

# JOBS AND BUSINESS PLAN 2014-2017

3 YEAR REVIEW

Digital Media Centre



**BARNSLEY**  
Metropolitan Borough Council

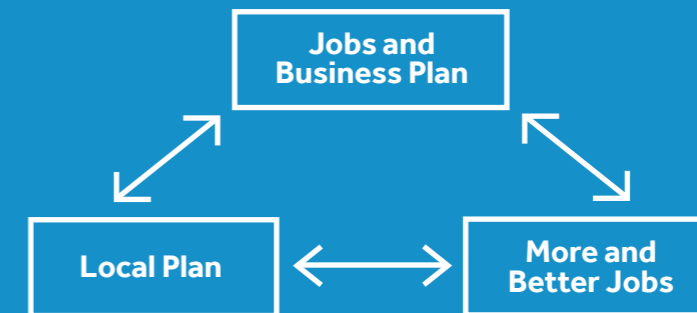


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## FOREWORD: DELIVERING THE JOBS AND BUSINESS PLAN

The Jobs and Business Plan was launched in 2014 and set out a series of measures to reshape the economy and close the jobs and business gap. It was a three year delivery plan which outlined a long term economic strategy for the borough that will evolve over time in response to changes in the economic and political landscape. This review looks back at progress over the past three years, and looks ahead to the significant opportunities presented by the Government's moves towards decentralisation, exemplified by the recent Sheffield City Region (SCR) devolution deal, and sets out the priorities for the next three year delivery horizon.

The Jobs and Business Plan forms part of an axis of three strategies which together help shape the direction of economic regeneration for the borough.



Together these strategies aim to remove barriers to BUSINESS GROWTH by creating more JOBS, stronger and more competitive BUSINESSES and an ambitious and skilled WORKFORCE. They are also supported by the Council's Housing and Transport Strategies which contribute towards economic growth through the provision of supportive infrastructure and the availability of the right mix of homes for Barnsley residents.

The role of the Jobs and Business Plan is to create the demand by creating the conditions for business investment through a series of large scale interventions focussed on infrastructure, town centres and business growth.

Three years on from the Jobs and Business Plan launch, we have moved firmly into implementation and are encouraged by the results as set out in this review. But we are a short way into a long term plan for economic growth and initial achievements must translate into long term benefits. We also need to ensure that the Jobs and Business Plan remains fit for purpose and that is why this review also sets out a refreshed set of priority projects for the period up to 2020.



Cllr Houghton

*Stephen Houghton*



Cllr Miller

*PR Miller*

# GROWTH PLAN PERFORMANCE & ECONOMIC SCORECARD

THEME	PROGRAMME	2014 / 15	2015 / 16	2016 / 17
INVEST IN INFRASTRUCTURE	Strategic Growth Clusters	On track or complete	On track or complete	On track or complete
	Stimulating Property Development	On track or complete	On track or complete	On track or complete
	Superfast South Yorkshire Connectivity	On track or complete	On track or complete	On track or complete
	Delivering Development - Goldthorpe School	In delivery / development	In delivery / development	In delivery / development
	Tourism Infrastructure	Not progressing / started	In delivery / development	In delivery / development
ATTRACTING INWARD INVESTMENT	Inward Investment Campaign	Not progressing / started	In delivery / development	On track or complete
	Inward Investment Team	Not progressing / started	On track or complete	On track or complete
	Barnsley local growth zones	Not progressing / started	Not progressing / started	Not progressing / started
	Barnsley Mobile Investment Fund	Not progressing / started	Not progressing / started	Not progressing / started
	Destination Management Plan	In delivery / development	In delivery / development	In delivery / development
TOWN CENTRE	Reshaped Marketplace Scheme	In delivery / development	In delivery / development	In delivery / development
	Expanded Public Spaces Programme	In delivery / development	On track or complete	
	Town Centre marketing and Events Campaign	In delivery / development	In delivery / development	On track or complete
	Developing the Gateways to Barnsley	Not progressing / started	Not progressing / started	On track or complete
	Oakwell Masterplan	In delivery / development	Not progressing / started	Not progressing / started
GROWING EXISTING BUSINESS	Enterprising Barnsley	On track or complete	On track or complete	On track or complete
	Providing the space for companies to grow	Not progressing / started	In delivery / development	In delivery / development
	Integrated business support website	Not progressing / started	Not progressing / started	On track or complete
	Improving Management Skills for Growing Companies	In delivery / development	In delivery / development	In delivery / development
	Celebrating Success	In delivery / development	On track or complete	On track or complete
HIGHER PRODUCTIVITY START UPS	Increasing volumes of start-up businesses based on innovation	In delivery / development	In delivery / development	In delivery / development
	Graduate Attraction Package*	Not progressing / started	Not progressing / started	Not progressing / started
	Franchise Hub		On track or complete	
	Community Start Up Support	In delivery / development	On track or complete	
	Retail Academy*	Not progressing / started	Not progressing / started	Not progressing / started

\*The concept of developing a retail academy in the town centre was not followed through due to the changing development scheme. However, a retail champion group was formed and support provided to retailers in the Arcade area of Barnsley.

