

# BARNSLEY ECONOMIC RENEWAL ACTION PLAN



March 2021



**BARNSLEY**  
Metropolitan Borough Council

# 1 INTRODUCTION

## Why is this needed

We are a 'catching up' economy. Barnsley is a **proud market town** whilst the Borough encompasses six principal towns and other settlements with a **rich industrial heritage**. It is also a Borough which has much greater ground to make up than other places in the national transition to a service and knowledge-based economy with significant levelling-up opportunities existing across the Borough. We have understood and acted upon our challenges for many years throughout this transition.

Any social or economic crisis such as the global Coronavirus pandemic comes as a particular challenge to Barnsley – because of the **legacy issues we face** such as lower than average levels of economic activity, health inequalities and some particularly deprived communities. This has meant that Barnsley has been harder hit by the pandemic than other parts of England and will need to work harder to recover economically and socially from its impacts.

In February 2021, the Government announced its Roadmap out of national lockdown – outlining the series of steps that may be taken towards the removal of legal limits on commercial and social activity, not earlier than June 2021. The decision on moving between each step will be governed by the data about the transmission and mortality rate of the virus. As such, there is very cautious optimism that we can start to plan for life after COVID; and look to opportunities in Barnsley's post-pandemic economy including new reasons to visit the town centre, a growing digital sector and strengths in logistics and distribution.

In response, we have developed this Renewal Action Plan which **aims to provide immediate help for local people, employers and places**, and puts us on the road towards social and economic renewal. It will help people, employers and places recover, and put us on course to transform the Borough – making our economy and society stronger, greener and fairer.



Some of the strengths and weaknesses of our economy are analysed in Section Two of this plan, along with the story of the impacts of the pandemic. But the main body of the plan focusses on action – what we can do to support a rapid and effective recovery.

The plan also contributes to our **longer-term goals developed through Barnsley 2030** so we can look towards a better future. The plan shows how Barnsley Council, and its public, private and third-sector partners will help:



### People

To adapt to the new economy and be better equipped to fill higher-skilled jobs



### Employers & Businesses

To adapt, consolidate and thrive in the new environment



### Places

To create jobs, make our towns, villages and rural areas more resilient, and transform local economies

## A more inclusive and productive economy

In line with Sheffield City Region ambitions, our Renewal Action Plan aims to make post-pandemic Barnsley:



### Stronger

An economic transformation to create not just a bigger economy but a better one: more inclusive, higher-skilled, and creating higher-value socially and economically



### Greener

A green transformation to become a low-carbon economy, improve our environment, and revolutionise our transport



### Fairer

A transformation of wellbeing and inclusion, raising our quality of life, reducing inequality, and widening opportunity

### A collective enterprise with our partners

The Renewal Action Plan has been developed in close partnership with Barnsley's businesses, the Borough's anchor institutions, skills and education providers, Barnsley and Rotherham Chamber of Commerce, Barnsley CVS, Sheffield City Region and the other three constituent local authorities, and other partners through the Borough's and the SCR COVID response groups.

This plan identifies the key aims and programmes we will deliver individually and collectively to:

- Strengthen Barnsley's economy
- Improve sustainability
- Ensure people are supported to develop their skills, retain their current employment or move into new employment
- Help businesses and employers to recover
- Develop places like our high streets, towns, villages and neighbourhoods to restore their economic and social vibrancy.



### The changes we will make

In the next 18 months we will:

- Help people improve their skills, get back to work, remain and/or progress in work, sustain, grow or set up in business
- Accelerate our Net Zero Carbon transition through creating a Zero Carbon route map for the Borough
- Back our businesses as wealth and job creators
- Improve connectivity across the borough and within South Yorkshire.
- Increase development of Urban Barnsley, our principal towns and neighbourhood investment plans.

This plan also maps out additional medium-term and longer-term initiatives which will also support economic and social recovery up to 2030.

### How this will be funded

Parts of this plan are already funded through Barnsley Council, national government and SCR funds. Some funds will come from a wide range of national and regional funding partners and anchor institutions, as well as from businesses themselves. Other elements of the plan will require securing additional funds. This work is already under way and we will endeavour to pursue any funding opportunities which fit with the big ambitions of this plan.

We are now in discussions around what support we can expect using the powers and funding in the recent **Sheffield City Region Devolution Deal** to help the Borough's people, businesses and places.

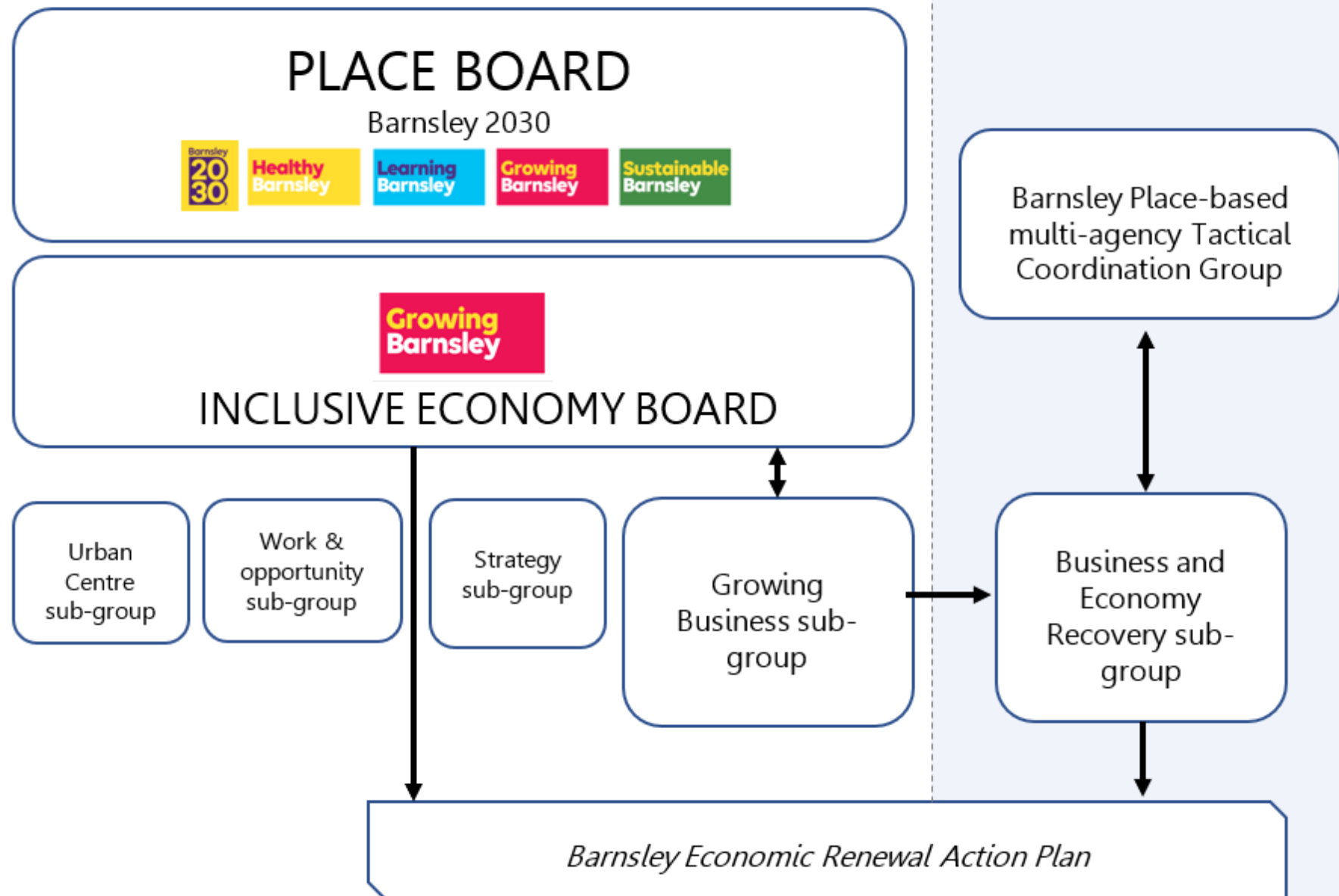


### How this Plan sits with our governance and strategies

This plan has been developed under the Barnsley Inclusive Economy Board which includes Barnsley businesses, education institutions, NHS, Barnsley Council members and senior leaders. The Inclusive Economy Board is responsible for oversight and ensuring the plan has maximum commitment from the business community and delivery institutions across the Borough.

