

Barnsley – Digital as a Place

1.0 Introduction

- 1.1 The purpose of this report is to provide the Overview & Scrutiny Committee with an overview of Barnsley as a 'digital place'. The report is intended to compliment the 'Digital First' update and describes the local picture in relation to business; infrastructure; partnership working and the digital skills of people. Where possible, the report includes comparisons to national and regional data.
- 1.2 The review by the Overview & Scrutiny Committee on the various strands of activity which are either in delivery or development is welcomed as this future agenda takes shape.

2.0 Background

- 2.1 Digital is driving major changes to the way we live, work and communicate and will lead to much greater digitisation across all our lives moving forward. It is therefore essential that Barnsley becomes a 'Digital Place' which embraces and harnesses the potential that exists through technology to positively transform the lives of everyone within the borough and grow our economy.

3.0 Digital Business Analysis

- 3.1 An analysis of the existing digital business base within Barnsley has been carried out in order to understand the current landscape. The analysis covers jobs, pay and growth and is supported by data provided by the Office for National Statistics.

Number of Jobs

- 3.2 The overall number of employee jobs in the borough has dramatically increased (5.1%) over the past year and currently stands at 82,000. Barnsley has not only recorded the highest level of growth in Yorkshire & the Humber (Y&H) but has also recorded a level of increase which is greater than the increases recorded at both a regional (0.7%) and national (0.7%) level. The main driver for the growth is attributed to the continual (4.0%) growth in private sector employment.
- 3.3 A substantial part of this growth is attributed to the emergence of digital jobs in the borough. It is encouraging to see that for the first time in five years that the digital sector in Barnsley is growing (40%) and now accounts for 2.1% of all employee jobs, (1,750 jobs), which can be attributed to advances in telecommunications; computer programming; consultancy; data processing; hosting and web portals. However, in comparison, we are still behind the regional (3.5%) and national (4.8%) digital employee job levels.

Weekly Pay

- 3.4 The average full-time weekly pay in Barnsley has started to increase (+4.3%) once more following last year's decrease and currently stands at £544.50. Part of this can be attributed to a quarter of all jobs in the economy are now in the professional sectors and is also driven by the continual growth of Advanced Manufacturing (3.1%) and Advanced Logistic (25%) jobs. A key driver behind the growth of jobs within these sectors has been inward investment (bringing new business and investment into Barnsley), and the business support provided to existing companies within the borough. Within the Digital Sector, average weekly salaries fall within a slightly higher range of £530 to £595 per week illustrating that the creation of employment opportunities in this area can have a positive impact on raising pay and earnings within Barnsley.

Number of Businesses

- 3.5 The number of businesses in the borough has also increased (1.7% +105 businesses) over the past year, following a slight contraction last year. Barnsley has recorded the sixth highest increase in Y&H, but also recording a level of increase which is greater than the increase recorded at a regional (1.4%) level, and only just slightly below the national (1.8%) increase recorded.
- 3.6 The main driver for the return to growth is attributed to the strong (10.5%) growth in the number of medium-sized business (upto 250 employees). It is also encouraging to see a return to growth (2.4%) in the number of small business (upto 50 employees), which again is above both regional and national averages. Such increases have been fuelled by significant (3.4%) increase in the number of Ltd companies which remains encouraging.
- 3.7 It is however concerning to see the digital sector contract and record no overall growth for the last two years. Despite this, the digital sector now accounts for 4.2% (270 businesses) within Barnsley. Barnsley is currently behind both regional (5.9%) and national (9.0%) digital business stock levels which indicates that there is untapped growth potential to be realised.

