

BARNSELY METROPOLITAN BOROUGH COUNCIL

REPORT OF: EXECUTIVE DIRECTOR OF GROWTH & SUSTAINABILITY

TITLE: LONG TERM PLAN FOR TOWNS

REPORT TO:	CABINET
Date of Meeting	24 July 2024
Cabinet Member Portfolio	Regeneration & Culture
Key Decision	Yes
Public or Private	Public

Purpose of report

To enable the Council to deliver the Long-Term Plan for Towns programme, a £19.51 million 10-year Levelling Up programme, in the Barnsley Urban Area in consultation with the Barnsley Town Board.

Council Plan priority

The Long-Term Plan for Towns programme aligns with all five of the Council's key corporate responsibilities of:

- **Healthy Barnsley** – Investing in projects that have a positive impact on physical and mental wellbeing. E.g. Opportunities for cultural attractions, community groups, leisure facilities and outdoor spaces.
- **Learning Barnsley** – Investing in projects that enable everyone to fulfil their learning potential E.g. Opportunities for learners, helping people build their skills to get into, progress at and stay in work.
- **Growing Barnsley** – Investing in projects that supports an economy that benefits everyone. E.g. Opportunities for entrepreneurship, for establishing thriving start-ups and growing local businesses.
- **Sustainable Barnsley** – Investing in projects that enable people to get around easier than ever, with an increase in walking and cycle routes and better connections across the Barnsley Urban Area.
- **Enabling Barnsley** – Anchoring delivery of the Long-Term Plan for Towns programme within the place governance structure to ensure strong collaboration within the Council and with external partners.

Recommendations

That Cabinet:-

- 1. Approve the Barnsley Town Board as the consultative body for the Long-Term Plan for Towns (LTPT) programme, as required by the Government.**

2. Note the geographical boundary of the LTPT programme focuses on the Barnsley Urban Area as instructed by the Government, agreed in consultation with the Barnsley Town Board, and subsequently formally approved by Government.
3. Delegate authority to the Director of Finance to accept £19.259 million funding from the Ministry of Housing, Communities and Local Government for the LTPT programme over the next 10-years.
4. Delegate authority to the Executive Director for Growth & Sustainability to approve the LTPT Investment Plan 2024-2027 in consultation with the Barnsley Town Board.
5. Delegate authority to the Executive Director for Growth & Sustainability to approve the LTPT 10-Year Vision 2024-2034 in consultation with the Barnsley Town Board.

1. INTRODUCTION

- 1.1 In September 2023, the Government launched the Long-Term Plan for Towns (LTPT) programme, part of the broader Levelling Up programme. Barnsley was selected by the Government as one of the 55 'tranche one' towns, focusing on the Barnsley Urban Area.
- 1.2 In accordance with Government guidance, Barnsley Council has established the Barnsley Town Board to develop, oversee and deliver the LTPT programme. This is an evolution of the productive Town Centre Programme Board, which has a diverse range of representatives from stakeholders in the Barnsley Urban Area.
- 1.3 As the accountable body for the LTPT programme, the Council must support the BTB to develop a Long-Term Plan to invest in and regenerate the Barnsley Urban Area. This requires the development of a 10-Year Vision from 2024 to 2034 and a cycle of three-year Investment Plans, starting with 2024 to 2027.
- 1.4 The Council will receive £19.259 million in endowment-style funding over the next 10 years to deliver of the LTPT programme. The allocated funding is around £2 million per year and is divided between revenue and capital funding at a ratio of roughly 25% revenue and 75% capital.
- 1.5 To support the Council to deliver the programme, the Government has developed a toolkit of powers, from tackling anti-social behaviour to auctioning empty high street shops, reforming licensing rules on shops and restaurants and supporting more housing in town centres.
- 1.6 The Government requires the Council to meet a series of tight deadlines to be able to release funding for the programme in tranches. By 1 August 2024, the Barnsley Town Board, via the Council, must send the Government a 10-Year Vision and an Investment Plan for 2024-2027, which must be informed by public consultation.

2 BARNSELY TOWN BOARD

2.1 The Town Centre Programme Board was established in 2018 to strategically lead the development of the town centre and maintain oversight of the operational management of the town centre. Initially an officers' group, by 2023 membership had widened to include representatives from key town centre organisations, such as Barnsley & Rotherham Chamber of Commerce, Barnsley Civic, Barnsley College, Barnsley Football Club, Barnsley Hospital, Barnsley Premier Leisure, and several business owners and trade associations.

