

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



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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

WOMBWELL

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 Wombwell 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 Wombwell Today: Understanding our place

Key Plan(s)

- High Street / Centre
- Wombwell in Barnsley

The Role of Wombwell

Wombwell is an urban village, **5 miles south-east of Barnsley town centre**, Wombwell is situated to the south east of Barnsley town centre, adjacent to Darfield, Stairfoot, Worsbrough, Hoyland wards and the southern border of The Dearne Valley Parkway. Wombwell is recognised as a small but busy market town with a well-defined centre. Historically, the area has suffered from the decline of the coal industry.

The Economic Position Report for Principal Towns and Local Centres prepared in April 2018 noted that there are a range of factors which make Wombwell distinctive from the other settlements in the Borough including the amount and quality of landscaping within the centre; a varied retail offer; the number of attractive and historic buildings in the core of the town; and an attractive gateway on arrival to the eastern end of the centre with Victorian buildings and new development. The report notes that more could be made of the gateways on accesses to Wombwell off the A633.

The western end of the High Street incorporates a modern retail development and area of public realm which is utilised by a large market on a regular basis (Tuesdays, Fridays and Saturdays between 8.30am and 3pm). The area includes tree planting, seating and bollards / screens to prevent inappropriate parking.



As at April 2018, there were six vacant units within the town centre, a relatively low figure. One of the vacant units however, is the Burton building, a visually interesting and prominent building with frontage onto the High Street and George Street. The building is in private ownership and although it has been in use relatively recently for ground floor retail purposes, there are now concerns that the condition of the building is deteriorating.

Wombwell has good transport connections with the wider area – Wombwell train station is on the Wakefield to Sheffield line, and the Dearne Valley Parkway (the dual carriageway which connects with the M1) passes to the south of the town.

The section of the Trans Pennine Trail between Aldham Junction, Wombwell and Station Road, Worsbrough has been the subject of improvement works with Section 106 funding. Benefits of the improvement works are hoped to include increases in the use of the section for both leisure and commuting purposes.

The area surrounding the settlement of Wombwell is protected by Green Belt policy to prevent the surrounding settlements of Cudworth, Royston, Darfield, Dodworth and Higham merging together. Hoyland, Wombwell, Cudworth and Royston whilst different in character, have a commonality in role, therefore, maintaining urban sprawl is increasingly important as well as protecting the landscape.



1.2 Area Profile

Wombwell ward population is approximately 13,000 making up about **5% of the Borough**.

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

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

	Wombwell	Barnsley	Wombwell in Barnsley
POPULATION			
TOTAL	13,006	246,866	
Wombwell % Barnsley population	5.27%		
Working age population (16-64)	8,261	152,684	5%
Working age population (%)	63.5%	61.8%	↑
Children & young people (0-18)	2,869	53,556	5%
Children & young people (0-18) (%)	22.1%	21.7%	↑
Under 35s	5,743	101,277	5%
Under 35s (%)	44.2%	41%	↑
Over 65s	2,267	48,162	4%
Over 65s (%)	17.4%	19.5%	↓
Population growth (2015-2019)	6.2%	2.9%	↑

NOMIS Ward Population Profiles, 2019

Wombwell's role as a **place for living** is highlighted by the fact that work and business remain secondary functions: 5.6% of Barnsley businesses and 3.2% of jobs are in Wombwell, compared to 5% of the population. The volume of work remains pretty static in Wombwell in recent years, with no increase in businesses and 5.5% increase in employment. The Local plan has allocated one area for employment on Valley way near waterside park with four sites allocated for housing.



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

	Wombwell	Barnsley	Wombwell in Barnsley
JOBS AND BUSINESS			
Total employment	2,715	85,490	
Wombwell % of Barnsley employment	3.2%		
% Change in jobs (2015 to 2019)	5.5%	9%	↓
Business count	370	6,585	5.5%
Wombwell % Barnsley businesses	5.6%		
% Change in businesses (2015 to 2019)	0%	9%	↓

BMBC analysis, DNS Business Counts (2015-19)

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

	Wombwell	Barnsley	Wombwell in Barnsley	England
INCLUSIVE ECONOMY				
Average annual household income	£35,100	£36,110	↓	£42,800
Life expectancy at birth (Male, 2018)	78.6	77.8	↑	79.5
Life expectancy at birth (Female, 2018)	80.2	81.8	↓	83.1
Deaths from preventable causes (Standardized mortality ratio)	130.2	111.0	↑	100
Claimants as % of working age population	6.1%	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*



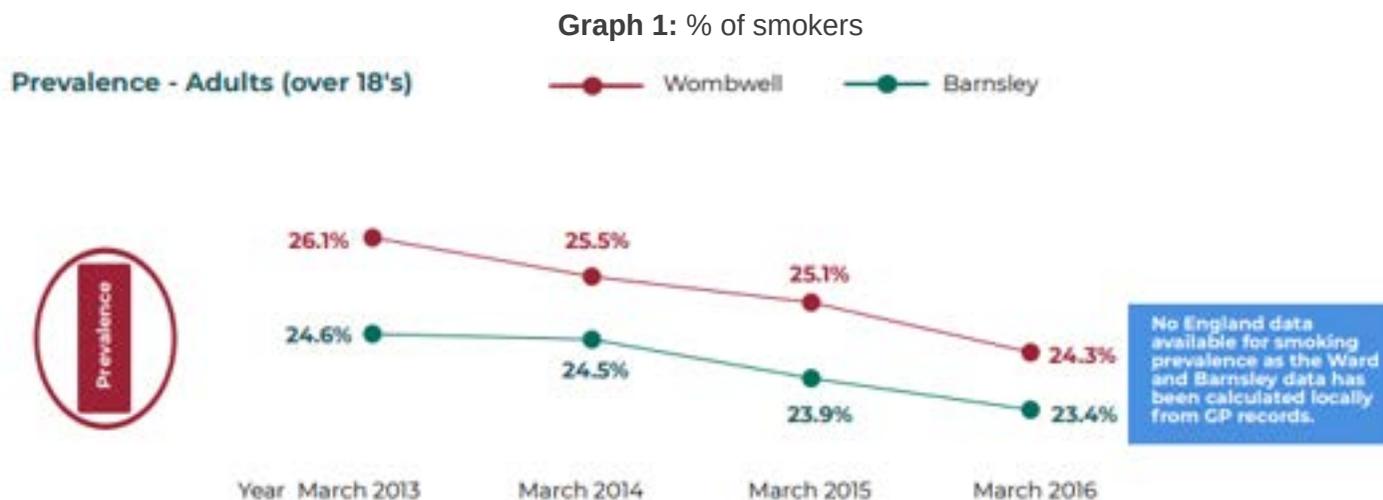
Set in the wider context of Barnsley as a 'catching up' economy – and compared to other parts of the Borough – Wombwell is not an acutely challenged community in terms of economic wellbeing and deprivation levels. The average household earns roughly in-line with the rest of the Borough and unemployment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

Relative to the Borough-wide picture, **health outcomes** are significantly higher, with death from preventable causes 30.2% above the national average compared to the wider 11% in the Borough. However, public health remains a key challenge for the Borough's communities on a whole, when compared to national indicators like the English Indices of Deprivation (MHCLG, 2019).

