opposite side of the road is causing problems, as this is always full of cars, which again is forcing passing cars further into the road. The school is fully aware of the problem of parents just pulling up and dropping children off, as our officer was shown a newsletter that the school had sent out to all parents, but the message doesn't seem to be getting across, as all of his visits were the same.





Upperwood Academy Darfield

Probably the worst of the four schools visited, with 23 flyers handed out in one visit to the school for those pulling up on the Zig-Zag's. The road down to the entrance to this school is quite narrow which causes lots of problems as well. Upperwood also has the added problem that it has multiple entrances. The Co-op on Barnsley road also has double yellows with blips outside it as well as a bus stop. Multiple cars also pulled up here as well to drop off, which caused problems for the buses to actually stop at the bus stop. Because of this we had to deploy the rest of the team to cover this side to move the cars on and warn them for future reference. Dartree Close, the street at the side of the school entrance is always full of cars as well. They are parking on the bend of the road and on the pavement stopping people with pushchairs being able to get by. Some of the cars parking on the bend were actually owned by the teachers. However this road is not enforceable so our officer could only offer out friendly advice to those parking there. Cars at this school would even drive into the entrance of the school and go into the staff car park or even block the entrance itself to drop the children off, even though signs ask them not to. There is a car park at the Co-op, although our officer was told by some parents that they are not allowed to park in there at school times, but the car park was always full on each occasion.



Flyers were left at the reception of each school so that they could be picked up at any time or given out by the school receptionist. At each school visited, the Head teachers and staff were really supportive of the actions being taken and praised Barnsley Council on taking the initiative in an attempt to combat the problems. The praise was also echoed by about 90% of the parents as well, with the majority of them understanding and welcoming. South Area Council have also received feedback from some parents, all of which has been passed on to the teams, virtually all of which has been praise-worthy.

BARNSELY METROPOLITAN BOROUGH COUNCIL

<p>South Area Council Meeting: 25th October 2019</p>
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Report of South Area Council Manager**South Area Council – South Healthy Holidays****1. Purpose of Report**

- 1.1 To provide an update on the summer delivery of the South Healthy Holidays programme.
- 1.2 To provide information so that Members can consider whether a programme and budget for next year should be allocated when discussing the South Area Council commissioning budget.

2. Recommendations

- 2.1 That Members note the update, lessons learnt and next steps.**
- 2.2 That the South Area Council takes note of the delivery of the programme to date when discussing the unallocated South Area Council commissioning budget for next year.**

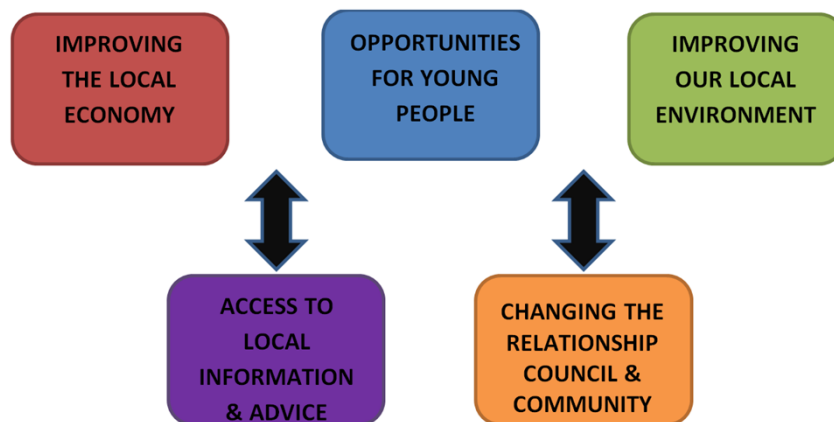
3. South Healthy Holidays Programme Background

- 3.1 At a workshop held on the 28th February the South Area Council recommended an allocation of £10,000 from its 2019/2020 commissioning budget in order to support Healthy Holiday activities.
- 3.2 In 2018 the Barnsley Food Access Network (FAN) was successful in securing funding to support school holiday activities with food in some of the borough's most deprived areas. A Barnsley Healthy Holidays (HH) Task Group coordinated the work. The activities targeted areas where families were impacted by the lack of free school meals in the holidays. The areas selected for activities with food provision were in the localities with highest deprivation; Dearne, Central and North.

