BARNSLEY
Metropolitan Borough Council

ARCADIS Design & Consultancy for natural and bullt assets

BARNSLEY PRINCIPAL TOWNS FEASIBILITY STUDY
PEOPLE, PLACE, PROSPER

PENISTONE

10023731 29.03.2019

1.0 INTRODUCTION

Arcadis Consulting (UK) Ltd was commissioned by Barnsley Metropolitan Borough Council (BMBC) to look at potential projects and opportunities in **six local towns** as part of BMBC's Principal Towns initiative.

1.1 Aims

The aim of Principal Towns is to improve the economy of some of the areas surrounding Barnsley Town centre and help local high streets thrive. Overall, sixteen centres within the Barnsley area are included within the Principal Towns programme and are eligible to receive funding for projects on a competitive basis.

This commission has considered six of Barnsley's Principal Towns:

- **Penistone**
- **Cudworth**
- **Royston**
- **Darton**
- **Dodworth** and
- **Wombwell**

These are shown on Figure 1.1. Initial ideas had been identified for each of these towns and further feasibility work is now required to develop and cost these proposals ahead of the bids for funding being submitted for approval to the Principal Towns Commissioning Board.

Church Street, Royston

1.2 Overarching Requirements

In developing proposals for each of the six towns, the study brief has set out the following overarching requirements:

The need for quality and sustainable development opportunities – to ensure proposals have a lasting impact on the towns. As these will be capital schemes, there will be no revenue budget to maintain these in the future and as such, proposed projects will need to be sustainable.

Consolidation of community assets where relevant – there are a number of community assets within a number of the towns, for which future usage and sustainable opportunities should be identified.

Improving the Economy – improving the economy of the local high streets and encouraging current and future businesses on the high street to thrive.

Improving Green and Public Spaces – a number of the proposals for the towns include improving the provision of green and public spaces for local communities. Sustainable and high quality green and public spaces are therefore required.

The project contributes to BMBC's Corporate Strategy in the following ways:

Growing the Economy – proposals are likely to encourage local investment due to the capital investment available as part of Principal Towns. This may be in the form of new local businesses or the expansion of existing. Proposals are likely to also lever in further private investment in the local high streets. The master planning of the six towns will allow development opportunities to be identified and will support and promote regeneration and economic development of the local high streets.

Improving Peoples Potential & Achievement – in developing these six projects, opportunities will be identified that ensure neighbourhoods are safe and accessible. Merging assets in some of these areas into one opportunity will allow future development to support high street regeneration through existing partnerships.

Changing Relationships between the Council and the Community – the ongoing review of BMBC's estate will allow for the identification of initiatives with other public and third sector partners. Development proposals within each of the six towns are likely to provide a number of employment opportunities and apprenticeships (possibly through work placed schemes or employment in the construction industry as well as through locally connected businesses). Local communities are engaged throughout this process and it is likely that community groups may aid in the future proofing of some of the community assets in these areas.

1.3 Economic Benefits

There is plenty of evidence to suggest that environmental improvements to our town centres, including the creation of good public realm and public spaces, done well, has economic, social and health benefits. The Commission for Architecture and the Built Environment (CABE) has undertaken research which shows that improvements to public spaces in town centres can support economic growth, encourage private investment and improve the quality of life of residents. Similarly Living Street's 'The Pedestrian Pound' (2014) describes a plethora of evidence relating to benefits from public realm improvement schemes including that well-planned investment in the public realm can potentially boost footfall by up to 40% .

There is a substantial body of evidence to suggest a positive relationship between amenity improvements and property prices (for example public realm improvement schemes with an emphasis on pedestrian priority have been associated with a 12% growth in the sale price of properties, those with an emphasis on decluttering or materials and fixtures, a growth of 7% and 3% respectively).

Our physical environment has the potential to impact upon both physical and mental health, with good design in relation to the quality, accessibility and sustainability of our environment having the potential to reduce stress, encourage exercise and promote good health. The focus on town centres as part of this study has considered ways to create more walkable and attractive neighbourhoods, thereby encouraging people to be more active, increasing footfall through the town centres, and where possible creating spaces where people want to congregate and interact.

1.4 Consultation and Engagement

A series of consultations were undertaken by BMBC in each of the Principal Towns during February and March 2018, engaging with the wider community for ideas and opportunities for improvements to the local high streets. Feedback from these initial consultation events has been used as a starting point to develop ideas for each of the six towns.

As the project has progressed, further consultation has been undertaken in each town as relevant – with elected members, Ward Alliance members, key stakeholders including specific community groups / local businesses, and members of the public.

1.5 Relevant Documents and Strategies

A number of relevant documents and strategies have provided background information / context as well as strategic direction for each of the six towns included in this project. Key documents are summarised below.

- BMBC's Local Plan was adopted by Full Council on 3rd January 2019 and sets out how the Council will manage physical development within the borough on behalf of residents and businesses. The Plan incorporates relevant policies and development allocations for each of the six Principal Towns.
- The Enterprising Barnsley: Workspace for Growth Strategy (Genecon, May 2018) provides the evidence base to be considered in any forthcoming operational, spatial and investment decisions regarding the Enterprising Barnsley workspace portfolio.
- The Smaller Centres Study (England and Lyle, November 2010) aimed to develop a better understanding of a number of smaller centres within BMBC and what potential they have for development to support growth over the plan period. The study includes healthchecks for each town as well as a review of shopping provision and patterns and catchment areas.

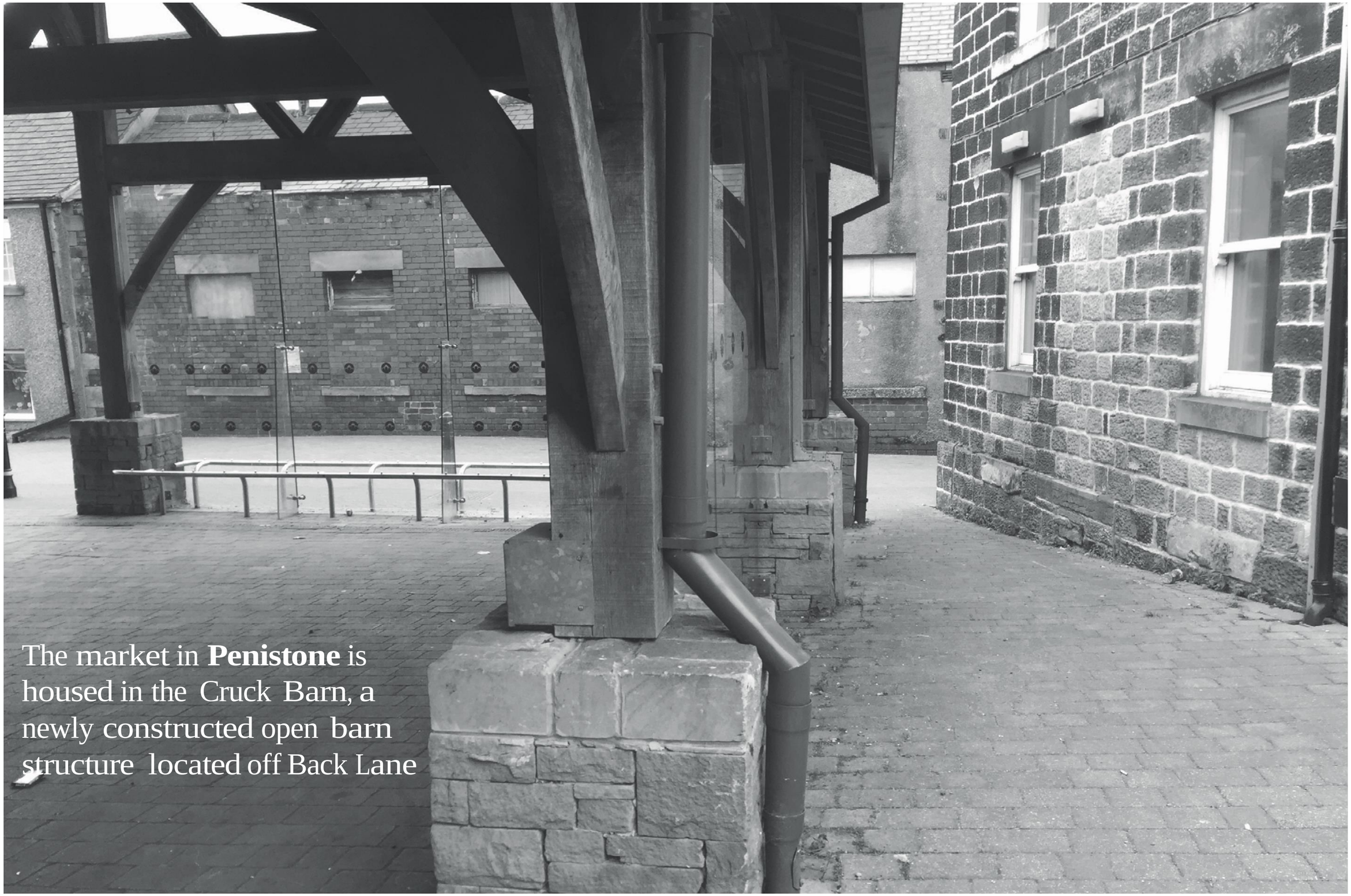
1.6 Report Structure

This report summarises the work undertaken to date in the development of projects within each of the six Principal Towns under consideration. The report considers each of the towns in turn, setting out:

- The initial project brief for each town
- Background information relating to the local area as relevant (for example demographic information, market overview, planning policy)
- Stakeholder engagement undertaken in the development of ideas for each town
- Projects and opportunities identified as relevant to each town

Action Plans for each town, together with costs, timescales for delivery and an assessment of potential benefits are provided in a final section.

War Memorial, High Street, Dodworth



The market in **Penistone** is housed in the Cruck Barn, a newly constructed open barn structure located off Back Lane

2.0 PENISTONE

Penistone is situated approximately 10km to the south-west of Barnsley town centre and is an established rural market town serving a wide hinterland. Penistone is surrounded by Green Belt and in close proximity to the Peak District National Park. The historic core of the town is centred around the High Street, Market Square and St John the Baptist Church area; Penistone **town centre** forms part of a *Conservation Area*. Key features of the town include the Trans Pennine Trail, which forms an important recreational route as well as the ***Penistone Paramount*** building, which is the town's cinema.

