

Public Document Pack

MEETING:	Overview and Scrutiny Committee - Growing Barnsley Workstream
DATE:	Tuesday, 29 June 2021
TIME:	2.00 pm
VENUE:	The Assembly Room - The Civic

REGISTER TO ATTEND

Please note that in order to ensure that the meeting complies with current Covid-19 restrictions and public health advice, members of the public must pre-register if they wish to attend the meeting in person.

Anyone who wishes to attend should email governance@barnsley.gov.uk , no later than 10.00 am on Monday 28 June 2021.

AGENDA

Growing Barnsley Workstream

Councillors Bowler, Coates, Ennis OBE, Felton, Fielding, Lodge, Markham, McCarthy, Noble, Osborne, Pickering and Sumner.

Administrative and Governance Issues for the Committee

1 Apologies for Absence - Parent Governor Representatives

To receive apologies for absence in accordance with Regulation 7 (6) of the Parent Governor Representatives (England) Regulations 2001.

2 Declarations of Pecuniary and Non-Pecuniary Interest

To invite Members of the Committee to make any declarations of pecuniary and non-pecuniary interest in connection with the items on this agenda.

3 Minutes of the Previous Meeting *(Pages 3 - 10)*

To note the minutes of the previous meeting of the Committee held on 1st June – Sustainable Barnsley Workstream (Item 3 attached).

Overview and Scrutiny Issues for the Committee

4 Economic Recovery of the Borough *(Pages 11 - 74)*

To receive a report of the Executive Director Core Services and the Executive Director Place in relation to the Economic Recovery of the Borough (Item 4a attached), including the Economic Renewal Action Plan (Item 4b attached), Barnsley Prioritised Recovery Plan (Item 4c attached), and Additional Restrictions Grants (Item 4d attached)

Enquiries to Jane Murphy, Scrutiny Officer

Email scrutiny@barnsley.gov.uk

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

Councillors Ennis OBE (Chair), Bowler, Bowser, Cain, Clarke, Coates, K. Dyson, Felton, Fielding, Frost, Gollick, Green, Hand-Davis, Hayward, D. Higginbottom, Kitching, Lodge, Lowe-Flello, Markham, McCarthy, Mitchell, Newing, Noble, Osborne, Pickering, Richardson, Risebury, Smith, Stowe, Sumner, Tattersall, Wilson, Wraith MBE and Wray together with Statutory Co-opted Member Ms. G Carter (Parent Governor Representative)

Electronic Copies Circulated for Information

Sarah Norman, Chief Executive

Shokat Lal, Executive Director Core Services

Rob Winter, Head of Internal Audit and Risk Management

Michael Potter, Service Director, Business Improvement and Communications

Martin McCarthy, Service Director, Governance, Members and Business Support
Press

Witnesses

Item 4 (2pm):-

Matt Gladstone, Executive Director, Place, BMBC

Kathy McArdle, Service Director, Regeneration & Culture, Place, BMBC

Paul Clifford, Head of Economic Development, Place, BMBC

Martin Beasley, Enterprising Barnsley Group Leader, Economic Development,
Place, BMBC

Cllr Tim Cheetham, Cabinet Spokesperson, Regeneration & Culture

MEETING:	Overview and Scrutiny Committee - Sustainable Barnsley Workstream
DATE:	Tuesday, 1 June 2021
TIME:	2.00 pm
VENUE:	Assembly Hall - Barnsley Civic

MINUTES

Present

Councillors Ennis OBE (Chair), Cain, Coates, K. Dyson, Fielding, Frost, Gollick, Green, Hayward, D. Higginbottom, Lodge, Lowe-Flelo, Markham, McCarthy, Noble, Pickering, Richardson, Stowe, Tattersall, Wraith MBE and Wray

1 Apologies for Absence - Parent Governor Representatives

No apologies/Apologies for absence were received from xx in accordance with Regulation 7(6) of the Parent Governor Representatives (England) Regulations 2001.

2 Declarations of Pecuniary and Non-Pecuniary Interest

Councillor McCarthy declared a non-pecuniary interest in Minute 20 'Barnsley Transport Strategy' in view of her being the Cabinet Support Member for Place (Environment and Transportation).

3 Minutes of the Previous Meeting

The minutes of the meeting held on the 27th April, 2021 were received.

4 Barnsley Transport Strategy

The Chair (Councillor Ennis OBE) welcomed everyone to this the first meeting of the Sustainable Barnsley Workstream of the Overview and Scrutiny Committee and which was also the first held back in a public building with members meeting face to face.

Members were then invited to consider a joint report of the Executive Director Core Services and the Executive Director Place on the proposed Transport Strategy for Barnsley which sought a way forward for the borough to address transport related issues, focusing on key concerns and how the Council could make the most of potential funding opportunities.

The report indicated that the existing Transport Strategy (2014-2033) did not correlate with the information and objectives of the Sheffield City Region Transport Strategy or the Zero 40/45 agenda and the revised draft strategy, a copy of which was attached to the report, sought to address these issues as well as reflecting the Sheffield City Region Bus Review, the Active Travel agenda, the Rail Vision and the Local Plan. This was in line with government guidance and best practice in relation to reviewing and future proofing a transport strategy.

The following witnesses were welcomed to the meeting:

Councillor Lamb – Cabinet Spokesperson for Place (Environment and Transportation)

Matt Gladstone – Executive Director Place

Kathy McArdle – Service Director Regeneration and Culture

Tracey Brewer – Head of Transport, Economic Regeneration and Culture

In the ensuing discussion, and in response to detailed questioning and challenge, the following matters were highlighted:

- Matt Gladstone referred to the key drivers for making changes to the existing transport provision and to the barriers encountered. These had been articulated in the draft Transport Strategy and were set within the regional and national context including, but not exclusively:
 - The reduction in bus patronage which, following a bus review undertaken across the Sheffield City Region was making a case with Government for additional investment
 - The sustainability agenda – the development of electric vehicles, the push for active travel (in this context reference was made to the Trans Pennine Trail), and proposals to enhance active travel opportunities
 - The Rail Vision which had been undertaken and which highlighted issues within the Dearne and the proposed development of the Dearne Valley Parkway
 - Stabilising the transport infrastructure and arrangements on the back of the Covid pandemic with government subsidies going into the bus and light rail networks which was likely to be removed
 - The development of the road network to key employment sites and growth areas
 - The aim to encourage people to adopt a more sustainable means of transport going forward
- Members suggested that the decline in patronage was a long-standing issue but was exacerbated by an extremely poor service in many parts of the borough. Councillor Lamb commented that bus services in Barnsley and indeed across the region were woefully inadequate. There was a need for a significant investment in revenue in order to ensure that bus services were frequent, affordable, comfortable and ran when people needed them to run. This would then hopefully see a turn round in declining patronage, however, compared to places like London where £7 was spent on public transport per head of the population, only £1 was spent in Yorkshire. How issues like this could be addressed would be difficult and Barnsley could not do this alone and at the very least there would have to be a South Yorkshire initiative and possibly even regionally. He commented, however, that whilst the Government had announced a review of bus services, the finance likely to be allocated to any proposals was minimal and was unlikely, therefore, to solve the longer-term transport problems of the area
- Tracey Brewer commented that the review of bus services being undertaken by the Sheffield City Region was to look at ticketing and what a quality bus corridor looked like. A whole range of schemes and priorities was being examined in order to continue to receive funding and there may well be the development of enhanced partnerships and/or a franchise model. A key element would be to decide what quality actually looked like and, of course

pricing was also key. Arising out of this, there was a discussion of what members felt should comprise a quality bus service. Particular reference was made, amongst other things, to punctuality, regularity, reliability and affordability. In other words, a service that met the needs of all residents including children, families, the disabled and those with special needs. It was felt that the draft strategy might perhaps be enhanced to address such issues. The consultation to be undertaken should also enable people's needs and requirements for all transport options to be identified

- In relation to active travel, reference was made to the improvements being examined for both cyclists and walkers. Tracey Brewer stated that her Team was currently working with highway network colleagues, however, at the moment many roads did not lend themselves to being able to be used for a dedicated lane for cyclists. Additional off-road cycling options were being examined and the Transforming the Cities Fund and the Active Travel Fund was hopefully going to be used to develop both off road and on road cycling schemes. It was the intention to improve pedestrian crossings and, where space allowed, to develop shared use footway/cycleways and on road cycling where this was safe to do so, but also acknowledging the potential air quality issues particularly within Town Centres may not be conducive to cycling. During her time with the Authority (just over a year) the emphasis had been on off road cycling and encouraging more people to cycle. She also reported that the Worsbrough area was an area for one of the next pipeline schemes utilising finance from the Community Renewal Fund. Councillor Lamb stated that as far as he was concerned, wherever there were new road developments there needed to be very clear provision for cycling and walking and indeed all active travel options
- Kathy McArdle commented that one of the key issues that the Strategy was trying to address was the lack of connectivity between Principal Towns with the current 'hub and spoke' approach and the intra connectivity between the different districts, villages and towns of the borough. This was likely to be addressed by the adoption of multi modal travel. In addition, bus frequency needed to be addressed and there were plans to improve the bus infrastructure so that it was more comfortable to wait and for real time information to be provided of when busses could be expected
- Tracey Brewer commented on the potential use of rural/community busses particularly for low usage areas. Members were reminded of the current arrangement for tendered services via the SYPTTE and the commercial nature of other services. With the introduction of an enhanced partnership arrangement the Council would have more influence on how and when busses were provided, and this was considered a key element of the strategy
- It was noted that studies were currently being undertaken into possible future developments and the results of these would be fed into the bus review which would then hopefully enable funding to be secured for those proposals. Tracey Brewer then commented on the current position with regard to the development of the Transport Strategy and the consultation that was being (and would be) undertaken
- A very 'high level' survey had been undertaken in relation to the active travel proposals (this had proved difficult in view of the inability to meet face to face), however, so far no further consultation had been undertaken as this was a draft document which, once finalised, would then be submitted for wider consultation. With regard to the economic sustainability of the proposed

changes, it was reported that bids for funding were being submitted to various bodies and organisations including the DfT although some finance had been obtained from the Transforming the Cities Fund for active travel proposals. The cost of tickets and affordability issues for passengers would be examined as part of the ongoing bus review

- It was noted that no specific contribution was made by bus companies to fund the roads infrastructure unless specific damage was caused
- Matt Gladstone briefly commented on the economic viability of the road network. He stated that the Government was currently contributing capital resources (electric busses for South Yorkshire etc.) rather than revenue and the primary focus at the moment was on active travel. Engagement was also progressing on a 'co-production' model with cycle forums. The Government was suggesting that for the provision of additional finance an enhanced partnership or franchise arrangement should be introduced. This would have implications for all parties and would require significant investment in bus networks. The challenge was, therefore, where would this funding would come from
- Information was provided about a study being undertaken by Mott McDonald into the primary network around the principal towns, local centres and on where attention should be focused if money could be made available. Efforts were being made to enhance the network and a £50m bid was being submitted to the Levelling Up Fund from the City Region. There were, however, some very difficult decisions to be made about where investment was to be made on the network
- Tracey Brewer commented on the very little influence the Council had over the provision of services and she noted the frustration that this caused, however the enhanced partnership or franchise approach suggested would give the opportunity to have a say into what services were provided. This would, however, probably come at a 'cost' and this was currently unknown. The bus review had been issued at the beginning of the year which in association with the Sheffield City Region would require the Council to sign up to and commit to an enhanced partnership. She briefly commented on the timescales and procedures that would be required to be undertaken for this to be implemented
- In response to specific questions, information was provided about the way in which funding via the Sheffield City Region was allocated. It was specifically noted that there was no funding formula for the provision of services to villages or towns. Funding was allocated per capita on a borough wide basis, the only difference being in relation to active travel funding. Councillor Lamb then referred to the pot of money available via the PTE for tendered services often in rural locations
- There was a discussion of the consultation process to be undertaken and of the need for members to assist in the consultation process and to engage as many people and diverse a population as possible in that dialogue
- Reference was made to the potential future funding arrangements and to the difficulties likely to be encountered. The Authority had connections with various organisations and Councillor Lamb was a member of the Scrutiny Committee for Transport for the North so had sight of the projects that were receiving funding and, for example, the funding for the Dearne Valley Parkway was coming via Transport for the North. For a small Team, compared to other authorities, the Transportation Team was very successful in obtaining external funding and it was pleasing to note that additional human resources were to

be added to that Team in the very near future. This was particularly important when projects were very much reliant on the submission of complex bids. The funding referred to was, of course, largely capital and this did not contribute to the running of bus services particularly at unsociable hours and this was a particularly challenging issue. Matt Gladstone commented that all funding for transport was now largely coming via the City Region and the Leaders of all the constituent authorities were united in their desire to see greater investment in busses and funding was being pursued via the Transport Levelling Up Fund but, as highlighted previously, this was capital funding and not revenue

- With the enhanced Partnership Model, the local authority would have to work closely with the bus operators to examine how additional investment could be obtained and there would be a role in improving the road infrastructure to assist smooth bus operations. For the authority to become involved in ticketing and pricing there would probably need to be a franchising model in place
- In response to specific questioning, reference was made to the Section 106 monies, to the way this was obtained, to the rules and regulations regarding its use and to the potential for using it to fund sustainable travel. Tracey Brewer commented on the work that was ongoing to try to ensure that, were possible, such funding could be utilised and she gave examples of the type of options that could be considered. In addition, the Supplementary Planning Document was being amended to reflect these changes in approach. Kathy McArdle then outlined the role of the Panel which determined where Section 106 money was to be used. In addition, the Place Directorate was examining all Section 106 agreements to see where the money was 'tied' and the see how the best use could be made of those resources in a more strategic way. Members would be kept updated and informed of this work
- Reference was made to Park and Ride Schemes and to the difficulties encountered in their implementation. The PTE were potentially looking at a scheme for Penistone as a possible option because of the rail enhancement work there. The difficulty for park and ride schemes was having sufficient traffic volumes to make them financially viable
- Reference was made to the role and work of the Barnsley Cycle Forum. It was noted that this was not intended to be a closed forum, but numbers had to be kept to manageable levels. It had been established so that the voices of cyclists could be heard and was chaired by the Chief Executive with Matt Gladstone in attendance. The Forum had come up with several suggestions and these had been taken up by the Highways Team for further examination
- With regard to shared surfaces/pathways, engineers were working within the MCA standards to ensure that schemes brought forward were compliant
- Councillor Lamb asked Members those members with concerns about specific services to contact him direct so that issues could be raised directly with the Stagecoach Operations Director
- Reference was made to the decision made by Transport for the North to abandon proposals for Smart Ticketing and to the rationale for this decision. It was noted that there had been no common agreement between operators. There had, however, been a remarkable shift towards contactless payments. Further infrastructure improvements were being make to payment systems and the four South Yorkshire Leaders had agreed for further incentives to be introduced for younger people, but difficulties were being encountered and discussions were progressing

- There was a discussion of the potential implications of franchising. Within South Yorkshire the enhanced Partnership option was being pursued in the first instance as the preferred option but there would also be an examination of what franchising might look like but there would have to be an examination of the potential impact this would have on South Yorkshire. If the enhanced Partnership arrangement was introduced there could be a further examination of Smart Ticketing on the basis that the authority would have more control and influence
- In response to suggestions, Tracey Brewer commented that she would be contacting the Young Mayor and the Youth Council to elicit their views about young peoples needs for transport for the future. Councillor Lamb commented on the statistical evidence that suggested that young people and those in their 20's were choosing not to purchase vehicles. There was a need, therefore, to involve these residents in any consultation going forward
- Arising out of the above Kathy McArdle briefly commented on the involvement of the Youth Council in the development of strategies, to education and training, on the involvement with schools to develop active travel plans as well as encouraging parents to adopt active travel lifestyles
- Reference was made to the importance of ensuring that the transport strategy dovetailed with strategies with cross boarder neighbouring authorities. Councillor Lamb gave a brief update on discussions that were progressing between the various leaders and Mayors particularly with regard to West Yorkshire
- The model of the Barnsley/Sheffield Enhanced Partnership was being worked on at the moment but it was understood that this would place matters more on a statutory footing rather than the current voluntary partnership arrangement. There would be enhanced support from the City Region if this arrangement was adopted and a decision on this was anticipated by mid-June. The government was agreeing to provide additional funding provided that there was a commitment to an enhanced partnership model. This was likely to give rise to a commitment to various standards and infrastructure improvements, car parking and matched investment in things such as electric vehicles. Work was still progressing to gain an understanding of the full implications of entering into such an agreement. It was not yet clear, however, what controls the authority would have over pricing of tickets etc. Zero emission vehicle bids being submitted and it was thought there would need to be a 40% contribution to matched funding but whether this would all come from the City Region was unclear. Stagecoach were, however, working with the authority to pull the bid together and they too would be required to give a commitment to financial contributions
- In response to specific questioning, Tracey Brewer commented on the work of her Team over the last 15 months and to the ways in which funding avenues had been explored specifically to fund infrastructure improvements for cyclists. She made particular reference to the conditions that were often attached to successful funding bids. There was, however, tremendous excitement at what was being proposed particularly in relation to the development of the strategy and the pipeline of schemes proposed. There was a long way to go to catch up with other authorities, but she was confident that this could be achieved given the vision and commitment now demonstrated
- Reference was made to the success of the Trans Pennine Trail and to the fact that Barnsley had some tremendous leisure cycling opportunities. What was

needed, however, was the development of radial routes to connect the villages to the Town Centres. This was something that Councillor Lamb was passionate about and was keen to see developed

- It was suggested that further consultation be held with ‘normal’ and ‘would be’ cyclists so that their concerns at potential barriers to cycling more could be broken down.

