

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