

Public Document Pack



BARNSELEY

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|-----------------|-------------------------------------|
| MEETING: | Barnsley Town Board |
| DATE: | Wednesday 13 March 2024 |
| TIME: | 10.30 am - 12.30 pm |
| VENUE: | Meeting Room 1 - Barnsley Town Hall |

AGENDA

- 1 Welcome and Introductions **10 mins**
Edward Naylor, Chair, Naylor Industries PLC
- 2 The Role of the Barnsley Town Board **15 mins** (*Pages 3 - 42*)
Matt O'Neill, Executive Director, BMBC
- 3 Long-Term Plan for Towns: Government Expectations **5 mins**
Justin Homer, Area Lead Towns and Cities Growth Unit
- 4 Board Governance **15 mins**
(including Declarations of Interest Form, Partnership Agreement and Terms of Reference)
Dan Harper, Head of Economic Development, BMBC
- 5 Town Centre Plan 2021-26: What We Have Achieved **20 mins**
Chris Savage, Urban Centres Programme Manager, BMBC
- 6 Long-Term Plan for Towns: Draft Action Plan **30 mins**
Dan Harper, Head of Economic Development, BMBC
- 7 Schedule of Meetings **5 mins**
Chris Savage, Urban Centres Programme Manager, BMBC
- 8 Actions/Decisions from this Meeting **5 mins**
Chris Savage, Urban Centres Programme Manager, BMBC
- 9 AOB **15 mins**
Edward Naylor, Chair, Naylor Industries PLC

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BARNSLEY TOWN BOARD

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Wednesday, 13 March 2024; 10:30am to 12:30pm
Barnsley Town Hall, S70 2TA



BARNSLEY

Item 2

WELCOME AND INTRODUCTIONS

Edward Naylor

Chief Executive
Naylor Industries PLC



AGENDA

1. Welcome and Introductions – Edward Naylor (Chair)
2. The Role of the Barnsley Town Board – Matt O’Neill
3. Long-Term Plan for Towns: Government Expectations – Justin Homer
4. Board Governance – Dan Harper
Including: Declarations of Interest Form, Partnership Agreement, Terms of Reference
5. Town Centre Plan 2021-26: What We Have Achieved – Chris Savage
6. Long-Term Plan for Towns: Draft Action Plan – Dan Harper
7. Schedule of Meetings – Chris Savage
8. Actions / Decisions from this Meeting – Chris Savage
9. AOB – Edward Naylor (Chair)



A BARNSLEY WELCOME

Cllr Sir Steve Houghton

Leader
Barnsley Council

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THE ROLE OF THE BARNLSLEY TOWN BOARD

Matt O'Neill

Executive Director –
Growth & Sustainability
Barnsley Council

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LTPT: GOVERNMENT EXPECTATIONS

Justin Homer

Area Lead – South Yorkshire
Cities & Local Growth Unit

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BOARD GOVERNANCE

Dan Harper

Head of Economic Development
Barnsley Council

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TOWN CENTRE PLAN 2021-26

Chris Savage

Urban Centres Programme
Manager
Barnsley Council

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WHAT IS THE PURPOSE?

The Town Centre Plan was created to:

- Develop a shared vision for the role that Barnsley's town centre
- Paint a picture of what our town centre will look like
- Bring together one integrated plan for the Town Centre which combines the 'hard' and 'soft' infrastructure
- Build a 'connected way of working' across internal BMBC teams working with our external partners
- Identify key resources needed to support the transformation of our town centre
- Put our customer at the heart of everything and really understand them - whether a resident, a business, an investor or a learner



WHAT IS THE VISION?

BY 2030, BARNSLEY COUNCIL, WORKING WITH OUR STAKEHOLDERS AND COMMUNITIES, WILL CREATE A 21ST CENTURY MARKET TOWN - THE BEST TOWN IN YORKSHIRE; TO LIVE, LEARN, WORK, RELAX AND BE SAFE, HAPPY AND HEALTHY.

We will create:

- **PLACE:** A Town Centre that is coherent, well designed, and healthy
- **CONNECTED:** A place that is ‘easy to get to and get around’: accessible, better connected, and sustainable
- **ECONOMY:** A place that is the catalyst for a brighter future; with a bustling and thriving economy, a great place to live, learn and do business
- **EXPERIENCE:** A safe, inclusive, attractive, exciting, and welcoming family-first town centre
- **NARRATIVE:** A place that wins hearts & minds: a well promoted town centre with great stories to tell



BARNSLEY

PROJECTS COMPLETED

PLACE

- The Glass Works
- Market Gate Bridge
- The Alhambra - Lease acquisition
- Queen's House - Homelessness prevention
- The Hub - Young people leaving care
- Community Diagnostics Centre
- Hostile Vehicle Mitigation / ETRO

ECONOMY

- Economic Renewal Action Plan
- Operational opening of Glass Works
- Completion of the Outdoor Market