The South Area wasn't selected as a locality however, the Wombwell Ward Alliance, led by one of its volunteers, decided to deliver something similar on a much smaller scale and funded through the Ward Alliance. A successful 'Schools out for Summer' programme was run with activities in fun and games with phonics at Wombwell library, craft and games in Wombwell Park, family cook and eat sessions at St Michael's Church and 'let's get active' sessions at Wombwell Sporting Athletics Club and Loxley Gardens. The Wombwell Ward Alliance and the Community Development Officer were able to identify local resources and partners with links to families in order to put on a range of engaging activities which included access to food.

The Darfield and Hoyland Milton and Rockingham Ward Alliances have experience of delivering similar activities which could be replicated through this fund.

- 3.3 Area teams were made aware that the Barnsley Healthy Holidays Programme wouldn't be running in any of the areas that year. In light of this and the success of Ward Alliance projects last year, **the South Area Council committed £10,000 of the South Area Council commissioning budget toward funding activities, projects and services across the 4 wards, Wombwell, Darfield, Hoyland Milton and Rockingham.**
- 3.4 As part of the DfE funding for the 2018 Barnsley Healthy Holidays Programme a report produced by the task group was presented to the Stronger Communities Partnership in November 2018. The paper quoted research into Holiday Hunger which identified that **the lengthy school holidays have a negative impact upon children in lower income households due to the additional financial stressors incurred including:**
- **Impact of lack of free-school meals**
 - **Increased costs of childcare**
 - **Additional costs of associated activities, transport and meals**
 - **Loss of earnings due to childcare responsibilities**
- 3.5 The Healthy Holidays funding was made available to support the Wombwell, Darfield, Hoyland Milton and Rockingham Ward Alliances and priorities alongside the South Area Council priorities below:



- 3.6 Whilst the funding was available through the Ward Alliances with activities being developed at ward level, the intention was always to promote and make available **all** activities to families and young people across the South Area Council. The Ward Alliance approach was taken in order to ensure the delivery of activities promotes local partnership working builds on local assets and relationships and support a community development approach. It was recognised that Ward Alliances have the skills, local knowledge and understanding of the needs of their area to develop a targeted approach and maximise the reach of the activities and impact.
- 3.7 The Wombwell, Darfield, Hoyland Milton and Rockingham Ward Alliances have an existing budget of £10,000 per ward which is used to support identified priorities. There was recognition that this budget can often be oversubscribed in

terms of applications throughout the year and has competing demands on the funding. This was therefore an opportunity for this fund to be used specifically to target 'Healthy Holiday activities'.

- 3.8 An integral part of the thinking of the Healthy Holidays Task Group last year was to **avoid any negative stigmatisation associated with the provision of free school meals and free food**. The approach was taken to ensure a non – stigmatising approach to delivery and promotion of activities and was an approach that was felt should be continued.

4. Key Headlines

Week 1...		Week 2...		Week 3...	
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	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 25th July Reptile Roadshow 11am - 1pm Houghton Main Sports Club, Middelcliffe Ages 4 - 12
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	Fri 26th July Clay Modelling 10am - 11am Hoyland Library
Mon 29th July Let's Get Crafty! 10am - 12pm Wombwell Library	Fri 2nd August Painting Session 10am - 11am Hoyland Library	Fri 9th August Treasure Chest Crafts 10am - 11am Hoyland Library	Sat 10th August Family Fun Day! 10am - 12pm Hoyland Town Centre	Fri 2nd August Painting Session 10am - 11am Hoyland Library	Fri 26th July Clay Modelling 10am - 11am Hoyland Library

