

Minutes of the Meeting held on 10 March 2010

in the Cabinet Room, Barnsley Town Hall

Present:

Stephen Houghton	BMBC (chair)
Tom Sheard	NHS Barnsley
Ailsa Claire	NHS Barnsley
Phil Coppard	BMBC
Ian Hanks	Job Centre Plus
Penny Stanley	BCVN
Naeem Jarral	BBEMI
Colin Booth	Barnsley College
John Welham	GOYH
Andy Brooke	South Yorkshire Police
Clive Watkinson	Chamber

Supporting:

Diane Tweedie	Secretariat
Pam Lee	Secretariat
Helen Knox	Secretariat
Peter Mirfin	Secretariat
Ian Rooth	BMBC

Presenting:

Joe Micheli	Secretariat
Shaun Jones	BMBC
Les Newby	Yorkshire Forward
Val Mills	Barnsley College
Gavin Batty	Barnsley College

Observing:

Neil Brown	Student
------------	---------

6 Observers from How Your Town Works Course

1. Apologies

Paul Pascoe, Richard Horner, John Lewis, Steve Wragg, Paul Salter and Helen McMullen.

Councillor Stephen Houghton welcomed the observers to the meeting.

2. Minutes of the Meeting on 27 January 2010 and Matters Arising

- 2.1 Diane Tweedie advised that a Total Place partnership workshop was taking place on 29 March.
- 2.2 Discussions are taking place to ensure the integration of “Maximising European Funding” with the Barnsley Central Investment Plan group.

It was agreed that:-

- 1) **the minutes from the meeting of 27 January be accepted as an accurate record;**
- 2) **other matters arising would be covered on the current agenda.**

3. Action Log

3.1 Diane Tweedie reviewed the Action Log. She advised that:

- a draft South Yorkshire Transport Strategy is being progressed
- a regional conference regarding Total Place would be held on 26 March at the Royal Armouries

POLICY/STRATEGY DEVELOPMENT

4. Integrated Regional Strategy

4.1 Les Newby, Assistant Director Strategy from Yorkshire Forward delivered a presentation on the Integrated Regional Strategy. He explained that the Government has asked for an overarching strategy for the region to help deliver sustainable economic growth. The approach will be collaborative using the experience of Local Authorities and Functional Sub-Regions, based on evidence and assessment which link into wide ranging issues such as economy, skills, climate change, transport and housing with the aim of improving quality of life.

Phil Coppard joined the meeting.

- 4.2 Les Newby outlined the timetable and management structures and welcomed partners to submit evidence as individual agencies or as the One Barnsley Local Strategic Partnership. The process must be two way and will also entail cultural change within our organisations. This is one aspect that needs to be strengthened and consideration needs to be given as to how we do this. He advised that this was the first of a number of sessions to ensure members are clear about the purpose of the strategy and the process behind it and how we can interact with it to the advantage of our communities. Further information can be obtained from www.yhstrategy.com

Ailsa Claire joined the meeting.

- 4.3 Phil Coppard thought that the Strategy should be ambitious with an ambitious statement of what we want the economy to be.
- 4.4 Clive Watkinson asked how the strategy would be used. Les Newby advised the strategy would lead to real change in many areas – transport priorities and housing policy for instance. Clive Watkinson asked who would lead the changes and Les Newby answered more than one agency, businesses and the private sector. There would be a spread of responsibilities.
- 4.5 Ian Hanks asked how worklessness would feed into the strategy. Les Newby advised contacting the workstream leads (details on the web site).
- 4.6 Stephen Houghton questioned how this strategy would overarch the 12 strategies and bring everything together rather than repeat the 12 strategies. Phil Coppard pointed out that issues that need resolving would need to be identified. Stephen Houghton thought that only a few key issues in each area (housing, transport, health etc) should be identified otherwise there would be too many to agree.