CONNECTIVITY

- Car Parking Strategy

EXPERIENCE

- Town Centre Wardens
- Dedicated cleansing team
- Night Angels - Violence Against Women and Girls prevention
- Taxi Marshalls

NARRATIVE

- Identity and Brand - Make It Yours
- Town Centre Marketing Plan
- Digital content - Brand films produced
- Purple Flag - Five consecutive years



BARNSELY

PROJECTS IN DELIVERY

PLACE

- Alhambra - Health & Wellbeing Hub
- Eldon Street Heritage Action Zone
- Barnsley Civic redevelopment
- Youth Zone, Youth Activity Park
- The Northern Academy of Vocal Excellence
- HOME & Barnsley YMCA
- Wayfinding - Totems
- The Seam - Knowledge District

ECONOMY

- Economic Growth Strategy
- Pathways to Work Commission
- Barnsley Housing Strategy
- Glass Works Commercialisation Strategy
- Street trading adoption

CONNECTIVITY

- Transport Innovation Fund
- Bike Works - Active Travel Hub (Interchange)
- Mayoral Legacy Fund - Oakwell / Metrodome

EXPERIENCE

- Core events programme
- NPO - Barnsley Libraries and Barnsley Museums
- Public realm improvements
e.g. Eldon St Square and Glass Works Square
- ENTE Town Centre Wardens
- Barnsley Way - Oakwell / Metrodome
- Purple Flag - Peer review actions

NARRATIVE

- Visit Barnsley digital platform
- Customer and business surveys



BARNSELY

TOWN CENTRE PERFORMANCE

PLACE

- Footfall
FY 22/23 6.6 million. Higher than pre-Covid figures. FY 23/24 expect to exceed 7 million. Adopting a new data from supplier April 24.

ECONOMY

- Occupancy
600 units with 84 vacant. FY 23/24 Q2 Vacancy Rate 14%. 327 units independents (61%). Retail is biggest sector, followed by hospitality.
- Spend
FY 22/23 Barnsley Gift Card spend of £156k. £20 per person. FY 23/24 Customer Surveys indicate higher spend. £30 per person.

EXPERIENCE

- Safety
60% of visitors to the town centre feel safe, an increase of 10% from 2022 (Safer Barnsley Partnership Survey 2023).

NARRATIVE

- Brand
Web traffic to revamped Visit Barnsley pages up by 980% in December 2023 compared to December 2022.

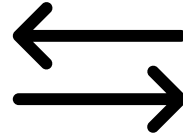
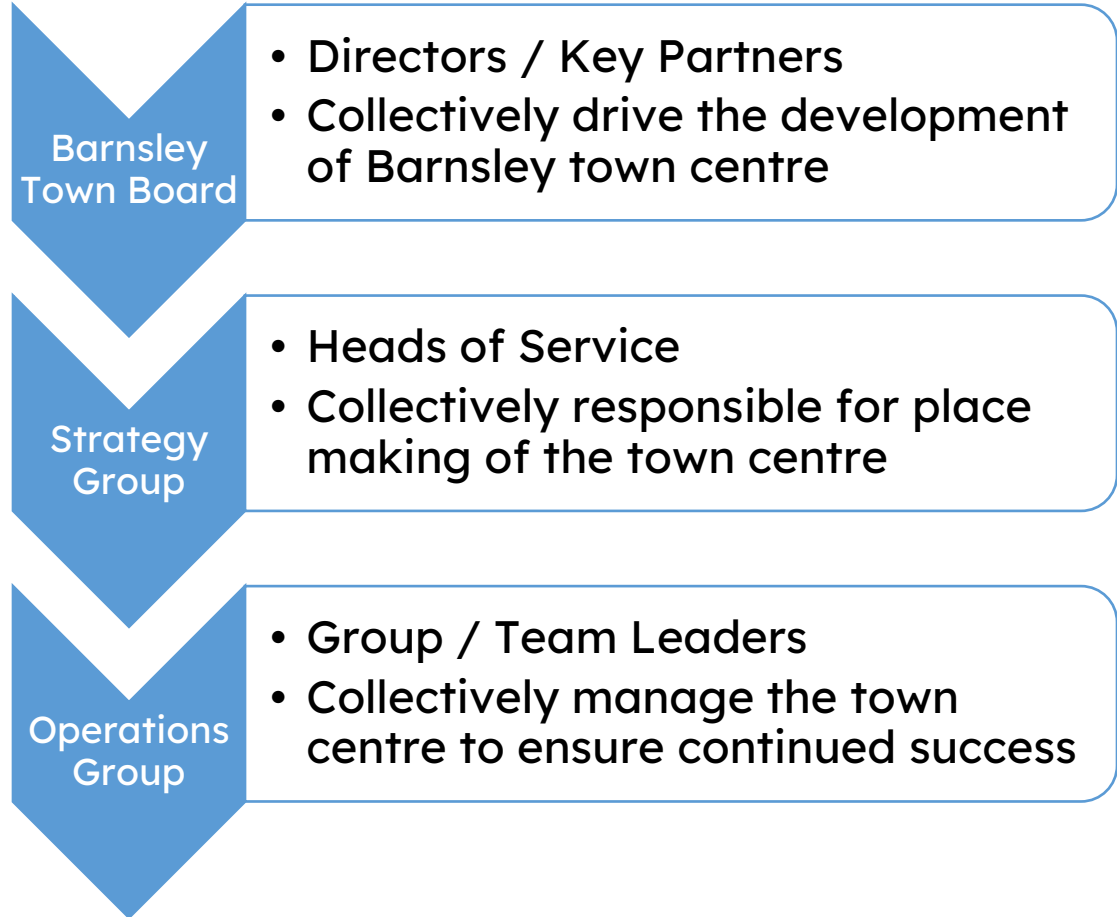
CONNECTIVITY