Unlocking Growth in Business Through Digital

- 3.8 The expansion of knowledge-driven growth sectors including 'Digital' is important in helping the borough create more and better jobs for its residents but what can't be ignored is the need for all businesses to adopt new digital processes to help address the productivity gap in the borough.
- 3.9 Past employee growth over recent years has not been matched by higher productivity growth. With a number of significant local employers now working at maximum employment output, there is now an increased demand for companies to adopt SMART technologies, to not only help support future trends in the sector but to also help to ensure they remain competitive. It is important that consideration is given to developing the business support products within Barnsley that enable businesses to visualise the growth potential through digitisation and that support/capacity is provided to enable them to drive change forward within their organisations.
- 3.10 Looking at productivity across sectors in Barnsley, many are less productive than the English average. In particular three sectors stand out for being relatively large employers and significantly contributing to the region's productivity deficit: manufacturing, office administration, and retail and wholesale. Therefore, to ensure these sectors can become more productive and competitive whilst creating more and better jobs in the borough, it is imperative that Barnsley can embed digital skills and provide the dedicated advice and resources which will help businesses address the productivity challenge.

3.11 Key Messages

- Barnsley has seen good growth in digital jobs, yet those levels remain below the regional and national averages.
- The growth in new digital businesses has contracted over the last year and therefore it is critical that the right conditions are established to facilitate future growth.
- This agenda is not just isolated to digital businesses and jobs. There are significant growth and productivity opportunities within the non-tech Barnsley business base which can be unlocked through digitisation of process.

4.0 Digital Media Campus (DMC), County Way, Barnsley

- 4.1 Work on the Digital Media Campus has actively commenced with the acquisition and the refurbishment of the former Core Building to establish DMC 2. The scheme is scheduled to complete in early summer 2020 and the refurbished building will replicate the look and feel of DMC 1 providing over 15,000 sqft of business grow-on space. DMC 2 will also contain a 1,000 sqft maker space or innovation lab which will provide a practical creation space available for businesses and wider users of the facility. DMC 2 will predominately be used to accommodate expanding businesses currently based in DMC 1 and to target bringing new digital businesses into Barnsley.

Businesses relocating from DMC 1 will in turn provide the capacity to bring new-start digital and creative businesses into the campus.

- 4.2 A key challenge around the delivery of DMC 2 will be occupancy across the two assets. As DMC 2 by its nature is grow-on space for existing businesses, then it is likely that current businesses will vacate DMC 1 and relocate into the new facility. This will in turn result in a need to look at backfilling space with DMC 1.
- 4.3 The wider physical development of the Digital Media Campus is also in progress. A new plot-based development plan is being developed for the site. Identifying plots and specific uses within associated locations will not only help to quantify enabling infrastructure works but will also enable individual elements to be brought forward. A procurement exercise is currently in progress to appoint a partner organisation who will assist with the creation of a development plan. It is envisaged that the development plan and infrastructure needs will be in place late 2020.
- 4.4 It has been recognised that a key requirement of the Digital Media Campus is to have a clear brand and supporting communication strategy which articulates the offer effectively to all stakeholders.
- 4.5 Following a procurement exercise and the subsequent appointment of Hemingway Design, initial concepts and values have been agreed for a 'Digital Media Campus' brand and a refresh of the DMC identities to DMC 1 and DMC 2. We will lose the use of the Digital Media Centre name and apply a more flexible and engaging approach to using the letters such as 'Do Make Create'. A further iteration of the brand is due imminently and once this is agreed, final brand guidelines will be provided alongside some initial literature and tools (leaflet, website, templates). Branding work will be concluded in the main by the end of February and in full by the end of March. There is scope to explore using a new Digital Media Campus website as a more interactive tool to support a range of related functions such as digital skills assessments, support pathways and venue bookings.
- 4.6 The work we have undertaken with Hemingway Design to date has helped to direct the Campus evolution and focus on telling our collective digital story. It has enabled us to identify the values that underpin our work and ensure that our communications reflect what's special about Barnsley. Hemingway's have also helped us to understand our brand positioning and equity, and research with customers and stakeholders has provided a better understanding of our market position.
- 4.7 Key Messages
- The DMC 2 project is currently on track with refurbishment works scheduled to be completed May 2020 and the building opening summer 2020.
 - Work is progressing in relation to the physical development of the wider Digital Media Campus site.
 - A key element of success around the Digital Media Campus will be to have a clear brand and communication strategy that is understood and reaches all stakeholders.

