

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



February 2022

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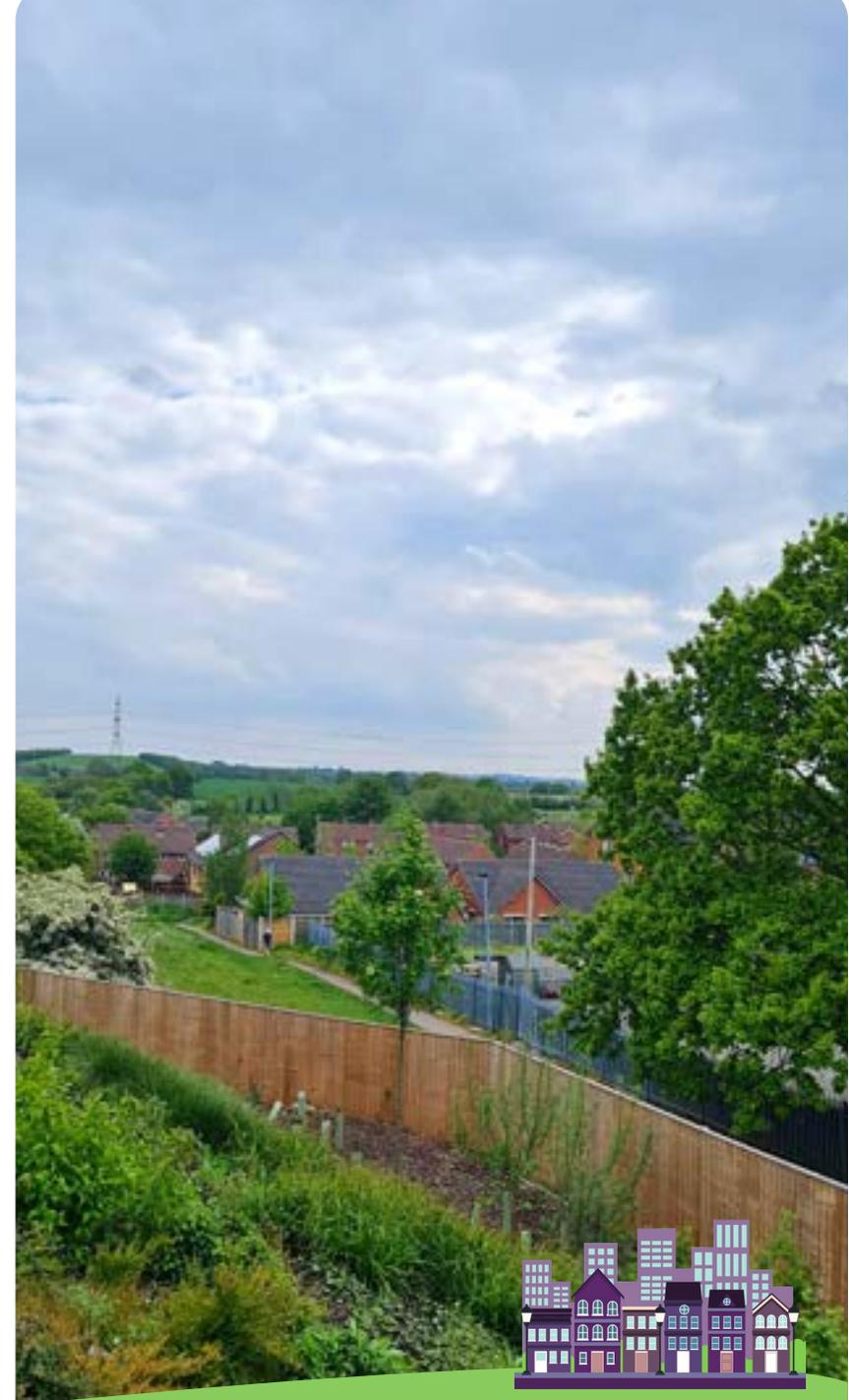
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FOREWORD

**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.





1 INTRODUCTION

ROYSTON

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 Royston 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 Royston Today: Understanding our place

The Role of Royston

Royston is a suburban village, 4 miles north east of **Barnsley town centre**, and situated on the border with West Yorkshire. Historically part of the West Riding of Yorkshire but was incorporated into the Metropolitan borough of Barnsley in 1974.

It has the Centres Carlton and Royston located in an arc to the south of the town, and open countryside to the north.

The town is centred on The Wells area, the Crossroads between the B6428 Midland Road/High Street and the B6132 Station Road / Church Street. Royston is now principally residential in character, as employment opportunities have closed or relocated over time.



However, some local assets and institutions remain, and have been complemented by a range of new developments and **investments in recent decades which consolidate Royston's position as a vital local centre**. These include:

- **Aldi Supermarket:** Located on the High Street
- **Co-op Supermarket:** Located on the High Street
- **Asda Supermarket:** Located on Midland Road
- **Royston Lifelong Learning Centre:** Located on Station Road, with various facilities and services run from the building, including **Royston Library**.
- **BPL Leisure Centre:** Located on Station Road
- **Rabbit Ings Country Park:** Located at the former colliery yard at Monckton Colliery



1.2 Area Profile

Royston's population is approximately 11,200 making up about **4.5% of the Borough**; and has increased by 4% since 2011. A further 900+ new homes are to be delivered could see the population increase further by between 1,500 and 2,000 people and will see an increased importance of Royston as a local service centre.

The population is a similar age to that of the Borough as a whole there is a slightly higher proportion of 0-18s, meaning residents are more likely to be in education and/or economically active than elsewhere across Barnsley.

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

	Royston	Barnsley	Royston in Barnsley
POPULATION			
TOTAL	11,248	246,866	
Royston % Barnsley population	4.5%		
Working age population (16-64)	6,940	152,684	4.5%
Working age population (%)	61.7%	61.8%	↓
Children & young people (0-18)	2,547	53,556	4.7%
Children & young people (0-18) (%)	22.6%	21.7%	↑
Under 35s	4,603	101,277	4.5%
Under 35s (%)	41.3%	41%	↓
Over 65s	2,188	48,162	4.5%
Over 65s (%)	19.5%	19.5%	↓
Population growth (2015-2019)	1%	2.9%	↓

BMBC analysis: ONS Population Estimates, 2019

Royston's role as a **place for living** is highlighted by the fact that work and business remain secondary functions. 5% of Barnsley businesses and 1.4% of jobs are in Royston, compared to 4.5% of the population. Employment growth in Royston is slightly higher to that of Barnsley, however, business growth is significantly lower than that of Barnsley.



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

	Royston	Barnsley	Royston in Barnsley
JOBS AND BUSINESS			
Total employment	1,190	85,490	
Royston % of Barnsley employment	1.4%		↓
Employment % growth (2015 -)	9.8%	9%	↑
Business count	325	6,585	5%
Royston % Barnsley businesses	4.9%		
Business % growth (2016 -)	3.1%	9%	↓

BMBC analysis, ONS BRES (2015-2019); UK Business Counts (2016-20)

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

	Royston	Barnsley	Royston in Barnsley	England
INCLUSIVE ECONOMY				
Average annual household income	£35,900	£36,110	↓	£42,800
Life expectancy at birth (Male, 2013-17)	77.5	77.8	↓	79.5
Life expectancy at birth (Female, 2013-17)	82.8	81.5	↑	83.1
Deaths from preventable causes (Standardized mortality ratio)	99.2	111.0	↓	100
Claimant Count (% 16-64) Nov 2020	5.8	6.4	↓	6.4
Claimant Count (% 16-64) Nov 2019	3.1	3.3	↓	2.8

*BMBC analysis. ONS, Total annual household income by MSOA, Y/E Mar 2018
Public Health England, Public health profile for Royston Ward (2013-17): accessed at
<https://fingertips.phe.org.uk/>
ONS Claimant Count (2015, 2019, 2020)*



