



ONE BARNSELY OUTLOOK – Number 11 – March 2008

This is the 11th edition of One Barnsley Outlook, an email bulletin about your Local Strategic Partnership which will appear at six week intervals.

If you would like to know more about the basics of One Barnsley, please go to www.onebarnsley.com.

Key Headlines from the Delivery Partnerships

- The lack of things to do during the 4 -8pm slot in the town centre has come up as an issue in both recent Learning Lunches, especially for young people.
- 'Kick the Habit towards a low Carbon Economy' will be the theme for this year's World Environment Day (5th June) focusing on how to reduce everyday greenhouse gas emissions.
- Give up smoking or encourage family and friends to do so, for support and advice call 01226 737077.
- It is National Year of Reading. The focus in Barnsley is to increase the number of active borrowers. All partnerships are asked to promote employees and services users to become a member of libraries. To join online, please visit; http://www.barnsley.gov.uk/bguk/Education_Skills/Libraries/Library%20Membership

Dates for your diaries

Please check 'at a glance' section on www.onebarnsley.com for event details.

Learning Lunches:

Tuesday April 22nd – Experience Barnsley – People's Museum @ Cabinet Office, Town Hall

Wednesday May 21st – The threat of Obesity in Barnsley – Lorraine Lawson @ Reception Room, Town Hall

Tuesday 10th June – Local Information Systems – Liz Pitt @ Cabinet Office, Town Hall

Forthcoming topics include ERDF update, Action Research at Kendray and the Community Cohesion Strategy.

Learning Lunches start at 12 and finish at 2pm. Please contact helenknox@barnsley.gov.uk to secure place.

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Points from Learning Lunches

Town Centre Management Barnsley

Barnsley's Town Centre manager Garreth Bruff gave an insider's perspective on how Barnsley town centre will develop and the challenges it faces in the next 4 years. The town is under-going a transitional period and will see millions of pounds of investment. Whilst the issues that the town centre faces are similar to those of other towns, Barnsley must retain visitor interest during a time of intense disruption and re-development. The question posed to attendees is; how can we keep people's interest in the town centre during this period?

Comments from attendees

- Maintaining public interest in the town centre will depend on how marketing/communications is managed. Rotherham has a £200,000 budget dedicated to town centre events and marketing. Barnsley currently has 2 dedicated officers.
- New offices bring workers into the centre which brings in extra income which would boost the economy.
- There is very little to do in the evening even if you do have the disposable income.
- What happens to the retail offer in the mean time before the market is developed?
- The 4-8pm slot is a real issue for young people – the only option is pubs. What has worked in other areas to tackle this issue?
- A more continental style of apartments in the town centre would provide an on the doorstep consumer base.
- People conducting questionnaires and aggressive begging are a real disincentive for going in to town.
- People felt unclear about the Civic development and what opportunities it offered.

For more information on Barnsley Town Centre please visit www.barnsleybubble.co.uk.

The role of Culture in 21st Century Barnsley

'Culture defines who we are, it defines us as a nation. And ONLY Culture can do this.'
Tessa Jowell 2004

Helen Ball, Arts and Cultural Strategy Manager outlined the proposed goals for culture in Barnsley. This Learning Lunch was seen as a consultation exercise as well as an information session. The five proposed priorities are:

1. To maintain a co-ordinated approach to the delivery of Culture through the LSP structure.
2. To develop a consistent and effective approach to the communication and marketing of cultural opportunities.
3. To maintain our cultural facilities to a high standard ensuring a quality experience for all users.
4. To provide high quality and accessible cultural opportunities for all.
5. To invest in our cultural offer so that we can raise Barnsley's profile within the region and celebrate its unique identity.

Comments from attendees:

- How does the rural aspect fit in with the Cultural Statement? It is important to preserve the identity/history of the borough.

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- Barnsley University Centre offered their support in any cultural activities. There was discussion on whether the university should be part of the Cultural Consortium.
- VAB stated they were in contact with 1200 volunteers and that could be a possible marketing route for cultural activities. The VAB website could also be used for this purpose.
- One member thought that the statement was “insufficiently ambitious” and recalled the Royal Shakespeare company playing in Barnsley. More ambition and “can do” thinking in terms of niche cultural opportunities would support the statement, e.g. outdoor festivals.
- It is important that Barnsley is not seen in an isolated context. It’s more powerful to work with neighbouring areas and adopt a partnership approach –e.g. in terms of marketing.
- The Arts and Culture need to be firmly embedded into the curriculum – artistic experience should be available at all levels of school life. Need to cultivate and inspire children in “high culture”. This involves developing their ability to express their talents.
- There are ambitions for an Arts & Health Festival in Barnsley, which could be the first in the country. Also there is potential for an Arts and Health centre which would provide a unique experience to meet health needs.
- It is important that the LSP moves out of silos. For example if there is going to be a major event – transport needs to be fully planned in and this can be done by joining together with other Delivery Partnerships.
- What is the best way for providing culture? For example – should Bomfest be moved around to ensure all parts of the borough get to experience it?
- All grant funding should come with an exit strategy as the Council is constantly subsidising certain projects at the expense of spreading the money across the borough.
- Young people should be included in the consultation for activities to do in town centre in the 4-8pm slot.
- The 4-8pm slot in the town centre was seen as a big gap with pubs the only option.
- Need to promote the quality cultural experiences of Barnsley – market the cultural offer better, perhaps taking festivals out into the streets.
- Need to ensure complimentary programming and ownership of cultural activities.
- The Assembly room at the re-developed Civic was discussed and what that space will be capable of providing as a venue for performances.