The delivery of this plan will be overseen by the Business and Economy Recovery sub-group convened by Barnsley Council, with the Group reviewing progress every month against the interventions laid out in this plan and their impact.

The Business and Economy Recovery Sub-Group will be guided by the Business Recovery Subgroup of the Inclusive Economy Board.

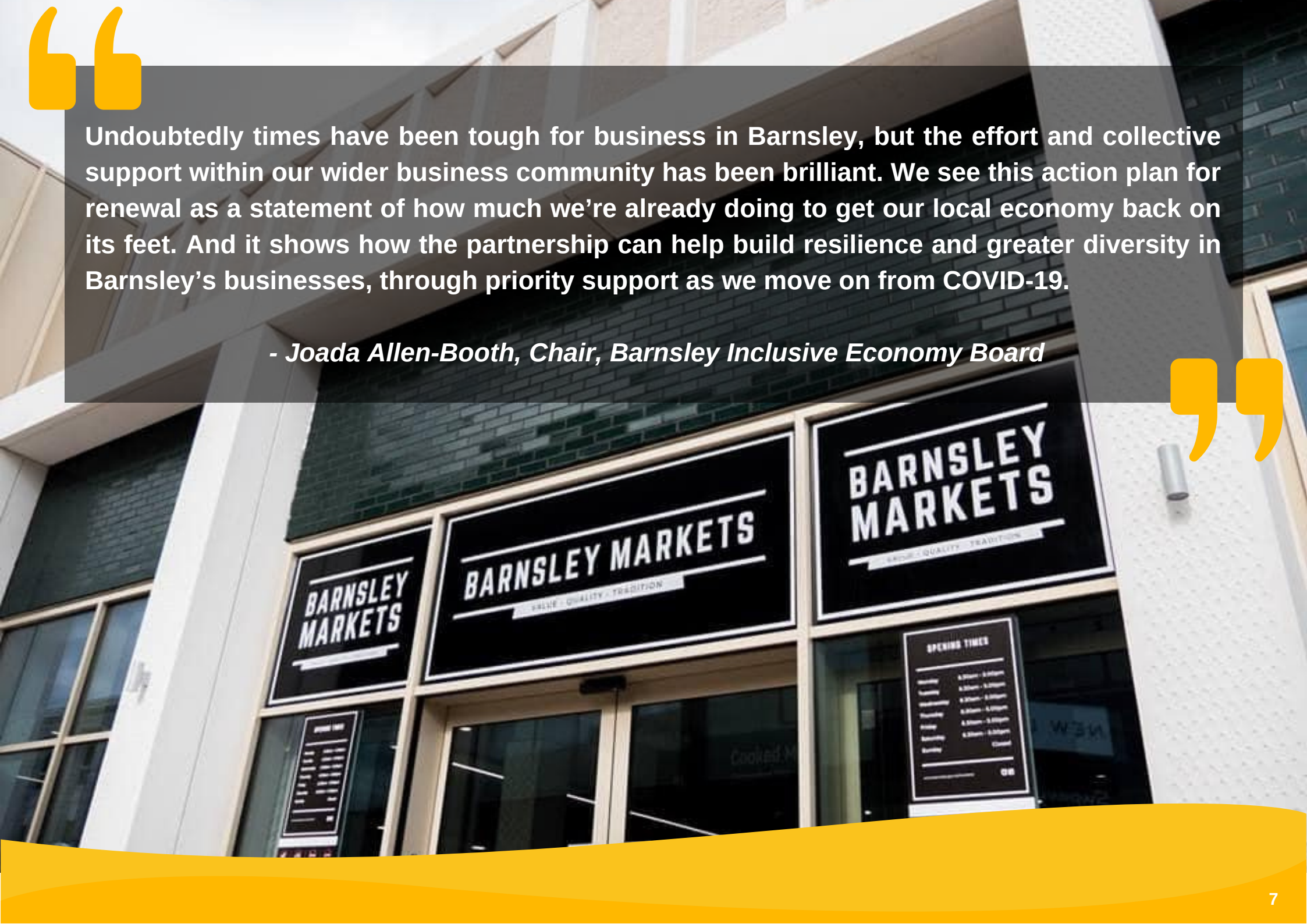






Undoubtedly times have been tough for business in Barnsley, but the effort and collective support within our wider business community has been brilliant. We see this action plan for renewal as a statement of how much we're already doing to get our local economy back on its feet. And it shows how the partnership can help build resilience and greater diversity in Barnsley's businesses, through priority support as we move on from COVID-19.

*- Joda Allen-Booth, Chair, Barnsley Inclusive Economy Board*



# 2 BARNSELY BEFORE, DURING, AND AFTER COVID-19

## PEOPLE

### BEFORE: Pre-2020 Trends & Issues for People

**Work, economic engagement and inclusion:** Like many parts of the North [1], Barnsley's role in the national structural economic transition of the last forty years, means our local economy must grow even more than elsewhere to generate enough replacement work. **Great progress has been made** as jobs growth was three times faster than the City Region average between 2015 and 2019 [2]. **But the gaps are persistent: more than 14,000 more jobs would be needed to match provision across the City Region.**

Economic engagement in Barnsley **continued to improve considerably in the mid-2010s**; but was starting to slip again pre-pandemic. The percentage of people unable to work, or choosing not to, has been higher than the national average since 2015 [3]. Progress in alleviating deprivation had also stalled since 2010 in the wake of the 2008/9 recession, austerity and the real terms decline of wages. By 2019, 56% of Barnsley's neighbourhoods were in the lowest third nationally in the Index of Multiple Deprivation [4].

**Skills and training:** More and more people have basic qualifications for entry into the labour market, with foundation skills improving well in the years before the pandemic. The development, attraction and retention of people with **skills for higher-value work remains a key challenge** – the gap in numbers of people with a degree or equivalent is growing between Barnsley and the wider labour market [5].

**Health:** Ill health was already an ingrained and serious challenge for Barnsley before COVID-19. **The legacy effects of industrial employment and ongoing health inequalities continue to impact on communities and economy.** The proportion of people who are economically inactive through ill health in Barnsley has been consistently higher than regional and national averages for more than a decade [6]. Life expectancy for residents is below the national average; whilst people in Barnsley are 11% more likely to die of preventable causes than the wider population [7].



## DURING: 2020 - 2021 Trends & Issues During the Pandemic for People

**Work, economic engagement and inclusion:** Successive public health lockdowns since March 2020 have had a clear impact. 10% of all eligible employees were on furlough at the end of 2020, and approximately 1,350 redundancies have been announced in the Borough, **pushing back jobs growth**. Up until the end of the Jobs Retention Scheme (April/May 2021), Barnsley has not been especially affected compared to other places. In fact, in December 2020 the out-of-work claimant count, and the proportion of workers furloughed, were both lower than the national and regional averages. However, the loss of jobs so far has already weakened Barnsley's modest employment market.

