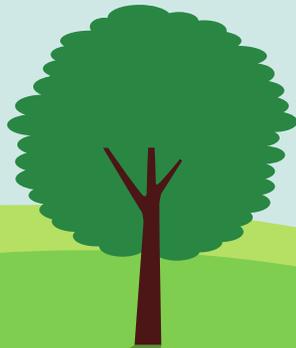
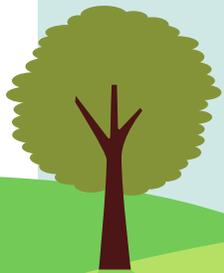


# PRINCIPAL TOWN & LOCAL VILLAGE CENTRES INVESTMENT PLAN **PENISTONE**



February 2022

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# 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.**



ST JOHN THE BAPTIST CHURCH



# 1 INTRODUCTION

## PENISTONE

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 master planning 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 Penistone 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 Penistone Today: Understanding our place

### Key Plan(s)

- High Street / Centre
- Penistone in Barnsley

### The Role of Penistone

Penistone is situated **7.6 miles south-west of Barnsley town centre**, and is an established rural market town serving a wide hinterland. Penistone is surrounded by Green Belt and in close proximity to the Peak District National Park. The historic core of the town is centred around the High Street, Market Square and St John the Baptist Church area; Penistone town centre forms part of a Conservation Area. Key features of the town include the Trans Pennine Trail, which forms an important recreational route as well as the Penistone Paramount building, which is the town's cinema and a community run leisure centre. Given its proximity, its principal strongest spatial and economic relationship is with Sheffield which it has strong connections to.



The market in Penistone is housed in the Cruck Barn, a newly constructed open barn structure located off Back Lane, between the high street and Tesco car park. The market is relatively small in terms of number of stallholders (approximately thirty), with the main market day taking place on Thursdays. A smaller market is held on Saturday mornings, with a monthly farmer's market.

Both Penistone wards have high economically active populations (73% and 68% respectively). Penistone East particularly has a high self-employed population (14%). The area has a very low rate of 'never worked' residents (0.3%) and low unemployment rate (3.5% compared to the Barnsley average of 6.4%). The proportion of residents educated to degree level or above is much greater than the borough-wide average (33.3 compared to 19.3%).



Penistone sees a high proportion of residents who own their property, either outright or with a mortgage (approximately three-quarters of residents – this is 12-13% higher than the average in England (63.3%) and in Barnsley as a whole (64.3%). Around 12% of resident live in socially rented accommodation, significantly lower than the Barnsley average of 21% and the national average of 17.7%. Finally, 12.8% of residents have no access to a car or van significantly lower than the Barnsley average of 26.9% and the national average of 25.8%.

The main retail and service offer in Penistone is concentrated on High Street/Market Street. The overall vitality and viability of Penistone town centre is better than average, with low vacancy rates. The England and Lyle Report (2010) notes a split between convenience / comparison outlets within the town centre of 26% / 74%. A Tesco food store is located on the former cattle market site; retail units elsewhere in the town centre are characterised by smaller independent shops, particularly the area in the vicinity of St John's Church. Between 2010 and 2018 Penistone has seen an increase in the number of town centre units classified as service businesses (an increase from 28 to 35 units).

Penistone successfully played host to the Tour de Yorkshire (TDY) on 30th April 2017; estimates of the impact this may have had on the local economy have been given as in the region of £600,000. The TDY has impacted on Penistone not only during the event itself, but importantly during the build-up, with the town becoming a cycling hub renowned both locally and further afield. This has remained noticeable in terms of the cycling businesses present in the town and desire to build on the legacy of the TDY. Knock on benefits have included on hospitality businesses in Penistone and the surrounding area, particularly accommodation and the growing café culture within the town. Usage of the Trans Pennine Trail is a further factor that can be developed, with benefits from local and visiting cyclists.

Recent developments within the town have included the provision of new start-up units at the Penistone Paper and Board site. The construction of fifteen new units, including a pop-up shop unit, has been supported by Section 106 funding together with match funding from private sector investment. All units are currently fully let. The development has been estimated to generate £96,400 in additional business rates as well as the creation of up to 40 new jobs.



## 1.2 Area Profile

Penistone West ward population is approximately 12,914 making up about **5% of the Borough**; and continues to grow.

Cubley, Springvale, Thurlstone, Millhouse Green and Hoylandswaine are proud independent village communities with a strong independent community spirit, although in past years the gradual decline of small village shops has centralised retail shopping within Penistone itself.

The population is slightly older than the Borough as a whole however does have a slightly higher 0-18 population

**Table 1: Key population statistics for Penistone West Ward & Barnsley borough: age and trends**

	Penistone	Barnsley	Penistone in Barnsley
<b>POPULATION</b>			
<b>TOTAL</b>	<b>12,914</b>	<b>246,866</b>	
<b>Penistone % Barnsley population</b>	<b>5.23%</b>		
Working age population (16-64)	7,709	152,684	5%
Working age population (%)	59.7%	61.8%	↓
Children & young people (0-18)	2,927	53,556	5%
Children & young people (0-18) (%)	22.7%	21.7%	↑
Under 35s	4,772	101,277	5%
Under 35s (%)	37%	41%	↓
Over 65s	2,651	48,162	4%
Over 65s (%)	20.5%	19.5%	↑
Population growth (2015-2019)	5%	2.9%	↑

*NOMIS Ward Population Profiles, 2019*

Penistone's role as a **place for living** is highlighted by the fact that work and business remain secondary functions: 5% of Barnsley businesses and 3.3% of jobs are in Penistone to 5% of the population.

Penistone is the only Principal Town where both businesses and job numbers have decreased in recent years.



**Table 2: Key jobs and business statistics for Penistone West Ward & Barnsley Borough: employment and business enterprises**

	Penistone	Barnsley	Penistone in Barnsley
<b>JOBS AND BUSINESS</b>			
Total employment	2,845	85,490	
<b>Penistone % of Barnsley employment</b>	<b>3.3%</b>		
% Change in jobs (2015 to 2019)	-8.4%	9%	↓
Business count	330	6,585	5%
<b>Penistone % Barnsley businesses</b>	<b>5%</b>		
% Change in businesses (2015 to 2019)	-4.3%	9%	↓

*BMBC analysis, DNS Business Counts (2015-19)*

There has been land highlighted as employment allocation on Sheffield Road near Kirkwood Corn Mills which will provide a significant boost to business activity in the ward. An additional piece of land off Lairds Way is Urban Fabric with the potential for development.