LSOA	Health national decile	Barnsley rank
Wombwell Park Street	1	19
Wombwell Copeland Road	1	29
Wombwell Barnsley Road	1	50
Wombwell Wilson Street	2	54
Wombwell Roebuck & Kingsway	2	62
Wombwell Broomhill	3	86
Wombwell Overdale & Dove Road	3	101
Wombwell Wood Walk & Hough Lane	4	111

Table 4: IMD 2019
 National decile: 1 = most deprived, 10 = least deprived
 Barnsley rank: out of 143 LSOAs, 1 = most deprived

Additionally, the proportion of smokers in Wombwell, although reducing, is still higher than the proportion in Barnsley (Graph 1).



Almost a quarter of adults in Wombwell are smokers. Rates have been consistently higher than the Barnsley rates at each time point during the period 2013 to 2016. However, the current rate of 24.3% is the lowest since 2013.



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, Wombwell appears to face additional challenges with some of the 8 neighbourhoods in and around the bottom third against national measures of education and skills deprivation.

The percentage of pupils resident in the Wombwell ward achieving a good level of development increased in 2018 however still remains lower than both the Barnsley and national averages.

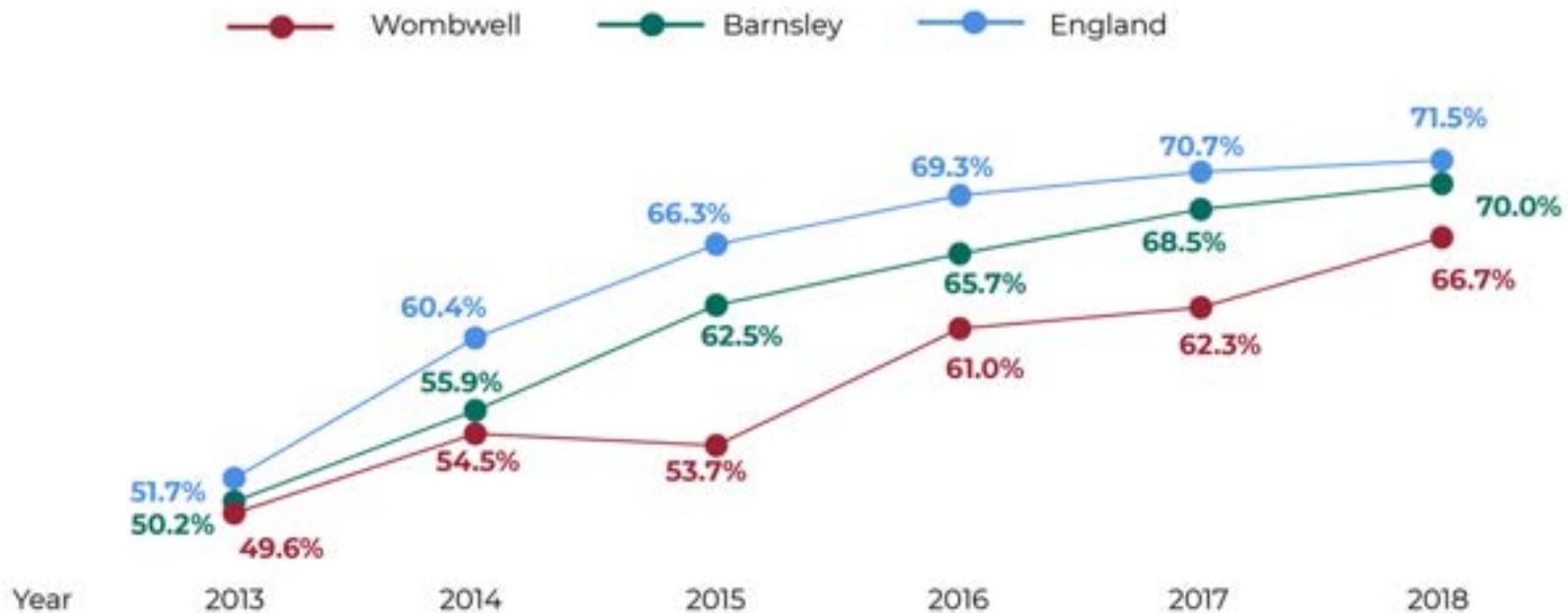
LSOA	Education national decile	Barnsley rank
Wombwell Copeland Road	1	10
Wombwell Roebuck & Kingsway	2	47
Wombwell Barnsley Road	2	49
Wombwell Wilson Street	2	50
Wombwell Park Street	2	62
Wombwell Overdale & Dove Road	5	105
Wombwell Broomhill	6	118
Wombwell Wood Walk & Hough Lane	6	120

Table 5: IMD 2019

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

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

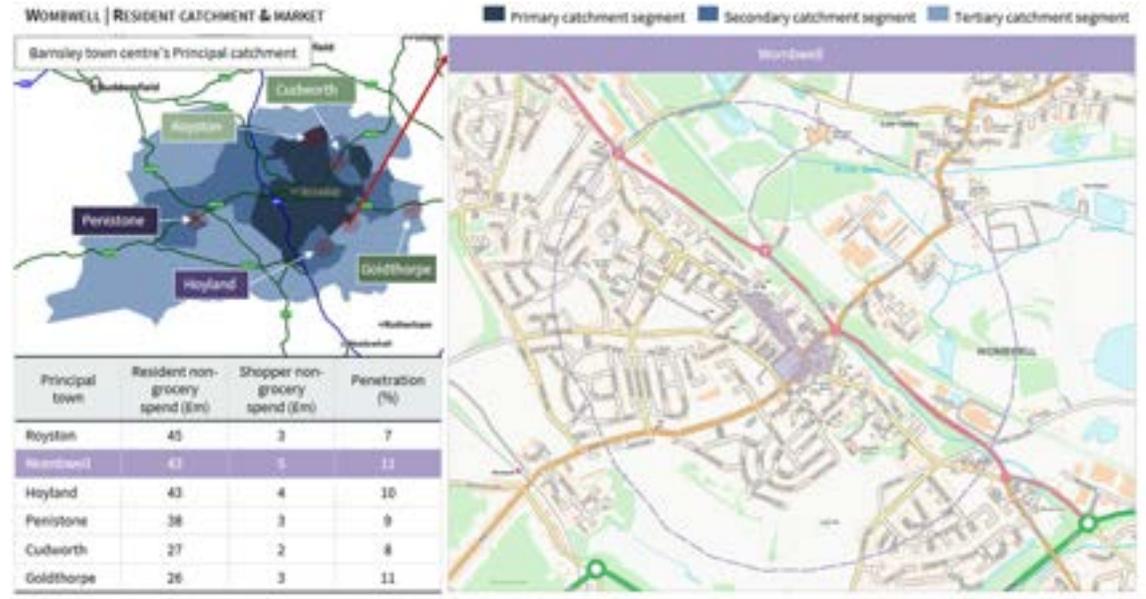
Graph 2: % of pupils attaining a good level of development