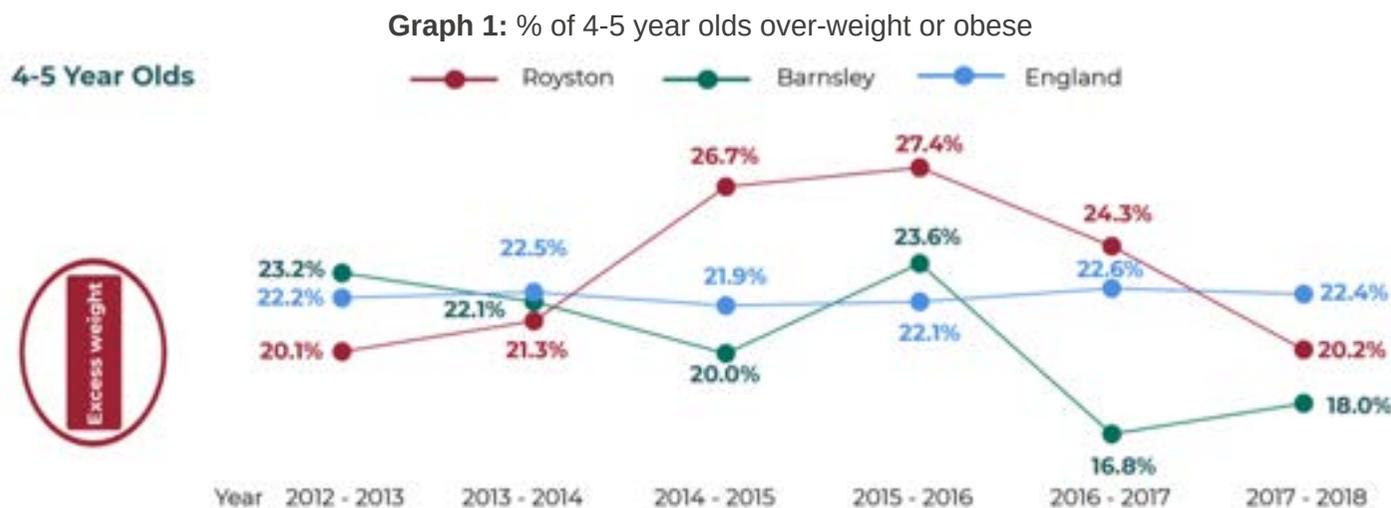
Set in the wider context of Barnsley as a ‘catching up’ economy – and compared to other parts of the Borough – Royston is not an acutely challenged community in terms of economic wellbeing and deprivation levels. The average household earns roughly in-line with the rest of the Borough and unemployment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

Relative to the Borough-wide picture, health outcomes are reasonable, with death from preventable causes below the national average compared to the wider 11% above the national average in the Borough. However, public health remains a key challenge for the Borough’s communities as a whole, when compared to national indicators like the English Indices of Deprivation (MHCLG, 2019). As such, six of the seven neighbourhoods (‘LSOAs’) which make up the Royston ward are in the bottom half nationally measure by levels of health deprivation and disability, with 2 of those being in the most deprived.

LSOA	Health national decile	Barnsley rank
Royston North East	1	35
Royston Doles	1	38
Royston South & Carlton East	2	83
Royston South East	3	87
Royston North	3	92
Royston Central	3	97
Royston West	6	139

Table 4: English Indices of Deprivation (2019), Health deprivation domain: Royston LSOAs National percentile and local ranking 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 Royston who are over-weight or obese, despite fluctuations, is higher than the proportion in Barnsley (Graph 1)



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, areas of Royston appear to face additional challenges – with 4 of the of the seven neighbourhoods ('LSOAs') in the bottom third against national measures of education and skills deprivation, of which 2 are in the most deprived.

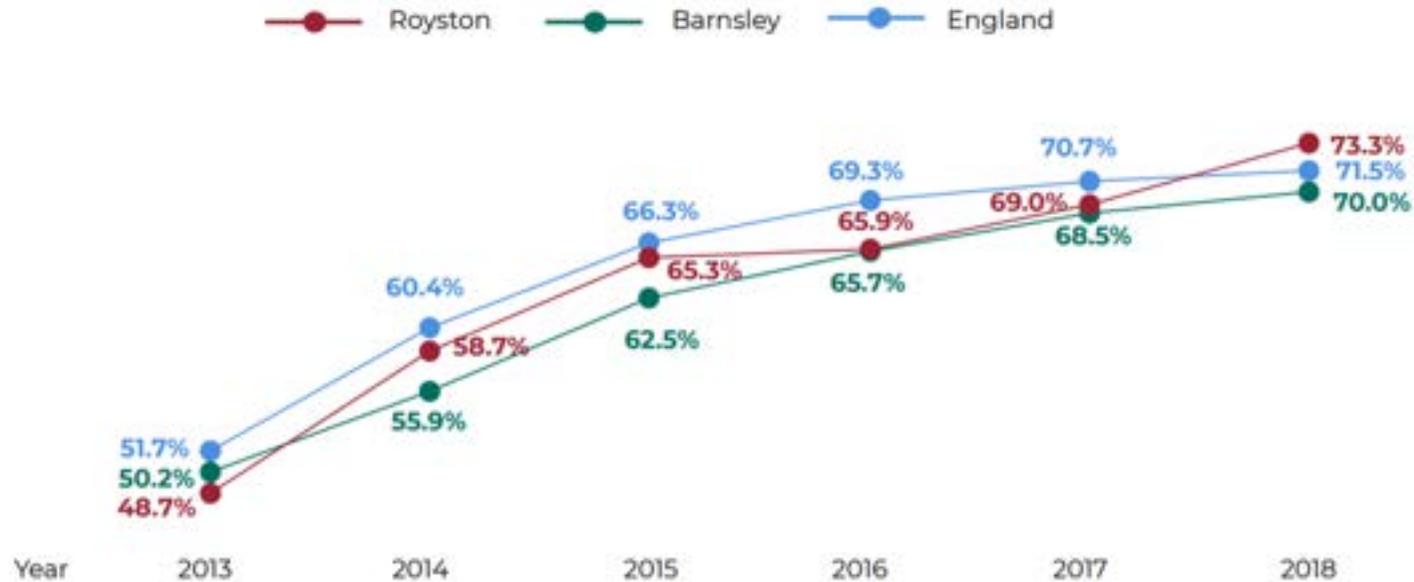
(BMB analysis. MCLG, English Indices of Deprivation, 2019)

However, the percentage of pupils resident in the Royston 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
Royston Doles	1	35
Royston North East	1	36
Royston South East	3	74
Royston Central	3	86
Royston South & Carlton East	4	89
Royston North	5	111
Royston West	6	119

Table 5: English Indices of Deprivation (2019), Education, Skills & Training domain: Royston LSOA. National percentile and local ranking. IMD 2019. National decile: 1 = Most deprived, 10 =- Least deprived
Barnsley rank: out of 143 LSOAs, 1 = most deprived