**Table 3: Key population statistics for Penistone West Ward & Barnsley borough: age and trends**

	Penistone	Barnsley	Penistone in Barnsley	England
<b>INCLUSIVE ECONOMY</b>				
Average annual household income	£43,800	£36,110	↑	£42,800
Life expectancy at birth (Male, 2018)	79.9	77.8	↑	79.5
Life expectancy at birth (Female, 2018)	85	81.8	↑	83.1
Deaths from preventable causes (Standardized mortality ratio)	82	111.0	↓	100
Claimants as % of working age population	3.5%	6.4%	↓	6.4

*BMBC analysis. DNS, Total annual household income estimates (small areas)  
Public Health England, Public Health Local 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 – Penistone is not an acutely challenged community in terms of economic wellbeing and deprivation levels. The average household earns more than the rest of the Borough and unemployment levels are lower.

Relative to the Borough-wide picture, **health outcomes** are better than other areas and National figures however there is an issue with isolation particularly in older people.

LSOA	Health national decile	Barnsley rank
Penistone Central	2	85
Penistone Cubley	4	121
Penistone South & Castle Green	5	133
Dunford, Ingbirchworth & Langsett	6	137
Thurstone West & Millhouse	6	138
Penistone North & Thurstone East	6	143
Penistone Springvale	7	147

**Table 4:** IMD 2019

National decile: 1 = most deprived, 10 = least deprived

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

Similarly, levels of education, skills and training are also higher than other areas and nationally with 33.3% attaining Level 4 or above.

LSOA	Education national decile	Barnsley rank
Penistone Central	3	76
Dunford, Ingbirchworth & Langsett	5	114
Thurstone West & Millhouse	6	121
Penistone Cubley	6	122
Penistone South & Castle Green	7	131
Penistone North & Thurstone East	8	139
Penistone Springvale	9	143

**Table 5:** IMD 2019

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

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

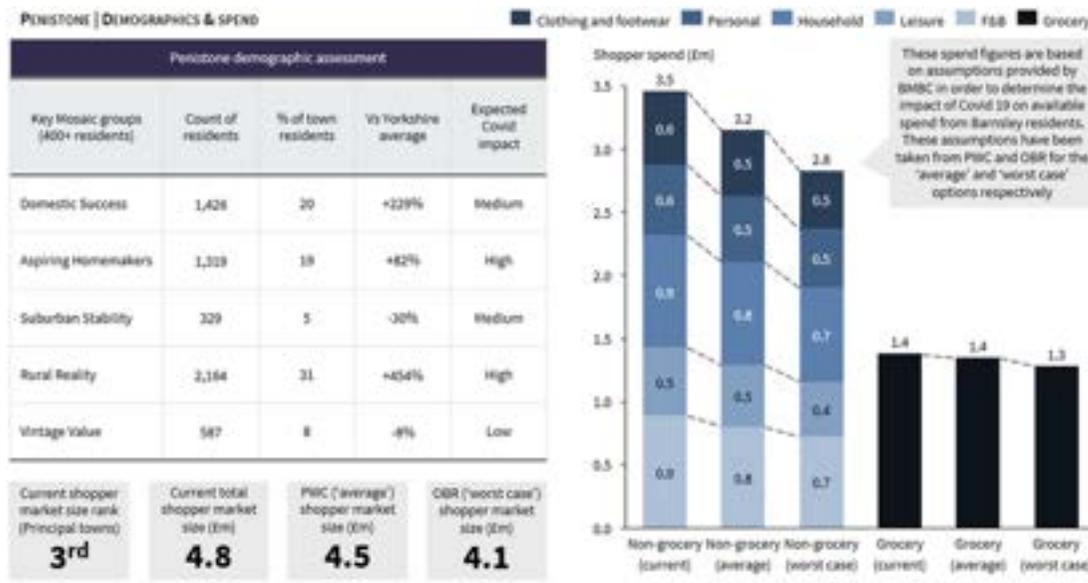
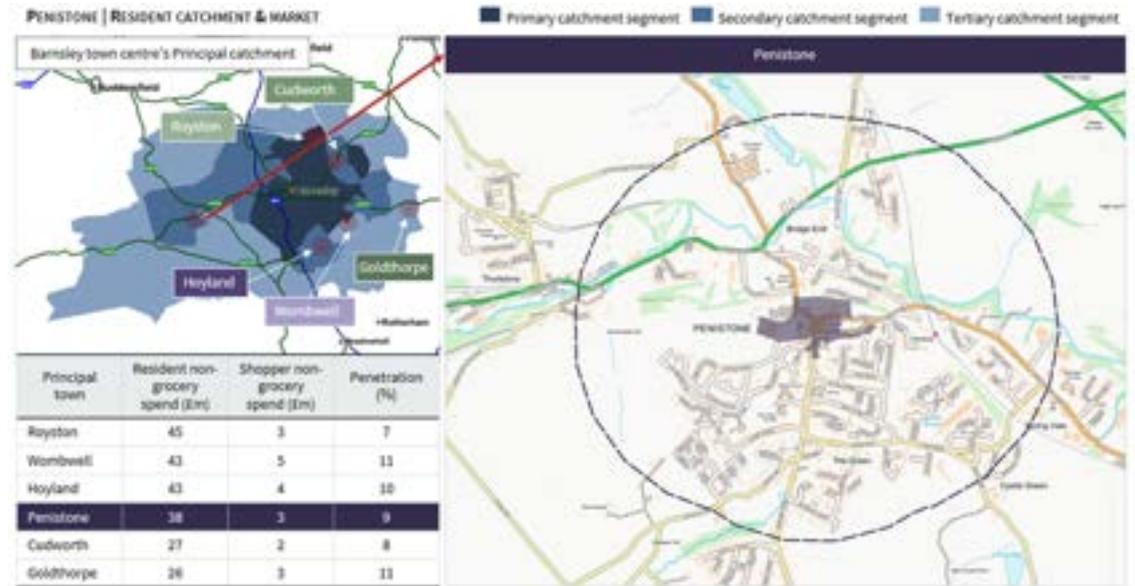
	Penistone West	Barnsley	England & Wales
Level 4 Qualifications and Above	33.3%	19.3%	29.6%
Level 3 Qualifications	14%	13.6%	14.5%
Level 2 Qualifications	18%	19.2%	17.2%
Level 1 Qualifications	13.4%	17.0%	15.1%
Apprenticeships and Other Qualifications	7.2%	8.1%	8.6%
No Qualifications	14.2%	22.8%	15.0%



## 1.3 Retail

Unlike most parts of the Borough, Penistone experiences less 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.

Located furthest from Barnsley town centre, Penistone borders rural areas of Barnsley's catchment. The resident market size is in line with the average for the Principal towns and a conversion of 9% results in a shopper market size of £3m within a 10 minute walk.



The profile is more affluent than other Principal towns and has fewer maximum risk Mosaic groups. Rural Reality accounts for 31% of residents, emphasising the rurality of the catchment. Coupled with Aspiring Homemakers, these two high risk groups account for 50% of residents, which may impact discretionary spending.



As Penistone is slightly further from the town centre, it is likely to act as a more independent shopping destination, which will have contributed to a lower vacancy rate than other principal towns. Similarly to other towns, as disposable income is stretched by financial difficulties, 'treats' such as hairdressers and cafés may be challenged.