It was agreed that:-

- 1) **the Board would have more focused discussions regarding the Integrated Regional Strategy at future meetings.**

HOUSEKEEPING

5. One Barnsley, One Message – Feedback from the second away day

- 5.1 Diane Tweedie advised that this report and brief had been turned around quickly following the 2nd session on 1 March. She advised that the Board is being asked to approve the brief, determine who should be accountable for driving the Communications and Engagement Strategy forward and identify appropriate

people to sit on the strategy group. The strategy group will be charged with developing a number of objectives including developing civic values, raising aspirations, improving public participation and cohesion, internal communication and campaigns to drive forward the ambitions in the Sustainable Community Strategy. A timescale of 3 months was suggested.

- 5.2 Penny Stanley asked about the cost of consultants from Humana Europe Ltd and Media Support Solutions Ltd who have been assisting at the sessions. Diane Tweedie advised that a grant was funding elements this work. Penny Stanley commented that communications needed to be fun and easy. Diane Tweedie pointed out that help was needed from communications experts as our public perception indicators were poor. Penny Stanley felt that the communication expertise of the Board should be optimised rather than seeking external support. Ailsa Claire gave an example where a model within the health service was changed to fit engagement in smoking cessation and now the programme was highly successful. Ailsa Claire identified that often the public doesn't value or fully understand what we are doing and we need to understand how to engage them to address this issue. Unless the process is two way we may not give them the outcome that they want.
- 5.3 Clive Watkinson commented that we were at risk of "doing it to death" and we needed to work smarter. Tom Sheard disagreed and thought that we needed support as we are not good at getting people to engage. Colin Booth pointed out that his agency could not raise the aspirations of young people without help. Diane Tweedie advised that a campaign and strapline would assist with raising aspirations of young people as detailed in the briefing document.
- 5.4 Phil Coppard was concerned that internal and external communications had become confused when it was previously agreed to deal with them separately.
- 5.5 Stephen Houghton asked how communications will contribute to moving Barnsley on. He commented that as public services diminish due to less resources we needed to make the public more self reliant and change behaviours. Naeem Jarral thought that consultants were needed to manage this change. Andy Brooke suggested that each agency decides on their key messages and bring these to the table to see how all agencies can best support the messages. Ailsa Claire asked how do we influence behavioural changes as sending messages to the public will not achieve this. Colin Booth advised he had 70% of young people attending college but what do we want to say, what are the messages. Stephen Houghton thought we needed more interaction so that we can ascertain what we are trying to do and say.
- 5.6 Discussion took place regarding who would drive and chair the group. Penny Stanley and Ailsa Claire were put forward to drive the group, Andy Brooke was happy to sit on the group but not chair it and Tom Sheard volunteered to attend. Diane Tweedie suggested appointing a lead officer, possibly a communications

person. Penny Stanley agreed as long as the officer was open minded and did not come with a set of rules.

It was agreed that:-

- 1) **a Communications and Engagement Group be established.**

6. A Portrait of Barnsley – Proposal for Connecting Communities Initiative

- 6.1 Joe Micheli introduced the report which outlines the proposal for a Borough wide Community Pride campaign as part of the One Barnsley Community Cohesion Strategy action plan entitled “A Portrait of Barnsley”. Joe Micheli explained that this initiative supports Ambition 4 and would be fun and engaging across agencies.
- 6.2 A short life working group is to be established, chaired by Ann Gosse BMBC Executive Director Development, to plan and successfully deliver this initiative.
- 6.3 Penny Stanley commented that the initiative was a good idea and if successful could be repeated periodically, say every 10 years, with photographs displayed at a public venue.
- 6.4 Ailsa Claire liked the idea but was worried about the approach in the current economic climate and the anticipated reduction of services, it may be seen as profligate to resource this kind of initiative. Joe Micheli advised that he understood the concerns but pointed out the resources were coming from a central government “pot” and were expected to deliver on cohesion and engagement priorities. Ailsa Claire raised concern about the approach particularly in relation to its cost and asked that before agreeing to the initiative that information is provided on how we would mitigate against the risk factors. This initiative will be launched at a time when agencies will be identifying cut backs in resources.
- 6.5 Colin Booth asked about the resources each agency would need to provide. Joe Micheli advised it would mainly be to free up staff time.
- 6.6 Tom Sheard had similar concerns to Ailsa Claire’s especially if the media ran the story in relation to service reduction and lack of resources. He thought that the risks should be looked at, although he was not totally against the initiative. Joe Micheli advised that the working group would need to liaise with the local media to get behind the initiative.
- 6.7 Phil Coppard asked the date that the initiative would take place. Joe Micheli advised it would be in June, before schools break up for the summer holidays.
- 6.8 Clive Watkinson commented that if Barnsley didn’t take the funding from the