2.2 The Town Centre Programme Board sits at the top of the Council's place governance structure. Reporting into it, the Town Centre Strategy Group, brings together senior council officers responsible for place making. And reporting into this group, the Town Centre Operational Management Group, brings together group leaders and team leaders responsible for operational management of the town centre, including external representatives from South Yorkshire Police and Barnsley Interchange.

2.3 With clear alignment to the ambitions of the LTPT programme and the geographical boundary set by the Government, officers supported the transition of the Town Centre Programme Board to the Barnsley Town Board working closely with the Chair, Edward Naylor, CEO of Naylor Industries. According to Government requirement, the Chair of a Towns Board must be a representative from local business or community. Additional members include the Leader of the Council, Councillor Moyes, Members of Parliament for Barnsley North and Barnsley South constituencies and the Chief Superintendent of South Yorkshire Police. A full list of BTB members can be found in Appendix 1.

2.4 The Government required Town Boards to be established by 1 April 2024. A shadow meeting of the Barnsley Town Board was held on 16 March 2024 where board members agreed Terms of Reference and a Partnership Agreement. All board members are expected to work to the Nolan Principles of Public Life and a record of disclosable pecuniary interests has been made. Copies of the Terms of Reference and Partnership Agreement can be found in Appendix 2.

2.5 The Government has given clear instructions on the role the Town Board within the LTPT programme. While Barnsley Council remains the accountable body for funding and executing plans, the Barnsley Town Board is responsible for developing the Long-Term Plan, working closely with local people. Development of the 10-Year Vision and Investment Plan is underway with the Barnsley Town Board, including a phased consultation with residents and visitors to the town centre and the wider Barnsley Urban Area.

3 BARNSELY URBAN AREA

3.1 The Government has decided the geographical boundary of the LTPT programme is the Barnsley Urban Area, only allowing the BTB to make limited adjustments to this geography. An image of the Barnsley Urban Area can be found in Appendix 3. At the shadow meeting of the Barnsley Town Board on 16 March 2024, a decision was made to include the Dearne Valley Country Park

within the boundary, an area initially omitted by the Government.

3.2 Barnsley Council was selected according to levelling up need, the population size of built-up areas in the Barnsley borough and geographic spread. The Government selected the Barnsley Urban Area as it is the most deprived built-up area within the Barnsley borough. To select the town chosen, each built-up area with a population between 20,000 and 100,000 within each local authority was ranked by the Index of Multiple Deprivation for each nation. The highest-ranking built-up area was then selected by the Government.

4 PROGRAMME DELIVERY

4.1 A core team of officers drawn from Economic Development and Finance have quickly mobilised to undertake programme management and development, working closely with the Barnsley Town Board and several services within the Council that are actively involved in the Council's place governance structure.

4.2 The Government has identified three themes and a series of interventions, encouraging Town Boards to submit appropriate interventions as part of the 10-Year Plan and the 3-Year Investment Plan. The themes are: 1) Safety and security, 2) High Street, heritage, and regeneration, and 3) Transport and connectivity. "Off-menu" interventions will require submission of Outline Business Cases following approval of the Long-Term Plan in the Autumn.

4.3 £0.050m of capacity funding was paid to Barnsley Council from the Government in December 2023 and an additional capacity instalment of £0.200m was received in April 2024. Once the Long-Term Plan has been assessed and approved by the Government later this year following submission by 1 August 2024, the Council will then receive the first capital payment of £0.491m and revenue payment of £0.249m for FY 24/25.

4.4 From FY 25/26, the Council will receive an annual payment of over £2 million per annum. This comprises £1,605m capital payment and initially a £0.423m revenue payment in FY 25/26, rising to £0.449m in FY 26/27, which increases further to £0.467m per annum from FY 31/32. Additionally, the Council, in consultation with the Barnsley Town Board, has the flexibility to rollover the funding that will be provided into future years.

4.5 Several projects are under consideration by the Barnsley Town Board that align with the three themes of the LTPT programme. In addition, these projects closely align with the Council's Town Centre Plan 2021-26 and the Barnsley 2030 ambitions. A period of intense consultation is underway with residents and visitors, which includes an online survey, focus groups, and face to face interviews, to be able to support Barnsley Town Board decision-making. A further ongoing programme of engagement and consultation is planned.

4.6 Due to the tight timescales for delivery, and the requirement from the Government to extend decision-making to Town Boards, approval is requested from Cabinet to delegate authority to the Executive Director for Growth & Sustainability to approve the 10-Year Vision and the Investment Plan 2024-27 and the Director of Finance to accept £19.259 million of funding to ensure that

the LTPT programme is delivered according to Government requirements.