BEFORE



AFTER



Penistone High Street 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 60 units situated around the High Street, 25 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.

73% of the funding to Penistone 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 Penistone (MSOA) shows that there are currently 330 business based within the local area which equates to 5% 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 are higher in the area than both the Barnsley and wider regional and national averages whilst growth levels are lower in the area than both the Barnsley and wider regional and national averages.

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

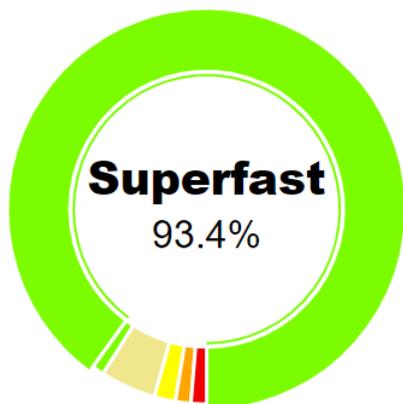
	Penistone	Barnsley	SYMCA	YH	England
<b>INCLUSIVE ECONOMY</b>					
Number of businesses (2020)	330	6,585	39,455	177,930	2,390,970
Micro businesses (1-9 employees) %	91%	88%	88%	88%	90%
SMEs (10-249 employees) %	8%	10%	10%	10%	8%
<b>Business growth (2016-2020)</b>	<b>-4.3%</b>	<b>9%</b>	<b>6%</b>	<b>6%</b>	<b>8%</b>
Business start-up rate (new businesses per 10,000 working-age population)	69	66	68	71	98
<i>BMBC analysis. ONS UK Business Counts Business Demography, Annual Population Estimates, Banksearch data.</i>					



## Penistone and Stocksbridge Superfast and Fibre Coverage

Latest Figures

History



## Penistone and Stocksbridge Speed Test Results (Mbps)

Last Quarter

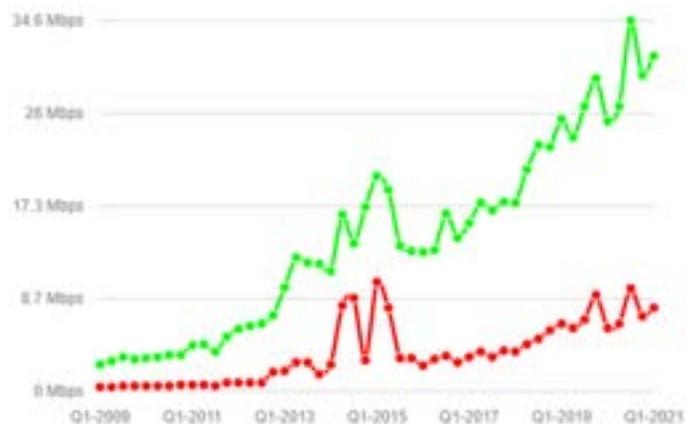
History

Any Openreach ADSL FTTC Cable 30/40

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



Technology Split: ADSL 21.6% FTTC 73.7% Cable 4.7%



Estimated Maximum Mean Download Speed:

117 Mbps

Superfast (>24 Mbps):	<b>93.67%</b>	Below 2 Mbps down:	<b>0.61%</b>
Superfast (>=30 Mbps):	<b>93.42%</b>	Below 10 Mbps down: (Legal USO)	<b>1.21%</b>
Ultrafast (>100 Mbps):	<b>11.72%</b>	Below 10 Mbps, 1.2 Mbps up:	<b>5.23%</b>
Openreach (>30 Mbps):	<b>92.26%</b>	Below 15 Mbps: (High Speed Broadband)	<b>2.28%</b>
Openreach FTTP:	<b>4.84%</b>	Virgin Media Cable:	<b>6.56%</b>
Openreach G.fast:	<b>0.31%</b>	Full Fibre (FTTP or FTTH):	<b>4.84%</b>
'Fibre' partial/full at any speed: (FTTC/VDSL/G.fast/Cable/FTTP)	<b>95.58%</b>	Gigabit (DOCSIS 3.1 or FTTP):	<b>4.84%</b>

Access to Superfast broadband (30Mbps+) in Penistone and Stocksbridge is 93.4% which is below the UK average of 96.6% and 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 Penistone, 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 Penistone 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 Penistone



- Health
- Safety
- Reduce Inequalities

### Learning Penistone



- Skills
- Support

### Growing Penistone



- Business and Employment
- High Street
- Public Realm
- Asset Rationalisation
- Housing

### Sustainable Penistone



- Green Spaces
- Heritage
- Energy
- Recycling
- Active Travel

## Barnsley - the place of possibilities

<b>Healthy Barnsley</b>	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.	<b>Enabling Barnsley</b> We are a modern, inclusive, efficient, productive and high-performing council
<b>Learning Barnsley</b>	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.	
<b>Growing Barnsley</b>	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.	
<b>Sustainable Barnsley</b>	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.	