## KEY

- On track or complete
- In delivery / development
- Not progressing / started
- Behind schedule

## OUTPUTS

As a direct result of Growth Plan Activity (up to June 2016)

- 568 Companies assisted
- 318 Businesses created
- 1889 Jobs created
- 294 Jobs safeguarded
- £16.2m GVA
- £488k of businesses rates generated
- 655,840 Sq Ft of floorspace filled with occupiers
- 230,000 Sq Ft of new floorspace created
- 991,500 visitors attracted to new / improved venues.
- For every £1 of JBP £ spend, £3.5 of external funding was levered into the programme.

## ECONOMIC SCORE CARD

### JOBS GAP



	BASELINE	CURRENT	VARIANCE
BARNSELEY	81,000	87,000	+6,000
YORKSHIRE AND HUMBERSIDE	29,000	29,000	0
UK	35,000	37,000	+2,000

6,000 new (total) jobs have been created, equivalent to a 7.4% increase, which is greater than the increases recorded at both a regional (3.3%) and national level (5.6%). Despite this increase, the gap that existed between Barnsley and comparable regional and national levels have been insufficient to close the gap, resulting in the gap to national levels increasing by an additional 2,000 and standing at 37,000 jobs.

### BUSINESS GAP



	BASELINE	CURRENT	VARIANCE
BARNSELEY	5,045	5,770	+655
YORKSHIRE AND HUMBERSIDE	1,600	1,920	+320
UK	2,900	3,280	+380

655 new businesses have been created, equivalent to a 14.4% increase, which is greater than the increases recorded at both a regional (14.3%) and national level (13.4%). Despite this increase, the gap that existed between Barnsley and comparable regional and national levels have been insufficient to close the gap, resulting in the gap to national levels increasing by an additional 380 and standing at 3,280 jobs.

- **Business are surviving for longer;** - Barnsley has a higher one, two, three and five year survival rate for businesses born in 2013, 2012, 2011 and 2009, compared to national and regional survival rates.
- **More Businesses;** 14.4% increase in the local business base. – continual growth over the last three years.
- **More Jobs;** 7.4% increase in the number of total jobs in the economy - highest level over the past 14 years! – representing 2 years of year on year growth!
- **More employment opportunities;** 8.5% increase in the number of residents in employment.
- **Greater levels of Entrepreneurial activity;** 33.3% increase in the number of self-employed residents.
- **Better Skills;** 10.5% increase in the number of higher skilled residents.
- **Reduction on public welfare:** 35.9% decrease in unemployment.



## CHANGING CONTEXT

The political and economic landscape has altered significantly since the publication of the 2014 – 2017 Jobs and Business Plan. From Brexit to Devolution the Government's ambition to reduce public expenditure, rebalance public finances, whilst passing power down from Whitehall to City Regions still remains.

The challenge going forward is to ensure that Barnsley builds on the direction set through the first phase of the Jobs and Business Plan and by using the Sheffield City Region (SCR) devolution deal, ensure Barnsley is equipped with appropriate resources to close the economic performance gap.

The devolution deal gives SCR £1.3 billion to spend over the next 30 years. The deal offers new powers and funding to the SCR LEP to accelerate the delivery of its Strategic Economic Plan by improving infrastructure, transport, skills, housing and investing in other drivers of business growth.

### Partnerships

The economic partnership landscape continues to be strengthened in Barnsley through the close working partnerships with Sheffield City Region (SCR) and Leeds City Region (LCR) partners.

Through membership of both the LCR Business Innovation and Growth Panel and Sheffield City Regions Growth Hub, Barnsley has the opportunity to shape and integrate key projects and programmes to support growing businesses in the region, including measures to increase the number of companies exporting, boost innovation, attract a greater share of inward investment to the City Region, and provide coherent business support and funding to smaller firms.

Both SCR and LCR share the Government's commitment to putting in place strong, stable, accountable and transparent decision making which is an essential precursor to the devolution of resources. This means a strong, high performing private sector-led LEP underpinned by a Combined Authority. Barnsley is a member of the SCR Combined Authority and our involvement in this City Region will be entrenched further through the pending devolution deal with Government. This is likely to see Barnsley having greater involvement in SCR and less involvement in LCR over the coming years.