The Chair, in conclusion, commented that the future plans faced many challenges. Officers were aware of the challenges and because money was limited it was important to make future plans and projects as sustainable as possible.

RESOLVED:

- (i) That Councillor Lamb (the Cabinet Spokesperson for Place (Environment and Transportation)), Matt Gladstone (Executive Director Place), Kathy McArdle (Service Director, Regeneration and Culture) and Tracey Brewer (Head of Transport, Economic Regeneration and Culture) be thanked for attending the meeting and for answering Members questions; and
- (ii) That when looking at the challenges being faced in developing the Strategy, the Executive Director Place be recommended to involve Elected Members, Community Groups, Ward Alliances, the Youth Council and the Young Mayor of Barnsley in the consultation process so that any suggestions brought forward be taken up and examined so that the Strategy and any schemes emanating from it have the full backing of as many people as possible as failure to do this may result in any new services provided not being used.

Chair

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Economic Recovery of the Borough – The Economic Renewal Action Plan

1.0 Introduction

1.1 To provide an update to the Overview and Scrutiny Committee regarding the Economic Renewal Action Plan as part of the borough's economic recovery from Covid-19.

2.0 Background

2.1 In recognition that the impact of COVID on the national, regional and local economy is unprecedented and is likely to be long lasting, a report was presented to Cabinet on 7th April to request approval for:-

- the adoption of the Barnsley COVID Economic Renewal Action Plan (ERAP) which set out the areas of challenge, opportunities and the key recovery actions and outcomes that are required within the borough
- the release of £1m in Council funding and £1m in Gainshare Funding awarded by Sheffield City Region (SCR) to support the Economic Recovery Programme and adopt a prioritised programme of economic interventions delivered at a local level within Barnsley as a key component of the renewal plan

2.2 The Council worked with key partners to develop the overarching COVID Economic Renewal Action Plan. The plan sets out the areas of challenge, opportunities, priority areas of focus and the key recovery outcomes that are required within the borough. A copy of the Plan has been attached as Item 4b.

2.3 Against the backdrop of economic contraction, a clear opportunity to develop an immediate localised package of Barnsley specific recovery interventions that complements both national and regional support was identified. These interventions aim to support the economic recovery to build back a more resilient, inclusive and sustainable economy, stabilise the local economy and also to provide conditions to enable our businesses to get back to a position of future growth. A summary of the approved prioritised programme has been attached as Item 4c.

2.4 Funding to support businesses severely impacted by coronavirus restrictions when most needed has also been made available from Sheffield City Region in the form of Additional Restrictions Grants (ARG). A summary of the approved ARG programme and recipients has been attached as Item 4d.

3.0 Barnsley Economic Renewal Action Plan (ERAP)

3.1 Barnsley is a proud market town and the borough encompasses six principal towns and other settlements with a rich industrial heritage. Barnsley has demonstrated strong growth over recent years, however our economy remains vulnerable and we are a town which has significant levelling-up opportunities existing across the borough. We have understood and acted upon our challenges for many years which has translated into good forward progress on traditional growth in advance of the recent pandemic.

3.2 Any social or economic crisis such as the global Coronavirus pandemic comes as a particular challenge to Barnsley – because of the legacy issues we face such as lower than average levels of economic activity, health inequalities and some particularly deprived communities. This has meant that Barnsley has been, and is likely to continue to be, harder hit by the pandemic than other parts of the country and the borough will need to work harder to recover economically and socially from its impacts. There is very cautious optimism that we can start to plan for life after COVID; and look to opportunities in Barnsley's post-pandemic economy including new reasons to visit the town centre, a growing digital sector and strengths in logistics and distribution.

3.3 In response, the Council and partners, developed the Renewal Action Plan, aiming to provide immediate help for local people, employers and places, and put us on the road towards social and economic renewal. It

will help people, employers and places recover, and put us on course to transform the borough – making the economy and society stronger, greener and fairer.

3.4 The plan also contributes to longer-term goals developed through Barnsley 2030 so we can look towards a better future. The plan shows how Barnsley Council, and its public, private and third-sector partners will help:

- **People** – to adapt to the new economy and be better equipped to fill higher-skilled jobs
- **Employers and businesses** – to adapt, consolidate and thrive in the new environment
- **Places** – to create jobs, make our towns, villages and rural areas more resilient, and transform local economies

3.5 The Renewal Action Plan also seeks to pave a way forward for a more inclusive and productive economy aiming to make post-pandemic Barnsley:

- **Stronger** – an economic transformation to create not just a bigger economy but a better one: more inclusive, higher-skilled, and creating higher-value socially and economically
- **Greener** – a green transformation to become a low-carbon economy, improve our environment, and revolutionise our transport
- **Fairer** – a transformation of wellbeing and inclusion, raising our quality of life, reducing inequality, and widening opportunity

3.6 The Renewal Action Plan was developed in close partnership with Barnsley's businesses, the borough's anchor institutions, skills and education providers, Barnsley and Rotherham Chamber of Commerce, Barnsley CVS (Community & Voluntary Services), Sheffield City Region and the other three constituent local authorities, and other partners through the borough's and the SCR COVID response groups.

3.7 The changes it seeks to make in the next 18 months include:

- Help people improve their skills, get back to work, remain and/or progress in work, sustain, grow or set up in business
- Accelerate our Net Zero Carbon transition through creating a Zero Carbon route map for the borough
- Back our businesses as wealth and job creators
- Improve connectivity across the borough and within South Yorkshire
- Increase development of urban Barnsley, our principal towns and neighbourhood investment plans

4.0 Barnsley Prioritised Recovery Programme

4.1 A key aspect of the Economic Renewal Action Plan was to bring forward an immediate package of support interventions providing additional resilience to people, employers and business and places. A summary of which is attached as Item 4c.

4.2 The Economic Recovery journey for Barnsley has realistically been ongoing from the onset of the COVID pandemic. Maintaining and increasing the delivery pace of our existing business, people and place based economic interventions has never been as important as it has been over the last twelve months.

4.3 This includes the introduction of new business support activity such as COVID Health Checks, Business Productivity Grants and Digital Innovation Grants which provides organisations with the framework to build resilience against the backdrop of COVID challenges.

4.4 From a People perspective, the Council has worked hard to shape the regional recovery plan to ensure that this aligns to the groups that we know are most impacted by COVID. At a local level this has been complimented with the delivery of elements such as the employment support desk, redundancy support and the ongoing development of new initiatives such as Tenants First and the Youth Employment Support Hub.

4.5 From a Place based perspective the Council has maintained focus on delivering key growth sites and the regeneration of our town centre through the Glassworks and The Seam – Digital Campus. This has been further complimented by seizing national opportunities such as Towns Funding for Goldthorpe, Get Britain Building and Future High Street Funding.

- 4.6 In establishing the prioritised programme, a robust evidence-based approach was undertaken in terms of identifying and defining the potential interventions considered. This involved liaising with stakeholders within the Council but also key partners to identify potential interventions.
- 4.7 The initial call for proposals identified eighteen potential initiatives at an indicative financial ask of circa £15m. A further prioritisation process was therefore applied to the initial list of interventions.
- 4.8 This further assessment resulted in the establishment of the prioritised list of interventions contained in Item 4b with key headline outcomes as follows:
- £2m financial ask
 - 870 businesses supported
 - 1,500 jobs safeguarded
 - 550 jobs created
 - 1,000 individuals provided with employment support
- 4.9 Partner input into this process was essential in relation to ensuring that a robust programme of interventions was developed. Working through the Barnsley COVID Business and Economy group it was possible to obtain support and guidance from a range of partners including Barnsley & Rotherham Chamber, Department for Work and Pensions, Barnsley Business Innovation Village, Barnsley CVS and Barnsley College. It is also envisaged that ongoing partnership will be critical in relation to the delivery of the activity identified in this report.

5.0 Additional Restrictions Grant (ARG)

- 5.1 Successive national lockdowns and local tier restrictions during the pandemic have forced many customer-facing businesses to close for undetermined periods throughout 2020 and 2021. Demand for other services such as leisure and travel have fallen dramatically. Thousands of small businesses have been affected across the borough – in sectors such as retail, food, accommodation, hospitality and personal services.
- 5.2 Funding was first made available in the 2020-2021 financial year and can be used across financial years 20/21 and 21/22. The ARG funding may primarily take the form of discretionary grants, but local authorities were also given the opportunity to utilise this funding for wider business support activities.
- 5.3 The four South Yorkshire local authorities agreed to use the remaining ARG on four specific projects:
- Capital Expenditure Grants
 - Digital Innovation Grants
 - Business Productivity Grants
 - Outdoor hospitality Grants
- 5.4 More details of the successful projects and associated figures are attached as Item 4d, however, in summary:-
- Capital Expenditure Grant
- 5.5 Barnsley was allocated £1m of funding to support local businesses by helping them to invest in capital equipment to help expand their businesses, invest in equipment and create new jobs in the borough.
- 5.6 Grants of up to £100k have been offered to Barnsley businesses to help part fund up to 16 key projects in the borough.
- 5.7 The projects are still in development and we are currently over committed therefore we will either be requesting additional funds from Sheffield City Region or reducing the amount of grant offered to each company to ensure we can fund all of the pipeline projects.

Digital Innovation Grants

- 5.8 Barnsley was allocated £200k of funding to support businesses to digitise their businesses to become more competitive and help them recover and grow out of the Covid 19 Pandemic.
- 5.9 Grants of between £2k - £10k have been offered to Barnsley businesses to help them part fund 31 key projects in the borough.
- 5.10 An appraisal of all the projects submitted was undertaken by the Enterprising Barnsley team to identify successful projects. To be able to access the funding the applicant must sign up to the BMBC 'Employer Promise' scheme which helps provide opportunities to residents to access meaningful employment.

Business Productivity Grants

- 5.11 The project builds on the success of the current European Regional Development Fund (ERDF) Business Productivity project.
- 5.12 Barnsley was allocated £250k of funding to support local businesses by helping them to invest in equipment and/or expertise to become more productive and therefore more competitive.
- 5.13 Grants of between £5k - £12,499k have been offered to Barnsley businesses to help part fund 20 key projects in the borough. There is a further project in the pipeline that will increase the number of projects supported to 21 and spend the remaining £16,265.86.
- 5.14 An appraisal of all the projects submitted was undertaken by the Enterprising Barnsley team, to identify successful projects. To be able to access the funding the applicant must sign up to BMBC 'Employer Promise' scheme which helps provide opportunities to residents to access meaningful employment.

6.0 Future Plans & Challenges

- 6.1 There are significant positive implications for residents and businesses impacted economically by COVID. The Economic Renewal Action Plan, alongside the recovery works in the prioritised programmes and the Additional Restrictions Grant, is heavily focussed on ensuring the best chances of recovery in some of the hardest hit areas of Barnsley's economy. As such there has been robust selection processes to allocate where to utilise the funds available to be both fair and transparent alongside allocating the funds where they are needed the most.

Governance and Monitoring

- 6.2 A Sheffield City Region Recovery Action Plan Group has been established in Barnsley to quickly address and support any cross-cutting issues across the key pieces of work. Formal governance and monitoring arrangements have been aligned to existing structures, utilising the COVID Business and Economy cell which meets on a fortnightly basis and consists of key partners/stakeholders from across the borough.
- 6.3 This approach provides a dynamic forum for tracking delivery on the ground and in turn delivery progress can be reported through to the overarching Barnsley Tactical Coordination Group in line with the established mechanism. In addition, the Barnsley Inclusive Economy Board, a partnership of community, private and public sector representatives that focusses on delivering an Inclusive Economy for Barnsley (IEB), has recovery planning as a key item on the IEB Business Sub-Group. It ensures opportunities are maximised and inequalities reduced to allow everyone in Barnsley to benefit from its economic growth and prosperity.
- 6.4 Mobilisation of activities is now underway and some key factors have been considered and / or are becoming apparent as we do so and aim to move towards delivery. Projects will maintain key documentation to provide evidence and recording of key factors at a project level, such as Equality assessments, key issues and risks logs undertaken at an individual intervention level. A full risk framework will be established and reported in line with the governance structure. Some common cross cutting considerations have already been identified and these are detailed below.

- 6.5 **Capacity to Deliver** - The vast majority of activity identified within the recovery plan and in the ARG works is additional activity over and above core functions. Capacity has therefore been reviewed and in terms of the Prioritised Programmes, the need for a Programme Manager was identified in the Cabinet Report and has now been appointed. To ensure success on both a project level and as an overall programme intensive support is being offered in the mobilisation of projects such as in facilitating commissioning of key Prioritised Recovery Programme works.
- 6.6 **Tight timescales** - As the works are all recovery focussed, there is an urgency and tight timelines associated with the plans. For the ERAP, a timeframe of 18 months was identified starting from 1 April 2021. The Prioritised Programmes are working to March 2022 for delivery of any programmes accessing SCR Gainshare funds and within the following 12 months all projects should be embedded into business as usual planning within their relevant areas. The ARGs must also be spent by March 2022. The associated timelines have been clear in the development of plans to address each area. Given the urgent need for attention in the areas that all of the works cover, officers are ensuring that these areas of work are given priority in the planning for the year ahead. The timescales are still challenging, however, and so the programme management support for the capital investment funds is implementing governance to aid a quick identification of issues/areas of concern and we continue to monitor progress frequently.
- 6.7 **Marketing and Communications** - Progress and key milestones will be publicised through a range of channels and will be initially collated on the council's website as part of the Coronavirus (COVID-19) recovery plan for Barnsley. However, officer time is currently heavily focussed into the mobilisation and forthcoming delivery of the recovery works across the service. How key messages and opportunities are reported to the relevant audiences, with clear links back to the COVID Economic Renewal Action Plan and the Council's Recovery and Renewal Strategy, has been identified as an area to consider as activities move into delivery. This remains a pinch point and further coordination to resource this is required and so options are being considered.
- 6.8 **External Peer Support** - The Council has accessed funding from the Local Government Association, (LGA), to secure external support capacity in respect of the recovery programme. The LGA and the appointed consultants will work in partnership with the Council to provide an external 'critical friend and check and challenge role'. An initial Gateway review is well underway which involves reviewing the approach to establish the programme and work on Recovery to date. A case study of Barnsley's experience will be written and shared with The LGA and other Councils. We have also factored in some time for support and guidance as projects are mobilised into delivery. The provision of the external support is welcomed as it will help to provide assurance on the overall integrity of the delivery programme.

