

BARNSELY METROPOLITAN BOROUGH COUNCIL

REPORT OF: EXECUTIVE DIRECTOR – PUBLIC HEALTH & COMMUNITIES

TITLE: 'LOVE WHERE YOU LIVE' – COMMUNITY ENHANCEMENT PROGRAMME

REPORT TO:	CABINET
Date of Meeting	2 April 2025
Cabinet Member Portfolio	Public Health & Communities
Key Decision	Yes
Public or Private	Public

Purpose of report

To describe the plans for Barnsley Council's investment into supporting local communities as part of our Love Where You Live Community Enhancement Programme.

Council Plan priority

Healthy Barnsley, Sustainable Barnsley, Growing Barnsley, Learning Barnsley

Recommendations

That Cabinet:-

1. Approve the proposed Barnsley Council investment into supporting local communities as part of the Love Where You Live Community Enhancement programme
2. Note the approved budget allocation of £1.5M revenue and £2.1M capital for the proposals set out in this report

1. INTRODUCTION

We're proposing, working alongside local people and Barnsley partners, to invest in Barnsley communities as part of a Love Where You Live community enhancement programme throughout 2025.

This investment will see activities in local areas focusing on environmental improvement, community involvement, engagement, communications, social action and volunteering, celebration and integration. The key elements of the programme will provide opportunities to build and strengthen relationships with internal and external partners and community-based organisations, as well as advocating the value of people's voices and feedback that can shape the impact we make together.

2. PROPOSAL

This investment programme is important for our local communities. It includes a lot of activities and is a real partnership piece across the council. The proposal covers six main areas of work:

- Neighbourhood enhancements
- Increased frontline resources for environmental maintenance
- Localised communications and marketing
- Insight, engagement and research
- Celebration and integration
- Addressing hate and mis/disinformation in our communities

Successful delivery is considered manageable as part of the required resources outlined. Each element will need its own working arrangements to ensure progress, supported by some overarching governance arrangements detailed in section 2.7.

2.1 Neighbourhood enhancements

This work is in response to local people's feedback about how they feel about their local areas, including some our area teams, ward alliances and voluntary sector partners who are working with local people. A key part of the programme will also continue to engage with local communities about the work. (see insight and engagement section)

- **Environmental improvements**

There are several proposed investments that enhance the local environment, including new equipment and front-line resources for environmental maintenance. This work will be undertaken by the council's neighbourhood services teams aligned to the six area council localities as part of ongoing developments to support the team around the community.

A minimum of twelve new employees will be recruited for this additional environmental maintenance work and the neighbourhood services team will

review options for committed locally based teams rather than borough wide delivery.

Service	Proposal
Sweeping of pavements	Prevention of weed growth Up to seven district sweeps to hotspot locations per year to remove seed base from previous years' weeds.
Weed control	Treatment to follow sweeping activities Three applications per year Reduced cycle time by 66%
Planter maintenance	New teams will attend all 128 sites across the borough, initially focusing on hotspot locations to clean up, prune, and plant out planter areas.
Key routes	To programme regular clearance of litter and environmental maintenance; overhanging trees and shrubs, drainage channels, roundabouts, and grassed areas adjacent to key routes such as Dearne Valley Parkway, J38 corridor, Park Springs, Wombwell Bypass. Additional funding will provide traffic management budget to provide safety systems to undertake work on high-speed roads.
Replacement litter bins	Capital investment to replace up to forty poor condition units in hotspot locations. Capital investment for an additional twenty litter bins in hotspot locations, currently those used most often to leave purple bags.
Targeted bin resets	Working jointly with other community proposals, this would clear up the street scene through bin audits, removing contaminated bins and improving 'bin ownership' to reduce localised fly-tipping.

- **Relaunch Love Where You Live**

Our social action programme was initially launched in 2013 and was co-produced with the community to bring together all social action and volunteering in our communities. Local groups will help us review and update the brand, with a public launch planned for National Volunteer Week in June 2025

- **Love Where You Live projects**

We proposed creating a high-profile project for each ward in Barnsley, with £25,000 allocated to each ward. These projects must include community ownership and involvement, providing opportunities to improve local areas. They could enhance facilities like play equipment in parks.

2.2 Localised communications and marketing

We propose to develop and strengthen local council communications channels, showing positive impacts in communities and showcasing the opportunities for local people to get involved.

This activity will improve our communication with people living in different parts of Barnsley and provide opportunities to address social challenges and strengthen community bonds. Some specific activities include:

- Local-level e-newsletters and communications activity
- Love Where you Live rebranding and campaign
- Targeted social media content

The proposals also include a response to handling hate, abuse or bullying comments, misinformation and disinformation across our communities, which is due to be supported by anticipated national guidance. This will also involve the development of

- A strong network of anchor organisations to act as trusted organisations and reach a wider audience.
- A greater understanding of vulnerable groups/organisations so we are better prepared to offer support.

2.3 Insight and engagement

We propose to enhance our knowledge and understanding of local communities and ensure all voices are heard by developing the following:

- Community listening activities delivered in partnership with Barnsley 2030 place partners.
- Create opportunities for open-ended engagement.
- Use insights and findings to inform our future strategy and direction
- Undertake desk-based research and analysis of community intelligence to improve understanding of what Barnsley is like for anyone new to the borough, as well as the diversity of our communities.