1.3 Retail

Similar to many parts of the Borough, Wombwell 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.

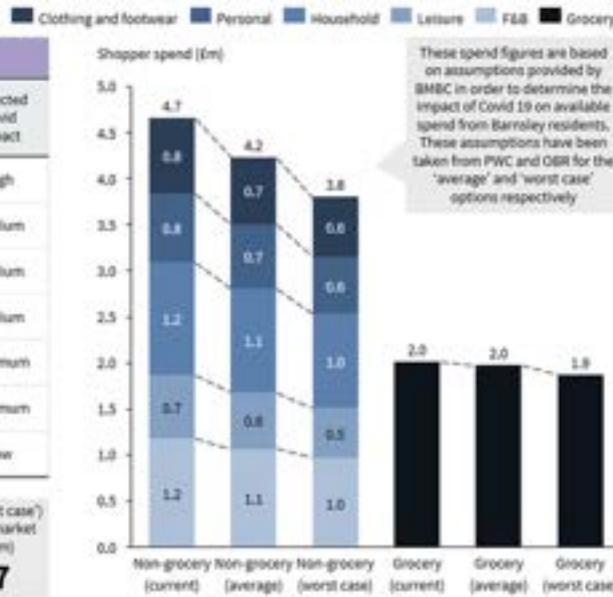
Despite Wombwell's proximity to Barnsley town centre, it is located in the tertiary catchment segment. This is where only 15% of town centre shoppers originate, presenting a greater opportunity for local occupiers to capture resident spend. This is reflected in a high shopper penetration of 11%



WOMBWELL | DEMOGRAPHICS & SPEND

Wombwell demographic assessment				
Key Mosaic groups (400+ residents)	Count of residents	% of town residents	'vs Yorkshire average	Expected Covid impact
Aspiring Homemakers	712	8	-24%	High
Suburban Stability	424	5	-31%	Medium
Modest Traditions	1,308	15	+143%	Medium
Family Basics	1,152	13	+28%	Medium
Transient Renters	3,263	36	+260%	Maximum
Municipal Challenge	1,564	18	+117%	Maximum
Vintage Value	910	10	+10%	Low

Current shopper market size rank (Principal towns)	Current total shopper market size (£m)	PWC ('average') shopper market size (£m)	DBR ('worst case') shopper market size (£m)
1st	6.7	6.2	5.7



While there are some affluent residents, 72% are from mid-low affluence Mosaic groups. However, high population density and a more captive market means that Wombwell has the largest shopper market size of the Principal towns.



The sizeable spend opportunity in Wombwell is matched by a high count of retail units. The town's high shopper penetration indicates that the retail offer is serving local needs well. It is, however, important to monitor the performance of merchandise categories with a high count of units to limit opportunity for sales cannibalisation.



BEFORE

Wombwell 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 135 units situated on the High Street, 45 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 Barnsley contractors.

78% of the funding to Wombwell'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 Wombwell (MSOA) shows that there are currently 370 business based within the local area which equates to 5.6% of the overall number of businesses within Barnsley. The vast majority of these businesses are micro enterprises employing between 1 and 9 individuals. Current intelligence shows that business starts and growth levels are lower in the area than both the Barnsley and wider regional and national averages.

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

	Wombwell	Barnsley	SYMCA	YH	England
INCLUSIVE ECONOMY					
Number of businesses (2020)	370	6,585	39,455	177,930	2,390,970
Micro businesses (1-9 employees) %	86%	88%	88%	88%	90%
SMEs (10-249 employees) %	11%	10%	10%	10%	8%
Business growth (2016-2020)	0%	9%	6%	6%	8%
Business start-up rate (new businesses per 10,000 working-age population)	47	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%

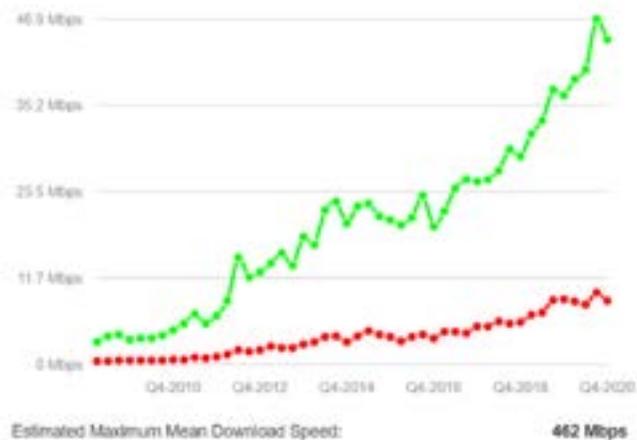
Barnsley Speed Test Results (Mbps)

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 Wombwell 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 Wombwell, 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 Wombwell, it is possible to see that there are four core potential themes that could be used to focus and target investment:

Healthy, Learning, Growing and Sustainable Wombwell

Healthy Wombwell



- Health
- Safety
- Reduce Inequalities

Learning Wombwell



- Skills
- Support

Growing Wombwell



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

Sustainable Wombwell



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

Barnsley - the place of possibilities

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





Netherwood

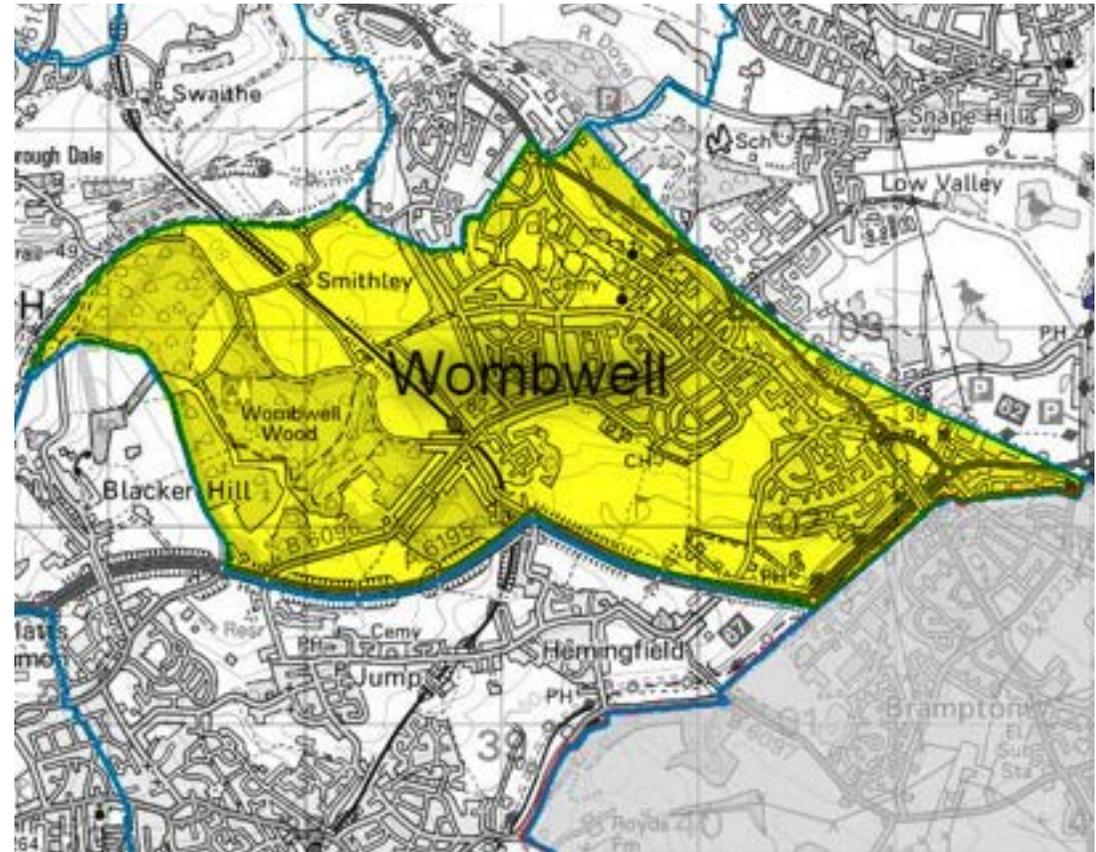


2 CONTEXT ANALYSIS

Wombwell is approximately 5 miles south-east of the Barnsley centre.

It has a shopping area which serves a local population of 13,006. It has a mix of housing types with a great many developments from the inter-war and post-war periods. These complement a small number of more ancient dwellings and buildings reflecting the importance of the rural economy before the opening of the deep mine collieries in the surrounding area. The cessation of deep mining across South Yorkshire in the late 20th century resulted in large economic shocks.

The village is still surrounded by open space, including green belt, regenerated public open spaces that were formerly part of neighbouring collieries and the remaining agricultural land which still dominates the south and south-east sides of the village.



2.1 Wombwell in 2020

Wombwell 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 poor within Wombwell, with death from preventable causes 30.2% above the national average compared to the wider 11% in the Borough.

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

Residents in Wombwell have some poor health outcomes, whilst life expectancy at birth and is pretty comparable to borough and national average and excess weight lower, levels of cancer, cardiovascular diseases and smoking are all higher.

Almost a quarter of adults in Wombwell are smokers. Rates have been consistently higher than the Barnsley rates at each time point during the period 2013 to 2016. However, the current rate of 24.3% is the lowest since 2013, this remains higher than the Borough average.

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



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.



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. The high street has historically supported a variety of retail opportunities, but there has been an increase over the years in service units, which draws footfall for purpose driven visits.

The majority of units that have become empty have quickly been re-occupied, however, there are a few units standing empty, particularly larger units, for some time which are becoming a blight on the high street.

Business Base

5.6% of Barnsley businesses and 3.2% of jobs are in Wombwell, compared to 5% of the population.

The vast majority of these businesses are micro enterprises employing between 1 and 9 individuals. Business starts and growth levels are significantly lower in the area than both the Barnsley and wider regional and national averages, and so for Wombwell to grow as a town to work in, the business base needs to grow.



CHALLENGE 3

Vulnerability of the High Street

Research by PRAGMA has estimated that resident non-grocery spend in Wombwell could fall by over x% due to Covid-19, as Wombwell has a high proportion of the groups expected to be most likely impacted economically by 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

Lack of Higher Skills within the Local Area

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

One quarter of Wombwell residents have no educational qualifications, and only 15.4% are educated to degree level or above, less than half the national average. The low percentage of higher level qualification 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 need to be explored.

The common challenge linking the health, skills and business challenges is the need to have digitally enabled residents and businesses. Identifying where the gaps are and then building capacity to reduce these is key. Delivering skills courses on line are providing a barrier to those who are not digitally literate, or have limited capacity. Additionally, a lack of necessary experience, appropriate qualifications and training hinders business opportunities.

	Wombwell	Barnsley	England & Wales
Level 4 Qualifications and Above	15.4%	19.3%	29.6%
Level 3 Qualifications	13.8%	13.6%	14.5%
Level 2 Qualifications	20.7%	19.2%	17.2%
Level 1 Qualifications	18.5%	17.0%	15.1%
Apprenticeships and Other Qualifications	8.4%	8.1%	8.6%
No Qualifications	23.1%	22.8%	15.0%



CHALLENGE 5

Burton Building

The Burton Building has been vacant for a number of years since Superdrug vacated. It is steadily declining and causing a blight on the High Street. Recent community consultation revealed that the majority of residents feel it is a iconic building on the High Street and would want to see it developed rather than demolished. It is currently privately owned.



CHALLENGE 6

Housing

The population of Wombwell is approximately 13,006 making up about 5% of the Borough; and it continues to grow. There are a number of sites in Wombwell that could be brought forward for residential allocation to allow for this increasing population.

However, considerations of access, acoustics, archaeology and bio-diversity all need to be addressed.

CHALLENGE 7

Culture

Access to cultural activities is limited unless you travel to Barnsley Town Centre. the decluttering of the High Street as part of Principal Towns phase 1 creates an opportunity to install a number of Art works to uplift the area and increase footfall.