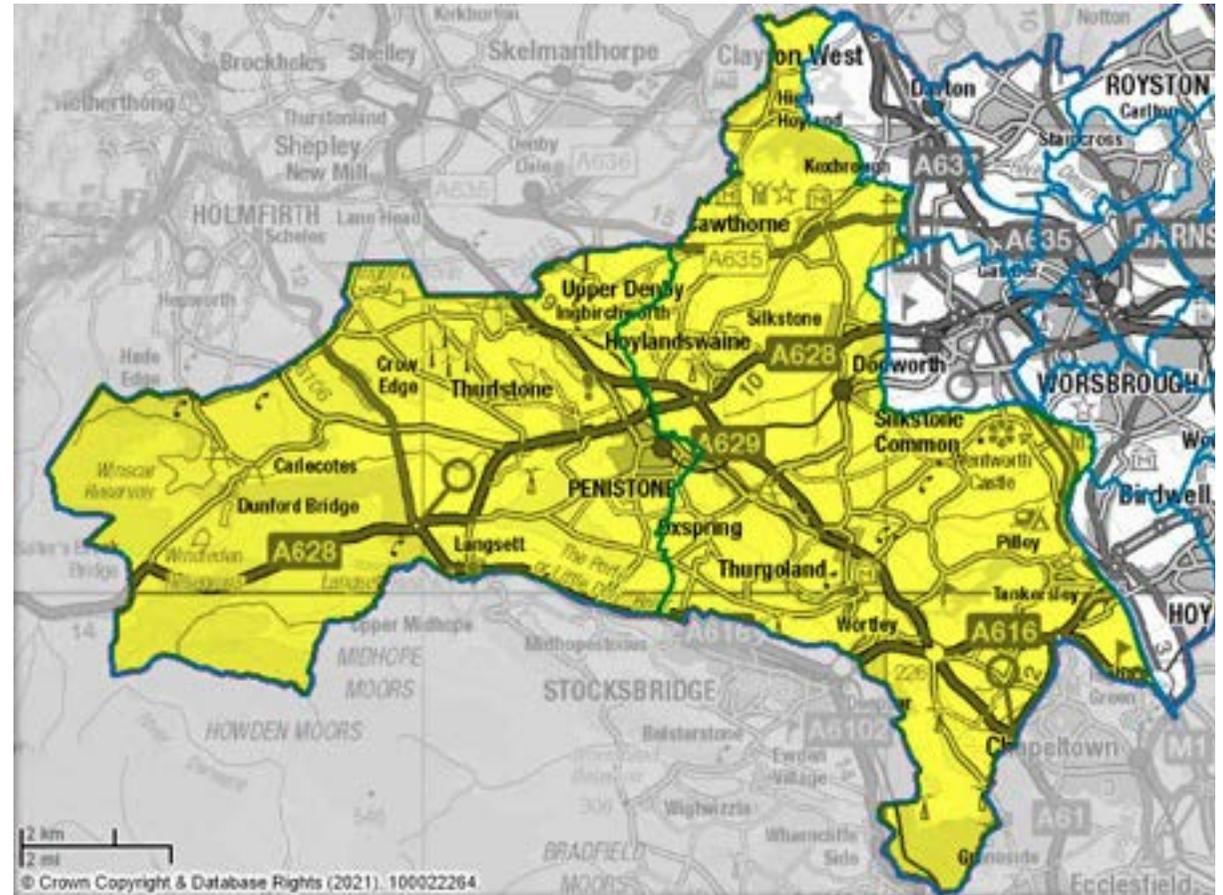


## 2 CONTEXT ANALYSIS

Penistone is approximately 76.6 miles west of the Barnsley centre.

The housing in the heart of the small towns and villages in the Penistone area has developed over several centuries and reflects the area's agricultural and industrial past. Predominantly housing is in the form of terraces of small stone cottages, of which there are many examples in the Conservation Areas, built to accommodate weavers, farmers, steelworkers and railway employees. Twentieth century developments of private and social housing continued this trend of small houses using materials typical of each era: There are 1930's brick and tile housing, 1960's standard architecture and the 1980's to 1990's mixed style developments. More recently larger housing developments have concentrated on large family and executive homes which have attracted people from outside the area who work in the nearby towns and cities.

It has a shopping area which serves a local population of 12,914. However, there are outlying villages also reliant on Penistone Town Centre. The village is set in a rural location surrounded by open countryside.



## 2.1 Penistone in 2020

Penistone within the South Yorkshire Mayoral Combined Authority Region.

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 Inequalities

#### 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 that message 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.

Although death from preventable causes is lower than both borough and national levels additional opportunities for living Active Lives are a challenge given the poor level of provision in the area.

Social isolation is a particular issue in the area given the rural nature of much of the housing however this is currently being addressed through Area Council interventions and the strong network of community groups in the area.



## → CHALLENGE 2

### 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. Penistone high street has historically supported a variety of retail opportunities, additionally recently there has been an increase in hospitality units bringing much needed night time economy in to the town.

The majority of units that have become empty have quickly been re-occupied.

There are also multiple public service buildings in use, which means that the service offer in place is often fragmented. Running a variety of buildings is costly and uneconomic. A lack of a consolidated offer also has the potential to provide a fragmented customer journey for local residents and therefore some form of asset rationalisation opportunity could be considered within the local area.



## → CHALLENGE 3

### Vulnerability of the High Street due to Covid 19

Research by PRAGMA has estimated that shopper market size is likely to drop due to Covid-19.

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 4

### Tourism

The potential of Penistone as a rural market town has not been maximised and tourism levels are low, although events such as the Penistone Show and the Tour de Yorkshire attract significant numbers general visits to the Town remain low.



## ➔ CHALLENGE 5

### Poor Environmental Quality

#### Quality of Greenspaces & High Carbon Emissions

Although the general environment and public open spaces are of a good quality there are some areas in in Penistone facing environmental problems, including under resourced, blighted and dilapidated areas.

Such problems are a threat to Penistone because they can act as a deterrent to future growth and investment, and they weaken natural life support systems.

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.

Additional challenges are faced with the infrastructure to enable active travel.



WATERMEADOWS PARK



## 2.3 Context Analysis: Evidence of Need

To overcome the challenges and seize the opportunities present in Penistone the following needs have been identified (these align with objectives from the Neighbourhood Development Plan).

Local Needs	Summary of Evidence
<b>Health Improvements</b> 	<ul style="list-style-type: none"> <li>• High % of isolation</li> </ul>
<b>One Public Estate</b> 	<ul style="list-style-type: none"> <li>• Multiple public service buildings</li> </ul>
<b>Strengthening the High Street</b> 	<ul style="list-style-type: none"> <li>• Identified impacts of COVID-19</li> <li>• Under-developed visitor economy</li> </ul>
<b>Environmental Improvements</b> 	<ul style="list-style-type: none"> <li>• Lack of investment in some green spaces</li> <li>• Absence of renewable clean growth</li> </ul>
<b>Housing Regeneration</b> 	<ul style="list-style-type: none"> <li>• Neighbourhood development plans set out clear steps to mitigate future builds</li> </ul>
<b>Business Base Growth</b> 	<ul style="list-style-type: none"> <li>• Low business starts and growth levels</li> </ul>



## 2.4 Penistone SWOC Analysis - Summary

	Strengths	Weaknesses	Opportunities	Challenges
 <b>Healthy Penistone</b>	Investment already in place to deliver some health initiatives	Isolation levels are high due to rural nature of area	Develop existing isolation interventions, improve greenspace connection routes. BPL have expressed interest in sport facilities in the area.	Encouraging use of Active Travel routes.
 <b>Growing Penistone</b>	Independent shops and variety of retail including Tesco and planned improvements to Town Hall through Principal Towns phase 1.	Lack of visitors, decreased footfall, Covid impact.	Encourage Shop Front Grants. Further develop areas of Town Centre. Development of 'coal drops'.	Land acquisition and declining town centre retail environment, rise of online retail.
 <b>Sustainable Penistone</b>	Range of green infrastructure throughout the ward	Lack of investment in some of the greenspaces, and active travel links.	Active travel improvements.	Creating spaces that don't attract ASB.

## 2.5 Context Analysis: Key Opportunities



### OPPORTUNITY 1

#### Health Inequalities

#### Dementia Friendly Penistone

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.

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 Penistone, but working with them to strengthen and build upon their work will help to increase numbers and increase awareness.

The Paramount is also looking at a dementia friendly screen which will further highlight Penistone as a dementia friendly centre.



## Promoting Active Lifestyles

Penistone has the benefit of a community run Leisure Centre however it does only offer limited opportunities given the outlying villages that need access to these facilities. Additional facilities would need to compliment the offer from the Leisure Centre.

Although there are substantial walking routes throughout the area including extensive stretches of the TPT some of these areas need repairs and trails to encourage increased footfall would benefit the area.

