

PRINCIPAL TOWN & LOCAL VILLAGE CENTRES INVESTMENT PLAN **HOYLAND**



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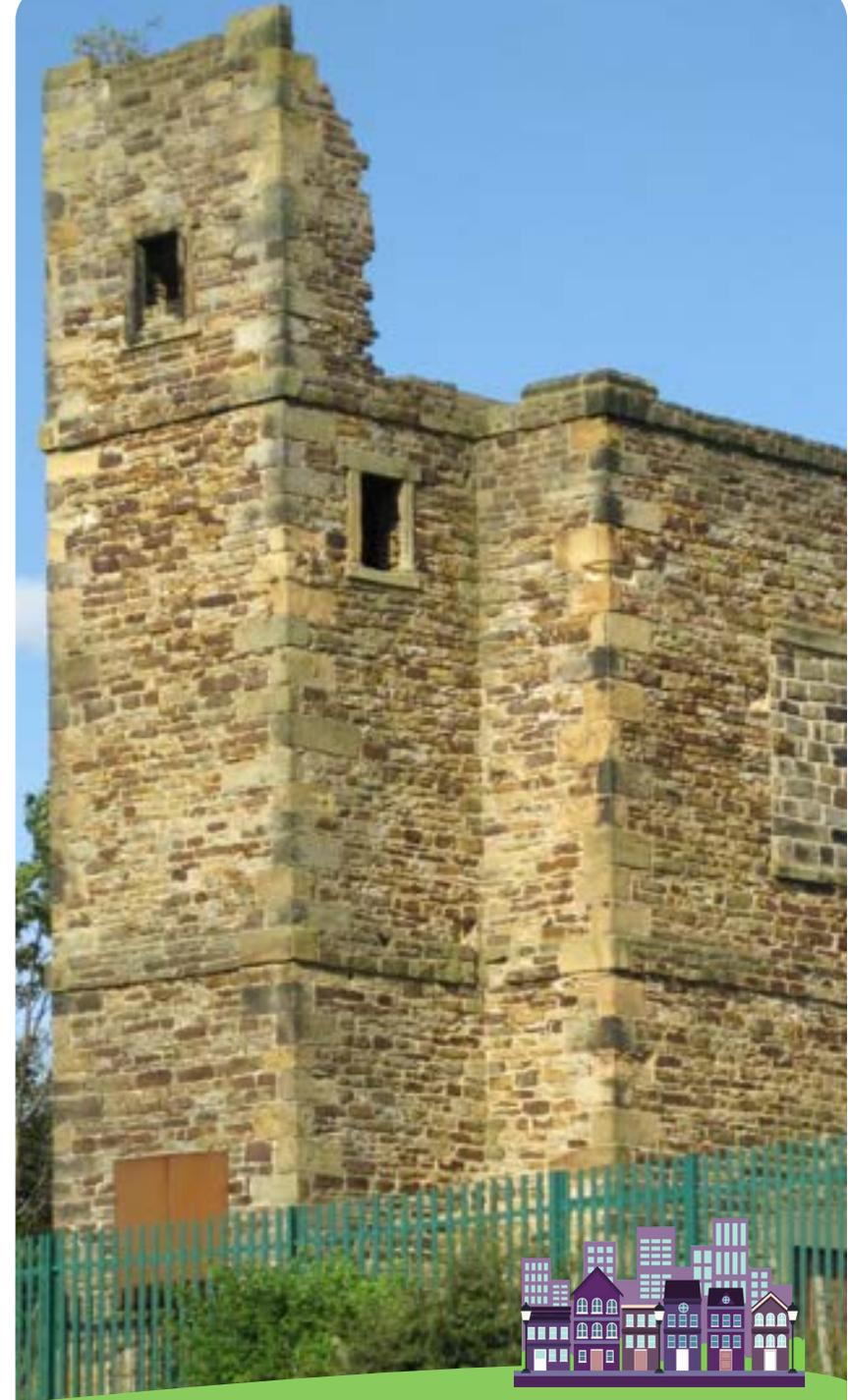


Principal Towns

Cudworth - Goldthorpe - Hoyland - Royston - Penistone - Wombwell



BARNSELY
Metropolitan Borough Council



FOREWORD

**Cllr Sir Stephen Houghton CBE - Leader of the Council
and Sarah Norman - Chief Executive Barnsley Council**



“
The Principal Towns and Village Centres programme was developed to offer an integrated approach to place-based regeneration with a local focus. A great deal of good work has already taken place over the last few years, with shop front grants to support local businesses and physical improvements to our local centres.
This Investment Plan is the next key stage in the regeneration of our towns, and aims to accelerate the delivery of our priorities through a greater understanding of both the needs and opportunities that exist within our communities.
This Investment Plan brings together opportunities to support our businesses and retailers in these unprecedented times; revamping our local centres to make them more resilient to changing economic conditions; developing strategic employment opportunities to create more and better jobs; making improvements to walking and cycling infrastructure and tackling issues that currently exist in our local centres.
By identifying current investment, it is possible to better align projects, realign budgets to priorities and identify gaps or areas where more support will add value. The projects identified in this plan will play a key role in making investment in the towns commercially viable and attractive.
We want all of our Principal Towns and Village Centres to be a vibrant, bustling and proud towns underpinned by the many strengths that they already have to offer. This Investment Plan will act as a catalyst to build on those strengths and boost the local economy, bring jobs, culture, and leisure opportunities and eventually much needed private sector investment.
Realising the ambitions of this plan will take many years and we are committed to the vision and realising the interventions over the long term, seeing the towns transformed by working together.”



#KES50 Land Art



1 INTRODUCTION

HOYLAND

To ensure the benefits of economic regeneration were felt across the borough, a dedicated investment programme has been put in place to support community led projects in line with previously recognised planning definitions for principal towns and local village centres.

The Principal Towns & local village centres scheme focused on projects that ensured our principal town & local village centres remain vibrant and attractive. Projects were expected to deliver the interventions that best deliver a thriving high street.

At an early stage it was identified that a place based masterplanning approach in order to establish a long-term growth vision for the areas was required. The process of developing masterplans remained community led, supported by extensive consultation with local stakeholders and resulted in the production of Masterplans that identified short-term investments for delivery, but also a longer-term vision that could be developed upon.

This longer-term vision is now being developed, and this investment plan will look to driving the sustainable regeneration of Hoyland for long-term economic and productivity growth, making the town a better and healthier place for everyone to live and work.

The plan will also look at opportunities for the recovery of the High Street, given the effects of Covid-19, and what measures can be put in place to protect the High Street, and meet the needs of the community.



1.1 Hoyland Today: Understanding our place

The Role of Hoyland

Hoyland is an urban village, just over **6 miles south of Barnsley town centre**. Hoyland is a Principal Town – one of six smaller towns across the Borough. Given its proximity, its principal strongest spatial and economic relationship is with Barnsley itself, although it does share particularly strong connections to Sheffield.

Hoyland was historically a farming settlement until the development of industrial activity associated with coal mining in the eighteenth century, following which the settlement expanded rapidly. As was the case elsewhere in the UK, the twentieth century saw many of the local pits close, removing a major source of employment and industry. In the late 1980s and 90s, two of the former collieries were redeveloped into industrial estates and housing developments with the aim of reusing brownfield land and regenerating the area.



The main retail and service provision within Hoyland is located on High Street, King Street and Market Street, providing a range of shops and services. Hoyland benefits from a regular outdoor market, operating three days a week within the town centre.

In 2008, proposals were brought forward by the local authority for the regeneration of Hoyland town centre, including a new health/social care centre, library, retail units and managed workspace. The Hoyland Centre was successfully delivered.



Recent developments have included the construction of new retail space. Planning permission was granted in 2015 for a 1,045m² retail unit with 75 associated parking spaces on Market Street, on a site adjacent to the Beggar and Gentleman Public House; the permission was subsequently amended to allow for the subdivision of the retail unit and in addition provide for two further retail units (318m²) and three retail kiosks (70m²). The main retail unit is occupied by B&M and has recently opened. The additional kiosk shops on this site are all occupied.

The former Town Hall was remodelled in 2015, with improvements to its external appearance. Now in private ownership, the building has been subject to a recent successful planning application for the conversion of the first and second floor former offices to 21 apartments.

The former Co-op building has recently been purchased by Barnsley Council and opportunities for this site are now being developed.

Hoyland has good levels of infrastructure and accessibility, with the M1 motorway to the west and A6195 to the north of the town. Within the town centre the roadway follows a one-way system, comprising Market Street, King Street, Southgate and Milton Road. The villages of Hoyland Common and Elsecar are located in close proximity to Hoyland, although each of the areas have very different characteristics. Walking and cycling links within the town centre, and connecting to residential areas, could be improved.

