

BARNSLEY TOWN BOARD

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

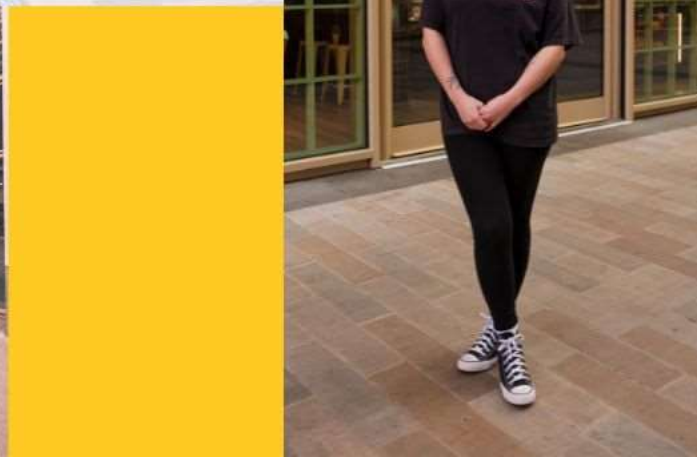


BARNSLEY

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)



BARNSELY

A BARNSLEY WELCOME

Cllr Sir Steve Houghton

Leader
Barnsley Council



THE ROLE OF THE BARNLSLEY TOWN BOARD

Matt O'Neill

Executive Director –
Growth & Sustainability
Barnsley Council



LTPT: GOVERNMENT EXPECTATIONS

Justin Homer

Area Lead – South Yorkshire
Cities & Local Growth Unit



BOARD GOVERNANCE

Dan Harper

Head of Economic Development
Barnsley Council



TOWN CENTRE PLAN 2021-26

Chris Savage

Urban Centres Programme
Manager
Barnsley Council



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



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WHAT IS THE VISION?

BY 2030, BARNSELY 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



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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



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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



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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.

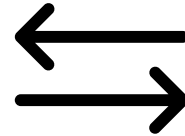
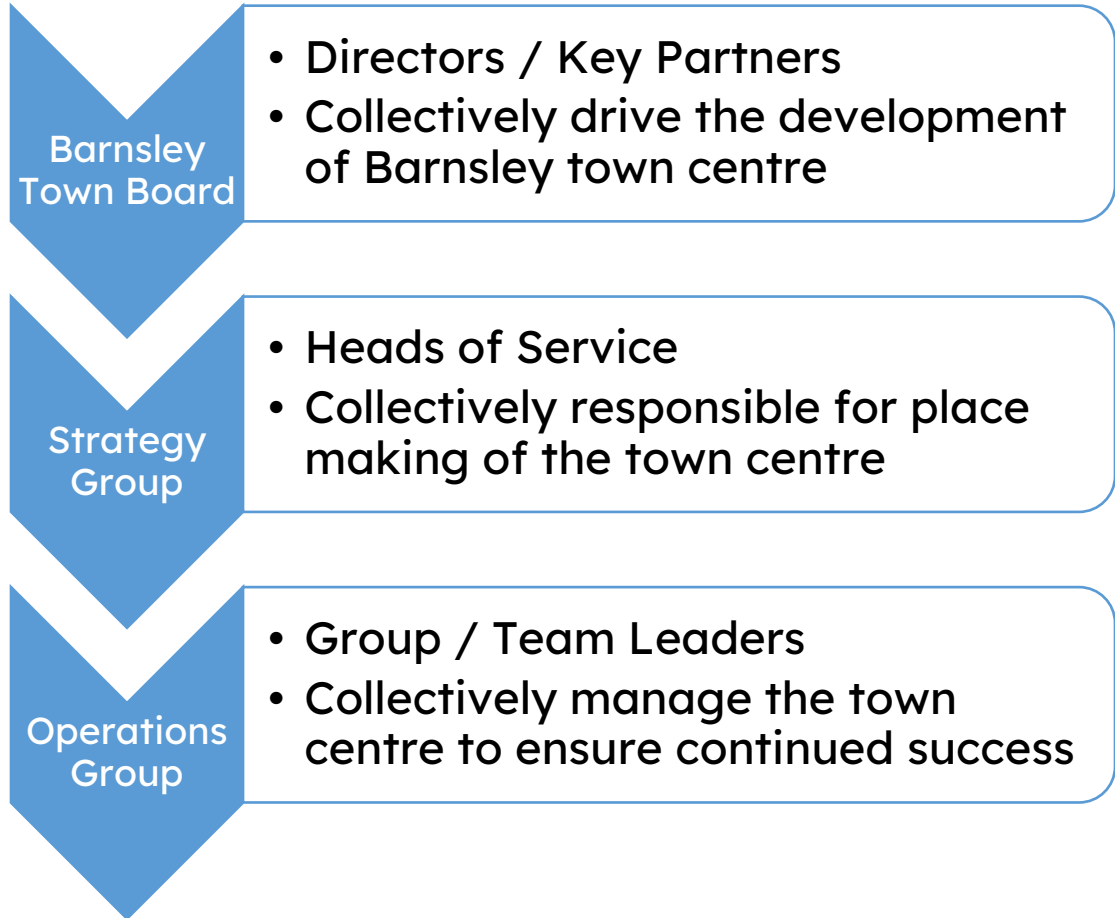
CONNECTIVITY