Barnsley's economic structure means a significantly lower proportion of the workforce has been able to work from home under lockdown compared to other local economies: 34% in Barnsley compared to the national average of 42%, and much higher rates in city economies such as nearby Sheffield (44%) and London (48%) [8].

**Skills:** The **job market is currently more competitive**, requiring applicants to differentiate themselves; it is harder for new entrants lacking the ability to evidence the application of these skills in practice.

New ways of working have created demand for enhanced digital communication skills and for critical and agile decision making. The pandemic and digital working have also highlighted growing demand for 'soft skills' across the whole workforce – empathy in a digital environment, listening skills, self-management (time management, discipline, focus and emotional intelligence). Technical skills have changed at pace - employees require the right mindset to learn how to learn and to have the ability to adjust and maintain organisational resilience.

**Health:** The effect of pre-existing health inequalities and population age on mortality rates from Coronavirus has been stark in Barnsley. **The Borough has amongst the highest rates of death from COVID-19 of all local authorities in the country** [9]. This is result of existing ill-health and a higher proportion of people of retirement age and older [10], combined with the additional exposure of the proportion Barnsley's workforce continuing to work out of the home during lockdowns.

## AFTER: 2021 and Beyond - Prospects & Issues for People

**Work, economic engagement and inclusion:** The final effect of the pandemic will not be known for some time; the Job Retention Scheme is holding back the worst of the impacts. The effect for a 'catching up economy' will be very significant. **If every job on furlough at the end of 2020 (10,500) is made redundant in May 2021, it would eliminate all jobs growth since 2014** – even before the effect on self-employment. In communities in Barnsley where access to employment is already a challenge, the post-pandemic economic effects on the experience of deprivation are unfortunately likely to be regressive without targeted support and intervention. The labour market, already starting to hollow out; will widen inequalities, bringing concerns around inclusion and diversity, pushing disadvantaged groups further away from work.

**Skills:** In the short term there may be fewer roles, but as companies recover roles will emerge and these will require roles more strategic and professional skills will be needed. **Qualifications will become ever more important to differentiate people in the job market.**

Technical skills will increase in value and evolve as new technologies emerge, occupations will shift, and the nature of activities will change to pair humans with machines as technology augments the workforce. The mix of occupations requiring higher level skills will also change to compete with highly capable machines - agriculture, skilled trades and construction occupations all suggest pockets of opportunity.

Workers will need skills and capabilities not replicable by machines – problem-solving, resilience, team-working, initiative, imagination and resourcefulness, systems analysis and systems evaluation.

**Health:** We will be facing the direct, indirect and longer-term health impacts of living alongside Coronavirus for some time. We will need a place-based approach to testing, vaccination & self-isolation that can flex to the needs of our area to manage infection levels.

This will require ambitious system-wide, streamlined action for households from positive test result through to financial and emotional support. Key stakeholders will need to develop a more joined up approach to address issues experienced by unengaged and marginalised groups. We will also need to re-focus efforts to address the inequalities that have been exacerbated by Covid-19.




## BEFORE: Pre-2020 Trends & Issues for Employers and Business

**Business resilience, enterprise and growth:** The structural economic legacy of widespread employment in state-owned industry and large-scale manufacturing firms, has left Barnsley catching up in terms of the size and diversity of its business base. There are almost 40% fewer businesses per head in Barnsley than across England [11]. But, pre-pandemic, great strides were being made to close the gap. **Growth in the number of businesses outstripped local, regional and national averages between 2016 and 2020.** In recent years, businesses in Barnsley have also been more likely to survive the first three years of operation than across the wider economy [12].

Historically, our structural legacy led to low levels of enterprise, with extra efforts and support required to encourage private business development. The culture of enterprise in Barnsley has been developing well in recent years with the support of the successful Launchpad programme. Prior to the pandemic, the business start-up rate improved for three consecutive years (2017-19).

**Investment:** Before the pandemic, property enquiry levels and inward investment successes were the highest for a number of years. However, even before March 2020, Brexit uncertainty was already having a marked effect in investment decisions.



As a Barnsley town centre business, receiving the money so quickly from the council was vital to paying our business costs and keeping afloat. The fact the council have paid us what we are entitled to automatically as new support has been made available has saved me the hassle of having to fill in any forms and really speeded up the process.

We've had great support as well as being given practical advice from the council's Enterprising Barnsley service to help us manage through the periods of being open.

*- Karl Chamberlain, owner of Barnsley Models and Games, based in the Victorian Arcade*



## DURING: 2020-2021 Trends & Issues During the Pandemic for Employers and Business

**Business resilience, enterprise and growth:** Successive national lockdowns and local tier restrictions during the pandemic have forced many customer-facing businesses to close for undetermined periods throughout 2020 and 2021. Demand for other services such as leisure and travel have fallen dramatically. Thousands of small businesses have been affected across the Borough – in sectors such as retail, food, accommodation, hospitality and personal services. – a critical test of the resilience of the business base. So far, only three businesses employing ten or more people have been reported to have closed permanently.

Recognising the importance of bolstering fragile growth in the business base, **Barnsley has been especially proactive in ensuring its businesses have accessed the maximum financial support available from external funding.** £42.7m of Small Business Rates Relief grant was administered by the Council to almost 3,900 businesses in five months in mid-2020; a further £7.8m was accessed with EB support from the Business Interruption Loans scheme.

In January 2021, Barnsley Council paid out over £10m in business rate support grants – ahead of the funds being received from Central Government.

**Investment:** Very encouragingly Barnsley has **continued to secure and deliver large-scale private sector investment** in new economic activity throughout the pandemic. This includes a £40m expansion of a PLC headquarters and manufacturing facility at Grimethorpe and a £60m investment in new parcel distribution hub at M1 Junction 36.

But the enforced closure of certain sectors, together with Brexit uncertainty slowed investment decisions and resulted in a 50% reduction in enquiry levels. The pandemic also slowed completion of speculative commercial property developments, which has limited the number of new premises being available to the market. The corporate target for inward investment successes was reduced from 45 to 24 companies, to reflect the challenges of 2020.

## AFTER: 2021 and Beyond - Prospects & Issues for Employers and Business

**Business resilience, enterprise and growth:** Current forecasts expect the UK economy to return to growth in 2021 following the vaccination programme; but it may not recover to pre-pandemic levels until 2023 [13]. The post-COVID business landscape will vary across sectors, depending on the specific effects of Covid-related business interruption and levels of demand. Whilst many businesses are likely to see some contraction – or at least consolidation – some employers in Barnsley, such as in engineering and manufacturing report increasing orders and turnover. We will create the right conditions for people to start new businesses in Barnsley, targeted at growing sectors.

**Investment:** Positively, inward investment enquiries have increased, and targets will be exceeded. The completion of speculative developments, supported by BMBC Property Investment Fund & SCR JESSICA Fund, has provided opportunity to secure growing local companies and inward investors. For example, the Nexus Business Park development at M1 J37 was fully let by the end of last year and the developer is now investing a further £5.25 million in a second phase scheme, to compliment the first phase of 15 units. A range of new high specification commercial properties are now available at M1 J36 and there is a strong pipeline of planned development for 2021. It will be important to continue to look to the future pipeline of developments and to ensure funding is available to work with developers to overcome viability constraints. Similarly we need to work hard to reduce the reliance on public sector enabling interventions and create the conditions to unlock private sector investment accelerating our renewal work.