Alongside the growth of the wider village, the centre of Hoyland, focused on Market Street, High street and King Street, is a vital local centre which includes:

- *Tesco supermarket: Located off Wombwell Road, opened in 2014*
- *B&M Hoyland: Opened 2019*
- *Boyes: Opened 2017*
- *Hoyland Lift Centre: Primary Care Health Centre, including GP surgeries, pharmacy and outpatient clinics also includes Hoyland Library; developed in 2011*
- *Hoyland Springwood Primary School: Includes The Hub a uniquely designed learning space for young children with complex learning and communication needs.*
- *West Meadows Primary School*
- *Greenfield Primary School*
- *Kirk Balk Academy: Built 2011.*
- *Hoyland Leisure Centre: A wide range of facilities including newly refurbished gym*



Investment in infrastructure has also changed the shape and function of Hoyland. The M1 Junction 36 Dearne Valley Economic Growth Corridor road improvement scheme on the A61 Birdwell Roundabout at M1 Junction 36 was completed in summer 2017. The work was completed by Lumsden and Carroll Civil Engineering, part of Esh Construction Ltd, on behalf of Barnsley Council.

The project will open up and accelerate the development of 23.37 hectares of previously allocated employment land.



1.2 Area Profile

Hoyland Milton ward takes in neighbourhoods at Jump, Hemingfield, Elsecar, Milton and Platts Common. The population is approximately 12,400 making up about **5% of the Borough**; A further 1,100 new homes to be delivered through the Hoyland South Masterplan, and 765 through the Hoyland North Masterplan, could see the population increase further. These developments will also include 37 hectares of employment land.

The population is slightly younger than the Borough as a whole, with a slightly higher proportion of under 35s and a smaller share of over 65s meaning residents are more likely to be in education and/or economically active than elsewhere across Barnsley.

Table 1: Key population statistics for Hoyland Ward & Barnsley borough: age and trends

	Hoyland	Barnsley	Hoyland in Barnsley
POPULATION			
TOTAL	12,354	246,866	
Hoyland % Barnsley population	5%		
Working age population (16-64)	7,722	152,684	5%
Working age population (%)	62.5%	61.8%	↑
Children & young people (0-18)	2,768	53,556	5%
Children & young people (0-18) (%)	22.4%	21.7%	↑
Under 35s	5,108	101,277	5%
Under 35s (%)	41.3%	41%	↑
Over 65s	2,260	48,162	4%
Over 65s (%)	18.3%	19.5%	↓
Population growth (2011-)	1.1%	2.9%	↓

NOMIS Ward Population Profiles, 2019

Hoyland's role as a **place for living** is highlighted by the fact that work and business remain secondary functions: 2.7% of Barnsley businesses and 1.7% of jobs are in Hoyland, compared to 5% of the population. However, the volume of work has increased significantly in Hoyland in recent years, driven by growth in the Town Centre and the Jct. 36 development. The number of businesses also continues to grow.



Table 2: Key jobs and business statistics for Hoyland Ward & Barnsley Borough: employment and business enterprises

	Hoyland	Barnsley	Hoyland in Barnsley
JOBS AND BUSINESS			
Total employment	1,495	85,490	
Hoyland % of Barnsley employment	1.7%		
Employment % growth (2015 - 2019)	9%	9%	↔
Business count	175	6,585	2%
Hoyland % Barnsley businesses	2.7%		
Business % growth (2015 - 2019)	9.4%	9%	↑

BMBC analysis, ONS Business Counts (2015-19)

Table 3: Key population statistics for Hoyland Ward & Barnsley borough: age and trends

	Hoyland	Barnsley	Hoyland in Barnsley	England
INCLUSIVE ECONOMY				
Average annual household income	£36,900	£36,110	↑	£42,800
Life expectancy at birth (Male, 2013-17)	77.6	77.8	↓	79.5
Life expectancy at birth (Female, 2013-17)	81.6	81.8	↓	83.1
Deaths from preventable causes (Standardized mortality ratio)	121	111.0	↑	100
Claimants as % of working age population	5.4%	6.4%	↓	6.4%

*BMBC analysis. ONS, Total annual household income estimates (small areas)
Public Health England, Local Health Profile
NOMIS Ward Profiles
EYES Development Tables)*



Set in the wider context of Barnsley as a ‘catching up’ economy – and compared to other parts of the Borough – Hoyland is not an acutely challenged community in terms of economic wellbeing and deprivation levels. The average household earns roughly in-line with the rest of the Borough and unemployment levels are comparable.

Relative to the Borough-wide picture, **health outcomes** are reasonable, with death from preventable causes only 0.7% above the national average compared to the wider 11% in the Borough. However, public health remains a key challenge for the Borough’s communities a whole, when compared to national indicators like the English Indices of Deprivation (MHCLG, 2019).

LSOA	Health national decile	Barnsley rank
Jump	1	33
Platts Common	1	37
Elsecar North	1	46
Hoyland Cherry Tree	2	69
Elsecar South	3	94
Hoyland South	3	109
Hemingfield	3	110

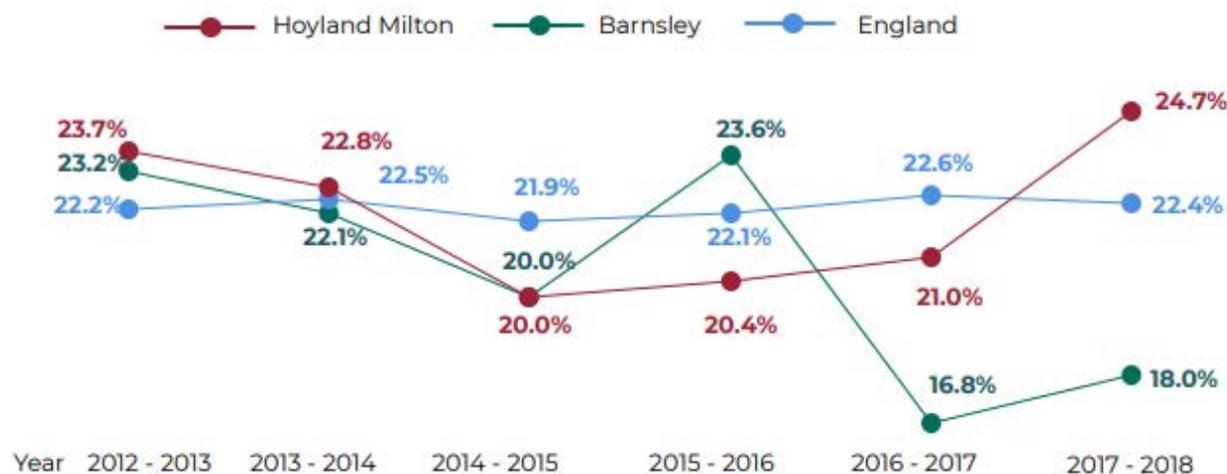
Table 4: IMD 2019

National decile: 1 = Most deprived, 10 =- Least deprived

Barnsley rank: out of 143 LSOAs, 1 = most deprived

Additionally, the proportion of 4-5 year olds in Hoyland Milton who are overweight or obese, despite fluctuations, is higher than the proportion in Barnsley (Graph 1).

Graph 1: % of 4-5 year olds over-weight or obese



Similarly, there is a **need to boost levels of education, skills and training** to improve the level and value of economic engagement which is well understood across the Borough. Here, Hoyland appears to face additional challenges with some neighbourhoods in and around the bottom third against national measures of education and skills deprivation.

However, the percentage of pupils resident in the Hoyland Milton ward achieving a good level of development increased in 2018 with outcomes now above both the Barnsley and national averages (Graph 2).

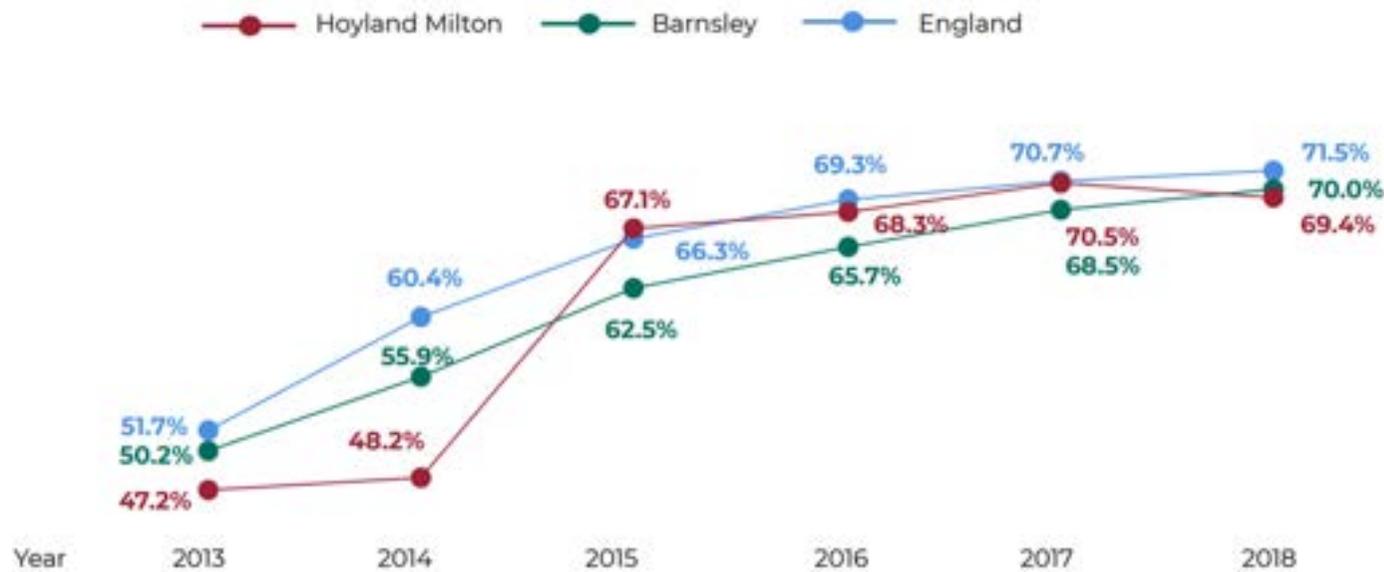
LSOA	Education national decile	Barnsley rank
Platts Common	1	19
Elsecar North	1	29
Jump	2	61
Hoyland Cherry Tree	3	85
Hemingfield	4	88
Hoyland South	5	110
Elsecar South	5	113

