

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

MINUTES

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

18 Declarations of Pecuniary and Non-Pecuniary Interests

Councillors Franklin and Shepherd each declared a non-pecuniary interest in minute number 24 due to their positions as directors of Forge Community Partnership.

Councillor Frost declared a non pecuniary interest in item 24 due to his position as a trustee of Age UK.

19 Minutes of the Meeting of South Area Council held on 6th September, 2019 (Sac.25.10.2019/2)

The meeting considered the minutes of South Area Council held on 6th September, 2019.

RESOLVED that the minutes of the South Area Council held on 6th September, 2019 be approved as a true and correct record.

20 Notes of the Ward Alliances (Sac.25.10.2019/3)

The meeting received the notes from the following Ward Alliances:- Hoyland Milton and Rockingham Ward Alliance held on 18th September, 2019; and Darfield Ward Alliance held on 18th July and 19th September, 2019.

RESOLVED that the notes from the Ward Alliances be received.

21 Report on the Use of Ward Alliance Funds (Sac.25.10.2019/4)

The Area Council Manager introduced the item referring to the amounts left for distribution by each Ward Alliance.

From an opening balance of £13,877, £5,949.84 remained for allocation by Darfield Ward Alliance.

Hoyland Milton and Rockingham Ward Alliance had £13,614.64 remaining from an opening balance of £25,131.

Wombwell Ward Alliance had an opening balance of £17,150, with £13,577.29 remaining.

Members noted that all Ward Alliances would be allocated a further £10,000 per ward and that consideration should be given to how this would be distributed.

RESOLVED that the report be noted.

22 District Enforcement - Car Parking (Sac.25.10.2019/5)

Paul Wilcock and Stephen Tarbuck District Enforcement were welcomed to the meeting. Members were reminded of the recent focus on car parking around schools, with one school being selected from each Ward: Birdwell Primary, Upperwood Primary, Jump Primary and Highview Primary Learning Centre.

Over a period of four weeks each school was visited before and after school, to assess any issues with parking and initially to provide advice to those parking inconsiderately, rather than focusing on enforcement alone. Members heard of the specific issues faced at the schools in question, such as the parking on the blind bend in Darfield, and those present discussed possible solutions relating to the locality. Praise was also given to Wendy Jones, for her continued commitment to her post of lollipop lady at Birdwell School.

The work undertaken was supported by teachers and head teachers, and by the majority of parents. It was also noted that the Area Team had also received feedback.

Members commented that the campaign had been positive, and thanks were given to the officers involved.

RESOLVED that thanks be given for the attendance at the Area Council and the work with schools to encourage considerate parking.

23 Healthy Holidays (Sac.25.10.2019/6)

The item was introduced by the Area Council Manager who reminded Members of the £10,000 allocated to the Ward Alliances to support families in the school holidays, recognising the impact of no free school meals, the cost of activities or childcare and the potential loss of earnings in the school holidays.

A breadth of activities had been arranged, with 918 healthy lunches eaten, plus any additional food being distributed through the 0-19 team to those most in need. 37 sessions had been delivered in addition to activities undertaken at galas throughout the summer.

The Area Team helped to ensure that events were family inclusive and activities took place in 16 venues, with 55 volunteers involved in the organisation and running of events, 16 of which were new volunteers.

A total of £4,342 was spent with an additional £1,000 pledged by Darfield Ward Alliance to extend the programme in their ward.

Members heard how the events were inclusive so as not to stigmatise any families or children from attending, however it was acknowledged that this resulted in benefits being harder to quantify.

Noted was the learning from the programme, which included that certain locations worked better than others, and that the events could be better promoted and organised with a greater lead in time.

Those present heard of the positive links being made with such as the 0-19 and nursing teams.

The Area Manager drew attention to a number of specific successes, which included the Family Fun Day in Hoyland, taster sessions at Elsecar Cricket Club, the Wombwell Family Fishing day and the provision at summer galas in Darfield.

Members praised the positive work done throughout the Area, especially considering the costs involved, and the positive foundation to build on in future years.

RESOLVED:-

- (i) That praise be given to all those involved in the organisation of Healthy Holidays provision;
- (ii) That discussion on further financial support of Healthy Holidays provision is undertaken as part of consideration of the Area Council budget.

24 Procurement and Financial Update (Sac.25.10.2019/7)

The Area Council Manager introduced the item by reminding Members of the Private Sector Housing Officer Post, which was approved for 37 hours but a reduction in working hours to 30 hours per week for the current officer.

Members discussed the reduction, and consensus was that there was still unmet need in the area. It was suggested that the Area Council Manager explores ways to utilise any underspend arising from the reduction in working hours in order to support delivery in the area. In addition it was agreed that due to the demand in this area finance be ringfenced from the budget to extend the service level agreement for a further year.

Members noted the financial position for the Area Council and for the Health and Wellbeing Fund and it was suggested that this be discussed in more detail at the proposed workshop.

RESOLVED:-

- (i) That the financial position be noted;
- (ii) That £26,840 be ring-fenced to enable the Private Sector Housing Post to be extended for a further year if required;
- (iii) That the Area Council Manager explores ways of utilising any underspend arising from the reduction in working hours of the Private Sector Housing Officer to support their work;
- (iv) That details of the two additional projects funded through the South Health and Wellbeing Fund be noted; and
- (v) That a workshop be arranged to hold a more detailed discussion to consider potential options for the commissioning budget, Health and Wellbeing Fund, and environmental enforcement income on 21st November, 10am-12noon.