- Interchange Footfall
FY 22/23 4 million. FY 23/24 expect 4.5 million, nearly at pre-Covid figures.

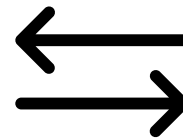


BARNSELY

TOWN CENTRE GOVERNANCE



**INCLUSIVE
ECONOMY BOARD**



**JOINING FORCES
RETAIL WATCH
ENREG / PUB WATCH
BUSINESS MEETINGS
TENANTS MEETINGS**



THANK YOU.

ANY

QUESTIONS?

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Chris Savage – Urban Centres Programme Manager



BARNSELEY

LTPT: DRAFT ACTION PLAN

Dan Harper

Head of Economic Development
Barnsley Council

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THE LONG-TERM PLAN FOR TOWNS

- A £20m endowment style fund over 10 years to support the regeneration of local towns. (2024-2034)
- A new Town Board will develop a shared 10-year vision for their town and oversee the funding together.
- The scheme is articulated around 3 themes:
 - **Safety and Security:** funding to reduce crime and improve safety in their local area
 - **High Streets, Heritage and Regeneration:** funding to enhance their town centres, making them and their buildings more attractive and accessible to residents, businesses, and visitors in a post Covid environment.
 - **Transport and Connectivity:** funding could make towns more connected - increasing footfall and viability – to high streets and local shopping centres, and accessibility to local employment opportunities



NEW TOWN BOARD

MEMBERSHIP

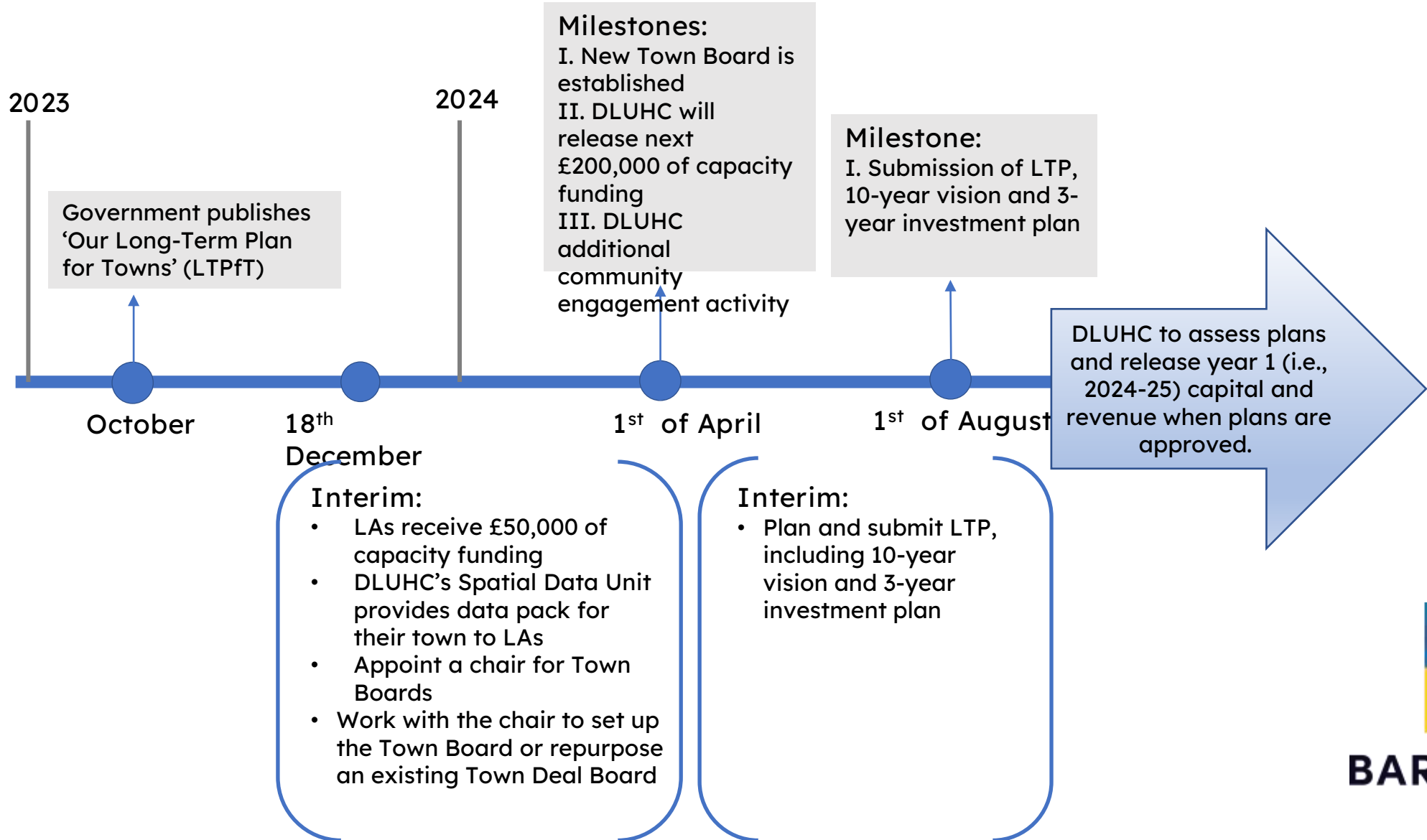
- Chair (local community leader or local businessperson)
- Parliamentary representatives
- Local councillors
- A senior representative from the police
- Community partners such as:
 - community groups
 - faith groups
 - local charities
 - neighbourhood forums
 - youth groups
 - the local Council for Voluntary Service (CVS)
- Local businesses and social enterprises
- Cultural, arts, heritage and sporting organisations
- Public agencies and anchor institutions (Large schools, FE institutions, Integrated Care Board...)