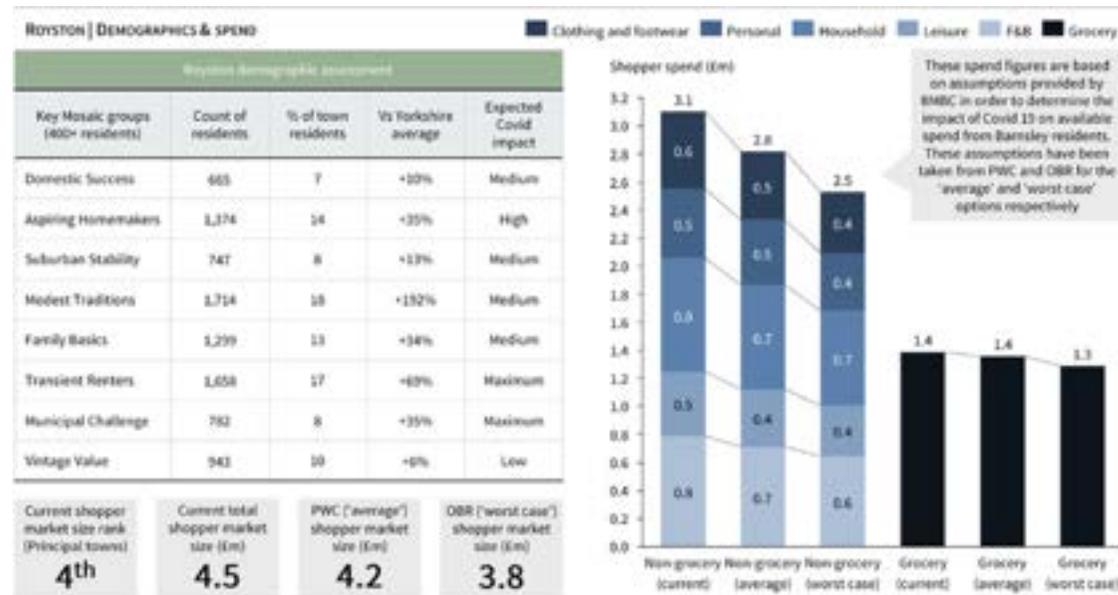
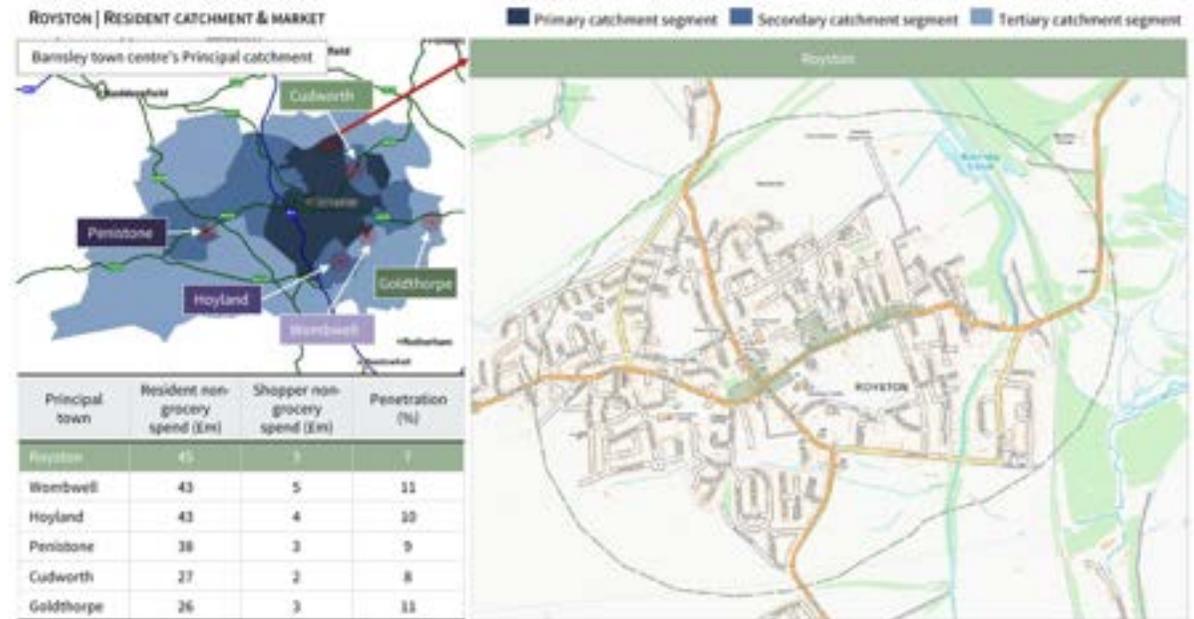
Graph 2: % of pupils attaining a good level of development



1.3 Retail

Similar to many parts of the Borough, Royston 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.

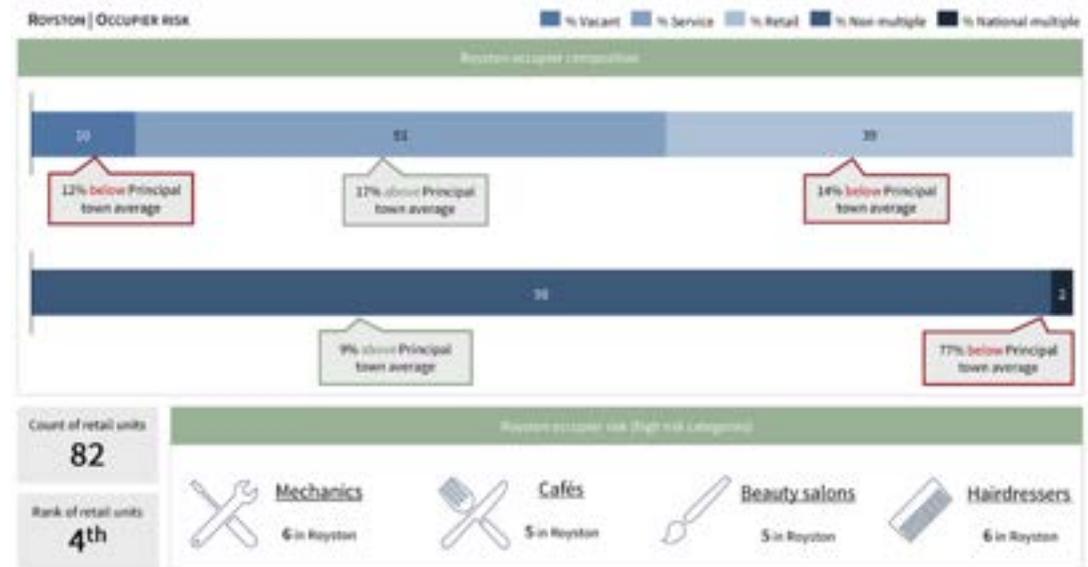
Royston is the only Principal Town located in Barnsley's catchment segment. 50% of town centre shoppers are expected to originate from this segment, which may mean local occupiers need to provide an offer that creates a point of difference from the town centre to drive footfall.



Despite having the largest resident market size, a low conversion results in a shopper market size of £3.1, ranking 4th out of the 6 Principal towns. In addition, 39% of Royston residents are from high and maximum risk Mosaic groups.



Services are a positive use for retail space, as they differentiate Royston from the town centre. However, Royston's limited shopper market size and exposure to high risk Mosaic groups is likely to limit resident spend on treats such as beauty treatments, challenging the sustainability of some of these occupiers.



BEFORE

Royston's 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 82 units situated throughout the High Street area of Royston, 33 have taken the opportunity to invest in their shop and have successfully been awarded a grant to improve their frontage.



AFTER

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

76% of the funding to Royston'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 Royston (MSOA) shows that there are currently 325 businesses based within the local area which equates to 4.9% 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 marginally lower in the area but that growth levels are significantly lower in the area than both the Barnsley and wider regional and national averages.

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

	Royston	Barnsley	SYMCA	YH	England
INCLUSIVE ECONOMY					
Number of businesses (2020)	325	6,585	39,455	177,930	2,390,970
Micro businesses (1-9 employees) %	88%	88%	88%	88%	90%
SMEs (10-249 employees) %	11%	10%	10%	10%	8%
Business growth (2016-2020)	3.1%	9%	6%	6%	8%
Business start-up rate (new businesses per 10,000 working-age population)	63	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%

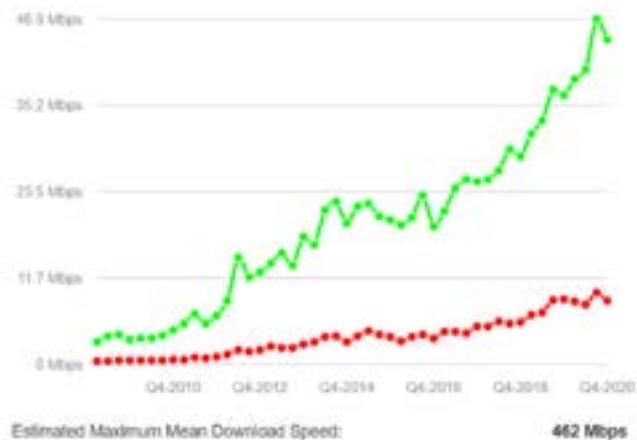
Barnsley Speed Test Results (Mbps)

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 Royston 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 Royston 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 Royston it is possible to see that the challenges identified fit with the four core themes of Barnsley:

Healthy, Learning, Growing and Sustainable Royston

Healthy Royston



- Health initiatives
- Active Travel

Learning Royston



- Skills

Growing Royston



- Business and Employment
- High Street

Sustainable Royston



- Green Spaces

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.	



ROYSTON LEISURE CENTRE



2 CONTEXT ANALYSIS

Originally a farming village, Royston joined the Industrial Revolution with the construction in the 1790s of the Barnsley Canal, and later a branch of the Midland Railway, which are both now disused.