- ✓ 918 healthy lunches given out = Wombwell 324, Darfield 224, Hoyland Milton Rockingham 370
- ✓ 37 healthy holidays sessions run (Wombwell13, Darfield 10 + Darfield Summer gala, Hoyland Milton Rockingham 14 + Town Centre family fun day)
- ✓ Family inclusive and intergenerational programme – All sessions opened up to families
- ✓ A mix of sessions and types of activities including craft sessions, bug hunts, reptile workshops, circus skills, cook and eat sessions, athletics, cricket, music etc.
- ✓ 6 activities engaging young people in physical activities = Wombwell 2, Darfield 2, Hoyland Milton and Rockingham 2
- ✓ 55 volunteers helped to run the sessions = Wombwell 26, Darfield 8, Hoyland Milton Rockingham 21
- ✓ 16 New volunteers = Wombwell 5, Hoyland Milton and Rockingham 11
- ✓ £4342.10 funding spent matched with £3350.41 volunteer hours. (Wombwell £1035.52 spent with £2431.80 in volunteer match, Darfield £1762 spent with £148.61 volunteer match and £1000 topped up from the Ward Alliance, Hoyland

Milton and Rockingham £1544.58 1 spent with £770 in volunteer match and £300 in kind contributions)

- ✓ 16 community venues supported and used for delivery
- ✓ 9 community groups helped with the running, organisation and delivery of the activities
- ✓ Healthy lunches distributed to 12 young people in need through the 0- 19 Team, Berneslai Homes and Children's centre.

5.0 Good practice, impact and lessons learnt

Targeting support versus inclusive approach

- 5.1 The programme was always intended to provide opportunities for families to come together without any negative stigmatisation associated with the provision of free school meals or free food. This was achieved through the delivery of an inclusive programme however it does mean it is difficult to determine how many of the families involved are families impacted by the lack of free school meals and food poverty.
- 5.2 The project provided a platform for the South Area Team to work with the 0 to 19 Team, Local nursing team, Targeted Youth Support, Berneslai Homes and children's centres to distribute any surplus food from the activities to families they are supporting which are living in food poverty. This approach was developed as the programme was being delivered with significant learning and opportunities to roll out identified. The Community Development Officers feel that this would be key to better target a programme with the intention of alleviating some of the financial strain for our families in need in any future delivery.
- 5.3 The programme was targeted at younger families aged 4 to 12 year old with some activities open to older ages. The South Area Team are currently working with stakeholders to broaden this out to include older age groups/ teenagers and families of all ages.

Timing and publicity

- 5.4 The lead in time from the £10,000 Area Council funding being allocated, Ward Alliances having the time to develop their programmes and developing the publicity was very tight. Publicity for the programme needed to start much earlier allowing the South Area Team, Ward Alliances and schools to promote and target the activities.
- 5.5 The first week of the programme wasn't well attended; feedback was that combined with the late publicity, parents also hadn't started looking for activities for the first week combined with the first week being popular for family holidays. The last week of the school holidays also saw a drop off in numbers as it is assumed parents and young people are preparing for the start of the new school year.

Venues and locations for delivery

- 5.6 The South Area Team worked with libraries staff to incorporate the libraries school holiday provision but with an added offer of a healthy snack or lunch. Libraries have always been a good venue for delivery in the South and are a familiar venue for people accessing services such as the CAB welfare rights support, private sector housing support and wider health and wellbeing support

activities that have taken place in libraries. The library sessions all worked very well and were well attended.

