

Barnsley place-based investment plan

Final DRAFT v4.2

January 2022

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1.1 Vision

Barnsley is a **place of possibilities**. This ambition has been generated from the community, businesses and the Borough's anchor institutions through **Barnsley 2030**: our vision of how our place will be by the end of the decade. This *Place-based Investment Plan* is a key tool in realising that vision. It outlines the opportunities to continue to make our Borough a better place; and redefines our offer to public and private sector investment partners.

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**Barnsley – the place
of possibilities.**

The Barnsley 2030 Vision

In Barnsley we want everyone to have a good life. This means everything from a quality place to call home, to good physical and mental wellbeing and a sense of self-worth through diverse and secure employment opportunities. It's also about having access to the best possible local facilities in a community that values our people and our place.

In Barnsley we want to ensure that everyone has the opportunity to learn, develop new skills and, most importantly, to achieve their personal potential.

Barnsley aims to be an exemplar place to live and a great place to do business. We want to both retain and attract new people and businesses to the area, creating an inclusive and diverse community enriched with skills, knowledge and experiences. We want to meet the needs of today, without compromising the needs of the future and encourage people to connect to each other as well as to our place.

It's time to believe in the possibilities of Barnsley, to look to the future with excitement and optimism. Our borough is a place that fosters and grows ambition, enabling everyone to be the best they can be.



1.2 Our Barnsley 2030 ambitious goals

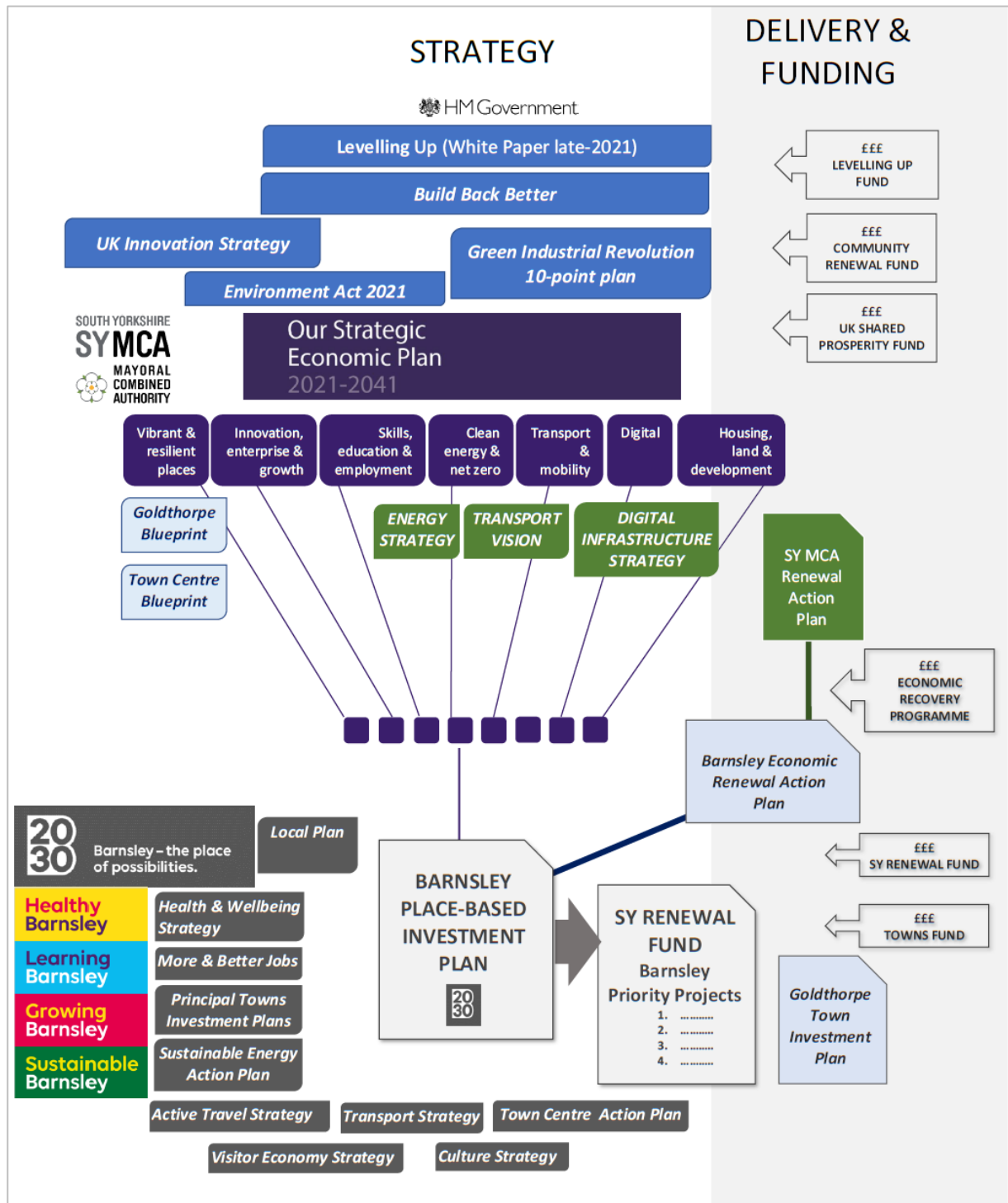
We have set ourselves a series of challenging goals to meet in our work to continue to improve social, economic and community life in Barnsley by 2030:

- By 2025, over 8,000 new jobs will have been created in Barnsley. This will rise to more than 15,500 new jobs by 2030
- 850 new businesses (start-ups) have commenced operation across Barnsley and 400 more businesses have invested in the borough
- Annual footfall in our town centre and urban centres will have grown from 3.5m baseline (2020-21) to 10m by 2030
- Percentage of the Barnsley population with a qualification at Level 4 or above will increase to 40%
- The percentage of Barnsley residents employed in 'higher-skilled jobs' has increased from 42.1% in 2020 to 48%, with ('higher skilled' defined as: Standard Occupational Classification 1-3)
- Increase in the coverage/availability of gigabit-capable broadband across Barnsley to 100% by 2030
- The number of people visiting cultural/heritage sites and museums across Barnsley doubles from 1 million to 2 million in 2030
- Over 10,000 new homes to be built in the borough by 2030
- Every young person attends a 'good or outstanding' school or early years setting and all pre to post-16 settings are performing above the national average for: EYS, Primary, Secondary and Post-16
- Reduce carbon emissions (greenhouse gases) across the borough by 80%
- More people than ever before are choosing to use sustainable methods of travel, resulting in a modal shift as follows: an increase in people cycling (3%), walking (12%), taking the bus or travelling by train (25%), and therefore less people travelling by private car (60%)
- There is 100km of additional 'off-road cycle routes' newly available across the borough and 100km of the borough's 'Public Rights of Way' have been improved
- Self-reported wellbeing has increased to over 80% of our population

1.3 Aligning our strategies to deliver the vision

Our Place-based Investment Plan is aligned to our existing strategies and the external policy environment. The touchstone is **Barnsley 2030**. This provides the structure of our Council Plan and the framework for all collective action across the Borough over the next decade: fostering a **healthier community**; providing **greater learning opportunities**; supporting population and employment **growth**; and ensuring **sustainability**.

Figure a. Diagram outlining strategic, delivery and funding alignment of the Place-based Investment Plan



This Plan is focused on **actions and investment opportunities** - outlining our ambitious South Yorkshire Renewal Fund programme. It provides the means to deliver the partnerships, infrastructure and capital assets needed to support our spatial and economic priorities – which are outlined in our key topic-focused strategies, such as the Local Plan (2019-33), *More & Better Jobs*, and the *Sustainable Energy Action Plan*.

It also represents the progression of our current investment actions plan – the **Barnsley Economic Action Plan** – which contains the planned and ongoing investments in the immediate phase of pandemic economic recovery until October 2022.

The **Goldthorpe Town Investment Plan** is the investment deal brokered and agreed between the Goldthorpe Town Board and the Government, to deliver the £25m Town Deal regeneration programme for Goldthorpe and wider Deane area under the Government’s Towns Fund. This is an additional *live* investment action plan – which integrates with our ambitions for the South Yorkshire Renewal Fund.

The proposed investments outlined in this Plan are expected to have economic and social value for Barnsley, and also at a regional scale – helping to deliver on the priorities of the Mayoral Combined Authority.

The core themes of this Place-based Investment Plan directly respond to the South Yorkshire Combined Authority’s **seven priority themes** for future investment, as outlined in the **Strategic Economic Plan** (SEP) plus the mayoral priority theme of culture and visitor economy. Spatially, the SEP outlines **eight key growth areas across South Yorkshire** including Barnsley Town Centre and Goldthorpe, in recognition of the importance of these two localities to future inclusive growth in our Borough. This is echoed in our inclusion of priority investments in the town centre and Goldthorpe (under the Town Centre, Principal Towns and Local Centre investment category).