CHALLENGE 8

Poor Environmental Quality

Quality of Greenspaces & High Carbon Emissions

Although the general environment and public open spaces are of a high quality there are some areas in Wombwell facing environmental problems, including unattractive, blighted and dilapidated areas, and areas of high carbon emissions.

Such problems are a threat to Wombwell 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.

Fuel Poverty

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

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





CHALLENGE 9

Active Travel

Although there are some developed Active Travel routes the stretch of TPT linking Wombwell to Worsbrough is currently a width of 1.5 metres, this is not in line with modern guidelines and hinders the develop of active travel routes.



PIT POND



2.3 Context Analysis: Evidence of Need

To overcome the challenges and seize the opportunities present in Wombwell, 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
Strengthening the High Street 	<ul style="list-style-type: none"> • Identified impacts of COVID-19 • Empty units on the High Street
Business Base Growth 	<ul style="list-style-type: none"> • Low business starts and growth levels
Environmental Improvements 	<ul style="list-style-type: none"> • Lack of investment in some green spaces • Absence of renewable clean growth • High Carbon Emissions
Housing Regeneration 	<ul style="list-style-type: none"> • Undeveloped Masterplans on allocated housing sites
Improved Skills 	<ul style="list-style-type: none"> • Lack of higher skills within the local area



2.4 Wombwell SWOC Analysis - Summary

	Strengths	Weaknesses	Opportunities	Challenges
 Healthy Wombwell	Investment already in place to deliver some health initiatives	Cancer, respiratory and cardiovascular diseases and prevalence of smoking and low activity levels	Creating a smokefree and Dementia Friendly High Street, and improving greenspace connection routes. BPL have expressed interest in gym facilities close to the High Street	Engaging with residents to reduce smoking, and encouraging Active Travel routes
 Learning Wombwell	Good existing links with High Street businesses	Lower level of digital business skills particularly amongst High St businesses. Higher NEET levels (16-18yrs) transferring into youth unemployment 18-24yrs, and a lack of higher skills within the local area	Opportunity to pilot neighbourhood-based delivery options and direct marketing to better connect people to support and employment.	Access to training and online courses.
 Growing Wombwell	<p>Independent shops and variety of retail including Tesco and Wilko's</p> <p>Public Realm works to be carried out through Principal Towns Phase 1</p>	Town Centre Vacancies, and decreased football. COVID impact	Encourage Shop Fronts / Business grants. Further develop areas of Town Centre. Previous had High Street Committee some interest showing in restarting. Proposed acquisition of Burton Building could offer start up space. Land allocated for housing.	<p>Building acquisition and declining town centre retail environment.</p> <p>Rise of online retail</p>
 Sustainable Wombwell	Range of green infrastructure throughout the ward	Lack of investment in some of the greenspaces, and active travel links. Undeveloped Masterplans on allocated housing sites	Active travel improvements highlighting. Caravan Gallery project very well received and could build on this to establish art in the area	Creating a space that doesn't attract ASB

2.5 Context Analysis: Key Opportunities



OPPORTUNITY 1

Health Inequalities

Smoke Free Wombwell

There could be an opportunity by working together with the South Area Team and Public Health to facilitate a localised smoking cessation service.

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 Wombwell which in turn could help reduce the smoking rate, and also meet the Council's Breathe 2025 agenda.

Dementia Friendly Wombwell

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



Promoting Active Lifestyles

The Beat the Street and Health Walk are initiatives that are already established in the borough. 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 Wombwell ward also provides an opportunity to improve resident health and wellbeing.

BLP have also expressed an interest in developing gym provision situated close to the High Street that would also link in to NHS referrals.





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.

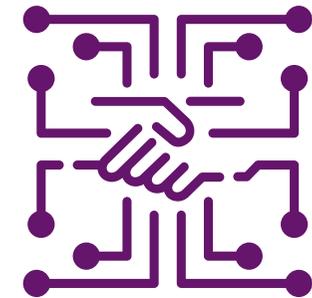
There's an opportunity to look at increasing resources through DWP/ESF commissioning investing in employment support, and also to look at Co-commissioning/production with Area Teams and partners by providing an outreach provision.

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.

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

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



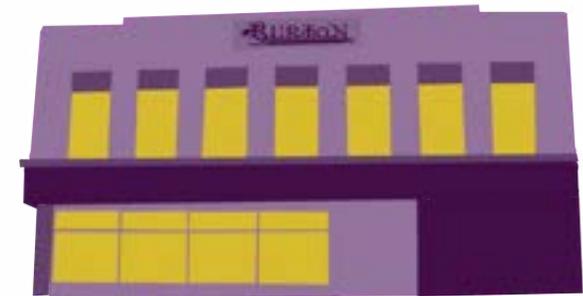


OPPORTUNITY 3

Strengthening the High Street

The Burton Building has been empty for some time and is currently in private ownership however the owner has expressed interest in communication regarding the future of the building.

It is a prominent site on the High Street and has significant floorspace so could be used for a range of functions. Development could include an element of small retail units and a start up hub linked to Enterprising Barnsley to provide opportunities to develop and start new businesses in the area.



OPPORTUNITY 4

Housing Development

A number of areas have been allocated in the Local Plan as Housing sites including land off Wainwright Avenue, Land at Tune Street, Kings Road and a larger plot at Lundhill Road.

There is an opportunity to advance a masterplan framework for residential allocations (in conjunction with other landowners). Considerations regarding access arrangements, acoustics (to block out the noise from the bypass, archaeology and tree retention all need to be explored through the masterplan.

There's empty premises and environmental improvements that could need to be invested in at Blythe Street along with a potential scheme at Hough Lane with the Housing Association.

Stall sites & garage sites could also be developed for housing.





OPPORTUNITY 5

Public Art

A recent project delivered by the Caravan Gallery in Wombwell had a really positive response and opens up further opportunities to work with the community to develop relevant and appropriate art work for the High Street.

The decluttering of the High Street as part of Principal Towns phase 1 creates an opportunity to install a number of art works to uplift the area and increase footfall.





OPPORTUNITY 6

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.

Wombwell woods is a significant area locally and recently temporary trails have been developed, this could be expanded on by developing permanent art and nature trails to attract residents, feel a sense of ownership in the area and also decrease instance of fly tipping.

Further development of Unicorn garden and potential unicorn trail linking this and other key areas.

Providing imaginative routes, and enhancing the Trans Pennine Trail, for active travel will lead to further usage of the spaces. Walking Maps have been developed by the Area Team, and these can be developed further by developing routes and art trails to attract community use.