Linking in with Active Travel to enhance movement within the Penistone area also provides an opportunity to improve resident health and well being.





## OPPORTUNITY 2

### **Creating a combined Public Service Offer**

There are a number of public sector buildings within Penistone and unlike most other Principal Towns there is no LIFT building to consolidate the offer. There is potential to consider rationalisation of these assets so as to realise capital receipts and use of shared facilities.

In creating a One Public Estate, there is a potential to create a more efficient and eco-friendly building.



## OPPORTUNITY 3

### **Tourism**

Penistone as a Principal Town services not only its residents, but also surrounding rural villages some of which have few amenities. Its existing strengths are:

- The amount of shopping floorspace;
- Absence of floorspace outside the centre;
- Lack of charity shops;
- Good Pedestrian flows;
- Availability of public transport

Current retail units are part of the ongoing shop front improvements grants, and work on this should continue. Further investment could be made to redevelop the area known locally as The Coal Drops. This is an unused area of land with arches that could be developed to provide start-up/artisan units, additionally this would improve the area which is currently in disrepair.

The market barn is a good asset for the area however is massively under used due to the lack of weatherproofing. Work has recently been undertaken to weatherproof the rear wall however further work is needed on the roof to enable the building to be a real asset to the area and increase footfall into the town.

The town also needs attractions to provide a reason for visitors to visit throughout the year rather than for specific events. Development of art projects throughout the area would facilitate this.





## OPPORTUNITY 4

### **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.

The area has suffered from a lack of investment over a number of years particularly on some of the play areas, not only do they need updating, but it would also benefit from investment towards making it a more substantial and accessible green space, attracting residents from all ages.

Providing imaginative routes and points of interest, and enhancing the Trans Pennine Trail, for active travel will lead to further usage of the spaces.



### **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 Penistone's businesses to reduce the carbon emissions created in the Ward.

In the short term the addition of PV solar energy units on the Paramount and Town Hall would cover all electricity costs for the running of the buildings.



## 2.6 Context Analysis: Penistone Community

The Penistone 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 across the two Penistone wards.

The Penistone Ward Alliances are 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 Penistone, 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 Penistone Wards.

### Ward priorities:



## Principal Towns Phase 1

### Penistone Town Hall

- Access improvements, allowing improved accessibility between the lower ground, ground and first floor levels.
- Increased number of toilets, including accessible toilets.
- Inclusion of a second cinema screen and bar area.

### Market Barn

Exploration of opportunities to improve usage of the Market Barn. Purchase new stalls to give more of a traditional market feel and address weatherproofing, install CCTV, pigeon deterrent and engage professional to advise on weatherproofing the barn to make it a more useable space.

### Wayfinding

Opportunities to improve the sense of arrival from Penistone station are of particular importance. Signage to highlight areas of interest and signpost people to walks/cycle routes on the TPT.

### Public Realm and Art

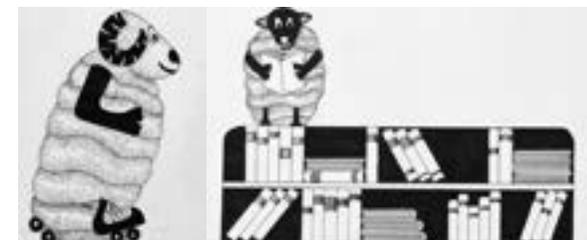
Undertake art project with community and Schools which developed art work on the High Street.



*Plans for Penistone Town Hall*



*Weatherproofing to the Market Barn*



*Sheep Sculpture Trail - Initial Sketch Ideas*





# 3 THE VISION

In 2033 Penistone will be a rural market town surrounded by high quality upland countryside, small villages and isolated farmsteads. The town will act as a hub for these communities, and others further afield, and as a gateway for Barnsley residents to access the high Pennines and Peak National Park.

Penistone will offer a range of housing that provides for all sectors of the community, as well as attracting new residents to the area's unique blend of town and country.

Our well conserved town will be a vibrant centre, with shops, businesses and services such as the Penistone Paramount cinema flourishing and meeting the needs of the local population. Our countryside will be easily accessed by off-road routes and be a magnet to visitors, particularly those using the Trans-Pennine Trail. Our villages will be safe and peaceful places that will have their own well-maintained identity and traditions.

(Neighbourhood Development Plan 2018-2033)



# 4 OUTCOMES

## Healthy Penistone

- 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.



## Sustainable Penistone

- Green Spaces
- Reducing Emissions

Connecting / improving local green spaces and supporting sustainable growth



## Growing Penistone

- Town Centre
- Business and Employment

A vibrant and high quality town centre, with an increased visitor economy, attracting and retaining residents with a high quality of life, and enhancing the town's external reputation.



Enhanced business base and improved physical environment.



# 5 STRATEGY

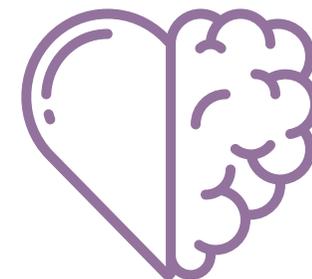
## 5.1 Delivering Penistone's New Vision

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



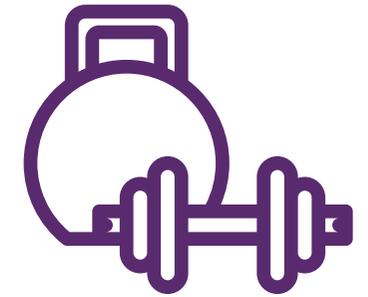
### Healthy Penistone

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 Penistone as a healthy high street



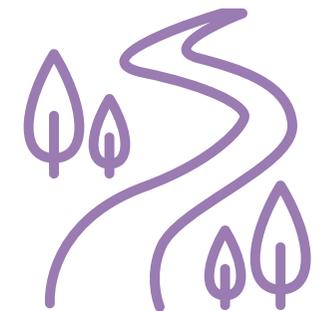
## Project: Healthy Penistone

Project: BPL Facility	
Description	Gym provision in area will create increased opportunities for increasing fitness levels, linking in to referrals from NHS
Delivery	Time
Outputs	Reduction in preventable deaths
Funding	£100,000
Contribution to objectives	Reduction in health inequalities Increased physical activity
Addition to other projects	One Public Estate



## Project: Healthy Penistone

Project: Active Lives	
Description	Increased physical activity via improved walking/cycling routes & trails
Delivery	Time
Outputs	Increasing physical activity levels
Funding	£150,000
Contribution to objectives	Reduction in health inequalities Increased physical activity



## Project: Growing Penistone

Project: One Public Estate	
Description	Potential for new building to create a space for Public Sector uses
Delivery	Time
Outputs	Multifunctional public sector space Repurposing neglected land
Funding	£7,000,000
Contribution to objectives	Enhancement of town scape Improvements to buildings
Additional to other projects	BPL Facilities