Under these themes we have two categories of investment:

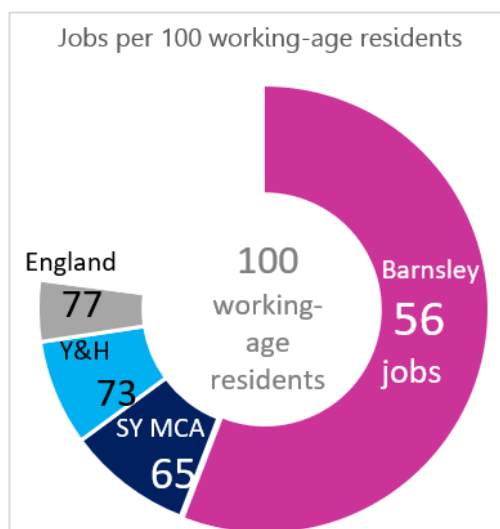
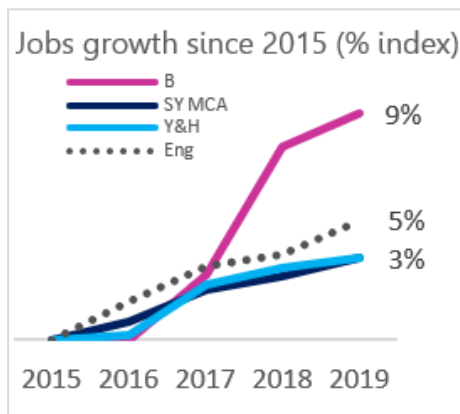
1. **Early Delivery:** priority projects which can be developed to Full Business Case stage within 6 months and demonstrate spend in 2022/23.
2. **5-year future investment potential:** priority projects for investment before 2027 which continue to be developed.

2 Barnsley: our place

Our plan is 'place-based': we know what makes the borough work as a place and the challenges to overcome as a catching up economy. Our key issues and opportunities are:

a) Redressing the jobs deficit and connecting people to employment opportunities

Great progress has been made in recent years – but there's still **not enough jobs**: 13,900 more are needed to match South Yorkshire average employment density.



Some sectors have seen significant growth but face challenges in the supply of skilled labour. We also need to **attract, develop and retain residents with higher-level skills** to support more value-added activity in Barnsley, including growing our service sector.

Further jobs growth provides the opportunity to **raise levels of economic engagement: this is consistently below average in Barnsley** (73% compared to national average 80% in 2020).

Residents with degree-level or equivalent qualifications (NVQ4+)	
Barnsley	29%
Yorkshire and Humber	37%
Great Britain	43%

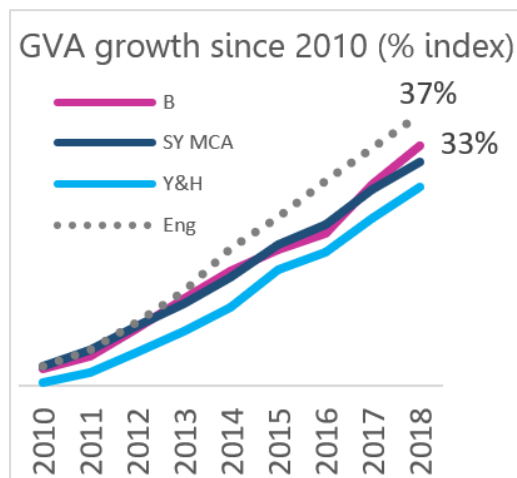
	B	SY MCA	Y&H	ENG
% jobs in production	23%	17%	19%	15%
% jobs in services	77%	83%	81%	85%
% jobs in KIBS	6%	10%	11%	15%

b) Harnessing private investment to grow our business base and drive higher-value activity

Growing business base: There are 1,500+ more businesses in 2010 than 2020; and start-ups are increasingly resilient businesses – average 3-year new business survival better than national average.

Continued business growth is needed to **catch up with levels of entrepreneurship** seen outside Barnsley.

Additional businesses required in Barnsley to meet wider average numbers of businesses per head	
South Yorkshire	+330
Yorkshire and Humber	+1,900
England	+3,900



The overall value of our economy continues to grow. Investment in higher-value economic activity is needed to **close the productivity gap**. This needs to be backed up by increased economic engagement to get residents into jobs.

Productivity gap between Barnsley and SY economy	
GVA per job	-3%
GVA per head	-23%

c) Fostering an inclusive economy

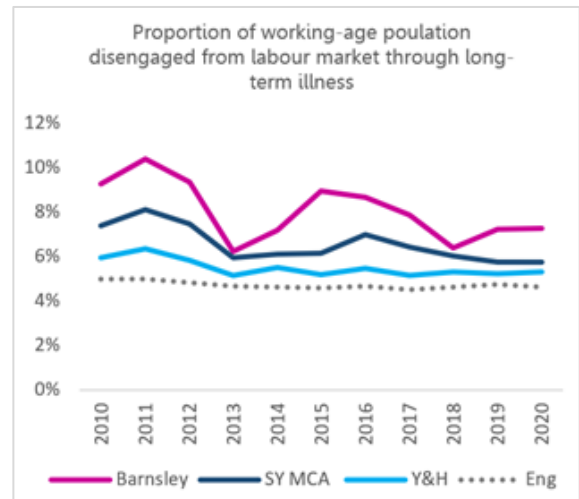
Overall prosperity continues to grow, but **not all Barnsley residents benefit**: since 2015 the average resident in work has earned less than the average job in Barnsley pays.

Average annual earnings of in-work residents	
Barnsley	£26,900
Yorkshire and Humber	£28,100
England	£30,700

Pockets of deprivation persist: driven by below average economic engagement. By 2019, 56% of Barnsley's neighbourhoods were in the lowest third nationally in the Index of Multiple Deprivation.

The proportion of people who are economically inactive through ill health in Barnsley has been consistently higher than regional and national averages for more than a decade

Health outcome inequalities: Life expectancy at birth is 1.6 years lower than average for women and 2 years below for men.

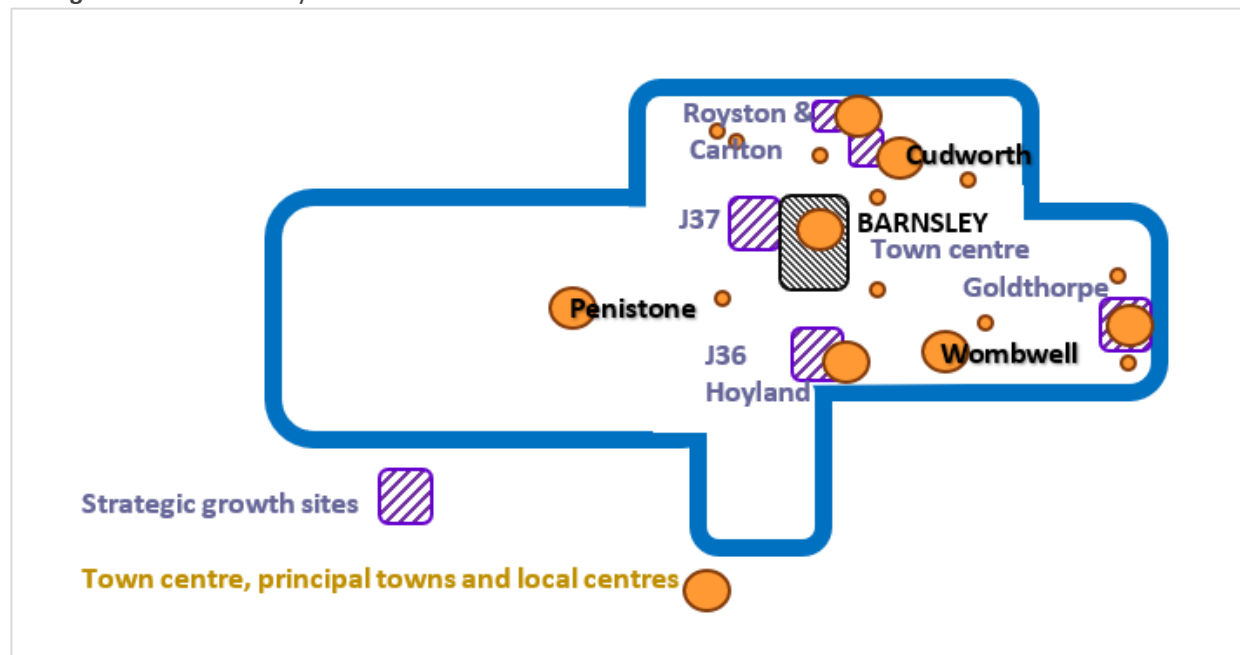


d) Supporting population, housing and employment growth

The population of the borough of Barnsley is almost quarter of a million (248,100): having grown 14% since 2000.

Development and investments will support our **population growth, projected to be faster than national and regional averages** over the next 20 years.

2019 Local Plan: Housing, employment and mixed-use development sites are allocated across the borough – to deliver **21,500 new homes** and capacity for almost **29,000 jobs** by 2033.



