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MEETING:	Overview and Scrutiny Committee - Growing Barnsley Workstream
DATE:	Tuesday 27 June 2023
TIME:	2.00 pm
VENUE:	Council Chamber, Barnsley Town Hall

SUPPLEMENTARY AGENDA

- 5 Inclusive Economy Strategy Presentation (*Pages 3 - 12*)

To: Chair and Members of Overview and Scrutiny Committee:-

Councillors Ennis OBE (Chair), Barnard, Bellamy, Booker, Bowler, Bowser, Christmas, Clarke, Crisp, Denton, Eastwood, Fielding, Green, Hayward, Hunt, Lodge, Markham, McCarthy, Mitchell, Moore, Morrell, Moyes, Murray, O'Donoghue, Osborne, Peace, Pickering, Risebury, Sheard, Smith, Tattersall, Webster, A. Wray and N. Wright together with co-opted Members and Statutory Co-opted Member (Parent Governor Representative)

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Sarah Norman, Chief Executive

Wendy Popplewell, Executive Director, Core Services

Rob Winter, Head of Internal Audit and Risk Management

Michael Potter, Service Director, Business Improvement, HR and Communications

Sukdave Ghuman, Service Director, Law and Governance

Press

The logo for Barnsley 2030 is centered in the upper half of the page. It features the word "Barnsley" in a yellow, sans-serif font above a large, stylized "2030" in a dark blue font. The numbers "20" and "30" are stacked vertically. The entire logo is set against a dark blue background that is covered in a dense pattern of colorful confetti, including small dots and streamers in shades of yellow, pink, green, and orange.

Barnsley

20
30

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The Place of Possibilities:

Developing an Inclusive Growth Strategy & Action Plan
for the Borough

OVERVIEW AND SCRUTINY TASK AND FINISH GROUP (INCLUSIVE ECONOMY) REPORT RECOMMENDATIONS

1: Review the membership of the IEB to strengthen the 'voices' on the IEB and include the 'lived experience' of residents, young people, the voluntary sector and transport sector

2: Consult the OSC in the development of the Barnsley Inclusive Economy Strategy / overarching Growth strategy

3: Ensure urban development incorporates the needs of all Barnsley villages as well as Town Centre and to Principal Towns.

4: Work to ensure a diverse offer in the Town Centre to include retail, hospitality, health and wellbeing, learning and the cultural offer, and address void properties

5: Ensure access to good quality careers advice for all

6: Work to improve the public perception of jobs in logistics and manufacturing in Barnsley, a number of anchor institutions are large businesses involving manufacturing and logistics.

7: Expand communications activity to promote and celebrate the work of the IEB, Enterprising Barnsley and the support provided to local business and build on the comms to ensure opportunities reach all Barnsley communities.

What does 'levelling up' mean for Barnsley?



Department for Levelling Up,
Housing & Communities

Government levelling up missions:

Learning
Barnsley

Education: 'Significant' increase in **standards** of reading, writing and maths & poorest performing areas improve by a third

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Growing
Barnsley

Income: Close the **pay**, employment rate and productivity gap

Healthy
Barnsley

Health: Improve **heathy life expectancy** by 5 years in UK and close the gap

Sustainable
Barnsley

Transport: Local **public transport** 'significantly' closer to London standard

Levelling Up for Barnsley: what we want

Learning Barnsley



Five year olds achieving expected standard in literacy

Barnsley: 70.8%
Yorks & Humber: 71.1%
England: 73.4%
Richmond upon Thames: 82.3%

- Aim high and achieve potential
- 'Good' and 'outstanding'
- At school every day

- No-one in poverty
- More & better businesses & jobs
- Good pay, people valued

Growing Barnsley



The median weekly pay for people in Barnsley is **£563.90**

This is compared to:
Yorks & Humber: **£579.10**
England: **£642.00**
South Cams: **£748.40**

Source: NOMIS – December 2022

Healthy Barnsley



Males in Barnsley are likely to live **55.9 years** in good health.