7.0 Invited Witnesses

- 7.1 The following witnesses have been invited to answer questions from the Committee:-

Matt Gladstone, Executive Director, Place, BMBC
Kathy McArdle, Service Director, Regeneration & Culture, Place, BMBC
Paul Clifford, Head of Economic Development, Place, BMBC
Martin Beasley, Enterprising Barnsley Group Leader, Economic Development, Place, BMBC
Cllr Tim Cheetham, Cabinet Spokesperson, Regeneration & Culture

8.0 Possible Areas for Investigation

- What key achievements are you most proud of over the last 12 months?
- What does success look like and how will you know if it has been achieved?
- What are the barriers to achieving success and how do you plan to remove them?
- What specific risks are associated with the plan?
- How will you ensure that the right people receive the right support at the right time?

- Which sectors of the economy are you most concerned about and is the plan ambitious enough to address those concerns?
- What evidence has been used, and can you give tangible examples of how the local business community has contributed, in the development of the plan?
- What alternative strategies were considered and what influenced your decision?
- Can you give examples of how the plan embraces the ethos to 'build back better'?
- What value do you expect the Programme Manager to add and what alternatives were considered?
- How will the plan impact upon the social and environmental wellbeing of the borough?
- How does the plan demonstrate value for money and what evidence do you have that shows the allocation of grants has been fair and equitable?
- What considerations have been given to ensure that the plan is fully inclusive?
- What partners are crucial to the delivery of the plan and what do you consider to be the strengths and weaknesses of those relationships?
- How confident are you that there are clear lines of separation, responsibility and accountability across the governance arrangements?
- Does the service have the capacity, resources and support; and does the borough have the infrastructure, to deliver the ambitions of the plan?
- What can members do to support the work around the economic recovery of the borough?

9.0 Background Papers and Useful Links

Item 4b (attached) - Barnsley Economic Recovery Action Plan

Item 4c (attached) - Barnsley approved Prioritised Recovery Programme Summary

Item 4d (attached) - Additional Restrictions Grants Successful Projects Summary

10.0 Glossary

ARG Additional Restrictions Grants
 CVS Community & Voluntary Services
 ERAP Economic Recovery Action Plan
 ERDF European Regional Development Fund
 IEB Inclusive Economy for Barnsley
 LGA Local Government Authority
 NEET Not in Employment, Education or Training
 OSC Overview & Scrutiny Committee
 SCR Sheffield City Region

11.0 Officer Contact

Jane Murphy, Scrutiny Officer, Scrutiny@barnsley.gov.uk

14 June 2021

BARNSELY ECONOMIC RENEWAL ACTION PLAN

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March 2021



BARNSELY
Metropolitan Borough Council

1 INTRODUCTION

Why is this needed

We are a 'catching up' economy. Barnsley is a **proud market town** whilst the Borough encompasses six principal towns and other settlements with a **rich industrial heritage**. It is also a Borough which has much greater ground to make up than other places in the national transition to a service and knowledge-based economy with significant levelling-up opportunities existing across the Borough. We have understood and acted upon our challenges for many years throughout this transition.

Any social or economic crisis such as the global Coronavirus pandemic comes as a particular challenge to Barnsley – because of the **legacy issues we face** such as lower than average levels of economic activity, health inequalities and some particularly deprived communities. This has meant that Barnsley has been harder hit by the pandemic than other parts of England and will need to work harder to recover economically and socially from its impacts.

In February 2021, the Government announced its Roadmap out of national lockdown – outlining the series of steps that may be taken towards the removal of legal limits on commercial and social activity, not earlier than June 2021. The decision on moving between each step will be governed by the data about the transmission and mortality rate of the virus. As such, there is very cautious optimism that we can start to plan for life after COVID; and look to opportunities in Barnsley's post-pandemic economy including new reasons to visit the town centre, a growing digital sector and strengths in logistics and distribution.

In response, we have developed this Renewal Action Plan which **aims to provide immediate help for local people, employers and places**, and puts us on the road towards social and economic renewal. It will help people, employers and places recover, and put us on course to transform the Borough – making our economy and society stronger, greener and fairer.



Some of the strengths and weaknesses of our economy are analysed in Section Two of this plan, along with the story of the impacts of the pandemic. But the main body of the plan focusses on action – what we can do to support a rapid and effective recovery.

The plan also contributes to our **longer-term goals developed through Barnsley 2030** so we can look towards a better future. The plan shows how Barnsley Council, and its public, private and third-sector partners will help:



People

To adapt to the new economy and be better equipped to fill higher-skilled jobs



Employers & Businesses

To adapt, consolidate and thrive in the new environment



Places

To create jobs, make our towns, villages and rural areas more resilient, and transform local economies

A more inclusive and productive economy

In line with Sheffield City Region ambitions, our Renewal Action Plan aims to make post-pandemic Barnsley:



Stronger

An economic transformation to create not just a bigger economy but a better one: more inclusive, higher-skilled, and creating higher-value socially and economically



Greener

A green transformation to become a low-carbon economy, improve our environment, and revolutionise our transport



Fairer

A transformation of wellbeing and inclusion, raising our quality of life, reducing inequality, and widening opportunity

A collective enterprise with our partners

The Renewal Action Plan has been developed in close partnership with Barnsley's businesses, the Borough's anchor institutions, skills and education providers, Barnsley and Rotherham Chamber of Commerce, Barnsley CVS, Sheffield City Region and the other three constituent local authorities, and other partners through the Borough's and the SCR COVID response groups.

This plan identifies the key aims and programmes we will deliver individually and collectively to:

- Strengthen Barnsley's economy
- Improve sustainability
- Ensure people are supported to develop their skills, retain their current employment or move into new employment
- Help businesses and employers to recover
- Develop places like our high streets, towns, villages and neighbourhoods to restore their economic and social vibrancy.

The changes we will make

In the next 18 months we will:

- Help people improve their skills, get back to work, remain and/or progress in work, sustain, grow or set up in business
- Accelerate our Net Zero Carbon transition through creating a Zero Carbon route map for the Borough
- Back our businesses as wealth and job creators
- Improve connectivity across the borough and within South Yorkshire.
- Increase development of Urban Barnsley, our principal towns and neighbourhood investment plans.

This plan also maps out additional medium-term and longer-term initiatives which will also support economic and social recovery up to 2030.



How this will be funded

Parts of this plan are already funded through Barnsley Council, national government and SCR funds. Some funds will come from a wide range of national and regional funding partners and anchor institutions, as well as from businesses themselves. Other elements of the plan will require securing additional funds. This work is already under way and we will endeavour to pursue any funding opportunities which fit with the big ambitions of this plan.

We are now in discussions around what support we can expect using the powers and funding in the recent **Sheffield City Region Devolution Deal** to help the Borough's people, businesses and places.



How this Plan sits with our governance and strategies

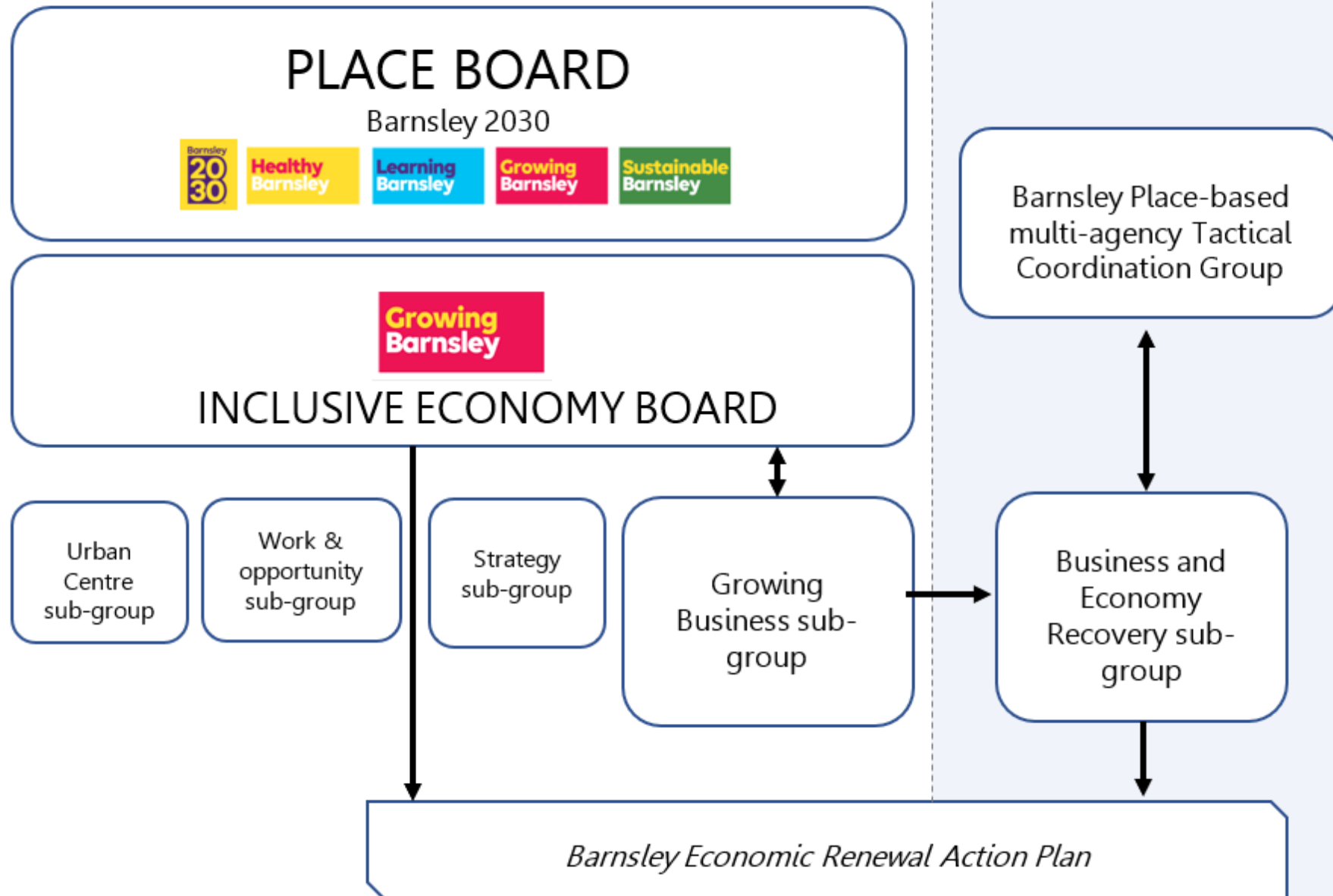
This plan has been developed under the Barnsley Inclusive Economy Board which includes Barnsley businesses, education institutions, NHS, Barnsley Council members and senior leaders. The Inclusive Economy Board is responsible for oversight and ensuring the plan has maximum commitment from the business community and delivery institutions across the Borough.

The delivery of this plan will be overseen by the Business and Economy Recovery sub-group convened by Barnsley Council, with the Group reviewing progress every month against the interventions laid out in this plan and their impact.

The Business and Economy Recovery Sub-Group will be guided by the Business Recovery Subgroup of the Inclusive Economy Board.

Return to business as usual

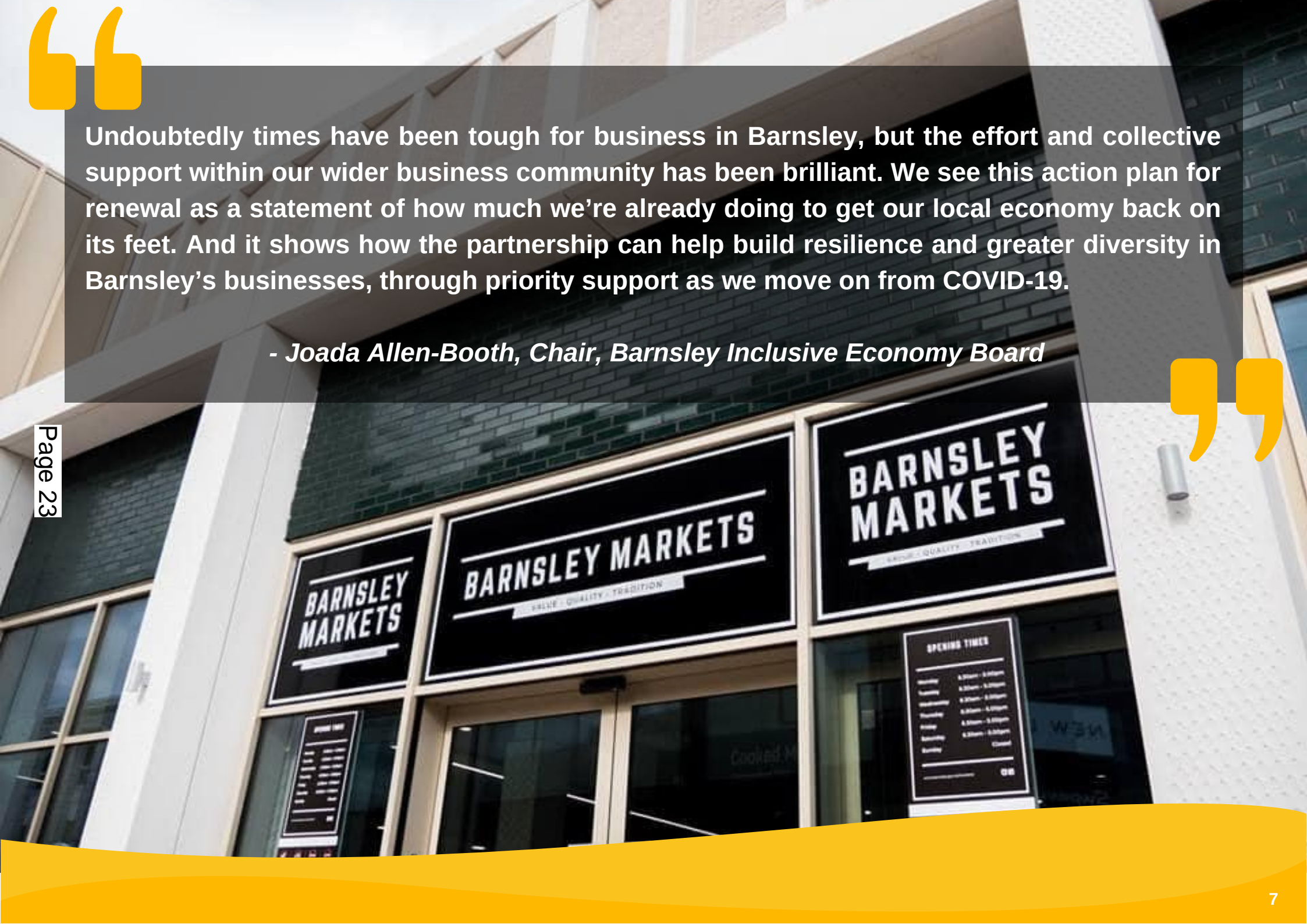
COVID response





Undoubtedly times have been tough for business in Barnsley, but the effort and collective support within our wider business community has been brilliant. We see this action plan for renewal as a statement of how much we're already doing to get our local economy back on its feet. And it shows how the partnership can help build resilience and greater diversity in Barnsley's businesses, through priority support as we move on from COVID-19.