### Governance

The Jobs and Business Plan Programme Board was established to oversee the delivery of the plan. This board also takes guidance from the Barnsley Economic Partnership (BEP) which was formed in 2013, bringing together high level individuals from the public and private sectors with the appropriate skills and experience to help scrutinise and challenge the delivery of the Jobs and Business Plan.

The partnership is working to help rebalance the economy, stimulating private sector job growth through enterprise, business growth and inward investment

#### BEP's current focus is on the following areas:-

- Barnsley Town Centre
- The Visitor Economy
- Business Growth
- More Better Jobs

### Funding

SCR agreed its £325m Growth Deal with Government in July 2014. This unlocks a number of key initiatives in the City Region, which form a central part of the Jobs and Business Plan.

The Growth Plan sets out the SCR's plans to transform the local economy over the next decade. At the heart of the plan is the creation of 70,000 new private sector jobs and 6,000 new businesses.

#### Since its completion in March 2014, the Growth Plan has achieved the following:

- In July 2014 the LEP secured £320 million 'Growth Deal' from Government to start to deliver some parts of the plan
- In December 2014 the City Region achieved a 'Devolution Deal' to give it more influence over its funding from Government
- In January 2015 the LEP secured 'Growth Deal 2' which will mean a further £30 million
- In June 2015 the City Region agreed its updated Assurance Framework

# JOBS AND BUSINESS PLAN PROGRESS REPORT

## SUMMARY

The Jobs and Business Plan launched in 2014, set out a framework that sought to deliver a number of key projects which would set Barnsley on the path to closing the jobs and business gap within a generation.

The strategy has five key programme areas (Attracting Inward Investment, Investing in Infrastructure, Improving the Town Centre, Growing Existing Businesses and Higher Value Start-Ups), within these 25 key projects were originally identified. This review reports on overall progress against these programmes.

Throughout the implementation of the Jobs and Business Plan, projects that have been commissioned will have tangible and lasting economic impacts. The number of (total) jobs in the economy has risen by 7.8%, helping to ensure that there are more job opportunities now compared to the last 14 years. Subsequently employment levels have increased by 8.5%. Whilst unemployment has fallen dramatically by 35.9%, helping to ensure that

there are now more residents in employment than what there has been over the past 12 years.

Further progress can be seen as the business base has continued to increase by 14.3%, with such growth being driven by a rapid increase (33.3%) in self-employment rates and the fact that newly formed businesses are now surviving for longer.

Productivity rates in the borough have generally increased, however the rate of productivity increases in the borough has been constrained by the quantity of lower skilled jobs that have been created. This is the focus of the Jobs and Business Plan's sister strategy – The More and Better Jobs Strategy, which sets the focus towards the creation of more and better jobs.

## KEY HEADLINES

- ➔ **Invest in Infrastructure** - Property Investment Fund (PIF) is a package of support which is in place to help address market failure and encourage speculative development in key strategic employment sites.
- ➔ **Town Centre** – a clear strategy for the regeneration of the town centre is being implemented and significant progress has been made in the demolition of redundant buildings, the development of a temporary market building and the commencement of the refurbishment of the Metropolitan Centre
- ➔ **Inward Investment** – an inward investment team has been established to co-ordinate the Barnsley Offer to potential inward investors and indigenous businesses looking to expand. Investment into the borough is increasing and is now at its highest level for eight years.
- ➔ **Grow Existing Businesses** – the award winning Enterprising Barnsley programme of business support has continued to deliver significant private sector job growth and remains a key product in delivering future economic growth in Barnsley
- ➔ **Launchpad** – significant progress has been made in delivering a universal business start-up programme, the establishment of the Sheffield City Region Launchpad helps to ensure a unified approach to start-up provision across the region.



## STEP 1: INVEST IN INFRASTRUCTURE

**Universal Components** - £30 million expansion and relocation of the business into a 165,000 sq ft PIF unit.

### Property Investment Fund (PIF)

Significant progress has been made with the completion of three units at Gateway 36 (totalling 65,000 sqft) in January 2016. Ongoing marketing with the retained property agent has generated a number of quality enquiries. With one of the units currently under offer and at legal(s), further tenants are expected throughout the remainder of 2016/17.

Further PIF activity at Ashroyd Business Park has helped to develop a 165,000 sqft unit, which has been successful in attracting the Indian owned Universal Components company into the borough, helping to create over 100 new jobs into the local economy.