This is compared to:
Yorks & Humber: **61.1 years**
England: **63.1 years**
Rutland: **74.7 years**

Source: Public Health England 2018-20

- Live in good health
- Increase income
- Active & independent older lives

- Public transport as realistic choice
- Safe walking & cycling
- Better & faster connections

Sustainable Barnsley



Identifiable Expenditure on Transport per Capita

Barnsley: **£300**
Yorks & Humber: **£457**
UK: **£658**
London: **£1,212**

Source: Dept for Transport and Statistica.com 2021/22

ONE INCLUSIVE ECONOMY STRATEGY

Barnsley
20
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**Barnsley – the place
of possibilities.**

- 1. To create an environment across the borough that enables enterprise to flourish and businesses to grow through business support, access to talent, high-quality workspace, networks, innovation and investment / access to finance.**
- 2. Create more and better jobs for Barnsley residents**
- 3. Ensure residents of all ages have the pathways and connectivity they need to access employment and learning opportunities for a fulfilling life**
- 4. Develop thriving sustainable urban centres and economies across the borough with good employment & housing – in our town centre, principal towns and local centres**
- 5. Tackling poverty through positive action; Supporting everyone to be economically active and make a contribution**

Barnsley's emerging Inclusive Economy Strategy

Vision

Everyone can live a good life in Barnsley
 – through **lifelong learning**, doing **meaningful work** and **staying healthy**.

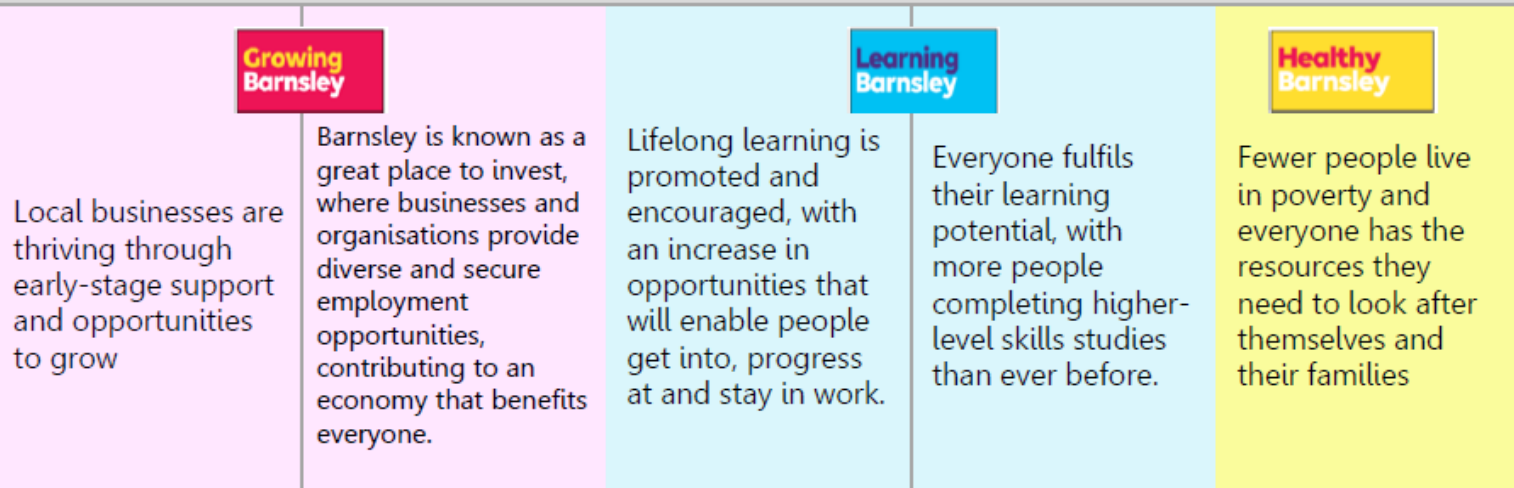
Barnsley is a **great place to grow**;
 a place where our businesses and institutions commit to giving something back to its people and to **sustaining the environment** for future generations