Royston also had a colliery, Monckton Colliery (1878-1966), which was replaced by Royston Drift Mine. There was also, a clay works and brick works but these are all now closed, although a coke works operated until recently on the mine site processing coal brought in by road. The site is now the site of Rabbit Ings Country Park.

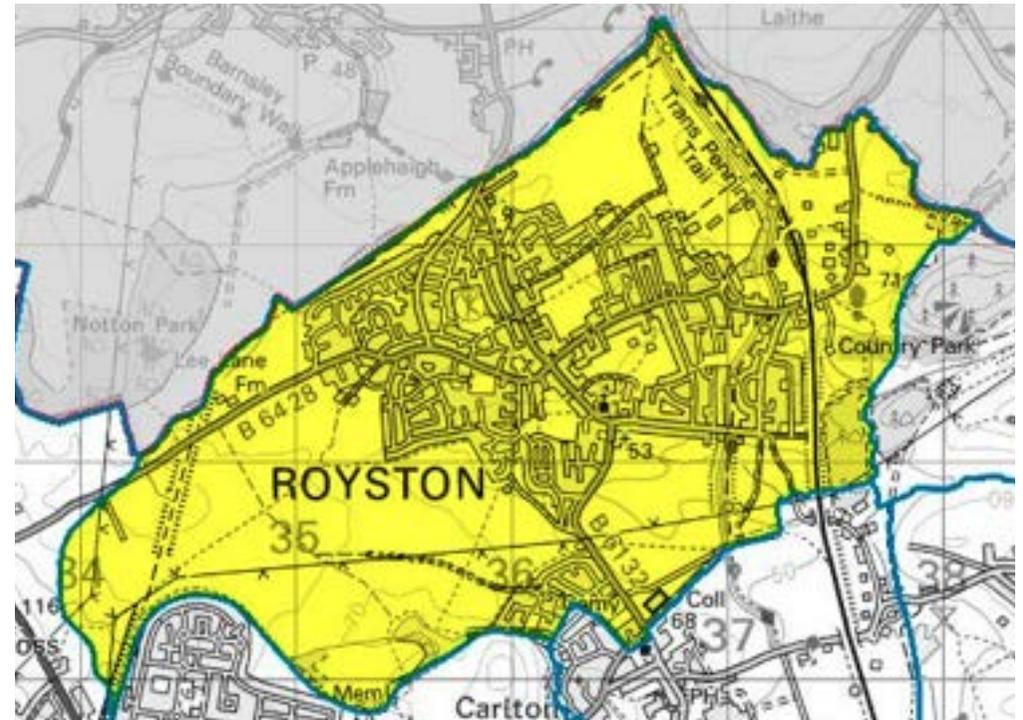
Royston is approximately 4 miles north-east of the Barnsley centre, and used to be a market town. It has a shopping area which serves a local population of 11,248.

The shopping area has two distinct retail areas. The Wells, and Midland Road. The Wells is home to a cluster of retail uses, with some of the traditional buildings fronting onto the main junction being subject to improvements. Midland Road is inter-mixed with retail and housing, and does have a higher proportion of vacant units.

The Flame Flower depicted on the fencing throughout Royston represented the flame that burned at the Coke Works, but in the form of a flower to indicate regeneration.

Royston has a small leisure centre, Civic Hall (the Albert Shepherd Centre) and a small centre comprising of small businesses units at The Grove all in the vicinity of The Wells.

To the east, is Rabbit Ings Country Park, under the ownership of Land Trust, where there is extensive waling and cycling links, a recreational area, and a small area designated as urban fabric for employment use.



2.1 Royston in 2021

Royston 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 Inequalities

Addressing long term ill health determinants

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 reasonable within Royston, with death from preventable causes being lower than those of Barnsley and Nationally.

However, public health remains a key challenge for the Borough's communities as a whole. Despite having better rates, as similar to many parts of the Borough, Royston experiences more deprivation than the national trend.

Residents in Royston have some poor health outcomes, with life expectancy at birth in females being lower than nationally. Life expectancy for males in Royston is slightly higher than that nationally, but the current rate at 79.9 is the lowest it has been since 2012.

Royston residents also have a lower mortality rate for deaths under 75 from Cancer related diseases in comparison to the Borough. Royston's under 75 mortality rate from respiratory diseases have also been consistently lower than the Barnsley rates since 2015.

More than one in five adults in Royston are smokers. Rates have fluctuated over the years, and smoking related deaths at 277 per 100,000 aged 35+ is lower than the Barnsley rate (353).



Dementia

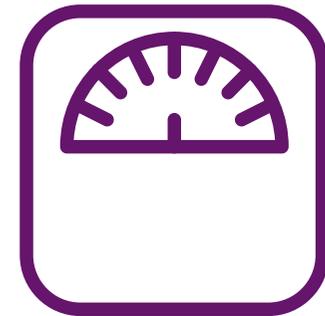
An increased older population brings with it key challenges for an area in terms of the likelihood on services such as health and social care.

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.



Excess Weight

Excess weight in 4-5 year olds and obesity prevalence in 4-5 year olds, are higher in Royston than the Barnsley Average, and evidence indicates that a large proportion of children who have obesity before puberty can develop obesity in early adulthood, with early-life fat deposition associated with later risk of adult obesity.



CHALLENGE 2

Vulnerability of the High Street

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 Midland Road area has retail and housing intermixed along its length, and a higher proportion of vacant units. A number of the vacant units have been empty for some time, and are becoming a blight on the high street area.

Additionally the research carried out by PRAGMA highlights that Royston's limited shopper market size and high concentration of Services, it is likely to limit resident spend on treats such as beauty treatments, challenging the sustainability of some of these occupiers.

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 3

Business Growth

Lack of business units to develop small to medium businesses.



CHALLENGE 4

The Environment

Quality of Greenspaces

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.

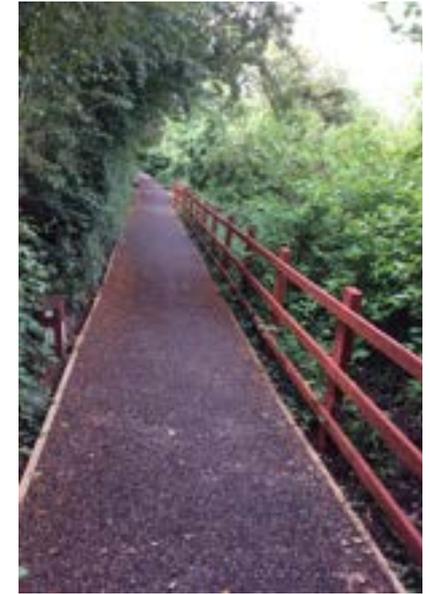
Relationships between the urban and the rural need to be developed and encourage growth that is smart, green and resilient to future changes.

Identifying factors to help improve the green and open spaces in Royston is important.

Promote active transport to reduce air pollution.

While there is already a masterplan in place to look at the design of the junctions and road infrastructure, further improvements to the remaining high street areas could be made to make the high street experience safe and easy to cross for pedestrians and cyclists, for example improving lighting and road crossings.

Creating well designed public spaces, promoting people and environment with connections to the high street and green links to parks. Activities for leisure, culture and play will encourage social interaction and attract business.



CHALLENGE 5

Housing

The population of Royston is approximately 11,248 making up about 4.5% of the Borough; and it continues to grow. However, a site has been allocated for development within the Local Plan, which will develop over 900 new homes, a primary school and supporting infrastructure.

However, the increase of new homes will impact on the living standards of residents and commuters. Residents in these homes will not be able to access employment and retail opportunities if the roads become gridlocked. An increase in housing and the number of residents in Royston will also have an effect on the already limited hospitality and leisure industry.

CHALLENGE 6

Lack of Higher Skills within the Local Area

As a Principal Town, Royston should have a focus on education and skills.

The low percentage of higher level qualifications in comparison to the rest of Barnsley, and a higher level percentage of residents without qualifications, is demonstrated in the table below. Investment to investigate the reason behind this, and to change the percentages, needs to be explored.