Work has continued in supporting Ackroyd & Abbott in their SCR European Structural and Investment Funds (ESIF) application to help develop the remaining Enterprise Zone land at Ashroyd Business Park. A full application was submitted in March 2016 and if successful will help to fund a 43,000 sqft scheme of smaller units up to 6,000 sqft at Ashroyd Business Park.

### Strategic Business Parks

Working in parallel with the emerging Local Plan, at Junction 36 of the M1, over £17M of funding from Sheffield City Region Investment Fund (SCRIF) has been secured, which over the next 10 years will help to deliver essential strategic infrastructure to unlock up to 101 hectares (ha) of new employment land in order to help close the long term jobs gap.

A highways infrastructure tender has been awarded in 2016, which has led to a 72 week programme of highways infrastructure on the site commencing in summer 16.

At Junction 37 of the M1, a business case has been submitted to SCR for additional SCRIF funding, which will help to develop over 43 ha of land and create over 3500 jobs. A full business case is due to be submitted in line with the Local Plan adoption timescales in 2017.

### Delivering Development

The new 300 place Goldthorpe Primary School and 26 place nursery has now opened replacing the existing stone built Victorian school building at the junction of High Street and Doncaster Road in Goldthorpe. The new school is now providing a modern teaching environment and was built on a much larger footprint, expanding the outdoor play space and ensuring the school has the capacity to expand in future years if the housing provision increases as anticipated. The relocation of the school is a key element of the Goldthorpe Master Plan, providing a key gateway for the town and increased footfall to the high street.

### Superfast Connectivity

Significant investment and progress has been made in helping to ensure that Barnsley has the right high quality infrastructure to encourage innovation and help the next generation of business to flourish. Led by Barnsley, South Yorkshire authorities signed a £20m contract with BT in 2015 to deliver superfast connectivity across the area. To date the Superfast Broadband team has helped to enable four cabinets in Barnsley, helping to ensure that 418 premises are connected. Work continues to help ensure that an additional 52 cabinets are enabled by the end of 2016 and 178 fibre structures, including 32 ultrafast fibre structures are enabled by 2018. To help encourage innovation the Superfast South Yorkshire team delivered a successful £1.051million connection voucher scheme, issuing over 740 in South Yorkshire, including 98 in Barnsley, helping businesses to upgrade to a better service.

### Investing in Tourism Infrastructure

The overall aim of the project was to invest in the physical assets and services of the museums to increase inward investment in the visitor economy, increase the creation of new jobs whilst making services and attractions self-sustaining. The key areas that are being considered for investment, include a Development Plan for Elsecar; the restoration of the listed park and garden at Cannon Hall; a new function room, café space and holiday cottages at Cannon Hall; Worsbrough Mill Cookery School and investment into the Dearne Valley through the Dearne Valley Landscape Partnership.





## STEP 2: ATTRACTING INWARD INVESTMENT

### Inward Investment Team

Providing a dedicated inward investment team to enable proactive searching for key investments was a key priority of the plan. The small team was established in 2015 and now works alongside SCR and LCR developing a complementary inward investment approach, maximising the benefits of a regional approach whilst growing Barnsley's own brand and marketing potential. Developments have been made to develop a more comprehensive understanding of the local supply chain, keeping up to date on investor perceptions and relations which have helped identify where there is potential for growth and investment.

### Inward Investment Campaign

Led by the new inward investment team, this proactive approach has led to a dramatic increase in the numbers of successful inward investments evidenced by land and property enquiry levels being at an eight year high and Inward Investment at a seven year high. As of September 2016 the team has handled over 200 inward investment enquiries, creating over 125 jobs and ensuring that over £21.5 million of private sector investment has been secured into the local economy. The attraction of the borough as a viable destination for business has also been enhanced, by the borough being ranked within the top 20 destinations outside London in the UK for Foreign Direct Investment (FDI).

### Barnsley Local Growth Zones

The Jobs and Business Plan proposed the introduction of a number of Local Growth Zones across the borough which would benefit from enhanced support and business rate incentives. Due to impending changes in the way local government business rates are handled, this project has not currently been progressed; however the council's powers have been used to provide favourable terms where possible to prospective investors, to secure them on specific sites. It is proposed to relook at this as part of the next iteration of the plan in order to identify which of the Local Plan's proposed new allocations may be suitable for enhanced rate relief.