RESPONSIBILITIES

- Drive the priorities for investment, identify where the powers set out in the policy toolkit can be maximised to deliver change and steer the long-term vision for their town, in conjunction with the local community.
- Responsible for developing the Long-Term Plan

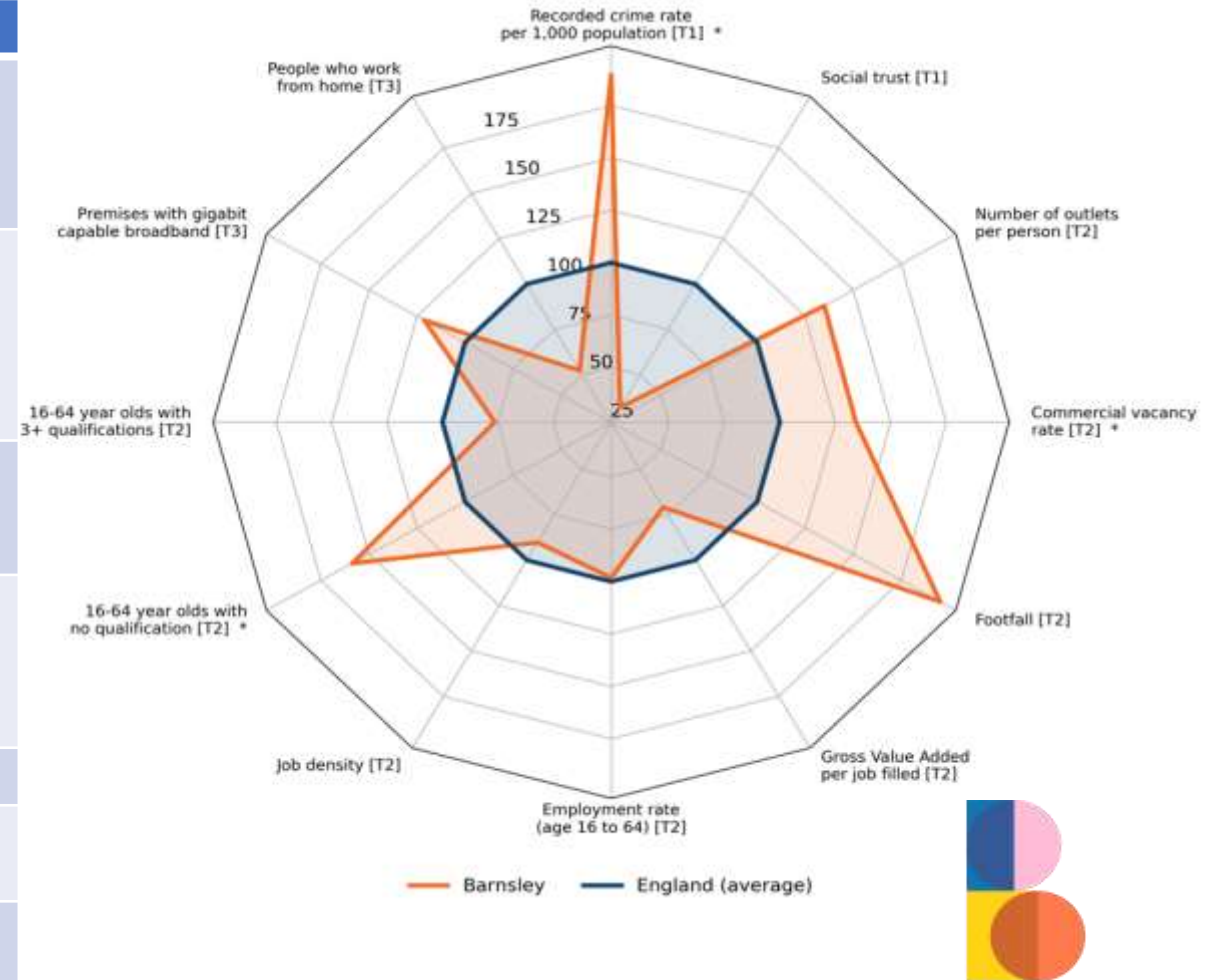


TIMELINE



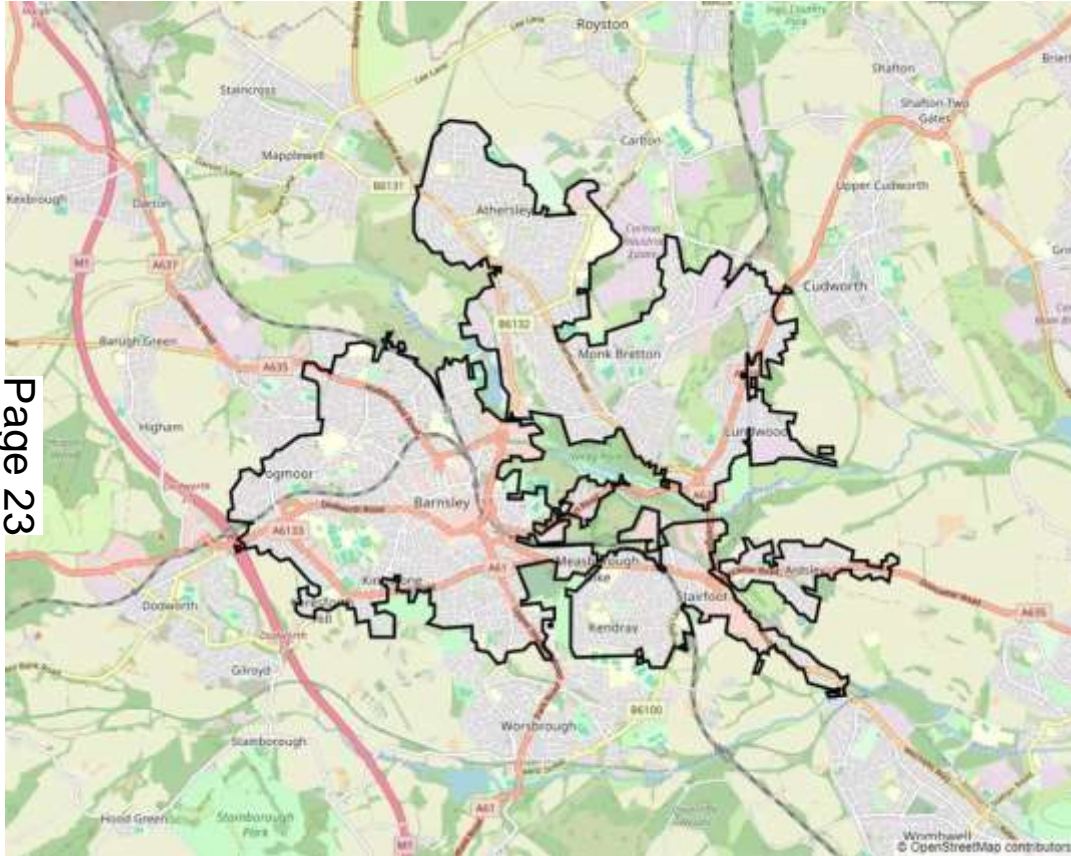
CHALLENGES IDENTIFIED BY DLUHC

| Evidence data | What this means for Barnsley |
|--|--|
| Recorded Crime rate per 1,000 population | <ul style="list-style-type: none"> Crime in Barnsley is indicated to negatively be over 75 points than the national average. This highlights the lack of safety and security in the town centre. |
| Social Trust | <ul style="list-style-type: none"> Confidence in the moral orientation or trustworthiness of fellow citizens ranks 75 points below the national average. Indicates existing issues around social behaviour and absence of community foundations. |
| Commercial vacancy rate | <ul style="list-style-type: none"> Negatively ranked over 25 points above national average, commercial vacant spaces in Barnsley are failing to being filled. |
| Gross Value Added per job filled | <ul style="list-style-type: none"> The total value of output produced in Barnsley is 25 points below national average. Interventions need to be cross-cutting in order to position as a competitive region nationally. |
| Job density | <ul style="list-style-type: none"> Slightly under national average. |
| 16-64 year olds with no qualification | <ul style="list-style-type: none"> Appears negatively on the chart over 50 points above national average. |
| 16-64 year olds with 3+ qualifications | <ul style="list-style-type: none"> 25 points below national average |
| People who work from home | <ul style="list-style-type: none"> Almost 50 points under national average. |