2.1 Requirements from the Study Brief

There are a number of publicly or privately owned community assets in Penistone. A review / rationalisation of these community assets in the area is required to see what possible options are available to consolidate services and buildings. There is the potential to release capital from these sites and make revenue savings. This will also allow for the retained buildings to be more sustainable and fit for purpose.

Initial ideas have been suggested by University of Sheffield students as part of their Project Live work. Building on these ideas further feasibility work is required on the Penistone Town Hall looking at further options for the use of this building as a second screen for the Penistone Paramount and utilising the Town Hall as a more usable space.

2.2 Overview of Penistone

People

The Penistone Area Council area has a population of 24,282 (ONS 2016 Mid-Year Population Estimates) and forms approximately 12% of the total population of the wider BMBC area. Historically, economic activity has focused primarily on agriculture (notably sheep farming) and the production of woollen cloth. The advent of the Manchester, Sheffield and Lincolnshire Railway in 1845, the opening of Yorkshire Steel and Iron Works at Penistone between 1863 and 1930 and the presence of flax and thread mills brought manufacturing industry to the town. The Penistone Viaduct (grade II listed) was built to carry the railway line across the River Don. Today, Penistone continues to be an important agricultural centre; tourism has become an important driver of the local economy.

Figure 2.1 – Study Site Area Boundary

The Penistone Heritage and Character Assessment (AECOM 2016) describes Penistone as a loosely linear market town, centred around the High Street, Market Square and St John the Baptist Church. There is a strong local vernacular present in the area, described as being typical of South Yorkshire. Outside of the town centre, land use is primarily residential, except for the eastern edge of Penistone where there are pockets of industrial and commercial activity including Marrtree Business Park.

The Trans Pennine Trail (TPT) is an east / west long distance route for walkers, cyclists and horse-riders, linking the North and Irish Seas. The route is some 215 miles in length, although this increases to nearly 370 miles if the spurs connecting Leeds, Chesterfield, York and Kirkburton are also included. The TPT passes along the northern edge of Penistone, in close proximity to the town centre.

The Penistone Town Hall and Paramount Theatre was built in 1914 and is located on Shrewsbury Road in the heart of the town, opposite St John the Baptist Church. The Paramount is leased from BMBC by Penistone Town Council and is operated by the latter. Facilities include a 350 seat single screen cinema, stage for live events and a licensed bar; the Paramount is also home to the Penistone Compton Cinema Organ which attracts a number of visitors each year. The remainder of the building includes Council chambers, a Masonic Hall and office space.

The market in Penistone is housed in the Cruck Barn, a newly constructed open barn structure located off Back Lane, between the high street and Tesco car park. The market is relatively small in terms of number of stallholders (approximately thirty), with the main market day taking place on Thursdays. A smaller market is held on Saturday mornings, with a monthly farmer's market.

Penistone Cruck Barn

Place

The market in Penistone is housed in the Cruck Barn, a newly constructed open barn structure located off Back Lane, between the high street and Tesco car park. The market is relatively small in terms of number of stallholders (approximately thirty), with the main market day taking place on Thursdays. A smaller market is held on Saturday mornings, with a monthly farmer's market.

Prosper

Both Penistone wards have high economically active populations (73% and 68% respectively). Penistone East particularly has a high self-employed population (14%). The area has a very low rate of 'never worked' residents (0.3%) and low unemployment rate (2.9% compared to the Barnsley average of 6.2%). The proportion of residents educated to degree level or above is much greater than the borough-wide average (32% compared to 17.4%). Approximately one-fifth of residents have no educational qualifications, almost 10% fewer than the borough average and similar to the national average.

Penistone sees a high proportion of residents who own their property, either outright or with a mortgage (approximately three-quarters of residents – this is 12-13% higher than the average in England (63.3%) and in Barnsley as a whole (64.3%). Around 12% of resident live in socially rented accommodation, significantly lower than the Barnsley average of 21% and the national average of 17.7%. Finally, 12.8% of residents have no access to a car or van significantly lower than the Barnsley average of 26.9% and the national average of 25.8%.

The main retail and service offer in Penistone is concentrated on Market Street. The overall vitality and viability of Penistone town centre is better than average, with low vacancy rates. The England and Lyle Report (2010) notes a split between convenience / comparison outlets within the town centre of 26% / 74%. A Tesco foodstore is located on the former cattle market site; retail units elsewhere in the town centre are characterised by smaller independent shops, particularly the area in the vicinity of St John's Church. Between 2010 and 2018 Penistone has seen an increase in the number of town centre units classified as service businesses (an increase from 28 to 35 units).

Penistone successfully played host to the Tour de Yorkshire (TDY) on 30th April 2017; estimates of the impact this may have had on the local economy have been given as in the region of £600,000. The TDY has impacted on Penistone not only during the event itself, but importantly during the build-up, with the town becoming a cycling hub renowned both locally and further afield. This has remained noticeable in terms of the cycling businesses present in the town and desire to build on the legacy of the TDY. Knock on benefits have included on hospitality businesses in Penistone and the surrounding area, particularly accommodation and the growing cafe culture within the town. Usage of the Trans Pennine Trail is a further factor that can be developed, with benefits from local and visiting cyclists.

Recent developments within the town have included the provision of new start-up units at the Penistone Paper and Board site. The construction of fifteen new units, including a pop-up shop unit, has been supported by Section 106 funding together with match funding from private sector investment. All units are currently fully let. The development has been estimated to generate £96,400 in additional business rates as well as the creation of up to 40 new jobs.

Planning Policy

Penistone is designated as a District Centre within the town centre hierarchy and is the main local focus for development in the rural west of the borough. The Local Plan's Spatial Strategy outlines the desire to consolidate Penistone's role as the main centre for surrounding villages and to maximise the tourism role of the town.

The Local Plan states that the aims for the future of Penistone are to 'improve the availability of leisure, cultural and entertainment activities, and to improve car parking and movement for pedestrians, cyclists and the disabled. Since the potential for expansion in Penistone has already taken place with the recent Tesco supermarket, the strategic direction for Penistone is to intensify within its existing boundaries'.

A Neighbourhood Plan has been prepared for Penistone and has been submitted for examination. The Neighbourhood Development Plan 2018-2033 Pre-Consultation Submission Draft (NDP) sets out its vision for Penistone as follows:

'In 2033 Penistone will be a rural market town surrounded by high quality upland countryside, small villages and isolated farmsteads. The town will act as a hub for these communities, and others further afield, and as a gateway for Barnsley residents to access the high Pennines and Peak National Park.

Penistone will offer a range of housing that provides for all sectors of the community, as well as attracting new residents to the area's unique blend of town and country.

Our well conserved town will be a vibrant centre, with shops, businesses and services such as the Penistone Paramount cinema flourishing and meeting the needs of the local population. Our countryside will be easily accessed by off-road routes and be a magnet to visitors, particularly those using the Trans-Pennine Trail. Our villages will be safe and peaceful places that will have their own well-maintained identity and traditions.'

Policies within the NDP that are of relevance to the Principal Towns work include:

Policy BE2 Protection and Enhancement of Local Assets – includes the Penistone Town Hall and Carnegie Library sign and the Penistone Paramount building as specific assets identified for conservation.

Policy BE3 Public Rights of Way Network – the importance of enhancing accessibility using non-motorised routes.

Policy LE1 Increase the Vitality of Penistone Town Centre – through projects including new commercial activity in Penistone town centre and the development of Laird's Way beside Penistone Railway Station to alleviate parking for the town.

Policy LE2 Encouraging Small Businesses – through for example the development of small office space, workshops and affordable small retail units within larger buildings in appropriate locations, for example The Coal Drops in Penistone, as well as proposals which support telecommunications infrastructure such as public Wi-Fi.

Policy LE4 Increase Tourism and the Local Visitor Economy – proposals to support opportunities, notably year-round facilities, overnight accommodation and visitor attractions / facilities that offer opportunities to interpret, conserve and enhance the local heritage and landscape.

Specific aspirations for Penistone as set out in the NDP include:

- The market – improving marketing and expanding the types of market offered
- Improving pedestrian crossings
- Expanding existing business (for example development of a Digital Craft hub)
- Improvements to the right of way network
- Business infrastructure (for example transport links, town centre improvements)
- Encouraging tourism.

2.3 Stakeholder Engagement

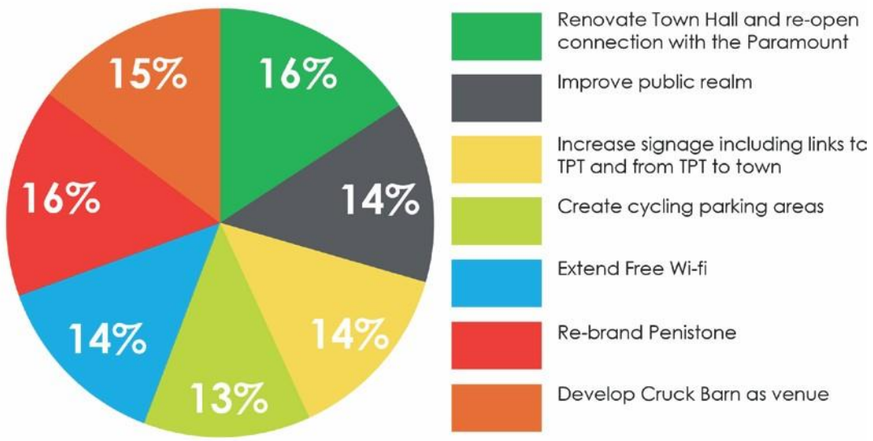


Figure 2.2 – Graph showing initial feedback from BMBC Consultation in Penistone

The initial public consultation undertaken in February and March 2018 by BMBC officers highlighted a number of issues and opportunities that members of the local community considered to be of importance to Penistone. These issues are summarised in Figure 2.2. In addition, community consultation in relation to the Penistone Town Hall and Paramount buildings was undertaken by University of Sheffield students earlier in 2018.

Further consultation with stakeholders has been undertaken as part of the Feasibility

Study. Figure 2.3 identifies the key dates and stages at which stakeholders (including Ward Alliance members, elected members, local business representatives and members from community groups) have been engaged with and for what purpose.

