

A vibrant place by day...

We've got exciting plans for our town centre. Some improvements have already been completed, more are in progress and new work will start soon. Together, these developments will help us to create a vibrant town centre that offers something for everyone.

Thriving business hub

- Creating greater opportunities for networking and collaboration between businesses.
- Supporting new start-ups with training, information and improved premises – to diversify the town's business community.
- Providing skills and training to help independent town centre businesses grow.
- Encouraging people to spend locally & targeted marketing to improve loyalty.
- Improving information for estate agents and potential investors in the town.

Day-out destination

- Staging more varied and diverse events to bring more visitors to the town centre.
- Promoting major attractions, from The Civic to Experience Barnsley, and other new leisure venues.
- Coordinating marketing efforts to promote the whole town centre and its attractions in a consistent and effective way.
- Introducing improved leisure facilities through the Better Barnsley development.
- Use of mobile technology to share real time information on promotion and events.

Bustling market

- Our famous market is the centrepiece of the Better Barnsley project – making it more appealing and welcoming to everyone.
- Attracting more traders with targeted support, training and business initiatives.
- Raising standards of customer service to enhance the quality of the shopping experience.
- Introducing wifi for greater connectivity, enabling traders to sell products and accept payments online.

Great night out

- Enriching the mix of theatres, cinema, dining and entertainment in the town centre.
- Promoting family friendly casual dining, entertainment and leisure activities to boost the early evening economy.
- Providing a diverse range of easily accessible venues to cater for a diverse range of tastes and preferences.
- Working to achieve 'purple flag' accreditation for excellence in night-time entertainment, diversity and safety.

The town centre in numbers

£100m

INVESTMENT IN
BETTER BARNSLEY

331,000

PEOPLE LIVE
IN BARNSLEY

4.5m

PEOPLE USE TRANSPORT
INTERCHANGE ANNUALLY

£129m

COMPLETED DEVELOPMENTS
SINCE 2008

£1.4bn

CURRENT SPEND BY
RESIDENTS IN BARNSLEY

£59m

POTENTIAL INCREASE
SPENDING IN TOWN



GENERAL TREND TOWARDS INCREASED
TOWN CENTRE LIVING.

Well connected and accessible with a quality residential offer

- Exploring residential property sites to create new communities within the town.
- Developing good-quality car parking facilities to serve the revitalised town centre.
- Improving walking routes and public spaces connecting the Better Barnsley development with the rest of the town.
- Enabling easy access for people with disabilities, along with better public transport.

Safe and welcoming

- Creating an attractive, open, welcoming town centre environment for everyone.
- Enhancing infrastructure and public spaces to prevent crime and promote visitor safety.
- Improving the appearance of gateways and thoroughfares into the town centre.
- Greater coordination and support between police and night-time services.

Entertainment, shopping and leisure

- The £100m Better Barnsley project is regenerating the town centre.
- Refurbishing the famous Barnsley market to make it an even bigger attraction.
- Adding 275,000 Sq.ft. of new shops and restaurants to improve the range and quality of retail and dining options.
- Creating a new multiplex cinema in the town centre.



Barnsley town centre is changing. The Better Barnsley project is at the heart of this transformation, creating new shops, restaurants, a cinema and a revitalised market – but our plans go much further than that. We want to make Barnsley to a vibrant, appealing, safe and welcoming place for everyone. A place where people from all over the region want to spend time, by day and night, where people of all ages want to live and work, and where businesses and entrepreneurs want to invest. A town we can all be proud of.

Realising new opportunities

We’ve got big plans for Barnsley – and many projects are already under way. Our extensive research has identified important opportunities for the town, which could boost the Barnsley economy by significantly increasing visitor numbers and spending.

Here are some of the opportunities we’ve identified:

- Market testing has indicated strong support for residential uses across development sites in the town centre, across a range of different types of living reflecting a general trend towards increased town centre living.
- There is scope to increase non-grocery spending by £59m. The biggest opportunity is in clothing and footwear – with £30m of spending potential. Large new modern retail units will help to attract bigger retailers.
- Improving the mix of retail and leisure amenities will attract more people from further afield, making Barnsley a ‘day-out’ destination.
- Enhancing the restaurant, café and bar choices will help Barnsley to become a more appealing place for an evening out. We have identified the potential to increase food and drink spending by £13m.
- There is great potential to encourage more town centre workers to use the town’s shops and amenities, both during the day and after work. We can do this by creating a safe, attractive, thriving retail and leisure environment.
- With more than 8900 students attending colleges in the town, there’s an opportunity to engage 16-25 year olds with relevant leisure and entertainment amenities. We can also improve employment prospects through apprenticeships, work experience and entrepreneurial support.
- Providing more diverse events will help to attract new visitors to the town centre, who will also benefit from the improved shopping, leisure and entertainment opportunities.

Culture seekers

Our cultural attractions host millions of visitors every year, who come to be entertained and inspired at venues such as the Experience Barnsley Museum, The Civic and The Lamproom theatres and the Cooper Art Gallery. Prominent town centre events and public art installations bring even more people into the town.

Well educated

Barnsley is well served with excellent Further and Higher Education centres, including a new £16m, 1,000-place sixth form college. These colleges bring thousands of aspiring young people into the town every day.

Well connected

With central bus and train stations, as well as direct access to the motorway, Barnsley is easily accessible and well connected. More than 4.5 million people pass through our transport interchange each year.

Beautiful public spaces

Many parts of the town have benefited from new natural York stone pavements, street lighting and benches which, together with the town hall gardens, provide pleasant places to relax and recharge.

Business hub

High-quality office accommodation has been developed in Westgate and Gateway plazas, while the Digital Media Centre provides a well-connected base for creative and digital businesses. Enterprising Barnsley is based here, offering support and inspiration for new and fledgling businesses.

Building on our strengths

People feel passionately about Barnsley. As we transform our town centre for the future, we want to build on its strengths and unique character; reinforcing the good things we have – and making them even better.

Better Barnsley

The £100m Better Barnsley regeneration project will create:

- A fully refurbished market.
- 30,5000m² of new shops and restaurants.
- A multiplex cinema.
- A new public space for events.

Happy shoppers

Barnsley is the main shopping destination for 41% of people living in its catchment area. The town offers a unique shopping experience, with a high proportion of independent shops, cafes and restaurants, giving the town a distinct character that sets it apart from the average UK high street. This is typified by the revamped Victorian Arcade, which offers an eclectic mix of high-quality shops and eateries.

Vibrant market

There has been a market in Barnsley since 1249. Today, it remains a major attraction and the reason many people visit the town. Its 300 stalls offer a vast range of merchandise and fresh produce. The whole market is being expanded and refurbished under the Better Barnsley scheme.

Our plans
for your town.