

## BARNSLEY 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 Hoyland.

#### **2. Recommendations**

- 2.1 **Cabinet approve the proposed Principal Towns allocation for Hoyland (Appendix B Masterplan and Section 4).**

#### **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 business cases.
- 3.2 In July 2019, Arcadis were appointed to undertake a master planning exercise covering the principal town of Hoyland. Work has now been completed providing a long term strategic vision for Hoyland 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 March 2021 to make sure there is effective delivery of a diverse and complex programme.

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

- 4.1 Hoyland has seen significant development in recent years with the development of the Town Hall and a large retail unit that will soon welcome B&M to the area. However this has led to some despondency from the local community and businesses with ongoing works being slow to complete and changes in the economy resulting in delays attracting new businesses to the area.

Principal Towns has presented the opportunity to rebuild relationships with the community including local businesses to develop opportunities that will hopefully increase the economy of the area and bring the community together.

The master planning exercise identified a range of opportunities for Hoyland. It considered ways to improve the local economy, improve green and public spaces, while enhancing the viability of the high street. These activities should be undertaken while 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 Hoyland are;

### **Development of Town Square**

The area in front of the Town Hall/Coop Building could further be developed to create a flexible space for community events. It has previously been developed with the community so it is important these aspects of the design are retained or enhanced. Works would also feed in to the smoke free High Street initiative with a focus on health through the provision of a water fountain and trees, improved seating, cycle racks to encourage active travel and suitable surfacing.

### **Welcome Gateways & Signs**

Gateways in to the Town are currently poor these would be enhanced by welcome signs and tree planting to obscure waste land on King Street.

### **Art Project**

A community art project will involve the community including local schools to produce a piece of art work to be displayed in the Town square, covering an unsightly wall and brightening up the square.

### **Market**

Consultation highlighted a number of issues with the market since it has been moved from Market Street and Barnsley Council Markets do not deem it as fit for purpose with number of stall holders dropping.

The proposal is to create storage for dismountable stalls that can then be placed in the Town Square area bringing the market on to the High Street to hopefully increase number of stall holders and improve footfall on the High Street.

## **Duke Street Car Park**

Currently the purpose built car park is accessed from West Street with an exit only on to Duke Street, this results in traffic entering Hoyland from Market Street being directed around the one way system through the Town Centre.

Widening the Duke Street side to facilitate two way traffic for entrance and exit (some drivers do currently do this creating a dangerous situation) will cut out the amount of traffic travelling through the Town Centre.

## **CCTV**

Due to recent targeting of businesses in the area, Safer Communities have recommended CCTV in Hoyland, this will be linked in to the same system as Barnsley Town Centre and include 360 degree cameras with resolution suitable for prosecution.

## **Security Grants**

Businesses have expressed concern around crime levels in the area, to restore a sense of safety security grants (as previously approved for Thurnscoe) would be made available to businesses. This would operate in line with the shop front grant with an 80% contribution up to a maximum of £2,000. SYP Design out Crime Officer has advised on this and shops would potentially be looking at in door cameras, increased outdoor lighting, improved locks or smart water solutions.

## **Wi-Fi**

Subject to infrastructure being suitable free wi fi for the Town Centre would be offered.

## **Co-op**

There is currently an issue with the Coop having vacated the Town leaving a prominent unit on the High Street vacant in the area we are looking to develop as the Town Square. This issue is being addressed separately potentially through the Community Buildings Review therefore although no funds will be contributed for the purchase of the building progress will be monitored to ensure no impact on the Principal Towns work.

## **Hoyland Indicative Costings**

Development of Town Square	£160,000
Welcome Gateways & Signs	£49,000
Art Project	£25,000
Market	£75,000
Duke Street Car Park	£20,000
CCTV	£44,000
Security Grants	£20,000
Wi-fi	£20,000
Fees & Contingency	£41,300
<b>Total for approval</b>	<b>£454,300</b>
<b>Potential Hoyland shop front allocation</b>	<b>£120,000</b>
<b>Total proposed allocation for Hoyland</b>	<b>£574,300</b>

## **5. Implications for Local People/Service Users**

- 5.1 Residents of Principal Towns and Local Centres will see significant positive outcomes from the programme. This proposal will develop the Town Square and surroundings that will attract employers and increase footfall to Hoyland. Overall, this scheme is likely to have a sustained positive impact

## **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 totalling £454,300 previously set aside as part of the 2017-2020 Capital Programme, as identified in the Principal Towns Investment Programme report (Cab.11.1.2017/13).
- 6.3 Expenditure identified within this scheme will be managed within the resources available.
- 6.4 Procurement regulations will be adhered to for all tendering.
- 6.5 The financial implications relating to this proposal are shown in Appendix A of this document.

## **7. Employee Implications**

- 7.1 The two Project Managers posts will be extended from 31<sup>st</sup> March 2020 to 31<sup>st</sup> March 2021.
- 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 will be fed in to business cases where appropriate.
- 9.4 Plans have been put in place to encourage grant applicants to consider undergoing an assessment of their general accessibility. This will allow businesses to be listed on the Disabled Go website and participate in schemes such as Dementia Friendly, Breast Feeding Friendly and a Safe Places, helping to promote a welcoming and inclusive environment for all.

## **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 Hoyland, 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 - Hoyland

### **13. Background Papers**

If you would like to inspect background papers for this report, please email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk) so that appropriate arrangements can be made

**Officer Contact:** Fiona O'Brien/Teresa Williams

**Date:** October 2019