Leadership

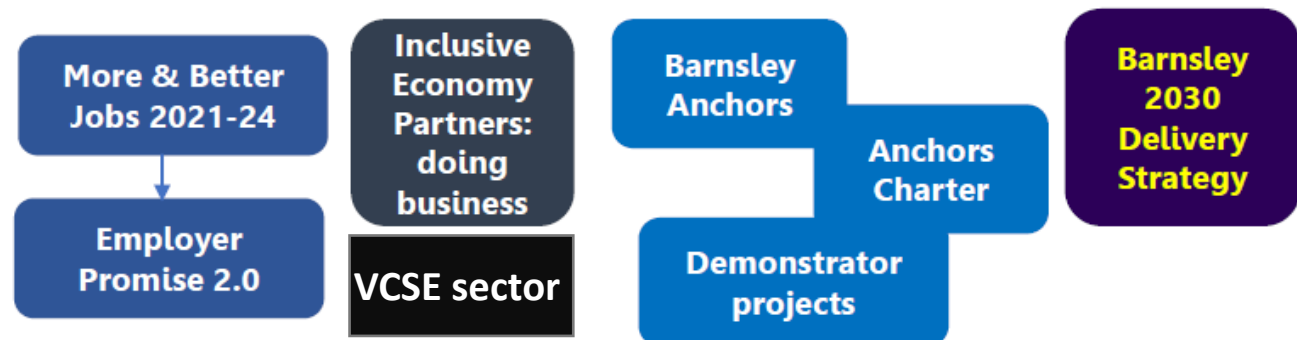
The Inclusive Economy Board is committed to developing and sustaining an inclusive economy across Barnsley. The Board will work directly through its partnerships and organisations to oversee its *ambitious goals* for Barnsley in 2030