Strategic growth locations:

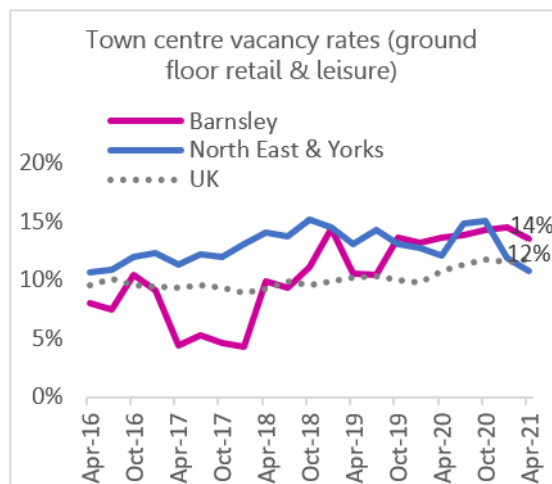
- J37 Barnsley West (1,700 homes, 43 ha employment land)
- Carlton (2,900+ homes)
- J36 Hoyland (2,000 homes; 114ha employment land)
- Royston (c.1,000 homes)
- Goldthorpe (73 ha employment land)

e) Making our urban centres fit for the future

Barnsley Town Centre: Contraction and consolidation of retail activity is following national trends: the town centre vacancy rate has increased to 14%. Planning and investment is needed to bring new reasons to visit and new higher-value activity: footfall is recovering strongly post-COVID 19 lockdowns on the back of the opening of the Glass Works: the new civic and leisure heart of Barnsley.

Principal towns: All of our principal towns are still important local service centres; but their function is shifting away from shopping – leaving physical assets and economic activity to be refreshed.

Travel to work and study in and around our urban centres is still dominated by car transport: 75% of journeys use car according to surveys.



g) Maximising the value of our cultural and heritage assets

Key visitor attractions: include Cannon Hall Museum, Park and Gardens – one of the top-10 most visited free attractions in England, and Experience Barnsley – shortlisted for UK Museum of the Year in 2021.

Growth of the cultural and visitor economy can drive employment and business growth – jobs in creative, arts and entertainment increased by 200% between 2014 and 2019 – and also increase levels of local cultural engagement.

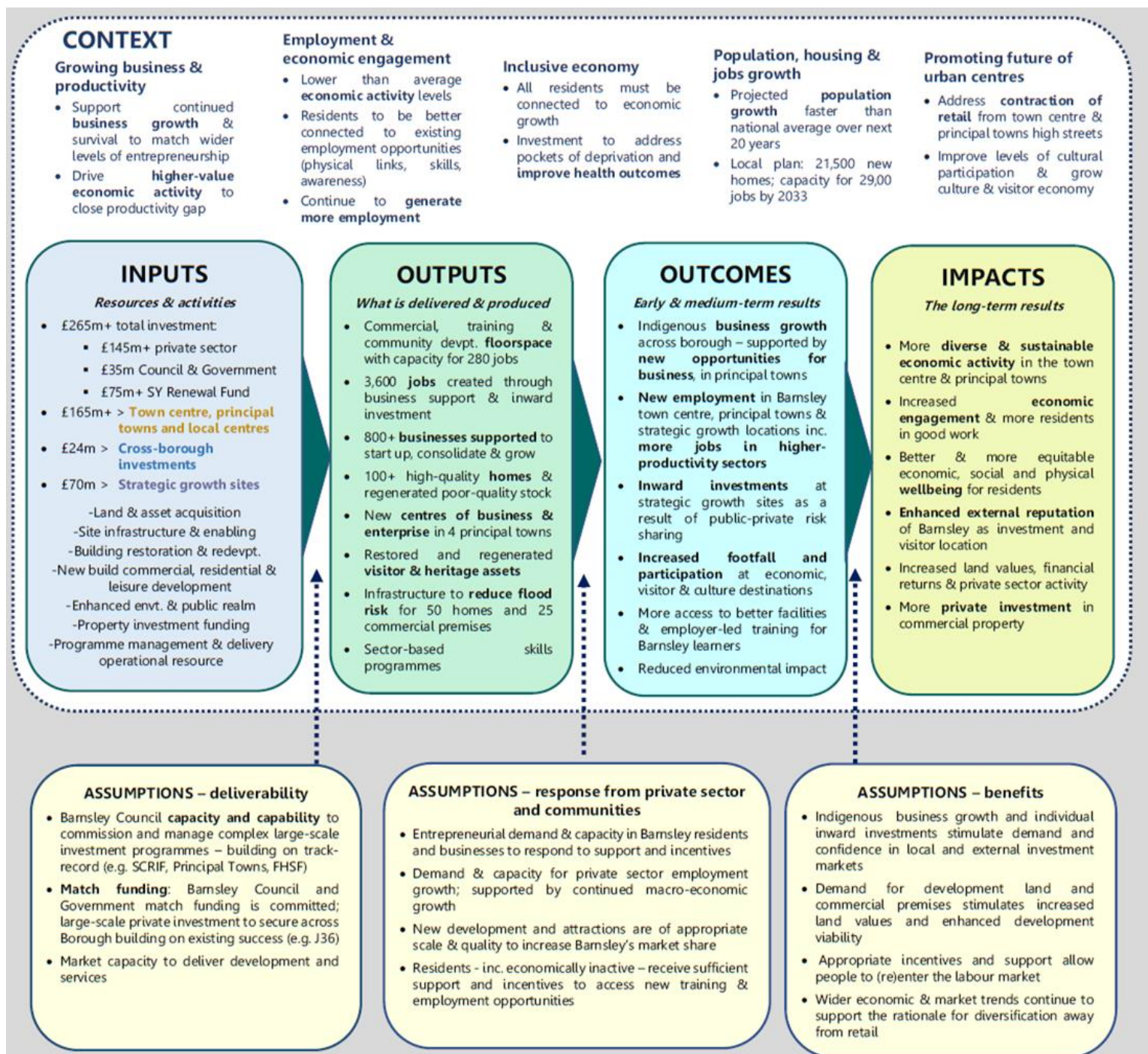
Levels of cultural engagement: The Active Lives Survey estimates only 39% of adults resident in Barnsley engaged with the arts or a museum three or more times annually, placing Barnsley 63rd out of the 72 local authorities in the north of England, and significantly below the national average of 50%.

3 Our place-based approach to investment

3.1 Investment plan: our theory of change

The ‘theory of change’ model below summarises the story of what we’re trying to achieve over the next five years— in line with the vision. It outlines:

- **Context:** summary of the evidence base, issues and opportunities
- **Inputs:** summary of the required investments and activity for ‘early delivery’ under the South Yorkshire Renewal Fund
- **Outputs:** assets and services delivered and their associated measurable outputs
- **Outcomes:** the market, investment, institutional, community, and individual response to our investment programme
- **Impacts:** the longer-term positive changes for Barnsley and South Yorkshire society and economy



3.2 Investing in place

Barnsley is a diverse and far-reaching place – stretching from the moorland fringes of the Peak District in the west to the Dearne Valley wetlands in the east. It takes in town, village and rural communities; national road infrastructure; strategic employment locations; and a rich cultural, heritage and natural environment. **Our approach to planning investment in Barnsley over the next five to ten years is firmly rooted in our understanding of how the borough works as a place** – spatial, economic and community interrelationships and the way we connect with the world beyond the borough boundary.

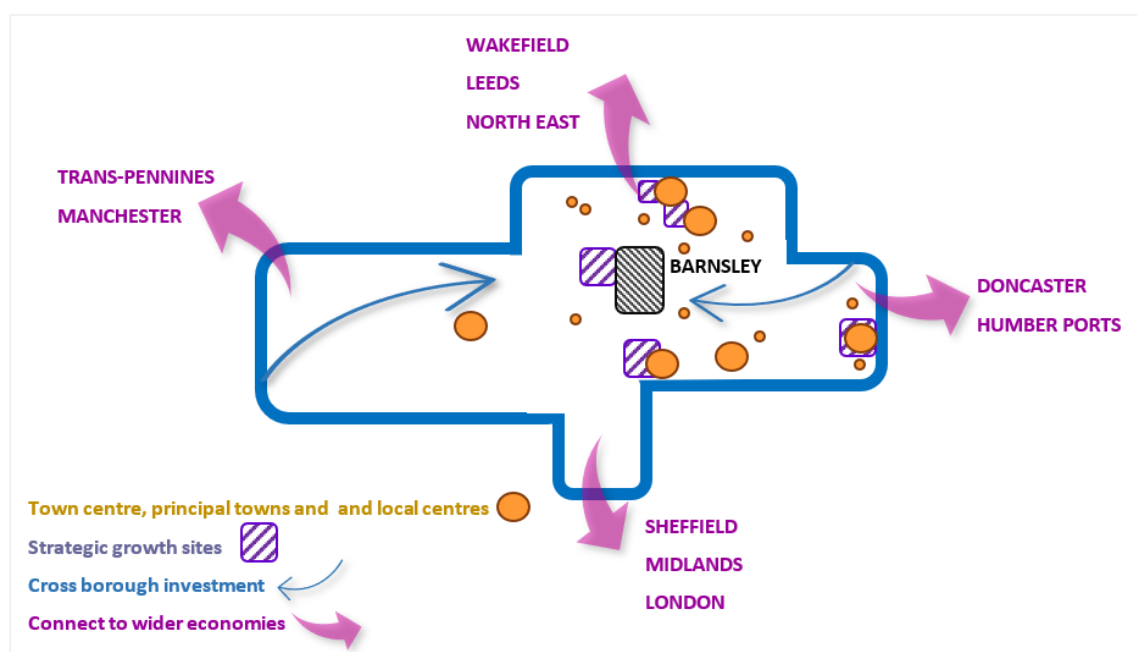
The Investment Plan (Section 4) is structured thematically, based on the investment priorities of the South Yorkshire MCA (SCR as was) *Strategic Economic Plan*. Each of the proposed investments is also categorised by one of the four **spatial categories** outlined below which shape the priorities defined in Barnsley’s economic and spatial planning policy.