Key points from Delivery Partnerships

Safer Communities:

Contact:

-Sarah Mainwaring @ sarahmainwaring@barnsley.gov.uk:
(01226 774950)

- The Draft Partnership Plan has been agreed by the SCP Exec on Feb 29th 2008.
- Over 80 people attended a very positive Domestic Abuse and Sexual Violence Conference at Priory Campus organised by the SCP and funded by the PCT the Partnership was commended by the Home Office at the Priority 44 Event in London on March 6th 2008.
- A Sexual Violence Forum will soon be launched.
- The Partnership has been nominated for the Best Partnership Working award by South Yorkshire Fire and Rescue.

Fit for the Future

Contact: Elaine Ogden @ Elaine.ogden@barnsleypct.nhs.uk (01226 777 022)

- Everyone can help us to improve health in Barnsley, particularly by giving up smoking themselves or supporting and encouraging family and friends to do so. Giving up smoking is the single most important thing a smoker can do to improve their health both in the short term

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and for the future. A reminder that the Barnsley NHS Stop Smoking service is currently offering 4 weeks free supply of nicotine replacement product vouchers for anyone attending their new shop on Eldon Street. For more details call in to 12 - 14 Eldon Street, Barnsley, S70 2JB. Call 01226 737077.

- The second event reviewing the Fit for the Future commissioning process will be held on Wednesday 19 March. This event will focus on developing the specifications for the areas of work to be commissioned and developing the criteria that will be used for assessing any tenders/proposals.

Environment Partnership

Contact: Interim - Peter Mirfin @ petermirfin@barnsley.gov.uk (01226 77 3433)

- The Environment Partnership discussed this year's World Environment Day. The theme is 'Kick the Habit! Towards a Low Carbon Economy'. This recognises that climate change is becoming the defining issue of our era. World Environment Day will highlight resources and initiatives that promote low carbon economies and life-styles, such as improved energy efficiency, alternative energy sources, forest conservation and eco-friendly consumption. Suggestions were made to build on last year's event with a week of environment related activity, both in the town centre and in areas across Barnsley. For more information please go to http://www.unep.org/wed/2008/english/About_WED_2008/index.asp.

Cultural Consortium

Contact: Helen Ball @ helenball@barnsley.gov.uk 01226 787 506)

- The Cultural Improvement Plan was agreed and arrangements have been made for it to go through the Cabinet process. Members also discussed the presentation being prepared to go out to the other Delivery Partnerships and gave their comments on its content.
- Work is ongoing on developing the new Cultural Statement for Barnsley and a consultation period involving presentations to other delivery partnerships, interactive workshops and discussion sessions is currently underway.

Economic Forum

Contact: Mike Moir @ mikmoir@barnsley.gov.uk

- Town Centre Management Plan presentation – please see Learning Lunch write up above.
- The 3 indicators included in the LAA are, reducing the numbers of people claiming out of work benefits, BAT registration rate and the number of people with a level 2 or higher qualification. Partners are now working on setting targets.
- Work and Skills Board - Projects supported by the Board since its formation last year include, internships with PCT, activities with a Navigator bus which travels around communities providing support to people who want to access job opportunities, Barnsley Works event (Business to Business event), funded a worker specialising in getting clients into voluntary work with employers.

Children and Young People's Strategic Partnership

Contact: Sue Hare @ suehare@barnsley.gov.uk (01226 77 5634)

- Consultation continues on the three key strategies which CYSP have been developing; Parenting and Family support, Integrated Youth support and Early Childhood strategies. Contact Jane Webb at jane webb@barnsley.gov.uk for copies.
- Ofsted inspectors have rated Barnsley's Adoption service good. It is a child centred, safety focused and has a good framework for policies and procedures. It is well managed. The Executive is keen and well informed.

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- Adults and Family Learning Services annual celebration took place at the Town Hall on 23rd January. It was attended by over 300 learners and families throughout the day.
- The CY partnership promotes the CYP Information Directory. If you would like to add information to this site please contact 0800 034 5430 or email carolsikora@barnsley.gov.uk.

Equalities and Diversity Inclusion Partnership (EDIP)

Contact: Joe Micheli @ joemicheli@barnsley.gov.uk (01226 77 4446)

- Patrick Loftman, Neighbourhood Renewal Advisor commissioned by EDIP with support from Communities and Local Government, presented the findings of his report into the 'One Barnsley Social Inclusion Framework Race Equality Outcome Data Review'. The NRA assignment, reflected a number of challenges in securing access to meaningful population and outcome data relating to the position on the Borough's Black and minority ethnic (BME) communities, and monitoring the wider impact of the Social Inclusion Framework.
- EDIP are currently considering Patrick's recommendations, and these will be included within the draft Community Cohesion and Integration Strategy as appropriate, and reported to One Barnsley in due course

Partnership for Transport

Contact: Anne Beddoes @ annebeddoes@barnsley.gov.uk

- The next step for the partnership is to turn the Transport Vision into a strategy. To achieve this the partnership will compile a map of existing activity against the framework of the Vision. There will also be a workshop led by BMBC on how to take the Transport strategy forward.
- The cycling strategy was approved in principle by cabinet in January. The next stage will be to seek funding for the schemes documented in the strategy report. This will be through LTP capital funds and external funding sources.
- The 2 indicators that have gone in to the LAA are on reducing congestion and killed and seriously injured.

Comments and Suggestions

If you have any comments or suggestions about 'One Barnsley Outlook' or you would like to raise an issue, please contact the details at bottom of page. We welcome any new ideas related to "One Barnsley Outlook".

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