- 5.7 Some venues did not work for some of the sessions such as the circus skills workshop at Rockingham centre where there was no attendance although the music workshops held there was at capacity but could be due to this being a recognised venue for Rockingham Band. Owd Marthas Yard, which whilst was full and worked for an activity, it was felt by the Community Development Officer did not target the intended audience. It has been suggested, particularly in the Hoyland, Milton and Rockingham wards, that different locations be considered in future such as Cloughfields.
- 5.8 The following locations worked really well, attracted good numbers; Loxley Community Gardens, Wombwell Park, Wombwell Dam, Hoyland and Elsecar Cricket Club, Darfield Park, and Low Valley Methodist Church.
- 5.9 The programme was always intended to be South area wide delivery but with the detail of the activities being developed by the Ward Alliances who better understand their area, local capacity and need. The activities delivered encouraged families to travel outside of their own area and into the neighbouring wards. This is something which the South Area Team has struggled to achieve in the past and is a step in the right direction in order to build better area wide community networks.

Added value and additional outcomes

- 6.0 Whilst this was a Healthy Holidays programme the South Area Team was conscious of taking an asset based community development approach which included supporting a range of community venues, the Area Team promoting and working with existing community provision and community groups and building in outcomes around:
- Encouraging, promoting and supporting healthy eating
 - Increasing physical activities and opportunities to try new activities
 - Better use of open spaces
 - Reducing demand through access to early help
 - People are happier, healthier, independent and active
 - People volunteering and contributing towards stronger communities – providing opportunities for ‘micro volunteering’
 - Supporting the 5 Ways to Wellbeing by connecting people, bringing families together, being more active, sharing information, developing new skills
- 6.1 Partnership working was considerably strengthened for example: the Forestry Commission Recreation Officer is looking to work with the Wombwell Community Development Officer to deliver future activities at Wombwell Woods, Darfield Museum want to run an history event in October, the School nursing team distributed packed lunches to families in food poverty in Hoyland, Milton and Rockingham and the 0 – 19 Team distributed packed lunches for families in Darfield.
- 6.2 The Wombwell Ward Alliance had the added benefit and experience of delivering a similar, if not smaller in scale, programme last year which meant a number of approaches could be tweaked and refined this year. It is therefore worth noting that this was the first time Darfield, Hoyland, Milton and Rockingham had run a full healthy holiday’s programme.

6.3 Ward Alliances took different approaches in terms of delivery of activities. Most of the activities for Hoyland, Milton and Rockingham were bought in from local suppliers and experts and external providers funded to run sessions and all food was bought in pre prepared by a local business. Wombwells programme was very heavily reliant on volunteers who prepared all the food, supported volunteers to run the events such as the craft sessions at Wombwell library supported by Ward Alliance members, sport coaches at Wombwell Athletics Club and volunteers at the angling club. There is an opportunity in future to encourage existing groups to deliver more activities, encourage more micro/ one off volunteering, build capacity locally whilst also promoting local groups. Given the timescales involved and that this hadn't been run before this wasn't always possible for the summer programme.

Highlights

- 6.4 Elsecar Cricket club ran a session which was attended by 19 young people with a high proportion being girls and new to cricket.
- 6.5 Bug hunt at Owd Marthas Yard was run alongside the Royal Horticultural Society CommuniTeas project. This was supported by the Community Development Officer and Tidy Team and was a great opportunity for adults and young people to learn about propagating plants followed by a bug hunt.
- 6.6 150 lunches given out during the family fun day in Hoyland Town Centre. A number of lunch were given out to older people using the town centre and some of the learning and experience from this is being reflected in the planning for the Hoyland, Milton and Rockingham Winter Wellbeing events.
- 6.7 Following the Rockingham Brass Band activity 6 young people signed up to joining the band.
- 6.8 The reptile roadshow held at Low Valley Methodist church was fully booked very early on and interest continued up to the morning of the activity
- 6.9 Darfield Ward Alliance was 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. The funding provided an opportunity to merge the project with the annual summer gala to reach a wider audience.
- 7.0 Talks are now taking place with Darfield Museum to run a family history event during October Half term.
- 7.1 Friends of Wombwell Park have seen an increase in volunteer help at their subsequent work days.
- 7.2 The family fishing day was very well attended with lots of families new to fishing and the Wombwell Dam. Two of the 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. With the support of the Community Development Officer they were able to run the event and develop as a group.