	Royston	Barnsley	England & Wales
Level 4 Qualifications and Above	22.5%	19.3%	29.6%
Level 3 Qualifications	7.9%	13.6%	14.5%
Level 2 Qualifications	17.9%	19.2%	17.2%
Level 1 Qualifications	19.5%	17.0%	15.1%
Apprenticeships and Other Qualifications	13.8%	8.1%	8.6%
No Qualifications	18.4%	22.8%	15.0%





2.3 Context Analysis: Evidence of Need

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

Local Needs	Summary of Evidence
Health Improvements 	<ul style="list-style-type: none"> • High % of smokers • Activity levels • Dementia evidence • Obesity levels
Strengthening the High Street 	<ul style="list-style-type: none"> • Identified impacts of COVID-19 • Empty units on the High Street • Outdated areas of the High Street
Business Base Growth 	<ul style="list-style-type: none"> • Low business starts and growth levels • Lack of business space for new or growing businesses
Environmental Improvements 	<ul style="list-style-type: none"> • Lack of investment in some green spaces • Absence of renewable clean growth
Housing Regeneration 	<ul style="list-style-type: none"> • Covered within the masterplans that are currently being delivered against
Improved Skills 	<ul style="list-style-type: none"> • Lack of higher skills within the local area



2.4 Royston SWOC Analysis - Summary

	Strengths	Weaknesses	Opportunities	Challenges
 Healthy Royston	<p>Investment already in place to deliver some health initiatives</p> <p>Leisure Centre with swimming facilities in the centre of Royston</p>	<p>Prevalence of smoking and excess weight levels</p> <p>Increased population due to increased housing, with limited resource in Royston</p>	<p>Creating a Smokefree and Dementia Friendly High Street</p> <p>Improving connection routes linked to masterplans, and developing Active Travel routes.</p> <p>Invest in new leisure facilities</p>	<p>Engaging with residents to reduce smoking</p> <p>Encouraging use of Active Travel routes</p> <p>Linking with wider healthy eating initiatives</p> <p>IRe-purposing BPL site to increase leisure facilities.</p>
 Learning Royston	<p>Modern Lifelong Learning Centre recently invested in in the centre of Royston</p>	<p>Higher NEET levels (16-18yrs) transferring into youth unemployment 18-24yrs, and a lack of higher skills in the area.</p>	<p>Opportunity to pilot neighbourhood-based delivery options and direct marketing to better connect people to support and employment.</p>	<p>Access to training and online courses.</p>
 Growing Royston	<p>Independent shops and variety of retail.</p>	<p>High Street vacancies, and decreased footfall due to changing environment and the COVID-19 impact.</p> <p>Split of retail and residential along Midland Rd.</p> <p>Lack of business growth opportunity</p>	<p>Encourage Shop Fronts / Business grants.</p> <p>Develop empty units into a care leavers facility, to provide housing on the first floor, and small business to the ground floor.</p> <p>Rationalise High Street area.</p> <p>Invest in Monckton Enterprise Site to create industrial units and office space</p> <p>Invest in improving the interior of the Grove to develop it to a higher standard for digital infrastructure and physical infrastructure</p>	<p>Declining High Street retail environment and rise of online retail.</p> <p>Potential for there to be no uptake of the units.</p> <p>Acquisition of housing or units</p> <p>Planning mitigations</p>
 Sustainable Royston	<p>Range of green infrastructure throughout Royston</p>	<p>Lack of investment in some of the greenspaces, and active travel links.</p>	<p>Path improvements throughout Royston Park to provide links to other areas of Royston</p> <p>Investment in new tree stock</p> <p>Investment in the TransPennine Trail</p>	<p>Improving a space that doesn't ultimately attract ASB</p>

2.5 Context Analysis: Key Opportunities



OPPORTUNITY 1

Health Inequalities

Smoke Free Royston

The North East Area Council (NEAC) has a 26.2% of residents who smoke, which is one of the highest in the borough, and the reason they have an Area Council contract in place for a Stop Smoking specialist. Royston has a 29.9% smoking rate, which is significantly higher than the Borough's 21.2% rate, and the highest rate within the North East Area.

There could be an opportunity to enhance the Stop Smoking specialist role by working together with the NEAC and developing a programme of deliverables for the Royston Ward to tackle the high smoking rate.

Other areas of the borough have also seen an emergence of a Smoke-Free High Street. There could be an opportunity to establish this in Royston which in turn could help reduce the smoking rate, and also meet the Council's Breathe 2025 agenda.

Additionally, a previously trialled successful stop smoking commission targeted at young people, could be developed further to tackle the smoking rate at a younger age.

Dementia Friendly Royston

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. Some businesses in Royston have been worked with, and this work can be further enhanced to help raise awareness of the scheme, and to sign up to the scheme.



Promoting Active Lifestyles

The Beat your Street is an initiative that is already established in Royston.

Further potential activities in the future can be developed in Partnership with BPL and the Sports and Active Recreation Team. Linking in with Active Travel to enhance movement within the Royston ward also provides an opportunity to improve resident health and well-being.

Developments are already under way in Royston, and will include quiet streets, new crossings and short sections of cycle paths. Improving pathways, and links to the TPT improves the environment and encourages walking and cycling. A healthier more active lifestyle improves health, reduces congestion and improves air quality.

An investment of a relatively new Lifelong Learning Centre benefits Royston residents. This building houses the library, and also an un-used café. There is an opportunity to invest in this kitchen to develop a community café where people can learn to make healthy meals, and eat in a shared space, resulting in mental and physical health benefits by reducing isolation and building better community bonds and better nutrition.

Investing in Leisure Facilities

Royston has a Leisure Centre which has a range of facilities including a fitness suite, a 25m heated pool and a teaching pool. However, as Royston is seeing investment in its housing stock, the already stretched facilities may become un-fit for purpose.

Barnsley Premier Leisure (BPL) are keen to invest in a larger facility, which could become home to a modern fully equipped facility also housing a community space.





OPPORTUNITY 2

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 Youth Employment Hub, 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 3

Strengthening the High Street

Royston's main strengths are the availability of food shopping and the frequency and range of places served by the bus service.

Current retail units are part of the on going shop front improvements grants, and work on this should continue. Additionally, to ensure that empty units across the whole of the high street are not empty for long, a start business grant scheme could be introduced to encourage businesses to take on empty units.

However, with an acknowledgment that there is a potential further decline in high street retail, it may be prudent to invest in developing empty units for care leavers..

There is also an opportunity to look at a designated repurposing plan to renew and reshape the high street in a way that improves experience, drives growth and ensures future sustainability.