## BEFORE: Pre-2020 Trends & Issues for Places

**Town Centre:** The shape and role of Barnsley Town Centre has been changing quickly over the decade up to the pandemic. Most places have anticipated and experienced a rapid a contraction of centres dominated by traditional retail. However, historically, there has been a persistent under-provision of retail, leisure and other commercial property in central Barnsley. **Opportunities for consolidation, diversification and growth have been identified** – including a new retail offer to capture a greater share of resident expenditure being lost to other centres such as Sheffield, Meadowhall and Leeds; and an improved evening economy offer.

The Council is undertaking a process of transformative investment in Barnsley Town Centre. The Glass Works is a two phase, £190m+, redevelopment of Barnsley Markets and development of the surrounding area into the town centre's leisure, retail and civic quarter. The Glass Works will consolidate primary retail within a single spatial area that is supported by high-quality leisure and food & beverage operators to drive additional footfall, dwell time and linked trips.

**Phase 1 of the Glass Works is complete**, consisting of demolition works, the redevelopment of Barnsley Markets (Met Centre) and the development of The Library @ The Lightbox. Phase 2, the development of four complementary high-quality leisure (cinema and bowling alley), retail, food & beverage blocks was already under way pre-pandemic, with a new landmark town square planned, all due for completion in late 2021.

**Principal Towns:** The Borough's population extends well beyond the boundaries of the town. Barnsley's Principal Towns are its other largest settlements: Cudworth, Royston, Hoyland, Wombwell, Penistone and Goldthorpe. Each principal town is an important local economic and service centre. Prior to the pandemic, the Council had initiated a £5m programme of capital investments to support continued economic regeneration across the Borough.

**Digital:** Significant progress has been made on the delivery of superfast broadband with coverage across the borough at 97.5%. Much of this success has been attributed to the Superfast South Yorkshire programme which promoted coverage and has been deploying the next generation of digital infrastructure with full fibre coverage. There was no commercial deployment of 5G prior to the pandemic in Barnsley. Barnsley Council is working with Sheffield Hallam University to lever academic digital knowledge into businesses (Digital Innovation for Growth) and provide a Makerlab facility at DMC 02 for demonstrating technology and developing new solutions.



**Transport:** Significant progress has been made in connecting our local communities through road, public transport and more recently active travel. Public transport patronage like other areas had experienced a decline but was still relatively strong with Barnsley. A clear focus has been established to develop a prioritised programme of transport interventions ensuring good mobility for our residents and businesses both within the borough but also cross boundary within the wider regional context.

**Culture and visitor economy:** Barnsley has a number of cultural jewels within the borough including Elsecar, Cannon Hall, Cooper Gallery, Worsbrough Mill and Experience Barnsley. More recently, working in partnership with the National Trust the Council was able to re-open Wentworth Castle and grounds. Our Culture team has delivered significant enhancements to our asset base through a sustained programme of innovative and external funding opportunities and partnership working. Supported by a dynamic marketing, communications and events programme visitor numbers and spend were increasing year on year truly illustrating the key contribution that the sector provides to the local economy.



## DURING: 2020-2021 Trends & Issues During the Pandemic for Places

**Town Centre:** Footfall in Barnsley Town centre has fallen dramatically during the pandemic, as a result of the closure of retail, leisure and hospitality businesses; government directives for office-based workers to work at home; and no spectators at Barnsley FC matches. Online sales have grown rapidly across the economy, accelerating the long-acknowledged trend away from traditional high street retail formats; which had already been incorporated into Barnsley's plans to diversify the town centre experience and co-locate retail and leisure in the Glassworks. After the initial adjustment period, construction work has continued as normal on developing Barnsley's new town centre heart – which will also benefit from a successful Future High Streets Fund for over £15m government capital investment, announced during the third national lockdown.

**Principal Towns:** Economic and commercial activity has been similarly affected across the Borough, including the Principal Towns, which commonly rely on retail and personal services to drive footfall in the district centres. The Council's Principal Towns programme has continued to deliver capital investment during the pandemic. The Goldthorpe Town Investment Plan has been developed during the pandemic and was submitted with a case for £30m+ central government funding in December 2020. The Council's Principal Towns programme has continued throughout the pandemic and in particular it has been encouraging to see an increasing demand for the Shop Front programme with applications received from 99 businesses providing clear evidence of the resilience and willingness of our high streets to bounce back.

**Digital:** Barnsley has worked to create the conditions to facilitate the delivery of world class digital infrastructure. This has included working in partnership to facilitate CityFibre with their three year, £32m full fibre deployment programme starting during the pandemic. Barnsley continues to shape the regional digital connectivity strategy and the launch of DMC2 autumn 2020 is a major milestone in The Seam – Digital Campus development.

**Transport:** Work has continued on the positioning Barnsley to secure regional and national funding to further enhance connectivity within the borough. Longer term, the preparatory work and investment into the network will directly support our economic recovery. Like most areas, as a result of the COVID lockdown mitigations, public transport patronage has been decimated which leads to significant concern around the future sustainability of the sector.

**Culture and visitor economy:** Covid 19 has had a huge impact on physical attendance at our exhibitions and events during 2021, as well as periods of closure for museums and attractions. It also required the delivery of projects and programmes to be revised; despite this the majority of these have been delivered with only minor changes and some slippage. Other work streams were accelerated, such as digital programmes as many activities were delivered online including virtual gallery and exhibition tours, family engagement programmes and live streaming events. Bright Nights 2021 has been delivered in a Covid secure yet highly creative way and digital engagement has significantly increased as has the demand for outdoor space and nature.

## AFTER: 2021 and Beyond - Prospects & Issues for Places

**Town Centre:** According to some evidence, Barnsley town centre is relatively well-placed for recovery compared with other centres which may have higher reliance on student populations, cultural anchors, out-of-town visitors and large-format national chain retail [14]. At the point when restrictions were the lowest in September 2020, footfall in the town centre returned to the pre-pandemic (Feb 2020) level [15]. However, the way in which urban centres will be used is undoubtedly going to change as a result of Coronavirus – and this must be factored in to plans to diversify demand into leisure and hospitality in the town centre.

**Principal Towns:** Economic renewal in principal towns remains a priority post-pandemic, with investment plans being worked up for each of the centres – using Goldthorpe as a blueprint – so that we can maximise our ask of government post-pandemic and ‘levelling up’ capital funding; and ensure investment takes place across the Borough.

**Digital:** A key priority will be to ensure that every home and business in Barnsley has access to a world class digital infrastructure, with the renewed and continued focus on supporting rural communities, gigabit capable infrastructure, full fibre deployment and engaging with 5G operators. Moving forward, following securing Future High Street Funding, we will look to drive forward the The Seam – Digital Campus providing a physical place that aligns digital business and skills.

**Transport:** A key focus will be to continue to invest in our transport network ensuring that communities are linked and able to access employment opportunities. Building on opportunities presented by the pandemic a significant refocus will take place in delivering active travel infrastructure across the borough. A priority area for Barnsley will be to work with partners to rebuild public transport patronage to pre-Covid levels.

**Culture and visitor economy:** We look forward to the safe re-opening of our Cultural assets. A key challenge will be to address the ground lost over the last 12 months with an emphasis on building back our visitor numbers. The wider strategic investment into this sector will continue with in particular the development and adoption of an Elsecar Masterplan being a key area of focus. This recovery plan also makes specific provision to deliver capacity building and resilience support for the wider culture and visitor economy within Barnsley.



## 2.1 Barnsley's Post-COVID Economy: SWOT Analysis

The table below outlines our analysis of: the existing analysis of strengths and weaknesses of Barnsley's economy; known future opportunities which can help our renewal plan; and potential threats which are the unknown risks to the Borough's renewal plans.

