

## BARNSELY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

Report of the Executive Director of PLACE

### Principal Towns Investment Programme

#### **1. Purpose of Report**

- 1.1. To update Cabinet on the Principal Towns Investment Programme (Cab.11.1.2017/13) and to seek approval to progress the funding allocation for the Principal Town of Penistone.

#### **2. Recommendations**

- 2.1 **Cabinet approve the proposed Principal Towns allocation for Penistone (Appendix B Masterplan and Section 4 below).**
- 2.2 **Cabinet notes the extension of the project to 31<sup>st</sup> March 2021 to ensure the effective completion of all schemes contained within the programme.**

#### **3. Introduction**

- 3.1 Following the approval of the Principal Towns Investment Programme (Cab. 11.1.2017/13) officers across the Communities and Place Directorates have been working on a co-production delivery model, which has included an extensive consultation exercise with elected members, local community groups and businesses. This was carried out to identify and develop projects at a local level. The identification of schemes has been further underpinned with the development of supporting financial and outcome-based businesses cases.
- 3.2 In June 2018, Arcadis were appointed to undertake a master planning exercise covering the principal town of Penistone. Work has now been completed providing a long term strategic vision for Penistone as well as helping to identify the work packages that can be delivered within the duration of the Principal Towns programme.
- 3.3 Following the completion of the consultative phase, the programme has now firmly moved into active delivery. The current programme is predicted to run up until 31<sup>st</sup> March 2021 to make sure the effective delivery a diverse and complex programme.

#### **4. Principal Towns - Business Case - Penistone**

- 4.1 During October and November 2017 students from the University of Sheffield undertook the 'Penistone Live' project. This consisted of extensive consultation with local businesses, local groups, Ward Alliance, Town Council and members of the public.

The ideas they came up with were an exciting mix of giving the town an identity and maximising existing assets mainly the Trans Pennine Trail, Town Hall/Paramount building and the Market Barn.

- 4.2 Arcadis then undertook master planning, which in many areas, mirrored the results of the students' consultation results. This exercise has identified a range of opportunities for Penistone, with ways to develop the local economy, improve green and public spaces and enhance the viability of the high street. These actions will need to be taken whilst making sure that initiatives are of high quality and sustainable for the future.
- 4.2 The action plan included in Appendix B sets out predicted costs and timescales for individual opportunities. This presents an assessment of the potential economic and social benefits. These actions cover both short term (Zero to two years) and long term (two years +) aspirations.
- 4.3 Not all of the projects identified in the action plans are suitable for delivery through Principal Towns funding. They will form part of the longer-term strategic vision for the area. The Principal Towns programme has provided a clear vision for those areas, providing a platform to explore future funding opportunities to bring forward schemes at a later date.
- 4.4 Further consultation with elected members has helped to refine the short and long term priorities. The business case reflects recommendations from the feasibility study with some of the long term aspirations brought forward for delivery within the programme following local member consultation and where feasible within the life of the programme. The proposals for Penistone are;

#### 4.5 **Context**

Penistone has always embraced the concept of Town Spirit. In the past, the community has come together to secure the future of the local leisure centre, and to develop Springvale Community Gardens. Previously, the Town Council has also leased the Paramount which is successfully running.

More recently, the community has led on an art installation at the train station. The community prove time and time again that they are dedicated to working together to improve the local area to make the town a better place to live, work, invest and visit.

In terms of attracting visitors to the area, the town has a successful annual celebration for Armed Forces Day, linking with the council to work together to increase the impact of community work in the area and across the borough. The community are also responsible for hosting their hugely successful Penistone Show on an annual basis, showcasing the best Penistone has to offer, and taking pride in where they live.

The Tour de Yorkshire was embraced with a passion with the whole community coming together to celebrate the event and showcase their Town with a desire to build a cycling legacy within Penistone

Section 106 has recently been used to provide additional workspace units to increase job locally. 15 new builds and 2 conversions have created an additional 17 units for the area creating 51 jobs and bringing 14 new businesses to the area.