5.0 Digital Partnerships

- 5.1 In Barnsley, despite significant impact from a range of business support programmes such as Enterprising Barnsley and the Digital Media Centre, there remains a gap between economic performance and where we need to be to meet the jobs and business deficit.
- 5.2 We have seen job and business growth, however too many of the jobs that are available tend to be low-skilled and low paid and increasing workplace automation is a threat to the workforce. There is also a lack of people with the right experience to fill higher-skilled roles. This is especially the case with digital talent. Without the skills and talent supply it is hard to meet demand from the existing digital business base and harder still to attract new companies to the area, for whom access to talent is a high priority.
- 5.3 With this in mind, in 2015 Barnsley applied to lead an URBACT European-funded exchange and learning programme promoting sustainable urban development to focus on what small and medium-sized cities could do to address digital job and business growth. Barnsley was successful and has

led a TechTown Action Planning Network. This has been done via the Digital Media Centre and Enterprising Barnsley Team for the last 5 years. This network comprises 11 small and medium-sized cities from across Europe, all of whom want to develop action plans to grow digital jobs and businesses. This has been done through a series of transnational learning events where the whole network has explored their local challenges in growing digital jobs and businesses. This programme has been critical and has resulted in helping to provide Barnsley with an international presence and reputation within the digital sector.

- 5.4 The URBACT method also requires a local group of stakeholders to be formed, to co-create an integrated action plan. This is not a top down approach and the Council engaged an external facilitator to ensure we were participants not leaders. We brought together a range of stakeholders from digital and creative businesses (local and beyond); relevant Council departments; education (a local Further Education provider as well as Council leads on school engagement and adult education); community groups; 'citizens'; as well as regional level partners. This local TechTown group has become a source of action and energy for Barnsley's ambitious plans to develop more digital jobs and businesses.
- 5.5 The local TechTown project group is closely aligned with the Digital Media Centre. This gives a focus for the group and they meet at the DMC, get involved in activities and help drive it forward. The group has contributed to the significant success of the DMC which is now oversubscribed. The work of the group has driven a connection between developing 'soft' infrastructure of people and programmes, and the 'hard' infrastructure of acquiring a building to create DMC 2.
- 5.6 Through the local TechTown group, we have been able to test a number of 'pilot' actions to explore new ideas and projects. The group would explore ideas, workshop these ideas into workable pilots or actions, test the idea and report back into the group. This resulted in the development of an Action Plan for Barnsley that will deliver real growth in the digital economy. One of the most significant projects under development is the new 4 hectare Digital Media Campus outlined in section 4 of this report. This is to move the town from 'Coal to Code' supporting bigger and quicker growth in digital jobs and businesses.
- 5.7 This is an organic and ongoing process. Through TechTown, members of the group have started to collaborate and explore new partnerships and opportunities. This group has committed time, energy, passion and creativity to develop and trial ideas focused on skills at all levels.

5.8 Key Messages

- Partnership working through programmes such as TechTown has put Barnsley on the map as a digital town. This activity has directly raised the town's reputation on a regional, national and international stage.
- The local Barnsley TechTown group provides a forum for collaboration and engagement. The concept of the Digital Media Campus was identified and driven forward by this group. Consequently, it is critical that this level of engagement is retained as Digital Media Campus plans become a reality.

6.0 Digital Business Support

- 6.1 Through the local Barnsley TechTown, partners have been inspired to work on projects to help contribute to growing the digital sector in Barnsley, including the development of the Digital Media Campus concept, which will aim to bring businesses, skills and business support together in one geographic location.
- 6.2 The group has been a source of support and advice and have helped formulate a number of different digital support initiatives in the borough:-
- A Masterplan and development of a four hectare Digital Campus, bringing together Higher Education (HE), Further Education, businesses, strategic partners and aspirational housing
 - A TechTown Lab event for 11-14 year olds to explore design thinking), places for digital businesses and people