Some feedback and comments:

“ 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 this morning”

“Yesterday went well, we ended up with 19 young people attending”

“Boys loved it, thank you”

8. Next steps

- 8.1 A smaller programme is being discussed and developed by the Wombwell Ward Alliance for the October and February holidays.
- 8.2 Hoyland, Milton and Rockingham Ward Alliance are discussing an October and Christmas programme with a recommendation from the Community Development Officer to work more closely with the Children’s centre, Early Intervention and Prevention worker to better target activities based on the learning from the summer programme.
- 8.3 Darfield Ward Alliance is currently planning the October, February and Easter Healthy Holiday programme and will build on the links to the Children’s Centre and primary schools.
- 8.4 It is recommended that the South Area Council takes note of the delivery of the programme to date when discussing the unallocated South Area Council commissioning budget for next year.

South Area Council

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Appendix 1: Photos

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Appendix 1: South Healthy Holidays Photos





BARNSELY METROPOLITAN BOROUGH COUNCIL

South Area Council Meeting:
25th October 2019

Report of South Area Council Manager

South Area Council – Procurement and Financial Update

1. Purpose of Report

- 1.1 To provide a budget position in order for Members to provide an officer steer on next steps regarding future use of this commissioning budget.
- 1.2 To provide an update on the Private Sector Housing costs and recommend ring fencing funding to enable a 2nd year of the current post
- 1.3 To provide an update on the South Health and Wellbeing Fund, projects funded and outlining a recommendation for next steps.
- 1.4 To look for a steer regarding how the South Area Council wishes to recommend allocating the remaining commissioning budget and enforcement income.

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 an alternative date is agreed.

3. Budget position

- 3.1 Underspends from two commissioned services tendering for less than the allocated amount, a four month staff vacancy for the private sector housing officer, an ongoing underspend due to the post being offered on a 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 £1,738 communication budget, £10,000 Health and Wellbeing Fund and £10,000 Healthy Holidays fund.

Environmental enforcement income

- 3.3 In addition to the above income from 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 30hours 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 37hour 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**.

4. South Health and Wellbeing Fund Update

4.1 The funding consists of £24,870.49 from the Healthier Communities Wellbeing service and £10,000 from the South Area Council commissioning budget to bring the total funds available to £34,870.49.

4.2 Following two panels the following projects were recommended having met the South Area Council priorities and having Health and Wellbeing at their core:

- **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.

5. South Area Council budget and enforcement income to be allocated

- 5.1 A steer is required regarding how the South Area Council wishes to recommend allocating the remaining commissioning budget and enforcement income.
- 5.2 In discussion with the South Area Council chair the recommendation is that a separate workshop be arranged to hold a more detailed discussion where potential options can be looked at.
- 5.3 The 21st November, 10am – 12 noon is the suggested date.

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BARNSELY METROPOLITAN BOROUGH COUNCIL

**South Area Council Meeting:
25th October 2019**

Report of South Area Council Manager

Communications and branding

1. Purpose of Report

1.1 Following on from the South Area Council meeting on the 6th September 2019 this report seeks to make recommendations for the use of the £1837.50 community magazine underspend.

1.2 For the South Area Council manager sets out a number of options to better promote and communicate the work of the South Area Council and commissioned services together with costings for recommendation by Members.

2. Recommendations

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

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. £1837.50 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 has 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 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.

3.2 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

4. **Reviewing the communication and branding**

4.1 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

5. **Improving communications - Initial ideas for discussion**

5.1 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 recommendation was made at the South Area Council meeting on the 6th September to ring-fence the fund for communications with options for a decision outlined below:

- 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 £40 per banner. A3 - £25**



stand out with your high quality print displays

- 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 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. **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.**
- 5) **Developing video content for Area Council commissioned services** Video content could be produced by a provider and be funded from the £1837.50 or look at the possibility of asking projects to record short clip and / or Area Team with some support from communications team for editing. **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.

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