- Joda Allen-Booth, Chair, Barnsley Inclusive Economy Board



OPENING TIMES	
Monday	8.30am - 5.00pm
Tuesday	8.30am - 5.00pm
Wednesday	8.30am - 5.00pm
Thursday	8.30am - 5.00pm
Friday	8.30am - 5.00pm
Saturday	8.30am - 5.00pm
Sunday	Closed

2 BARNLSLEY BEFORE, DURING, AND AFTER COVID-19

PEOPLE

BEFORE: Pre-2020 Trends & Issues for People

Work, economic engagement and inclusion: Like many parts of the North [1], Barnsley's role in the national structural economic transition of the last forty years, means our local economy must grow even more than elsewhere to generate enough replacement work. **Great progress has been made** as jobs growth was three times faster than the City Region average between 2015 and 2019 [2]. **But the gaps are persistent: more than 14,000 more jobs would be needed to match provision across the City Region.**

Economic engagement in Barnsley **continued to improve considerably in the mid-2010s**; but was starting to slip again pre-pandemic. The percentage of people unable to work, or choosing not to, has been higher than the national average since 2015 [3]. Progress in alleviating deprivation had also stalled since 2010 in the wake of the 2008/9 recession, austerity and the real terms decline of wages. By 2019, 56% of Barnsley's neighbourhoods were in the lowest third nationally in the Index of Multiple Deprivation [4].

Skills and training: More and more people have basic qualifications for entry into the labour market, with foundation skills improving well in the years before the pandemic. The development, attraction and retention of people with **skills for higher-value work remains a key challenge** – the gap in numbers of people with a degree or equivalent is growing between Barnsley and the wider labour market [5].

Health: Ill health was already an ingrained and serious challenge for Barnsley before COVID-19. **The legacy effects of industrial employment and ongoing health inequalities continue to impact on communities and economy.** The proportion of people who are economically inactive through ill health in Barnsley has been consistently higher than regional and national averages for more than a decade [6]. Life expectancy for residents is below the national average; whilst people in Barnsley are 11% more likely to die of preventable causes than the wider population [7].

DURING: 2020 - 2021 Trends & Issues During the Pandemic for People

Work, economic engagement and inclusion: Successive public health lockdowns since March 2020 have had a clear impact. 10% of all eligible employees were on furlough at the end of 2020, and approximately 1,350 redundancies have been announced in the Borough, **pushing back jobs growth**. Up until the end of the Jobs Retention Scheme (April/May 2021), Barnsley has not been especially affected compared to other places. In fact, in December 2020 the out-of-work claimant count, and the proportion of workers furloughed, were both lower than the national and regional averages. However, the loss of jobs so far has already weakened Barnsley's modest employment market.

Barnsley's economic structure means a significantly lower proportion of the workforce has been able to work from home under lockdown compared to other local economies: 34% in Barnsley compared to the national average of 42%, and much higher rates in city economies such as nearby Sheffield (44%) and London (48%) [8].

Skills: The **job market is currently more competitive**, requiring applicants to differentiate themselves; it is harder for new entrants lacking the ability to evidence the application of these skills in practice.

New ways of working have created demand for enhanced digital communication skills and for critical and agile decision making. The pandemic and digital working have also highlighted growing demand for 'soft skills' across the whole workforce – empathy in a digital environment, listening skills, self-management (time management, discipline, focus and emotional intelligence). Technical skills have changed at pace - employees require the right mindset to learn how to learn and to have the ability to adjust and maintain organisational resilience.

Health: The effect of pre-existing health inequalities and population age on mortality rates from Coronavirus has been stark in Barnsley. **The Borough has amongst the highest rates of death from COVID-19 of all local authorities in the country** [9]. This is result of existing ill-health and a higher proportion of people of retirement age and older [10], combined with the additional exposure of the proportion Barnsley's workforce continuing to work out of the home during lockdowns.

AFTER: 2021 and Beyond - Prospects & Issues for People

Work, economic engagement and inclusion: The final effect of the pandemic will not be known for some time; the Job Retention Scheme is holding back the worst of the impacts. The effect for a 'catching up economy' will be very significant. **If every job on furlough at the end of 2020 (10,500) is made redundant in May 2021, it would eliminate all jobs growth since 2014** – even before the effect on self-employment. In communities in Barnsley where access to employment is already a challenge, the post-pandemic economic effects on the experience of deprivation are unfortunately likely to be regressive without targeted support and intervention. The labour market, already starting to hollow out; will widen inequalities, bringing concerns around inclusion and diversity, pushing disadvantaged groups further away from work.

Skills: In the short term there may be fewer roles, but as companies recover roles will emerge and these will require roles more strategic and professional skills will be needed. **Qualifications will become ever more important to differentiate people in the job market.**

Technical skills will increase in value and evolve as new technologies emerge, occupations will shift, and the nature of activities will change to pair humans with machines as technology augments the workforce. The mix of occupations requiring higher level skills will also change to compete with highly capable machines - agriculture, skilled trades and construction occupations all suggest pockets of opportunity.

Workers will need skills and capabilities not replicable by machines – problem-solving, resilience, team-working, initiative, imagination and resourcefulness, systems analysis and systems evaluation.

Health: We will be facing the direct, indirect and longer-term health impacts of living alongside Coronavirus for some time. We will need a place-based approach to testing, vaccination & self-isolation that can flex to the needs of our area to manage infection levels. This will require ambitious system-wide, streamlined action for households from positive test result through to financial and emotional support. Key stakeholders will need to develop a more joined up approach to address issues experienced by unengaged and marginalised groups. We will also need to re-focus efforts to address the inequalities that have been exacerbated by Covid-19.



BEFORE: Pre-2020 Trends & Issues for Employers and Business

Business resilience, enterprise and growth: The structural economic legacy of widespread employment in state-owned industry and large-scale manufacturing firms, has left Barnsley catching up in terms of the size and diversity of its business base. There are almost 40% fewer businesses per head in Barnsley than across England [11]. But, pre-pandemic, great strides were being made to close the gap. **Growth in the number of businesses outstripped local, regional and national averages between 2016 and 2020.** In recent years, businesses in Barnsley have also been more likely to survive the first three years of operation than across the wider economy [12].

Historically, our structural legacy led to low levels of enterprise, with extra efforts and support required to encourage private business development. The culture of enterprise in Barnsley has been developing well in recent years with the support of the successful Launchpad programme. Prior to the pandemic, the business start-up rate improved for three consecutive years (2017-19).

Investment: Before the pandemic, property enquiry levels and inward investment successes were the highest for a number of years. However, even before March 2020, Brexit uncertainty was already having a marked effect in investment decisions.

As a Barnsley town centre business, receiving the money so quickly from the council was vital to paying our business costs and keeping afloat. The fact the council have paid us what we are entitled to automatically as new support has been made available has saved me the hassle of having to fill in any forms and really speeded up the process.

We've had great support as well as being given practical advice from the council's Enterprising Barnsley service to help us manage through the periods of being open.

- Karl Chamberlain, owner of Barnsley Models and Games, based in the Victorian Arcade

DURING: 2020-2021 Trends & Issues During the Pandemic for Employers and Business

Business resilience, enterprise and growth: Successive national lockdowns and local tier restrictions during the pandemic have forced many customer-facing businesses to close for undetermined periods throughout 2020 and 2021. Demand for other services such as leisure and travel have fallen dramatically. Thousands of small businesses have been affected across the Borough – in sectors such as retail, food, accommodation, hospitality and personal services. – a critical test of the resilience of the business base. So far, only three businesses employing ten or more people have been reported to have closed permanently.

Recognising the importance of bolstering fragile growth in the business base, **Barnsley has been especially proactive in ensuring its businesses have accessed the maximum financial support available from external funding.** £42.7m of Small Business Rates Relief grant was administered by the Council to almost 3,900 businesses in five months in mid-2020; a further £7.8m was accessed with EB support from the Business Interruption Loans scheme.

In January 2021, Barnsley Council paid out over £10m in business rate support grants – ahead of the funds being received from Central Government.

Investment: Very encouragingly Barnsley has **continued to secure and deliver large-scale private sector investment** in new economic activity throughout the pandemic. This includes a £40m expansion of a PLC headquarters and manufacturing facility at Grimethorpe and a £60m investment in new parcel distribution hub at M1 Junction 36.

But the enforced closure of certain sectors, together with Brexit uncertainty slowed investment decisions and resulted in a 50% reduction in enquiry levels. The pandemic also slowed completion of speculative commercial property developments, which has limited the number of new premises being available to the market. The corporate target for inward investment successes was reduced from 45 to 24 companies, to reflect the challenges of 2020.

AFTER: 2021 and Beyond - Prospects & Issues for Employers and Business

Business resilience, enterprise and growth: Current forecasts expect the UK economy to return to growth in 2021 following the vaccination programme; but it may not recover to pre-pandemic levels until 2023 [13]. The post-COVID business landscape will vary across sectors, depending on the specific effects of Covid-related business interruption and levels of demand. Whilst many businesses are likely to see some contraction – or at least consolidation – some employers in Barnsley, such as in engineering and manufacturing report increasing orders and turnover. We will create the right conditions for people to start new businesses in Barnsley, targeted at growing sectors.

Investment: Positively, inward investment enquiries have increased, and targets will be exceeded. The completion of speculative developments, supported by BMBC Property Investment Fund & SCR JESSICA Fund, has provided opportunity to secure growing local companies and inward investors. For example, the Nexus Business Park development at M1 J37 was fully let by the end of last year and the developer is now investing a further £5.25 million in a second phase scheme, to compliment the first phase of 15 units. A range of new high specification commercial properties are now available at M1 J36 and there is a strong pipeline of planned development for 2021. It will be important to continue to look to the future pipeline of developments and to ensure funding is available to work with developers to overcome viability constraints. Similarly we need to work hard to reduce the reliance on public sector enabling interventions and create the conditions to unlock private sector investment accelerating our renewal work.



BEFORE: Pre-2020 Trends & Issues for Places

Town Centre: The shape and role of Barnsley Town Centre has been changing quickly over the decade up to the pandemic. Most places have anticipated and experienced a rapid a contraction of centres dominated by traditional retail. However, historically, there has been a persistent under-provision of retail, leisure and other commercial property in central Barnsley. **Opportunities for consolidation, diversification and growth have been identified** – including a new retail offer to capture a greater share of resident expenditure being lost to other centres such as Sheffield, Meadowhall and Leeds; and an improved evening economy offer.

The Council is undertaking a process of transformative investment in Barnsley Town Centre. The Glass Works is a two phase, £190m+, redevelopment of Barnsley Markets and development of the surrounding area into the town centre's leisure, retail and civic quarter. The Glass Works will consolidate primary retail within a single spatial area that is supported by high-quality leisure and food & beverage operators to drive additional footfall, dwell time and linked trips.

Phase 1 of the Glass Works is complete, consisting of demolition works, the redevelopment of Barnsley Markets (Met Centre) and the development of The Library @ The Lightbox. Phase 2, the development of four complementary high-quality leisure (cinema and bowling alley), retail, food & beverage blocks was already under way pre-pandemic, with a new landmark town square planned, all due for completion in late 2021.

Principal Towns: The Borough's population extends well beyond the boundaries of the town. Barnsley's Principal Towns are its other largest settlements: Cudworth, Royston, Hoyland, Wombwell, Penistone and Goldthorpe. Each principal town is an important local economic and service centre. Prior to the pandemic, the Council had initiated a £5m programme of capital investments to support continued economic regeneration across the Borough.

Digital: Significant progress has been made on the delivery of superfast broadband with coverage across the borough at 97.5%. Much of this success has been attributed to the Superfast South Yorkshire programme which promoted coverage and has been deploying the next generation of digital infrastructure with full fibre coverage. There was no commercial deployment of 5G prior to the pandemic in Barnsley. Barnsley Council is working with Sheffield Hallam University to lever academic digital knowledge into businesses (Digital Innovation for Growth) and provide a Makerlab facility at DMC 02 for demonstrating technology and developing new solutions.

Transport: Significant progress has been made in connecting our local communities through road, public transport and more recently active travel. Public transport patronage like other areas had experienced a decline but was still relatively strong with Barnsley. A clear focus has been established to develop a prioritised programme of transport interventions ensuring good mobility for our residents and businesses both within the borough but also cross boundary within the wider regional context.

Culture and visitor economy: Barnsley has a number of cultural jewels within the borough including Elsecar, Cannon Hall, Cooper Gallery, Worsbrough Mill and Experience Barnsley. More recently, working in partnership with the National Trust the Council was able to re-open Wentworth Castle and grounds. Our Culture team has delivered significant enhancements to our asset base through a sustained programme of innovative and external funding opportunities and partnership working. Supported by a dynamic marketing, communications and events programme visitor numbers and spend were increasing year on year truly illustrating the key contribution that the sector provides to the local economy.



DURING: 2020-2021 Trends & Issues During the Pandemic for Places

Town Centre: Footfall in Barnsley Town centre has fallen dramatically during the pandemic, as a result of the closure of retail, leisure and hospitality businesses; government directives for office-based workers to work at home; and no spectators at Barnsley FC matches. Online sales have grown rapidly across the economy, accelerating the long-acknowledged trend away from traditional high street retail formats; which had already been incorporated into Barnsley's plans to diversify the town centre experience and co-locate retail and leisure in the Glassworks. After the initial adjustment period, construction work has continued as normal on developing Barnsley's new town centre heart – which will also benefit from a successful Future High Streets Fund for over £15m government capital investment, announced during the third national lockdown.

Principal Towns: Economic and commercial activity has been similarly affected across the Borough, including the Principal Towns, which commonly rely on retail and personal services to drive footfall in the district centres. The Council's Principal Towns programme has continued to deliver capital investment during the pandemic. The Goldthorpe Town Investment Plan has been developed during the pandemic and was submitted with a case for £30m+ central government funding in December 2020. The Council's Principal Towns programme has continued throughout the pandemic and in particular it has been encouraging to see an increasing demand for the Shop Front programme with applications received from 99 businesses providing clear evidence of the resilience and willingness of our high streets to bounce back.

Digital: Barnsley has worked to create the conditions to facilitate the delivery of world class digital infrastructure. This has included working in partnership to facilitate CityFibre with their three year, £32m full fibre deployment programme starting during the pandemic. Barnsley continues to shape the regional digital connectivity strategy and the launch of DMC2 autumn 2020 is a major milestone in The Seam – Digital Campus development.

Transport: Work has continued on the positioning Barnsley to secure regional and national funding to further enhance connectivity within the borough. Longer term, the preparatory work and investment into the network will directly support our economic recovery. Like most areas, as a result of the COVID lockdown mitigations, public transport patronage has been decimated which leads to significant concern around the future sustainability of the sector.

Culture and visitor economy: Covid 19 has had a huge impact on physical attendance at our exhibitions and events during 2021, as well as periods of closure for museums and attractions. It also required the delivery of projects and programmes to be revised; despite this the majority of these have been delivered with only minor changes and some slippage. Other work streams were accelerated, such as digital programmes as many activities were delivered online including virtual gallery and exhibition tours, family engagement programmes and live streaming events. Bright Nights 2021 has been delivered in a Covid secure yet highly creative way and digital engagement has significantly increased as has the demand for outdoor space and nature.

AFTER: 2021 and Beyond - Prospects & Issues for Places

Town Centre: According to some evidence, Barnsley town centre is relatively well-placed for recovery compared with other centres which may have higher reliance on student populations, cultural anchors, out-of-town visitors and large-format national chain retail [14]. At the point when restrictions were the lowest in September 2020, footfall in the town centre returned to the pre-pandemic (Feb 2020) level [15]. However, the way in which urban centres will be used is undoubtedly going to change as a result of Coronavirus – and this must be factored in to plans to diversify demand into leisure and hospitality in the town centre.

