

**Minutes –Unconfirmed**  
**The Central Area Partnership Board**  
**16<sup>th</sup> December 2010, 2.00 p.m.**  
**Education Centre, Junction Road, Norton, Stockton.**

**Chair:**

**Paul Thomas** (Tilery Residents Association)

**Members:**

Jim Beall (Vice Chair, SBC), Cllr Cockerill (SBC), Edna Brown (Over 50s Assembly), Neville Anderson (Trade Union Council), Cllr Mrs Fletcher (SBC), Alex Bain (Parkfield Residents Association), Gareth Rees (Thorpe Thewles Residents Association), Anne Howard (Primrose Hill Neighbourhood Watch), Jim Fenwick (Community Partnership),

\*Members are representing their nominating body.

**Advisors:**

Sarah Upex (SBC), Scott Lloyd (PCT), John Tierney (SBC), Karen Merrick (SBC), Di Simms (SBC), Stacey Woods (Voice Box)

**Observers:**

**Apologies**

Edna Chapman (St John's Living Well), Jill Anderson (ISA), Lesley Cannon (Job Centre Plus), Judith Turner (Stillington & Whitton), David Headland (Salvation Army), Mohammed Farook (BME Network), Marilyn Surtees (Elm Tree Community Centre, Tina Williams (Community Partnership), Corrina Eastwood (Norton Grange Residents Association), James Hadman (SRCGA), Kim Staff (SBC), Cllr Rix (SBC), Cllr Mrs Cains (SBC), Steve Thompson (Teesside University), Roy Parker (Durham Road Residents Association),

ITEM/ISSUE	ACTION
<p><b>1. Welcome and Apologies</b> The Chair welcomed everyone to the meeting.</p>	No
<p><b>2. Declarations of Interest</b> None</p>	No
<p><b>3. Minutes of the Meeting held on 25<sup>th</sup> November 2010.</b> The minutes were agreed. SU to make the changes to the section regarding redirection of savings.</p>	No
<p><b>4. Illicit Tobacco – FRESH Campaign</b> The Board were informed that there are a number of forms of illicit tobacco:</p> <ul style="list-style-type: none"> <li>- Smuggled – foreign brands</li> <li>- Bootleg – people bringing back from holidays</li> <li>- Counterfeit – fakes brought into the UK</li> </ul> <p>It was noted that illicit tobacco is an issue as it is sold to the community for ½ the price of normal tobacco and 64% of people could</p>	

DOI – Declaration of Interest

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<p>not afford to smoke without illicit tobacco. It funds other criminal activity, loss of revenue to the government, people get locked into addiction, affects small businesses, causes anti social behaviour at tobacco houses. One in Five smokers say they have bought illicit tobacco and one in three of these are in the 14-17 age range.</p> <p>The North of England Illicit Tobacco Programme is the first of its kind and is being looked at nationally and internationally.</p> <p>It was noted that the Board have a role to play in this subject by being vigilant, sharing intelligence and being aware of the effect in your communities.</p> <p>In June 2010 there was a FRESH Campaign and this is to be rolled out again February/March 2011. It was noted that the highest number of calls received in the 2010 Campaign were from Stockton.</p> <p>The following discussion took place:</p> <ul style="list-style-type: none"> <li>- Anne Howard questioned if the campaign included rolling tobacco? The Board were informed the Campaign does include rolling tobacco in terms of the market share of illicit tobacco.</li> <li>- Cllr Fletcher noted that she was pleased that the Campaign is not trying to tell people to stop smoking, it is important to get the distinction over to people that it is about criminal activity. Cllr Fletcher asked how many people were involved in Stockton as customers? Scott Lloyd noted that the regional figure is 1 in 5 smokers. The message is to get people, not just smokers, to report illicit tobacco to Crimestoppers. It was noted that younger people can get hooked into smoking through illicit tobacco.</li> <li>- It was noted by the Board that it is very difficult if you know people who are either purchasing illicit tobacco or selling it, to report them</li> <li>- Jim Beall noted that the counterfeit tobacco has all kinds of chemicals added and is very dangerous to smoke as you do not know what you are smoking.</li> <li>- Scott Lloyd informed the Board that the marketing has been tested. The messages in the poster are about bringing crime into the community</li> <li>- Karen Merrick questioned if anything had been done to target young people so that they know the negative effects? It was noted that a range of materials aimed at young people had been developed. Scott noted that Phase 2 of the FRESH Campaign was not designed as a young person programme as young people have their own version of Crimestoppers called Fearless. The Board highlighted that there was a gap in this material for a message to young people. It was requested that a</li> </ul>	<p>The Board suggested that young person friendly materials be</p>