25 Communications and Branding (Sac.25.10.2019/8)

Members were reminded of the discussion at the previous meeting of the Area Council on the subject of communications and branding. The issue had been brought back to the Area Council for Members to provide their views on the options available.

Providing quality displays and A5 leaflets was supported, and members discussed using social media boosts in order to promote the services available through the Area Council or encourage volunteering. It was noted that social media would provide some statistics in order to help to measure reach, and value for money.

Members discussed purchasing space in the Barnsley Today publication, and many felt that the coverage of the area was inconsistent and that therefore this was not the preferred option.

RESOLVED That the Area Council Manager, in consultation with the Chair develops a programme to utilise the communications allocation which includes promotional displays and banners, the development of an A5 leaflet, social media boosts, and developing video content.

26 Public Health Briefing (Sac.25.10.2019/9)

Diane Lee, Head of Public Health and Kaye Mann, Senior Public Health Practitioner were welcomed to the meeting.

By way of introduction, Members were made aware that though there were many areas of success, the presentation focused on areas that required improvement.

Members were reminded of the impact of the environment on health with only 10% of the health of the nation linked to access to health care; the remainder attributable to factors such as smoking, diet and drug and alcohol use.

Members discussed life expectancy for males and females noting that in the South Area for men the average was higher than the average man in Barnsley, but for women in the area it was lower than the average in Barnsley. However, when healthy life expectancy was discussed it was noted that in Barnsley as a whole, women would have a healthy life expectancy of 59, meaning that around 20 years of life was spent in ill health for many. It was suggested that figures specific to the South Area would be useful.

Members noted the higher than average rates for excess winter deaths in the South Area, and asked whether a breakdown of reasons could be provided to give further enlightenment to the causes including whether any of these were specific to certain areas or prevalent in certain housing tenures.

Those present acknowledged that smoking was a significant cause of premature death. For the South Area rates were higher than Barnsley and smoking in pregnancy rates were also higher. 89 people per year in the South Area died from smoking related illnesses. Smoking costs society in Barnsley £62.4m. Information could be broken down to ward level, with for example in Wombwell £326,000 social care costs per year due to smoking, and 1 tonne of cigarette litter produced per year.

Members discussed vaping, and it was acknowledged that advice was that this was 95% healthier than smoking but was not recommended. With reference to assisting pregnant smokers to quit, Members heard that they were automatically referred for assistance, and had to make a decision to opt out if they so wished.

16% of adults registered in the South Area were obese, and Barnsley was 4th lowest area in Yorkshire and The Humber for physical activity. It was noted that rates for Cardio-vascular disease and Cancer in the South Area were higher than the Barnsley average, which was higher than the national average.

In relation to alcohol it was noted that in the South Area rates for alcohol related harm were higher than the England average. Members noted that there was now an Alcohol Alliance being established. In relation to young people, overall fewer drunk alcohol but those that did often did excessively. Members noted that issues with alcohol use were increasing in England, which was in contrast with the decrease being seen in other European countries. This was due to changes in drinking patterns, the normalising of alcohol and the cheap price at which it was often sold.

With reference to children and young people, there were higher than average levels of non-attendance for vaccinations, in the area particularly in the Hoyland Milton Ward. Levels of breastfeeding were comparable to Barnsley but much lower than the average nationally. Obesity for 4-5 year olds was higher than seen in the borough, but lower than the England average, but for 10-11 year olds rates were higher than that for Barnsley and England overall. Members noted the discrepancies between wards, and asked whether this could be broken down further into schools. Members also acknowledged that there were also issues related to children being underweight.

Surgical extractions, an indicator of oral health in children, were similar to the average in Barnsley, which itself was high compared to UK averages.

The South Area had high rates of depression in adults with 12.3% of adults with recorded depression; however levels of referral to IAPTs were low. Members questioned whether this may be due to high levels of medication being prescribed.

Suicide levels overall were declining, with 20 on average each year in Barnsley. From January 2018, 4 people have taken their own life in the South Area (3 male and 1 female). Members noted the work to promote awareness 'Alright pal' campaign to help combat this.

Members noted the high levels of referrals to My Best Life in the South Area, but also noted the high levels of complex needs and the need to ensure appropriate support services were in place.

Long term conditions were discussed, and it was noted that the South Area had the highest prevalence of diabetes in Barnsley, with 30% of those with diabetes not controlling their cholesterol and blood pressure correctly, a figure similar to Barnsley overall.

In addition 4,560 South residents were at risk of heart attack or stroke due to high blood pressure with more than 100 diagnosed not accessing the right treatment.

With reference to road safety 75 collisions were reported for 2018, with 1 being fatal, 18 serious and 55 slight. Members expressed an interest in more detail being made available.

RESOLVED:-

- (i) Thanks be given to colleagues from Public Health for providing the information;
- (ii) That further consideration be given to key areas where the South Area is significantly different statistically, including excess winter deaths, vaccination rates, depression and referral to IAPTs, smoking rates, social Isolation, healthy life expectancy, collisions and road safety, and excess weight, in order to discuss appropriate intervention by the Area Council.

Chair