Town centre, principal towns and local centres: The town of **Barnsley is the established economic centre of the Borough** – the town centre is the commercial heart. **Six principal towns** and **ten local centres** are located across the borough – with high streets and social assets serving our historic communities.

Strategic growth sites: Our Local Plan was adopted in 2019. It identifies the **strategic locations of significant housing and employment growth** – Junctions 36 and 37 of the M1, Hoyland, Goldthorpe, Royston and Carlton – to accommodate almost 29,000 jobs and over 21,500 new homes by 2033.

Cross-borough investments: **Infrastructure, and community and learning assets** connect people and places across the borough. Investment priorities include digital infrastructure, public transport and community & skills capital.

Connecting to wider economies: As an outward-facing borough we require continued investment to enhance our **connections to sub-regional, national, international economies** and maintain our **commitment to protecting the global environment**.



3.3 Matching Barnsley’s place-based investment plan to South Yorkshire priorities

The South Yorkshire MCA (SCR) **Strategic Economic Plan** (SEP) is based upon three **overarching policy ambitions**:

- **Growth: A Stronger South Yorkshire – Growing the economy for all**
- **Sustainability: A Greener South Yorkshire – Driving low carbon opportunities within the economy and delivering net-zero emissions**
- **Inclusion: A Fairer South Yorkshire – Ensuring that everyone has an opportunity to contribute to and benefit from economic growth**

To achieve these ambitions, the SEP outlines seven priority themes for investment:

- Vibrant and resilient places
- Innovation, enterprise and growth
- Skills, education & employment
- Clean energy & net zero
- Transport and mobility
- Digital
- Housing, land and development

In addition, arts, culture and heritage is also a recognised Mayoral priority. The table below shows how each of the SEP themes matches our priority spatial categories:

Mapping Barnsley’s place-based investments to South Yorkshire (SCR) SEP themes				
<u>SOUTH YORKSHIRE MCA STRATEGIC ECONOMIC PLAN</u>	TOWN CENTRE, PRINCIPAL TOWNS & LOCAL CENTRES	STRATEGIC GROWTH LOCATIONS	CROSS-BOROUGH INVESTMENTS	CONNECTING TO WIDER ECONOMIES
VIBRANT & RESILIENT PLACES >	Thriving, healthy and inclusive places across the borough			
CULTURE, ARTS & HERITAGE >	Sustainable and competitive cultural and heritage assets		Developing the visitor economy – strengthening the cultural sector	
INNOVATION, ENTERPRISE & GROWTH >	Affordable and supportive environments for business start-up and growth	Connected and enabled places for business growth, innovation and high-value investment		
SKILLS, EDUCATION & EMPLOYMENT >			Skills centres and programmes to support higher-value employment	
CLEAN ENERGY & NET ZERO >			Community-owned renewable energy across Barnsley – developing the sector	Reducing Barnsley’s impact on the global environment
TRANSPORT & MOBILITY >			Affordable, reliable and low-carbon travel within the borough	Fast and efficient transport to wider economic centres
DIGITAL >	Develop the Seam as South Yorkshire’s centre of digital excellence		High-quality and affordable digital connections – Growing digital capability	A UK-competitive digital business environment
HOUSING, LAND & DEVELOPMENT >	Supporting housing growth and thriving local centres	High-quality, affordable & energy efficient housing to support inclusive growth		

4 Barnsley Investment Plan

Theme 1: Vibrant and resilient places

Vibrant and resilient places: 3 key strategic issues and opportunities for Barnsley

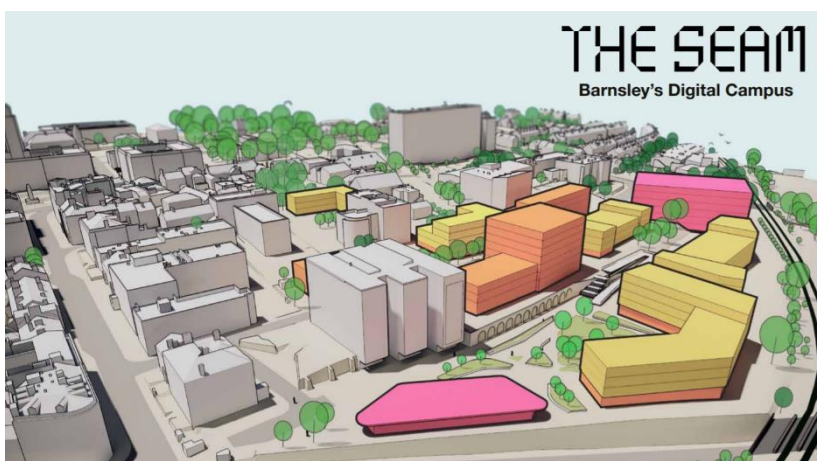
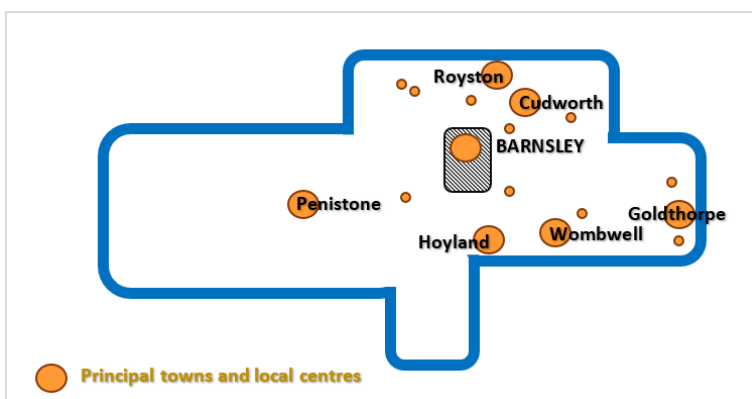
The three key strategic issues and opportunities for vibrant and resilient places in Barnsley are to:

1. Continue to develop and support **new reasons to visit Barnsley town centre**, consolidate the retail offer and diversify towards new and higher value types of economic activity;
2. Ensure the **economic resilience of the borough's six principal towns** and ten local centres by growing jobs and business outside retail whilst enhancing the local built and natural environment; and
3. Provide the local **infrastructure and environment** to support communities to **close health & economic equality** gaps.

Vibrant and resilient places: place-based approach

Our investment plan for vibrant and resilient places is focused on place-based investments in our **town centre, principal towns and local centres**. These are the core centres of population and economic activity in the Borough. For us this means our place-based priorities are to:

- Deliver five **Principal Towns Investment Plans** using our **Goldthorpe Town Deal** as an exemplar
- Enable the **masterplan for the Seam- Barnsley's Digital Campus**; to provide the platform for future investments under the 'INNOVATION, ENTERPRISE & GROWTH' and 'DIGITAL' themes



- Implement our **Town Centre Plan**
- Support and enable place-focused investments under the 'CULTURE & VISITOR ECONOMY' theme – such as the 'Forging Ahead' programme to make Elsecar a 21st century business and visitor destination.

Barnsley 2030 ambitious goals

The priority investments for **vibrant and resilient places** will contribute to a number of the ambitious goals for Barnsley 2030 – *the place of possibilities*:

Healthy Barnsley
Learning Barnsley
Sustainable Barnsley

- *Our diverse communities are welcoming, supportive and resilient*
- *Everyone has the opportunity to create wider social connections and enjoy cultural experiences*
- *People are proud of, and look after, their local environment*

The table below, and those in subsequent sections, outlines our priority investments for each of the SY MCA priority theme. Further detail on each project is included in the **proformas in Appendix A**.