central government “pot” then someone else would and confirmed he supported the initiative.

Phil Coppard left the meeting.

- 6.9 Ian Hanks supported the initiative but thought Ailsa Claire’s and Tom Sheard’s concerns should be taken into account. Andy Brooke also supported the initiative.
- 6.10 Penny Stanley thought that the initiative would give a snap shot of Barnsley, promote social conversation and a feel good factor and pointed out that the funding from government was ring fenced and had to be spent.
- 6.11 Stephen Houghton asked how the initiative would improve community cohesion. Joe Micheli replied that the development work associated with “Portrait” would bring people together to discuss sense of place and belonging i.e. the process of building community cohesion.
- 6.12 Ailsa Claire thought that there was a difference between people getting up and doing this for themselves and being seen as “sponsored” by the agencies/LSP, she commented how many complaints the NHS had received for issuing a brochure regarding accessing the National Health when this had been mandatory. Stephen Houghton suggested we turn the initiative around so that it was the community coming to the partnership.
- 6.13 Joe Micheli pointed out that the Audit Commission had questioned the extent to which the LSP Board recognise cohesion as being a total partnership issue in the Local Area Agreement. Stephen Houghton confirmed that all agencies needed to buy into the initiative. Tom Sheard was still concerned about the risks and suggested risk assessment but Joe Micheli pointed out that the time frame was too short, however a Community Cohesion Impact Assessment was scheduled which would include a risk assessment. Joe Micheli confirmed that Liz Hardy and Isobel Mills from government office had been consulted.
- 6.14 Stephen Houghton suggested possibly promoting the initiative through BCVN. Penny Stanley advised she would prefer the initiative to be promoted via the LSP but that BCVN could take the lead rather than it not happen. Andy Brooke thought that the LSP should support and lead the initiative.

It was agreed that:-

- 1) the outcome of the Community Cohesion Impact Assessment be reported to the Board;**
- 2) a short life working group be established to plan and deliver this initiative.**

7. Barnsley College Sports Academy Launch

- 7.1 Val Mills and Gavin Batty gave a presentation on the launch of the Barnsley College Sports Academy which includes sports such as football, rugby, netball and boxing and explained this would enhance the college's reputation for excellence via the development of a leading Regional and National Sports Academy.
- 7.2 A video was shown with images of people from our area that has been successful in sport.
- 7.3 Colin Booth advised that the Academy raises aspirations of young people, he pointed out that the video had been made at the college.
- 7.4 Ailsa Claire commented that this was promoting a different programme for health but queried encouraging boxing due to injuries. Val Mills advised that non contact boxing was a fitness sport. Ailsa Claire was concerned that young people would aspire to professional boxers.
- 7.5 Ian Hanks thought that the link between education and sport was a good idea. Gavin Batty advised that there were transitional pathways with Loughborough and other areas.
- 7.6 Colin Booth advised that the young people from Barnsley College do well in sport and Val Mills remarked that only today the rugby team had won at Gateshead and were through to the finals. Val Mills stated that a cricket academy was being developed

A short break was taken for networking and refreshments

Ailsa Claire and Tom Sheard left the meeting.