Table 5: IMD 2019

National decile: 1 = Most deprived, 10 =- Least deprived

Barnsley rank: out of 143 LSOAs, 1 = most deprived

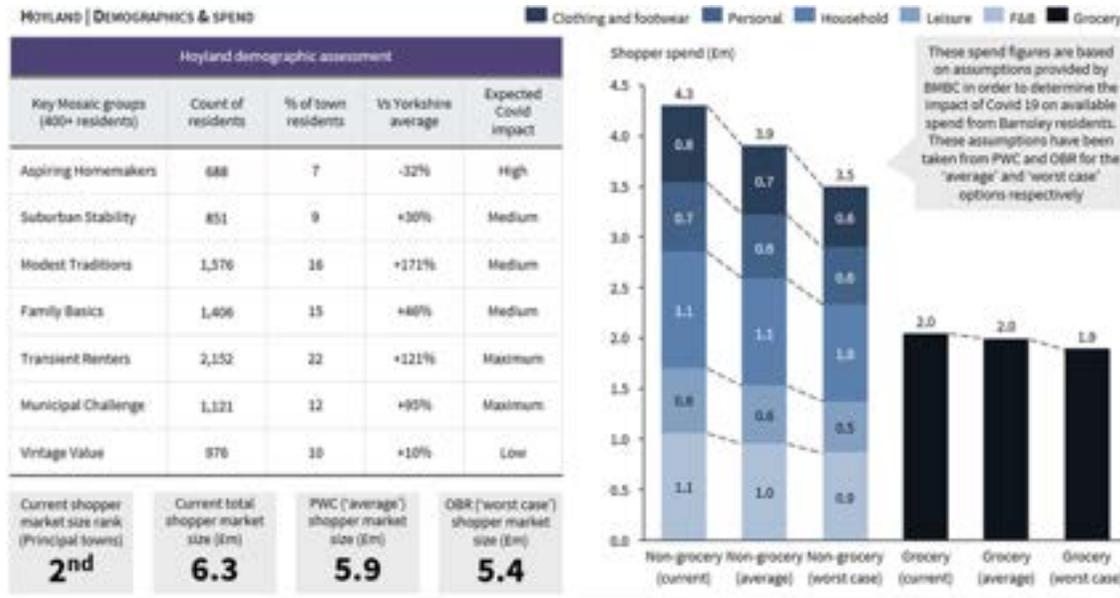
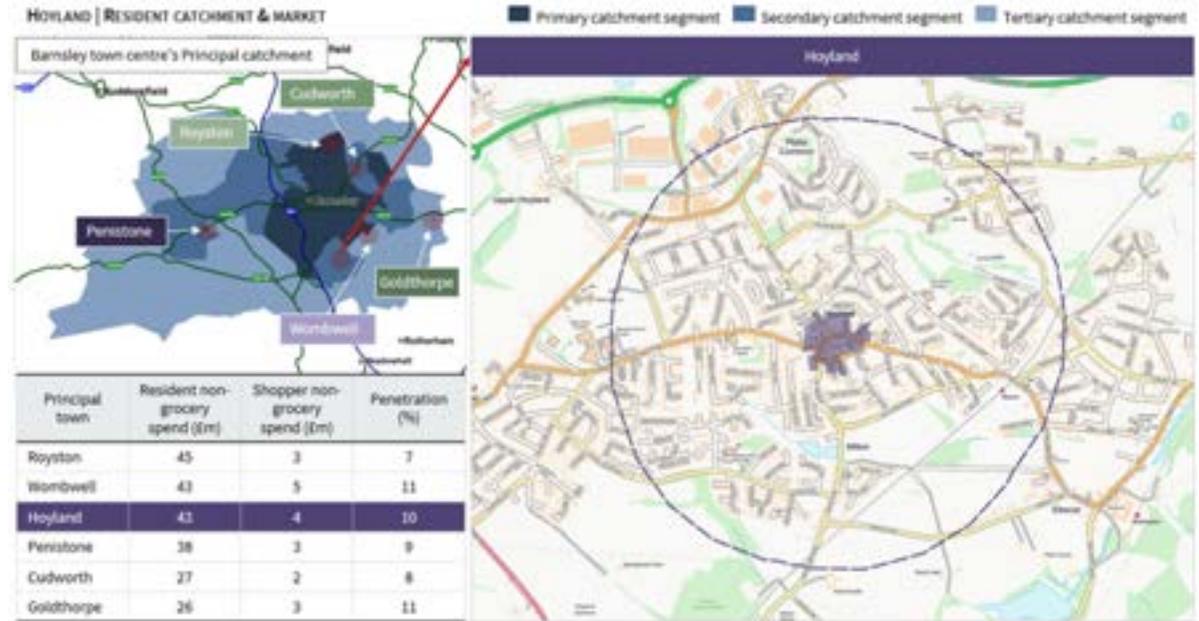
Graph 2: % of pupils attaining a good level of development



1.3 Retail

Similar to many parts of the Borough, Hoyland experiences more deprivation than the national trend, where job density (number of jobs divided by working age population) is low, and there are high levels of deprivation due to low income.

Compared to the other Principal Towns, Hoyland has the second highest market size within a 10 minute walk. As shown on the map, Hoyland has a sizable residential market size within a 10 minute walk. This is as a result of higher population density than other towns. Coupled with a high conversion of residents to shoppers, it has the 2nd largest shopper market size of £4m.



41% of Hoyland's residents are from high and maximum risk Mosaic groups. This indicates that despite its large market size, the town may see a reduction in demand for some discretionary goods.



Overall, considering the high spend opportunity and the low unit count, Hoyland is expected to be a lower risk compared to other Principal towns. However, it is important that there are sufficient occupiers to drive footfall to the town to capture the available spend. An assessment of the quality of casual dining restaurants will be key here.



BEFORE



AFTER



Hoyland Town Centre has been included in the Shop Front Grant scheme, where businesses have been able to apply for a grant to improve the front of their shops to make the high street a more vibrant and pleasant place to shop. Out of the 77 units situated on the High Street, 39 have taken the opportunity to invest in their shop and have successfully been awarded a grant to improve their frontage.

Throughout the Shop Front Scheme initiative, every effort has been made to encourage shops to use local contractors.

95% of the funding to Hoyland's shops has gone to local Barnsley contractors and the ones that have used contractors from outside Barnsley have generally done so to contract specialist services they have been unable to get locally.



1.4 Business & Digital Connectivity

ONS data for Hoyland (MSOA) shows that there are currently 175 business based within the local area which equates to 2.6% of the overall number of businesses within Barnsley. The vast majority of these businesses are micro enterprises employing between 1 and 9 individuals. Current intelligence shows that business starts and growth levels are higher in the area than both the Barnsley and wider regional and national averages.

Table 6: Key business statistics for Hoyland, Barnsley and wider geographies

	Hoyland	Barnsley	SYMCA	YH	England
INCLUSIVE ECONOMY					
Number of businesses (2020)	175	6,585	39,455	177,930	2,390,970
Micro businesses (1-9 employees) %	97%	88%	88%	88%	90%
SMEs (10-249 employees) %	3%	10%	10%	10%	8%
Business growth (2016-2020)	9.4%	9%	6%	6%	8%
Business start-up rate (new businesses per 10,000 working-age population)	67	66	68	71	98
<i>BMBC analysis. ONS UK Business Counts Business Demography, Annual Population Estimates, Banksearch data.</i>					



Barnsley Superfast and Fibre Coverage

Latest Figures History ?



Authority classed as Other Urban (OU) ?

Superfast (>24 Mbps):	98.93%
Superfast (>=30 Mbps):	98.71%
Ultrafast (>100 Mbps):	69.62%
Openreach (>30 Mbps):	97.07%
Openreach FTTP:	3.86%
Openreach G.fast:	3.74%
'Fibre' partial/full at any speed: (FTTC/VDSL/G.fast/Cable/FTTP)	99.49%

Below 2 Mbps down:	0.18%
Below 10 Mbps down: (Legal USO)	0.39%
Below 10 Mbps, 1.2 Mbps up:	0.76%
Below 15 Mbps: (High Speed Broadband)	0.60%
Virgin Media Cable:	63.76%
Full Fibre (FTTP or FTTH):	24.29%
Gigabit (DOCSIS 3.1 or FTTP):	24.29%

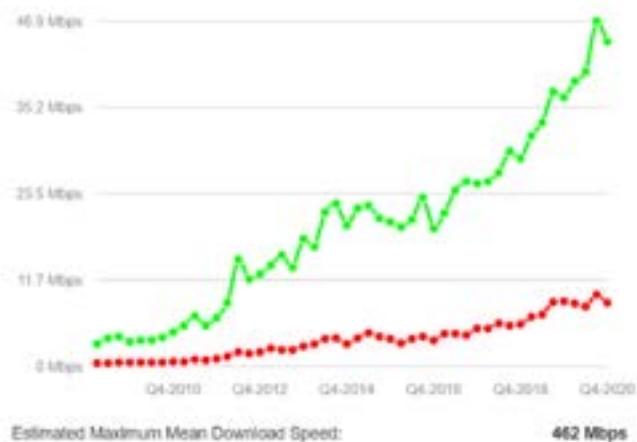
Barnsley Speed Test Results (Mbps)

Last Quarter History

Any Openreach ADSL FTTC Cable FTTH 30Mbps

ADSL, ADSL2+, FTTC, fibre, cable, mobile and wireless speeds ?