5 IMPLICATIONS OF THE DECISION

5.1 Financial and Risk

- 5.1.1 Consultation on the financial implications included in this report have taken place with representatives of the Director of Finance (Section 151 Officer.)
- 5.1.2 Approval is sought to accept the £19.259m from the Ministry of Housing, Communities and Local Government (MHCLG), £4.323m revenue and £14.936m capital, to be utilised as per the decision-making process outlined in sections (4.5-6.)
- 5.1.3 This would bring about a total of £19.509m to be received from MHCLG, including the £250K Capacity Allocation already received, for the overall programme.
- 5.1.4 It is important to note that there is no requirement for any new financial contribution from the Council to progress the recommendations outlined within this report.
- 5.1.5 BMBC Finance Officers will continue to work closely with the Programme Management Team to ensure spend remains within the available funding allocation and is compliant with funder eligibility requirements.

5.2 Legal

- 5.2.1 The Cabinet have authority to make the decisions contained within this report in accordance with the Council Constitution, part 5G, Definition of Key Decisions and Process of Forward Plan as the decision meets the requirements of 2.1 (a) and (b) as it is a decision that falls within Appendix 1 (Definition of Key Decision) part (b) and (c).
- 5.2.2 S1 The Localism Act 2011.
The Localism Act 2011 provides local authorities with a “general power of competence” which enables them to do anything that an individual can do as long as the proposed action is not specifically prohibited. A purpose of the Act is to enable local authorities to work in innovative ways to develop services that meet local need. The proposed Programme can be delivered through the council using its general power of competence. In addition, there is no specific statutory prohibition, preventing the Council from implementing the recommendations. The Council therefore is empowered to produce, implement and administer the proposal detailed in this report.

5.3 Equality

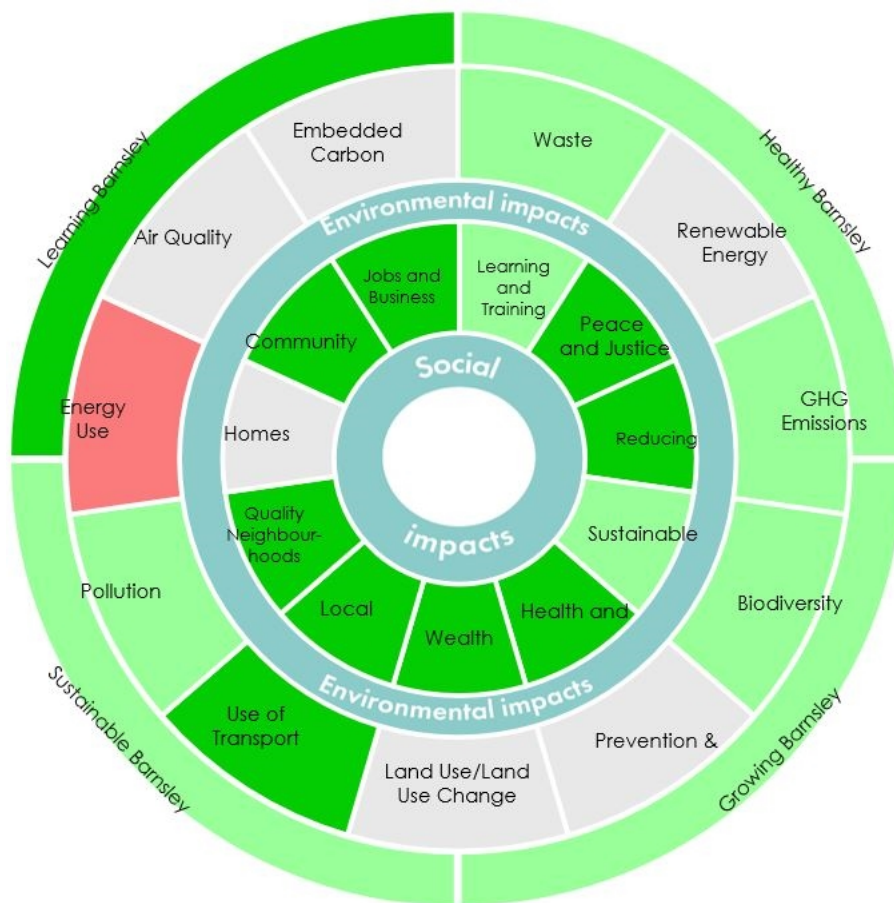
- 5.3.1 A Full Equality Impact Assessment has been completed.
- 5.3.2 The consultation period will be inclusive, open to all residents and visitors, to

ensure that Barnsley Town Board has a holistic view of community needs when developing the Long-Term Plan. Focus groups will take place with forums that represent different protected groups.