In 2013, a community led parish plan was produced that detailed the needs and aspirations of the community. This plan covered all areas of development including; social, economic, environmental and structural. This has now been updated to produce the Penistone Neighbourhood Development Plan which incorporates the Principal Town project.

Although there have been housing developments in the area, new residents to the area do not appear to be using the high street. The changing trend increases the need to create an identity for the town and improve the current offer to encourage increased footfall.

## **4.6 Penistone Principal Town Proposals**

### **Town Hall**

Both the University of Sheffield students and Arcadis highlighted the town hall and Paramount building as a key asset to the town. However, this is currently underused as the town hall element currently houses a small number of council officers and is not open to the public.

There is the potential to open up the building to give it a new purpose and create a space for the community. This would provide the opportunity to address existing access issues and create a flexible, multi-purpose space.

Initial talks with Barnsley Council museums staff have highlighted potential for a mini museum space, which will build upon Penistone's rich culture, including;

- landscape
- rural traditions
- the Penistone Show
- the railway
- the Peak District
- cycling traditions
- ancient trade routes
- proud industrial past
- market tradition going back to the 1600s

This space would be home to learning materials and activities that celebrate Penistone's past and present. It can be designed in such a way to keep maintenance demands and revenue requirements minimal so there is potential for it to be led by volunteers. This area could include:

- engaging films about the local area
- graphic displays
- interactives
- activities to attract family audiences
- local interest items in small display cases.

The work to develop this area would need to be part of a wider project that includes engaging activity with the local community. The activity would need to work with residents to create the displays and other elements of this proposal such as creation of trails, creative installations around the town, improved wayfinding and Trans Pennine Trail connections.

The space will be designed to be multi-functional and flexible, for use by local art groups, community groups, young people etc. Additionally this space will be used to provide additional space for the Paramount to potentially screen niche films, hold jazz nights, comedy nights etc.

A further element that will be explored would be to incorporate a café or restaurant which would increase footfall for the museum element and would boost the night time economy of the town.

The creation on the community hub, will support St. Johns Community Centre. This is the current facility that the town uses to host community activities and events, however, it is currently running to capacity. The new resource would build upon the work that community groups do in this space, providing new opportunities for residents to get involved.

### **Market Barn**

The market barn is an integral part of the town, however it is underused due to the lack of weatherproofing. We will engage with the community to make sure that everyone has the opportunity to utilise this space and showcase their interests, passions and talents to improve the vibrancy of the town.

A further issue is the lack of movement between the market and the High Street since the addition of the Tesco car park. Signage will be introduced to encourage visitors to the market and the high street.

The purchase of traditional stalls will help to develop a market town identity and will be more suitable for market traders which will increase stall numbers.

CCTV would also be provided to help residents feel safe in the area in line with the council's current proposals.

### **Wayfinding**

There are opportunities to improve the first impressions for visitors arriving at Penistone station. The consultation results from the University of Sheffield students highlighted the need to have bolder signage for the Trans Pennine Trail to showcase what the town has to offer and further encourage passing cyclists and walkers to leave the trail and visit the vibrant high street of Penistone.

### **Bike Storage**

The Tour de Yorkshire has been embraced by the residents of Penistone and we are looking to build on the legacy by putting Penistone on the map as a cycling destination. Although the Trans Pennine Trail is well used there are very limited facilities for people wishing to visit the town from the Trail, The main obstacle is lack of storage facilities for cyclists. Provision of cycle storage at key points in the town will facilitate this. This will be to secure future funding from bodies such as Places to Ride to further promote Cycle Penistone's offer.

## **Wi-Fi, Public Realm and Art**

Extend Wi-Fi coverage for the town centre area as the mobile signal is currently extremely poor.

To help create the identity for Penistone an art trail will be developed with the local community and schools to provide an additional draw to the high street, this design would celebrate the agricultural features of Penistone. This would complement the recent community led art installation at the train station.

Additional seating will also be provided on the high street to create spaces where shoppers can relax and enjoy their surroundings.