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

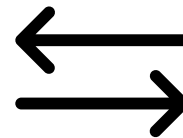


BARNSLEY

TOWN CENTRE GOVERNANCE



**INCLUSIVE
ECONOMY BOARD**



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



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THANK YOU.

ANY

QUESTIONS?

Chris Savage – Urban Centres Programme Manager



BARNSLEY

LTPT: DRAFT ACTION PLAN

Dan Harper

Head of Economic Development
Barnsley Council



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...)

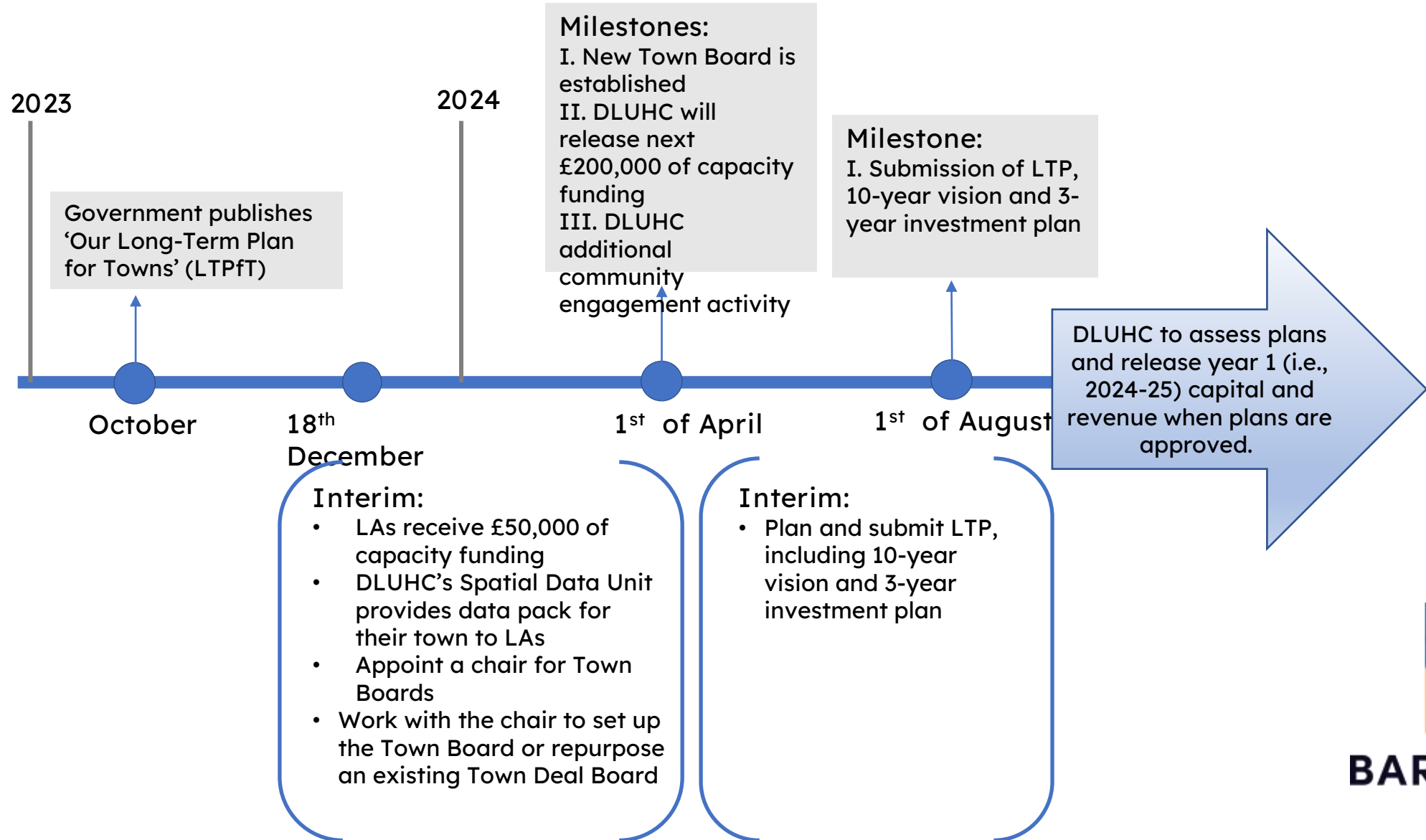
RESPONSIBILITIES

- 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



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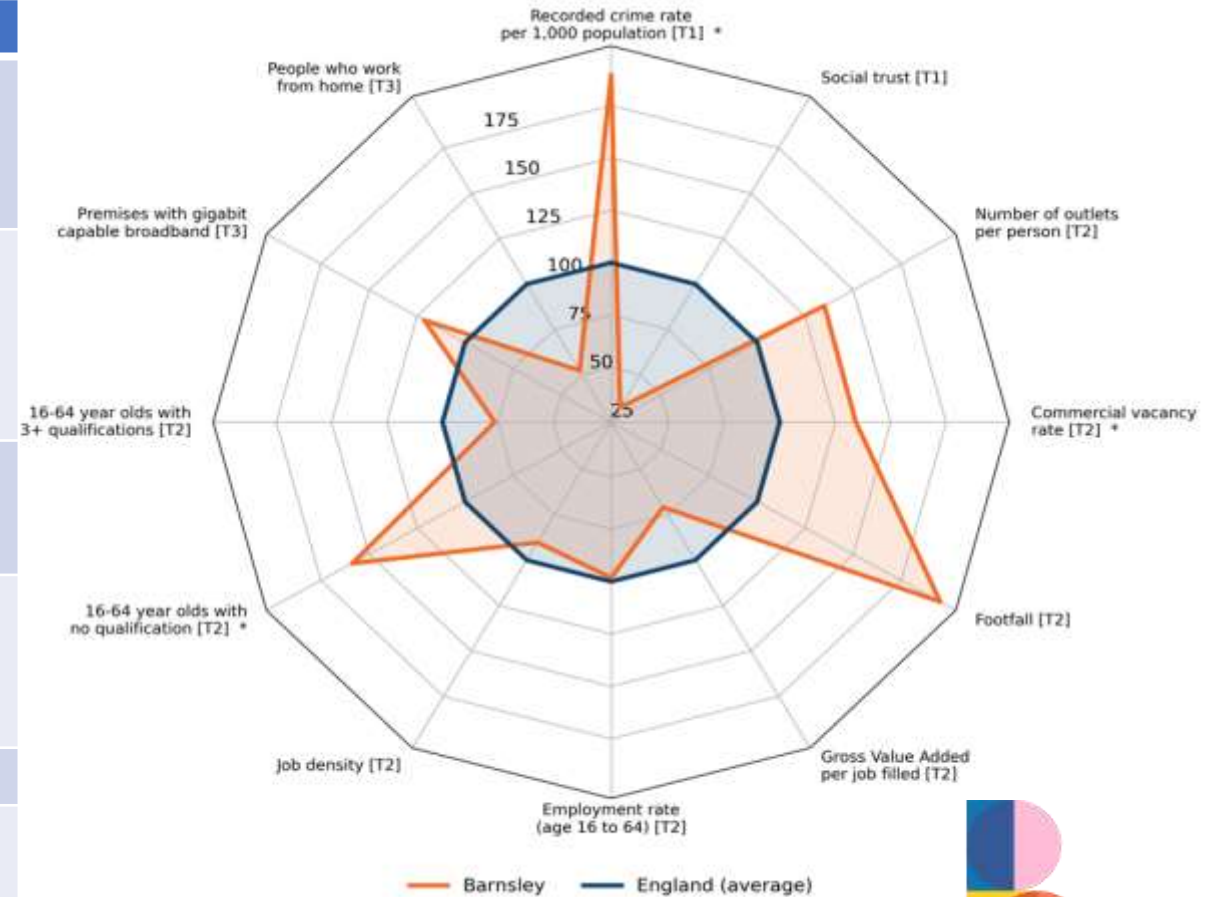
TIMELINE