### Barnsley Mobile Investment Fund (MIF)

Another incentive to attract investors was the proposed Mobile Investment Fund (MIF) which could provide a financial offer to companies looking to make capital investments as part of their move to Barnsley. The emergence of the Business Investment Fund (BIF) at SCR and Barnsley's ability to continue to benefit from LCR's Business Growth Fund (BGF) has meant there was no requirement to duplicate the offer. Barnsley has significantly benefitted from the BGF (helping to secure over £1.9M, which has been essential in helping to deliver £12.4M of private sector investment) and, following the closer integration into SCR as part of the Devolution Deal, Barnsley will continue to utilise SCR products as a source of capital investment.

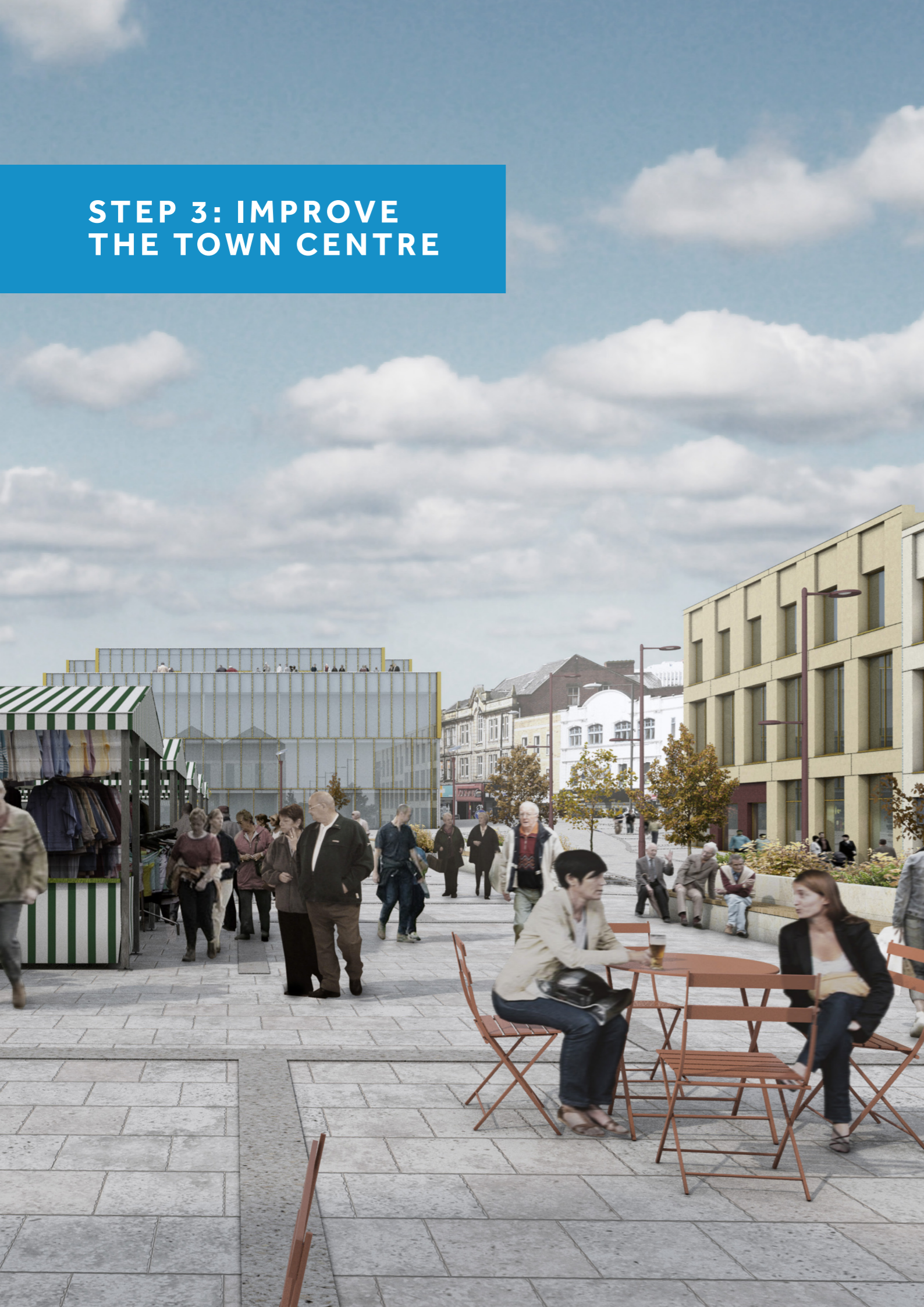
### Destination Management Plan

In order to improve Barnsley's image as a place to visit a marketing plan and a series of events were created to local and external visitors. This was developed in partnership with the private sector to make sure all parts of the visitor economy were considered.