Fuel Poverty

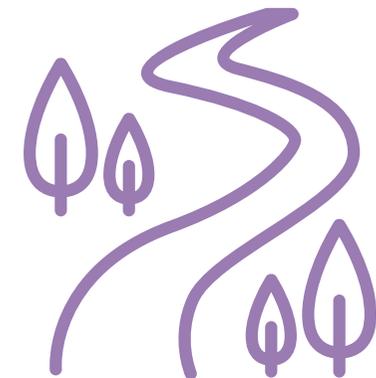
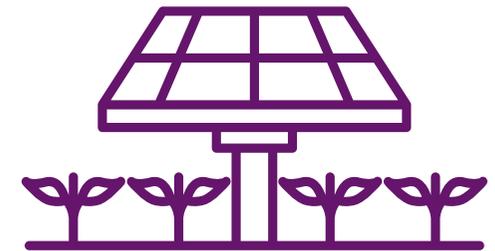
The insulation that is being offered to certain homes could be looked at, and potentially the team could look at other areas within the Ward to roll this out further to insulate homes and reduce the inequalities that fuel poverty rating brings.

Decrease Carbon Emissions

As part of the Council's Net Zero strategy, there is 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 area. This can feed into Wombwell's businesses to reduce the carbon emissions created in the Ward.



OPPORTUNITY 7

Active Travel

Active travel is a key priority for Barnsley Council however there are areas that need development to bring them up to today's standards. One such stretch is the one linking Wombwell to Worsbrough, the improvements to this route would also encourage walking/cycling and more accessibility to the attractions in the area.

2.6 Context Analysis: Wombwell Community

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

The Wombwell 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 Wombwell 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 Wombwell Ward.

Recent projects developed by the Wombwell Ward Alliance include; COVID 19 Children's Activity packs, Healthy Holidays COVID recovery, Healthy Holidays, a defibrillator, Christmas Tree, Lunch Club, Garden Project, Unicorn Gardens, Gardening Equipment, Hanging Baskets.



Pride in Wombwell

- Maintain current cleanliness in relation to dog fouling and litter collection
- Improve the use of open spaces, including those that are currently derelict, not used, or under used
- Continue our community celebration events, such as the High Street Gala and Picnic in the Park

High Street Improvement

- Develop local agreements to maintain High Street cleanliness
- Utilise the High Street better
- Improve the High Street in relation to the empty shops

Quality of Life

- Support those most at risk in Wombwell
- Promote 'home grown' food and healthy eating
- Manage anti-social behaviour better

Information and Support

- Provide local hubs for information, advice and support on a range of welfare and personal finance issues
- Promote internet access and help those who are unsure of using it
- Co-ordinate improved communication amongst local people

Youth Provision

- Keeping young people involved and active
- Co-ordinate local sports provision
- Support for before and after school
- Maintain our Youth Club(s)



Principal Towns Phase 1

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

Public Realm

Over the years additional street furniture / bollards have been added and, whilst the street furniture is well used, it does now appear cluttered on the High Street and accessibility is poor for individuals with sight or mobility issues.

The proposal is to declutter the High Street and create a more open, flexible space whilst still providing ample seating areas.

Demountable Market Stalls

Although one of the best functioning of our district markets, the market can look disorganised and unsightly due to a lack of stalls for the market traders. Demountable stalls will give a tidier, consistent feel to the market whilst providing additional cover for the stall holders.

There are currently anchor point and electrical outlets for use by the stall holders, however these are not in the appropriate areas so anchor point and electrical outlets will be moved and/or replaced.

The stalls will be in line with Barnsley Town Centre's stalls and will be included in the work programme, meaning there is no future revenue cost to the area for mounting and demounting the stalls.



Mock Up Design of High Street with removed street furniture



Mock Up Design of Market Stall



Toilet Block

The toilet block is currently unsightly and attracts unwanted usage. It is currently privately owned so we would look to purchase the unit. The consultation carried out offered the options of converting the unit into a retail unit or demolishing to extend the pedestrian area. The overwhelming result was to repurpose as a retail/coffee shop unit.

Unsightly Buildings (Cladding)

There are six units on the High Street with unsightly concrete façades above the shops which we will cover with a composite cladding to improve the appearance, subject to building owner approval.

Business Grants

Although there are limited empty units on Wombwell High Street, the majority are larger units that require increased investment to take on and have therefore been empty for some time, creating a blight on the High street. It is therefore proposed that a start business grant scheme is introduced to encourage businesses to take on these empty units.



The Toilet Block on Wombwell High Street



Empty Unit on Wombwell High Street



WOMBWELL CEMETERY



3 THE VISION

"Making Wombwell a Thriving Market Town!"

Working together to make Wombwell a modern, vibrant, healthy town.



4 OUTCOMES

Healthy Wombwell

- Reduced Inequalities
- Active Travel

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



Growing Wombwell

- Town Centre
- Business and Employment

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



Enhanced business base and improved physical environment.

Learning Wombwell

- Skills

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



Sustainable Wombwell

- Green Spaces
- Reducing Emissions

Connecting local green spaces and supporting sustainable growth



WOMBWELL PARK



5 STRATEGY

5.1 Delivering Wombwell's New Vision

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



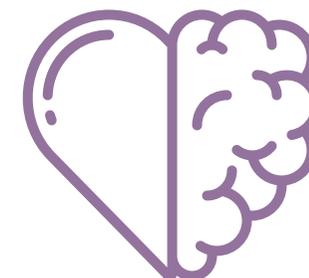
Healthy Wombwell

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	£150,000
Contribution to objectives	Developing Wombwell as a healthy high street



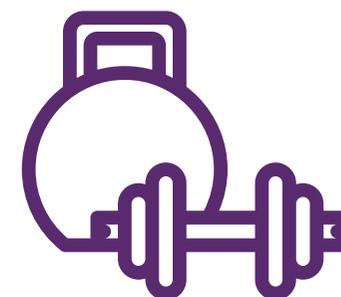
Project: Healthy Wombwell

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 Wombwell as a healthy high street



Project: Healthy Wombwell

Project: BPL Gym	
Description	Gym provision near High Street will create increased opportunities for increasing fitness levels, link in to referrals from NHS
Delivery	Time
Outputs	Reduction in preventable deaths
Funding	£50,000
Contribution to objectives	Reduction in health inequalities Increased physical activity