2.4 Celebration and integration

We propose to run activities that aim to increase social connections between people from different backgrounds with the following:

- **Integration through culture and arts**

We will build upon our existing programme of culture and the arts, ensuring opportunities to celebrate and facilitate integration within our communities. This will include commissioned cultural activity and the delivery of a small grants fund for community-based interventions.

- **Increased integration through the voluntary sector**

We will be collaborating with Barnsley CVS to create volunteer opportunities for new residents in the borough. This initiative aims to support local integration and foster a welcoming community.

2.5 Addressing hate in our communities

We are committed to addressing hate in Barnsley and working to reduce hate crime and incidents. Work proposed:

- Continue to promote Barnsley's No Place for Hate campaign.
- Ongoing monitoring of hate incidents through the Safer Barnsley Partnership.
- Robustly remove offensive graffiti within 24 hours.
- Provide members with training around having difficult conversations and building personal resilience.

2.6 Proposed governance arrangements

We have established a new Community Enhancement Programme Board, which will provide strategic oversight for all programme elements throughout 2025. Anna Hartley, Executive Director of Public Health and Communities, chairs this Programme Board to provide appropriate senior leadership.

The different elements of the programme each need their own working arrangements, and these have been incorporated into the arrangements to avoid creating new administrative burdens.

3 IMPLICATIONS OF THE DECISION

3.1 Financial and Risk

Consultations have taken place with representatives of the Director of Finance(S151 officer) in the drafting of this report.

As per the Council's 2025/26 approved budget, £1.500M of revenue funding and capital investment of £2.115M has been set aside for the Love Where You Live (LWYL) programme. The table below sets out the funding attached to each of the proposals noted above.

Proposal	Revenue	Capital
Neighbourhoods' enhancements	£1.235M	£1.200M
Priority projects / LWYL high profile projects	-	£0.275M
LWYL high profile Ward projects	-	£0.525M
Relaunch LWYL	£0.030M	-
Local communications and marketing	£0.100M	-
Insight and engagement	£0.005M	-
Celebration and integration	£0.115M	-
Governance	£0.015M	£0.115M
TOTAL	£1.500M	£2.115M

Appropriate governance routes will be taken for all expenditure, and budgets are to be managed in line with the Council's financial regulations throughout the programme.

3.2 Legal

As per the Council budget 2025/26, the LWYL programme has received revenue funding and capital investment.

The Council constitution at part 5g defines a key decision as any decision which will result in income, expenditure, or savings, with a gross full year effect of £500,000 or greater, whether or not the item has been included in the relevant approved budget. The approval of spend of £3.615M (£1.500M revenue + £2.115M capital) is greater than this limit and even though it is approved in a relevant budget, it is still therefore a key decision.

Legal Services will be consulted on any further governance issues as the programme progresses.

3.3 Equality

Full Equality Impact Assessment completed (attached as Appendix 1)

The delivery of this programme is expected to have several positive impacts. This includes environmental benefits, as well as improvements in health and wellbeing. Additionally, this work can enhance community pride and foster stronger community bonds.

3.4 Sustainability



The delivery of this programme is expected to have several positive impacts. This includes environmental benefits, as well as improvements in health and wellbeing. Additionally, this work can enhance community pride and foster stronger community bonds.

3.5 Employee

Several existing employees will support this programme as part of the proposals as part of business as usual.

Where there is additional investment, this will also include recruiting new staff, including a minimum of twelve additional posts, as part of the neighbourhood team.

There will also be a new, temporary, two-year, fixed-term project manager role that will form part of these proposals to provide some oversight to this work in relation to progress and reporting. This will sit within the Resilient communities' team as part of Public Health and Customer Engagement

3.6 Communications

Local communication and marketing is a programme of these investment proposals. Communications and Marketing services have been actively involved in developing and delivering this programme.

Local communications activity will aim to promote the Council and Love

Where You Live brand, showing the positive impact of how the council and local communities are working together to:

- To encourage active participation from residents.
- To demonstrate the positive impact on people's lives.
- To develop hyper-local channels for better communication with specific areas.
- To address social challenges and strengthen community bonds

4. CONSULTATION

We have a wealth of insight into our local communities, and we have used this to develop the proposals for this programme. Engagement with local communities is a key feature of this programme of work.

5. ALTERNATIVE OPTIONS CONSIDERED

This programme has been a source of development and discussion since August 2024 and there have been a number of potential projects connected to it, which included a number of options.

The proposals above have been supported by an internal working group and it is considered that the elements included provide a comprehensive programme of work to build on our efforts to instil a sense of pride and cohesion across Barnsley.

6. REASONS FOR RECOMMENDATIONS

The proposals build on some established, effective services that form part of business as usual, but provide additional resource to extend the benefits, and maximise the work to improve local communities in Barnsley

7. GLOSSARY

LWYL – Love Where you Live

8. LIST OF APPENDICES

Appendix A: Financial Implications
Appendix 1: Equality Impact Assessment

9. BACKGROUND PAPERS

If you would like to inspect background papers for this report, please email governance@barnsley.gov.uk so that appropriate arrangements can be made

10. REPORT SIGN OFF

Financial consultation & sign off	Senior Financial Services officer consulted and date Ashley Gray – Strategic Finance Business Partner 27/02/25
Legal consultation & sign off	Legal Services officer consulted and date Rebecca Asquith Legal Services 27/02/2025

Report Author: Cath Bedford
Post: Public Health Principal
Date: 6 March 2025