8. Supporting Partnership Arrangements

- 8.1 Diane Tweedie advised that this was a follow up report to the report presented at the 27 January meeting on how agencies can help resource future LSP development activities.
- 8.2 Stephen Houghton asked agencies to consider what they can contribute. This could be financial, officer time, venues/meeting places etc.

It was agreed that:-

- 1) Board Members would identify resources within their agency to support the development activities of the LSP and inform Diane Tweedie of these resources.**

All

PERFORMANCE MANAGEMENT

9. Performance Clinic Minutes

- 9.1 Shaun Jones introduced the report and highlighted NI 151 Overall employment rate and NI 152 Working age people on out of work benefits, advising that the Working and Skills Board would be addressing these indicators and reporting back to the clinic in March/April.
- 9.2 Stephen Houghton advised that the Department for Work and Pensions is funding a devolved model on worklessness.
- 9.3 Clive Watkinson asked if political pressure could be applied to gain access to the Incapacity Benefit recipients' data. He commented that until they are known it would be difficult to address the matter. Stephen Houghton replied that the information was limited and out of date and that the wrong people could be targeted i.e. sending back to work letters/information to the terminally ill. Clive Watkinson pointed out that many candidates on the Future Jobs Fund scheme were delighted at being back in work.

It was agreed that:-

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

10. CAA – Improvement Sessions

a) Health Inequalities and Alcohol

Health inequalities will be discussed at the Away Day on 7 April where the focus will be on the priority topics being refreshed in the Fit For the Future Strategy – smoking, alcohol, obesity and mental well being.

b) Growing the Economy

Growing the economy will be discussed on at the Away Day on 25 May where the focus will be consulting on the Local Economic Assessment.

c) Effectively Engaging Communities

The 21 April Board Meeting will discuss effectively engaging communities where the focus will be to update the Board on progress on NIs 1 – 7.

It was agreed that:-

- 1) **the Board Members approve the approach and will attend the sessions.**

11. LAA Review and Refresh 2009/10

- 11.1 Shaun Jones outlined the report advising positive collaboration but some areas have technicalities to be resolved. The Refresh will go to full Council tomorrow (11 March).
- 11.2 John Welham advised that CLG would circulate the documents within Whitehall and Rosie Winterton will approve all LAAs on 18 March.

It was agreed that:-

- 1) Board Members approve Barnsley’s refreshed LAA 2008-11, subject to any feedback from Government as part of the Ministerial sign-off process;**
- 2) The Leader, as chair of One Barnsley, and the Chief Executive of the Council are delegated to undertake any fine tuning of the refreshed LAA in the light of any feedback from GOYH;**
- 3) The Barnsley LAA Review and Refresh process formally commences following the One Barnsley Board meeting and concludes with Secretary of State sign-off at the end of March 2010.**

FOR INFORMATION

12. Research Conference - 19 March 2010

- 12.1 It was noted that this item provides information on the forthcoming Research Conference.

13. One Barnsley Forum – 17 March 2010

- 13.1 It was noted that this item provides information on the forthcoming One Barnsley Forum.

14. Feedback from Rural Conference

- 14.1 It was noted that this item provides feedback from the “Exploring Rural Barnsley Conference” held on 19 January.

15. I Love Barnsley

- 15.1 It was noted that this item provides feedback from the “I love Barnsley” fundraising campaign on 12 February. Penny Stanley was disappointed that the VAB event was not supported by LSP Members.

16. Future Business

16.1 As stated.

Date and Time of Next Meetings

7 April 10 – One Barnsley Away Day (Health) 10am to 2pm Venue tbc

21 April 10 – One Barnsley Board Meeting (Community Engagement) 1pm to 3.30pm in Committee Room 2

~~25 May 10 – One Barnsley Away Session (Growing the Economy) 1pm to 4pm Venue tbc cancelled.~~

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

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

21 July 10 – One Barnsley Board Meeting 2pm to 4.30pm in Committee Room 2

8 September 10 – One Barnsley Board Meeting 2pm to 4.30pm in the Cabinet Room

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