(1) Vibrant and resilient places: Barnsley Investment Plan					
Key investment programmes	<ul style="list-style-type: none"> • The Seam – <i>Barnsley’ Digital Campus</i> • Barnsley Town Centre Plan • Principal Towns Investment Plans • Local Centres Investment Plan • Goldthorpe Town Investment Plan 				
	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	<i>The Seam</i>	The Seam – Barnsley’s Digital Campus (Phase 1)	£56m	£27m private sector £11m confirmed FHSF	STRONGER SY ✓ Increased productivity ✓ Bigger, higher-value business base ✓ Digital connectivity ✓ R&D investment ✓ Consistent footfall ✓ More people in employment FAIRER SY ✓ Improved earnings ✓ Higher-order occupations
	<i>Barnsley Town Centre Plan</i>	Young Town: Barnsley Youth Zone	£11.3m	£2.1m private sector	STRONGER SY ✓ Consistent footfall FAIRER SY ✓ Better attainment ✓ Healthier, longer lives ✓ Greater cultural participation ✓ Reduced deprivation ✓ Enhanced wellbeing
	<i>Barnsley Town Centre Plan</i>	Young Town: The NAVE: Barnsley Youth Choir	£3.8m	£1.7m	FAIRER SY ✓ Greater cultural participation ✓ Enhanced wellbeing

	<i>Programme</i>	<i>Project</i>	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Placemaking Cudworth	£8m		STRONGER SY ✓ Consistent footfall
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Royston – Monkton Enterprise Park	£2.5m		STRONGER SY ✓ Increased productivity ✓ Bigger, higher-value business base ✓ More people in employment
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Wombwell – Enterprise Centre	£3m		STRONGER SY ✓ Increased productivity ✓ Bigger, higher-value business base ✓ More people in employment ✓ Consistent footfall
	<i>Goldthorpe Town Investment Plan</i>	Growing our Principal Towns: Goldthorpe – Pre 1919 Housing	£11m	£4.1m confirmed Towns Fund	GREENER SY ✓ Reduced carbon FAIRER SY ✓ Reduced fuel poverty ✓ Healthier, longer lives ✓ Reduced deprivation ✓ Enhanced wellbeing
	<i>Local Centres Investment Plan</i>	Growing our Local Centres	£5m	£4m	STRONGER SY ✓ Bigger, higher-value business base
	<i>Barnsley Town Centre Plan</i>	Retail: supporting our changing town centre	£5m		✓ More people in employment ✓ Consistent footfall
5-year investment potential (2022-27)	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Hoyland			
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Penistone			
	<i>Barnsley Town Centre Plan</i>	Eldon Street Renewal Plan			
	<i>Barnsley Town Centre Plan</i>	Culture at Heart: The Civic			

Theme 2: Culture and visitor economy

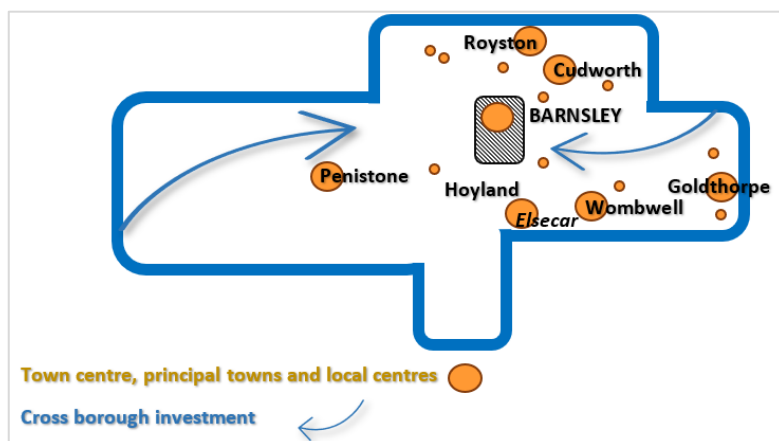
Culture and visitor economy: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for culture and the visitor economy in Barnsley are to:

1. Develop, improve, grow and connect our **asset base** of cultural and leisure attractions;
2. Grow indigenous **leadership and partnership** capacity in the creative and cultural industries; and
3. Target **cultural engagement** activity and events to create vibrancy and grow creative communities.

Culture and visitor economy: place-based approach

Our investment plan for culture and the visitor economy focuses on place-based investments in our **town centre, principal towns and local centres** as the location of our major heritage and cultural assets; as well as **cross-borough investments** to support sector growth.



Our-place based priorities are to:

- Invest to develop and sustain high-profile **visitor attractions**
- Develop strong and sustainable **creative communities and industries**
- Add value to investments in the 'VIBRANT & RESILIENT PLACES' theme through the placemaking role of heritage and culture
- Maximise opportunities for **health and wellbeing, learning, creating aspiration and building civic pride**

Barnsley 2030 ambitious goals

Our priority investments for **culture and visitor economy** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Healthy Barnsley

- *Our diverse communities are welcoming, supportive and resilient*
- *Everyone is able to enjoy a life in good physical and mental health*
- *Everyone has the opportunity to create wider social connections and enjoy cultural experiences*

Learning Barnsley

- *Children and young people aim high and achieve their full potential with improved educational achievement and attainment*
- *Lifelong learning is promoted and encouraged, with an increase in opportunities that will enable people get into, progress at and stay in work*

Sustainable Barnsley

- *People are proud of, and look after, their local environment*

Growing Barnsley

- *Barnsley is known as a great place to invest, where businesses and organisations provide diverse and secure employment opportunities, contributing to an economy that benefits everyone*

(2) Culture & Visitor Economy: Barnsley Investment plan

Key investment programmes

- Culture & Visitor Economy Capital Programme

	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	Culture & Visitor Economy Capital Programme	Elsecar Forging Ahead – The Sidings Creative Enterprise Village	£7.9m	£6.1m	<p>STRONGER SY</p> <ul style="list-style-type: none"> ✓ Increased productivity ✓ Bigger, higher-value business base ✓ Digital connectivity ✓ More people in employment <p>GREENER SY</p> <ul style="list-style-type: none"> ✓ Reduced carbon <p>FAIRER SY</p> <ul style="list-style-type: none"> ✓ Improved earnings ✓ Higher-order occupations ✓ Greater cultural participation

	<i>Programme</i>	<i>Project</i>	<i>Total investment value</i>	<i>Co-investment potential</i>	South Yorkshire MCA outcomes
	<i>Culture & Visitor Economy Capital Programme</i>	Worsborough Food & Nature Destination: phase 2	£1.5m		STRONGER SY ✓ <i>More people in employment</i> GREENER SY ✓ <i>Reduced flood risk</i> FAIRER SY ✓ <i>Healthier, longer lives</i> ✓ <i>Greater cultural participation</i> ✓ <i>Enhanced wellbeing</i>
5-year investment potential (2022-27)	<i>Culture & Visitor Economy Capital Programme</i>	Elsecar Forging Ahead: The New Yard and Ironworks – visitor, leisure and heritage redevelopment			
	<i>Culture & Visitor Economy Capital Programme</i>	Cannon Hall Masterplan			

Designer’s impression of Elsecar: Sidings Creative Enterprise Village



Theme 3: Innovation, enterprise and growth

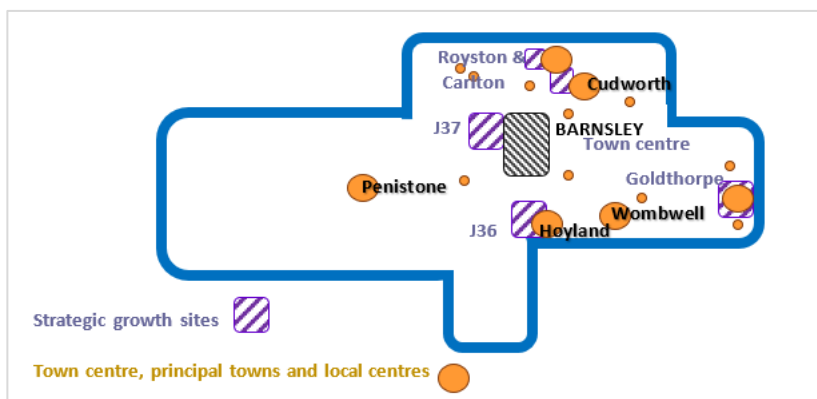
Innovation, enterprise and growth: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for innovation, enterprise and growth in Barnsley are to:

1. Transition from EU funding streams to **support the Enterprising Barnsley team to attract inward investors and deliver business support products**, helping businesses become more productive and competitive whilst creating new job opportunities.
2. **Create the pathway of business growth workspace** to drive inward investment and indigenous growth; explore models to evolve the relationship between public and private capital in property; and maximise the economic value of our business centres to support the 'VIBRANT & RESILIENT PLACES' theme.
3. Continue to develop our collaboration relationships with the University of Sheffield and Sheffield Hallam University to support innovation in our business base and grow R&D activity.

Innovation, enterprise and growth: place-based approach

Our investment plan for **innovation, enterprise and growth** focuses on place-based investments in our **town centre, principal towns and local centres** and at our **strategic growth locations**. These are the places where we want to continue to develop the physical and business infrastructure to support inward investment and indigenous business growth.