### STRENGTHS

- Strong and consistent track record of delivering inward investment and indigenous business growth
- Higher than average jobs and business base growth prior to pandemic
- Very successful established business support system and programmes
- Strong success rate in securing external funding, including existing and ongoing central government funds

### WEAKNESSES

- Continued deficit in volume of jobs and businesses pre-pandemic
- Persistent higher-level skills gap
- Poorer than average health outcomes across a range of indicators including life expectancy and deaths from preventable causes
- Challenging in making progress in alleviating multiple deprivation

### OPPORTUNITIES

- Ensure public health and inequalities in health outcomes remain main priority in all regeneration and recovery activity
- Build back from pre-pandemic jobs growth
- Continue to close gap on entry-level skills
- Ongoing investment in Barnsley's new town centre and The Seam Digital Campus
- Further investment in strategic employment cluster at Junction 36: including possible Freeport Tax Site status
- Potential £25m+ Town Fund investment in inclusive and sustainable economic regeneration projects in Goldthorpe
- Additional capital investment available via SCR Gainshare programme

### THREATS

- Potential for large scale redundancies in mid-2021
- Ongoing austerity and decline in real terms wages contributing to relative deprivation
- Possible medium-term or irreversible disruption for manufacturing business from Brexit import / export regulations
- Older than average population continues to be more susceptible to Coronavirus, even after vaccination
- Long-term health effects of COVID on population with higher than average pre-existing ill health, including mental health effects of pandemic life







# 3 OUR RECOVERY PRIORITIES

This Renewal Action Plan outlines **immediately deliverable actions** which the Council and its partners will oversee in the pandemic transition period – focusing on the **next 18 months to October 2022** – whilst acknowledging that the effect of the pandemic will be clear in our work for several years to come.

The priorities for the Renewal Action Plan are aligned to the three themes for a renewed post-Covid Borough:

18-month Theme	18-month Priorities
People	<ul style="list-style-type: none"><li>• People unemployed through the pandemic</li><li>• Young people</li><li>• Self-employed people</li><li>• People with multiple barriers to employment</li></ul>
Employers and Business	<ul style="list-style-type: none"><li>• Business adaptation</li><li>• Thriving businesses</li><li>• Business leadership</li><li>• Multiplying our business base</li></ul>
Place	<ul style="list-style-type: none"><li>• Restoring confidence and sense of safety in places of economic, commercial and social activity</li><li>• Re-establishing social connection</li><li>• Adapting to post-high-street retail</li><li>• Establishing a place-based investment pipeline for our urban centres</li></ul>

In parallel to the Renewal Action Plan – and moving beyond the 18-month horizon – longer-term aspirations for Barnsley as Borough are established in **Barnsley 2030**: a shared vision for how the Borough would like to develop over the next decade. This Renewal Action Plan will help us stabilise conditions in the immediate post-pandemic period – providing the foundation to achieve the long-term goals for a:

- **Healthy Barnsley**
- **Growing Barnsley**
- **Learning Barnsley**; and
- **Sustainable Barnsley**

The Barnsley 2030 themes will be supported by a future delivery plan and decision-making framework which will shape the future inclusive economy of Barnsley.



## 3.1 Our Recovery Objectives

Programme Objectives	Overall Targets
<b>People:</b> Supported to work and adapt to the new economy	<p>550 <b>return to work support interventions</b> by October 2022.</p> <p>Recovery rate of <b>levels of employment</b> in Barnsley in line with or better than South Yorkshire average (measured by % change in work-related claimant count indexed to June 2021)</p>
<b>Employers and Businesses:</b> Supported to adapt, consolidate and thrive	<p>Annual number of <b>business starts</b> back to pre-pandemic (2019) level for the period April 2021-March 2022 (970 business starts)</p> <p>Recovery rate of <b>size of business base</b> in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021)</p>
<b>Places:</b> Supported through place-based investment to create jobs, offer vibrant local economies and transform our communities	<p><b>Complete Glass Works Phase 2</b> by end of 2021</p> <p>Establish Eldon Street Heritage Action Zone to bring <b>15,000sqft of currently vacant floorspace in historic buildings back into economic use</b></p> <p>Design <b>enabling works for The Seam</b> to use Future High Streets investment, and establish a refreshed <b>Town Plan</b> by end of 2021</p> <p>Develop clearly defined <b>investment plans for each of our six principal towns</b> by September 2022</p>

## 3.2 Our Actions

Our ambition for '**More jobs and better opportunities**' is as important to post-pandemic renewal as it is for addressing our long-standing structural and economic challenges. The medium-term programme being developed by the Council and its partners will focus on four themes:

1. **Skills for work:** upskilling the workforce at scale.
2. **Getting back to work:** match people to opportunity, especially in industries like clean energy, health and care, advanced manufacturing and construction.
3. **Young People's Pledge:** support young people to progress.
4. **Offer inclusive employment:** removing barriers to training and employment for vulnerable groups.

The key economic challenge in **supporting our people** after the pandemic will be to ensure that existing work and health-related deficits and inequalities do not irreversibly deepen and widen.

In the short-term, our actions across the Borough will be to support, enable and deliver the following targeted activity to sustain and replenish work and skills, and to restore and enhance wellbeing.



### 1 Skills for Work

<b>Context</b>	<p>We have an improving foundation base of skills in Barnsley. We need to ensure that this ongoing progress in <b>raising basic employability levels</b> is not jeopardised by delivery disruption and damage to individual confidence and well-being during and after the pandemic. Meanwhile, we continue to address the challenge of having enough people with <b>higher-level skills for modern technical and knowledge-based jobs</b>. These requirements will continue to evolve at pace in parallel with – and partly as a result of – social and economic changes from the pandemic, for example the increasing importance of applied digital skills and higher-cognitive 'non-machine learnt' skills.</p>
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<b>What the programme will do</b>	The programme will provide direct support to businesses and employees to adapt skills to stay in work, whilst aligning to future SCR funding opportunities.		
<b>Delivery</b>	<p><b>Future-proofed workforce</b> Sustained and intensive offer to our businesses through investment into our employability service and through existing support models with the aim to support at least 250 businesses and safeguard 1,000 existing jobs</p> <p><b>Sheffield City Region Train to Work Programme</b> targeted support for 20,000 individuals across the City Region working through existing local institutions and delivery mechanisms</p>	<p><b>Funding</b></p> <p><b>£0.69m</b> Barnsley Prioritised Recovery Programme</p> <p>SCR investment requirement £375m - £450m</p>	<p><b>Delivery partners</b></p> <p>BMBC</p> <p>Sheffield City Region</p>
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Maintain the proportion of working age population with at least one formal qualification at pre-pandemic level of 90% or more</li> <li>• Deliver targeted skills interventions with 250 businesses by October 2022</li> </ul>		
<b>Outcomes</b>	People involved in the Future-Proofed workforce programme will have enhanced and adapted skills to allow them to maintain employment in the post-pandemic labour market.		