Technology Split: ADSL 12.4% FTTC 63.9% Cable 21.2% FTTH 2.5%



Access to Superfast broadband (30Mbps+) in Barnsley East (which Hoyland falls into) is 99.2% which is above the UK average of 96.6%, however, not all premises have access to the means to utilise the Superfast broadband.

There are plans to deploy full fibre broadband infrastructure in areas of Hoyland within the next 2 to 3 years, but specific timescales cannot be confirmed at this point. Therefore, it is critical that the commercial conditions are created to facilitate and acceleration of deployment as digital infrastructure is a key component of current and future work and life.



From the analysis of data and intelligence that is available within Hoyland it is possible to see that there are four core potential themes that could be used to focus and target investment:

Health, Learning, Growing and Sustainability

Healthy Hoyland



- Reduced Inequalities
- Physical Activity

Learning Hoyland



- Skills

Growing Hoyland



- Town Centre
- Business
- Employment

Sustainable Hoyland



- Green Spaces
- Active Travel

Barnsley - the place of possibilities

Healthy Barnsley	People are safe and feel safe.	People live independently with good physical and mental health for as long as possible.	We have reduced inequalities in health and income across the borough.	Enabling Barnsley We are a modern, inclusive, efficient, productive and high-performing council
Learning Barnsley	People have the opportunities for lifelong learning and developing new skills including access to apprenticeships.	Children and young people achieve the best outcomes through improved educational achievement and attainment.	People have access to early help and support.	
Growing Barnsley	Business start ups and existing local businesses are supported to grow and attract new investment, providing opportunities for all.	People have a welcoming, safe and enjoyable town centre and principal towns as destinations for work, shopping, leisure and culture.	People are supported to have safe, warm, sustainable homes.	
Sustainable Barnsley	People live in great places, are recycling more and wasting less, feel connected and valued in their community.	Our heritage and green spaces are promoted for all people to enjoy.	Fossil fuels are being replaced by affordable and sustainable energy and people are able to enjoy more cycling and walking.	



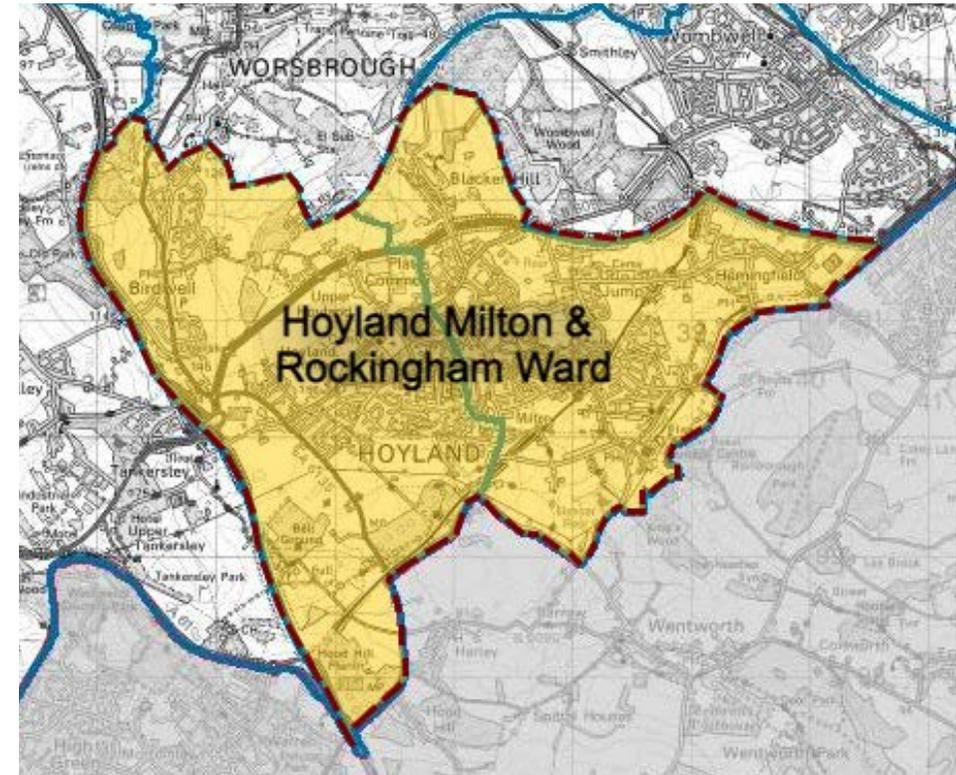
2 CONTEXT ANALYSIS

Hoyland is approximately 7 miles south of the Barnsley centre.

It has a shopping area which serves a local population of 12,354. It has a mix of housing types with a great many developments from the inter-war and post-war periods. The town is home to an 18th-century folly called Lowe Stand, built as a lookout and hunting lodge shortly before his death by the first Marquess of Rockingham, at the highest point in the area some 593 ft above sea level. On the sloping ground below this folly is Upper Hoyland Hall, the former home of a notable family of yeoman farmers, the Townends, who owned extensive land in Hoyland.

The Church of England parish church is St Peter's, a Grade II listed building dating from 1830. It is in the Gothic Revival style and is built of sandstone and slate roofed. The Roman Catholic church (1929) is of brick and tile construction in the Italian Romanesque style, with a square bell tower. The former Princess Theatre on West Street is a brick building dating from 1893.

Among Hoyland's remaining notable older residences and former residences are Hoyland Hall, a late Georgian property, situated in a small park off Market Street. Also in or off Market Street are Kirk House, Kirk Cottage, Bark House, Thistle House and Riversdale. Netherfield House is situated near the town centre and Hoyland's oldest known surviving residence and at one time the home of a Townend, being in recent years used as a dentist's, is situated in West Street (formerly Finkle Street). Many of Hoyland's fine Georgian properties, consisting of cottages, shops and chapels were demolished in the 1960s and 1970s.



2.1 Hoyland in 2020

Hoyland within the South Yorkshire Mayoral Combined Authority

The South Yorkshire (SYMCA) Mayoral Combined Authority has 1.4m residents, 38,600 businesses, 580,000 jobs, and a ratified devolution deal which includes funding and powers for economic growth; transport, adult education and planning.

The SYMCA is committed to working with Barnsley in prioritising Urban Centres, and are looking at the next stage of thinking the high streets and place shaping in the towns. It is committed to working with Barnsley on the Principal Towns Programmes and aligning future urban centre funding opportunities to further capitalise on the foundations that have previously been established.



2.2 Context Analysis: Key Challenges

CHALLENGE 1

Health

Health outcomes of residents are symptomatic of and detrimental to the other socioeconomic challenges faced.

Approximately 85% of residents live in the 20% most deprived LSOAs nationally in terms of health and disability.

However, relative to the Borough-wide picture, health outcomes are slightly worse than the Barnsley average, with death from preventable causes higher than the national average and the wider Borough. However, public health remains a key challenge for the Borough's communities as a whole, as similar to many parts of the Borough, Hoyland experiences more deprivation than the national trend.

Residents in Hoyland have some poor health outcomes, with life expectancy at birth being lower than nationally and Barnsley's average.

Smoking

Hoyland has been the first of the Principal Towns to be part of the 'making smoking invisible' initiative, and in 2019 consultation undertaken by Magpie indicated 96% of people do not smoke on the High Street. The success of this initiative should be further developed.



Excess Weight

Excess weight in 4-5 year olds, obesity prevalence in 4-5 year olds, excess weight in 10-11 year olds, and obesity prevalence in 10-11 year olds are all higher in Hoyland than the Barnsley average.

Dementia

An increased older population brings with it key challenges for an area in terms of the likelihood on services such as health and social care.

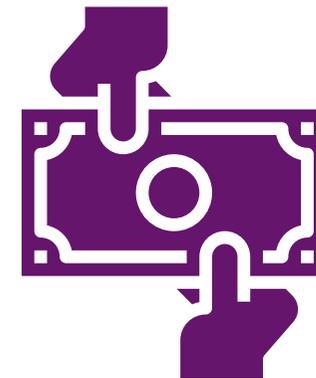
In 2013, the Alzheimer's Society and Dementia Action Alliance (DAA) launched its recognition process for dementia friendly communities, which outlined characteristics of a dementia friendly community. Explaining and ensuring that communities receive the support and information they require to deliver this is challenging, but will give people with dementia a better chance of living well if achieved.