Our place-based priorities are:

- Maximising the business centre asset base.
- Driving inward investment and commercial property development.
- **Adding value to the Seam - Digital Campus** masterplan investment under the 'VIBRANT AND RESILIENT PLACES' theme through investment in specific managed workplace developments and location-specific revenue programmes such as TechAccelerators.
- Maintaining the **strong track-record of Enterprising Barnsley in attracting inward investment to our town centre and strategic growth locations.**

Barnsley 2030 ambitious goals

Our priority investments for **innovation, enterprise and growth** contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Sustainable Barnsley

- *People live in sustainable communities with reduced carbon emissions and increased access to affordable and sustainable energy sources*
- *Local businesses are thriving through early-stage support and opportunities to grow*

Growing Barnsley

- *Barnsley is known as a great place to invest, where businesses and organisations provide diverse and secure employment opportunities, contributing to an economy that benefits everyone*
- *Barnsley has significantly increased the number of people, businesses and organisations who are able to access and use digital resources, benefitting all aspects of daily life*

(3) Innovation, enterprise & growth: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Business innovation support • Business centres capital programme • Commercial property & inward investment programme 				
	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	Business Innovation Support	Enterprising Barnsley	£13.5m	£4.5m	STRONGER SY ✓ Increased productivity ✓ Bigger, higher-value business base ✓ More people in employment ✓ Digital connectivity ✓ R&D investment FAIRER SY ✓ Improved earnings
	Commercial property & inward investment programme	Invest in Barnsley	£20m	£17.5m	
5-year investment potential (2022-27)	Business centres capital programme		Business Centres Capital Programme		
	Business innovation support		Made Together: University of Sheffield innovation programme		

Theme 4: Skills, education and employment

Skills, education and employment: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for skills, education and employment in Barnsley are:

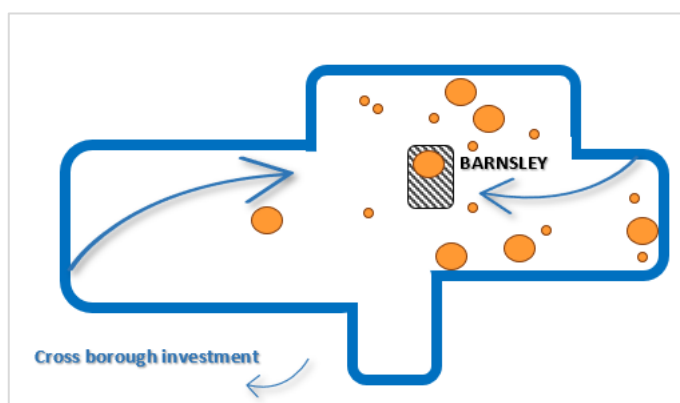
1. **Skills development training for higher skilled people** (above level 2) for career changers, higher skilled unemployed/new labour market entrants (i.e. in Digital Creatives and Creators).
2. **Delivery of the *More and Better Jobs* Employment and Skills Strategy for Barnsley.**
3. **Design, mobilisation and delivery of Sector Skills Academies** in active partnership with employers and stakeholders in the borough; to provide a way through for those unemployed or underemployed to progress careers and for employers to develop new business solutions to increase productivity in the workforce.

Skills, education and employment: place-based approach

Our investment plan for **skills, education and employment** is founded on **cross-borough investments**, ensuring that opportunities to learn and good work are available to all people regardless of where they live in Barnsley.

Our core ambitions across the Borough are:

- People **find and sustain good quality employment**, regardless of their age or personal circumstances.
- Individuals and business have the **skills for growth and recovery** to take advantage of the unfolding opportunities across Barnsley.
- People and businesses have the **digital confidence and skills** they need for modern life and work.
- Barnsley is a '**learning town**' and supporting our residents to achieve their goals.



Barnsley 2030 ambitious goals

Our priority investments for **skills, education and employment** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Learning Barnsley

- *Everyone fulfils their learning potential, with more people completing higher-level skills studies than ever before*
- *Lifelong learning is promoted and encouraged, with an increase in opportunities that will enable people get into, progress at and stay in work*

(4) Skills, education & employment: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Technical sector skills academies • Employment & skills capital programme • Community boost 				
	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	Technical Sector Skills Academies Programme	Technical sector skills academies (Logistics, health & social care, creative & digital)	£2.4m		STRONGER SY ✓ Increased productivity ✓ Bigger, higher-value business base ✓ More people in employment FAIRER SY ✓ More higher-level qualification ✓ Improved earnings ✓ Better attainment ✓ Higher-order occupations
	Employment & skills hub	Employment & skills hubs	£2.4m		
5-year investment potential (2022-27)	Employment & Skills capital programme	Barnsley Skills One Stop Shop			
	Employment & Skills capital programme	Growing Further; FE capital assets programme inc. Barnsley College Masterplan			
	Community Boost	Community-based skills for good work			

Theme 5: Sustainability and net zero

Sustainability and net zero: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for sustainability and net zero in Barnsley are:

1. The Council is committed to reducing the Borough's carbon emissions by 65% between 2017 and 2025. We can make a Barnsley-specific contribution to addressing the climate crisis and the inclusive economy by continuing to explore and deliver opportunities for **locally-generated and community-owned renewable energy sources**.
2. Address the Borough's **resource efficiency** ambitions and support the **circular economy** through our Borough waste management and recycling strategies.
3. Use the large-scale capital investment in energy-efficiency retrofit of housing stock (*theme 8*) to catalyse **skills development for sustainable building design** and management and **develop local supply chains** to maximise the local value of Barnsley investment.

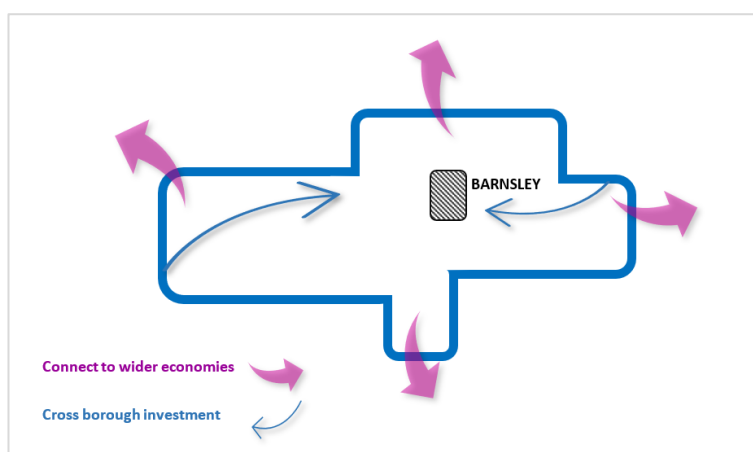
Sustainability and net zero: place-based approach

Our investment plan for **clean energy and net zero** includes **cross-borough investment** on strategic sustainability themes, and also recognises our obligations and **connections to wider economies** in making Barnsley's contribution to a global collective ambition.

In Barnsley, investment to achieve net zero specifically means supporting the delivery of our priority themes from the Barnsley

Sustainable Energy Action Plan:

- **Energy efficiency:** reducing overall demand for energy
- **Renewable Energy:** generating our energy from renewable sources
- **Decarbonisation of heat:** looking for alternative ways to heat our homes and offices
- **Resource efficiency:** minimising waste and developing new uses for waste products
- **Sustainable transport:** moving to fossil-fuel-free local travel, supporting and encouraging walking and cycling; supporting the delivery of the 'TRANSPORT & MOBILITY' theme



Barnsley 2030 ambitious goals

Our priority investments for **sustainability and net zero** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Healthy Barnsley

- Fewer people live in poverty and everyone has the resources they need to look after themselves and their families
- People are supported to have safe, warm, sustainable homes

Sustainable Barnsley

- Fossil fuels are being replaced by affordable and sustainable energy and people are able to enjoy more cycling and walking.
- People are proud of, and look after, their local environment

5) Sustainability & net zero: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Our reservoirs • Innovation in Energy • Circular Economy 				
	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	Our reservoirs	Our reservoirs; Worsborough and Elsecar	£6.4m	£1.8m	GREENER SY ✓ Reduced flood risk FAIRER SY ✓ Greater cultural participation ✓ Improved wellbeing
5-year investment potential (2022-27)	Innovate in energy	Zero carbon homes: retrofit challenge			
	Innovate in energy	Community-owned sustainable energy			
	Innovate in circular economy	Re-use: Barnsley's Circular Economy Centre			
	Innovate in circular economy	Sustainable waste centre			

Theme 6: Transport and mobility

Transport and mobility: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for transport and mobility in Barnsley are:

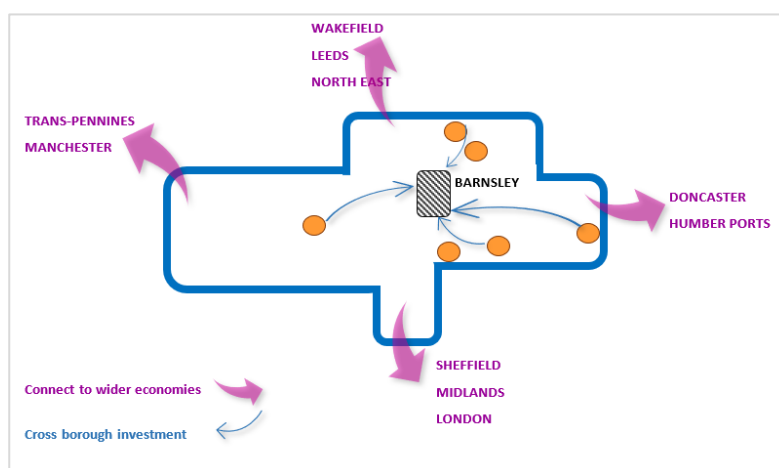
1. Delivering our ambitious targets for the share of journeys within the Borough which are made by different modes of transport: to **significantly increase the number of journeys made by active travel** (walking and cycling) and public transport to **reduce our collective reliance on cars**.
2. Dramatic **expansion and improvement of the network of routes for safe walking and cycling** across the Borough to meet our commitment to increase the number of active journeys to study & work by 50% by 2033.
3. Working with SY MCA on the Bus Service Improvement Plan (BSIP) to **improve bus services across the borough**, working with bus operators to have more influence over delivering the services our communities need

Transport and mobility: place-based approach

Our **transport and mobility investment plan** includes **cross-borough investments** to ensure efficient, affordable and sustainable transport connections across Barnsley; as well as strategic transport interventions to improve our **connections to wider economies**.

