

**Minutes of the Meeting held on 21 April 2010**

**in the Cabinet Room, Barnsley Town Hall**

**Present:**

Richard Horner	Chamber (chair)
Tom Sheard	NHS Barnsley
Ian Hanks	Job Centre Plus
Eddie Street	VAB
Phil Cook	Barnsley College
John Welham	GOYH
Andy Brooke	South Yorkshire Police
Steve Wragg	NHS Foundation Trust
Paul Salter	South Yorkshire Fire & Rescue
Paul Pascoe	Yorkshire Forward

**Supporting:**

Diane Tweedie	Secretariat
Pam Lee	Secretariat
Helen Knox	Secretariat
Peter Mirfin	Secretariat

**Presenting:**

Kirsty Waknell	NHS Barnsley
Carol Cooper-Smith	BMBC
David Burnby	LIA
Shaun Jones	BMBC

**1. Apologies**

Stephen Houghton, Phil Coppard, John Lewis, Cathy Doggett, Penny Stanley, Ailsa Claire, Helen McMullen and Colin Booth

**Action**

## **2. Minutes of the Meeting on 10 March 2010 and Matters Arising**

- 2.1 ***Item 5 One Barnsley, One Message*** – Letters have been forwarded to partners requesting nominations for the Communication Group. Diane Tweedie asked that those partners who have not yet responded please do so as soon as possible. **All**
- 2.2 ***Item 6 A Portrait of Barnsley*** – Diane Tweedie advised that an impact assessment was carried out due to the concerns raised at the last Board meeting. The initiative is due to go forward in September and not June as originally stated.
- 2.3 ***Item 8 Supporting Partnership Arrangements*** – Diane Tweedie requested responses from partners to the recent letter asking that they identify resources within their agency to support the development activities of the LSP. **All**
- 2.4 ***Item 10 CAA Improvement Sessions*** – Diane Tweedie asked the Board to note that the Growing the Economy session date had been changed to 21 July, and that Effectively Engaging Communities had been postponed.
- 2.5 ***Item 11 LAA Review and Refresh 2009/10*** – This has now been signed off.

### **It was agreed that:-**

- 1) **the minutes from the meeting of 10 March be accepted as an accurate record;**
- 2) **other matters arising would be covered on the current agenda.**

## **3. Action Log**

- 3.1 Diane Tweedie advised that the main points of the log had been review under Matters Arising. A Sustainability Event which will include the transport element of the core strategy will be taking place tonight at the Civic.

*Helen Knox joined the meeting.*

## **POLICY DEVELOPMENT/STRATEGY DEVELOPMENT**

## **4. Social Marketing and Delivering Behavioural Change**

- 4.1 Kirsty Waknell delivered a presentation regarding Social Marketing and explained that this is being applied to health. Social Marketing includes insight and involvement of people in the design process, message, conversation and measure. The “product” will then be focused on the customer’s needs making behavioural

changes easier. Kirsty Waknell outlined the 8 benchmark criteria, behavioural goals, audience segmentation, influences on the consumer, methods mix and interventions, evaluation and implications.

*Carol Cooper-Smith joined the meeting.*

- 4.2 Richard Horner thought there was a need for strategic change and asked for comments. Andy Brooke thought it was complex but a useful tool to bring everything together and that the Communications Group should decided on key messages. Eddie Street agreed and pointed out that marketing was not always fully understood. Ian Hanks recognised the opportunities to get “joined up” and pointed out that the case study (slide 19) in the presentation impacted on health, education, employability etc and services must be taken out to the community and must understand the competition of everyday life and the reality check (slides 13/14).
- 4.3 Kirsty Waknell advised that close work is ongoing with communities and there is plenty of data which needs to be shared and thought this may sit within the research group or the communications group. Eddie Street thought a shared approach would be best. Richard Horner asked how would we know who was working on what and thought that a collective agreement was needed. Kirsty Waknell advised it was more explicit through delivery groups. Andy Brooke thought that the Chairs meetings could be used for overlapping key points. Diane Tweedie advised it would be a fundamental part of the Communications Strategy and that it could be combined into the Communications group and fed back.
- 4.4 Steve Wragg asked how we would know it was working. Kirsty Waknell advised that evaluation would need to be built in but that some parts would be difficult to measure. Phil Cook thought we needed clarity of purpose, a strategy for measuring and identify who was responsible. Tom Sheard advised that the NHS have invested in Social Marketing and that agencies need to work together.
- 4.5 Ian Hanks thought there was a collective benefit and powerful messages to go out. Phil Cook thought that more focus on priorities and reinforcement was necessary rather than messages. Richard Horner stressed it was vital to improve behaviour and Social Marketing needed to be brought together under the Communications Strategy. Tom Sheard advised the NHS would share and play a part but could only lead their organisation. Andy Brooke thought that lead roles would be deferred to the Communications group. Steve Wragg pointed out that the NHS expertise could be used. John Welham thought there was scope for sharing data and expertise on alcohol misuse, child obesity and teenage pregnancy.