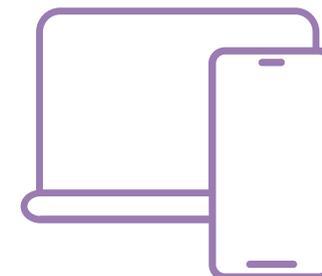
Project: Healthy Wombwell

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



Project: Learning Wombwell

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



Project: Learning Wombwell

Project: Decreasing NEET Levels	
Description	Pilot neighbourhood based delivery, investing in a youth employment hub and approaching communications and marketing strategically to increase awareness and raise community aspirations
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	£500,000
Contribution to objectives	Improving skills and attainment levels



Project: Growing Wombwell

Project: Refurbishment Grants	
Description	Building refurbishment to improve physical appearance of High Street and bring empty buildings back into use. Develop a start up space.
Delivery	Time
Outputs	Empty units refurbished New businesses
Funding	£3,000,000
Contribution to objectives	Reduced vacant and run-down properties New business development



Project: Growing Wombwell

Project: Housing Development	
Description	Explore masterplans to advance housing development opportunities
Delivery	Time
Outputs	Masterplans
Funding	£50,000
Contribution to objectives	Development of safe, warm, sustainable housing



Project: Sustainable Wombwell

Project: Public Art	
Description	A community art project to raise cultural awareness and create lasting pieces of art work on the High Street to increase footfall
Delivery	Time
Outputs	Art Installation
Funding	£70,000
Contribution to objectives	Increased cultural opportunities



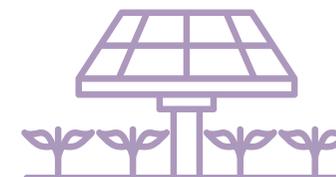
Project: Sustainable Wombwell

Project: Improving Green Spaces	
Description	Improvements to Wombwell'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 Wombwell
Funding	£200,000
Contribution to objectives	Improved quality and safety of green spaces and more renewable energy



Project: Sustainable Wombwell

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



Project: Sustainable Wombwell

Project: Active Travel	
Description	Improved walking / cycling routes from Wombwell to Worsbrough
Delivery	Time
Outputs	Active travel opportunities
Funding	£225,000
Contribution to objectives	Active Travel



5.2 Strategy

The vision for Wombwell, 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 Wombwell 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 and additional revenue resource to Stop Smoking Specialist service			£150,000 (Revenue)
	Dementia Friendly High Street	Creating a Dementia Friendly High Street with all businesses signed up to the initiative			£30,000 (Revenue)
	BPL Gym Facility	Work with BPL to identify potential site			£50,000 (Capital)
	Active Lives	Promotion of walking / cycling routes and art / heritage trail to increase usage			£70,000 (Capital)
	Business Skills	Develop specific business training for local businesses			£20,000 (Revenue)



Intervention	Project	Project Description	Rank	Prioritisation Process Result	£ Requested
	Decreasing NEET levels	Pilot Neighbourhood based delivery, investing in a Youth Employment Hub			£500,000 (Revenue)
	Burton Building	Redesign Burton Building for potential usage of additional retail and start up hub.			£3,000,000 (Capital)
	Housing Regeneration	Developing masterplans for allocated housing sites to accelerate delivery of new housing developments			£50,000 (Capital)
	Public Art	Working with the established community groups to develop ideas for artwork to run through Wombwell			£70,000 (Capital)
	Greenspace Enhancements	Improvements to Wombwell's Parks and Green Spaces, including improved signage and nature trails to encourage usage			£200,000 (Capital)
	Reducing Carbon Emissions	Feasibility study of creating a Solar Farm, and exploring Mine Water opportunities			£75,000 (Capital)
	Improved Walking & Cycling Routes	Trans Pennine Trail double width of 1.5mtr route to meet modern guidelines (stretch linking Wombwell to Worsbrough)			£225,000 (Capital)



5.3 Objectives for Wombwell

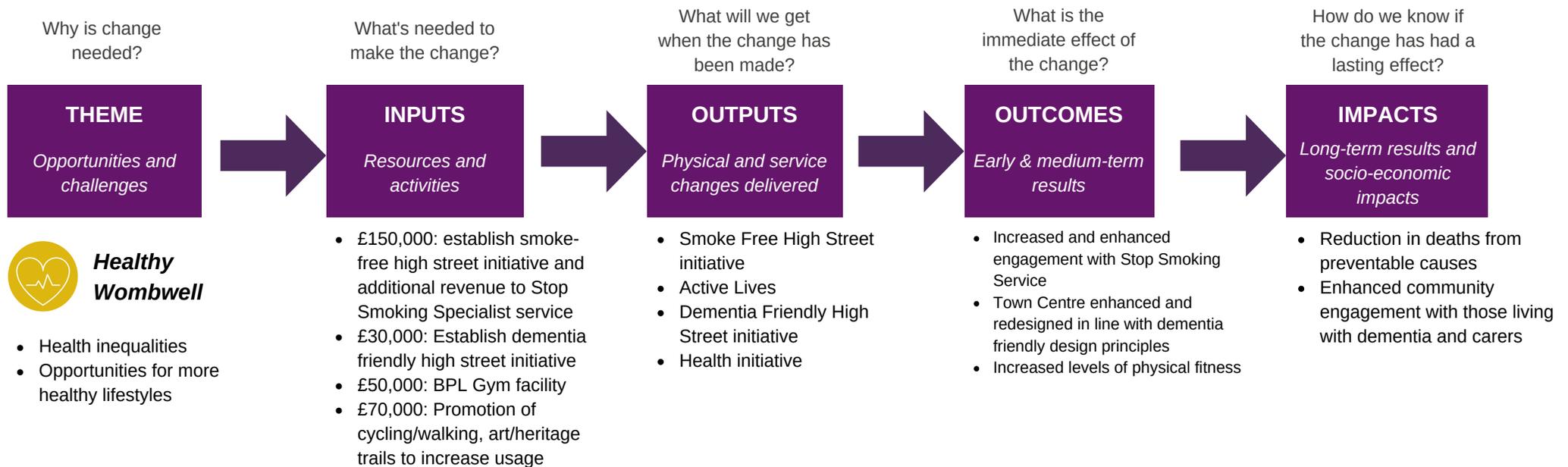
To achieve the Investment Plan outcomes interventions must contribute to the following objectives:

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





Learning Wombwell

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

- £20,000: Development of skills and employment opportunities
- £500,000: Decreasing NEETs

- Localised digital skills delivery
- Neighbourhood-based delivery

- Additional skills and work experience

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



Growing Wombwell

- Opportunity to bring buildings back into economic use
- Housing Redevelopment

- £3,000,000: Redevelopment to improve physical environment
- £50,000: Developed masterplans

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

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

- Direct property value increase
- Increased proportion of businesses with digital skills
- Safe warm sustainable homes



Sustainable Wombwell

- Lack of cultural opportunities
- Poor quality green spaces with opportunity for enhancements
- Above average carbon emissions
- Under developed walking/cycling routes

- £70,000: Public Art
- £200,000: Landscape and facilities enhancements
- £75,000: Feasibility study of renewable power and heating
- £225,000: Bring section of TPT up to modern standards

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

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

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



5.5 Spatial Map

Spatial Locations for Investment Plan Interventions in Wombwell



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.