→ CHALLENGE 2

Income

Although incomes per household are slightly higher than the Barnsley average they remain considerable lower than the national average. Lack of sufficient income for fresh produce could be having an affect on health in the Ward has although respiratory diseases did fall to lower than the Barnsley average in recent years it is still higher than the national average. Similarly cardiovascular diseases although decreasing remain higher than both the Barnsley and national average.



CHALLENGE 3

Lack of Higher Skills within the Local Area

As a Principal Town, Hoyland should have a focus on education and skills. One third of Hoyland residents have no educational qualifications, and only 13.1% are educated to degree level or above, less than half the national average.

Qualifications (2011) All People	E36006570: Hoyland Milton (Numbers)	E36006570: Hoyland Milton (%)	Barnsley (%)	England and Wales (%)
Level 4 Qualifications and Above	1,455	19.0	19.3	29.6
Level 3 Qualifications	1,043	13.6	13.6	14.5
Level 2 Qualifications	1,483	19.3	19.2	17.2
Level 1 Qualifications	1,371	17.9	17.0	15.1
Apprenticeships and Other Qualifications	622	8.1	8.1	8.6
No Qualifications	1,702	22.2	22.8	15.0

Source: 2011 Census (Table LC5601EW - Highest level of qualification by economic activity)

Note: All figures are for persons aged 16 to 64

The common challenge linking the health, skills and business challenges is the need to have digitally enabled residents and businesses. Identifying where the gaps are and then building capacity to reduce these is key.

Delivering skills courses on line are providing a barrier to those who are not digitally literate, or have limited capacity. Additionally, a lack of necessary experience, appropriate qualifications and training hinders business opportunities.



CHALLENGE 4

Customer Journey / Public Services

Town centres and high streets nationally have experienced decline over past decades with growing numbers of vacancies and decreasing property value. The high street has historically supported a variety of retail opportunities, but there has been an increase over the years in service units, which draws footfall for purpose driven visits.

The majority of units that have become empty have quickly been re-occupied, however, there are a few units standing empty, and having been empty for some time are becoming a blight on the high street. Vacant units do tend to be focussed on the King Street Area rather than the immediate Town Centre and a number of new businesses have been attracted to the newly developed kiosks.

Due to recent developments the Town Centre is now a mix of newly developed buildings and older properties, there is still scope to develop some areas within the Town Centre.

Vulnerability of the High Street due to COVID-19

41% of Hoyland's residents are from high and maximum risk Mosaic groups. This indicates that despite its large market size, the town may see a reduction in demand for some discretionary goods.

The Covid-19 pandemic will entrench and increase inequalities, and the report estimates that 'services' may need assistance due to their high concentration. It is critical that the future form and function of the High Street is considered within the context of the investment plan and in particular how the vibrancy of the offer can be sustained whilst driving additional footfall and giving shoppers an incentive to spend locally.



CHALLENGE 5

Quality of Greenspaces & High Carbon Emissions

Need info from Russ

Local action, to stimulate investment and to strengthen the image of the area, draw upon existing strategies, and work with sustainable measures in place, all need to be built upon. Work with businesses and residents will need to be identified to enable a partnership between built and natural environments, through modern and inclusive approaches.

Relationships between the urban and the rural need to be developed and encourage growth that is smart, green and resilient to future changes.

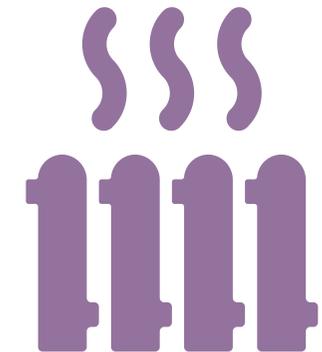
Fuel Poverty

Households in the areas of the Borough with an Index of Multiple Deprivation score of less than 15% combined with above national and local average levels of fuel poverty will be eligible for Affordable Warmth funding. Hoyland is included.

Besides poor health, cold-related illness causes absence from work, social isolation, and sleep deprivation. It may lead to mental or stress related illness, with negative knock on effects for family and friends.

Housing

Housing development is being addressed separately through the Hoyland North and Hoyland South Masterplans.





2.3 Context Analysis: Evidence of Need

To overcome the challenges and seize the opportunities present in Hoyland the following needs have been identified:

Local Needs	Summary of Evidence
Health Improvements 	<ul style="list-style-type: none"> • High % of smokers • Excess weight • Dementia evidence
Strengthening the High Street 	<ul style="list-style-type: none"> • Identified impacts of COVID-19 • Empty units on the High Street • Elements of High Street dated
Environmental Improvements 	<ul style="list-style-type: none"> • Lack of investment in some green spaces • High carbon emissions • Absence of renewable clean growth
Housing Regeneration 	<ul style="list-style-type: none"> • Already covered in masterplans
Improved Skills 	<ul style="list-style-type: none"> • Lack of higher skills within the local area



2.4 Hoyland SWOC Analysis - Summary

	Strengths	Weaknesses	Opportunities	Challenges
 Healthy Hoyland	Investment already in place to deliver some health initiatives	Prevalence of smoking and excess weight levels Low income affected diet	Smokefree initiative well received, expand to Dementia friendly High St, and improving greenspace connection routes linked to masterplans. Developing community shop	Encouraging use of Active Travel routes. Linking with wider healthy eating initiatives.
 Learning Hoyland	Good existing links with High Street businesses	Lower level of digital skills, particularly amongst High St. Higher NEET levels (16-18yrs) transferring into youth unemployment 18-24yrs, and a lack of higher skills in the area.	Opportunity to pilot neighbourhood-based delivery options and direct marketing to better connect people to support and employment.	Access to training and online courses.
 Growing Hoyland	Independent shops and variety of retail. Number of new businesses in recent years.	Town Centre Vacancies, decreased footfall, Covid Impact.	Encourage Shop Fronts / Business Grants. Further develop areas of Town Centre.	Building acquisition and declining town centre retail environment; rise of online retail.
 Sustainable Hoyland	Range of green infrastructure throughout the ward	Lack of investment in some of the greenspaces, and active travel links.	Active travel improvements highlighting in Hoyland North & South masterplans	Creating a space that doesn't attract ASB.



2.5 Context Analysis: Key Opportunities



OPPORTUNITY 1

Health Inequalities

Smoke Free

Hoyland was the pilot for the smoke free initiative to make smoking invisible to lower the number of children starting to smoke. This was really well received by the community and provides an opportunity to expand on this work.

The Area Council does not currently provide any localised stop smoking services so wider borough services have to be accessed.

Promoting Active Lifestyles

The Beat your Street and Health Walk are initiatives that are already established throughout the Borough. Further potential activities in the future can be developed in Partnership with BPL and the Sports and Active Recreation Team.

Both the North and South Masterplans include improvements to Active Travel systems, these could be further developed to encourage usage for walking and cycling providing an opportunity to improve resident health and well being. A hierarchy will be developed prioritising active travel modes over motor vehicles and will consider access requirements for all users in the following order; Pedestrians, Cyclists/equestrian, public transport, specialist service vehicles (emergency services/refuse/delivery vehicles, private vehicles).

Dementia Friendly Hoyland

As a result of simple adaptations and awareness raising among staff working in shops, shopping becomes easier for people with dementia. Simple changes to existing services, and awareness raising for those who come into day-to-day contact with people with dementia such as staff working in libraries, also help people with dementia feel more confident and welcome in using services. Social isolation and loneliness has links to dementia and could also be addressed through the promotion and offer around retail, community buildings, transport, outdoor space etc.

Barnsley Dementia Action Alliance have been established for a number of years, and have been working on bringing together organisations from public, private and charity sectors. They have already engaged with a number of businesses in the Borough, but working with them to strengthen and build upon their work within Hoyland will help to increase numbers and increase awareness.





OPPORTUNITY 2

Income

Development of a community shop in the Town Centre offers the opportunity to access low cost, fresh, healthy options of produce. Additional healthy eating advice could be provided in the potential community space to increase awareness of healthier options and ability to cook them.

This opportunity could also link in to the provision of welfare rights advice supporting the needs of people on low incomes and people needing in work benefit help.



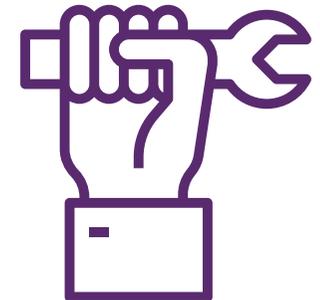
OPPORTUNITY 3

Skills Opportunity

There is an opportunity to pilot neighbourhood based delivery options and direct marketing to better connect people to support and employment, by prioritising a digital learning space, and refreshing the Barnsley Employment & Skills Strategy.

There's an opportunity to look at increasing resources through DWP/ESF commissioning investing in employment support, and also to look at Co-commissioning/production with Area Teams and partners by providing an outreach provision.

Opportunity through development of community shop to provide upskilling.





OPPORTUNITY 4

Strengthening the High Street

Hoyland as a Principal Town, services not only its residents, but also surrounding communities such as Platts Common, Jump and Elsecar. Its existing strengths are the:

- Amount of shopping floorspace;
- Absence of floorspace outside the centre;
- Lack of charity shops;
- Availability of public transport.