## 2. Get Back Into Work

<b>Context</b>	<p>Whilst we will provide the best possible support and access to finance to prevent redundancies and business closures, <b>we must prepare for the possibility of a significant number of our residents finding themselves out of work in 2021.</b> Barnsley is not unique in this – but we already know hard we have to work here to support the level of economic activity and investment to provide enough jobs for our residents. Targeted support and intervention will be needed in communities in Barnsley where access to employment is already a challenge and the post-pandemic economic effects on the experience of deprivation are unfortunately likely to be regressive.</p>		
<b>What the programme will do</b>	<p>A range of projects will support people back into work – both general support offered by DWP to new Universal Credit claimants, and targeted support from BMBC to those requiring more bespoke and intensive support</p>		
<b>Delivery</b>	<p><b>Community Outreach: through Targeted Information and Guidance and Adult Skills and Community Learning.</b> Targeted Outreach Key Worker Service - trusted, independent, community face - to identify and provide personalised pastoral support in neighbourhoods to enable residents to access a pathway to develop their skills, confidence and prospects of gaining employment. Aim for 450 individuals supported to work/training each year</p> <p><b>Digital Access</b> 100 laptops and supporting software/data dongles and accessories for ESF Employability programme participants. Participating individuals will receive a loan device for up to 12 months with an unlimited data dongle for 3 months</p>	<p><b>Funding</b></p> <p><b>£0.26m</b> a year to be secured from SCR Adult Education Budget</p> <p><b>£0.5m</b> ESF secured</p>	<p><b>Delivery partners</b></p> <ul style="list-style-type: none"> <li>• BMBC &amp; Area Councils</li> <li>• VCS</li> <li>• Education + Training Providers</li> <li>• Employment Support Providers</li> <li>• DWP</li> <li>• BMBC</li> <li>• ESF</li> </ul>

<b>Delivery</b>	<p><b>Job Finding Support &amp; Job Entry Targeted Support</b> Assistance to claimants (all ages) (0 to 13 weeks) back into work, focusing on job ready people with employment skills and experience. The support improves the participants' understanding of current recruitment practices, their ability to apply for jobs and give them an up to date CV and job finding action plan. The offer includes, but not limited to, at least four hours of one to one support, mock interview, job specific advice and at least one group session.</p> <p><b>Sheffield City Region Back to Work programme</b> Extension of City Region <i>Working Win</i> pilot project and additional direct support newly employed individuals to remain and progress in work for 10,000 individuals over 18 months.</p>	<p><b>Funding</b></p> <p><b>DWP</b></p> <p><b>£3m</b> City Region wide investment ask</p>	<p><b>Delivery partners</b></p> <ul style="list-style-type: none"> <li>• DWP</li> <li>• SCR</li> <li>• JCP</li> <li>• National Careers Service</li> </ul>
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Recovery rate of levels of employment in Barnsley in line with or better than South Yorkshire average (measured by % change in work-related claimant count indexed to June 2021)</li> <li>• Deliver 550 targeted return to work interventions by September 2022</li> </ul>		
<b>Outcomes</b>	Support those who have the greatest barriers to employment by building their skills, -confidence, motivation and resilience to progress towards formal learning or employment and improve their wellbeing by enabling their participation in learning and employment.		
<b>Working Together / Requirements</b>	<p>Build on existing neighbourhood infrastructure working through Barnsley's 6 Area Council forums.</p> <p>Utilise existing networks, relationships between families/individuals and professionals to engage with the Key Worker developing trust as opposed to going in 'cold' or trying a marketing-based approach.</p>		

### 3. Young People's Pledge

<b>Context</b>	We know that our young people are a vital contributor to our future community and economy in Barnsley and are also <b>amongst those most likely to have had their future financial and personal development plans disrupted by Covid-19</b> . We need to target action to ensure that no young person is worse off in terms of education and progression to training and employment as a result of the pandemic.		
<b>What the programme will do</b>	Maximising use of external Government and Sheffield City Region funding to deliver work placements and support packages for young people		
<b>Delivery</b>	<p><b>Kickstart</b> National Government funding to create new job placements for 16 to 24-year olds on Universal Credit who are at risk of long-term unemployment – for 6-month placements starting any time until December 2021. Eligible young people will be offered one of a menu of job placements with employers in Barnsley. Comprehensive support will be available to every young person participating on a Kickstart work placement, maximising their opportunities to progress into meaningful employment thereafter. Aim for 200+ participants in Barnsley</p> <p><b>Barnsley Youth Employment Programme</b> Building on the Kickstart programme, Barnsley Council and Berneslai Homes will offer at least 100 12-month paid work placements (25 hours per week) for 16-24 year olds including access to qualifications and awards and intensive wraparound support.</p>	<p><b>Funding</b></p> <p>c.£7m in Barnsley on per capita basis</p> <p>BMBC</p>	<p><b>Delivery partners</b></p> <ul style="list-style-type: none"> <li>• DWP</li> <li>• BMBC</li> <li>• Berneslai Homes</li> <li>• DWP</li> </ul>



<b>Delivery</b>	<p><b>New Universal Credit Youth Offer</b> All new 18 - 24 year old Universal Credit Claimants (intensive work search) will have the direct access to the most appropriate support route: a) 13-week offer b) Youth Hub or c) Youth Employability Coach</p> <p><b>Mentoring Circles</b> Employability skills support through interaction with employers who will lead and share insight and information with the young people.</p> <p><b>Sheffield City Region Young People's Skills Guarantee</b> 18-month support programme for 4,500 'at risk' individuals</p>	<p><b>Funding</b></p> <p><b>DWP</b></p> <p>DWP</p> <p>£1.5m-£3m investment requirement across SCR</p>	<p><b>Delivery partners</b></p> <ul style="list-style-type: none"> <li>• DWP</li> <li>• DWP</li> <li>• Sheffield City Region</li> </ul>
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Recovery rate of levels of 18-24 employment in Barnsley in line with or better than South Yorkshire average (measured by % change in work-related claimant count indexed to June 2021)</li> <li>• Deliver 200 of targeted young person interventions by July 2022</li> </ul>		
<b>Outcomes</b>	<p>On completion of a Kickstart work placement young people will have had the opportunity to significantly develop their employability, understand the progress they've made, received support to overcome any barriers and receive support to move into meaningful employment thereafter.</p>		
<b>Working Together / Requirements</b>	<ul style="list-style-type: none"> <li>• High quality work placements created across a diverse employer base with clear progression routes into further training and/or sustained employment</li> <li>• Effective matching of young people's skills and aspiration in partnerships with JCP Work Coach and employer</li> <li>• Personalised 'on programme' skills and training programme available to support work placement</li> <li>• Effective CEIAG / job search support available alongside placement + training to ensure onward progression post-Kickstart</li> </ul>		

#### 4. Offer Inclusive Employment

<b>Context</b>	People in vulnerable and disadvantaged groups already have additional <b>multiple barriers to employment</b> , which require specialist support to overcome. In the fast-paced post-pandemic labour market with shifting skills and occupational requirements we need to work particularly hard to ensure that groups are not pushed further away from work.		
<b>What the programme will do</b>	The programme will provide targeted support to people out of work, most in need of help in overcoming existing challenges such as health or social difficulties – whilst also providing in-work help to maintain wellbeing.		
<b>Delivery</b>	<p><b>Supporting mental wellbeing recovery through BeWell@Work.</b> Monthly topical business webinars on employee wellbeing in challenging times: taking place since September 2020.</p> <p>Return to work package to give tips for employers on how best to address any wellbeing issues after lockdown: issued in May 2020, revised March 2021. Aim for 70 organisations supported and 100+people accessing in-work training.</p> <p><b>Sheffield City Region Overcoming Barriers programme.</b> Support to at least 15,000 vulnerable and hard-to-reach individuals across 18-month programme to re-engage with the labour market.</p> <p><b>Work and Health Programme</b> - (WHP) offers an intensive, tailored support to tackle barriers to work for those with health problems, other more complex barriers to work and those who have been unemployed 24 months plus.</p>	<p><b>Funding</b></p> <p>BMBC Core funding</p> <p>Employer contribution</p> <p>SCR investment requirement £285m - £315m</p> <p>DWP</p>	<p><b>Delivery partners</b></p> <p>BMBC inc. Public Health</p> <p>Barnsley Chamber of Commerce Employers Specialist providers</p> <p>Sheffield City Region</p> <p>DWP</p>

<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Deliver support to at least 70 businesses</li> </ul>
<b>Outcomes</b>	<p>People in work will receive support to maintain and / or restore their mental wellbeing helping them stay in employment.</p> <p>People out of work will be better placed to access meaningful employment.</p>
<b>Working Together / Requirements</b>	<p>Barnsley Council will work in close partnership with DWP and employability advisors on this programme.</p>

The Coronavirus pandemic has affected each and every one of us and, together with our partners, stakeholders and local businesses, we are supporting our students through the uncertainty and disruption it has brought. Our aim is to transform the lives of our students, staff and our community and now, more so than ever, we continue to work hard to raise aspirations, drive social mobility and help to reignite the economy.