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CHALLENGES IDENTIFIED BY DLUHC

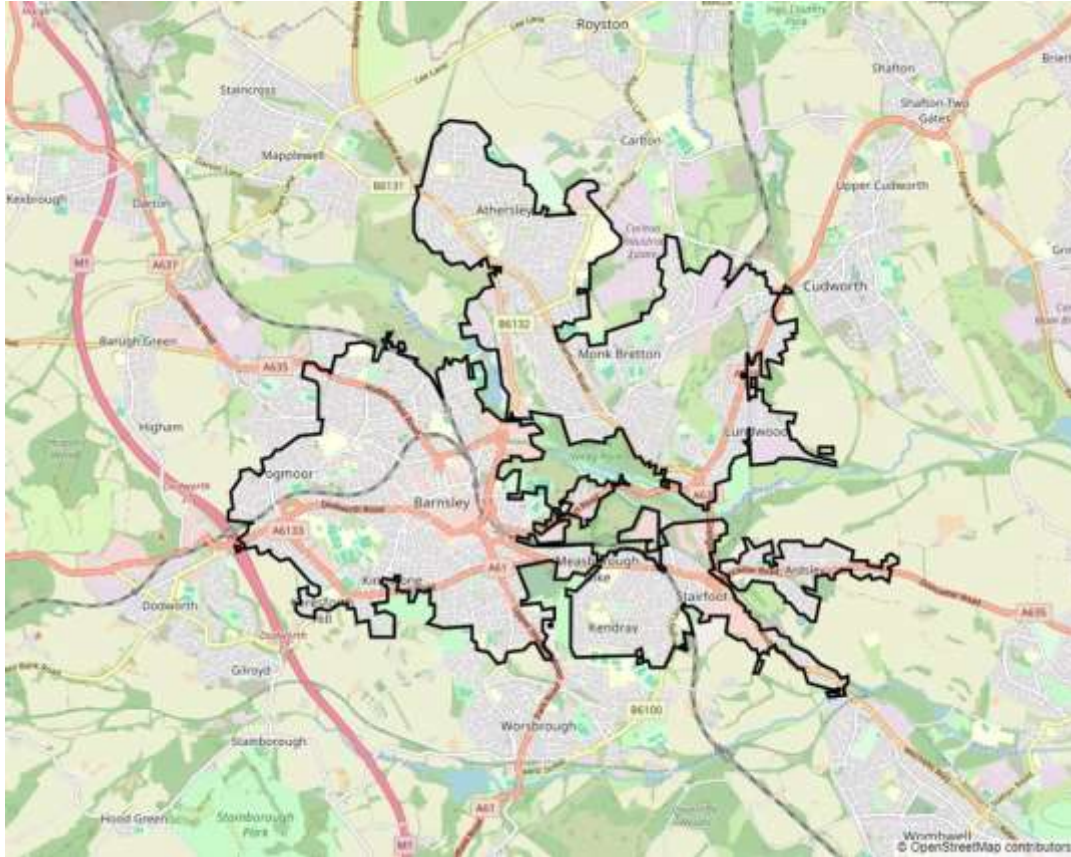
Evidence data	What this means for Barnsley
Recorded Crime rate per 1,000 population	<ul style="list-style-type: none"> • Crime in Barnsley is indicated to negatively be over 75 points than the national average. • This highlights the lack of safety and security in the town centre.
Social Trust	<ul style="list-style-type: 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.