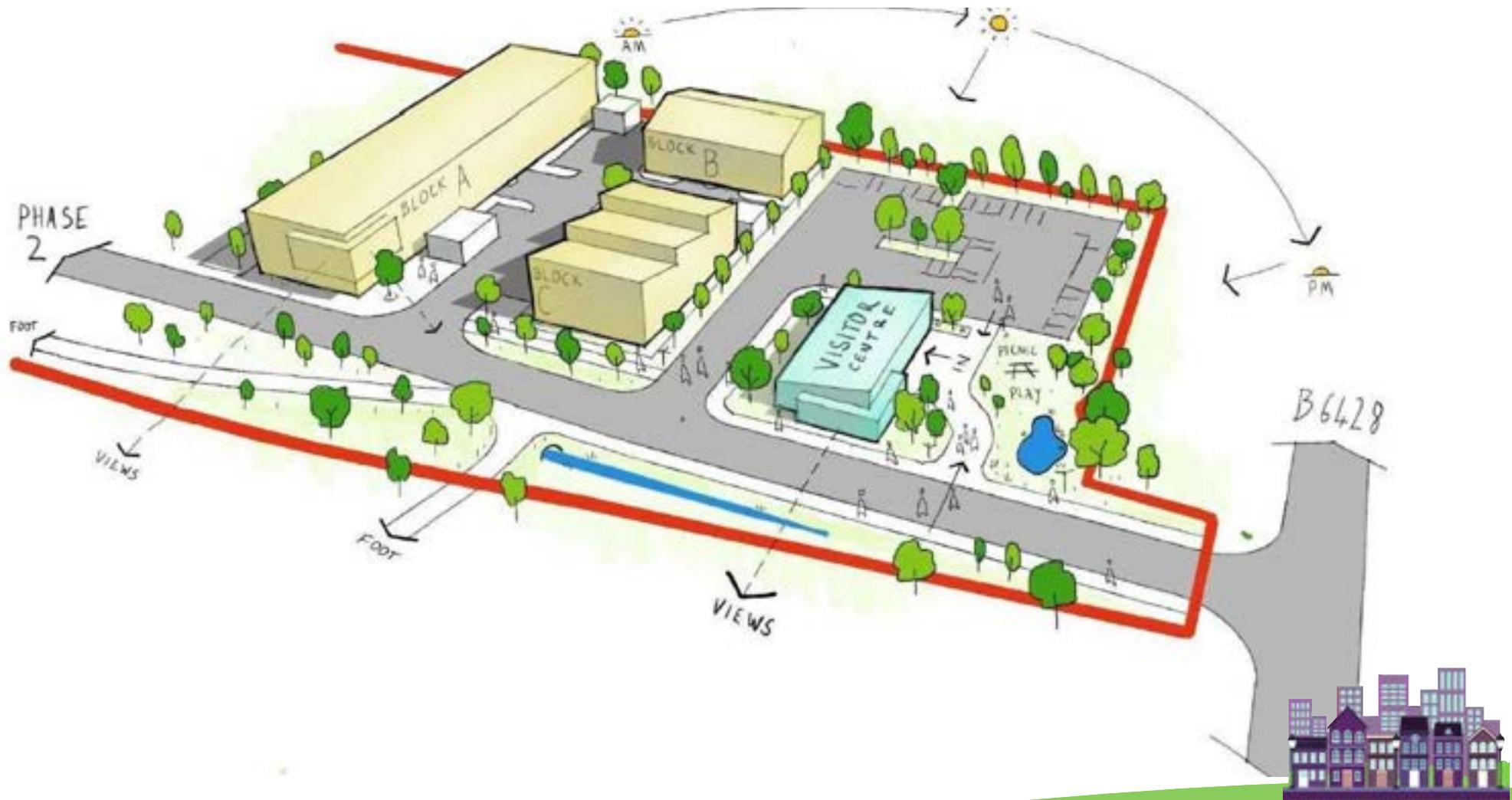




OPPORTUNITY 4

Monckton Enterprise Park

With a lack of 'grow on' space in Royston, work is already underway to look at the design of a new Enterprise Park at Monckton. However, there are limited funds to be able to deliver this, and is looking like investment to the foundations of the site will be viable. Funding the site to deliverability will be advantageous for current and future Royston residents.





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.

Making links and working with the Royston Green Spaces group will identify and target areas that need investing throughout Royston.

Trees play a critical role within our communities. Numerous studies have demonstrated that the presence of trees can improve people's mental and physical health, children's attention and test scores, the property values in a neighbourhood, and are essential for healthy communities and people.

Investing in the tree stock within the park and surrounding green spaces will enhance the community.

Simple signposting to the parks and greenspaces, followed by providing imaginative routes, and enhancing the Trans Pennine Trail, for active travel will lead to further usage of the spaces.

Decreasing 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 Royston's businesses to reduce the carbon emissions created in the Ward.





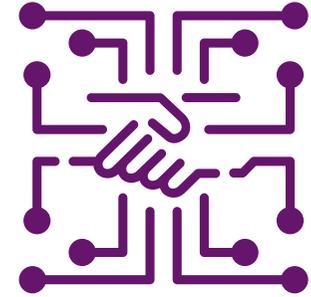
OPPORTUNITY 6

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.

Royston could become a place of digital quality connectivity. This year, Openreach has outlined plans for a £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 Royston.

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.



2.6 Context Analysis: Royston Community

The North East 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 four wards, of which Royston is one of.

The Royston 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 Royston, 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 Royston Ward.

The Ward Alliance have identified 4 priorities for Royston (Environment, The Local Economy, Health & Well Being, Youth Engagement), which align closely to the challenges and opportunities identified in the plan.

There are a variety of Community Groups within Royston who already deliver various different community events, and support the different priorities of the ward.

Ad Astra are a young people's charity, and have worked closely with the Area Team in supporting out of school activities in the past. Not only do they entertain young people, their work is designed to be educational, they help with growing young people's citizenship skills, and encourage them to live active and healthy lifestyles.



THE ALBERT SHEPHERD V.C. CENTRE



3 THE VISION

Working together to attract new life, business and footfall into Royston"



4 OUTCOMES

Healthy Royston

- Health Initiatives
- Active Travel

Improve health and wellbeing across Royston, creating a greater sense of community and healthier lives.



Growing Royston

- Business and Employment
- High Street

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



Learning Royston

- Skills

Developing education initiatives, to attract and retain businesses, residents and investment, whilst ensuring future sustainability.



Sustainable Royston

- Green Spaces

Connecting local green spaces, and investing in the pedestrian journey for active travel to improve resident health and wellbeing.



BARNESLEY CANAL, ROYSTON



5 STRATEGY

5.1 Delivering Royston's New Vision

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



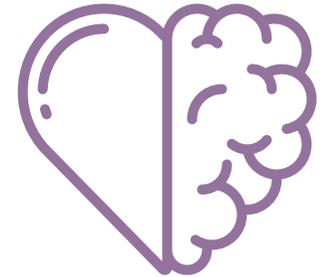
Healthy Royston

Project: Smoke Free High Street - Breathe 2025	
Description	Enhancing the Stop Smoking Specialist Service, and creating a Smoke Free High Street
Delivery	Time
Outputs	Reducing smoking numbers, and leading to healthier residents Breathe 2025 agenda
Funding	£70,000
Contribution to objectives	Developing Royston as a healthy high street



Project: Healthy Royston

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 Royston as a healthy high street



There is an opportunity to further explore options to provide new surfacing along the dis-used railway line, this would improve walking and cycling connections to the Trans Pennine Trail and Barnsley town centre.

Project: Healthy Royston

Project: Active Travel	
Description	Improving connection routes linked to masterplans and developing Active Travel routes
Delivery	Time
Outputs	Increased use of active travel links, and increased walking and cycling opportunities
Funding	£30,000
Contribution to objectives	Developing Royston as a healthy high street



Project: Healthy Royston

Project: Improved Lifelong Learning Facilities	
Description	Improving the facilities, and provision at the Lifelong Learning Centre to create a Community Cafe
Delivery	Time
Outputs	Development of Community Cafe
Funding	£500,000
Contribution to objectives	Improved facility to increase use and bring about healthy eating, reducing social isolation, and other associated health benefits



Project: Healthy Royston - Improved Leisure Facilities

Investment in the facilities will impact on getting the community active, and using the leisure facilities will provide a boost to tackling child obesity, loneliness and mental health challenges.

Leisure facilities are vital to local communities as they contribute to physical and mental wellbeing. The NHS spends hundreds of millions a year treating preventative diseases which could have been avoided by access to active facilities.

Providing a re-designed and upgraded centre will also help to meet the latest energy efficiency and environmental standards and contribute to net zero carbon targets.

Leisure facilities also play a vital role in supporting local communities and high streets.

Project: Improved Leisure Facilities	
Description	Improving Leisure Facilities by working with BPL to redesign the Leisure Centre
Delivery	Time
Outputs	New and improved leisure centre
Funding	£4,000,000 - In partnership with BPL
Contribution to objectives	Clean growth Improved facility to increase use and bring about associated health benefits



Project: Learning Royston

Project: Skills	
Description	Pilot neighbourhood based delivery, investing in a youth employment hub and approaching communications and marketing strategically to increase awareness and raise community aspirations
Delivery	Time
Outputs	Reduction in NEET levels, increase in participation and youth employment. Increase in household income levels, and a reduction in out of work benefit claimants
Funding	£150,000
Contribution to objectives	Improving skills and attainment levels



Project: Growing Royston

Project: The High Street	
Description	Deliver public realm enhancements, identify, wayfinding and shop front grants. Develop and implement high street investment and repurposing plan
Delivery	Time
Outputs	Improved public realm
Funding	£900,000
Contribution to objectives	Improved mix of uses and reduce number of vacant properties in the town centre



Project: Growing Royston

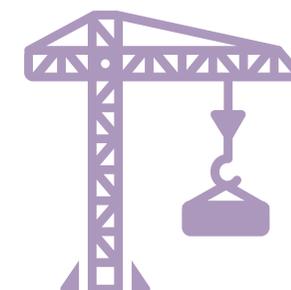
Project: Care Leavers Scheme	
Description	To develop unused units for care leavers, with business facilities on the ground floor, and living quarters on the first floor
Delivery	Time
Outputs	Improved public realm and provision of support for young people leaving care
Funding	£600,000
Contribution to objectives	Improved mix of uses and reduce number of vacant properties in the town centre



Project: Growing Royston

It has been identified that there is a lack of employment opportunities across Royston, specifically in relation to workshop and grow-on space.