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Goals



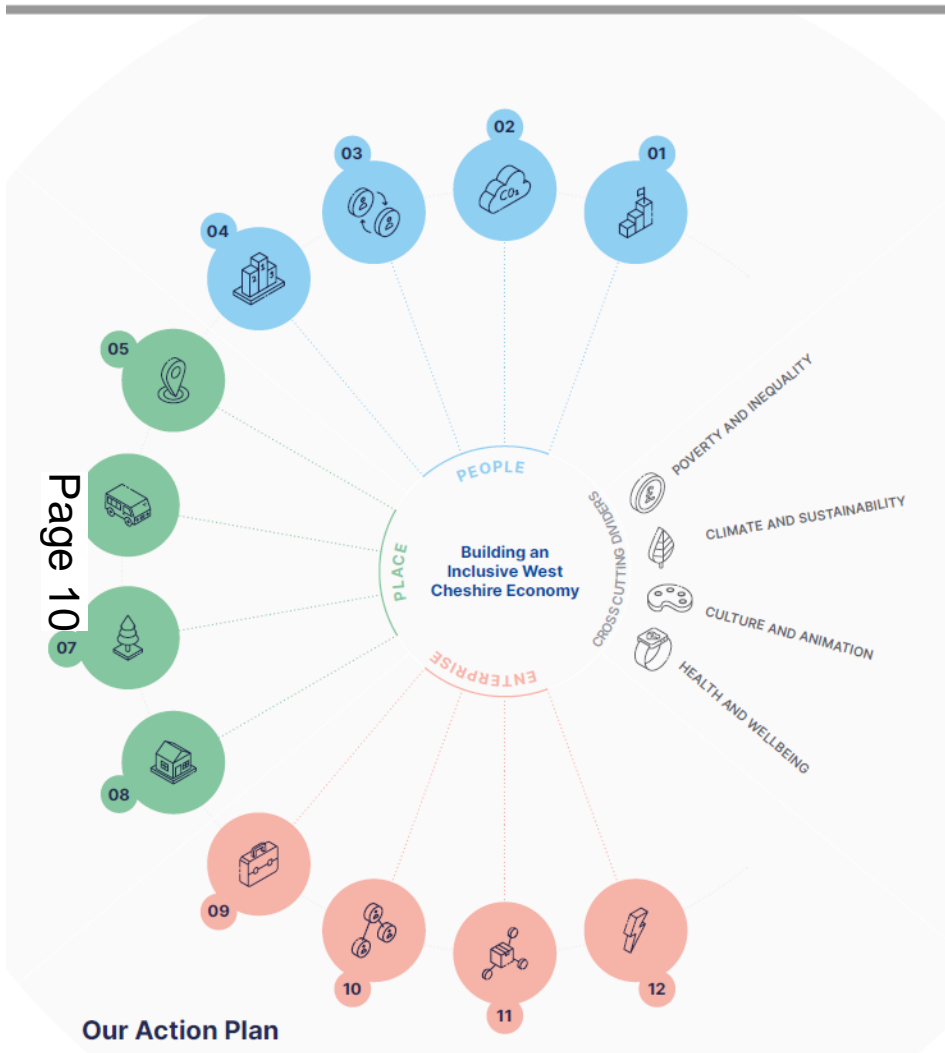
Collaborative delivery



Strategy : A proposed process (completed end FY 23-24)

- ✓ **Define** Inclusive Economy for Barnsley
- ✓ **Position** Inclusive Economy within Barnsley **2030 vision and ambitious goals**
- ✓ Build a **profile** of our economy and the key challenges so the strategy can be insight-led through **Barnsley Index of Deprivation**
- ✓ Identify our key **opportunities** and **ambitions**; plug strategic **gaps** (e.g. Business support ecosystem)
- ✓ **Draft outline high-level strategy** to bring together key existing Barnsley strategies (Local Plan, Place-Based Investment Plan, More & Better Jobs, Housing strategy, Health and Wellbeing strategy, CYP Plan, Climate Change strategy) aligned to other SY strategies
- ✓ **Map, Engage and involve** our key stakeholders to get to final strategy
- ✓ **Bring together** B2030 partners to collaborate on delivery plan:
 - More and Better Jobs Employer Promise & Employer partnerships
 - Anchor Institution Network and Charter
 - Good Business Alliance with Chamber of Commerce

AN EXAMPLE



People

01. Implement skills escalators that bring businesses and education providers together to develop joined up skills and career pathways for our key sectors and to promote local opportunity.

02. Increase green skills and jobs to help more people to upskill and access green jobs that support green business opportunities in our transition to a net zero economy.

03. Expand digital inclusion, ensuring access for all through enhancing digital connectivity, infrastructure, equipment, and skills.

04. Nurture youth aspiration in our targeted communities to be aware of local career opportunities, providing greater information and inspiration.

Place

05. Build stronger communities through targeted regeneration efforts that improve the quality and sustainability of our urban and rural communities and deliver for our most deprived neighbourhoods.

06. Improve transport access to job opportunities with increased public and active travel links, increasing connectivity to break down key barriers that our communities face.

07. Support sustainable food and agriculture, and increase natural capital, through land management that enhances viability, cuts carbon emissions, increases flood resilience, access to local food and greenspace.

08. Create a long-term plan for housing retrofit that works in partnership to decarbonise our housing stock to help tackle the climate emergency and reduce fuel poverty.

Enterprise

09. Promote good employment and business best practice and other anchor institutions and their supply chains, including paying the real living wage, supports health and wellbeing of workers, developing inclusive recruitment practices and drives innovation and productivity aligned to decarbonisation, and drives innovation, decarbonisation, and productivity.

10. Establish an Anchor Network of the key public and private institutions, service providers and employers that hold power to transform the inclusivity of our Borough.

11. Strengthen local supply chains and social value to capture greater social value from Council procurement and other anchor institution supply chains.

12. Provide start-up and social enterprise support that supports more enterprises to start, survive, and develop, including social and community enterprises and alternative business models.



Questions and discussion

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