- Learn the Web: a new start up focused on delivering bootcamp style learning to career changers or anyone who doesn't want to take a traditional education route. This will get talent into jobs through a 14 week course with guaranteed interviews at the end for learners
- Skunkworks: an internal Council team of developers and IT staff who are given the space and permission to 'hack' new solutions to Council challenges such as hot-desk monitoring, visitor monitoring and 'smart' city ideas (such as digital monitoring of parking space use)
- Barnsley.io: this pre-existing group of makers and coders has now located into the DMC and will work closely with Skunkworks to share skills and knowledge in an open environment
- Things Network Barnsley: a low power Wi-Fi network to power Internet of Things (IoT) devices run by the digital community utilising real time data to solve life problems. (Existing IoT device examples are remote home-heating controls such as Hive/Nest thermostats).
- Hack the DMC: an event with the digital community to explore solutions to challenges within the DMC building and which will build out to explore smart solutions at a town level
- Connected Lab: a space currently within the DMC that has been given over to the digital community inside and outside of the Council to develop new hardware ideas and solutions and which will grow to be a bigger part of DMC2 and the digital campus

6.3 The local Barnsley TechTown initiative has also provided a digital community foundation for the success of IoT Tribe accelerator, a project scaling up Internet of Things start ups. The TechTown group supported the programme, engaging with the start-ups, attending events and ensuring that it was embedded in a local context and it was only possible to deliver IoT Tribe because of the work and connections of the TechTown team locally and across the international network. Over the last two years, this initiative has seen over 20 businesses from around the world relocating into Barnsley for an intensive period of support to develop their products for market. This activity has again helped to consolidate the reputation of Barnsley as a digital friendly town on the international stage.

6.4 The 'Connected' series was developed in collaboration with partners to help facilitate dialogue with local businesses in the Healthcare or manufacturing sectors to talk about their challenges and opportunities in embracing digitisation of process in those two sectors. The programme also offered the chance for digital technology companies to make new contacts and understand the growing need for their skills.

6.5 More recently, the existing Enterprising Barnsley structure has been realigned to create a dedicated Key Account Manager position aimed at supporting digital and creative businesses with their growth agenda. This has been a positive move as this has created a single point of contact for those businesses with an individual who is able to signpost organisations to both traditional sector specific support as part of their growth journey.

6.6 A key challenge that does exist for digital and creative business is the ability to access finance to help them achieve their growth aspirations. Traditional methods of accessing financial support are often not viable due to the innovative nature of the sector against a perceived level of risk from lenders. This is an area where intervention is going to be required both at a local and regional level.

6.7 Key Messages

- The digital sector by its very nature is fluid and consequently it is critical that Barnsley Digital Media Campus provides a supportive framework that cultivates and supports the growth of initiatives such as Learn the Web, Skunkworks etc.
- The recent realignment of the Enterprising Barnsley account manager structure to create a dedicated Digital Business lead is having a positive impact for business.
- It is critical that initiatives such as IoT Tribe North are supported moving forward in terms of bringing businesses into Barnsley.
- Linked to the Digital Business analysis section, it is likely that further programmes of activity such as 'Connected' may need to be delivered to help to unlock indigenous business growth and productivity through digital.