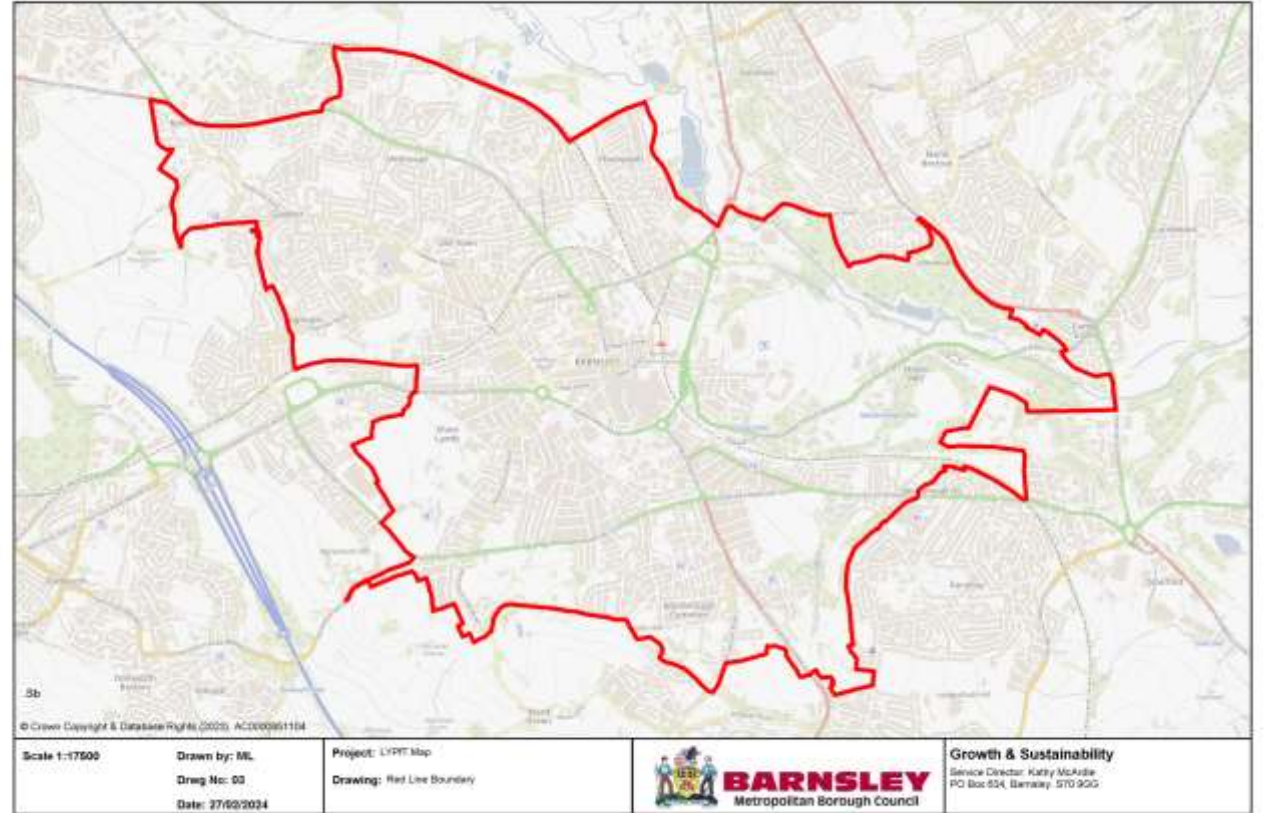
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GEOGRAPHY

DLUHC PROPOSED GEOGRAPHY



BARNLSLEY NEW SUGGESTED GEOGRAPHY



DECISION: Do Board support the new suggested Geography?



BARNLSLEY

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 BARNSLEY 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?



BARNSLEY

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



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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)



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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	Notes
	Budget & Cost Estimates (£)	Budget & Cost Estimates (£)	Budget & Cost Estimates (£)	
Total Annual Funding Allocation (Capital)	491,000	1,696,000	1,901,000	£1.6m per year to be allocated from year 2 onwards.
<u>Less</u>				
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?



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THANK YOU.

ANY

QUESTIONS?

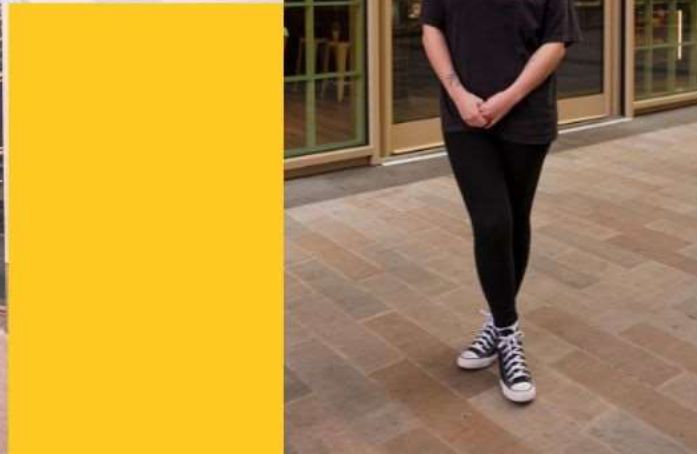


BARNSLEY

SCHEDULE OF MEETINGS

Chris Savage

Urban Centres Programme
Manager
Barnsley Council



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



AOB

Edward Naylor

Chief Executive
Naylor Industries PLC



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]

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



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(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.

NEXT MEETING:

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



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