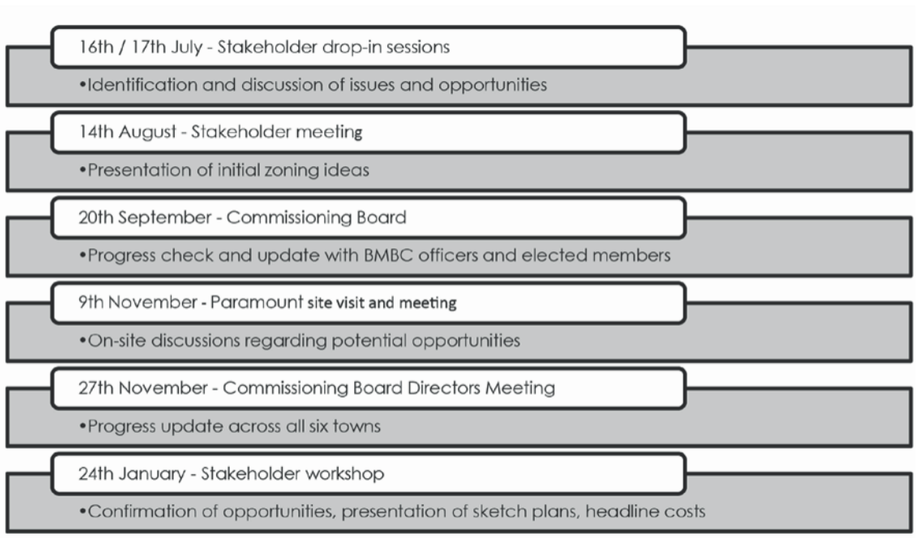


Figure 2.3– Key Dates and Stages of Consultation

2.4 Summary of Key Issues

The following is a summary of key issues for Penistone, drawing on findings of site and market appraisal work and from consultations undertaken with key stakeholders.

- The need for Penistone to develop a unique identity which can be used in marketing / promoting the area for tourism purposes. Examples that have been cited include building on the TDY to create a 'cycle tourism' identity for the town, incorporating links with the Trans Pennine Trail, thereby increasing visitor numbers and providing opportunities for the development of cycle businesses (for example cycle hire, maintenance). Cycle parking facilities could potentially be created at key points in the town centre.
- Exploring ways to facilitate the expansion of the Penistone Paramount to provide additional screen, accessible toilets and generally improving the internal movement within the building. The Town Hall to be accommodated within any plans, including opportunities to incorporate income generation (for example through use of space for community purposes, or office use). Improvement of the building could reduce ongoing maintenance liabilities for BMBC.
- Improvements needed in relation to signage and wayfinding within and throughout the town. This includes wayfinding from Penistone train station, from the Trans Pennine Trail and from locations within town (such as the Tesco car park) to encourage footfall across town.
- The need to improve gateways and sense of arrival to Penistone. Key gateway locations include Sheffield Road (from Penistone train station (for pedestrians) as well as vehicular access from this direction) and the northern gateway to Penistone from the direction of the A628 / Bridge Street.
- Usage of the Cruck Barn could be increased by either enclosing the sides (to make it more usable in all weathers) and identifying new opportunities for market / community events. Market users have identified a desire for increased storage space in a town centre location.
- The built character of Penistone is already very distinctive and attractive. Potential improvements can be made to the public realm to enhance the built environment (for example creating a central area of civic space), improve access and movement at key locations (notably along Market Street and Shrewsbury Road, particularly in relation to traffic speed and bus circulation) and provide opportunities to celebrate local heritage.

2.5 Ideas and Opportunities

The key issues identified in the previous section have informed the development of ideas and opportunities for Penistone, which can be grouped into the following areas for action:

- Opportunities associated with gateways to the town centre and sense of arrival
- Town centre enhancement opportunities (environmental, movement, social, economic)
- Furthering Penistone's identity as a 'cycle town' and thereby building on the TDY
- Developing ideas for the Penistone Paramount and Town Hall

Gateways to Penistone and Sense of Arrival

Figure 2.4 identifies key arrival and gateway points for Penistone from a variety of transport modes including by car, train, bus and walking / cycling (links with the Trans Pennine Trail). Opportunities for these areas are illustrated on Figure 2.4 including:

- The creation of new cycle / pedestrian links from the Trans Pennine Trail – two opportunities exist, one in the vicinity of Cycle Penistone (bringing people along Stottercliffe Road) and the other in the vicinity of the Saint Johns Community Centre car park). In the Cycle Penistone area, improvements could be made to the public realm in order to create a welcoming first impression to the town.
- The currently disused railway arches at the Bridge Street / Market Lane roundabout present an opportunity to create a welcome feature and improve the approach into town from this direction. Improvements could also be made to the roundabout itself to improve wayfinding and promote arrival to the town centre in a more existing way (for example through the use of public art).
- The Tesco car park is one of the principal parking areas for the town centre. Access to Market Street for pedestrians is via the narrow Back Lane, which passes adjacent to the Cruck Barn. The figure shows the creation of a more formalised pedestrian link through the car park and along Back Lane incorporating strong wayfinding utilising signage, surfacing and planting. The link could be provided without the loss of any existing parking provision.
- Improvements to the pedestrian environment and wayfinding along Church Street and in the direction of Penistone station. Opportunities to improve the sense of arrival from Penistone station are of particular importance.

KEY

Site Study Area

Transport Arrival Point

PENISTONE TRANSPORT MODE AND SENSE OF ARRIVAL

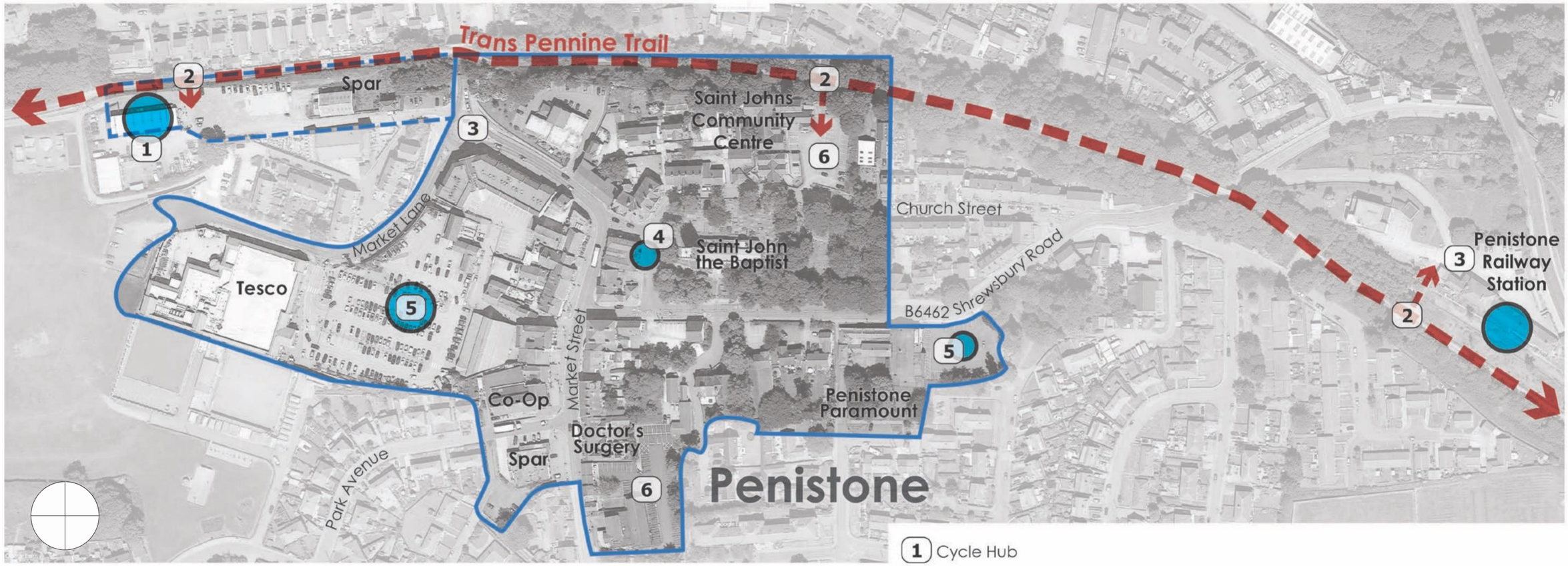


Figure 2.4 – Transport Mode and Sense of Arrival

N

Not to scale

ARCADIS Design & Consultancy for natural and built assets

Barnsley Principal Towns

Dwg 0008 v2 27.09.18 **Transport Mode and Sense of Arrival: Penistone**

Town Centre Enhancement Opportunities

Figure 2.5 identifies a number of enhancement opportunities for the town centre, including improvements to the public realm, opportunities for improving movement and circulation, and relevant opportunities to develop new community and business uses. These include:

- The currently disused railway arches at the Bridge Street / Market Lane roundabout present an opportunity for new business development (given the location, these could be cycle related).
- Exploration of opportunities to improve usage of the Cruck Barn. The Cruck Barn is a visually attractive facility and one which emphasises the local distinctiveness and charm that Penistone has to offer. Although used by a busy local market on a regular basis, disadvantages to the building include the fact that it is 'open to the weather' and usage as a community / event facility is therefore not maximised. Opportunities include enclosing the sides of the Cruck Barn in order to create a weatherproof facility that may then be more attractive to visitors / residents and as a venue to hold a range of community events.
- Opportunities to use planting to improve some of the visual aspects of the Tesco car park (a planted pedestrian 'boulevard' through the car park has been noted) as well as potential for a 'green screen' between the Cruck Barn and the car park to make it more attractive for a range of flexible uses.
- Opportunities to make Market Street more pedestrian friendly through the use of build-outs to narrow the street, increase width of footways and improve pedestrian crossing. There is potential to explore the introduction of a 20mph through the town centre. There are also opportunities to improve the public realm along Market Street through the introduction of planting and appropriate surface materials.
- Market Place presents a real opportunity to create a new civic space in the heart of the town. A concept scheme for this area is shown in Figures 2.6 and 2.7 (Town Square Sketch Scheme and Visualisations), emphasising how surfacing, narrowing of the highway and planting can be used to enhance the environment at this central location. Church Street has already seen the development of several new businesses and increasing footfall through this area by means of improved public realm could support businesses further. The increased pavement widths could provide opportunities for additional markets / street events to be held, for example specialist craft or food markets, in addition to the regular market held in the Cruck Barn. An enhanced public realm in this location provides further opportunities to enhance the setting of adjacent heritage buildings including the Saint John the Baptist Church.
- A new Heritage Trail could be created for Penistone which encourages visitors to explore the town its entirety.
- Frontage, access and wayfinding to the Penistone Paramount and Town Hall could be improved.