7.0 Digital Infrastructure

- 7.1 The current Superfast South Yorkshire Broadband (SFSY) Partnership programme is hosted by Barnsley MBC with delivery taking place across South Yorkshire. The programme has made substantial progress in terms of deploying current generation broadband with coverage across the borough at 97% and customer take-up of services at 53%. This provides customers with connection speeds of up to 80Mbps. Similarly, the borough is well served in terms of 4G connectivity with coverage up to 92%.
- 7.2 However, this situation is not as positive when looking at next generation connectivity of full fibre and 5G deployment. Full fibre coverage within Barnsley is currently estimated at just 4% against a national average of 10% with no planned rollout identified in terms of 5G technology. Future demand for full fibre technology which provides speeds of up to 1Gbps (1000Mbps) is predicted to grow substantially with Ofcom estimating that 40% of households will require connections by 2025. Similarly, demand for the businesses is expected to increase at a similar rate and a robust digital infrastructure is deemed to be essential in terms of unlocking future growth.
- 7.3 Unlike the deployment of SFSY which improves the coverage of superfast (30Mbps) broadband, currently there is no government subsidy to deploy gigabit capability and consequently areas identified for deployment are often based on a commercial decision by sector leads. Currently Barnsley appears to be a low priority area for deployment and therefore it is critical that the Council works to create the conditions to drive forward the commercial rollout of full fibre and 5G technologies.
- 7.4 The Council is currently working with a nationally recognised commercial provider on the development of a partnership agreement which will facilitate full fibre deployment at a premise level to a significant proportion of properties within the borough. It is hoped that progressing this opportunity will significantly raise the profile/position of Barnsley with other commercial providers and their associated deployment plans. The deployment of full fibre technology will also provide the infrastructure required to deploy a 5G within the borough in the future.
- 7.5 Nationally, Building Digital UK (BDUK), part of the government's Department for Digital, Culture, Media and Sport (DCMS), is delivering superfast broadband and local full fibre networks. The government's plan to achieve a transformation of broadband in the UK includes:-
- supporting investment to provide superfast broadband coverage to as many premises as possible beyond the 95% level achieved in December 2017
 - introducing a Broadband Universal Service Obligation so that from March 2020 everyone across the UK will have a clear, enforceable right to request high speed broadband
 - providing access to basic broadband (2Mbps) for all for those who do not currently have coverage otherwise
 - supporting the stimulation of private investment in full fibre connections through voucher schemes that are currently funded through to March 2021
 - clearing airwaves in the 700MHz spectrum band, currently used for Digital Terrestrial Television (DTT) and PMSE (Programme Makers and Special Events) services. Once cleared the airwaves will be available for future mobile broadband services (5G)
- 7.6 SFSY heavily promote the two current Government Voucher Schemes. The Gigabit Broadband Voucher Scheme (GBVS) offers up to £2,500 to help businesses gain access to a 1Gbps capable Internet Service Provider (ISP) connection (such as BT/Vodafone). 16 vouchers have been claimed in Barnsley. By comparison the new Rural Gigabit Connectivity vouchers offer up to £3,500 for SMEs and up to £1,500 for residents. The greater size of the vouchers reflects the higher cost of deployment in rural areas.
- 7.7 Building Digital UK are imminently due to propose a build scenario for the future £5bn state-aid-funded project to roll-out gigabit-capable full fibre (FTTP) broadband with an "outside in" approach, focusing on the final 20% of hardest to reach premises (mostly rural) first, whilst the commercial market is deploying to areas with large populations.

7.8 Key Messages

- The SFSY programme has been highly successful in terms of delivering current generation connectivity across the borough and has helped to drive up take-up of broadband services.
- Currently there is no clear commercial appetite to deliver next generation fibre and 5G infrastructure within Barnsley and consequently it is critical that the Council works to create the conditions that will facilitate delivery in the future and prevent the borough from being left behind.

8.0 Digital Skills

- 8.1 Our More and Better Jobs Skills and Employment Strategy continues the focus on the creative and digital sector as one of the areas with a focus point for economic and employment growth. Our approach recognises digital skills as a gateway to the world of work and a way for organisations to increase productivity by the smart application of new skills, capabilities and technology. Increasingly individuals who lack a basic level of digital skill are unable to find employment, even at entry level. As the pace of technical change and automation increases, many people working within low skilled environments will be vulnerable to job losses and those already disconnected to employment and without digital skills will find it increasingly challenging to find and secure employment.
- 8.2 We recognise many of our residents are digitally excluded or have a very low level of digital skills. Support is available through the Council's Adult Skills and Community Learning Service which delivers elements of the digital skills pipeline at the entry to level 2 qualifications through local engagement events, Digital Champions and the Adult Education Budget. We are an active partner in the delivery of the voluntary Sheffield City Region skills support offer (including Pathways, Skills Support for Employment, Skills Support for the Workforce and the Work and Health Programme), in partnership with the European Commission, within which digital skills development up to a Level 4 qualification is embedded.
- 8.3 Digital skills are an essential skill in our lives, but for many the digital world is intimidating. While support is available through a wide number of avenues, many residents are not taking it up; however we are trying new approaches to break down these obstacles. TechSetGo launched this year, which is funded in partnership with DCMS and is delivered Sheffield City Region-wide. TechSetGo targets digitally excluded communities offering a number of interesting opportunities for residents of all ages to engage, through its fun "Super Saturdays" programme. The team offer opportunities for children and young people to learn to programme robots and at the same time engage their parents/carers by providing information, support, advice and guidance on how they can further their own knowledge and skills. This programme is running a targeted event for residents with Autism in January at our Digital Media Centre.
- 8.4 In addition, there are a number of schemes specifically targeting digitally excluded communities commissioned through our Area Council teams, our 3rd Sector and also through JobCentre Plus. This are delivered in a variety of community settings, complementing and feeding into the offer found in our local Colleges (Northern College and Barnsley Colleges). Digital skills development is a core offer through the Employment Support Schemes as it is core to the ability to apply for many jobs, access benefits and support residents into further training. Furthermore, as we move towards Online Banking provision, many of our banks offer digital skills support. Work over the coming year will focus on increasing awareness of the many avenues and benefits of support.
- 8.5 Work has commenced to better understand the existing take up of the digital skills provision and apprenticeship offer within Barnsley. This will be expanded to understand any specialist local training and development, building a strong understanding of the opportunities for our residents, and therefore providing a stronger understanding of the gaps and opportunities to better align to business needs. Working with the South Yorkshire Authorities we are now starting to develop an innovative Digital Skills for the Workforce Programme in response to a live European Funding opportunity and we are currently pulling partners together to design an innovative response to the opportunity which meets employer and community needs.