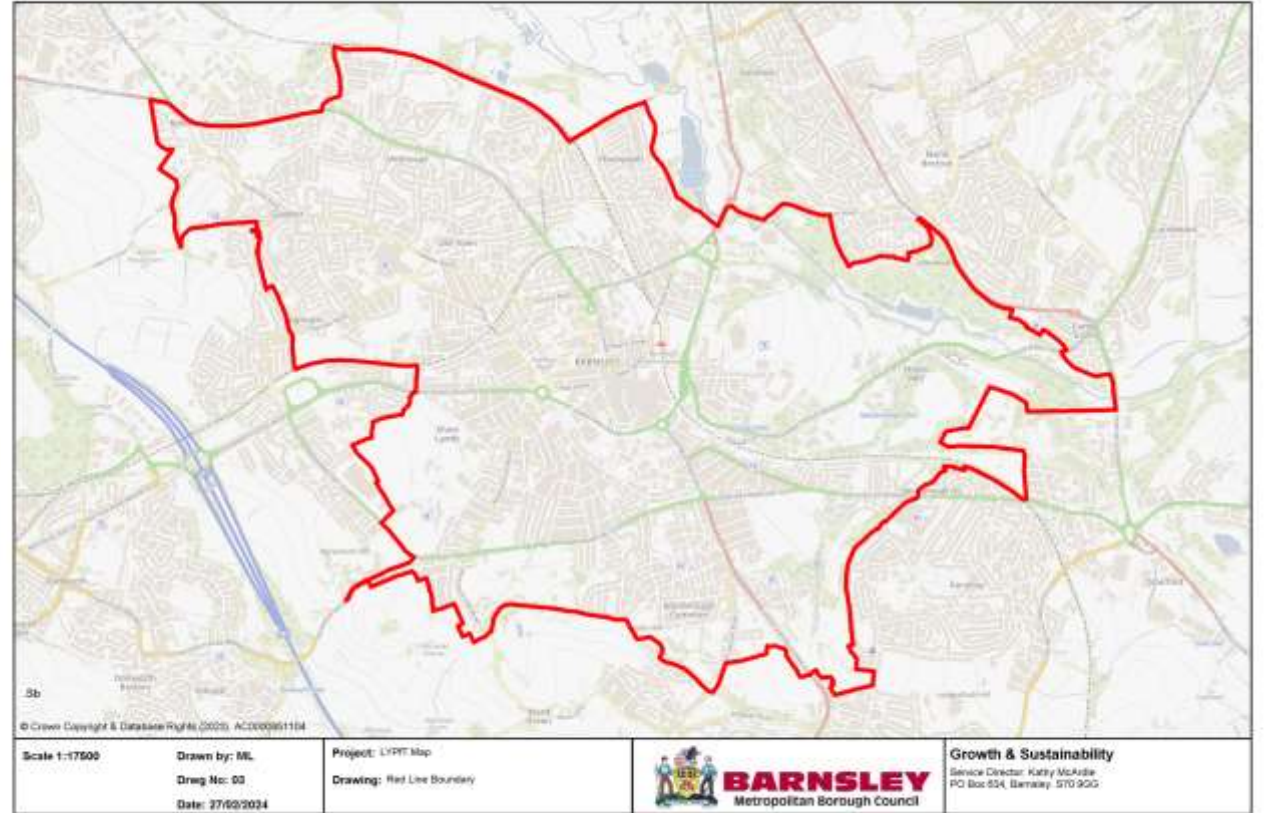
GEOGRAPHY

DLUHC PROPOSED GEOGRAPHY



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BARNSELY NEW SUGGESTED GEOGRAPHY



DECISION: Do Board support the new suggested Geography?



BARNSELY

WHY A DIFFERENT GEOGRAPHY?

- Covers the Town Centre as defined by Local Plan (2019) and Urban Design and Sustainability Strategy (2023)
- Aligns with the area that underpins Urban Centres Key Performance Indicators (KPIs)
- Includes all of Dearne Valley Park and land around Oakwell
- Includes the Barnsley hospital site and surrounding area
- Excludes areas with their own village/town centre (eg. Monk Bretton/Athersley) to ensure focus on Barnsley town centre
- Covers all gateways and access routes into the town centre
- Scope for future economic and housing development opportunities (especially over 10 years)

PROPOSED BARNSELY LTPfT VISION

The Board's Vision for the Town Centre is to improve the economic, social and environmental well-being of the town, make it a 21st market town where people want to live, work, learn, play and invest and ensure Barnsley is a proud and prosperous place for generations to come. The Barnsley Town Board aims to create a safe, vibrant, inclusive and sustainable town centre that meets the needs and aspirations of its residents, businesses and visitors.