"**Penistone** successfully played host to the **Tour de Yorkshire (TDY)** on 30th April 2017; estimates of the impact this may have had on the local economy have been given as in the region of ***£600,000***"

1. Improve cycle/pedestrian 'Gateway' to/from Trans Pennine Trail to include seating and wayfinding
2. Improve public realm at café /cycle hub - formalise spill-out space and create welcoming approach to town
3. Create a new cycle loop linking the Trans Pennine Trail gateways through the town
4. Open up arches to enable for visitor/leisure/cycle-related business use and improve transport 'Gateway' into town
5. Enhance roundabout environs to include wayfinding/ public art and improve pedestrian/cycle movement
6. Strengthen visual and physical link from Tesco store and car park into town centre with 'Boulevard' route and strong wayfinding (without loss of existing parking spaces)
7. Enclosure of the Cruck Barn to reduce exposure to weather conditions and allow use as flexible community event venue - introduce a 'green screen' to screen/soften views of the car park
8. Improved public realm link to high street with improved wayfinding into/from the high street
9. Create build-outs to narrow street and increase footways. Introduce street tree planting/trees in planters, alternative materials on footways and formal crossings to slow traffic on high street and improve pedestrian movement - also introduce benches and hanging baskets*
10. Create central public space accommodating bus movement and occasional market with benches whilst celebrating heritage character of church - restrict traffic for special events*
11. Introduce alternative footway material and formal crossings to slow traffic and improve pedestrian movement and access to church gardens as well as wayfind to the station*
12. Enhancement of Town Hall and Paramount buildings and environs /car park area to maximise opportunity for flexible community use such as additional cinema screens, public toilets and café/bar and to improve access for all plus improve/clean up the frontage and introduce better external signage and wayfinding from the town centre
13. Improve links and wayfinding to/from Railway Station
14. Develop a new 'Heritage Trail' to encourage visitors to explore the whole town and celebrate the history of Penistone

*** Explore potential for introducing 20mph zone in town centre**

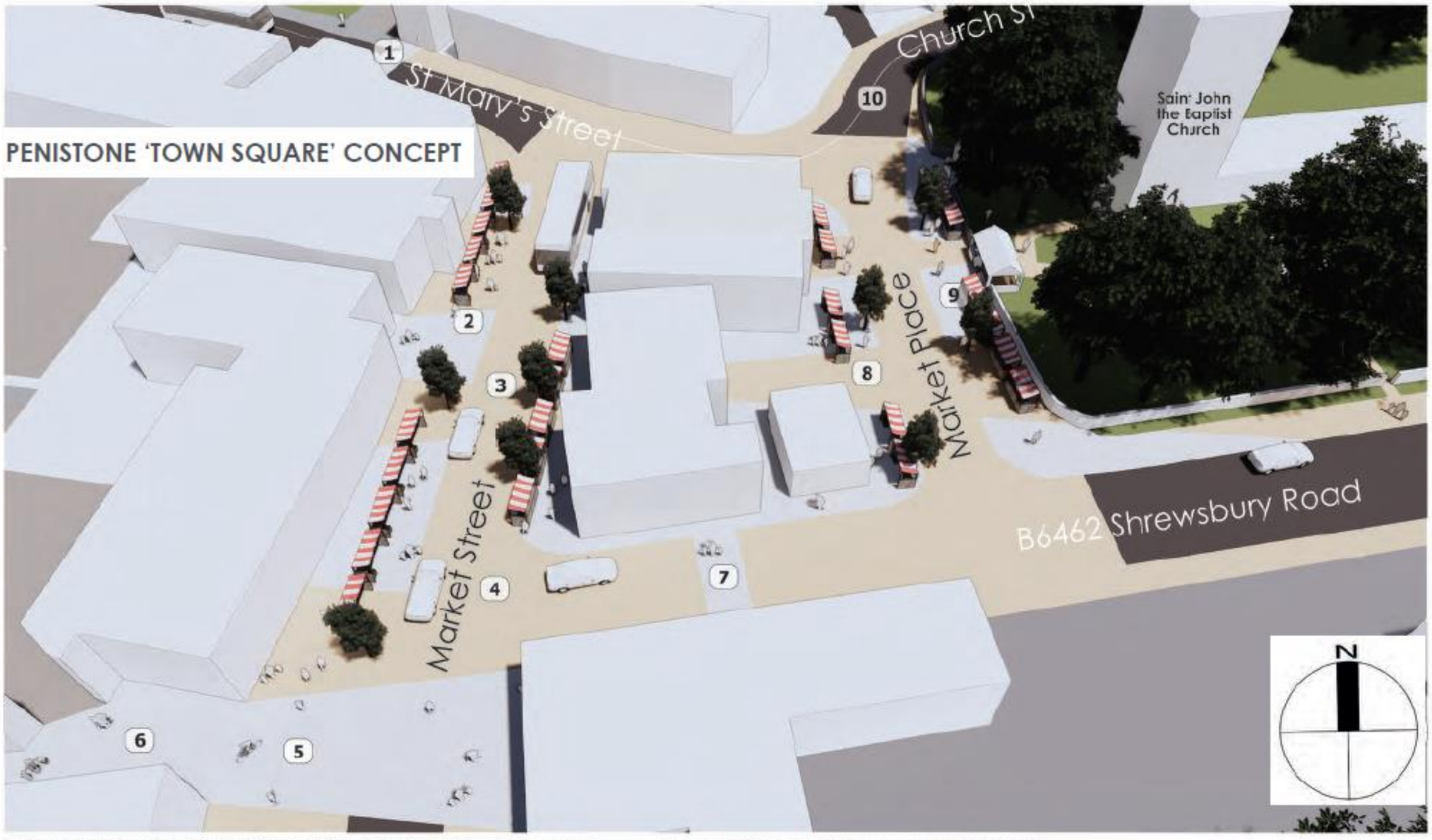
KEY

- Site Study Area
- Trans Pennine Trail
- New Heritage Trail / Cycle Loop - route to be developed

PENISTONE TOWN CENTRE PROPOSALS

Figure 2.5 – Penistone Town Centre Proposals

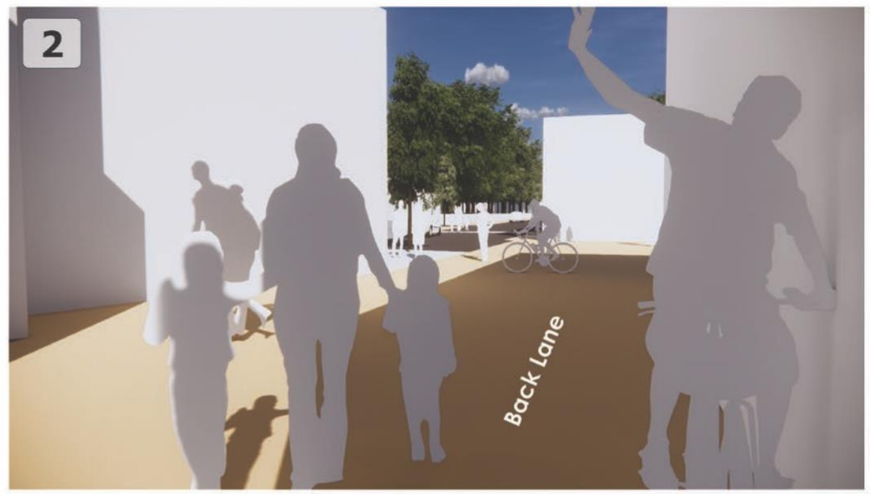
PENISTONE 'TOWN SQUARE' CONCEPT



1. New crossing and high quality paving introduced, white line on highway denotes segregated cycle lane
2. Footway widened to include build outs for tree planting and formal parking bays/area for market stalls in same materials - low kerbs
3. Highway narrowed to 5.5m to reduce traffic speed and maximise space for pedestrians, parking and market stalls
4. Existing one-way system retained
5. Public realm improvements linking tesco car park / Cruck Barn with the high street and crossings introduced to improve pedestrian movement and further slow traffic speeds
6. Existing lane resurfaced to promote cycle and pedestrian car park into high street and town centre with strong wayfinding linking on axis with new crossing point
7. New foot and cycle crossing
8. Footway widened to accommodate formal parking bays/market stalls whilst retaining central bus stop
9. Footway widened to include build outs for tree planting and formal parking bays/maximise market space in same materials - low kerbs
10. Existing one-way system retained, line marking: to delineate cycle route

Figure 2.6 – Town Square Sketch Concept

View from Shrewsbury Road into Back Lane



View from Back Lane to Shrewsbury Road

View north along Market Street

View north across Market Street and Market Place

View locations

PENISTONE 'TOWN SQUARE' VISUALISATIONS

Figure 2.7 – Town Square Visualisations

Penistone – Cycle Town

The legacy of the Tour de Yorkshire has already meant that Penistone is known for being a cycle location. In developing a distinct identity for Penistone, one of the areas that could be exploited further is Penistone as a 'Cycle Town'. Figures 2.5 and 2.8 identify a number of specific physical opportunities within the town that could help cement this identity including:

- The development of new cycle links into Penistone from the Trans Pennine Trail. The two new access points could be linked together to create a new 'cycle loop' through the town, including segregated cycle lanes on the highway where possible. Both on and off-road cycle routes are illustrated on Figure 2.8.
- The use of the currently disused railway arches as a location for a new cycle business (e.g. bike maintenance). Cycle hire opportunities are identified at Cycle Penistone and Penistone station.
- Inclusion of new cycle infrastructure at appropriate locations within the town centre (Figure 2.8 identifies potential locations for cycle racks and lockers).

PENISTONE CYCLE OPPORTUNITIES

Figure 2.8– Cycle Town Proposals

Penistone Paramount and Town Hall

The Penistone Paramount is a thriving facility in the town, offering a range of film, stage and community events. The adjoining Town Hall, which incorporates the Council Chambers and Masonic Lodge, is also used on a regular basis. In addition to the cinema and Town Hall, a residential building forms part of the floorplan on the northern elevation. Figure 2.9 shows the existing demise for the building divided between these areas.