8.6 Within our Barnsley TechTown Programme, a Digital Skills Task and Finish Group is building on this intelligence and creating a clear “Pathway” to support progression routes into the many employment opportunities for individuals with digital skills. This is not only within the digital sector, but how those skills can be applied to increase productivity across other sectors. We will be working with other providers and stakeholders to develop opportunities at every level to enable those who want to, to engage with, achieve and progress their digital skills. This group is also promoting Digital Skills to businesses through existing engagement activities.

8.7 Key Messages

- A digital skills pathway is currently being developed by the Council and educational partners including Barnsley College and Sheffield Hallam University. The skills pathway must make provision for individuals to enter at the level that is appropriate to their development needs and must also be aligned to the workforce needs of digital businesses.
- Work is needed to encourage more of our residents to develop digital skills and increase take-up of support available. Work will be done over this year to promote opportunities to grow skills of all levels as part of our Digital Pathway focus.

9.0 Sheffield City Region Approach

9.1 Barnsley Council has recently adopted the South Yorkshire Digital Infrastructure strategy which contains the aspiration for Sheffield City Region to have a ‘world class’ digital infrastructure. The strategy contains the following strands of activity:-

- Access for All
- Economic Growth
- Innovation
- Exploit Public Assets
- Enables Wider Benefits

9.2 Within the context of the emerging Sheffield City Region Strategic Economic Plan (SEP), there is now a recognition of the importance of digital infrastructure in respect of facilitating future economic growth. Sheffield City Region is currently in the process of commissioning a piece of work which seeks to strengthen the Digital Infrastructure Strategy through the provision of a supporting evidence base. This supporting evidence base will in turn help to position the City Region to secure any future potential national funding streams that become available.

9.3 Key Messages

- It is critical that Barnsley continues to shape the SEP and champion the digital agenda within the wider city region specifically around potential funding opportunities and the development of sector specific business support products.

10.0 **Future Plans & Challenges**

10.1 A summary of key priorities for Barnsley as a Digital Place are as follows:-

Delivery Strand	Action
Digital Business	<ul style="list-style-type: none"> • Continued commitment to Internet of Things (IoT) Tribe North • Explore access to finance options at a regional and local level to provide the capital required to enable digital businesses to grow
Digital Media Campus	<ul style="list-style-type: none"> • Completion of DMC 2 by summer 2020 • Establish a wider DMC physical development plan in 2020

Digital Infrastructure	<ul style="list-style-type: none"> • Create the commercial conditions that facilitate the delivery of full fibre and 5G connectivity within Barnsley
Digital Skills	<ul style="list-style-type: none"> • Work with Barnsley College and Sheffield Hallam University to deliver a digital skills pathway accessible to our residents and aligned to the needs of local business
Sheffield City Region	<ul style="list-style-type: none"> • Influence regional strategy and in particular the emerging Sheffield City Region Strategic Economic Plan to prioritise digital business as a growth sector