Current retail units are part of the on going shop front improvements grants, and work on this should continue. Additionally, although there are not a high number of empty units across the whole of the high street some have been empty for some time. A refurbishment grant scheme could be introduced to encourage businesses to take on empty units that are in need of works to be suitable for an alternate use.

Further investment could be made to redevelop some of the buildings in the Town following redevelopments. With the addition of new units such as Boyes, B&M and the small kiosk units there remains elements of the Town now look outdated and could be demolished and purpose build units developed.

There is also an opportunity to work with the Covid-19 response worker to re-invigorate the Hoyland Businesses Group, The group had started to develop events to attract footfall to the Town Centre in 2019 however this has been put on hold due to the Covid-19 pandemic. The re-establishment of the group would now be timely as the development of the Town Square will provide a focal point for events.



Business Base

Having the right digital offer will connect communities, improve connectivity and reduce isolation and exclusion. Improving digital skills will also help businesses succeed.

Hoyland could become a place of digital quality connectivity. This year Openreach has outlined plans for £12billion infrastructure programme to provide ultra-reliable and gigabit-capable full fibre broadband to homes and businesses in and around 26 market towns and villages across Yorkshire and the Humber. Working closely with partners in the Digital Sector and being active in the local digital fund will open opportunities to Hoyland.

Additionally, working alongside partners in the Digital Sector to identify gaps, and to provide targeted digital training will benefit businesses and build on economic sustainability.

OPPORTUNITY 5

Environmental Improvements

Improving Greenspaces

Green environments are associated with reduced levels of deprivation, anxiety and fatigue. Good quality green spaces enhance the quality of urban life, improve health and create better community cohesion; conversely neglected green spaces can attract anti-social behaviour.





Fuel Poverty

The insulation that is being offered to certain homes could be looked at, and potentially the team could look at other areas within the Ward to roll this out further, to insulate homes, and reduce the inequalities that fuel poverty rating brings.

Decrease Carbon Emissions

As part of the Council's Net-Zero strategy there is a potential to work alongside local businesses to reduce carbon emissions. Opportunities such as a mine water project could be realised. A further opportunity to be explored for sustainable energy is the creation of a solar panel farm to impact on the pollution of the area and to provide sustainable power to a number of businesses.

There is the potential to link into a wider energy cluster, where a Solar Panel farm is created that can service a number of businesses and residential properties across the North East area. This can feed into Hoyland's businesses to reduce the carbon emissions created in the Ward.



2.6 Context Analysis: Hoyland Community

The South Area council is responsible for developing plans to improve services for local people and reviewing the way in which services are delivered at a local level in Hoyland. They have increased provision of advice services, environmental enforcement, social isolation, holiday hunger and environmental improvements.

The Hoyland Milton Ward Alliance is a group of people who have put themselves forward to help improve the community. They work with local councillors to determine what the priorities are for Hoyland Milton, and have a community plan which helps them to measure their progress. They have a small budget called the Ward Alliance Fund which helps fund community groups and activities within the Hoyland Milton Ward.

There is also a group administered by the Area Team for local businesses to develop events and attractions for the area and to highlight issues.

They have arranged a Christmas event, successfully raised money for Christmas Lights and hanging baskets for the High Street.

Owd Martha's Yard is Hoyland's Community Garden just off the High Street. A group of volunteers have been working to bring an unloved piece of land to life. In the short time since the garden has started, they have completely developed the site and held events.

Hoyland benefits from a very effective Community Partnership, Forge run the Hoyland common community centre (Tinkers café is part of this building), Cloughfields centre, Blacker Hill, Rockingham centre in Hoyland Common – sports facilities, fields and community space and hall.



**A community where
people can take part
and have a say**

- Keeping our local environment well cared for
- Finding new ways to involve people of all ages in their community, including the development of environmental & green space projects
- Getting young people involved in decision making about the future of their community
- Making sure that local groups are able to work together better by developing a Neighbourhood Network
- Ensuring that local people are able to take part in volunteering without benefit sanctions

**A healthy and happy
community where
people want to live**

- Promoting better health and fitness for all ages, including better use of our play and green areas
- Working with our services to reduce drug use and teenage pregnancy in our communities
- Looking at how rising numbers of over 60s will affect health services, and what we can do about it locally
- Working to get better transport for people in isolated communities to get to work and services

**A healthy local
economy with good
opportunities for all**

- Working towards achieving apprenticeship opportunities for our young people
- Making sure local people get access to the help they need to get new and existing jobs
- Developing better links between education, the community, and local businesses



Principal Towns Phase 1

Following the community consultation, the following works are being developed as part of the Principal Towns Phase 1 project and should all be delivered by the end of March 2022.

Development of Town Square

The area in front of the Town Hall / Co-op Building could further be developed to create a flexible space for community events. It has previously been developed with the community so it is important these aspects of the design are retained or enhanced.

Works would also feed in to the smoke free High Street initiative with a focus on health through the provision of a water fountain and trees, improved seating, cycle racks to encourage active travel and suitable surfacing.

Art Project

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

Market

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

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



Duke Street Car Park

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

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

CCTV

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

Security Grants

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



HOYLAND market

BOYES

L
Ladbrokes

3 THE VISION

Making Hoyland a business growth focused Town Centre!



"Working together to make Hoyland a modern, vibrant, healthy town."



4 OUTCOMES

Healthy Hoyland

- Reduced inequalities
- Active Travel

Establish health initiatives linking in to existing and wider initiatives and investing in the pedestrian journey for active travel to improve resident health and wellbeing.



Growing Hoyland

- Town Centre
- Business
- Employment

A vibrant and high quality town centre, with a community hub, attracting and retaining residents with a high quality of life, and enhancing the town's external reputation. Enhanced business based and improved physical environment.



Learning Hoyland

- Skills

Developing education levels and business training focussing on online skills, whilst ensuring future sustainability with a more skilled workforce.



Sustainable Hoyland

- Green Spaces

Connecting local green spaces.



THE BIRDS INSTALLATION



5 STRATEGY

5.1 Delivering Hoyland's New Vision

The ambition is to set out a range of projects that provide a basis for future investment.



Project: Healthy Hoyland

Project: Smoking Cessation	
Description	Enhancing the Stop Smoking Specialist Service
Delivery	Time
Outputs	Reducing smoking numbers, and leading to healthier residents. Breathe 2025 agenda
Funding	£150,000
Contribution to objectives	Reduction in health inequalities Lowering levels of smoking



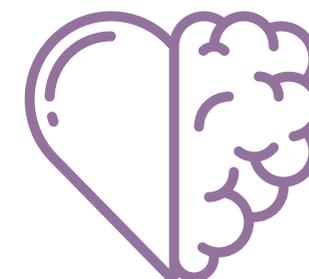
Project: Healthy Hoyland

Project: Active Lives	
Description	Increased physical activity via improved walking / cycling routes & trails
Delivery	Time
Outputs	Increased physical activity levels
Funding	£70,000
Contribution to objectives	Reduction in health inequalities Increased physical activity



Project: Healthy Hoyland

Project: Dementia Friendly High Street	
Description	Providing guidance and support to businesses on the High Street to become a High Street completely Dementia Friendly
Delivery	Time
Outputs	Improved awareness and understanding of dementia Inclusivity and involvement for dementia sufferers
Funding	£30,000
Contribution to objectives	Developing Hoyland as a healthy high street



Project: Healthy Hoyland

Project: Community Shop	
Description	Community Shop will offer fresh produce at affordable prices, optimise this opportunity by developing buy, cook and eat sessions to educate on healthy eating.
Delivery	Time
Outputs	Reduction in cardiovascular disease
Funding	£30,000
Contribution to objectives	Reduction in health inequalities Reduction in cardiovascular disease



Project: Learning Hoyland

Project: Increasing Skills	
Description	To provide upskilling opportunities through development of upcycling centre
Delivery	Time
Outputs	Improved skills
Funding	£50,000
Contribution to objectives	Increased work skills



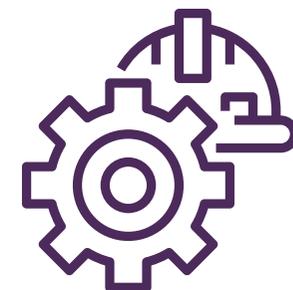
Project: Learning Hoyland

Project: Reducing NEET Levels	
Description	Pilot neighbourhood based delivery, investing in a youth employment hub and approaching communications and marketing strategically to increase awareness and raise community aspirations. Link in to Care Leavers and supported living (Westbank House)
Delivery	Time
Outputs	Reduction in NEET levels, increase in participation and youth employment. Increase in household income levels, and a reduction in work benefit claimants.
Funding	£900,000
Contribution to objectives	Improving skills and attainment levels



Project: Growing Hoyland

Project: Further Development of Town Centre	
Description	Acquire, demolish, and redevelop Heron block of units
Delivery	Time
Outputs	Improved physical environment
Funding	£2,000,000
Contribution to objectives	Improved physical environment



Project: Growing Hoyland

Project: Building Development	
Description	Building refurbishment to fully utilise existing assets such as Milton Hall
Delivery	Time
Outputs	Building refurbished
Funding	£300,000
Contribution to objectives	Reduced run-down properties increase offer for young people



Project: Growing Hoyland

Project: Digital Skills	
Description	Localised delivery of digital skills for local businesses
Delivery	Time
Outputs	Greater digital offer Increased online offer
Funding	£20,000
Contribution to objectives	Greater digital offer



