



## ONE BARNSELY OUTLOOK – Number 13 – July 2008

This is the 13th edition of One Barnsley Outlook, an email bulletin about your Local Strategic Partnership. It gives you an update on One Barnsley events and what the partnerships are doing.

If you would like to know more about the basics of One Barnsley, please go to [www.onebarnsley.com](http://www.onebarnsley.com).

### Key Headlines

- Barnsley has been selected as 1 of only 10 European towns and cities to take part in URBACT II – Building Healthier Communities. This means more opportunities to build links, share good practice and raise Barnsley's profile IN THE European arena.
- The Local Information System is now up and running at [http://www.barnsley.gov.uk/bguk/Economic\\_Finance/Central%20Research%20Team/Local%20Information%20System](http://www.barnsley.gov.uk/bguk/Economic_Finance/Central%20Research%20Team/Local%20Information%20System)
- The One Barnsley Charter against Racism and Hate Crime has been signed off by the Mayor. The charter recognises and supports the equal rights of everyone in Barnsley.

### Dates for your diaries

Please check 'at a glance' section on [www.onebarnsley.com](http://www.onebarnsley.com) for event details.

**Tuesday 22<sup>nd</sup> July Walk Talk** comes to Barnsley. The walk is being led by survivor of the London bombings in August 2005, Gill Hicks. Gill lost both her legs so "walk talk" will require a tremendous amount of determination. It is hoped this walk from Beeston to London will help generate discussion and ideas exchange across communities. <http://www.walktalk.org.uk>

### **Saturday 26<sup>th</sup> July – Launch of the Sustainable Community Strategy, 10-2pm at Barnsley Transport Interchange**

Street entertainers, musicians, face painters and partner agencies will be joining together to ensure the launch of the vision for Barnsley starts in a fun and interactive way. Leaflets of the SCS will be handed out to the public along with other service information and promotional material.

**Tuesday 22<sup>nd</sup> July** – Learning Lunch - Community Safety Service – Phil Hollingsworth and Rhona Bywater-Smithson

Learning Lunches start at 12 and finish at 2pm. Please contact [helenknox@barnsley.gov.uk](mailto:helenknox@barnsley.gov.uk) to secure a place.

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## Points from Learning Lunches

### **Getting Barnsley to a healthy weight**

Lorraine Lawson gave an insight into future levels of obesity in Barnsley if action is not taken now to prevent this. Car dependency and less active lifestyles were cited as major contributors to the epidemic.

- Over 1/3 of 10 to 11 year olds in Barnsley are obese.
- 40% of adults over 50 are obese.
- Barnsley is an obesity blackspot – it is 8<sup>th</sup> highest in the country.

The following points were made in the discussion that followed:

- At ante-natal clinics pregnant women are getting heavier and some rely on take-away food.
- Eating healthily can seem boring because it lacks flavour.
- At Advanced Learning Centres it is important cycle and walking access is built into the design.
- It can be stressful to commute by bike due to motorist behaviour.
- Other countries have adopted a different approach to infrastructure. In some Scandinavian countries people (walkers and cyclists) are given priority and the car comes second.
- The rising cost of food and the expense of eating fresher food was seen as barrier to low income households.
- Methods of limiting the amount of fast food outlets near schools were debated. New powers for planning would be required and is currently being explored.
- BMI 25-30 was seen as a risk area that needs more attention.

### **Barnsley Local Information System**

Liz Pitt demonstrated how the new Local Information System can be used. It is available online now at:

[http://www.barnsley.gov.uk/bguk/Economic\\_Finance/Central%20Research%20Team/Local%20Information%20System](http://www.barnsley.gov.uk/bguk/Economic_Finance/Central%20Research%20Team/Local%20Information%20System)

It is a systematic approach to collating, analysing and presenting the following information:

- key facts (e.g. demographics)
- indicators (e.g. achievement of five or more GCSEs at grades A\* to C)
- profiles, and;
- research reports

The following points were made by attendees:

- Will public access be recorded?
- Is it easy to access?
- It was designed as an “invest to save “ resource as information requests were taking up time.
- Is it easy to find from search engines like google?

## Key points from Delivery Partnerships

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## Safer Communities:

### Contact:

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

- The One Barnsley Charter against Racism and Hate Crime has been signed off by the Mayor.
- Planning is going ahead for a Conference in September on Alcohol, and the effects it has on crime, anti-social behaviour and the Community.
- HMIC, the Police Inspectorate has asked to use Barnsley as a pilot for their PPO inspection criteria.
- Tension monitoring is becoming a new area of work for the Partnership in the National drive to fight extremism.