In the Barnsley context this means our specific objectives are:

- Delivery of transformational, area-wide transport improvements that prioritise and enable active travel modes, improve public transport and reduce the dominance of the car.
- Development and implementation of high-quality borough-wide walking and cycling networks.
- Improved public transport networks.
- Connecting residents with education, employment markets, leisure facilities and retail.



Barnsley 2030 ambitious goals

Our priority investments for **transport and mobility** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Healthy
Barnsley

- *Everyone is able to enjoy a life in good physical and mental health*

Sustainable
Barnsley

- *People can get around in Barnsley easier than ever, with an increase in cycle routes and better connections across the borough*
- *People live in sustainable communities with reduced carbon emissions and increased access to affordable and sustainable energy sources*

(6) Transport & mobility: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Principal Towns Transport Network • Rail Connections 		
	Programme	Project	South Yorkshire MCA outcomes
5-year investment potential (2022-27)	Principal Towns Transport Network	Principal Towns eco-bus priority network: completion of bus priority network beyond CRSTS schemes (see below)	STRONGER SY ✓ Increased productivity ✓ More people in employment GREENER SY ✓ Reduced car use ✓ Reduced carbon FAIRER SY ✓ Better connections to jobs
	Town Centre Transport Network	Glass Works highways enhanced junction	
	Rail connections	Dearne Valley Rail Station: capacity and facilities enhancements to Goldthorpe station to allow increased capacity for fast mainline services	
	Rail connections	Barnsley Rail Station: platform lengthening and capacity improvements to enable longer trains (e.g. London services)	
	Rail connections	New freight capacity: Feasibility studies into reopening rail lines for freight use	

This programme sits alongside our **City Region Sustainable Transport Settlement** priority programme, with proposals including:

- **Bus priority corridors** on routes between Barnsley and principal towns / local centres such as A635, A628 (Shafton) and Royston
- **New active travel** provision on routes such as A628, Darton to Yorkshire Sculpture Park, and A61 (Royston/Smithies); and active travel prioritisation for reconfigured Town End roundabout.
- **New Active Travel Hubs** in the Town Centre and at Goldthorpe and Darton.
- **Rail improvements** including platform capacity at Barnsley station and North midland line restoration.

Theme 7: Digital

Digital: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for the digital economy in Barnsley are:

1. Developing and delivering the **inclusive knowledge economy plan** for **The Seam** to enable a viable, visible and accessible tech-and-innovation ecosystem; and become South Yorkshire's centre of digital excellence.
2. Co-sponsoring and supporting activity under the 'SKILLS, EDUCATION & EMPLOYMENT THEME' to grow the **supply of high-skilled workers** into digital and technical roles to meet increasing demand.
3. Boosting **digital inclusion and sector leadership** by:
 - a. Developing and funding a **strategic approach to digital inclusion in Barnsley**, including staffing, research and delivery projects to address gaps in coordination with partners; and
 - b. Developing a '**Digital Leader**' function to provide strategic oversight and coordination of all areas of 'digital' activity in Barnsley Council and with partner organisations.

Digital: place-based approach

Our investment plan for digital requires a range of strategic **cross-borough investments** ensuring that the sector grows and that all communities and business have the most up-to-date infrastructure required to **connect to wider economies**.

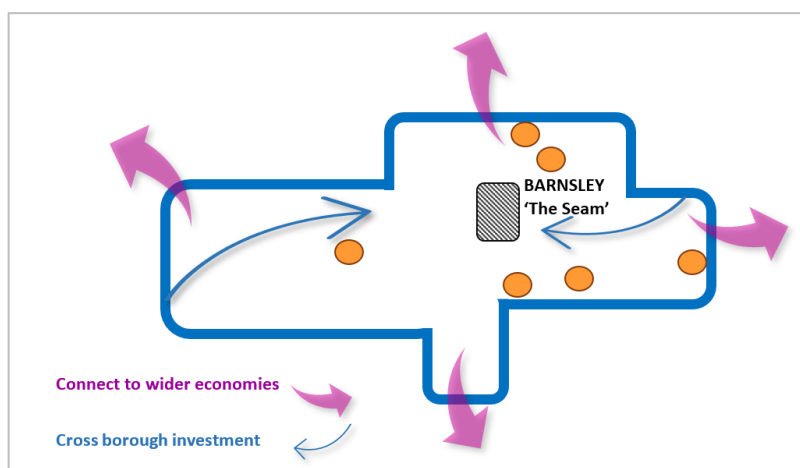
In Barnsley, our digital place-based investment approach is shaped across three agendas:

Digital Infrastructure:

- Lead delivery partner for South Yorkshire MCA Digital Infrastructure Strategy
- Continued Superfast South Yorkshire & commercial gigabit-capable broadband & 5G roll out
- Delivery of BDUK's Project Gigabit to connect 'hard to reach' areas

Digital Place:

- Digital Barnsley 2021 Onwards – Strategy: To create a digital town, enriching the lives of its citizens with modern, simple digital experiences, acting as a beacon for high value business investment and employment.
- Barnsley is a connected and accessible smart town and borough with a culture of inclusive innovation enabled and inspired by The Seam.



Digital Growth and Inclusion:

- Barnsley is a viable and visible ecosystem of high growth, knowledge-led businesses;
- Our businesses are investing in skills, innovation, inclusion, new technology to foster growth;
- Collaboration, strong digital leadership and digital inclusion.

Barnsley 2030 ambitious goals

Our priority investments for **digital** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities:**

**Growing
Barnsley**

- *Barnsley has significantly increased the number of people, businesses and organisations who are able to access and use digital resources, benefitting all aspects of daily life*
- *Local businesses are thriving through early-stage support and opportunities to grow*

(7) Digital: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Gigabit City • Smart Barnsley • Digital Inclusion 				
	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	Gigabit City	Gigabit City: delivering SY Digital Infrastructure Strategy	£0.6m		STRONGER SY ✓ Digital connectivity ✓ Increased productivity ✓ Bigger, higher value business base
	Digital Inclusion	Digital Inclusion	£1m		STRONGER SY ✓ More people in employment ✓ Digital connectivity FAIRER SY ✓ Improved earnings ✓ Greater cultural participation
5-year investment potential (2022-27)	Smart Barnsley		Smart Barnsley: scaling up our Internet of Things		
			The Seam: Digital infrastructure		

Theme 8: Housing, land and development

Housing, land and development: 3 key issues and opportunities for Barnsley

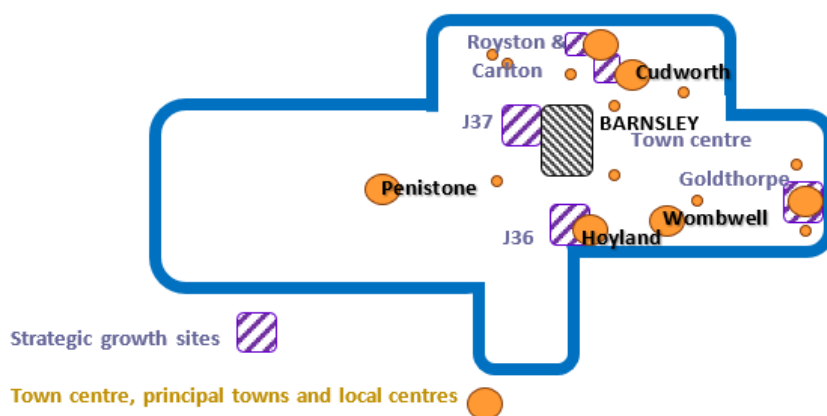
The three key strategic issues and opportunities for housing, land and development in Barnsley are to:

1. Diversify the town centre residential living offer;
2. Maximise the productive economic use of land to support the Borough's housing and employment ambitions; and
3. To address market failure and deliver good-quality, warm and affordable housing in Goldthorpe and the wider Dearne.

Housing, land and development: place-based approach

Our investment plan for **housing, land and development** will focus on our **town centre, principal towns and local centres** and at our **strategic growth locations** – as the main locations of: housing and business growth; development and change; and regeneration.