**It was agreed that:-**

- 1) Social Marketing will sit within the Communications Group and be included in the Communications Strategy.**

*Kirsty Waknell left the meeting.*

## **FINANCE**

### **5. ERDF Future Programme**

5.1 Carol Cooper-Smith reviewed the ERDF Programme which runs until 2013. The Priorities are:

1. Innovation
2. Business Development
3. Communities
4. Infrastructure
5. Technical Assistance

5.2 Carol Cooper-Smith advised that out of £600m only £280m is committed. ERDF must be match funded and cannot be used to support individual people. Carol Cooper-Smith advised that there are not enough projects and match funding was proving difficult. The Programme Management Board had discussed options to boost applications and Carol Cooper-Smith related these. Paul Pascoe pointed out that European changes are unlikely but campaigning will continue.

5.3 Carol Cooper-Smith asked that Board Members advise her of any possible bids or ideas for programmes and priorities for Barnsley. The Barnsley Central Investment Plan group (BCIP) would be bringing this work together in more detail.

5.4 Phil Cook asked how Board Members could check whether developments were already included. Carol Cooper-Smith answered through BCIP and advised that Steve Avery was the lead officer. She advised that there is a current list of ongoing programmes and proposals.

5.5 Steve Wragg thought that we must be tactical and create economic benefit to invest in the future. Carol Cooper-Smith thought that a programme to fit local needs needed to be developed and asked what projects we need to spend money around and requested emerging ideas.

5.6 Diane Tweedie raised the matter of match funding and advised that Eleanor Dearle is currently setting up a funding team which will be beneficial to agencies. Andy Brooke was keen to understand how to link into funding regimes. Carol Cooper-Smith thought that match funding could work out easier with shared knowledge.

5.7 Diane Tweedie asked if agencies would benefit from receiving information on the various funding programmes and how to access them. Members were supportive of this idea.

**It was agreed that:-**

- 1) **the Board notes these arrangements and advises Carol Cooper-Smith of projects, programmes and priorities for Barnsley.**

**All**

**A short break was taken for networking and refreshments**

***Tom Sheard, Eddie Street and Carol Cooper-Smith left the meeting.***

## **PERFORMANCE MANAGEMENT**

### **6. CAA Improvement Workshop – Fit For the Future Feedback**

- 6.1 David Burnby delivered a presentation regarding the Health Inequalities Workshop held on 7 April. David Burnby outlined the methodology used, the story behind the baseline and agreed actions and recommendations and highlighted that there had been a genuine sign up to actions by the agencies.
- 6.2 Paul Pascoe commented that the Workshop was very helpful and set a methodology for the way agencies can engage. Richard Horner stressed we must go forward with this otherwise it would be debated forever. David Burnby agreed. Shaun Jones commented that this was a challenging agenda with difficult issues which cannot be changed overnight but noted the enthusiasm of Members and thought that this methodology may be used on other areas. David Burnby confirmed that this methodology surfaces debate, looks at issues outside of the scope of the council and challenges what can be done at local level. Diane Tweedie advised that the methodology would be used on Growing the Economy. Diane Tweedie also commented that longer term targets would be incorporated into the Sustainable Community Strategy.
- 6.3 Phil Cook liked the clarity but asked who would check that the actions have been done and by when. David Burnby advised that Elizabeth Shassere was aware of specific roles and Shaun Jones confirmed that Elizabeth Shassere was the lead who would bring it together.