Principal Towns: Economic renewal in principal towns remains a priority post-pandemic, with investment plans being worked up for each of the centres – using Goldthorpe as a blueprint – so that we can maximise our ask of government post-pandemic and ‘levelling up’ capital funding; and ensure investment takes place across the Borough.

Digital: A key priority will be to ensure that every home and business in Barnsley has access to a world class digital infrastructure, with the renewed and continued focus on supporting rural communities, gigabit capable infrastructure, full fibre deployment and engaging with 5G operators. Moving forward, following securing Future High Street Funding, we will look to drive forward the The Seam – Digital Campus providing a physical place that aligns digital business and skills.

Transport: A key focus will be to continue to invest in our transport network ensuring that communities are linked and able to access employment opportunities. Building on opportunities presented by the pandemic a significant refocus will take place in delivering active travel infrastructure across the borough. A priority area for Barnsley will be to work with partners to rebuild public transport patronage to pre-Covid levels.

Culture and visitor economy: We look forward to the safe re-opening of our Cultural assets. A key challenge will be to address the ground lost over the last 12 months with an emphasis on building back our visitor numbers. The wider strategic investment into this sector will continue with in particular the development and adoption of an Elsecar Masterplan being a key area of focus. This recovery plan also makes specific provision to deliver capacity building and resilience support for the wider culture and visitor economy within Barnsley.



2.1 Barnsley's Post-COVID Economy: SWOT Analysis

The table below outlines our analysis of: the existing analysis of strengths and weaknesses of Barnsley's economy; known future opportunities which can help our renewal plan; and potential threats which are the unknown risks to the Borough's renewal plans.

STRENGTHS

- Strong and consistent track record of delivering inward investment and indigenous business growth
- Higher than average jobs and business base growth prior to pandemic
- Very successful established business support system and programmes
- Strong success rate in securing external funding, including existing and ongoing central government funds

WEAKNESSES

- Continued deficit in volume of jobs and businesses pre-pandemic
- Persistent higher-level skills gap
- Poorer than average health outcomes across a range of indicators including life expectancy and deaths from preventable causes
- Challenging in making progress in alleviating multiple deprivation

OPPORTUNITIES

- Ensure public health and inequalities in health outcomes remain main priority in all regeneration and recovery activity
- Build back from pre-pandemic jobs growth
- Continue to close gap on entry-level skills
- Ongoing investment in Barnsley's new town centre and The Seam Digital Campus
- Further investment in strategic employment cluster at Junction 36: including possible Freeport Tax Site status
- Potential £25m+ Town Fund investment in inclusive and sustainable economic regeneration projects in Goldthorpe
- Additional capital investment available via SCR Gainshare programme

THREATS

- Potential for large scale redundancies in mid-2021
- Ongoing austerity and decline in real terms wages contributing to relative deprivation
- Possible medium-term or irreversible disruption for manufacturing business from Brexit import / export regulations
- Older than average population continues to be more susceptible to Coronavirus, even after vaccination
- Long-term health effects of COVID on population with higher than average pre-existing ill health, including mental health effects of pandemic life



DMC 02

3 OUR RECOVERY PRIORITIES

This Renewal Action Plan outlines **immediately deliverable actions** which the Council and its partners will oversee in the pandemic transition period – focusing on the **next 18 months to October 2022** – whilst acknowledging that the effect of the pandemic will be clear in our work for several years to come.

The priorities for the Renewal Action Plan are aligned to the three themes for a renewed post-Covid Borough:

18-month Theme	18-month Priorities
People	<ul style="list-style-type: none"> • People unemployed through the pandemic • Young people • Self-employed people • People with multiple barriers to employment
Employers and Business	<ul style="list-style-type: none"> • Business adaptation • Thriving businesses • Business leadership • Multiplying our business base
Place	<ul style="list-style-type: none"> • Restoring confidence and sense of safety in places of economic, commercial and social activity • Re-establishing social connection • Adapting to post-high-street retail • Establishing a place-based investment pipeline for our urban centres

In parallel to the Renewal Action Plan – and moving beyond the 18-month horizon – longer-term aspirations for Barnsley as Borough are established in **Barnsley 2030**: a shared vision for how the Borough would like to develop over the next decade. This Renewal Action Plan will help us stabilise conditions in the immediate post-pandemic period – providing the foundation to achieve the long-term goals for a:

- **Healthy Barnsley**
- **Growing Barnsley**
- **Learning Barnsley**; and
- **Sustainable Barnsley**

The Barnsley 2030 themes will be supported by a future delivery plan and decision-making framework which will shape the future inclusive economy of Barnsley.

3.1 Our Recovery Objectives

Programme Objectives	Overall Targets
<p>People: Supported to work and adapt to the new economy</p>	<p>550 return to work support interventions by October 2022.</p> <p>Recovery rate of levels of employment in Barnsley in line with or better than South Yorkshire average (measured by % change in work-related claimant count indexed to June 2021)</p>
<p>Employers and Businesses: Supported to adapt, consolidate and thrive</p>	<p>Annual number of business starts back to pre-pandemic (2019) level for the period April 2021-March 2022 (970 business starts)</p> <p>Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021)</p>
<p>Places: Supported through place-based investment to create jobs, offer vibrant local economies and transform our communities</p>	<p>Complete Glass Works Phase 2 by end of 2021</p> <p>Establish Eldon Street Heritage Action Zone to bring 15,000sqft of currently vacant floorspace in historic buildings back into economic use</p> <p>Design enabling works for The Seam to use Future High Streets investment, and establish a refreshed Town Plan by end of 2021</p> <p>Develop clearly defined investment plans for each of our six principal towns by September 2022</p>

3.2 Our Actions

Our ambition for **'More jobs and better opportunities'** is as important to post-pandemic renewal as it is for addressing our long-standing structural and economic challenges. The medium-term programme being developed by the Council and its partners will focus on four themes:

1. **Skills for work:** upskilling the workforce at scale.
2. **Getting back to work:** match people to opportunity, especially in industries like clean energy, health and care, advanced manufacturing and construction.
3. **Young People's Pledge:** support young people to progress.
4. **Offer inclusive employment:** removing barriers to training and employment for vulnerable groups.

The key economic challenge in **supporting our people** after the pandemic will be to ensure that existing work and health-related deficits and inequalities do not irreversibly deepen and widen.

In the short-term, our actions across the Borough will be to support, enable and deliver the following targeted activity to sustain and replenish work and skills, and to restore and enhance wellbeing.



1 Skills for Work

Context	<p>We have an improving foundation base of skills in Barnsley. We need to ensure that this ongoing progress in raising basic employability levels is not jeopardised by delivery disruption and damage to individual confidence and well-being during and after the pandemic. Meanwhile, we continue to address the challenge of having enough people with higher-level skills for modern technical and knowledge-based jobs. These requirements will continue to evolve at pace in parallel with – and partly as a result of – social and economic changes from the pandemic, for example the increasing importance of applied digital skills and higher-cognitive 'non-machine learnt' skills.</p>
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What the programme will do	The programme will provide direct support to businesses and employees to adapt skills to stay in work, whilst aligning to future SCR funding opportunities.		
Delivery	<p>Future-proofed workforce Sustained and intensive offer to our businesses through investment into our employability service and through existing support models with the aim to support at least 250 businesses and safeguard 1,000 existing jobs</p> <p>Sheffield City Region Train to Work Programme targeted support for 20,000 individuals across the City Region working through existing local institutions and delivery mechanisms</p>	Funding £0.69m Barnsley Prioritised Recovery Programme SCR investment requirement £375m - £450m	Delivery partners BMBC Sheffield City Region
Theme Targets	<ul style="list-style-type: none"> • Maintain the proportion of working age population with at least one formal qualification at pre-pandemic level of 90% or more • Deliver targeted skills interventions with 250 businesses by October 2022 		
Outcomes	People involved in the Future-Proofed workforce programme will have enhanced and adapted skills to allow them to maintain employment in the post-pandemic labour market.		

2. Get Back Into Work

Context	<p>Whilst we will provide the best possible support and access to finance to prevent redundancies and business closures, we must prepare for the possibility of a significant number of our residents finding themselves out of work in 2021. Barnsley is not unique in this – but we already know hard we have to work here to support the level of economic activity and investment to provide enough jobs for our residents. Targeted support and intervention will be needed in communities in Barnsley where access to employment is already a challenge and the post-pandemic economic effects on the experience of deprivation are unfortunately likely to be regressive.</p>		
What the programme will do	<p>A range of projects will support people back into work – both general support offered by DWP to new Universal Credit claimants, and targeted support from BMBC to those requiring more bespoke and intensive support</p>		
Delivery	<p>Community Outreach: through Targeted Information and Guidance and Adult Skills and Community Learning. Targeted Outreach Key Worker Service - trusted, independent, community face - to identify and provide personalised pastoral support in neighbourhoods to enable residents to access a pathway to develop their skills, confidence and prospects of gaining employment. Aim for 450 individuals supported to work/training each year</p> <p>Digital Access 100 laptops and supporting software/data dongles and accessories for ESF Employability programme participants. Participating individuals will receive a loan device for up to 12 months with an unlimited data dongle for 3 months</p>	Funding <p>£0.26m a year to be secured from SCR Adult Education Budget</p> <p>£0.5m ESF secured</p>	Delivery partners <ul style="list-style-type: none"> • BMBC & Area Councils • VCS • Education + Training Providers • Employment Support Providers • DWP • BMBC • ESF

Delivery	<p>Job Finding Support & Job Entry Targeted Support Assistance to claimants (all ages) (0 to 13 weeks) back into work, focusing on job ready people with employment skills and experience. The support improves the participants' understanding of current recruitment practices, their ability to apply for jobs and give them an up to date CV and job finding action plan. The offer includes, but not limited to, at least four hours of one to one support, mock interview, job specific advice and at least one group session.</p> <p>Sheffield City Region Back to Work programme Extension of City Region <i>Working Win</i> pilot project and additional direct support newly employed individuals to remain and progress in work for 10,000 individuals over 18 months.</p>	Funding DWP £3m City Region wide investment ask	Delivery partners <ul style="list-style-type: none"> • DWP • SCR • JCP • National Careers Service
Theme Targets	<ul style="list-style-type: none"> • Recovery rate of levels of employment in Barnsley in line with or better than South Yorkshire average (measured by % change in work-related claimant count indexed to June 2021) • Deliver 550 targeted return to work interventions by September 2022 		
Outcomes	<p>Support those who have the greatest barriers to employment by building their skills, -confidence, motivation and resilience to progress towards formal learning or employment and improve their wellbeing by enabling their participation in learning and employment.</p>		
Working Together / Requirements	<p>Build on existing neighbourhood infrastructure working through Barnsley's 6 Area Council forums.</p> <p>Utilise existing networks, relationships between families/individuals and professionals to engage with the Key Worker developing trust as opposed to going in 'cold' or trying a marketing-based approach.</p>		

3. Young People's Pledge

<p>Context</p>	<p>We know that our young people are a vital contributor to our future community and economy in Barnsley and are also amongst those most likely to have had their future financial and personal development plans disrupted by Covid-19. We need to target action to ensure that no young person is worse off in terms of education and progression to training and employment as a result of the pandemic.</p>		
<p>What the programme will do</p>	<p>Maximising use of external Government and Sheffield City Region funding to deliver work placements and support packages for young people</p>		
<p>Delivery</p>	<p>Kickstart National Government funding to create new job placements for 16 to 24-year olds on Universal Credit who are at risk of long-term unemployment – for 6-month placements starting any time until December 2021. Eligible young people will be offered one of a menu of job placements with employers in Barnsley. Comprehensive support will be available to every young person participating on a Kickstart work placement, maximising their opportunities to progress into meaningful employment thereafter. Aim for 200+ participants in Barnsley</p> <p>Barnsley Youth Employment Programme Building on the Kickstart programme, Barnsley Council and Berneslai Homes will offer at least 100 12-month paid work placements (25 hours per week) for 16-24 year olds including access to qualifications and awards and intensive wraparound support.</p>	<p>Funding</p> <p>c.£7m in Barnsley on per capita basis</p> <p>BMBC</p>	<p>Delivery partners</p> <ul style="list-style-type: none"> • DWP • BMBC • Berneslai Homes • DWP

Delivery	<p>New Universal Credit Youth Offer All new 18 - 24 year old Universal Credit Claimants (intensive work search) will have the direct access to the most appropriate support route: a) 13-week offer b) Youth Hub or c) Youth Employability Coach</p> <p>Mentoring Circles Employability skills support through interaction with employers who will lead and share insight and information with the young people.</p> <p>Sheffield City Region Young People's Skills Guarantee 18-month support programme for 4,500 'at risk' individuals</p>	Funding DWP DWP £1.5m-£3m investment requirement across SCR	Delivery partners <ul style="list-style-type: none"> • DWP • DWP • Sheffield City Region
Theme Targets	<ul style="list-style-type: none"> • Recovery rate of levels of 18-24 employment in Barnsley in line with or better than South Yorkshire average (measured by % change in work-related claimant count indexed to June 2021) • Deliver 200 of targeted young person interventions by July 2022 		
Outcomes	<p>On completion of a Kickstart work placement young people will have had the opportunity to significantly develop their employability, understand the progress they've made, received support to overcome any barriers and receive support to move into meaningful employment thereafter.</p>		
Working Together / Requirements	<ul style="list-style-type: none"> • High quality work placements created across a diverse employer base with clear progression routes into further training and/or sustained employment • Effective matching of young people's skills and aspiration in partnerships with JCP Work Coach and employer • Personalised 'on programme' skills and training programme available to support work placement • Effective CEIAG / job search support available alongside placement + training to ensure onward progression post-Kickstart 		

4. Offer Inclusive Employment

Context	People in vulnerable and disadvantaged groups already have additional multiple barriers to employment , which require specialist support to overcome. In the fast-paced post-pandemic labour market with shifting skills and occupational requirements we need to work particularly hard to ensure that groups are not pushed further away from work.		
What the programme will do	The programme will provide targeted support to people out of work, most in need of help in overcoming existing challenges such as health or social difficulties – whilst also providing in-work help to maintain wellbeing.		
Delivery	<p>Supporting mental wellbeing recovery through BeWell@Work. Monthly topical business webinars on employee wellbeing in challenging times: taking place since September 2020.</p> <p>Return to work package to give tips for employers on how best to address any wellbeing issues after lockdown: issued in May 2020, revised March 2021. Aim for 70 organisations supported and 100+people accessing in-work training.</p> <p>Sheffield City Region Overcoming Barriers programme. Support to at least 15,000 vulnerable and hard-to-reach individuals across 18-month programme to re-engage with the labour market.</p> <p>Work and Health Programme - (WHP) offers an intensive, tailored support to tackle barriers to work for those with health problems, other more complex barriers to work and those who have been unemployed 24 months plus.</p>	Funding BMBC Core funding Employer contribution SCR investment requirement £285m - £315m DWP	Delivery partners BMBC inc. Public Health Barnsley Chamber of Commerce Employers Specialist providers Sheffield City Region DWP

Theme Targets	<ul style="list-style-type: none"> • Deliver support to at least 70 businesses
Outcomes	<p>People in work will receive support to maintain and / or restore their mental wellbeing helping them stay in employment. People out of work will be better placed to access meaningful employment.</p>
Working Together / Requirements	<p>Barnsley Council will work in close partnership with DWP and employability advisors on this programme.</p>

The Coronavirus pandemic has affected each and every one of us and, together with our partners, stakeholders and local businesses, we are supporting our students through the uncertainty and disruption it has brought. Our aim is to transform the lives of our students, staff and our community and now, more so than ever, we continue to work hard to raise aspirations, drive social mobility and help to reignite the economy.