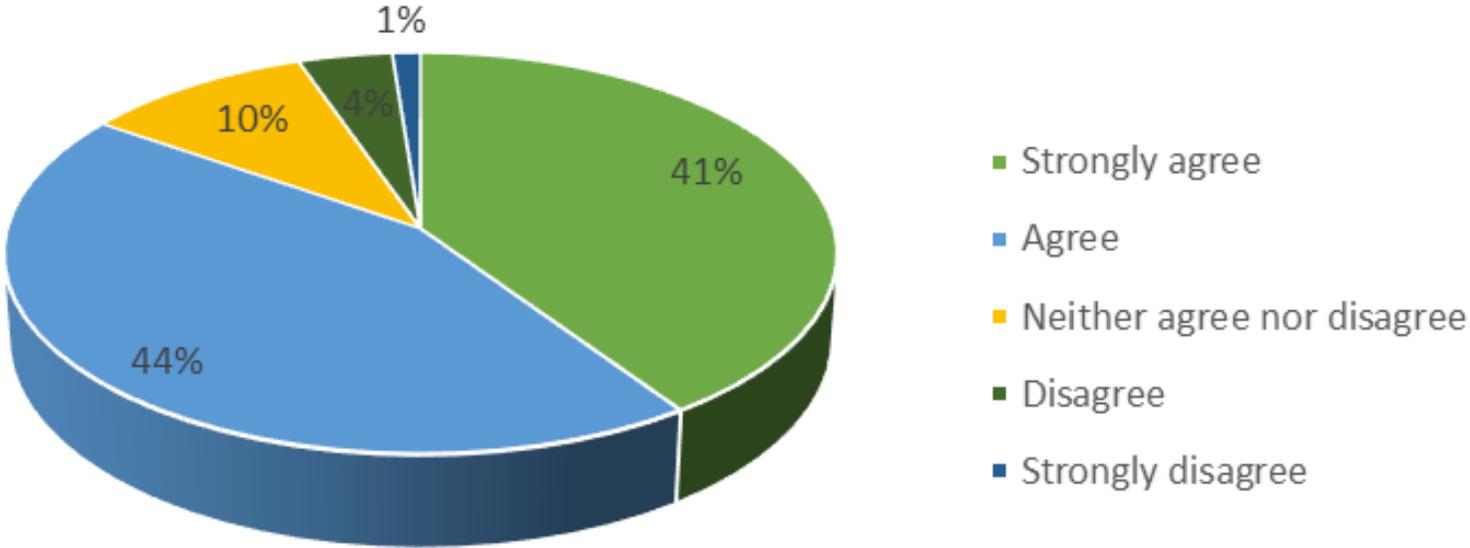
Below are the responses received, and an extract from the survey showing resident's reaction to the The Vision for each area, and preferred options of the themes.

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

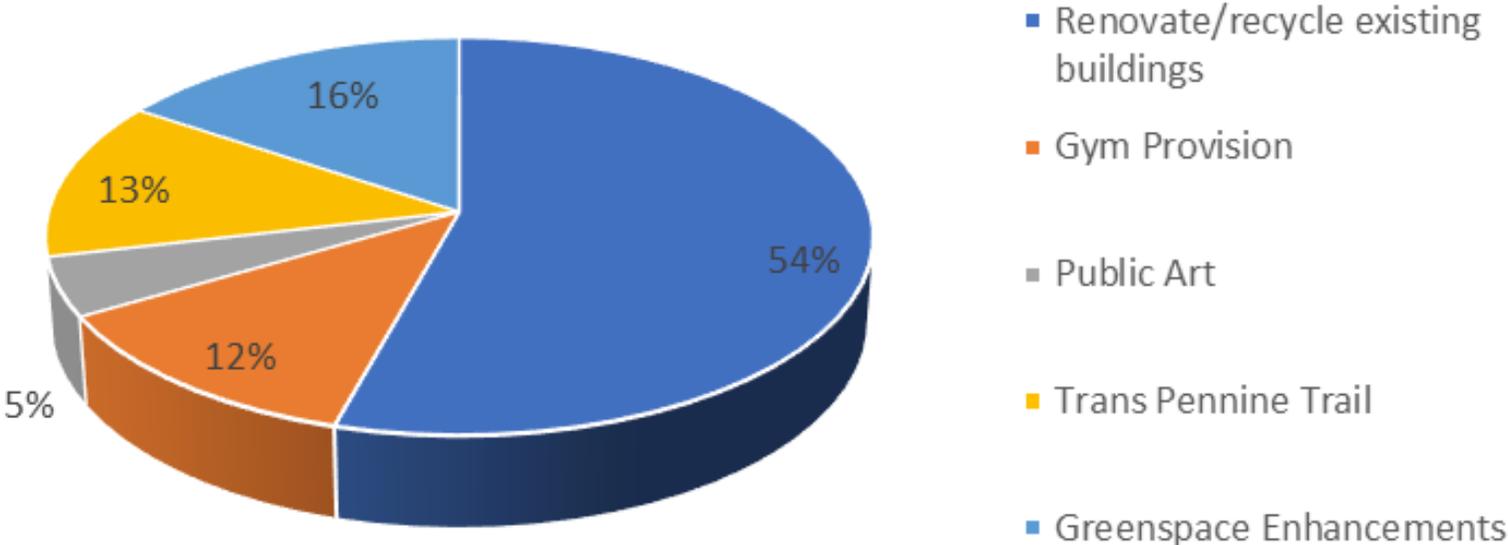


Wombwell

The vision: Working together to make Wombwell a thriving market town



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



'The Burton building was going to be subject to a compulsory purchase order. This for me is the most important thing for wombwell'

'To create artisan shops for locals and restrict the use of barber charity and takeaway shops'

'There is an opportunity to promote smaller, independent businesses in a building like the Burton building'

'With all the new builds in the area, it would be amazing to have a leisure centre so close'



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 Wombwell'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.