5.3.3 Every project funded by the Long-Term Plan for Towns programme will be required to complete an Equality Impact Assessment as part of decision making, enabling Barnsley Town Board to consider equality as part of the commissioning process.

5.4 Sustainability

5.4.1 The completed decision-making wheel is presented below:



5.5 Employee

5.5.1 A Grade 10 programme manager will be funded through the first revenue payment in FY 24/25. This post will report to the group leader for programme and place management within the Economic Development service and will provide dedicated management to the LTPT programme.

5.5.2 Projects funded through the LTPT programme may have additional resource considerations to enable the delivery of those projects. These posts may be offered on a short-term and temporary basis. For example, a Grade 10 project manager for the Space Agency project, a Grade 5 market and street trading officer, and a Grade 7 licensing officer.

5.6 Communications

- 5.6.1 A communications plan for the LTPT programme will be developed by the programme manager in collaboration with the marketing and communications manager for the town centre to ensure that the programme capitalises on opportunities to promote the Barnsley Urban Area.

6 CONSULTATION

- 6.1 The consultation plan for the Long-Term Plan for Towns outlines a comprehensive approach to community engagement and development. The plan emphasises the importance of community engagement at the heart of the Long-Term Plan for Towns, ensuring that the plans reflect local priorities and are co-designed with communities, businesses, and residents.

- 6.2 The consultation aims to explore thoughts, feelings, and ideas within the key areas of safety and security, high streets, heritage, regeneration, and transport and connectivity, reflecting the community's vision for Barnsley. The consultation plan includes a three-stage process:

- 6.2.1 Review and consolidation of existing consultation material including the Barnsley 2030 Strategy, Barnsley Joint Strategic Intelligence Assessment Smart Survey, Barnsley Visitor Perception Survey, Barnsley Futures Levelling Up Fund 2 Consultation, town centre events feedback and consultation and the Make Your Mark Young People's Survey

- 6.2.2 Initial Engagement before the submission of Barnsley's Long-Term Investment Plan on 1st August 2024 to raise awareness, test approaches, and inform the plan, including a public survey, focus group, Barnsley Youth Council workshop and 1:1 engagement at Barnsley Flavours Food Festival and Barnsley College

- 6.2.3 Wider Ongoing Consultation after the Plan is submitted to understand the needs of communities affected by the Long-Term Plan for Towns activity, shape priorities for the 3-year action plan, and engage communities in the co-design of the 10-year vision and the investment plan.

7 ALTERNATIVE OPTIONS CONSIDERED

- 7.1 No alternative options have been considered.

8 REASONS FOR RECOMMENDATIONS

- 8.1 Approval is required from Cabinet to delegate authority to the Executive Director for Growth & Sustainability to approve the 10-Year Vision and the Investment Plan 2024-27 and the Director of Finance to accept £19.51 million of funding to ensure that the LTPT programme is delivered according to Government requirements.

9 GLOSSARY

9.1 Barnsley Urban Area: Barnsley Urban Area, which includes the Town Centre of Barnsley and the following surrounding districts: Ardsley, Athersley, Gawber, Hoyle Mill, Kendray, Kingstone, Lundwood, Old Town, Measborough Dike, Monk Bretton, Pogmoor, Wilthorpe, and Worsbrough Common.

10. LIST OF APPENDICES

- Appendix A: Financial Implications
- Appendix 1: Full List of Barnsley Town Board Members
- Appendix 2: Barnsley Town Board Terms of Reference and Partnership Agreement
- Appendix 3: Barnsley Urban Area Geographic Boundary

11. BACKGROUND PAPERS

11.1 Full suite of papers from the Government about the Long-Term Plan for Towns programme can be found online at <https://www.gov.uk/government/collections/long-term-plan-for-towns>

12. REPORT SIGN OFF

Financial consultation & sign off	Senior Financial Services officer consulted and date <i>Please see signed Appendix A</i>
Legal consultation & sign off	Legal Services officer consulted and date Andrew Perriman 10 June 2024

Report Author: Chris Savage
Post: Acting Group Leader Urban Centres
Date: 31 May 2024