- Yiannis Kouris, Principal and Chief Executive, Barnsley College



Our objective for 'Resilient Businesses' following the pandemic is a natural continuation of our work to support organisations to adapt and grow and bring new private sector investment into Barnsley. The programme will support businesses and employers to:

1. **Adapt:** through accessing information services and knowledge support for COVID-19 adaptation & Digital upskilling
2. **Finance:** access flexible investment and recapitalisation
3. **Lead:** through employer leadership support
4. **Multiply:** through improved supply chain and procurement support

The key economic challenge in **supporting our employers and businesses** after the pandemic will be to prevent all avoidable closures and maintain the confidence and aspiration to start-up, grow and invest in Barnsley.

In the short-term, our actions across the Borough will be to support, enable and deliver the following targeted activity to sustain and replenish work and skills, and to restore and enhance wellbeing.



1 Adapt

<p>Context</p>	<p>Before the pandemic, more and more businesses were opening and surviving to sustainability in Barnsley. We know this is vital to our future economy, because the size of our business base does not yet match our size as a Borough of almost 250,000 people. We continue to provide support to businesses to survive; and will move towards providing the best possible guidance for businesses to adapt to the post-pandemic economy, help them make return to work safe, boosting resilience and seizing opportunities for growth when they arise.</p>
<p>What the programme will do</p>	<p>A programme of support helping Barnsley businesses adapt to the post-pandemic economic and business environment – working in particular with sectors most liable to have changed working practices such as retail.</p>

Delivery		Funding	Delivery partners
	<p>Ecommerce & Retail Support to digitise existing business models, including stock management, financial transactions and digital communications. Develop an IT facility, photography and videography area to allow businesses to photograph and prepare products for selling or promoting online. Aim to create 120 jobs; safeguard 240 jobs; support 120 businesses</p>	<p>£0.3m Barnsley Prioritised Recovery Programme</p>	<p>Enterprising Barnsley</p>
	<p>Click and Collect Hub Provision of self-serve, click and collect lockers located in the Glass Works, accessible to use by all town centre businesses. Aim to create 1.5 jobs; safeguard 66 jobs; support 330 businesses.</p>	<p>£0.32m Barnsley Prioritised Recovery Programme</p>	<p>Town Centre Businesses</p>
	<p>Business Support: Post-Covid Health Checks and helpdesk Building on the successful business coaching model, post-Covid business health checks will provide support from dedicated coaches to help business with issues such as lean efficiencies, sales & marketing and horizon planning. Enterprising Barnsley will also continue to develop its digital helpdesk.</p>	<p>BMBC Core funding</p>	<p>Enterprising Barnsley</p>
	<p>Sheffield City Region Business Adaptation Support SCR business support programme</p>	<p>SCR requirement £2.5m</p>	<p>Sheffield City Region</p>
	<p>Trade & EU Transition Post-Covid 19 Support Package International Trade training and advice to support businesses through Brexit transition</p>	<p>B&RCC requirement £0.04m</p>	<p>Barnsley & Rotherham Chamber of Commerce</p>
	<p>Safe return to work Support to Barnsley businesses to meet the regulatory, logistical and financial challenges of safely bringing employees back into the workplace</p>		<p>Enterprising Barnsley, BMBC Regulatory Services</p>

Theme Targets	<ul style="list-style-type: none"> • Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021) • Support over 600 Barnsley businesses in adaptation by October 2022
Outcomes	As a result of our programme, businesses in Barnsley will be most resilient in the wake of post-pandemic commercial and economic changes, and ultimately more likely to survive, stabilise and grow.
Working together / Requirements	We will seek to support out businesses to adapt by working in partnership with our Inclusive Economic Board, Barnsley & Rotherham Chamber, Barnsley Business Innovation Centre and Newable. It is also critical that we work in partnership with retail businesses across Barnsley to ensure our adapt support is aligned to their needs.

2 Finance

Context	Access to the right level and security of finance is a well-known barrier to business resilience and growth, in Barnsley and elsewhere. With the contraction of the national economy and hit to investor and lender confidence it is ever more important for us to work with our business community to ensure they have the capital to survive, develop, innovate and grow. Private businesses will be vital to the regrowth we need to provide new and replacement jobs in Barnsley.
What the programme will do	This programme will ensure that Barnsley businesses have the best possible access to finance they need to survive, stabilise and grow – including signposting and providing support for them to access national and City Region grant funding and loans.

Delivery	<p>Digital Innovation Grants An extension of the successful Superfast South Yorkshire grant model., this is a demand-led voucher scheme (50% to support investments up to £10K) to help SMEs to develop their use of digital technology, by exploring digital technology, businesses can access new markets, promote their products and services more effectively to help develop more cost effective ways of working (would support enhancements to websites for E/Mcommerce, Sage accountancy/ ERP Systems , or Digital marketing materials amongst other items)</p> <p>Productivity Investment Grants Work with businesses on projects to boost productivity, for example: to find a technical solution; commercialisation plan for taking the solution into the market; possible commercial models; investment in equipment. Part of this new 3-year programme aims to include a delivery a Productivity Investment Grant of up to £12.5k based upon a 50% intervention level for a £24,999 Project Total.</p> <p>BBIC/Newable Loan Finance – Working with our partner Newable through the BBIC we will look to make loan finance available to Barnsley businesses</p>	Funding £2.5m across SCR £8m across SCR £0.25m Newable	Delivery partners SCR Partner local authorities SCR Partner local authorities Newable/BBIC
Theme Targets	<ul style="list-style-type: none"> Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021) 		
Outcomes	As a result of our programme, businesses in Barnsley will have better access to finance and improved competitiveness, ultimately making them more likely to survive, stabilise and grow.		

Working together / Requirements	<p>Communication and key account management are critical to ensure that Barnsley businesses are aware of all opportunities for grant funding and loan facilities.</p> <p>Businesses require the time, capacity, expertise and support to complete grant and loan applications.</p>
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3 Lead

Context	<p>Ensuring that businesses are able to access specialist advice and guidance on developing leadership capability will be critical in terms of enabling businesses to adapt and thrive. Our focus here will be to establish a framework of support which enables businesses to access the leadership support that fits their unique requirements.</p>		
What the programme will do	<p>Enterprising Barnsley will act as a gateway for local businesses providing a brokerage role to access support which will either be available on local or regional frameworks. We will seek to deliver the right support at the time when businesses need this.</p>		
Delivery	<p>Third sector capacity building sector specific programme based on existing national initiatives. This will include running a series of cohort-based programmes to increase capacity, improve resilience, help with technology adoption and market development. A secondary benefit will be improved networking and collaboration within the creative and cultural industries. Aim of 10 jobs created; 30 jobs safeguarded; 30 organisations supported; 5 new businesses created.</p> <p>Cultural/Visitor economy capacity building Same capacity building programme delivery and objectives, looking at our cultural and visitor economy organisations .</p>	<p>Funding</p> <p>£0.15m Barnsley Prioritised Recovery Programme</p> <p>£0.15m Barnsley Prioritised Recovery Programme</p>	<p>Delivery partners</p> <p>SCR Partner local authorities</p> <p>SCR, Culture and Visitor Economy Board</p>

Theme Targets	<ul style="list-style-type: none"> • 20 jobs created; 60 jobs safeguarded; 60 organisations supported; 10 new businesses created
Outcomes	Organisations involved in the programme will be better placed to survive and adapt their service delivery to the post-pandemic social and environmental changes
Working together / Requirements	It is critical that both the Barnsley Community Voluntary Sector and Culture and Visitor Economy Board help us to shape the support that will be provided to ensure that this is aligned to sector needs. It is envisaged that both Barnsley and City Region support frameworks will be used to deliver support within the borough.

4 Multiply

Context	Because of where we have come from as a producer economy with large-scale single employers, the impetus already existed pre-pandemic to foster entrepreneurship, innovation, diversity and – most of all – growth in our business base. A key way to do this is to ensure that Barnsley businesses are part of upward and downward supply chain: generating high-value business-to-business activity.
What the programme will do	The programme will encourage and support Barnsley businesses – in parallel to businesses across the City Region – to be able to access supply chain opportunities and be aware of other SMEs within the SCR that have potential supply chain capabilities and opportunities.

Delivery	<p>Supply chain and procurement support Working with approximately 50 Barnsley business to explore the development and capability to be able to access local supply chain again creating the conditions for indigenous growth. Target of 384 jobs created; 68 jobs safeguarded; 50 businesses supported.</p> <p>SciTech Digital Innovation Hub Incubation space for 5 new enterprises, opening in September 2021, providing collaboration and learning opportunities for businesses, students and school-age children.</p>	Funding £0.24m Barnsley Prioritised Recovery Programme £2.3m (£1.45m SCR GBBF)	Delivery partners SCR Partner local authorities, Barnsley & Rotherham Chamber, BBIC Barnsley College, BMBC, SCR, DMC01
Theme Targets	<ul style="list-style-type: none"> • Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021) • Deliver 50 supply chain and procurement interventions by September 2022 		
Outcomes	Businesses involved in the programme are more likely to use local businesses in their supply chain, or sell to businesses in Barnsley and the Sheffield City Region		
Working together / Requirements	This priority will be delivered utilising dedicated specialist advisor roles funded through the SCR Renewal Action Plan. We will also work with key partners such as BBIC and the Chamber to raise awareness and host business to business events.		

During and following the pandemic we are maintaining a programme of place-based initiatives – including masterplans and investment plans - co-designed with communities and partners, to help urban areas and communities to adapt to COVID-19 and avoid decline; boost sustainable travel; and enable renewed investment in decarbonisation, advancing our strategic economic, social and environmental goals.

The development and delivery of this programme will involve reconfiguring places to meet the needs of the new economy, supporting spatial adaptation and sustainable travel, and increased decarbonisation. They will also build community and local capacity to enable towns and communities to be less reliant on public institutions and have an increased sense of agency in delivering for themselves.

There are two interconnected themes which will guide the Place programme:

1. **Place-based spatial design**, including connectivity; and
2. **Sustainability initiatives** which support low carbon housing, recycling, and active travel



1 Place-based Spatial Design

<p>Context</p>	<p>The physical shape of the Borough of Barnsley – its former collieries, the town centre, its high streets, and other settlements – was already changing at pace before the pandemic. We are already actively planning for change, growth, and adaption in our places. The pandemic will accelerate some of the spatial-economic trends we have already been planning for, for example in the changing use of town centres and renewed attention on healthy neighbourhoods; whilst other trends such the decrease in demand for office space may require permanent adaptation of strategy.</p>
<p>What the programme will do</p>	<p>Our key short-term priority will be to continue to deliver key projects including Glassworks and enabling infrastructure works at our Strategic Sites.</p> <p>Running in parallel to this we will develop clear place-based investment plans reflective of local need, priorities and opportunities for each of our 6 principal towns and Elsecar. Established plans will directly lead to the creation of investment priorities for Barnsley which will enable the Council and partners to secure funding leading to delivery. A further overarching priority will be to create the conditions to unlock private sector investment which sees a switch away from a dependency on public finance.</p>

Delivery		Funding	Delivery partners
	<p>Barnsley Town Centre Plan First phase development of an integrated spatial, economic and investment plan for Barnsley Town Centre. Activities will include: Glass Works phase 2 including cultural units; Seam masterplan including new Active Travel Hub; car parking strategy; Eldon Street Heritage Action Zone; Southern Gateway Youth Zone; Purple Flag accreditation; and town centre marketing.</p>	<p>Central government: £15m FHSF, £2m HAZ, £4m TCF, £4m GBF</p>	<p>Barnsley Markets Sheffield City Region MHCLG DCMS</p>
	<p>Goldthorpe Town Investment Plan Delivery of the Town Investment Plan to achieve the vision of <i>Working together to create a thriving community where people choose to live, invest and excel.</i> The investment plan covers a range of areas including skills, employment, connectivity, housing, culture and urban centre regeneration.</p>	<p>£30m+ MHCLG Towns Fund</p>	<p>Town Board, SCR, NPR, Land Trust, MHCLG</p>
	<p>Principal Town Investment Plans Develop clear place-based investment plans reflective of local need, priorities and opportunities for each of our 6 principal towns. Established plans will directly lead to the creation of investment priorities for Barnsley which will enable the Council and partner to secure funding leading to delivery. A further overarching priority will be to create the conditions to unlock private sector investment which sees a switch away from a dependency on public finance.</p>	<p>£1.5m BMBC</p>	<p>Area Councils, Ward Alliances, Local Community Groups, Residents</p>
	<p>Elsecar Masterplan Creating full detailed masterplans, secure relationships, surveys, feasibility studies and detailed planning to enable full development of Elsecar and to realise its potential – economically, culturally and socially.</p>	<p>£0.19m BMBC</p>	<p>BMBC, Historic England; RMBC; Wentworth Woodhouse; National Trust</p>

Delivery		Funding	Delivery partners
	<p>Worsborough Mill development and masterplan New extended retail and commercial spaces, increased refreshment covers, potential tenanted spaces, new visitor gallery, new staff/volunteer spaces, new external trading infrastructure for commercial partners. Detailed business planning and architectural master-planning, to enable future leveraging in of external investment.</p>	<p>£0.16m Cultural recovery Fund</p> <p>£0.07m BMBC</p>	<p>National Lottery Heritage Fund, Heritage England</p>
	<p>Northern Glass Development of an on-site training facility to bring a derelict building back into productive use to provide hands-on training for young people.</p>	<p>£0.26m inc. £0.05m Wolfson Foundation</p>	<p>BMBC, Wolfson, schools and colleges,</p>
	<p>Eldon Street Heritage Action Zone Physical improvements to 6 key historic buildings to bring 15,000sqft of currently vacant floorspace in historic buildings back into economic use. Works to Barnsley Civic as the landmark building: Reinstate the historic front entrance to the Civic, creating a box office and front facing food and beverage offer, and convert disused space above into 8 high quality residential lets.</p>	<p>£2.0m council £1.968m Heritage England £0.193 local business contributions</p>	<p>BMBC, Historic England, Arts Council, Business owners, Barnsley Civic, Cultural Consortium</p>
	<p>Covid Memorial Sculpture in the Glassworks Square – to recognise the impact of Covid 19 and pay tribute to key workers; provide a focal point for Covid 19 related annual event / possible Memorial Day; and to provide a symbol of regeneration and hope. Associated engagement programme will involve people in sharing their experiences of the pandemic and its impact.</p>	<p>£0.45m BMBC</p>	<p>BMBC, Steering group, artists</p>

Delivery	<p>Dodworth Road Gyratory new junction to address existing congestion and improve air quality along Dodworth Road. A long-term solution that will provide enough capacity for the current volume of traffic as well as accommodating the future business and housing growth aspirations of Barnsley and prevent traffic queuing back onto the M1 by 2023.</p> <p>Junction 37 Strategic Site enabling work Delivery of new and improved highway infrastructure works in the vicinity of M1 Junction 37 (Claycliffe) to improve and widen Capitol Close/Higham Lane, make improvements to the Chestnut Tree roundabout and provide new access into MU1 (Barnsley West), a mixed use employment and housing site allocated as part of Barnsley's Local Plan.</p>	Funding £1.17m SCR LGF £10.63m SCR LGF	Delivery partners Sheffield City Region Sheffield City Region Highways England
Theme Targets	<ul style="list-style-type: none"> • Completion of Glass Works Phase 2 by end of 2021 • Restoration and repurposing of at least 10 historic building into new productive uses • Establishment of 6 Principal Towns Investment Plans 		
Outcomes	People in Barnsley will have greater access to well-designed and safe places for work, living and cultural and leisure recreation.		
Working together / Requirements	We will work with a range of partners to deliver our place-based aspirations which includes the Inclusive Economic Board, SCR, MHCLG and local community infrastructure.		