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<p>young person friendly format is developed. It was suggested that the Central Area Youth Board 'Voice Box' look at this to help develop.</p> <ul style="list-style-type: none"> <li>- Cllr Cockerill noted that he did not think the campaign with photos on cigarette boxes had worked. Scott Lloyd noted that many different materials are used in Stockton. There is a new strategy being developed, which is more young people focussed as tobacco is a key element in risky behaviour and this is to be rolled out across secondary schools.</li> <li>- Anne Howard noted that when targeting young people, it should be sports orientated.</li> <li>- Alex Bain noted that it was good to see efforts were being made to engage with young people and to provide them with smoking prevention education. Alex asked what the intake of illicit tobacco is in the UK and how strict are Customs dealing with this? Scott noted that there are dedicated HMR Customs teams in the North East, with Middlesbrough being the base for Teesside. Scott noted that in terms of the success rates, he is currently awaiting figures.</li> <li>- Jim Beall noted that illicit tobacco should be a higher priority within Customs.</li> </ul> <p>Scott Lloyd  North Tees PCT  <u>Actions:</u>  Scott to contact John Tierney regarding young people developing young people friendly material for the Campaign.</p>	<p>produced with young people. Scott Lloyd to contact John Tierney</p>
<p><b>5. Update on Voice Box</b></p> <p>The Board were informed that Paul Thomas had attended the last meeting of the Central Area Youth Board as a guest visitor. Paul talked to the young people about his life and why and how he became involved in his community. The young people found this very informative and there was a good question and answer session, with the young people keen to attend future Central Area Board meetings. The young people have been working on submitting a bid as part of Stockton Borough Council Heritage bid, to look at the diverse history of Stockton. Are in the early stages of a project with the ARC/YMCA and Asylum support that will look at how young people can express themselves through the arts, which can be viewed on film, on how young people can have a voice. The young people have also looked at ways they could help other people and decided to hold a REFUTEA party to raise funds for young refugees.</p> <p>John noted that there are 20 young people who regularly attend the Voice Box meetings who are passionate and want to get involved. It was noted that the young people often have the same issues and concerns as adults. It was noted that the Voice Box have had guest speakers to meetings to consult and talk about other issues.</p> <p>The following discussion took place:</p>	

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<ul style="list-style-type: none"> <li>- Cllr Fletcher commented that she felt there was a gap between the Board and the Voice Box and disappointed that not getting feedback from each other and are missing getting young people’s perspectives on some of the issues that the Board are consulted on.</li> <li>- SU suggested sharing the Boards forward plan with John Tierney to get young people’s views on issues prior to meetings and John to feed in these views to the Board. SU to also send the forward plan out to the main Board, however SU noted that this would be a working document so would be in draft form. Jim Beall also noted that forward plan is a standard agenda item for each meeting, where Board members can have the opportunity to request an agenda item.</li> <li>- Gareth Rees asked how items are brought to the Voice Box. JT informed that often the young people decide what they want to discuss.</li> <li>- JT noted that young people and adults want the same thing and want to discuss the same issues. Stacy from the Voice Box was in attendance at the meeting and said she would take the comments back to Voice Box and will feed any further comments back to the Central Board. SU to now put feedback from the young people as a standard agenda item.</li> <li>- It was requested that Scott Lloyd attend a Voice Box meeting to discuss how effective materials they have are for young people. Jim Beall also noted that there is money available for projects on tobacco which does not seem to be being communicated.</li> </ul> <p>John Tierney  Stockton Borough Council</p> <p><u>Actions:</u>  SU to send JT the forward plan for the Central Board. SU to put feedback from young people as a standard agenda item.</p>	<p>SU to send JT the forward plan for the Central Board.</p> <p>SU to put feedback from young people as a standard agenda item.</p>
<p><b>6. Feedback from other Partnerships from Board Members</b>  Stockton Renaissance Partnership Board – Paul Thomas informed that Minimum Pricing, JSNA and CSR had been on the agenda at the meeting.</p>	<p>Noted</p>
<p><b>7. Any Other Business</b>  Cllr Fletcher requested that minimum pricing to a future agenda item for the Board. SU informed the Board that unfortunately Mary Cartwright has had to step down as a Board member. The Board passed on their best wishes to Mary.</p>	<p>SU to contact Emma Champley.</p>
<p><b>8. Date of Next Meeting</b>  The next meeting of the Central Area Partnership Board will be held on: Thursday 27<sup>th</sup> January 2011, 10am, Education Centre, Junction Road, Norton.</p>	<p>No</p>