Figure 2.5 identifies the Penistone Paramount and Town Hall buildings as a key opportunity for enhancement, with potential to create new income generating uses and ensure the sustainable future of the building for Penistone Town Council and BMBC. Key issues with the building as identified through consultation and engagement, include accessibility challenges – changes in floor heights between different areas of the building mean that areas are not readily accessible for wheelchair users, for example. The toilet facilities within the building are also lacking in terms of number and accessibility. There is scope to improve accessibility, arrival and customer experience across this split level site, whilst providing additional space that can be used for community events, additional cinema usage and 'back of house' accommodation for users.

Three options have been developed to address the issues identified and present new opportunities for the Paramount and Town Hall. Layouts for Option 1 are illustrated on Figures 2.10 to 2.12 (the layouts relate to lower ground, ground and first floors). Layouts for Options 2 and 3 are illustrated on Figures 2.13 and 2.14 (layouts for these two options assume lower ground and first floor changes are the same as for Option 1 and therefore only the different ground floor layouts are shown).

Features common to all three options are as follows:

- The provision of provide platform lifts to the main corridor, allowing improved accessibility between the lower ground, ground and first floor levels.
- Increased number of toilets, including accessible toilets.
- Inclusion of a second cinema screen and bar area, through the lowering of existing floor levels (note that this would be pending further structural investigation work).
- Expansion of the existing box office and improved circulation space.
- Provision of a 'pop-up cinema' in the external space to the rear of the building. This existing south facing space is currently used as a service yard but has good potential to become outdoor flexible space to generate revenue, particularly during the summer months. If this part of the scheme were to be developed, the delivery and service access for the building would need to be considered and managed accordingly.
- Wayfinding and signage of the main building is not currently present on the east elevation. The proposals therefore include backlit 'cinema' signage to this elevation to improve external presence and wayfinding from visitors using the car park and train station.
- The current residential unit to be repurposed to incorporate new office space (to be let commercially).

Options 2 and 3 explore ways that the rear of the building could be extended to provide additional space for back of house use and events and to further increase toilet provision.

Figures 2.15 to 2.17 show axonometric views for each of Options 1 to 3.

Penistone Town Hall frontage

Penistone Paramount

Existing Demise

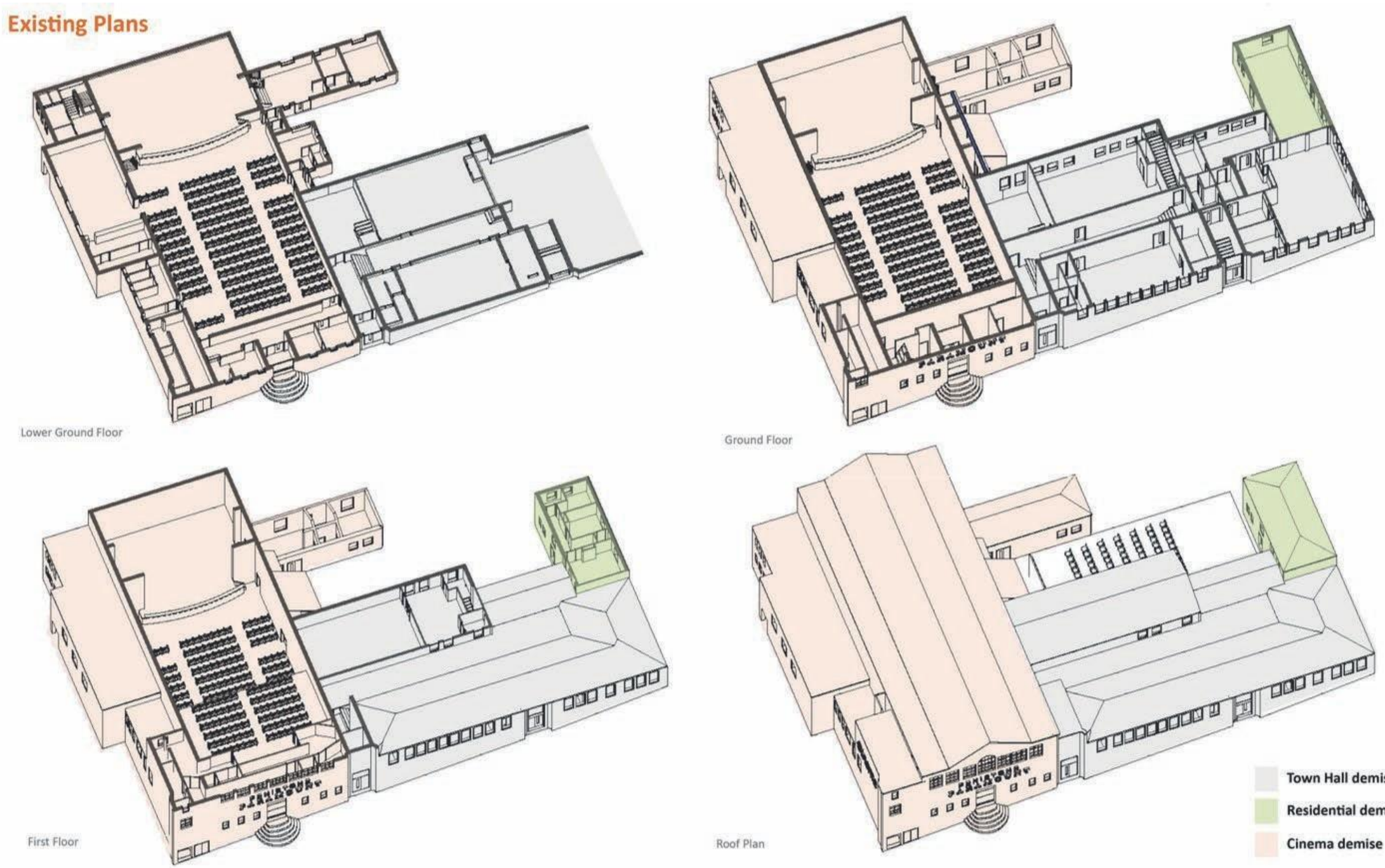


Figure 2.9 – Paramount and Town Hall - Existing Demise

Options

TIER 1 ENHANCEMENT - LOWER GROUND FLOOR

Paramount:

Accessibility Issues addressed through provision of Accessible WCs, Entrance ramp

Additional screen and bar area formed (existing floor to be lowered and the existing safe to be resisted to the bar area – pending structural investigation)

Increase the size of existing box office – (pending structural investigation)

Opportunity to gain additional income through provision of pop-up cinema screen and chairs

Town Hall:

Accessibility issues for access to council chamber and adjoining WCs are addressed through provision of 2.nr platform lifts

Figure 2.10 – Paramount and Town Hall - Option 1 Lower Ground Floor Plan

OPTION 1 GROUND FLOOR

Town Hall:

Accessibility issues for access to council chamber

Form larger lobby for access between the community room and entrance / cinema

No accessible WC in this location. Proposed WC within existing kitchen area – dependant upon access for public this may need to be portioned off from the existing kitchen. (this would be dependant on whether they hire the kitchen with the community space)

Provide store for community room

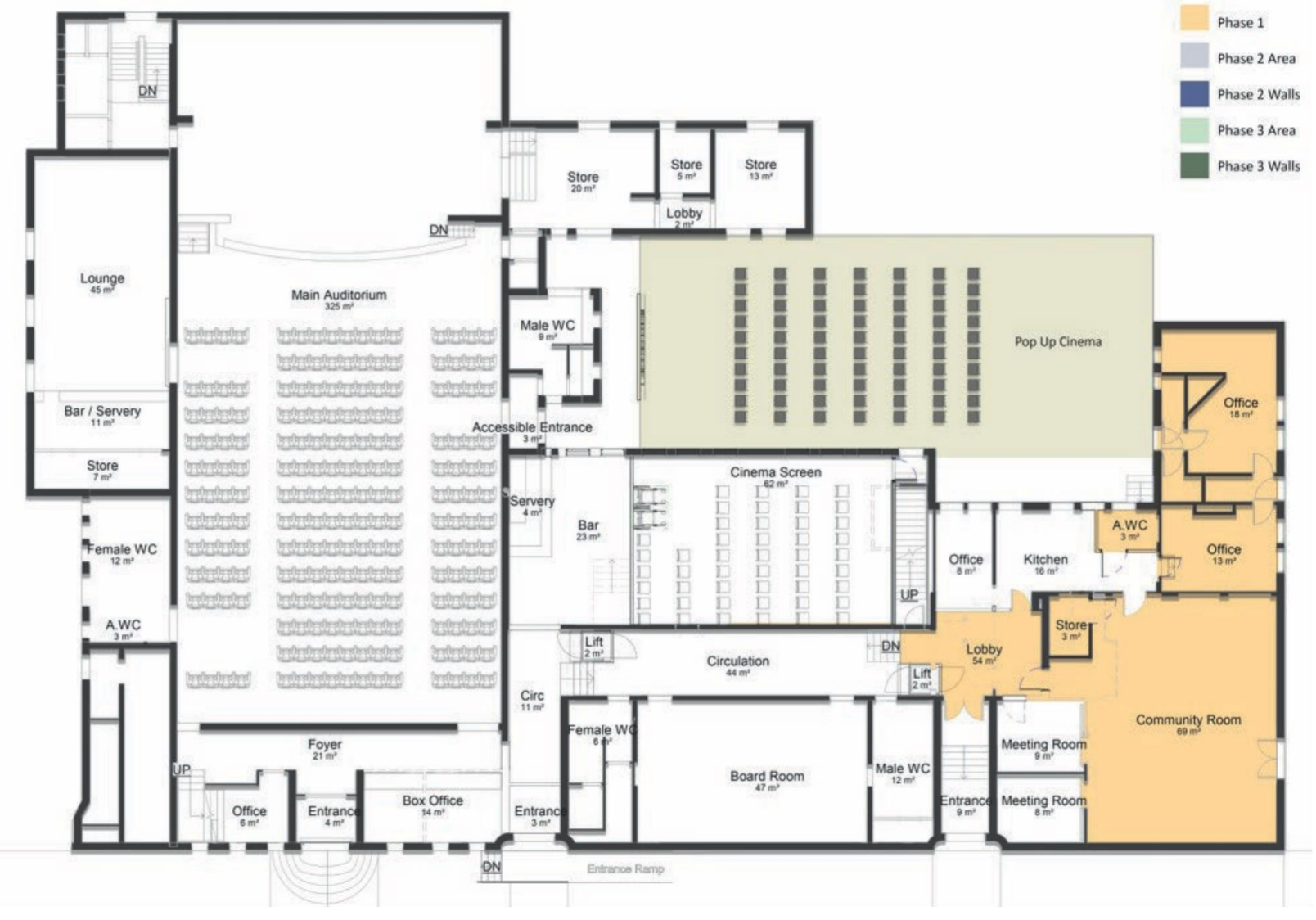


Figure 2.11 – Paramount and Town Hall - Option 1 Ground Floor Plan

OPTION 1 FIRST FLOOR

Residential Unit:

Provide office space to let for local businesses within the current residential demise

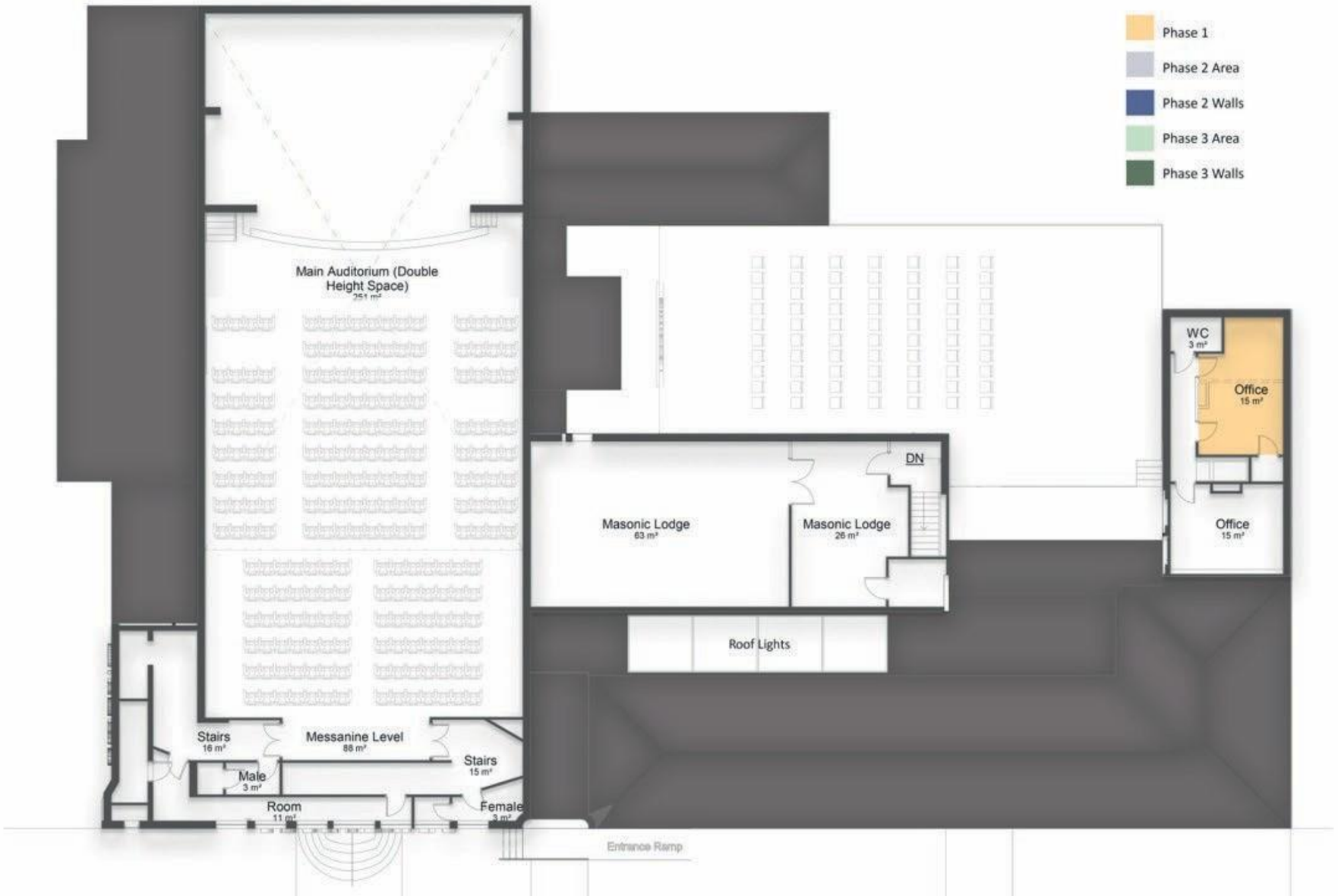


Figure 2.12 – Paramount and Town Hall - Option 1 First Floor Plan

TIER 2 ENHANCEMENTS - OPTION 1

Option 2:

(Includes works to Option 1 listed above plus the following recommendations)

GF Plan (affected only)

Paramount:

Build extension 47m2 for access WC, showers and stage access

Utilise existing store / access to provide additional WC's

TIER 2 ENHANCEMENTS - OPTION 2

Option 3: (Includes works to option one listed above plus the following recommendations)

GF Plan (affected only)

Paramount:

Demolish Male WC block

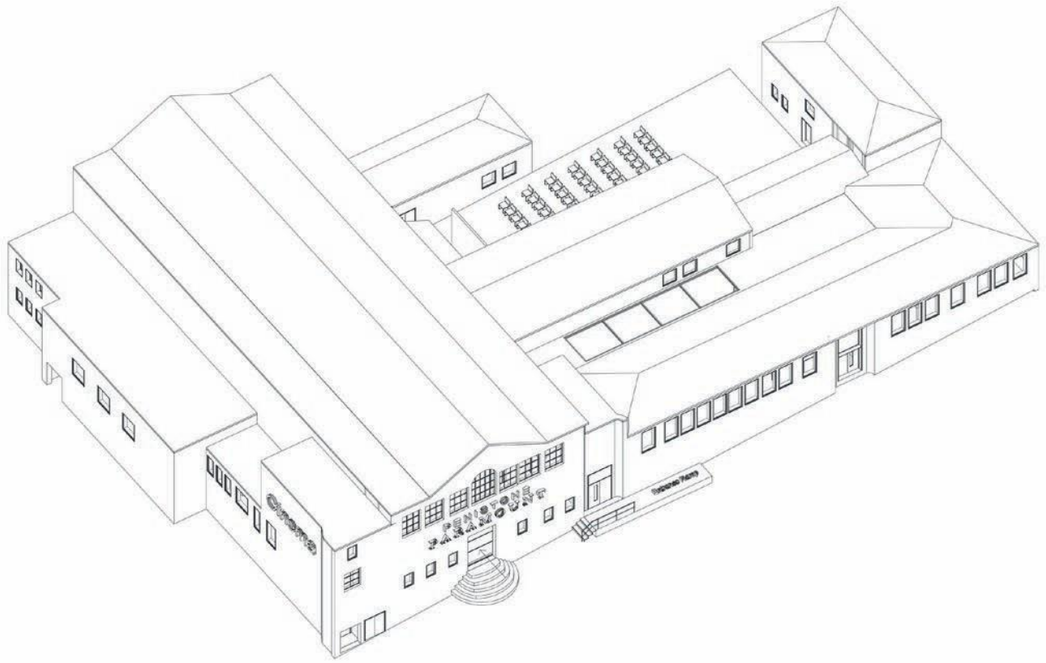
Build extension 49m2 for additional WC accommodation