2 Sustainability Initiatives

<p>Context</p>	<p>Barnsley Council declared a climate emergency in September 2019 and set out its aims to achieve net-zero carbon within the council by 2040, and across the borough by 2045.</p> <p>Existing achievements include converting more than 90 per cent of Barnsley’s street lighting to low energy LED lamps, a recent pledge to plant 10,000 more trees across the borough, and the replacement of vehicles in the council’s fleet with ultra-low emission vehicles.</p> <p>The <i>Sustainable Energy Action Plan</i> affirms the commitment to embed a carbon reduction culture across the Council and beyond.</p>		
<p>What the programme will do</p>	<p>The programme constitutes the immediate actions we are taking to deliver post-pandemic investment, to secure a greener and more sustainable future in the Borough: including energy efficiency, renewable energy and sustainable travel. Other future measures may include ensuring net gains to biodiversity as a result of development proposals consistent with our Local Plan and the Environmental Bill.</p>		
<p>Delivery</p>	<p>Decarbonising Barnsley’s property portfolio Funding secured to deliver energy efficiencies and new energy sources for Barnsley Council Buildings over the next 12 months.</p> <p>Residential energy efficiency Retrofit of private and social housing stock, increasing energy efficiency by replacing building materials.</p> <p>Energise Barnsley and solar PV Use the feed in tariff income from previous PV installs as leverage for a community bond which will allow £4 million to be raised to install 1,000 PV arrays over the next 18 months.</p> <p>Electric Vehicle Charging in public car parks.</p>	<p>Funding £4.3 million PSDF</p> <p>£1.8 million BEIS</p> <p>£0.25m p/a from feed in tariff</p> <p>£0.15m inc £100k from OLEV</p>	<p>Delivery partners BMBC /BPL BEIS Ameresco</p> <p>Berneslai Homes, BMBC, BEIS</p> <p>BMBC, Berneslai Homes, Energise Barnsley, Community bond</p> <p>BMBC</p>

Delivery	<p>PV Farm and nature reserve Solar PV farm and nature reserve on the site of Dodworth colliery to deliver renewable energy to BMBC which is purchased via a sleeving arrangement -this will allow the site to be built out at no cost via a bond</p> <p>Improvement to heat controls in PFI schools funded through Public Sector Decarbonisation Scheme</p> <p>Active Travel hubs Delivery of Active Travel Hubs using Transforming Cities Fund in Goldthorpe, Darton and Barnsley Town Centre</p>	Funding £4.5m via the community bond £1.35m PSDF £3m TCF	Delivery partners <i>BMBC</i> <i>Energise Barnsley Coal board</i> BMBC, Amey DfT, Sheffield City Region
Theme Targets	<ul style="list-style-type: none"> • Delivery of c£15m sustainability investment programme (additional metrics tbc) 		
Outcomes	As a result of the programme there will be a reduction in the energy consumption and reduction in carbon emissions from a significant amount of building stock across public and private sectors in Barnsley.		



3.3 Our Framework for Recovery - Ensuring an Inclusive Economy 2021 - 2030

Barnsley Renewal Action Plan	RECOVERY (18 months)		RESILIENCE (18 months - 3 years)	BUILD BACK (3+ years)
People: Supported to work and adapt to the new economy	<ul style="list-style-type: none"> • Future-proofed workforce • SCR Train to Work Programme • Community Outreach: through Targeted Information and Guidance and Adult Skills and Community Learning • Digital Access • Job Finding Support & Job Entry Targeted Support • Sheffield City Region Back to Work programme • Kickstart 	<ul style="list-style-type: none"> • New Universal Credit Youth Offer • Mentoring Circles • Sheffield City Region Young People's Skills Guarantee • Supporting mental wellbeing recovery through BeWell@Work • Sheffield City Region Overcoming Barriers programme • Work and Health Programme 	<ul style="list-style-type: none"> • Employment & Skills Strategy refresh • Virtual Youth Hub • Pathways to Progression & Success • Sector Routeways • Digital Boost Workforce Development • Tenants First • Advance All Age Careers • SCR Gainshare programmes • Delivery NPO Programme 	<ul style="list-style-type: none"> • Employability support • Redundancy support • Supported Employment • Traineeships & Apprenticeships • Adult Skills & Community Learning • CEIAG/All age advice and guidance
Employers and Businesses: Supported to adapt, consolidate and thrive	<ul style="list-style-type: none"> • Ecommerce & Retail Support • Click and Collect Hub • Business Support: Post-Covid Health Checks and helpdesk • Sheffield City Region Business Adaptation Support • Digital Innovation Grants • Productivity Investment Grants • Supporting cultural organisations to access grants • BBIC/Newable Loan Finance • Third sector capacity building 	<ul style="list-style-type: none"> • Cultural/Visitor economy capacity building • Supply chain and procurement support 	<ul style="list-style-type: none"> • Enterprising Barnsley core offer • Inward Investments • Business Starts (Launchpad) • Barnsley Inclusive Economic Strategy • Commissioning work from artists and cultural organisations 	<ul style="list-style-type: none"> • Key Account Management • BeWell@Work • Enterprising Barnsley core offer • Inward Investments • Business Starts (Launchpad)

3.3 Our Framework for Recovery - Ensuring an Inclusive Economy 2021 - 2030

Barnsley Renewal Action Plan	RECOVERY (18 months)	RESILIENCE (18 months - 3 years)	BUILD BACK (3+ years)
<p>Places: Supported through place-based investment to create jobs, offer vibrant local economies and transform our communities</p>	<ul style="list-style-type: none"> • Barnsley Town Centre Plan • Goldthorpe Town Investment Plan • Principal Town Investment Plans • Elsecar Masterplan • Worsborough Mill development and masterplan • Northern Glass • Eldon Street Heritage Action Zone • Covid Memorial Sculpture • Dodworth Road Gyrotory • Junction 37 Strategic Site enabling work • Decarbonising Barnsley's property portfolio • Residential energy efficiency • Energise Barnsley and solar PV • Electric Vehicle Charging 	<ul style="list-style-type: none"> • The Seam – Phase 1 • City Fibre Full Fibre Deployment • Principal Towns Investment Plan delivery • Delivery of Town Plan • Developing a cultural compact – including capacity building – market development • Securing funding Elsecar projects • Creation SCR destination management plan • Fundraising Civic redevelopment Plans / • Fundraising Experience Barnsley expansion • Event programme delivery • Delivery art in the public realm projects • Delivery of Transport Strategy – connecting people to places • Delivery of Active Travel Strategy • Delivery of Transforming Cities Active Travel routes 	<ul style="list-style-type: none"> • The Seam – Digital Campus • Goldthorpe Town Investment Plan • Junction 37 • Junction 36/Freeport • Implementing cultural compact • Goldthorpe employment site and associated off site infrastructure • Deliver Elsecar projects • Completion HAZ • Completion Civic redevelopment • Promotion cultural and events offer



Barnsley Town centre is being transformed. Barnsley Council, supported by the Sheffield City Region, has demonstrated great commitment to modernising our town centre with the vibrant new Glass Works development. As we recover from the pandemic, we all want to see the town centre thriving and creating new opportunities for retail, leisure and employment.

Alongside the development of the Seam and DMC 02 there is incredible potential for future development, which is why we've identified it as one of the select number of growth areas for South Yorkshire, with priority support and investments to help boost vibrancy and activity – and generate knock-on economic benefits.

I'm proud to be supporting the Glass Works as part of our town and our region's economic recovery and renewal from Covid. That's why local leaders and I are creating an £860m South Yorkshire Renewal Fund to build a stronger, greener and fairer regional economy and help revitalise our high streets and urban centres.

- Dan Jarvis, MP for Barnsley Central and South Yorkshire Mayor



4 MOVING FORWARD

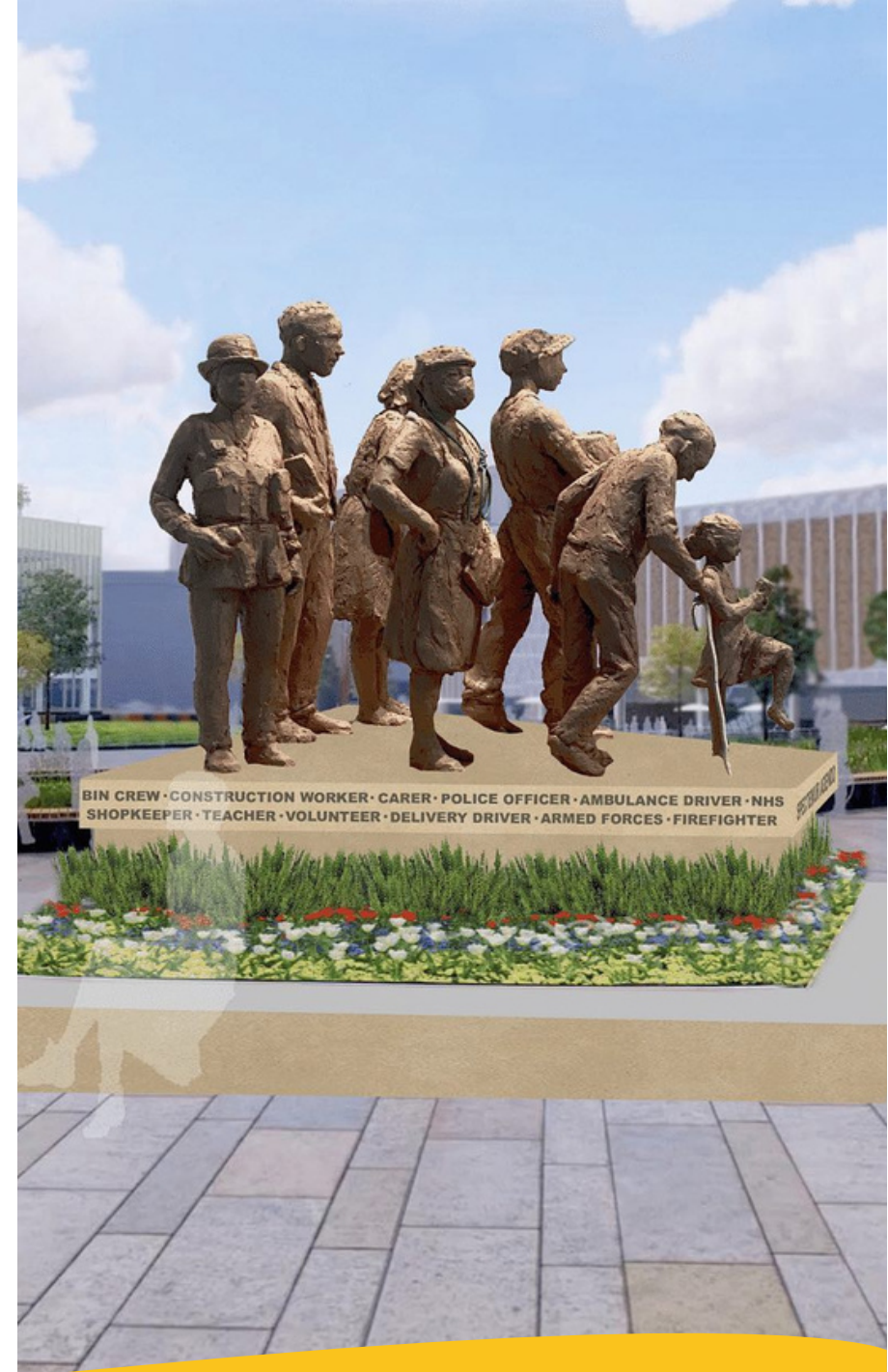
This **Recovery Action Plan** is an important statement of commitment by Barnsley Council and its partners to continued and renewed investment and support for our businesses, residents and community organisations following the Coronavirus pandemic.

This is a short-term plan focusing on the immediate issues and opportunities. It will be reviewed and updated to reflect the unpredictable dynamics of our national social and economic recovery from the virus, the personal and health effects, and the closure and disruption to education, business and enterprise.

The Plan will help us return to stable foundations, as the point from which we can **move forward towards the ambitious goals we have for Barnsley in 2030** including ensuring our economy and community is more inclusive and sustainable.

For that reason, this Plan is 'owned' by the Barnsley Inclusive Economy Board working through its Business sub-group and the Business and Economy Recovery COVID sub-group to co-ordinate delivery. The Business and Economy Recovery COVID sub-group will establish a robust review and monitoring regime to ensure that the evolving plan is deliverable and is on track to bring about the outputs stated in this Plan.

As a Borough, Barnsley is finding a way through the Coronavirus pandemic by working together and approaching adversity as a collective community. In the transition period after the pandemic this plan offers the opportunity to galvanise and coordinate our continued support for people and businesses and invest in our places and communities. We hope to recover and renew our Borough with the same spirit and pride which has carried us through this challenging time.



References

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- [8] Fothergill, S and Beattie, C. (2021). The impact of the Coronavirus Crisis on Older Industrial Britain. Sheffield Hallam University.
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- [11] ONS Business Density, BMBC analysis
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- [13] KPMG (2021). UK Economic Outlook January 2021 [see also Bank of England (2021). Monetary Policy Report].
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Item 4c

A2a The prioritised recovery programme will tackle immediate impacts of Covid19 as well as unlocking economic recovery and growth

Economic Recovery and Growth Area and context	Prioritised Programme	Allocated funding	Outputs
<p>Business Support The economic plan recognises that the business base continues to be faced with a number of challenges on areas such as access to finance, cash flow and workforce impacts. It is further recognised that much of the national and regional support to date has been specifically focused on these areas. Consequently, the plan seeks to identify and provide support activity at an organisational level by providing tools and specialist knowledge which will aid recovery.</p>	<p>Ecommerce Business Our retail businesses need to incorporate an online offer to bolster their physical presence. Many of our independent retailers and market traders have little or no IT presence in their existing business, many only with access to a mobile phone. Prior to being able to move online, they will need support to digitise their existing business model, including stock management, financial transactions and digital communications. This activity will provide the vital building blocks to effectively incorporate an online retail presence into their current business model and will be complemented by the Ecommerce Retail Enabling Works Prioritised Programme. Ecommerce support was recognised as a priority area of focus through the recent Elected Member Scrutiny Task and Finish Group (TFG) on COVID Response, Recovery and Renewal and the need to provide businesses with the ability to deliver an online presence. This will help to maximise revenue stream opportunities and therefore directly contribute to future sustainability.</p>	£300,000	120 Jobs created 240 Jobs safeguarded 120 Businesses supported
	<p>Supply Chain & Procurement Support This workstream will involve working with approximately fifty Barnsley business to explore the development and capability to be able to access local supply chain again creating the conditions for indigenous growth. The development of local supply chains and the associated circular economy within Barnsley will directly contribute to the Barnsley Inclusive Economy aspirations as well as being a key recovery action.</p>	£240,000	384 Jobs created 68 Jobs safeguarded 50 Businesses Supported
<p>Retail, Leisure and Hospitality The Barnsley Retail Impact assessment recognised the need to provide specific support to this sector. Good progress has been made in this area through existing initiatives such as the Principal Towns Shop Front scheme and recent introduction of the Barnsley Gift</p>	<p>Retail Business Support A focus on providing support to businesses in stock management, IT basics, online payments. This will include access to an IT facility, photography and videography area will be provided to allow businesses to photograph and prepare products for selling online. This activity will provide the building blocks to effectively transition into an online retail presence.</p>	£100,000	30 Jobs created 60 Jobs safeguarded 60 Businesses supported