Decision: Do Board approve the LTPfT Vision?



BARNSELY

SPEND PROFILE

| | Y0 - 23/24 | Y1 - 24/25 | Y2 - 25/26 | Y3 - 26/27 | Y4 - 27/28 | Y5 - 28/29 | Y6 - 29/30 | Y7 - 30/31 | Y8 - 31/32 | Y9 - 32/33 | Y10 - 33/34 | Total |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------|
| Capital | | £491k | £1,605K | £1,605K | £1,605K | £1,605K | £1,605K | £1,605K | £1,605K | £1,605K | £1,605K | £14,936K |
| Revenue | | £450K | £450K | £450K | £450K | £450K | £450K | £450K | £450K | £450K | £450K | £4,500K |
| Feasibility (revenue) | 50K | 200K | | | | | | | | | | £250K |
| | | | | | | | | | | | | £19,686K |



PROJECT PIPELINE SO FAR

SAFETY AND SECURITY

- Enhanced Town Centre Warden
- Taxi Marshalls
- Welfare hub
- Suicide prevention (Bridges)

HIGH STREETS, HERITAGE AND REGENERATION

- Space agency programme
- Street trading resource
- Town centre events
- Wellington Street HVM and public realm
- Wellington Street car park resurface
- Early intervention youth engagement

TRANSPORT AND CONNECTIVITY

- Barnsley Way art trail and maintenance
- Taxi ranks improvement (Market Hill)
- Town centre masterplan work
- Pedestrian route improvements to Metrodome / BFC (approach from MGB)



PROPOSED SPEND ALLOCATION TO DATE – subject to change based on board feedback

| <u>Revenue Funding Proposals</u> | Y1 - 24/25 | Y2 - 25/26 | Y2 - 26/27 | |
|---|-----------------------------|-----------------------------|-----------------------------|--|
| - | Budget & Cost Estimates (£) | Budget & Cost Estimates (£) | Budget & Cost Estimates (£) | Notes |
| Total Annual Funding Allocation | 449,000 | 747,000 | 708,500 | £450k per year to be allocated over the duration of the 10-year programme. |
| <u>Less</u> | | | | |
| Towns Fund Programme Management Costs | | 72,500 | 75,000 | Comprises dedicated post (G10) for the duration of the programme (10 years) plus BMBC support costs. 24/25 funded by feasibility |
| Safety & Security | | | | |
| Enhanced Town Centre Warden Service | | 80,000 | 80,000 | Two additional Town Centre Warden posts have been requested. |
| Taxi Marshals | 30,000 | 60,000 | 60,000 | |
| Welfare Hub (mobile) | 20,000 | 20,000 | 20,000 | To cover staffing, transport, storage, and maintenance. |
| Early Intervention youth engagement | tbc | tbc | tbc | Need costs |
| | | | | |
| Heritage & High Street | | | | |
| Barnsley Way maintenance | - | 20,000 | 20,000 | Estimate |
| Street Trading Resource | - | 80,000 | 85,000 | G5 Markets / Street Trading Officer and G5-7 Licencing Officer |
| Town Centre Events | 150,000 | 100,000 | 75,000 | |
| Space Agency staff costs | 50,000 | 60,000 | 65,000 | |
| | | | | |
| Total Annual Cost of Current Revenue Proposals | 200,000 | 532,500 | 540,000 | |
| Annual Revenue Funding Allocation Remaining | 199,000 | 129,500 | 98,500 | Noting that any unspent balance can be carried forward into future years. |

PROPOSED SPEND ALLOCATION TO DATE – subject to change based on board feedback

| Capital Funding Proposals | Y1 - 24/25 | Y2 - 25/26 | Y2 - 26/27 | |
|--|--|--|--|---|
| | Budget & Cost Estimates (£) | Budget & Cost Estimates (£) | Budget & Cost Estimates (£) | Notes |
| Total Annual Funding Allocation (Capital) | 491,000 | 1,696,000 | 1,901,000 | £1.6m per year to be allocated from year 2 onwards. |
| Less | | | | |
| Safety & Security | | | | |
| Suicide prevention - Pitt St Bridges (road bridge, footbridge) | | 100,000 | | Guardrail; Lighting; Landscape and Ecology; Public Art |
| Wellington Street - HVM & Public Realm | | 100,000 | 140,000 | 2 x static, 2 x dynamic, integration; Highway repaving to TC standard |
| Wellington St car park resurface | | 100,000 | | To cover tarmac resurfacing, creation of bin stores, CCTV |
| Welfare Hub (mobile) | 30,000 | | | To cover purchase of a mobile unit fully fitted out and wrapped |
| | | | | |
| Heritage & High Street | | | | |
| Space Agency Capital Grant Allocations | 200,000 | 400,000 | 400,000 | BMBC staff (G10 and G6 Project manager/officer) plus Grant allocations to support void reduction in Town Centre premises. |
| Support for LUF projects | | 500,000 | | |
| | | | | |
| Transport & Connectivity | | | | |
| Ped route improvements to Metrodome / BFC (Approach from MGB) | | 100,000 | | |
| Barnsley Way Art Trail | 100,000 | 100,000 | | Request from Culture and the Leader |
| Town Centre Masterplan | 70,000 | | | |
| Taxi rank improvements | tbc | tbc | | |
| | | | | |
| Total Annual Cost of Current Capital Proposals | 400,000 | 1,400,000 | 540,000 | |
| Balance | | | | |
| Annual Capital Funding Allocation Remaining | 91,000 | 296,000 | 1,361,000 | Noting that any unspent balance can be carried forward into future years. |



