

Finalising the Barnsley Economic Strategy

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Context

- Growing Barnsley's Economy approved by Cabinet June 2012
- Funding for the Economic Plan approved by Cabinet October 2012
- Barnsley Economic Partnership to oversee delivery September 2013
- Some major priority projects underway e.g. business parks, Enterprising Barnsley, Dearne Valley
- Appointment of Head Of Regeneration – Sept 2013
- We have our 6 economic priorities

.....however

- Need to translate into final published strategy with input from partners
- Use the Corporate Performance Framework to inform how we are performing through annual Economic Monitoring Framework (EMF)
- Many of the projects in programme only in outline form and require partner input
- Need to review economic strategy funding profile with stronger focus on direct job and business creation
- Need to fully align Regeneration service to delivery priorities
- Need to align with Area Councils and potential for commissioned projects

Economic Priorities

- Develop a vibrant Town Centre
- Create the conditions for economic growth and greater prosperity
- Prioritise the economic renewal of Goldthorpe and the wider Dearne area
- To create more jobs and businesses through appropriate provision of business, enterprise and employment programmes
- To reduce worklessness amongst those currently unemployed and to increase skills levels of our current and future workforce
- To significantly strengthen our visitor economy by further developing our key cultural assets and events

What needs to happen?

1. Quarterly update the Economic Review and establish a long term EMF
2. Establish a robust programme management structure
3. Undertake a comprehensive review of less established work areas
4. Put in place a programme governance model linked to BEP
5. Write the final strategy in a form which is more outwardly focussed, particular towards the private sector
6. Re-profile economic strategy funding budget

1. Update the Economic Review

- Build on Local Economic Assessment (LEA) e.g. Barnsley Independent Economic Review
- Use existing available data sets (e.g. Local Futures) but build a new Barnsley relevant EMF Feed in work by SHU and SU

2. Establish a robust programme management structure

- Cluster existing multiple themes into programme areas aligned to the 6 priorities.
- Each programme will have specific projects
- P2 to be used consistently for each programme and project

3. Undertake a comprehensive review of less well developed work areas

- Papers prepared to interrogate activity (but quick!) – Retail (across all centres), Town Centre (physical), Marketing, Business Finance, Business Support, Talent Attraction/Retention, Worklessness (inc. apprenticeships), Skills
- Mix of internal and external authors for these review papers.
- Each agreed project identified in the reviews should then have a PID and clear ROI for each project
- Intention is to run in parallel with work already underway i.e. the show must go on!

4. Put in place a programme governance model linked to BEP

- BEP to provide overall strategy leadership for the economic strategy
- Economic Strategy Programme Board to manage the 'portfolio' and provide an officer group to support the BEP
- Boards for the programme areas managed by Team Leaders – can utilise existing groups e.g. Work and Skills Board

4. Put in place a programme governance model linked to Barnsley Enterprise Partnership

- BEP to provide overall strategy leadership for the economic strategy
- Economic Strategy Programme Board to manage the 'portfolio'.
- Boards for the programme areas managed by Team Leaders
- Need to link in with Area Councils to identify 'efficiencies' and potential to 'intensify' deliver of relevant projects.

5. Write the final strategy in an accessible form

- Published PR friendly version which includes delivery matrix

6. Re-profile economic strategy funding budget

- Current funding envelope matches existing project matrix – will be reprofiled.

Next Steps

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| 1. Economic Review completed | 1 st November |
| 2. Draft Work Area Audits | 1 st December |
| 3. Draft Strategy proposals to ESPB | January 2014 |
| 4. Draft Strategy proposals to BEP | January 2014 |
| 5. Final Strategy | February 2014 |