*- Yiannis Koursis, Principal and Chief Executive, Barnsley College*



# EMPLOYERS & BUSINESS

Our objective for 'Resilient Businesses' following the pandemic is a natural continuation of our work to support organisations to adapt and grow and bring new private sector investment into Barnsley. The programme will support businesses and employers to:

1. **Adapt:** through accessing information services and knowledge support for COVID-19 adaptation & Digital upskilling
2. **Finance:** access flexible investment and recapitalisation
3. **Lead:** through employer leadership support
4. **Multiply:** through improved supply chain and procurement support

The key economic challenge in **supporting our employers and businesses** after the pandemic will be to prevent all avoidable closures and maintain the confidence and aspiration to start-up, grow and invest in Barnsley.

In the short-term, our actions across the Borough will be to support, enable and deliver the following targeted activity to sustain and replenish work and skills, and to restore and enhance wellbeing.



## 1 Adapt

Context	<b>Before the pandemic, more and more businesses were opening and surviving to sustainability in Barnsley.</b> We know this is vital to our future economy, because the size of our business base does not yet match our size as a Borough of almost 250,000 people. We continue to provide support to businesses to survive; and will move towards providing the best possible guidance for businesses to adapt to the post-pandemic economy, help them make return to work safe, boosting resilience and seizing opportunities for growth when they arise.
What the programme will do	A programme of support helping Barnsley businesses adapt to the post-pandemic economic and business environment – working in particular with sectors most liable to have changed working practices such as retail.

Delivery		Funding	Delivery partners
	<p><b>Ecommerce &amp; Retail Support</b> to digitise existing business models, including stock management, financial transactions and digital communications. Develop an IT facility, photography and videography area to allow businesses to photograph and prepare products for selling or promoting online. Aim to create 120 jobs; safeguard 240 jobs; support 120 businesses</p>	<p><b>£0.3m</b> Barnsley Prioritised Recovery Programme</p>	<p>Enterprising Barnsley</p>
	<p><b>Click and Collect Hub</b> Provision of self-serve, click and collect lockers located in the Glass Works, accessible to use by all town centre businesses. Aim to create 1.5 jobs; safeguard 66 jobs; support 330 businesses.</p>	<p><b>£0.32m</b> Barnsley Prioritised Recovery Programme</p>	<p>Town Centre Businesses</p>
	<p><b>Business Support: Post-Covid Health Checks and helpdesk</b> Building on the successful business coaching model, post-Covid business health checks will provide support from dedicated coaches to help business with issues such as lean efficiencies, sales &amp; marketing and horizon planning. Enterprising Barnsley will also continue to develop its digital helpdesk.</p>	<p>BMBC Core funding</p>	<p>Enterprising Barnsley</p>
	<p><b>Sheffield City Region Business Adaptation Support</b> SCR business support programme</p>	<p>SCR requirement £2.5m</p>	<p>Sheffield City Region</p>
	<p><b>Trade &amp; EU Transition Post-Covid 19 Support Package</b> International Trade training and advice to support businesses through Brexit transition</p>	<p>B&amp;RCC requirement £0.04m</p>	<p>Barnsley &amp; Rotherham Chamber of Commerce</p>
	<p><b>Safe return to work</b> Support to Barnsley businesses to meet the regulatory, logistical and financial challenges of safely bringing employees back into the workplace</p>		<p>Enterprising Barnsley, BMBC Regulatory Services</p>

<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021)</li> <li>• Support over 600 Barnsley businesses in adaptation by October 2022</li> </ul>
<b>Outcomes</b>	As a result of our programme, businesses in Barnsley will be most resilient in the wake of post-pandemic commercial and economic changes, and ultimately more likely to survive, stabilise and grow.
<b>Working together / Requirements</b>	We will seek to support out businesses to adapt by working in partnership with our Inclusive Economic Board, Barnsley & Rotherham Chamber, Barnsley Business Innovation Centre and Newable. It is also critical that we work in partnership with retail businesses across Barnsley to ensure our adapt support is aligned to their needs.

## 2 Finance

<b>Context</b>	Access to the right level and security of finance is a well-known barrier to business resilience and growth, in Barnsley and elsewhere. With the contraction of the national economy and hit to investor and lender confidence it is <b>ever more important for us to work with our business community to ensure they have the capital to survive, develop, innovate and grow</b> . Private businesses will be vital to the regrowth we need to provide new and replacement jobs in Barnsley.
<b>What the programme will do</b>	This programme will ensure that Barnsley businesses have the best possible access to finance they need to survive, stabilise and grow – including signposting and providing support for them to access national and City Region grant funding and loans.



<b>Delivery</b>	<p><b>Digital Innovation Grants</b> An extension of the successful Superfast South Yorkshire grant model., this is a demand-led voucher scheme (50% to support investments up to £10K) to help SMEs to develop their use of digital technology, by exploring digital technology, businesses can access new markets, promote their products and services more effectively to help develop more cost effective ways of working (would support enhancements to websites for E/Mcommerce, Sage accountancy/ ERP Systems , or Digital marketing materials amongst other items)</p> <p><b>Productivity Investment Grants</b> Work with businesses on projects to boost productivity, for example: to find a technical solution; commercialisation plan for taking the solution into the market; possible commercial models; investment in equipment. Part of this new 3-year programme aims to include a delivery a Productivity Investment Grant of up to £12.5k based upon a 50% intervention level for a £24,999 Project Total.</p> <p><b>BBIC/Newable Loan Finance</b> – Working with our partner Newable through the BBIC we will look to make loan finance available to Barnsley businesses</p>	<b>Funding</b>  <b>£2.5m</b> across SCR          <b>£8m</b> across SCR          <b>£0.25m</b> Newable	<b>Delivery partners</b>  SCR Partner local authorities          SCR Partner local authorities          Newable/BBIC
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021)</li> </ul>		
<b>Outcomes</b>	As a result of our programme, businesses in Barnsley will be have better access to finance and improved competitiveness, ultimately making them more likely to survive, stabilise and grow.		