(1 Access WC, 3 Female, 5 Male

Utilise existing store to provide accessible shower / WC for back of house

Figure 2.14 – Paramount and Town Hall - Option 3 Ground Floor Plan

AXONOMETRIC VIEWS



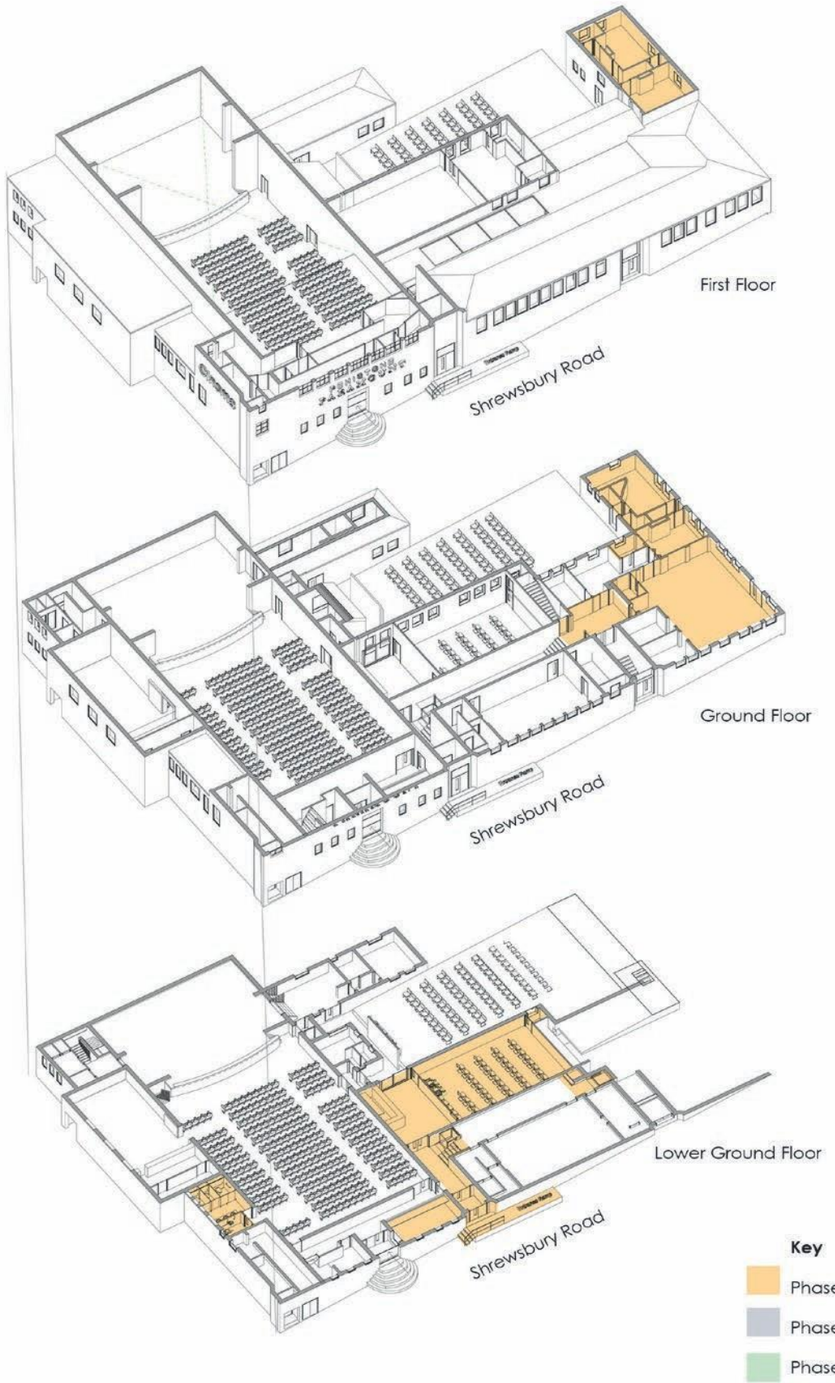


Figure 2.15 – Option 1 Axonometric View

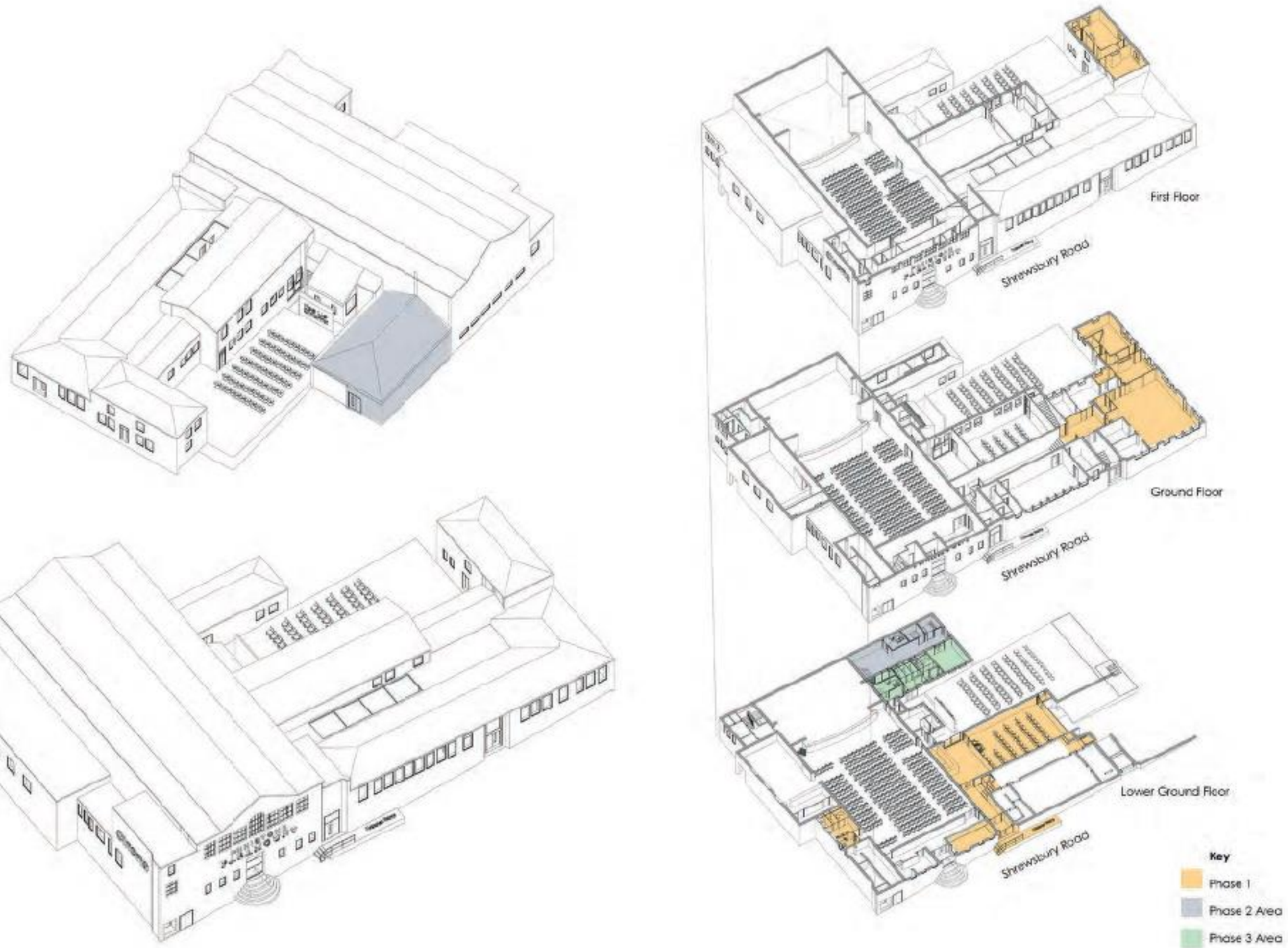


Figure 2.16 – Option 2 Axonometric View

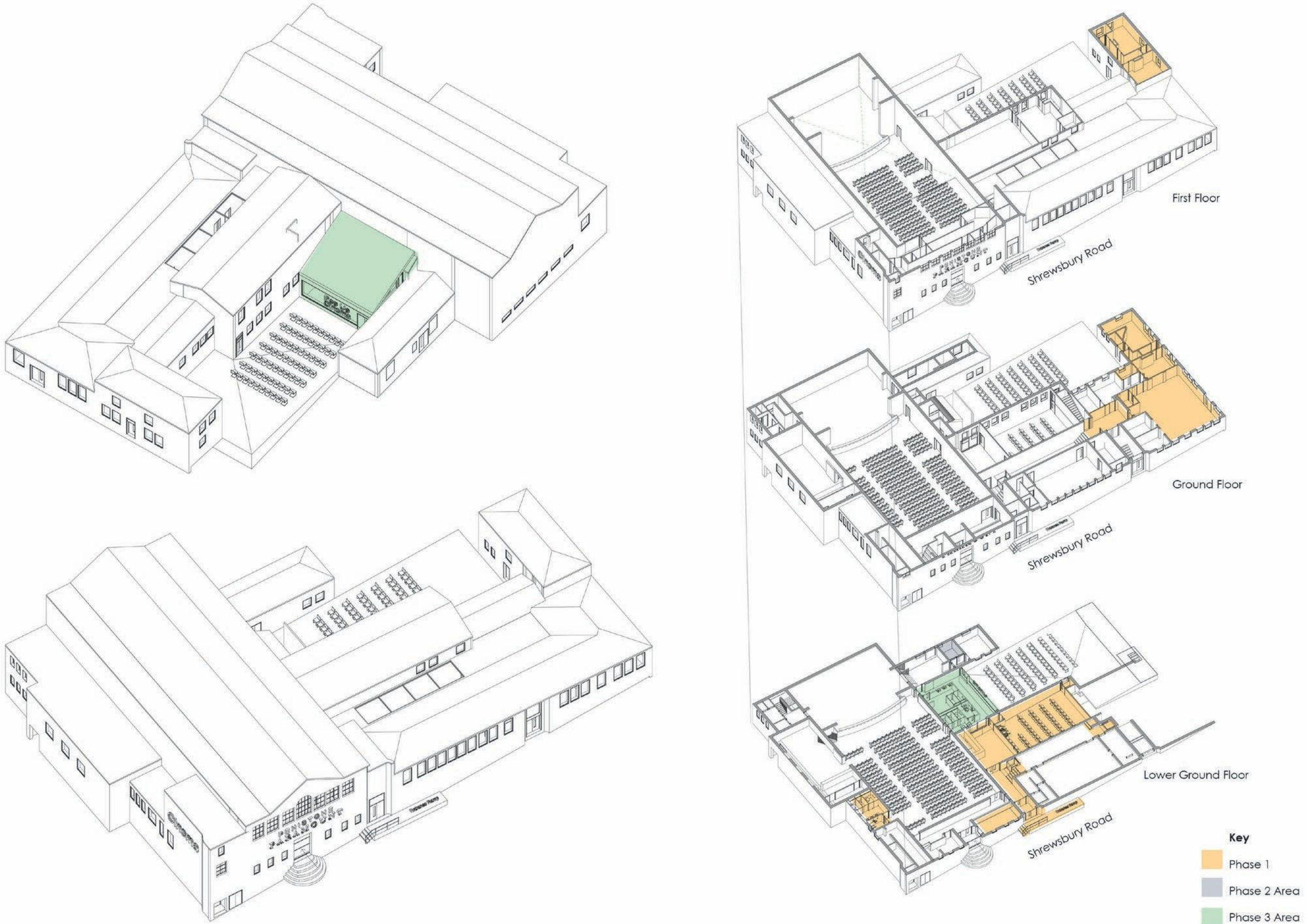


Figure 2.17 – Option 3 Axonometric View

2.5 Summary

Penistone is a vibrant town that in addition to its local population has a growing visitor market due to its location near the Peak District National Park, the proximity of the Trans Pennine Trail and the legacy of the Tour de Yorkshire.

Recent developments in the town such as the Cruck Barn have helped to enhance local distinctiveness and identity. The town has much to offer local residents and visitors, including the Penistone Paramount which is a valuable asset.

Challenges experienced by the town relate particularly to wayfinding, movement and access as well as ways to optimise opportunities presented by the growth in cycle tourism and by the Paramount.

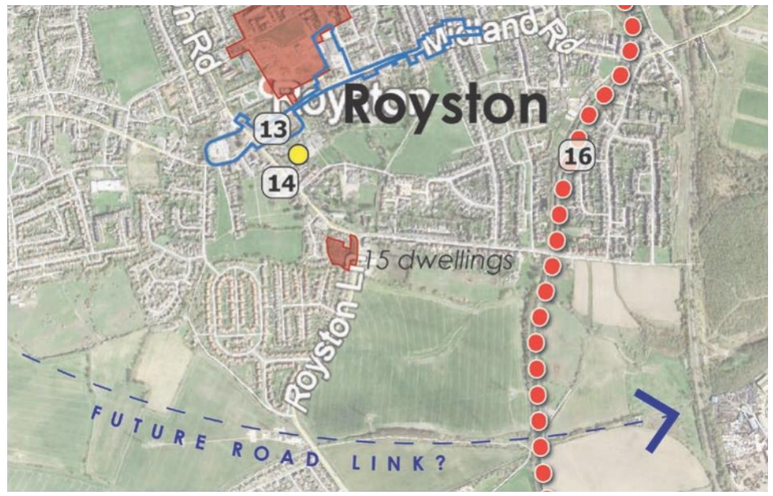
An Action Plan for Penistone, including costs, priorities and a summary of the benefits that the opportunities presented for inclusion in the Principal Towns programme could provide, is provided in Chapter 8 of this report.