The impact of the support delivered by the Visitor Economy Sub Group and Visitor Economy Forum has resulted in a 16% increase in visitor figures (2015/16), this equates to an estimated impact of £21.44m to the local economy.



## STEP 3: IMPROVE THE TOWN CENTRE



### Reshaped marketplace scheme

Significant progress has been made in redeveloping the central shopping area. The Better Barnsley re-development will see a completely new retail and leisure offer to meet the expectations of today's customers. Alongside a new markets offer, the scheme will deliver approximately 35,000 sq. m. of retail and leisure space including shops, cinema, family entertainment centre, cafes and restaurants, as well as a library and public square. The project is being led by the council's £50m investment which has helped to de-risk to the scheme for potential private investors who will be secured as part of the development management contract with Queensberry Real Estate and Turner and Townsend. Site clearance works have commenced and the first new surface car park was opened in March 2016 along with the temporary May Day Green Market that will facilitate the refurbishment of the existing market.

### Extended public spaces programme

The Urban Centre Infrastructure (UCI) project is now complete which has seen the town centre benefit from new pavements of natural York stone and granite along with new street lighting and new street furniture. Roads have also been resurfaced with improved crossing facilities provided. This has provided a great uplift to streets throughout the town and has resulted in investment by existing and new business in these areas.

### Developing the Gateways to Barnsley

Linked to the emerging Town Plan, Arups have been commissioned to conduct a high level development appraisal on three key gateway sites around the town centre. This work will aim to complete the Better Barnsley development by securing further investment on these surrounding sites and will form part of the next iteration of the Jobs and Business Plan. As part of this study the Transport Interchange and connectivity to the new Better Barnsley development through Peel Square has been identified as an area of focus along with the area around the Civic to support the growing independent retail and food offer in the area.

### Oakwell Masterplan

The council and Barnsley Football Club jointly commissioned IBI Taylor Young in 2015 to relook at the potential for an Oakwell Masterplan. Although the initial work was completed, it was jointly decided not to progress the work to the next stage. However, the area continues to have significant potential and the council and the football club will remain in contact on future potential opportunities.







**Enterprising Barnsley – Driving Growth Local Government Chronicle (LGC), award winners 2016**

## STEP 4: GROW EXISTING BUSINESSES

### Enterprising Barnsley

Through the Enterprising Barnsley programme Barnsley Council developed an award winning business support service which was evidenced by winning the prestigious national Local Government Chronicle (LGC) award for Driving Growth. It is a key priority of the plan to build on the excellent progress and reputation of Enterprising Barnsley, through sharing best practise with SCR partners and helping to develop the Growth Hub concept. The ability of the Enterprising Barnsley team to help businesses access associated complementary business growth funding from both Leeds and Sheffield City Region, has been essential in helping companies to accelerate their rate of growth. Over 30 companies have benefited from this support, helping to secure over £3M in successful grant applications, resulting in over £18.3M of private sector investment and 375 new jobs secured into the borough.

Working collaboratively with the Growth Hub team we hope to eradicate the post code lottery of business support which currently exists across SCR, replicating the excellent results delivered by the Enterprising Barnsley programme which has supported over 500 Barnsley-based businesses, created 340 new businesses and over 1500 new jobs.

### Providing the space for companies to grow

Following a change in the management of the Digital Media Centre (DMC) just over 12 months ago, significant strides have been made to improve the offer at this flagship business centre. Occupancy at the DMC has grown from 55% to 83%, with 60 new start-up businesses supported through the centre. £190k of external funding has been accessed by the Centre Manager to deliver additional business support services. Alongside this a dedicated Business Development Manager is now located at the DMC supporting businesses with their growth strategies and The Launchpad team have been housed at the DMC to provide an onsite business start-up service. The next step is to improve the offer to all businesses in our centres, so they always get a streamlined service from their centre management team on all aspects of their tenancy and service charge.

### Improving management skills for growth companies

Through the Enterprising Barnsley Business Coaching Framework we have been able to assist Barnsley companies to improve and develop their management and leadership skills. It is well known that better managed organisations tend to earn more profits and grow faster, this was clearly evident through the support and guidance provided through the Enterprising Barnsley Programme.

Even though the Enterprising Barnsley leadership support has now ended, the Enterprising Barnsley team have continued to provide management support through the LCR Skills Service. This scheme supports small and medium-sized businesses based in the Leeds City Region to prosper with support and funding for training. The project has helped Barnsley businesses address skills gaps by providing staff with the training that has enabled them to develop and grow.