Our Barnsley-based approach is based on the following priorities:



- Barnsley's built environment response to Climate Emergency (in planning policy, new build standards, retrofit (existing stock))
- Delivering spatial growth sites (masterplans, principal towns, Dearne Regeneration)
- Supporting the delivery of the 'TRANSPORT & MOBILITY' theme

Barnsley 2030 ambitious goals

Our priority investments for **housing, land and development** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Sustainable
Barnsley

Growing
Barnsley

- *People are proud of, and look after, their local environment*
- *People live in sustainable communities with reduced carbon emissions and increased access to affordable and sustainable energy sources*
- *People have a wider choice of quality, affordable and sustainable housing, to suit their needs and lifestyle*

(8) Housing, land and development: Barnsley Investment Plan

Key investment programmes					
<ul style="list-style-type: none"> • Housing Growth • Goldthorpe Town Investment Plan 					
	Programme	Project	Total investment value	Co-investment potential	South Yorkshire MCA outcomes
Early Delivery (2022-24)	Housing growth	Sustainable housing growth fund	£50m	£45m	STRONGER SY ✓ Increased productivity ✓ Improved earnings FAIRER SY ✓ Maintain housing affordability
	Goldthorpe Town Investment Plan	Goldthorpe Property Investment Fund	£56.3m	£54.8m	STRONGER SY ✓ Increased productivity ✓ Bigger, higher-value business base ✓ More people in employment ✓ R&D investment

4.9 Early delivery projects summary

SEP theme	Project name	Project	Total project value	SY Renewal Fund	Private	BMBC	Other public	SYMCA Outputs
1. Vibrant & resilient places	The Seam - Digital Campus (Ph1)	Phase 1 - Resi, office, public realm, ATH, CP	£55.6m	£17.3m	£27.0m	£0	£11.3m	103 jobs 108 housing units 0.4ha housing land remediated
	Young Town: Barnsley Youth Zone	Multi-use youth centre @ Eastern Gateway	£11.3m	£8.2m	£2.1m	£1.0m	£0	50 jobs 2,360m ² new training floorspace
	Young Town. The NAVE: Barnsley Youth Choir	Redevelop Computer Centre building into the Northern Academy for Vocal Excellence (NAVE) as new home for BYC	£3.8m	£2.1m	£0.7m	£0.5m	£0.5m	800m ² new training / cultural space 4 jobs / 5 apprenticeships 15 new learners
	Growing our Principal Towns: Placemaking Cudworth	New business space and community square	£8.0m	£8m	£0	£0	£0	750m ² redeveloped commercial floorspace 5 jobs
	Growing our Principal Towns: Royston: Monkton Enterprise Park	Development of business units	£2.5m	£2.5m	£0	£0	£0	40 jobs 1,400m ² new commercial floorspace
	Growing our Principal Towns: Wombwell - Enterprise Centre	Acquisition and redevelopment as managed workspace	£1.5m	£1.5m	£0	£0	£0	420m ² redeveloped commercial floorspace
	Growing our Principal Towns: Goldthorpe housing regeneration	Pre 1919 Housing stock regeneration	£11.1m	£4.0m	£0	£3.0m	£4.1m	9 new housing units
	Growing Our Local Centres	Delivering the Local Centres Investment Plan	£5m	£1m	£0m	£4m	£0m	[In development]
	Retale: supporting our changing town centre	Supporting changes to retail landscape	£5m	£5m	£0	£0	£0	[In development]
2. Culture & visitor economy	Elsecar Forging Ahead - The Sidings	30-40 commercial units, café, Active Travel Hub	£7.9m	£1.8m	£6.1m	£0	£0	65 jobs 9,500m ² new public realm 2,960 m ² new commercial floorspace
	Worsborough Food & Nature Destination	Phase 2. multipurpose learning/activity hub & two commercial units; utilities & public realm	£1.5m	£1.5m	£0	£0	£0	130m ² new training floorspace 70m ² new commercial floorspace
3. Innovation, enterprise & growth	Enterprising Barnsley	Enterprising Barnsley (KAM, start-up, inward investment, SEAM) 3y prog.	£13.5m	£9.0m	£4.5m	£0	£0	3,000 jobs 810 business assists
	Invest in Barnsley	Property Investment Fund (PIF 4)	£20.0m	£2.5m	£17.5m	£0	£0	210 jobs 27,000m ² new commercial floorspace

SEP theme	Project name	Project	Total project value	SY Renewal Fund	Private	BMBC	Other public	SYMCA Outputs
4. Skills, education & employment	Work & skills hub & technical sector skills academies	Employment & skills support & sector academies	£4.8m	£4.8m	£0	£0	£0	[In development]
5. Sustainability & net zero	Our reservoirs: Worsbrough and Elsecar	Worsbrough Mill and Elsecar Park – to reduce and mitigate flood risk	£6.04m	£5.32m	£0	£0.72m	£0m	2.4 km improved active travel route 6,500m ² / 50 homes / 25 premises reduced flood risk
7. Digital	Gigabit City	3-year continuation of SFSY to deliver SY Digital Infrastructure Strategy	£0.6m	£0.6m	£0	£0	£0m	TBC
	Digital Inclusion	[In development]	£1m	£1m	TBC	TBC	TBC	[In development]
8. Housing, land and development	Sustainable Housing Growth Fund	Viability funding to allow enhanced sustainability standards & affordable housing to meet need	£50m	£5m	£45m	£0m	£0	500 new housing units
	Goldthorpe Property Investment Fund	Bespoke property investment fund to meet the challenges, opportunities and ambitions of delivering new and redeveloped employment floorspace in Goldthorpe	£56.3m	£1.45m	£45m	£0	£9.8m	391 jobs 4,645m ² new commercial floorspace 14,140m ² refurbished commercial floorspace
		TOTAL	£265.3m	£82.5m	£148m	£9.2m	£25.6m	£148m private investment 3,880 jobs 622 housing units 2,490m² new training floorspace 37,300m² new commercial floorspace 800+ business assists

4.9 5-year investment potential projects summary

SEP theme	Project name
1. Vibrant & resilient places	Eldon Street Renewal Plan
	<i>Growing Our Principal Towns: Hoyland</i>
	<i>Growing Our Principal Towns: Penistone</i>
	<i>Culture at Heart: The Civic</i>
2. Culture & visitor economy	Cannon Hall Masterplan
	Elsecar Forging Ahead – The New Yard & Ironworks
3. Innovation, enterprise & growth	Business Centres Capital Programme
	<i>Made Together: University of Sheffield innovation programme</i>
4. Skills, education & employment	Barnsley Skills One-Stop Shop
	<i>Growing Further: FE capital assets programme inc. Barnsley College Masterplan</i>
	Community-based skills for good work
5. Sustainability & net zero	Zero carbon homes: retrofit challenge
	Innovate in Energy: Community-owned sustainable energy
	Re-use: Barnsley's Circular Economy Centre
	Sustainable waste centre
6. Transport & mobility	Dearne Valley Parkway Rail Station
	Glass Works highways enhanced junction
	A to B: Principal Towns: eco-bus priority network
	Glass Works Highways junction enhancements
	Barnsley Rail Station
	New rail freight capacity
7. Digital	Smart Barnsley – scaling up our Internet of Things
	The Seam – Digital infrastructure

5 Delivering the Barnsley Investment Plan

5.1 Capacity to deliver

Barnsley's approach to delivering our ambitious South Yorkshire Renewal Fund programme – outlined in this Place-based Investment Plan – will build upon and enhance our existing delivery and governance structures. The Council has an excellent track-record of delivering multiple complex capital projects, often running concurrently, for example the Sheffield City Region Investment Fund (SCRIF) highways and infrastructure enabling projects across the borough and the Glass Works redevelopment of Barnsley Town Centre.

The proposed South Yorkshire Renewal Fund programme will fund projects expected to add economic and social value at a regional scale, and will sit alongside:

1. The Council's existing **capital programme** – focused on immediate local priorities such as housing, schools and local highways; and
2. Our **City Region Sustainable Transport Settlement** programme.

Project management, procurement and delivery experience and expertise is available across all relevant services. The Council also has a dedicated process and budget resource to fund feasibility and capital project development, including working up business cases and commissioning specialist services. This budget is fully allocated to develop the Council's existing capital programme and will need to be supplemented considerably to enable us to deliver our additional SY Renewal Fund investments which make a social and economic return at a regional scale.

Project development and delivery capacity will initially be focused upon the 'Early Delivery' projects; whilst those projects with 5-year investment potential will continue to be defined, developed and tested in the background.

5.2 Programme governance

The Place-based Investment Plan programme has been developed in collaboration with the Council's **Funding Pipeline Management Group (FPMG)** – a cross-directorate officer-level delivery group which manages external funding opportunities and strategic capital investments. The group includes senior officers from delivery services (Economic Development, Highways, Property etc.), and from Finance and Governance services. The FPMG will continue to oversee the development and delivery of the programme of projects.

The FPMG and responsible officers will report to the **Capital Programme Oversight Board** under existing governance mechanisms. This board meets quarterly. The lead responsible officer is the Director of Finance (Section 151 officers) and it is chaired by the Executive Director of Place, a member of the Council's **Senior Management Team**.