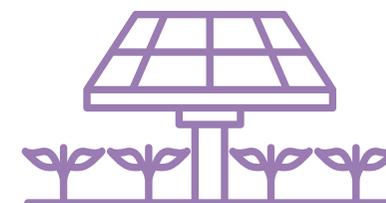
Project: Sustainable Hoyland

Project: Refurbishment Grants	
Description	Improvements to Hoyland's parks and green spaces, including: Improving recreation, play equipment, signage, nature sculpture trail & improving connections between green spaces.
Delivery	Time
Outputs	Improved green spaces Improved active travel connections to green spaces in Hoyland
Funding	£250,000
Contribution to objectives	Improved quality and safety of green spaces and more renewable energy



Project: Sustainable Hoyland

Project: Reducing Carbon Emissions	
Description	To look into the possibility of creating a Solar Farm, and explore the potential mine water opportunities to enable Hoyland to reduce carbon emissions
Delivery	Time
Outputs	Feasibility study
Funding	£75,000
Contribution to objectives	Reduced carbon emissions



5.2 Strategy

The vision for Hoyland, the four themes and opportunities have been developed. The interventions have led to a range of projects, which will be prioritised. The prioritisation will assess the interventions based on their ability to assist Hoyland in Covid-19 recovery, the delivery of economic growth, how they contribute to health outcomes, and Carbon Neutral targets.

Intervention	Project	Project Description	Rank	Prioritisation Process Result	£ Requested
	Smoking Cessation	Establish localised smoking cessation service for 3 years			£150,000 (Revenue)
	Active Lives	Promotion of walking / cycling routes and art / heritage trail to increase usage			£70,000 (Capital)
	Dementia Friendly High Street	Creating a Dementia Friendly High Street with all businesses signed up to the initiative			£30,000 (Revenue)
	Community Shop	Development of buy, cook and eat			£30,000 (Revenue)
	Increasing Skills Level	Skills development through potential upcycling project			£50,000 (Revenue)



Intervention	Project	Project Description	Rank	Prioritisation Process Result	£ Requested
	Decreasing NEET levels & supporting Care leavers (Westbank House)	Pilot Neighbourhood based delivery, investing in a Youth Employment Hub with potential for supported living			£900,000 (Capital/Revenue)
	Building Development	Building refurbishment to fully utilise existing assets such as Milton Hall			£300,000 (Capital)
	Redevelopment of Town Buildings	Acquire, demolish and redevelop Heron block			£2,000,000 (Capital)
	Digital Skills	Develop specific digital training for local businesses			£20,000 (Revenue)
	Green Space Enhancements	Improvements to Hoyland's parks and green spaces, including recreation, improved signage and nature trails to encourage usage			£250,000
	Reducing Carbon Emissions	Feasibility study of creating a Solar Farm, and exploring Mine Water opportunities			£75,000



5.3 Objectives for Hoyland

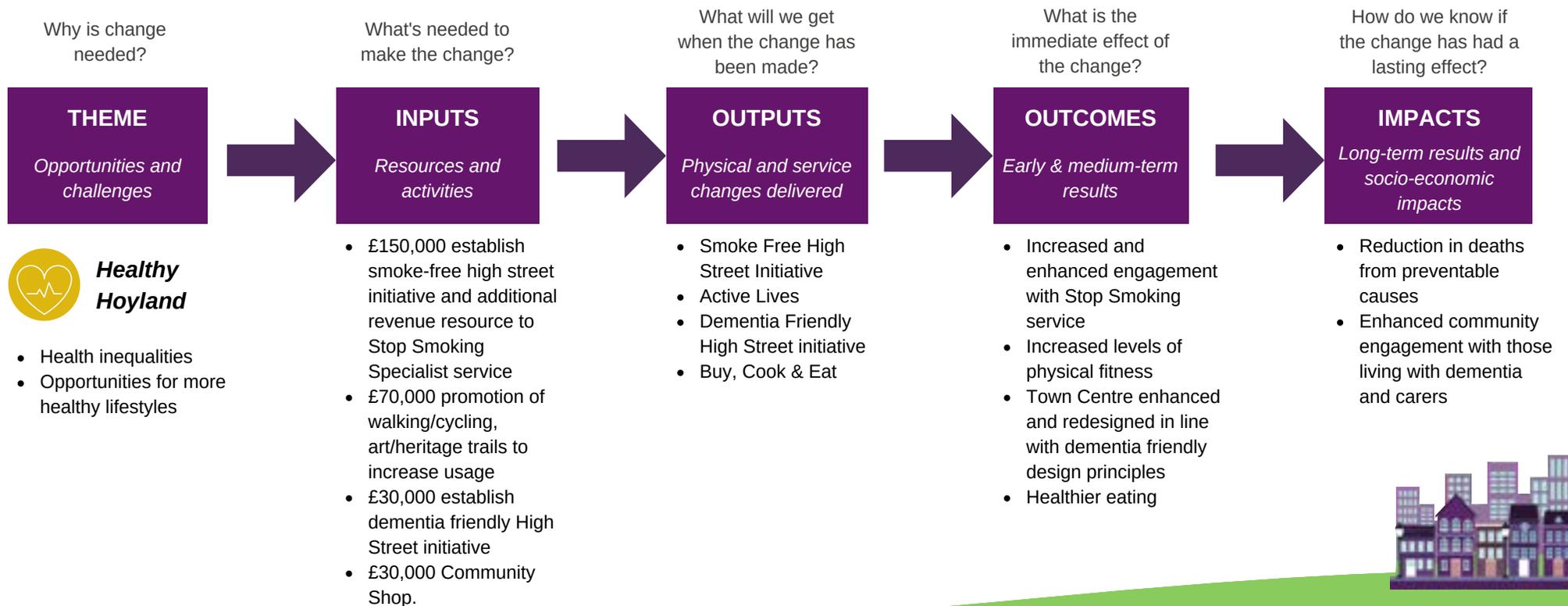
To achieve the Investment Plan outcomes interventions must contribute to the following objectives:

Healthy Hoyland	Learning Hoyland	Growing Hoyland	Sustainable Hoyland
			
Reduction in health inequalities	Increased work / work skills	Reduced vacant and run-down properties	Improved quality and safety of green spaces
Increased physical activity	Increased digital skills	Greater digital offer	More renewable energy
	Improved skills attainment levels	Improved physical environment	Reduced carbon emissions



5.4 Theory of Change

The diagram below explains how the combined outputs of the Investment Plan interventions relate to and complement each other to realise its long-term desired outcomes.





Learning Hoyland

- Deficit of skills
- Opportunity for new model of delivery and engagement with skills

- £50,000: develop of skills and employment opportunities
- £500,000 Decreasing NEETs

- Upcycling skills programme
- Neighbourhood based delivery

- Additional skills and work experience

- Increased proportion of residents with basic employability skills
- Reduction in NEETs



Growing Hoyland

- Opportunity to bring buildings back into economic use
- Redevelopment
- Opportunity to strengthen high street

- £30,000 refurbishment grants
- £2,000,000 redevelopment to improve physical environment
- £20,000 improved digital skills

- Additional available units
- Physical improvements
- Localised digital skills delivery

- Enhanced economic use and extended lifetime of dilapidated buildings
- Improved physical environment
- Improved business skills and opportunities

- Direct property value increase
- Increased proportion of businesses with digital skills



Sustainable Hoyland

- Poor quality green spaces with opportunity for enhancements
- Above average carbon emissions

- £150,000: Landscaping and facilities enhancements
- £75,000: feasibility study of renewable power and heating

- More usable green spaces
- More detailed analysis of opportunities to reduce Hoyland's carbon footprint