PROPOSED SPEND ALLOCATION TO DATE – subject to change based on board feedback

| <u>Feasibility Funding Proposals</u> | Y0 - 23/24 | Y1 - 24/25 | |
|--|--|--|--|
| | Budget & Cost Estimates (£) | Budget & Cost Estimates (£) | Notes |
| Funding Allocation | 50,000 | 217,000 | |
| Action Plan development & support to establish the Board | 33,000 | | |
| Towns Fund programme management costs | | 70,000 | G10 Programme Manager + Core support costs |
| Consultation programme | | 40,000 | |
| | | | |
| Total annual feasibility funding proposal | 33,000 | 110,000 | |
| Annual feasibility funding allocation remaining | 17,000 | 107,000 | |



NEXT STEPS AND KEY QUESTIONS

- Are the projects identified right?
- Need to identify further projects:
 - 3 year horizon
 - 10 year horizon
- Any other challenges/priorities we should consider for Barnsley?
- Consultation exercise?



THANK YOU.

ANY

QUESTIONS?



BARNSLEY

SCHEDULE OF MEETINGS

Chris Savage

Urban Centres Programme
Manager
Barnsley Council

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SCHEDULE OF MEETINGS

- Thursday, 16 May 2024; 2:30pm to 4:30pm – Oakwell Stadium
- Thursday, 13 June 2024; 1:30pm to 3:30pm – MS Teams
- Thursday, 25 July 2024; 1:30pm to 3:30pm – VENUE TBC
- Thursday, 12 September 2024; 1:30pm to 3:30pm – MS Teams
- Thursday, 7 November 2024: 1:30pm to 3:30pm – Barnsley Civic
- Thursday, 12 December 2024; 2:30pm to 4:30pm – MS Teams

ACTIONS / DECISIONS

Chris Savage

Urban Centres Programme
Manager
Barnsley Council

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AOB

Edward Naylor

Chief Executive
Naylor Industries PLC

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SLIDE DECK APPROACH

- An approach taken by Town Centre Programme Board to share information across key stakeholders in town centre.
- Previous iteration involved board members supplying updates of key activity delivered since the last board meeting and planned for the next meeting.
- Discussed risks and issues for the organisation, focused on their relationship to town centre, and Board collaboratively found solutions.
- Board members completed a slide, which was distributed as part of the papers. Standing item at each meeting to elaborate on risks and issues.
- Opportunity to take a different approach.
- **DECISION:** Continue with Slide Deck approach with Template (X)

(1) [NAME OF ORGANISATION]

| | |
|---|--|
| PLACE A town centre that is coherent, well-designed, and healthy. | |
| ECONOMY A catalyst for a brighter future. A great place to live, learn, and do business. | |
| EXPERIENCE A safe, inclusive, attractive, exciting, and welcoming family-first town centre. | |
| NARRATIVE A place that wins hearts & minds: Promoted well with great stories to tell. | |
| CONNECTIVITY 'Easy to get to and get around': Accessible and better connected. | |



(2) [NAME OF ORGANISATION]

| | |
|---|--|
| ACTIVITY LAST PERIOD Key outputs and outcomes achieved since the last meeting of the BTB. | |
| ACTIVITY NEXT PERIOD Activity planned and in delivery before the next meeting of the BTB. | |
| RISKS Items of challenge and concern for your organisation. | |
| BIG TOWN CENTRE ISSUE The major issue for your organisation relating to Barnsley town centre. | |
| GOOD NEWS STORY Positive news from your organisation, linked to impact on town centre. | |



FORWARD PLAN – PLACE MANAGEMENT

- Age Friendly Glass Works – Public Health / Property
- Cumulative Impact Assessment on Licensed Premises – Public Health
- Evening & Night-Time Economy: Peer Report and Recommendations – Public Health
- Getting Home Safely at Night: Results of Taxi Demand Assessment – Regulatory Services
- Pathways to Work Commission – Employment & Skills
- South Yorkshire Destination Management Plan – Culture & Visitor Economy
- Street Trading Policy and Adoption Timeline – Economic Development

THANK YOU.

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NEXT MEETING:

Thursday, 16 May 2024; 2:30pm to 4:30pm
Oakwell Stadium, S71 1ET



BARNSELEY

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