<p>Card with further plans to expand that offer to include a loyalty and travel scheme.</p>	<p>Click & Collect Hub Provision of self-serve, click and collect lockers located in the Glass Works, accessible to use by all town centre businesses. For businesses these automated lockers offer a more profitable way to fulfil online orders, eliminate delivery costs and reduce the staffing costs required to manage traditional click and collect services. For shoppers, the self-serve lockers offer an easy, safe and convenient way to collect and drop off goods. This customer focussed retail approach is key to the evolving uses and demands of the town centre effectively extending the virtual trading hours of the retail offer to complement the cultural and leisure uses. Again, the Scrutiny TFG were keen to see this type of activity progress in supporting local businesses and the local economy.</p>	<p>£320,000</p>	<p>1.5 Jobs created 66 Jobs safeguarded 330 Businesses Supported</p>
<p>Culture & visitor economy sector capacity building The recent Chamberlain Walker sector impact assessment undertaken within the Sheffield City Region demonstrates the significant economic contribution provided by this sector but also paints a stark message in terms of the fragility of the business se.</p>	<p>Culture and Visitor Economy Capacity Building Culture and visitor economy venues have been severely impacted by opening restrictions since March with income significantly reduced and future capacity compromised for the medium term. This has reduced the cash flow for commissioning work, exhibitions, events and activities that help to support and develop the creative and cultural industries. The SCR level report highlights the lack of resilience in the culture and visitor economy sectors pre Covid so this year has created an even more challenging landscape. The creative industries (design, media etc) have greater capacity to bounce back with some evidence of demand for these services increasing. The Renewal Action Plan therefore makes provision to operate a sector specific programme based on existing national initiatives. This will include running a series of cohort based programmes to increase capacity, improve resilience, help with technology adoption and market development. A secondary benefit will be improved networking and collaboration within the creative and cultural industries.</p>	<p>£150,000</p>	<p>10 Jobs created 30 Jobs safeguarded 30 Businesses supported 5 new businesses created</p>
<p>People, employment and Skills Barnsley Council has been heavily involved in shaping the people aspect of the Sheffield City Region recovery plan which provides a range of identified support. At a local level, it has been identified that there is an opportunity to develop a targeted intervention aimed at Improving Workforce Productivity.</p>	<p>Future Proofed Workforce A project focussing on ensuring SME/micro businesses are able to restart/rebuild productivity as we enter recovery. It focuses around addressing the following issues faced by our businesses.</p> <ul style="list-style-type: none"> • The ability of businesses to restart efficiently post furlough. • The workforce is underproductive due to stress/anxiety, higher sickness numbers/presenteeism. • Staff will have lost skills/capability while being off work. • Staff may not have the skills to deliver their role as ways of working shift. • Businesses will need to move to new ways of working, adopted new ways of working. • Businesses will be making staff redundant/putting them at risk. • Businesses will have vacancy freezes and putting existing staff under pressure. • Businesses may need to enter new markets requiring new skills in their workforce. <p>The proposal provides a sustained and intensive offer to our businesses through investment into our employability service and through existing support models. Evidence from contacts through our current Helpdesk evidences the need for us to increase and solidify our capacity to support</p>	<p>£690,000</p>	<p>1000 Jobs safeguarded 250 Businesses supported</p>

Apprenticeships

One of our strongest tools available to us as part of our economic recovery and integral to our jobs-led response. Apprenticeships level the playing field, offering an all-age solution with a learning structure, work experience, the development of industry specific and transferable skills with a recognised accreditation at the end. Graduate apprenticeships also make higher education more accessible for a breadth of residents to whom a traditional route to HE is not attractive, or, for many possible.

employed individuals to strengthen and develop new skills and capabilities to thrive in their current jobs and progress in their careers creating opportunities for new entrants into the workforce.

Businesses will be also able to access a free workforce productivity package including:

- Free assessment of workforce skills /capabilities of their team
- Labour market intelligence about their current market and potential markets (salary levels, skills levels)
- Their staff will have access to support/activities while on furlough
- Our team will work with the business to bring staff back from furlough while ensuring they are back up to productivity as effectively and efficiently as possible
- Provision of a workforce training plan aligned to the skills assessment
- Access to a productivity GURU – up to 3 days with a specialist training consultant, able to provide management coaching/embed productivity skills in the workforce and support job redesign where needed
- Workforce Wellbeing support measures through our BeWell@Work service
- Links to Enterprising Barnsley/Growth Hub
- Support for restructuring including redundancy
- Support for recruitment/vacancy management
- Access to training support for retraining/upskilling
- Advice and guidance on establishing traineeships, apprenticeships, Kickstart and other job creation opportunities

We will also continue to work with our employers to support the growth of apprenticeship opportunities at all levels across our businesses, making it easier for our businesses to benefit from the scheme.

We will raise awareness of the opportunities an apprenticeship can offer individuals of all ages, for younger people a good first step into work, for older workers, who may not consider one as a route for their age group, raising awareness that these can be a good way to pivot careers and to access higher level skills.

Third sector capacity building

The recent Barnsley Community and Voluntary Sector impact assessment identifies a number of challenges faced by the third sector which continue to worsen as the pandemic continues. A summary of high level challenges faced by the sector includes:

Most organisations are still unable to: -

- Fundraise
- Rent their space out
- Operate as they would usually
- Deliver services how they would usually deliver their services
- Most organisations have had to: -
 - Flex their service delivery
 - Establish and operate a virtual service
 - Buy new equipment and learn new skills to operate online
 - Buy PPE, signage and other resources to keep COVID-safe
 - Operate with smaller groups which makes delivery less cost effective
 - Run buildings and pay for rent and utilities
 - Navigate their way through ever changing and complex guidance

Third Sector Capacity Building

The Renewal Action Plan makes provision to operate a sector specific programme based on existing national initiatives. This will include running a series of cohort based programmes to increase capacity, improve resilience, help with technology adoption and market development. A secondary benefit will be improved networking and collaboration within the Third Sector in Barnsley.

£150,000

10 Jobs created

30 Jobs safeguarded

30 Businesses supported

5 new businesses created

Additional Restrictions Grants (ARG) Barnsley

The ARG funding scheme aims to support businesses severely impacted by coronavirus restrictions when most needed. Funding was first made available in Financial Year 2020-2021 and can be used across Financial Years 20/21 and 21/22. The ARG funding may primarily take the form of discretionary grants, but Local Authorities were also given the opportunity to utilise this funding for wider business support activities.

The x4 South Yorkshire Local Authorities agreed to use the remaining ARG on four specific projects.

- *Capital Expenditure Grants*
- *Digital Innovation Grants*
- *Business Productivity Grants*
- *Outdoor hospitality Grants*

Below is an overview of the funding available for South Yorkshire and how the £ and the outputs are split across partners.

Proposal	Indicative Budget	Business Supports	Barnsley Number	Barnsley £ Allocation
Direct business capital investment	£4,000,000 *	40	High	£1m
ERDF Productivity Grants	£1,000,000	80	20	£250k
Digital Innovation Grants	£800,000	80	20	£200k
Outdoor hospitality grants	£1,500,000	BMBC: 329 DMBC: 489 RMBC: 391 SCC: 993 Total: 2,202	329	Low

Digital Innovation Grants

- Barnsley was allocated £200k of funding to support businesses to digitise their businesses to become more competitive and help them recover and grow out of the Covid 19 Pandemic.
- Grants of between £2k - £10k have been offered to Barnsley businesses to help them part fund 31 key projects in the borough
- An appraisal of all the projects submitted was undertaken by the Enterprising Barnsley team, the successful projects are highlighted below. To be able to access the funding the applicant must sign up to the BMBC 'Employer Promise' scheme which helps provide opportunities to residents to access meaningful employment.

ARG DIGITAL GRANTS			
Business	Project Total £	Grant Total £	Summary
Project 1	25,000	10,000	Improve data connections and data transfer to enhance customer service
Project 2	16,030	8,015	Installation of a new IT system to digitise internal processes
Project 3	18,134	9,067	Installation of a new IT system linked to the existing productivity / despatch IT system
Project 4	3,640	1,820	New digital production system for the workshop
Project 5	5,000	2,500	Fund a new app and the development of the cloud portal
Project 6	22,000	10,000	System that will allow the business to combine marketing, estimating, design, safety compliance, ordering and invoicing all under one system with the possibility of additional modules.
Project 7	22,070	10,000	Acquire an interactive online platform which will act as a 'demonstration zone' and 'shop window' for products to the global market.
Project 8	4,395	2,198	Build and ecommerce system and CRM
Project 9	15,270	7,635	Enhance the Unified Communication System by investing in key ICT infrastructure
Project 10	10,000	5,000	Acquire a new system in order to digitalise and improve systems and infrastructure to help increase future market penetration
Project 11	19,996	9,998	Digitisation of manual paper-based systems
Project 12	4,474	2,237	To develop high quality, professional live streaming services
Project 13	16,000	8,000	Investing in a dedicated portable system to be used primarily for demonstrations
Project 14	20,550	10,000	Development of an application to allow build programs to be logged
Project 15	19,600	9,800	Launch a new ecommerce website
Project 16	3,000	1,500	New integrated website and database CRM system
Project 17	17,884	8,942	Creation of a new branded e-commerce website
Project 18	2,452	1,226	New ICT inc desktop PC's
Project 19	19,124	9,562	Invest in new IT and ecommerce site
Project 20	5,200	2,600	Investment in a cloud-based server, SharePoint and improved out of office functionality

Project 21	20,000	10,000	Funding for a new website and digital portal
Project 22	7,975	3,988	Implement a high-quality streaming facility
Project 23	20,000	10,000	e-commerce website
Project 24	20,000	10,000	Develop a new website
Project 25	8,576	4,288	develop a new website and additional ICT equipment
Project 26	17,500	8,750	Adopt a digital CRM (Customer Relationship Management), WMS (Warehouse Management System)
Project 27	20,185	10,000	Equipment to fully utilise OBS Open Broadcast Software + Smart screens
Project 28	7,729	3,864	Digitise the acquisition of information while undertaking site surveys
Project 29	4,077	2,039	Provide instruments to create the music soundtrack for that AAA unnamed video game
Project 30	22,470	10,000	Purchase additional high-powered PCs/laptops
Project 31	5250	2,625	New website
TOTAL	423,580	205,653	
BUDGET / TARGET		200000	
VARIANCE		5,653	

Business Productivity Grants

- The project builds on the success of the current ERDF Business Productivity project.
- Barnsley was allocated £250k of funding to support local businesses by helping them to invest in equipment and/or expertise to become more productive and therefore more competitive.
- Grants of between £5k - £12,499k have been offered to Barnsley businesses to help part fund 20 key projects in the borough. There is further project in the pipeline that will increase the number of projects supported to 21 and spend the remaining £16,265.86.
- An appraisal of all the projects submitted was undertaken by the Enterprising Barnsley team, the successful projects are highlighted below. To be able to access the funding the applicant must sign up to BMBC 'Employer Promise' scheme which helps provide opportunities to residents to access meaningful employment

ARG BUSINESS PRODUCTIVITY GRANTS			
Business	Project Total £	Grant Total £	Summary
Project 1	44,979.49	12,499.00	Purchase additional specialist access equipment to increase capacity and service the growth in demand.
Project 2	24,250.00	12,125.00	Integration and rationalisation of the business systems to ensure an efficient flow of information
Project 3	25,755.00	12,499.00	Purchase specialist test equipment to bring the testing of the circuits they manufacture 'in-house'.
Project 4	17,662.00	8,831.00	Automation of the batch coding and case labelling activities to improve productivity, remove delays and take out cost.
Project 5	20,900.00	10,450.00	Due to increasing demand the company require an additional Bead Saw to sustain / increase capacity.
Project 6	24,500.00	12,250.00	Purchase a new Digi binder which will make book production significantly more efficient
Project 7	24,860.00	12,430.00	Fund an expansion of their factory, to develop the current workspace, more equipment and more machinery.
Project 8	24,800.00	12,400.00	Fund a new automatic coffee bag filling and pouching line for their new factory which will increase their production
Project 9	15,158.00	7,579.00	The business uses paper-based QA procedures for ISO 9001:2015 , they want to move this whole process, so it is digitally based.
Project 10	24,667.28	12,333.64	Create a new waste storage/compactor area
Project 11	24,491.00	12,246.00	This grant is for CAD equipment, a factory floor PC and additional factory equipment that will increase productivity.
Project 12	25,800.00	12,499.00	By obtaining more IBC containers the company will be able to release the bottle neck and allow the blenders to continue running whilst the packing lines catch up.
Project 13	24,950.00	12,475.00	Purchase of injected mould tooling and tooling for the automatic lid element of the product, along with racking to support stock holding.
Project 14	24,873.00	12,436.50	Introduction of updated workstations and improved methods of work to help increase the businesses capacity and capabilities to keep up with demand
Project 15	17,311.00	8,655.50	The company wants to invest in a new finance system that will help them achieve their growth plans by reducing the amount of time currently taken in producing financial reports, providing visibility of sales information, conversion rates as well as the benefits from a three-tiered Accounts system.
Project 16	24,999.00	12,499.00	The business will invest in new and more efficient machinery that will allow them to bring new products and services to market.
Project 17	24,304.00	12,152.00	Purchasing a CRM system and necessary equipment to improve productivity and increase turnover and meet the manufacturing demands
Project 18	24,800.00	12,400.00	Setting up a manufacturing facility
Project 19	24,950.00	12,475.00	Invest in a new spray booth
Project 20	24,999.00	12,499.50	Introduction of updated machinery and improved methods of work to help increase its capacity and capability
TOTAL	489,008.77	233,734.14	
BUDGET / TARGET		250,000	
VARIANCE		-£16,265.86	

Capital Expenditure Grant

- Barnsley was allocated £1m of funding to support local businesses by helping them to invest in capital equipment to help expand their businesses, invest in equipment and create new jobs in the borough.
- Grants of up to £100k have been offered to Barnsley businesses to help part fund up to 16 key projects in the borough.
- The projects listed below are still in development, we are currently over committed therefore we will either be requesting additional funds from Sheffield City Region or reducing the amount of grant offered to each company to ensure we can fund all of the pipeline projects.

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ARG CAP EX GRANTS			
Business	Project Total	Grant Total	Summary
Project 1	£2,000,000	£100,000	The grant will contribute to the £2m 'fit out costs' of their 80,000ft2 HQ facility.
Project 2	£1,400,000	£100,000	The grant will contribute towards the 'fit out costs' including a new trade counter.
Project 3	£200,000	£100,000	The grant will pay for new machinery including a CNC machine, SMS and racking/tooling.
Project 4	£70,000	£35,000	New tooling equipment to support mass production of R&D NPD
Project 5	£1,600,000	£100,000	Contribute towards the costs of a £1.6m paint facility
Project 6	£150,000	£75,000	Delivers capex investment in new machinery
Project 7	£180,000	£90,000	The £ will pay for a new CRM system which will streamline services
Project 8	£120,000	£60,000	Purchase of Fibre Head Welder equipment to will make the business more productive
Project 9	£90,000.00	£45,000	New CNC Machinery
Project 10	£270,000	£100,000	Refurbishment of existing block to turn into offices and create additional space for their 'channel shift' to online retail to help mitigate future C19 pandemic closures
Project 11	£75,000	£37,500	Purchase of a fully automated optical registered print production line.
Project 12	10,500,000	£100,000	Investing in a concrete mixing plant with new equipment.
Project 13	£250,000	£50,000	Developing proposition
Project 14	£100,000	£50,000	Developing proposition
Project 15	£50,000	£25,000	Investment in a new dust extractor and a new edge bander
Project 16	£102,000	£50,000	Developing proposition
TOTAL	£6,155,000	£842,500	

<i>Projects in development</i>	11,002,000	£275,000	
GRAND TOTAL	£17,157,000	£1,117,500	
BUDGET / TARGET		£1,000,000	
VARIANCE		£117,500	