**The Board agreed the following recommendations:-**

- a) **The Board, in consultation with Elizabeth Shassere, take forward the following agreed actions:**
- b) **Look at Health screening idea from the Alcohol misuse group and seek partner buy-in, particularly in workplaces.**
- c) **Elizabeth Shassere to bring Healthy Workplace programme to the One**

## **Barnsley Board**

- d) Chamber committed to accepting partner responsibility for all three indicators. Agreed to convene a meeting with Elizabeth to discuss further.**
- e) Identify one school to pilot exercise idea floated in Obesity group. Include Director of Children Young People and Family Services in discussions and the 17-19 Executive.**
- f) Look for opportunity to discuss relevant Fit for the Future strategy elements with the Barnsley Building schools for the future Board.**
- g) Trading standards to be approached to increase emphasis on enforcement of contraband tobacco selling**
- h) Young Chamber to be encouraged to adopt partner responsibility for three priority indicators**
- i) Elizabeth to present ‘100% Smoking Free’ to the Council’s elected members**
- j) The Chamber of Commerce, VAB, PCT and Barnsley Council Senior Management Team representatives present all agreed to present the “100% Smoking Free” idea to their respective Boards.**

## **7. CAA Improvement Area - Housing**

- 7.1 Diane Tweedie presented this report which outlined options for this improvement area, taking account of the current position and a number of key developments.
- 7.2 Steve Wragg stated that he had recently attended a very informative presentation on housing given by Steve Jagger and suggested that the presentation be brought to a Board Meeting. Paul Pascoe confirmed the presentation was very good and showed how much work has been done.

### **It was agreed that:-**

- 1) Steve Jagger would be invited to a future One Barnsley Board meeting to deliver the presentation.**

## **8. Performance Clinic Minutes**

- 8.1 Shaun Jones advised the Board that the work of the clinic continues to focus on areas at risk and outlined the points in the minutes from 24 February and 24 March.
- 8.2 Richard Horner and Paul Pascoe commented that a meeting was to be held

tomorrow with interim arrangements for the Work and Skills Programme to April 2011 to be negotiated.

**It was agreed that:-**

- 1) **the Board Members note the Performance Clinic Minutes and Action Schedule.**

*Andy Brooke left the meeting*

**FOR INFORMATION**

**9. Confirmation of Barnsley's LAA**

- 9.1 The letter from Government Office confirming the approval of the revised LAA proposal was noted.
- 9.2 Shaun Jones reminded the Board that the targets were a legal duty and that this was the last year of the three year agreement.

**10. CAA – our approach and reporting dates for 2010**

- 10.1 The letter from the Audit Commission which gave the timescales for 2010 was noted.

**11. Research Conference**

- 11.1 Diane Tweedie advised that the Conference had been successful and thanked partners and attendees for their support. Diane Tweedie thought that a Research Conference would become an annual event.

**12. Portrait of Barnsley**

- 12.1 As above in point 2.2.

**13. I Love Barnsley**

- 13.1 Diane Tweedie advised that the target had been reached and thanked partners for their support of this initiative. The initiative is likely to be repeated next year and will be part of the annual plan in the Communications Strategy.

All

#### **14. The Skills Funding Agency**

14.1 The report outlining their work was noted. Diane Tweedie advised that their work was linked with the Work and Skills Board and there were two officers who attended this group. Phil Cook advised that the Skills Funding Agency was cutting funding but thought that engaging more was a good thing.

#### **15. Future Business**

15.1 As stated.

#### **16. Any Other Business**

16.1 Ian Hanks queried a forthcoming meeting date. Please note future meeting dates below.

#### **Date and Time of Next Meetings**

11 May 10 – One Barnsley Learning Lunch (Social Marketing) 12noon to 2pm at the University Campus

2 June 10 – One Barnsley Board Meeting (Housing) 2pm to 4.30pm in Committee Room 2

16 July 10 – Spirit of Barnsley Awards 6pm to 8pm in the Reception Room at the Town Hall

19 July 10 – One Barnsley Away Day 12noon to 4pm (Finance) Venue tbc

21 July 10 – One Barnsley Board Meeting (Growing the Economy) 2pm to 5pm in the Reception Room

8 September 10 – One Barnsley Board Meeting (Communities) 1.30pm to 5pm in the Training Suite at  
the Core

6 October 10 – One Barnsley Away Day 1pm to 4.30pm Venue tbc

27 October 10 – One Barnsley Board Meeting 2pm to 4.30pm in the Cabinet Room

15 December 10 – One Barnsley Board Meeting 2pm to 4.30pm in the Cabinet Room