## Project: Growing Penistone

Project: Coal Drops	
Description	Acquisition and refurbishment of the Coal Drops to create start-up / artisan units
Delivery	Time
Outputs	Repurposing rundown buildings Creating more business opportunities and jobs
Funding	£3,000,000
Contribution to objectives	Enhancing of town scape Improvements to buildings Creating jobs and a retail offer



## Project: Growing Penistone

Project: Market Barn	
Description	Weatherproofing Market Barn to enable a wide range of events
Delivery	Time
Outputs	Increased tourism
Funding	£200,000
Contribution to objectives	Enhancement of town scape Improvements to buildings Increased footfall



## Project: Sustainable Penistone

Project: Public Art	
Description	A community art project to raise cultural awareness, and to create lasting pieces of art work in the town and outlying villages to increase footfall
Delivery	Time
Outputs	Art installations
Funding	£400,000
Contribution to objectives	Increased cultural opportunities



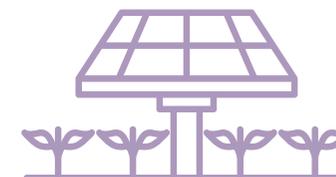
## Project: Sustainable Penistone

Project: Improving Green Spaces	
Description	Improvements to Penistone's parks and green spaces, including; Improving play equipment, improved signage, nature sculpture trail, improving connections between green spaces.
Delivery	Time
Outputs	Improved green space Improved active travel connections to green spaces in Penistone
Funding	£250,000
Contribution to objectives	Improved quality and safety of green spaces and more renewable energy



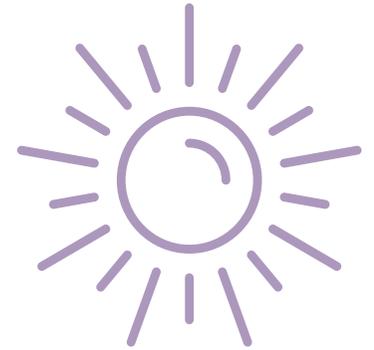
## Project: Sustainable Penistone

Project: Reducing Carbon Emissions	
Description	To look into the possibilities of creating a Solar Farm, and explore the potential mine water opportunities to enable Penistone to reduce carbon emissions
Delivery	Time
Outputs	Feasibility Study
Funding	£75,000
Contribution to objectives	To ultimately support sustainable growth in Penistone, reduce carbon emissions and have a positive impact on Barnsley's net zero 2045 commitment



## Project: Sustainable Penistone

Project: Active Travel	
Description	PV solar energy units
Delivery	Time
Outputs	Increased energy efficiency
Funding	£50,000
Contribution to objectives	To ultimately support sustainable growth in Penistone, reduce carbon emissions and have a positive impact on Barnsley's net zero 2045 commitment



## 5.2 Strategy

The vision for Penistone, the three 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 Penistone 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
	Dementia Friendly High Street	Creating a Dementia Friendly High Street with all businesses signed up to the initiative			£30,000 (Revenue)
	BPL Facility	Work with BPL to identify potential site			£100,000 (Capital)
	Active Lives	Promotion of walking / cycling routes and art / heritage trail to increase usage			£150,000 (Capital)
	One Public Estate	Develop Lairds Way to facilitate parking, LIFT building, and look to incorporate other services & BPL facility			£7,000,000 (Capital)
	Coal Drops	Develop to create start-up / artisan units			£3,000,000 (Capital)



Intervention	Project	Project Description	Rank	Prioritisation Process Result	£ Requested
	Market Barn	Weatherproofing Market Barn to enable a wide variety of events			£200,000 (Capital)
	Public Art	Working with the established community groups to develop ideas for artwork to run throughout the Town & wider villages			£400,000 (Capital)
	Greenspace Enhancements	Improvements to Penistone's parks and green spaces, including improved signage and nature trails to encourage usage			£250,000 (Capital)
	Reducing Carbon Emissions	Feasibility study of creating a Solar Farm, and exploring mine water opportunities			£75,000 (Capital)
	PV Solar Energy Units	Installation of PV solar energy units on Paramount / Town Hall to cover all electricity costs			£50,000 (Capital)



## 5.3 Objectives for Penistone

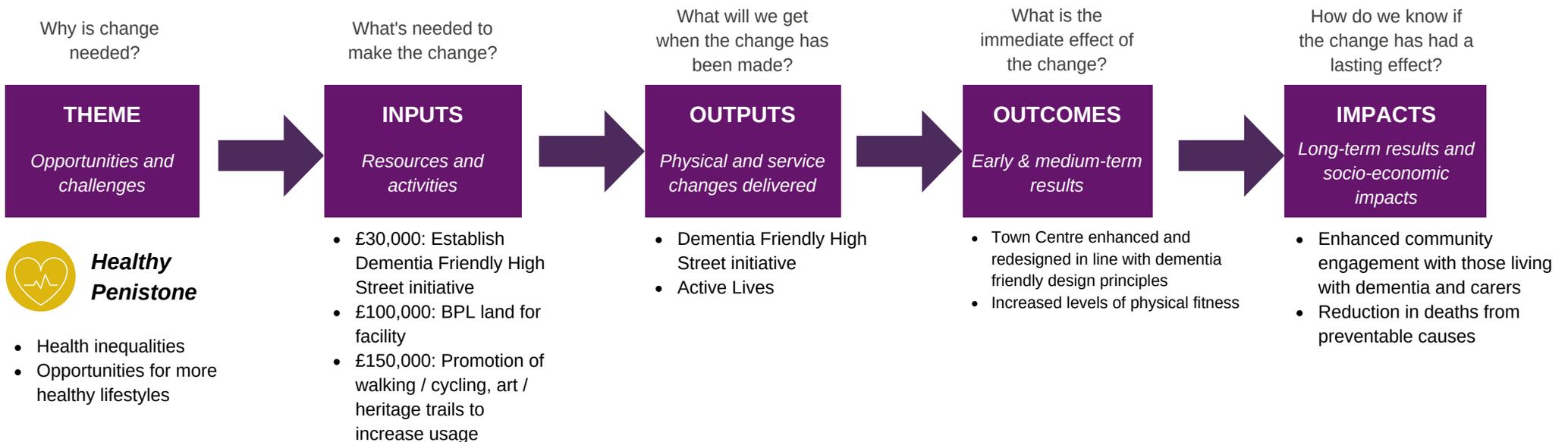
To achieve the Investment Plan outcomes interventions must contribute to the following objectives:

Healthy Penistone	Growing Penistone	Sustainable Penistone
		
Reduction in health inequalities	Reduced vacant and run-down properties	Improved quality and safety of green spaces and more renewable energy
Increased physical activity	Increased Tourism	Reduced carbon emissions
	Improved physical environment	Increased cultural opportunities



## 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.





## **Growing Penistone**

- One Public Estate
- Opportunity to develop new business opportunities
- £200,000 Market Barn