### Integrated business support website

The new Enterprising Barnsley website [www.enterprisingbarnsley.co.uk](http://www.enterprisingbarnsley.co.uk) was launched recently to promote a range of services to key target audiences. The website includes sections for individuals looking to start a business, local companies looking to grow their businesses and potential inward investors.

Details on the services available are readily accessible via user friendly drop down menus and further information is provided on the borough, as well as an overview of our business centres and a link to a commercial property database.

Case studies and testimonials are included from companies that have received support, adding credibility and confidence that Enterprising Barnsley provides a highly valued service. Sheffield City Region's support areas and logos are highlighted to ensure we provide a coordinated offer across the region.

### Celebrating success

Working in partnership with the Chamber of Commerce and the Barnsley Chronicle, Barnsley Council has contributed and supported the development of the annual business awards. This has raised the profile of the Barnsley business community, celebrating the contribution of local entrepreneurs and companies.

Barnsley Council has also been celebrating its relationship with local businesses by winning the prestigious Local Government Chronicle award for Driving Growth. The award highlighted the impact of the council's actions towards business growth and how Enterprising Barnsley was responding to the needs of local business.



Digital Media Centre – Occupancy has increased from 55% - 83% in 12 months

## STEP 5: ENCOURAGE HIGHER PRODUCTIVITY START UPS

### Increasing volumes of start-up businesses based on innovation

The £67,000 Government Equalities Office (GEO) Women and Broadband Challenge accelerate programme based at the DMC, helped female digital entrepreneurs and potential entrepreneurs across South Yorkshire to develop their digital skills to build or develop their ecommerce businesses. Alongside this, £50,000 was secured from the Yorkshire and the Humber Academic Health Science Network to bring together creative and digital businesses and key personnel from healthcare organisations across to develop innovative digital health solutions.

### Graduate attraction package

This project identified the need to utilise Barnsley's assets, such as the connectivity to Leeds and Sheffield along with the DMC, to attract graduate talent to the borough to start a business. The objective of attracting talent and upskilling the existing workforce, is a feature of More and Better Jobs Strategy. The concept of developing a graduate attraction package has been supported via SCR's RISE initiative, which aims to increase graduate employment in small and medium sized enterprises. Such support has been promoted via Enterprising Barnsley's engagement to help enable business benefit from high skilled graduates in the region. Barnsley Council are developing a graduate internship programme, as part of our pathways to success model.

### Franchise Hub

A review of the number of franchisees and franchise territories in Yorkshire was undertaken. Such research identified that there were up to 400 franchisors available. A pilot programme of workshops and seminars, focussing on both franchisees and prospective franchisors was delivered at the Barnsley Business and Innovation Centre (BBIC) to help to promote franchising. Franchising was delivered at the BBIC to help to promote franchising.

### Community Start-Up Support

This project was delivered as part of the Enterprising Barnsley programme but has now been superseded by the £600,000, three year new business start-up programme delivered through the SCR Growth Hub called The Launchpad. The service offers bespoke packages of support, including a dedicated business advisor, a bank of associates to assist in specific topics and a range of workshops, training and networking events for pre-start and start up business up to two years old.

### Retail Academy

The concept of developing a retail academy in the town centre was not followed through due to the changing development scheme. However, a retail champion group was formed with representatives from nine businesses and the council, to work together with the overall aim of improving vitality and viability of the Arcade. To help support traders individual business support was offered by a way of group workshops around issues such as social media, marketing and selling, to improve the trading prospects of individual businesses.

# TOP PRIORITIES FOR THE JOBS AND BUSINESS PLAN 2017-20

Official ground breaking ceremony for the Major Road Infrastructure works scheme at Junction 36

## Invest in Infrastructure

### ✓ Strategic Growth Clusters

Led by the Local Plan, work will continue to facilitate the development of over 300+ ha of new employment land to meet future demand and help to address the generational shift needed in the number of jobs and businesses in Barnsley. As per the growth areas within the Sheffield City Region Strategic Economic Plan (SEP), the focus of this work will be Junction 36 and 37 of the M1, with work to improve the highways capacity at Birdwell due for completion in 2017.

### ✓ Stimulating Property Development

Stimulating Property Development – building on the success of the Property Investment Fund, this work will continue in order to stimulate commercial development on Barnsley’s remaining existing employment allocations. In line with the spatial focus of the strategic growth clusters, it is envisaged that work will prioritise sites close to Junction 36 and 37 of the M1, including Gladman Park, Capitol Park, Ashroyd Business Park and the site owned by the Homes and Communities Agency at Hoyland.

