

BARNSELY METROPOLITAN BOROUGH COUNCIL

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

REPORT OF THE EXECUTIVE DIRECTOR OF PLACE TO CABINET, 15 DECEMBER 2021

Public or private: Public

Town Centre Plan 2021 - 2026

1. PURPOSE OF REPORT

- 1.1 The aim of this report is to seek Cabinet's approval and endorsement of the Town Centre Plan and Town Centre Action Plan, contained within Appendix 1 and Appendix 2

2. RECOMMENDATIONS

- 2.1 It is recommended that Cabinet notes and supports the contents of the Town Centre Plan and Action Plan.

3. INTRODUCTION

- 3.1 The Town Centre Plan has been created to develop a shared vision for the role that Barnsley's town centre can play in economic recovery, attracting investment and businesses into Barnsley, supporting inclusive growth and improving the lives of Barnsley's residents and their communities.

- 3.2 Through a co-ordinated delivery approach, we will create:

- A Town Centre that is coherent, well designed, and healthy
- A place that is 'easy to get to and get around': accessible, better connected, and sustainable
- The catalyst for a brighter future; with a bustling and thriving economy – a great place to live, learn and do business
- A safe, inclusive, attractive, exciting, and welcoming family-first town centre
- Winning hearts & minds: a well promoted town centre with great stories to tell

4. PROPOSAL AND JUSTIFICATION

- 4.1 The goal of this Plan is to bring to life our shared vision for the town centre and provide a collaborative delivery framework for a range of activity which supports continuous improvement and development. It will ensure adequate, coordinated, and effective resource in order to drive forward a range of

initiatives and interventions.

- 4.2 The Town Centre Plan aims to set out the overall place making approach to the town centre and define the role each element plays and how this can be enhanced. The Plan aims to have real meaning in guiding actions and activities going forward that are underpinned by evidence that allow subsequent detailed projects to be developed to deliver the vision and objectives

5. CONSIDERATION OF ALTERNATIVE APPROACHES

- 5.1 Without an effective and coordinated town centre plan the benefits of the significant regeneration investments made by the council may not be fully realised.

6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

- 6.1 There are significant positive implications for residents

7. FINANCIAL IMPLICATIONS

- 7.1 There are no financial implications resulting from this report. Financial implications for Action Plan delivery are contained within each project or workstream.

8. EMPLOYEE IMPLICATIONS

- 8.1 There are no anticipated workforce implications resulting from this report.

9. LEGAL IMPLICATIONS

- 9.1 There are no anticipated legal implications arising directly from this report.

10. CUSTOMER AND DIGITAL IMPLICATIONS

- 10.1 Customers will have an improved town centre experience both in person and online

11. COMMUNICATIONS IMPLICATIONS

- 11.1 The town centre plan will improve our town centre communications and marketing

12. CONSULTATIONS

- 12.1 Colleagues from across the council including culture, cleansing, housing, highways, events, marketing, community safety and public health have participated in sessions to shape and inform the town centre plan.

12.2 Town Centre Programme Board members and Inclusive Economy Sub-Group members have been consulted on the draft town centre plan and have shaped the contents of the plan.

13. EQUALITY IMPACT

13.1 Not applicable because this plan doesn't relate to the delivery of specific individual programmes of work. Assessment on the impact will be undertaken on each individual project at the appropriate time.

14. THE CORPORATE PLAN AND THE COUNCIL'S PERFORMANCE MANAGEMENT FRAMEWORK

14.1 The proposals in this report are consistent with Council's Corporate Plan as the Town Centre Plan aligns to the ambitions of:

- Healthy Barnsley
- Learning Barnsley
- Growing Barnsley
- Sustainable Barnsley
- Enabling Barnsley

15. TACKLING THE IMPACT OF POVERTY

15.1 The town centre plan vision is to create an inclusive and welcoming town centre for all. The fresh produce offer from the market contributes to ensuring we don't have food deserts within the town centre, and the links to the Rose Vouchers scheme ensures that our vulnerable families can access fresh fruit and vegetables.

16. TACKLING HEALTH INEQUALITIES

16.1 Representatives from Public Health have been involved in shaping the Town Centre Plan and the Action Plan. Developing a Strategy that delivers positive interventions to attract people back to high streets and district centres and enjoying public spaces will enhance the health and wellbeing of all who use them.

17. REDUCTION OF CRIME AND DISORDER

17.1 The coordinated, collaborative and planned regeneration of the town centre can only improve the vitality, viability and diversification of the town centre uses and residents, workers and visitors. The improvement of places in terms of activation and placemaking objectives has long and understood history of reducing crime and disorder. It is considered the recommendations of this report will have a positive impact on the reduction of crime and disorder.

18. RISK MANAGEMENT ISSUES

18.1 There are no risk management implications resulting from this report. Risk implications for Action Plan delivery are contained within each project or workstream.

19. HEALTH, SAFETY AND EMERGENCY RESILIENCE ISSUES

19.1 Health, safety and emergency resilience implications for Action Plan delivery are contained within each project or workstream.

20. COMPATIBILITY WITH THE EUROPEAN CONVENTION ON HUMAN RIGHTS

20.1 The proposal is fully compliant with the European Convention on Human Rights.

21. CONSERVATION OF BIODIVERSITY

21.1 The proposals do not affect the conservation of biodiversity and will seek out opportunities to create and develop green space throughout the Town Centre

22. GLOSSARY

22.1 None applicable

23. LIST OF APPENDICES

- Appendix A: Financial Implications
- Appendix 1: Town Centre Plan
- Appendix 2: Town Centre Action Plan

24. BACKGROUND PAPERS

None

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

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Financial Implications/Consultation



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(To be signed by senior Financial Services officer where no financial implications)