- £10,000,000: LIFT Building
- £3,000,000: Coal Drops development to improve physical environment
- £200,000: Weatherproofing of Market Barn

- Improved facilities
- Additional available units
- Increased tourism opportunities

- Good standard facilities
- Enhanced economic use and extended lifetime of dilapidated buildings
- Improved facilities

- Improved facilities
- Direct property value increase
- Increased footfall to town



## **Sustainable Penistone**

- Lack of cultural opportunities
- Poor quality green spaces with opportunity for enhancements
- Above average carbon emissions
- PV Solar Energy Units

- £400,000: Public Art
- £250,000: Landscape and facilities enhancements
- £75,000: Feasibility study of renewable power and heating
- £50,000: Installation of PV solar energy units on Paramount and Town Hall

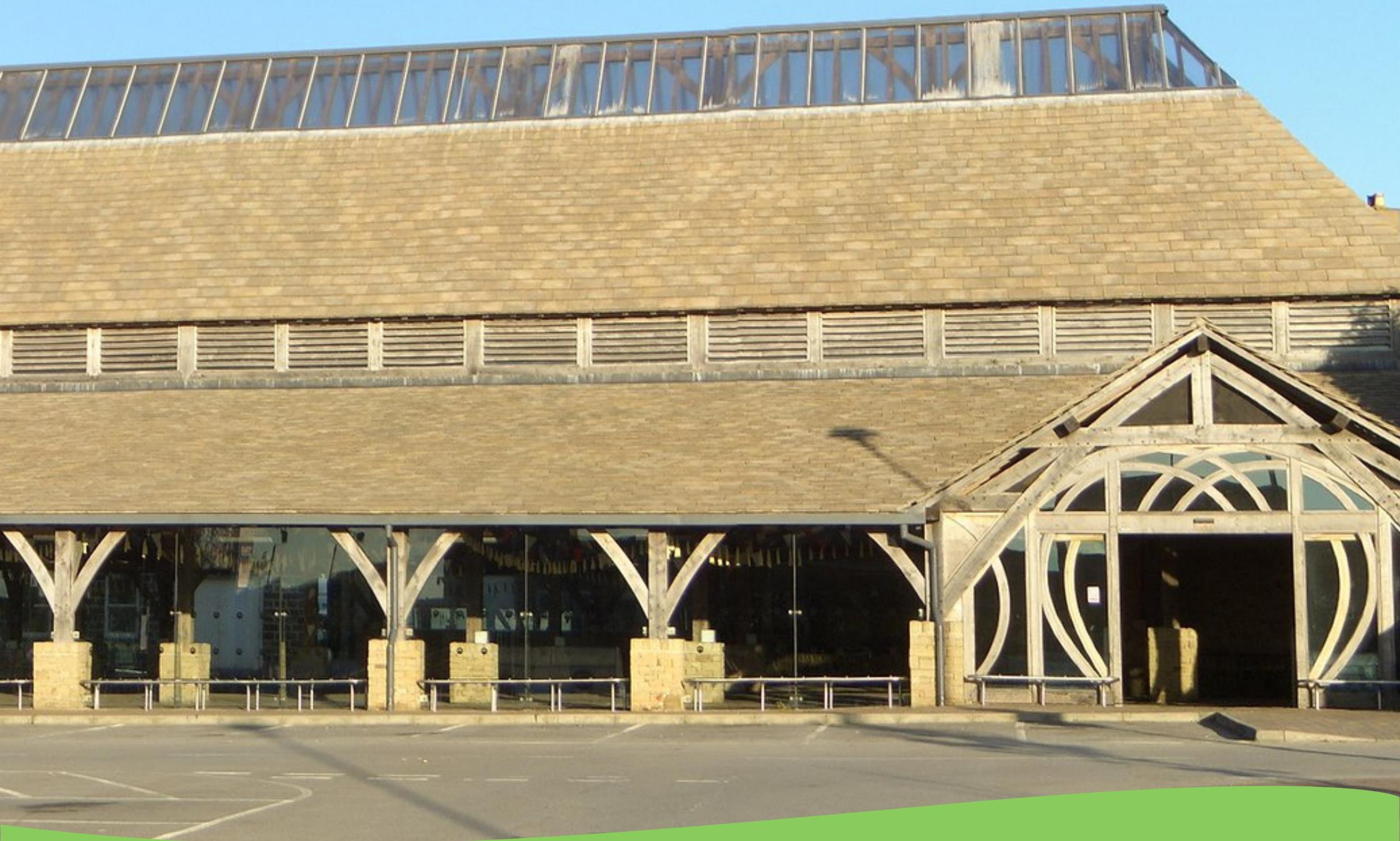
- Increased cultural opportunities
- More usable green spaces
- More detailed analysis of opportunities to reduce Penistone's carbon footprint