### ✓ Superfast Connectivity

Led by Barnsley, Superfast South Yorkshire is a partnership between the four South Yorkshire local authorities, which will aim to deliver up to 99% coverage of superfast broadband coverage by 2018. This work will begin to pick up pace from 2017 onwards as upgrades in the Barnsley area begin, along with improvements to connectivity across major business parks and Enterprise Zones which will see ultrafast broadband made available.

### ✓ Addressing Infrastructure Constraints

In order to deliver the levels of employment land development and business growth Barnsley requires, a holistic approach to infrastructure is required. In line with Sheffield City Region’s Integrated Infrastructure Plan (SCRIIP), work will take place to identify key infrastructure constraints which could hold back future growth, including road and power capacity as well as public transport improvements. These will again align with the existing spatial priority areas at Junction 36 and 37 of the M1 along with the town centre.

### ✓ Strategic Transport Connections

To achieve the levels of business growth the borough requires a generational shift in the number of jobs needed, a strategic but ambitious approach to delivering key transport improvements is required. Working with Sheffield City Region and Transport for the North, work will focus on exploiting the opportunities that the proposed HS2 rail link will provide, along with how transport links between the A1 and M1 can be improved in light of Government plans for enhanced Trans-Pennine connectivity.

## Improve the Town Centre

### ✓ Better Barnsley

Following a commitment in the Jobs and Business Plan to introduce a new town centre development scheme, the Better Barnsley project is now underway and is due for completion in 2019. The priority over the next two to three years will be to work alongside the council’s appointed development manager, Queensberry Real Estate, to secure occupiers for the new retail and leisure scheme and identify a mix of public and private sector investment including the expanded public realm programme identified in the Jobs and Business Plan.

### ✓ Town Centre Plan

Because it is recognised that the Better Barnsley scheme in isolation will not create an improved town centre offer, a town centre plan is currently being developed which will capture and deliver a range of complimentary activity to support the physical development taking place over the next few years. This includes improving the night time economy, addressing anti-social behaviour and an enhanced markets offer. It also includes the proposed marketing and events campaign and town centre gateway site developments.

### ✓ Marketing and Events Campaign

As proposed in the Jobs and Business Plan, a marketing and events plan is currently being developed with communications partners appointed jointly with the council’s development manager, Queensberry Real Estate. The plan will capture current activity in the town centre and aim to supplement that with events and marketing to ensure that all partners are sending the same positive key messages out about the town centre during the development phase.

### ✓ Business Improvement District

Although the Council and its delivery partners are committed to creating a better town centre offer, moving forward it will be important that town centre businesses share in the responsibility of leading and delivering a Better Barnsley. As the redevelopment progresses, the Council will consult with town centre businesses on the interest in forming a Business Improvement District (BID).

### ✓ Town Centre Gateway Sites

Work is underway through Arups to identify development constraints and future uses for specific gateway sites which could be brought forward for complementary uses to help generate additional footfall within the town centre.





## TOP PRIORITIES FOR THE JOBS AND BUSINESS PLAN 2017-20

MOBA UK – expansion into a 13,000 sqft unit at Goldthorpe

### Growing and Attracting Businesses

#### ✓ Inward Investment Campaign

The Jobs and Business Plan proposed that a campaign to promote Barnsley and attract investment would be launched in line with the delivery timescales for the Strategic Growth Clusters project. As work is now underway, it is proposed to begin to increase activity to promote investment opportunities within the borough, working with partners at Sheffield City Region's Inward Investment team.

#### ✓ Incubation and Business Centres

The Jobs and Business Plan made a commitment to ensure that new and growing companies have access to workspace suited to their needs. The council has begun the process of bringing together three business centres, led by the flagship Digital Media Centre, to provide a comprehensive offer with in-house support. They will form the base for the delivery of the new Launchpad start-up offer.

#### ✓ Local Growth Zones

In line with proposals in the Jobs and Business Plan and following adoption of the Local Plan, the council will seek to allocate sites which can benefit from enhanced business rate incentives to create an offer that differentiates the borough from regional competitors.

#### ✓ Launchpad

A key part of the Sheffield City Region Growth Hub is universal support for people wanting to start their own business. Led by the council's Enterprising Barnsley team, a new City Region wide support programme, called Launchpad, will aim to provide intensive workshop and 1-1 assistance across not only Barnsley but also Doncaster, Rotherham and Sheffield.

#### ✓ Enterprising Barnsley

The need to engage with and support growing companies within Barnsley will continue to form a key part in creating new jobs. The award winning Enterprising Barnsley initiative will continue to provide dedicated support by working in collaboration with the emerging Sheffield City Region Growth Hub, which will help to enhance support for accessing finance, sourcing skilled workforce along with trade and export.



# CONTACT US

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