Project: Monckton Enterprise Park	
Description	Development of Monckton Enterprise Park & The Grove
Delivery	Time
Outputs	New jobs created New business space created Business space improved
Funding	£2,000,000
Contribution to objectives	Growing Royston



Project: Sustainable Royston

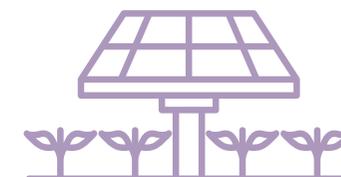
Project: Green Space Enhancements	
Description	Upgrading of the pathway route through Royston Park and provision of new tree stock
Delivery	Time
Outputs	Improved pathway infrastructure Improved travel cycle route
Funding	£250,000
Contribution to objectives	Improved quality of green spaces, increasing use and associated health benefits



Project: Sustainable Royston

The project will positively contribute to achieving the Barnsley Net Zero 2045 commitment and address the four key community action aims of the Sustainable Energy Action Plan.

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



5.2 Strategy

The vision for Royston, 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 Royston 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
	Smoke Free High Street - Breathe 2025	Creating a smoke free high street			£70,000
	dementia Friendly High Street	Creating a Dementia Friendly High Street with all businesses signed up to the initiative			£30,000
	Active Travel	Improving connection routes linked to masterplans and developing Active Travel routes			£200,000
	Improved Leisure Facilities	Improving Leisure Facilities by working with BPL to redesign the Leisure Centre and surrounding area			£4,000,000
	Decreasing NEET levels	Pilot Neighbourhood-based delivery, investing in a Youth Employment Hub			£500,000



Intervention	Project	Project Description	Rank	Prioritisation Process Result	£ Requested
	The High Street	Deliver public realm enhancements, and develop a high street investment and repurposing plan			£900,000
	Care Leavers Scheme	Develop disused units on the High Street for potential care leavers use			£600,000
	Monckton Enterprise Park	Development of Business Units at Monckton Enterprise Park			£2,000,000
	Greenspace Enhancements	Improved pathway infrastructure and improved travel cycle route			£250,000
	Reducing Carbon Emissions	Feasibility study of creating a Solar Farm, and exploring Mine Water opportunities			£75,000



5.3 Objectives for Royston

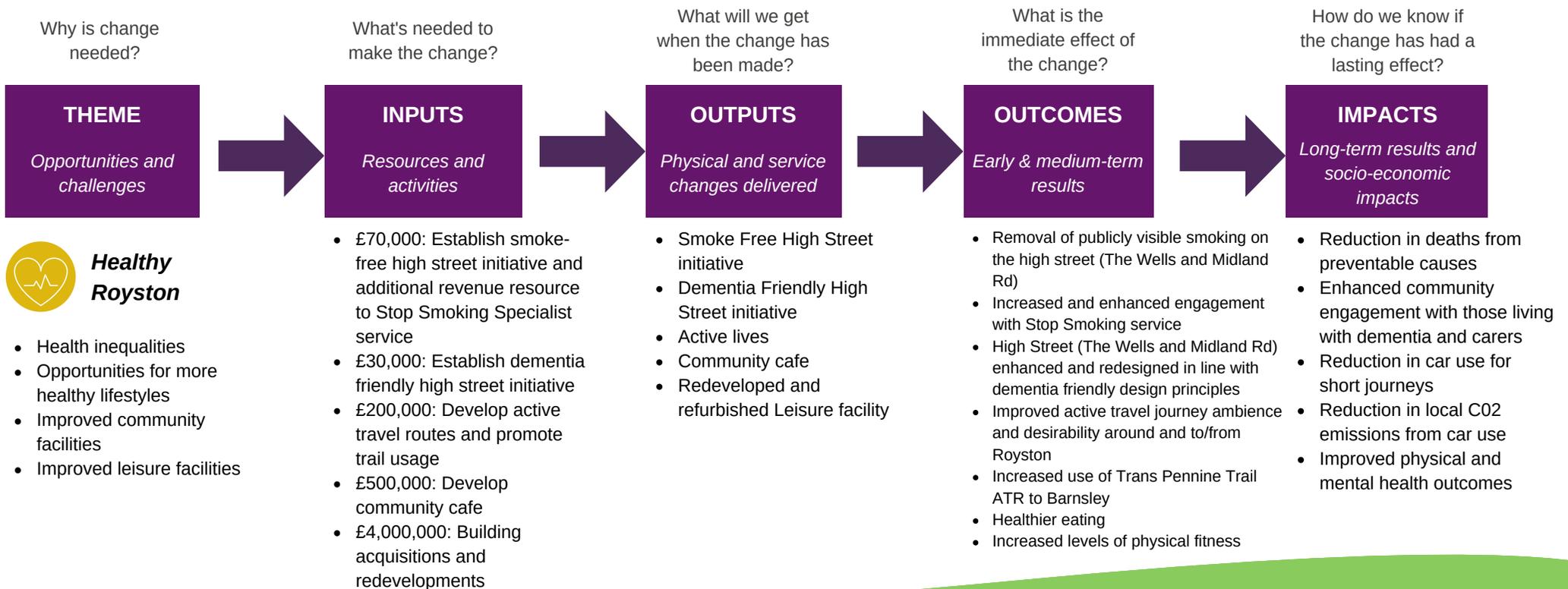
To achieve the Investment Plan outcomes interventions must contribute to the following objectives:

Healthy Royston	Learning Royston	Growing Royston	Sustainable Royston
			
Reduction in smoking statistics	Improved skills attainment levels	Increased supply of number and value of local job opportunities	Improved quality and safety of green spaces
Healthier, more active residents		Reduced vacant and run-down properties	Improved air quality
Increased use of active travel links		Improved shop fronts	
Increased walking and cycling 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.





Learning Royston

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

- £150,000: Develop neighbourhood youth skills and employment pilot

- Youth Employment Hub
- Pilot neighbourhood skills delivery programme

- Improved engagement with skills provision
- Enhanced sense of community ownership of skills provision and training

- Increased proportion of residents with basic employability skills
- Increased economic engagement levels



Growing Royston

- Opportunity to strengthen high street
- Opportunity to bring buildings back into economic use
- Opportunity to develop business units

- £1.5m: Building acquisition and redevelopment
- £2m: Site development

- Improved business premises
- New and refurbished business premises
- Development of Enterprise Park

- Aesthetic enhancements to High Street
- Greater choice of affordable new business units
- Enhanced economic use and extended lifetime of dilapidated buildings
- New business units and visitor centre

- Increase in volume and value of local business activity
- Uplift in footfall and resident expenditure on High St (Barnsley Rd)
- Increased turnover of local business
- Direct property value increase
- Local indirect increase in land and property values
- Reduction in local CO2 emissions from buildings



Sustainable Royston

- Poor quality green spaces with opportunity for enhancements
- High carbon emissions

- £250,000: New footpaths, lighting and trees
- £75,000: Feasibility study of renewable power and heating

- Enhanced pedestrian route through the Park, linking residents to Royston
- More detailed analysis of opportunities to reduce Royston'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