## Fit for the Future

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

- **Barnsley Walking Festival** Over 1500 Barnsley people took part in the walks as part of the fifth, annual **Fit for the Future** Barnsley Walking Festival. More than 20 guided walks were included in the 2008 festival with many being run by local groups and volunteers. Walks throughout the festival ranged from Mams and Prams around Locke Park to the Think Pink midnight walk run by [Barnsley Hospice](#). The festival included **Love Parks week** encouraging us all to get out and about in the many beautiful parks we have across Barnsley. Pete Hodgson Barnsley Walking Co-ordinator from [SportActiv in Barnsley](#) co-ordinated the festival and guided some of the walks. He is running a volunteer walk leader course throughout the year. For more details email [P.Hodgson@sportactiv.org.uk](mailto:P.Hodgson@sportactiv.org.uk)
- **URBACT II - Building Healthier Communities**
- Barnsley has been selected as one of 10 towns and cities participating in URBACT - a European programme which aims to foster the exchange of experience among European cities and to capitalise upon the knowledge on all issues related to building healthier communities. The key advantages of Barnsley's involvement in the programme include:
  1. Help to develop healthier communities through improved policy development and by integrating health priorities within other policy developments i.e. environmental and economic.
  2. Improved regional links and greater opportunity to influence funds for local health gains. Open up opportunities to share Barnsley's experience and to raise its profile within the European Commission.
  3. Learning from the experiences of other European cities. A local support group is being brought together to ensure recommendations work at a local level and lead to real changes for Barnsley. Barnsley is currently in phase one of two, with the submission of a next stage application form due in October 2008.

## Environment Partnership

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

- A presentation was made by DEFRA on behaviour associated with people's approach to carbon reduction. Distinct groups have different motivations and the next step is to analyse what the most effective ways are for motivating people to reduce their carbon

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footprint. A workshop was then held on LAA national indicator 186 total carbon reduction. Possible solutions was broken down into the following areas:

1. Transport
2. Domestic Use
3. Businesses

### **Cultural Consortium**

**Contact: Helen Ball @ [helenball@barnsley.gov.uk](mailto:helenball@barnsley.gov.uk) 01226 787 506)**

- The Cultural Consortium is due to meet again on the 31st July.
- The first draft of the new Cultural Statement will be completed this month and will be the focus of this meeting

### **Economic Forum**

**Contact: Mike Moir @ [mikmoir@barnsley.gov.uk](mailto:mikmoir@barnsley.gov.uk)**

### **Barnsley Town Centre Business Survey**

A Town Centre Survey of 106 businesses was commissioned from Barnsley and Rotherham Chamber.

Key results were:

- The number one concern had been the number of parking spaces.
- Footfall was the second biggest key factor.
- There are concerns over town centre marketing and promotion. Possible solutions put forward were the development of a shopping and leisure guide; a 'shop locally' campaign and a Town Centre website.
- Cleanliness was another major issue. They felt litter was a major problem, particularly from takeaways together with a lack of public litter bins. There was also uncertainty over when the market development would happen.
- Bite size training around customer care would be welcomed by the hospitality industry.

Positive results include:

- Good communication between shops.
- Footfall is generally good and the town centre was generally safe. The lighting and the atmosphere of the town hall was also praised.

### **Children and Young People's Strategic Partnership**

**Contact: Sue Hare @ [suehare@barnsley.gov.uk](mailto:suehare@barnsley.gov.uk) (01226 77 5634)**

- The draft APA has been submitted. It will show how continuous improvement can be made. This covers the 5 C&YPP outcomes; be healthy, stay safe, enjoy and achieve, make a positive contribution and economic wellbeing.
- For commissioning purposes the JSNA needs to be completed by November.
- A looked after children celebration event will be held on 1<sup>st</sup> July at Brooklands hotel. 84 young people and children are up for awards.

### **Equalities and Diversity Inclusion Partnership (EDIP)**

**Contact: Joe Micheli @ [joemicheli@barnsley.gov.uk](mailto:joemicheli@barnsley.gov.uk) (01226 77 4446)**

- Walk Talk is coming to Barnsley on 22<sup>nd</sup> July. London bomb survivor Gill Hicks and her team will be walking from Beeston to London to help raise awareness about communities

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from different back grounds getting on together. This fits with the Community Cohesion agenda that EDIP promotes.

## Partnership for Transport

Contact: Anne Beddoes @ [annebeddoes@barnsley.gov.uk](mailto:annebeddoes@barnsley.gov.uk)

- A map of key transport projects in the borough is being compiled to help assess where gaps are in terms of the neighbourhood/borough/city region Barnsley Transport vision.
- A successful “Re-uniting Health, Transport and Planning” event was held on 5<sup>th</sup> June. Expert Ben Cave gave a presentation on how the disciplines could be better integrated. Attendees felt that the time was right to embrace new ways of thinking and working to prevent obesity.

## 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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