### Penistone Indicative Costings

Develop Town Hall building	£556,000
Market Barn	£63,000
Wayfinding	£50,000
Bike Storage	£40,000
Wi-Fi Public Realm & Art	£100,000
Fees & Contingency	£80,900
Total	£889,900

There is potential to secure external funding for Penistone, options being looked at include Heritage Lottery, Active Travel and Places to Ride.

The long-term plans set out to secure external funding to contribute to the development of the town hall therefore lowering the amount requested from Principal Towns.

Throughout the duration of the project, various options will be explored to secure further match funding to address the long-term issues highlighted in the feasibility study such as additional cycling infrastructure and public realm improvements.

## **5. Implications for Local People and Service users**

- 5.1 This proposal is likely to increase footfall and contribute to a vibrant economy in the area. Additionally the extensive consultation and development work undertaken with the community will help the community to get involved in the project moving forward. A major element of this project is to engage the community to enable them to take on aspects of the project such as the increased usage of the market barn.
- 5.2 The Penistone community have already worked together successfully to produce the Penistone Neighbourhood Development Plan. A Principal Towns officer will be attending the working group for this plan to make sure a joint approach is taken as the project moves forward.
- 5.3 One of the major aims of the project is to highlight the historical importance of Penistone and provide the local community with a space where they can learn about and celebrate their past. The new community space will also provide the opportunity for the community to find out more and get involved with current activities in the town, to grow the modern-day heritage which will tackle issues around mental health and social isolation.

## **6. Financial Implications**

- 6.1 Consultations on the financial implications have taken place with representatives of the Service Director - Finance (S151 Officer).
- 6.2 This scheme utilises funding set aside as part of the 2017-2020 Capital Programme, as identified in the Principal Towns Investment Programme report (Cab.11.1.2017/13).
- 6.5 Expenditure identified within this scheme will be managed within the resources available.
- 6.6 Procurement regulations will be adhered to for all tendering.
- 6.7 The financial implications relating to this proposal are shown in Appendix A of this document.

## **7. Employee Implications**

- 7.1 Additional highways design and project management resource has been allocated to the programme to facilitate quicker delivery and provide additional capacity. The Project Support Officer and Highways Technician have been advertised to 31<sup>st</sup> March 2021 subject to funding.
- 7.2 Additional highways design and project management resource has also been allocated and appointed to the programme. This will deliver the project at a faster pace and provide additional capacity.

## **8. Communications Implications**

- 8.1 A new communication and marketing plan has been created, which will implement an integrated approach, targeting a range of stakeholders such as residents, ward councillors and local businesses. The plan aims to raise the profile, achievements and progress of Principal Towns and Local Centres across the borough.

Channels such as social media, website content, email mailers and the media will be used to tell the story of our Principal Towns, the journey so far and what is yet to come providing an opportunity to share and celebrate successes.

## **9. Promoting Equality & Diversity and Social Inclusion**

- 9.1 An Equality Impact Assessment (EIA) has been completed in order to inform the development of this programme.
- 9.2 The EIA has focused on how this scheme can promote better access inclusion to shops. This will improve access for people from diverse communities, including disabled people and older people.
- 9.3 The access to some facilities and services is currently limited in the Principal Towns particularly for disabled people. Access visits have been arranged through the 'My Barnsley Too' forum. These results of will be fed in to business cases where appropriate.

## 10. Consultations

- 10.1 Community consultations have taken place, which have encouraged residents to have their say and voice their thoughts about improvements that could be made in their local area. This included conversations with the Ward Alliance and community engagement at various events.

Internal consultation has worked with Elected Members in Penistone, which has also developed the understanding of what could be achieved in each area.

## 11. Risk Management Issues

- 11.1 The risks and the mitigation are listed below:

<b>Risk</b>	<b>Mitigation</b>
Expectation that all projects in the action plans will be delivered, rather than ones highlighted for delivery in the first two years.	Expectations will be managed through delivery of an all member briefing and continued communications with elected members and wider community.
Effective delivery of proposed projects.	Mitigated by extension of project timescales and additional resource, including the Project Support Officer and Highways Technician. Established relations now in place with other Council services i.e. Highways and planning.

## 12. List of Appendices

Appendix A - Financial Implications  
Appendix B - Arcadis Report

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