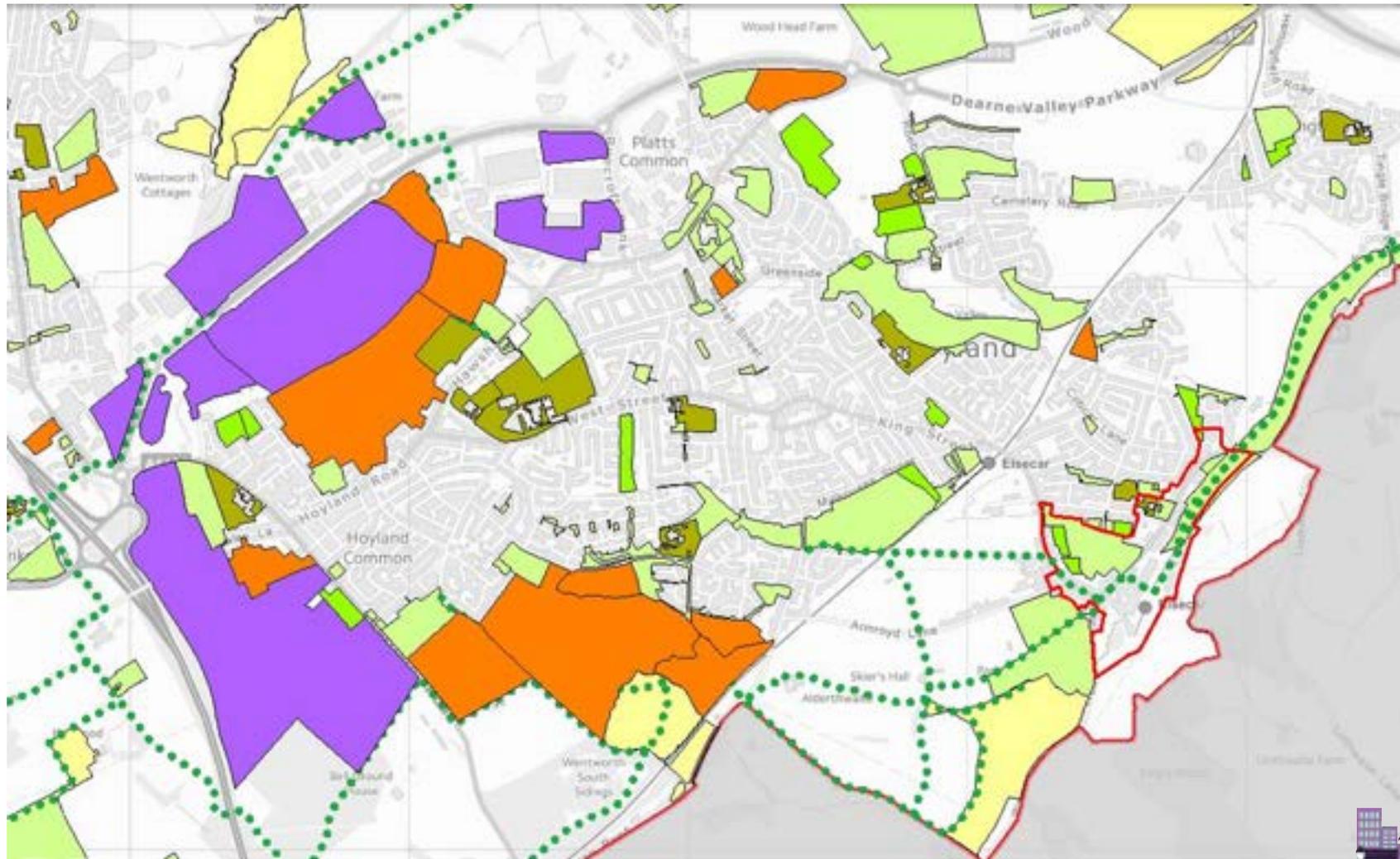
- Increased net area and prominence of high-quality green space
- Council ready to deliver on any carbon reduction opportunities

- Improved physical and mental health outcomes
- Enhanced environment and amenity
- Reduction in local CO2 emissions from buildings



5.5 Spatial Map

Spatial Locations for Investment Plan Interventions in Hoyland



5.6 How does it fit?



ELSECAR PARK



6 COMMUNITY ENGAGEMENT

6.1 Consultation

Consultation for priority themes for each of the Investment Plans was carried out by meeting with Elected Members and Ward Alliances.

From those discussions a survey for each of the Principal Towns was put together using high level themes from the Investment Plans to use for consultation with the wider community.

The Consultation (running from January – 13th February 2022) has been published on local community group Facebook Pages, shared by the relevant Area Teams on Facebook and Twitter, and also shared on BMBC's Facebook and Twitter pages.

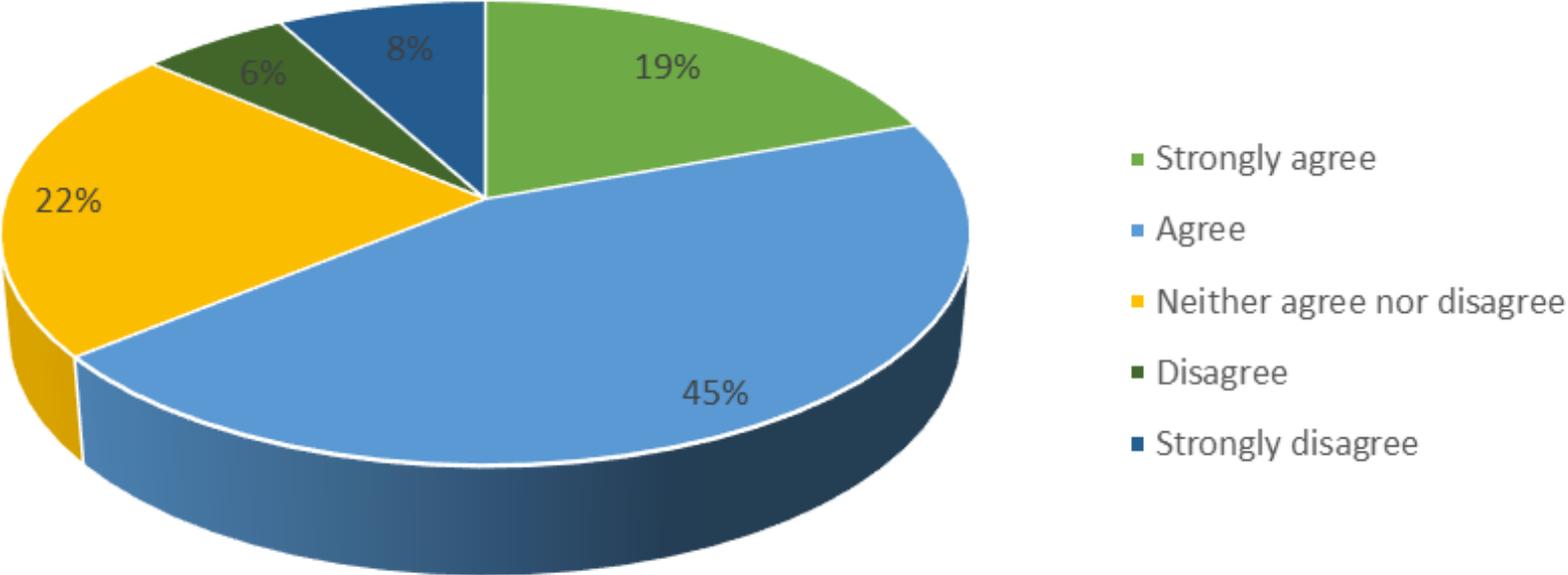
Below are the responses received, and an extract from the survey showing resident's reaction to the The Vision for each area, and preferred options of the themes.

Number of consultation responses		Positive Responses	Negative Responses
Cudworth	261	253	8
Hoyland	262	250	12
Penistone	180	171	9
Royston	57	55	2
Wombwell	487	482	5

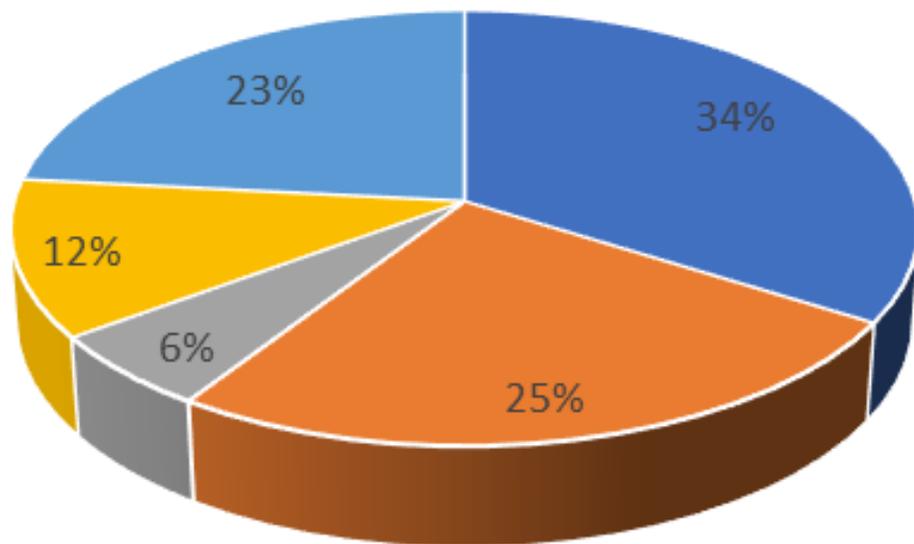


Hoyland

The vision: Making Hoyland a business growth focussed Town Centre



Please rank the following in order of how important you think they are in supporting Hoyland's economic growth



- Renovate/recycle existing buildings
- Community Facilities
- Public Art Investment
- Trans Pennine Trail
- Greenspace Enhancements

‘We need the free parking spaces back at the side of Boyes. Investment is great but we need more parking, market stalls in front of the old coop are a great idea will encourage more shoppers, the market at the moment is a dead area I feel. Hoyland is a great town I look forward to the improvements’

‘Hoyland has always been a lovely town centre bit it looks empty now, need to fill it with life and colour’

‘I think there should be investments into youth facilities, and for youth development’



6.2 Delivering Change

Accountability

In the preliminary stages of the plan being established, accountability will sit with the Principal Towns Commissioning Board, as the Council will have over accountability for the delivery of any funding received from funding sources.

As interventions are progressed, and projects developed, a 'Project Board' will be developed to ensure that key members of Hoyland's resident and business community, together with public, private and voluntary stakeholders jointly shape the objectives of each project.

The Project Board' will review progress on the projects within the plan, and actions to identify activities are complete, on, or behind target will be reported back to the Principal Towns Commissioning Board for review.





SEE EARTH!