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

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

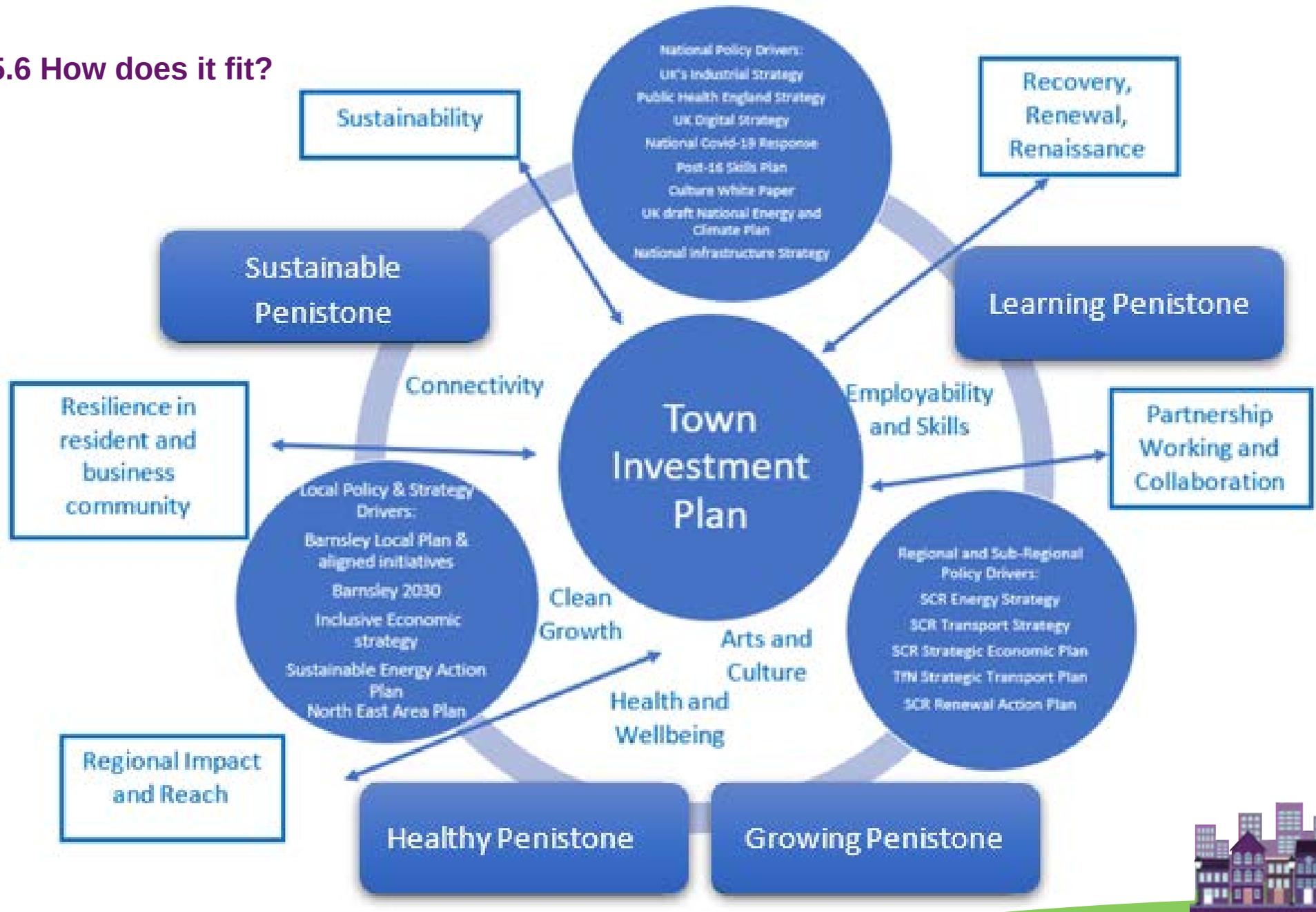


MARKET BARN





## 5.6 How does it fit?



# 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.

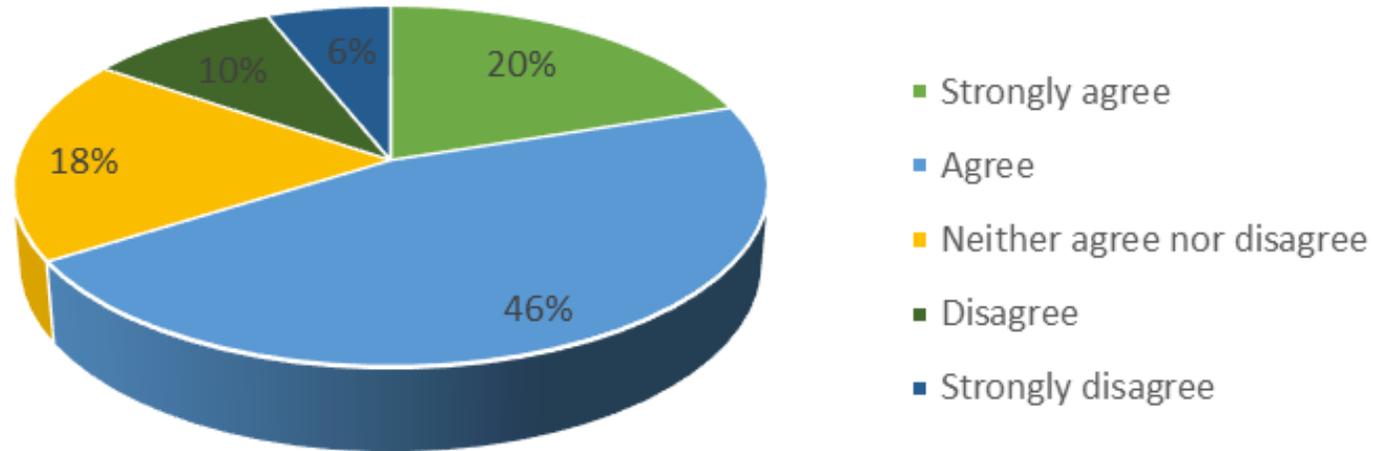
Below are the responses received, and an extract from the survey showing resident's reaction to the The Vision for each area, and preferred options of the themes.

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

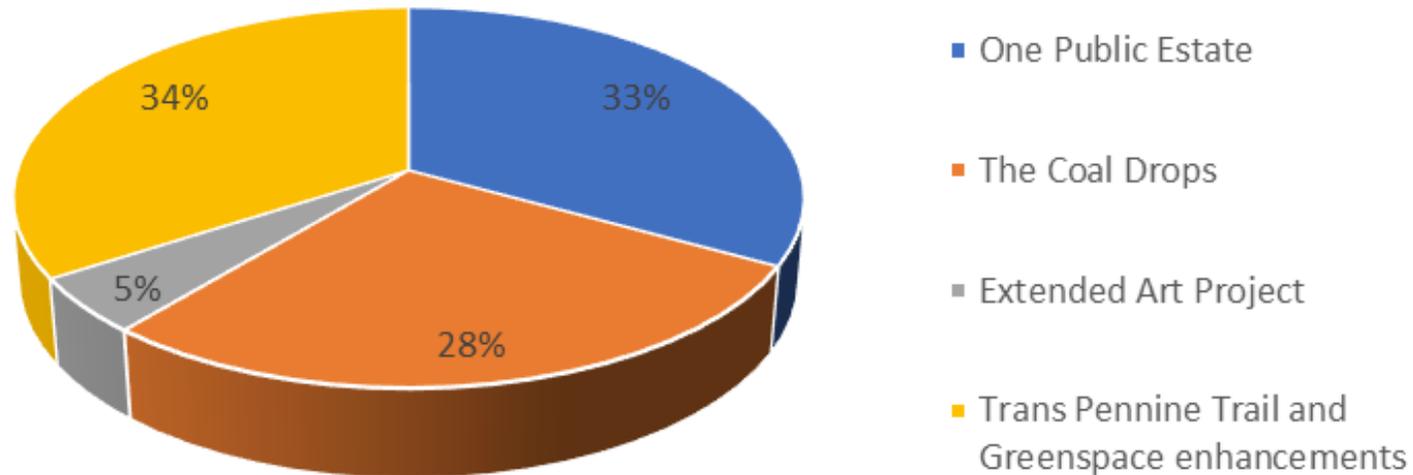


## Penistone

The vision: In 2033 Penistone will be a rural market town surrounded by high quality upland countryside, small villages and isolated farmsteads. The town will act as a hub for these communities, and others further afield, and as a gateway for Barnsley residents to access the high Pennines and Peak National Park.



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



'There is plenty of room on the old David Brown site for your 'Lift' building as a dedicated health centre to serve Penistone and surrounds'

'Keep consultation open. This is surely the beginning of a process looking at priorities for the town. Further consultation is a necessity once priorities are established'

'Ensure there is a clear well marketed market barn plan with regular well managed events. Pay and invest in an experienced local and passionate person to do this and give them the funds to make it work'



## 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 Penistone'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.