"-

v;

3.0 ACTION PLANS

This chapter presents the Action Plans and associated information for each of the six towns. For each town, the Action Plans contain detailed costs for individual projects and proposals, as well as an indication of timescale for delivery and priority (high, medium or low). This is followed by an assessment of the benefits for each town scheme, focusing both on economic and social benefits. Finally, we have set out a series of recommendations for each town in addition to a summary of next steps.



Action Plan: Penistone

Ref	Item	Tier 1 Proposals	Tier 1 Cost £K*	Sub-Ref	Tier 2 Sub-Proposals	Tier 2 Cost £K*	Delivery Period yrs 0-2	Delivery Period yrs 2+	Priority	Socio-Economic Benefit: Social Benefit	Socio-Economic Benefit: Economic Benefit	Socio-Economic Benefit: Economic Impact
1	**Trans Pennine Trail (TPT) Links** - Currently a largely missed opportunity to capitalise on the economic, social and health & well-being benefits for Penistone.	Improve cycle / pedestrian 'gateway' between Trans Pennine Trail and town centre, to include seating and wayfinding	49	a	TPT Exit Paving	11			M	H	H	Expenditure in local economy, benefiting local businesses. Indirect job creation.
				b	Public Art at Exit	25			L			
				c	Bench at Exit	2.5			M			
				d	Cycling Signage / Wayfinding	10	10		H			
2	**Cycle Hub 'Gateway'** - Café and cycle shop and hire facility adjacent to TPT.	Improve public realm at café / cycle hub - formalise spill-out space and create welcoming approach to town	37	a	Bonded gravel surfacing at café	15			L	M	H	Expenditure in local economy, benefiting local businesses. Indirect job creation.
				b	Cycling Signage / Wayfinding	10	10		H			
					Cycle racks	12	12					
				c					H			
3	**Cycle Penistone** - Penistone's cycling infrastructure is currently poor. This is essential to address if stronger links and wayfinding is made with the TPT.	Create a new cycle loop linking the Trans Pennine Trail gateways through the town	381	a	Town cycle signage	15			M	M	H	Expenditure in local economy, benefiting local businesses. Indirect job creation.
				b	St. Mary Street cycle / ped crossing	35	35		H			
				c	Cycle racks at St. John's	12	12		H			
				d	Cycle lockers at St. John's	25			L			
				e	Off-road' cycling route legibility (includes quiet streets)	196			L			
				f	On-road' improvements, including white lining and signage	98			M			
4	**Bridge Street Arches** - The arches at Bridge Street and the surrounding environment form a key but currently poor first impression of Penistone.	Introduce businesses to the arches that will support the visitor / leisure / cycle-related economy and improve the appearance to the 'Gateway'	87	a	Enhance public realm to arches	25			M	L	M	Employment creation (up to 5 FTE)
				b	Bonded gravel surfacing around arches	15			M			
				c	Bridge St. cycle / ped crossing	35	35		H			
				d	Cycle racks	12			L			
5	**Bridge Street 'Gateway'** - Together with the arches, the roundabout and public highway at Bridge Street could be enhanced.	Enhance roundabout and environs to include wayfinding / public art and improve pedestrian / cycle movement	161	a	Coloured bitmac to highway	30			L	L	M	Indirect economic benefit as a result of improved gateway - encourage first and repeat visits.
				b	Resurface footways with bonded gravel	47	47		H			
				c	Public Art on roundabout	30			M			
				d	Signage	5	5		H			
				e	Upgrade pedestrian railings	14			L			
				f	Cycle / ped crossing and Market Lane	35			M			
6	**Tesco Link** - Tesco car park is expansive with very few trees. As a key arrival point in the town there is opportunity for improvement.	Strengthen visual and physical link from Tesco store and car park into town centre with 'Boulevard' route and strong wayfinding (without loss of existing parking spaces)	97	a	Upgrade axis footway in contrasting paving	50			L	M	M	Indirect economic benefit as a result of improved arrival point - encourage repeat visits and extend dwell time.
				b	Urban tree planting in Tesco car park	35			M			
				c	Cycle racks	12			M			
7	**Cruck Barn** - The barn, currently used to host the bi-weekly market, does not currently provide the facilities to properly support this or other activity.	Enclosure of the Cruck Barn to reduce exposure to weather conditions and support its use for indoor markets and community events.	99	a	Enclosure to existing barn structure	63	63		H	H	H	Expenditure in local economy from increased usage.
				b	Green Wall to rear of barn	24			L			
				c	Cruck Barn cycle racks	12	12		H			
8	**Back Lane** - An understated and low quality but critical pedestrian connector between the town centre and Tesco car park	Improved public realm link to high street with improved wayfinding to / from the high street	62	a	Upgrade Back Lane surfacing in contrasting high quality paving	50	50		H	M	M	Increased footfall into town centre. Indirect impact of increased spend in local businesses.
				b	Cycle racks	12			M			
9	**Market Street Public Realm** - The high street public realm is dominated by vehicles. Adjustments / improvements would benefit and promote greater permeability, reduce traffic speeds and potentially increase footfall / cycle use.	Create build-outs to increase footway widths and reduce traffic speeds. Introduce street tree planting / trees in planters, new paving to priority areas, relocated high street crossing, new street furniture	178	a	Kerb build outs to widen footway	16			M	H	H	Increased footfall (possibly 15-20% per annum). Increased expenditure in local economy resulting in indirect job creation. Property uplift over long-term.
				b	Urban trees in large planters	38			M			
				c	High quality concrete block paving to select footways	57			M			
				d	Relocated ped/cycle crossing	35			M			
				e	Benches	10			M			
				f	Cycle racks	12			M			

Action Plan: Penistone

Ref	Item	Tier 1 Proposals	Tier 1 Cost £K*	Sub-Ref	Tier 2 Sub-Proposals	Tier 2 Cost £K*	Delivery Period yrs 0-2	Delivery Period yrs 2+	Priority	Social Benefit	Economic Benefit	Economic Impact
10	**Market Place** - Market Place historically hosted Penistone market, and is the only space within the centre that offers the potential for a 'town square'.	Create central public space accommodating bus movement and occasional market with benches whilst celebrating heritage character of church - restrict traffic for special events	300	a	Natural stone paving to widened footways	125	125		H	H	H	Increased footfall (possibly 15-20% per annum). Increased expenditure in local economy resulting in indirect job creation. Property uplift over long-term.
				b	Kerb build outs to widen footway	8	8		H			
				c	Benches	10			M			
				d	Cycle racks	12			M			
				e	Resurface carriageway at bus stop	35	35		H			
				f	Signage and information wayfinding	14	14		H			
				g	Plane and resurface highway with coloured tarmac	96	96		H			
11	**Church Gardens Crossings** - Pedestrian and cycle movement between the Town Hall, Paramount, community centre and the TPT could be improved with crossings linking to the church gardens over Shrewsbury Road and Church Street	Introduce alternative footway material and formal crossings to slow traffic and improve pedestrian movement and access to church garden	168	a	Upgrade footway paving on Shrewsbury Road and Church Street	88			L	H	H	Increased footfall (possibly 15-20% per annum). Increased expenditure in local economy resulting in indirect job creation. Property uplift over long-term.
				b	Ped / cycle crossing near Town Hall	35			M			
				c	Ped / cycle crossing near Community Centre	35			M			
				d	Signage and wayfinding	10	10		H			
12	**Town Hall & Paramount** - Arguably Penistone's strongest unique selling point but lacks wayfinding, signage, and investment to make it accessible for all and provide space to diversify the offer to a wider audience.	Enhancement of Town Hall and Paramount buildings and environs / car park area to maximise opportunity for flexible community use such as additional cinema screens, public toilets, and café / bar and to improve access for all plus improve / clean up the frontage and introduce better external signage and wayfinding from the town centre and railway station	556	a	Option 1 building improvements (use for Tier 1 purposes)	200	200		H	H	H	Increased revenue to Paramount. Job creation. Property uplift in immediate area. Income generation from office rental / community room.
				b	Option 2 building improvements (cost in addition to option 1)	125			L			
				c	Option 3 building improvements (cost in addition to option 1)	127			M			
				d	Paramount cycle racks	12			L			
				e	Paramount cycle lockers	25	25		H			
				f	Town Hall cycle racks	12			M			
				g	Building signage improvements	10	10		H			
				h	Cycle signage	10			M			
				i	Town signage / information	10	10		H			
				j	Resin bonded surfacing outside Paramount and Town Hall	25			H			
13	**Railway Station Signage** - Penistone Station is lacking clear directional and welcome signage.	Improve links and wayfinding to / from railway station	87	a	Station cycle racks	12	12		H	L	M	Indirect economic benefit as a result of improved arrival point - encourage repeat visits and extend dwell time.
				b	Station cycle lockers	25	25		H			
				c	Ped / cycle crossing to Shrewsbury Rd	35			M			
				d	Station arrival signage and wayfinding	15	15		H			
14	**Heritage Trail** - Penistone's rich industrial and market town roots are not currently promoted or celebrated.	Develop a new 'Heritage trail' to encourage visitors to explore the whole town and celebrate the history of Penistone	75	a	Information plaques / public art and wayfinding	75			M	M	M	Increased footfall, dwell time and visitor spend.
	Total		**2337**				**876**					
					Preliminaries (20%)		175					
					Risk / contingency (15%)		131					
					Professional fees (13%)		114					
					Grand Total		**1296** (+ VAT)					

Priority

Taken from public consultation and need / importance to regeneration and perception under Principal Towns programme. Low / Medium / High prioritisation.

Project Delivery Period

Catalyst Project Threshold 2 yrs

Long Term Project 2 yrs +