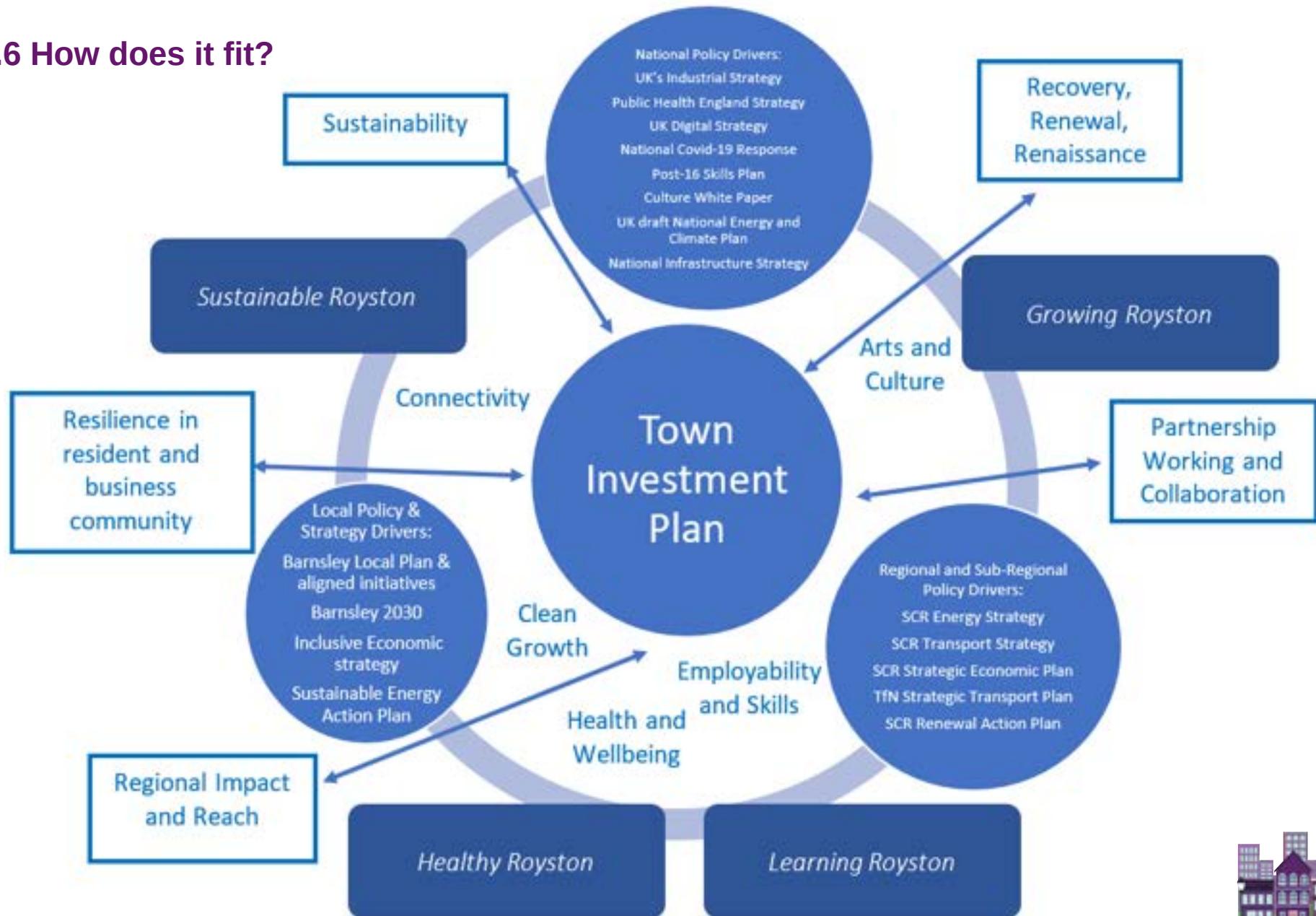


5.5 Spatial Map

Spatial Locations for Investment Plan Interventions in Royston



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[1] 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.

[1] Cudworth Businesses Together, My Hoyland, Community Action Penistone, Royston, Wombwell Wise



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 Royston's resident and business community, together with public, private and voluntary stakeholders jointly shape the objectives of each project.

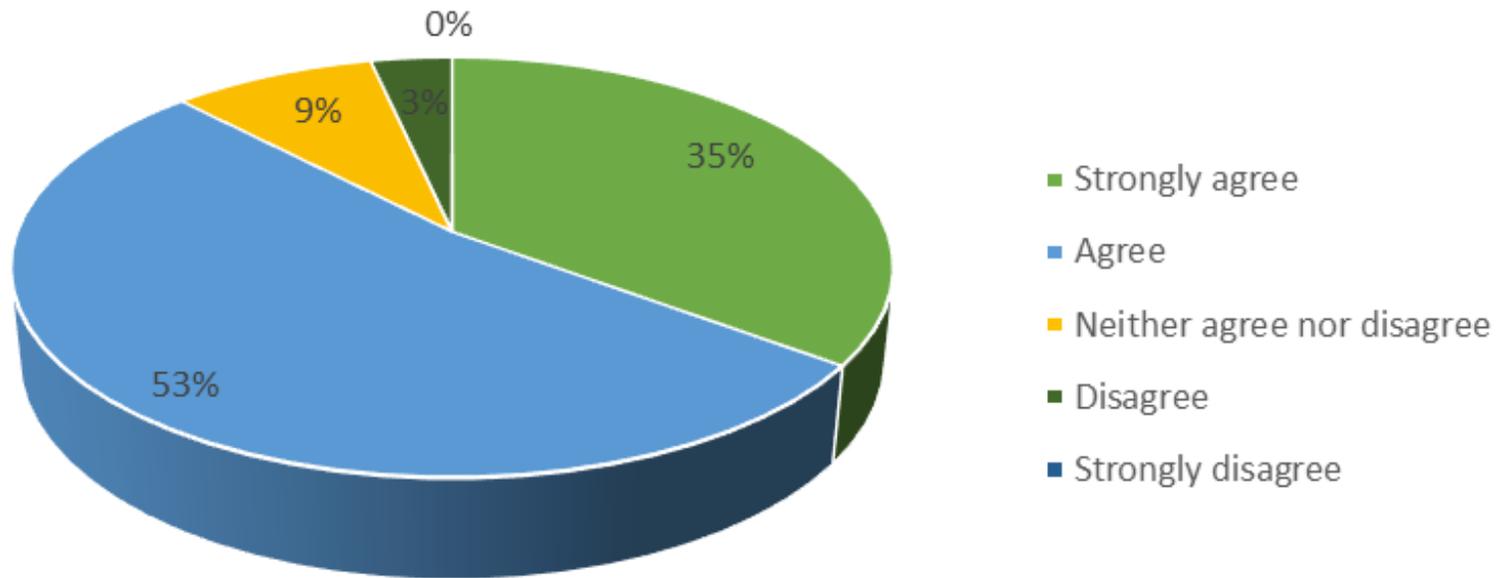
The Project Board' will review progress on the projects within the plan, and actions to identify activities are complete, on, or behind target will be reported back to the Principal Towns Commissioning Board for review.

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

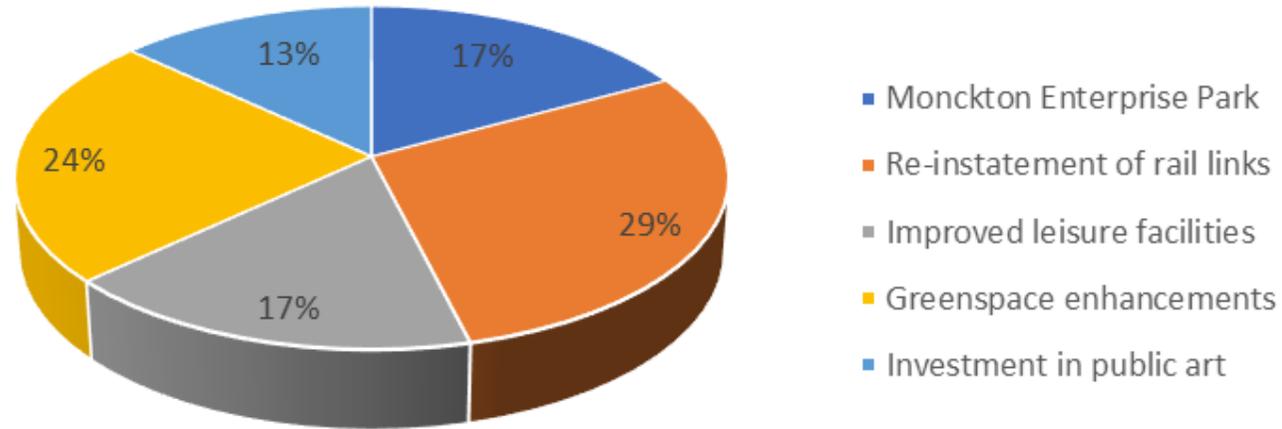


Royston

The vision: Working together to attract new life, business and footfall into Royston



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



'There are no social activity options for families'

'Youth club maybe ! Something for the kids & somewhere to go'

'Investment into the TPT would be welcomed for both physical and mental health reasons. The Trail has been a source of refuge for many during the pandemic, offering areas to re-engage with nature and destress'