11.0 Invited Witnesses

11.1 The following witnesses have been invited to attend today's meeting to answer questions from the committee:-

- David Shepherd, Service Director, Economic Regeneration, Place Directorate
- Paul Clifford, Head of Service, Economic Development, Place Directorate
- Tracey Johnson, Business Incubation Strategy Centre Manager, Place Directorate
- Tom Smith, Head of Employment & Skills, Place Directorate
- Dave Robinson, Service Director, Customer Information & Digital Services
- Cllr Tim Cheetham, Cabinet Spokesperson – Regeneration & Culture

12.0 Possible Areas for Investigation

12.1 Members may wish to ask questions around the following areas:-

- What has been achieved in the last 12 months that you are most proud of?
- What has been learnt as a result of working with small and medium-sized cities from across Europe and how has this influenced our work in Barnsley?
- What are the greatest risks and opportunities in relation to the development of the Digital Media Campus?
- What work is being done with local and regional education institutions to ensure that young people in Barnsley are developing the knowledge, skills and experience to gain the digital jobs of the future?
- What (if any) quick wins would have the greatest impact on supporting Barnsley being digital as a place for a relatively small investment?
- What interventions have been considered to provide financial assistance to digital and creative businesses to help them achieve their growth aspirations?
- What key barriers have been identified which prevent Barnsley residents from learning and improving digital skills and what is being done to remove them?
- Can you give some examples of the most exciting local developments in relation to the Internet of Things (IoT)?
- What are the expected benefits from Barnsley being involved in the development of the Sheffield City Region Strategic Economic Plan?
- What can Members do to support the development of Barnsley being digital as a place?

13.0 Background Papers & Useful Links

- Building Digital UK Government Website:-
<https://www.gov.uk/guidance/building-digital-uk>
- Superfast South Yorkshire Website:-
<http://www.superfastsouthyorkshire.co.uk/>
- BMBC Employment & Skills Strategy:-
<https://www.barnsley.gov.uk/media/3063/employment-and-skills-strategy.pdf>

14.0 Glossary

Advanced Logistics	Advanced Logistics management is a supply chain management component that is used to meet customer demands through the planning, control and implementation of the effective movement and storage of related information, goods and services from origin to destination
Advanced Manufacturing	Business focused on the delivery of innovative and sector leading manufacturing processes
DCMS	Government Department for Culture, Media & Sport
Digital Media Campus (DMC)	Digital Media Campus (County Way, Barnsley)
Enterprising Barnsley	The Barnsley Council business support function
Gross Value Added (GVA)	Gross Value Added
Internet of Things (IoT)	Internet of Things is the use of technology to connect every day devices to the internet and enable remote control of them. This could be used for example to monitor river water levels via sensors
Limited Company	A limited company is a type of business structure that has been incorporated at Companies House as a legal 'person'. It is completely separate from its owners; it can enter into contracts in its own name and is responsible for its own actions, finances and liabilities
Knowledge-driven sector	A knowledge-based part of the economy, which typically includes services such as information technology, information-generation and -sharing, social media, and research & development
The Resolution Foundation	An independent think-tank focused on improving living standards for those on low to middle incomes
SCR	Sheffield City Region
SEP	Strategic Economic Plan
Small to Medium Sized Enterprises (SMEs)	Small to medium-sized enterprises, is the collective name for companies with no more than 250 employees. A micro business is defined as having less than 10 employees; a small business is less than 50 employees; and a medium-sized business is less than 250 employees
TechTown	TechTown is an URBACT III Action Planning Network of 11 cities which aims to explore how small and medium-sized cities can maximise the job creation potential of the digital economy
URBACT	URBACT is a European Territorial Cooperation programme (ETC) aiming to foster sustainable integrated urban development in cities across Europe. It is an instrument of the Cohesion Policy, co-financed by the European Regional Development Fund (ERDF) and by Member and Partner States. URBACT is not an investment programme

15.0 Officer Contact

Anna Marshall, Overview & Scrutiny Officer
27 January 2020