<b>Working together / Requirements</b>	<p>Communication and key account management are critical to ensure that Barnsley businesses are aware of all opportunities for grant funding and loan facilities.</p> <p>Businesses require the time, capacity, expertise and support to complete grant and loan applications.</p>
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### 3 Lead

<b>Context</b>	Ensuring that businesses are able to access specialist advice and guidance on developing leadership capability will be critical in terms of enabling businesses to adapt and thrive. Our focus here will be to establish a framework of support which enables businesses to access the leadership support that fits their unique requirements.		
<b>What the programme will do</b>	Enterprising Barnsley will act as a gateway for local businesses providing a brokerage role to access support which will either be available on local or regional frameworks. We will seek to deliver the right support at the time when businesses need this.		
<b>Delivery</b>	<p><b>Third sector capacity building</b> sector specific programme based on existing national initiatives. This will include running a series of cohort-based programmes to increase capacity, improve resilience, help with technology adoption and market development. A secondary benefit will be improved networking and collaboration within the creative and cultural industries. Aim of 10 jobs created; 30 jobs safeguarded; 30 organisations supported; 5 new businesses created.</p> <p><b>Cultural/Visitor economy capacity building</b> Same capacity building programme delivery and objectives, looking at our cultural and visitor economy organisations .</p>	<p><b>Funding</b></p> <p><b>£0.15m</b> Barnsley Prioritised Recovery Programme</p> <p><b>£0.15m</b> Barnsley Prioritised Recovery Programme</p>	<p><b>Delivery partners</b></p> <p>SCR Partner local authorities</p> <p>SCR, Culture and Visitor Economy Board</p>

<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• 20 jobs created; 60 jobs safeguarded; 60 organisations supported; 10 new businesses created</li> </ul>
<b>Outcomes</b>	Organisations involved in the programme will be better placed to survive and adapt their service delivery to the post-pandemic social and environmental changes
<b>Working together / Requirements</b>	It is critical that both the Barnsley Community Voluntary Sector and Culture and Visitor Economy Board help us to shape the support that will be provided to ensure that this is aligned to sector needs. It is envisaged that both Barnsley and City Region support frameworks will be used to deliver support within the borough.

#### 4 Multiply

<b>Context</b>	Because of where we have come from as a producer economy with large-scale single employers, the impetus already existed pre-pandemic to foster entrepreneurship, innovation, diversity and – most of all – growth in our business base. A key way to do this is to ensure that Barnsley businesses are part of upward and downward supply chain: generating high-value business-to-business activity.
<b>What the programme will do</b>	The programme will encourage and support Barnsley businesses – in parallel to businesses across the City Region – to be able to access supply chain opportunities and be aware of other SMEs within the SCR that have potential supply chain capabilities and opportunities.

<b>Delivery</b>	<p><b>Supply chain and procurement support</b> Working with approximately 50 Barnsley business to explore the development and capability to be able to access local supply chain again creating the conditions for indigenous growth. Target of 384 jobs created; 68 jobs safeguarded; 50 businesses supported.</p> <p><b>SciTech Digital Innovation Hub</b> Incubation space for 5 new enterprises, opening in September 2021, providing collaboration and learning opportunities for businesses, students and school-age children.</p>	<p><b>Funding</b></p> <p><b>£0.24m</b> Barnsley Prioritised Recovery Programme</p> <p><b>£2.3m</b> (£1.45m SCR GBBF)</p>	<p><b>Delivery partners</b></p> <p>SCR Partner local authorities, Barnsley &amp; Rotherham Chamber, BBIC</p> <p>Barnsley College, BMBC, SCR, DMC01</p>
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Recovery rate of size of business base in Barnsley in line with or better than the regional average (measured by % change in number of businesses indexed to June 2021)</li> <li>• Deliver 50 supply chain and procurement interventions by September 2022</li> </ul>		
<b>Outcomes</b>	Businesses involved in the programme are more likely to use local businesses in their supply chain, or sell to businesses in Barnsley and the Sheffield City Region		
<b>Working together / Requirements</b>	This priority will be delivered utilising dedicated specialist advisor roles funded through the SCR Renewal Action Plan. We will also work with key partners such as BBIC and the Chamber to raise awareness and host business to business events.		

During and following the pandemic we are maintaining a programme of place-based initiatives – including masterplans and investment plans - co-designed with communities and partners, to help urban areas and communities to adapt to COVID-19 and avoid decline; boost sustainable travel; and enable renewed investment in decarbonisation, advancing our strategic economic, social and environmental goals.

The development and delivery of this programme will involve reconfiguring places to meet the needs of the new economy, supporting spatial adaptation and sustainable travel, and increased decarbonisation. They will also build community and local capacity to enable towns and communities to be less reliant on public institutions and have an increased sense of agency in delivering for themselves.

There are two interconnected themes which will guide the Place programme:

1. **Place-based spatial design**, including connectivity; and
2. **Sustainability initiatives** which support low carbon housing, recycling, and active travel



## 1 Place-based Spatial Design

<b>Context</b>	The physical shape of the Borough of Barnsley – its former collieries, the town centre, its high streets, and other settlements – was already changing at pace before the pandemic. We are already actively planning for change, growth, and adaption in our places. The pandemic will accelerate some of the spatial-economic trends we have already been planning for, for example in the changing use of town centres and renewed attention on healthy neighbourhoods; whilst other trends such the decrease in demand for office space may require permanent adaptation of strategy.
<b>What the programme will do</b>	<p>Our key short-term priority will be to continue to deliver key projects including Glassworks and enabling infrastructure works at our Strategic Sites.</p> <p>Running in parallel to this we will develop clear place-based investment plans reflective of local need, priorities and opportunities for each of our 6 principal towns and Elsecar. Established plans will directly lead to the creation of investment priorities for Barnsley which will enable the Council and partners to secure funding leading to delivery. A further overarching priority will be to create the conditions to unlock private sector investment which sees a switch away from a dependency on public finance.</p>

Delivery		Funding	Delivery partners
	<p><b>Barnsley Town Centre Plan</b> First phase development of an integrated spatial, economic and investment plan for Barnsley Town Centre. Activities will include: Glass Works phase 2 including cultural units; Seam masterplan including new Active Travel Hub; car parking strategy; Eldon Street Heritage Action Zone; Southern Gateway Youth Zone; Purple Flag accreditation; and town centre marketing.</p>	<p>Central government: <b>£15m</b> FHSF, <b>£2m</b> HAZ, <b>£4m</b> TCF, <b>£4m</b> GBF</p>	<p>Barnsley Markets Sheffield City Region MHCLG DCMS</p>
	<p><b>Goldthorpe Town Investment Plan</b> Delivery of the Town Investment Plan to achieve the vision of <i><b>Working together to create a thriving community where people choose to live, invest and excel.</b></i> The investment plan covers a range of areas including skills, employment, connectivity, housing, culture and urban centre regeneration.</p>	<p><b>£30m+</b> MHCLG Towns Fund</p>	<p>Town Board, SCR, NPR, Land Trust, MHCLG</p>
	<p><b>Principal Town Investment Plans</b> Develop clear place-based investment plans reflective of local need, priorities and opportunities for each of our 6 principal towns. Established plans will directly lead to the creation of investment priorities for Barnsley which will enable the Council and partner to secure funding leading to delivery. A further overarching priority will be to create the conditions to unlock private sector investment which sees a switch away from a dependency on public finance.</p>	<p>£1.5m BMBC</p>	<p>Area Councils, Ward Alliances, Local Community Groups, Residents</p>
	<p><b>Elsecar Masterplan</b> Creating full detailed masterplans, secure relationships, surveys, feasibility studies and detailed planning to enable full development of Elsecar and to realise its potential – economically, culturally and socially.</p>	<p>£0.19m BMBC</p>	<p>BMBC, Historic England; RMBC; Wentworth Woodhouse; National Trust</p>

Delivery		Funding	Delivery partners
	<p><b>Worsborough Mill development and masterplan</b> New extended retail and commercial spaces, increased refreshment covers, potential tenanted spaces, new visitor gallery, new staff/volunteer spaces, new external trading infrastructure for commercial partners. Detailed business planning and architectural master-planning, to enable future leveraging in of external investment.</p>	<p>£0.16m Cultural recovery Fund</p> <p>£0.07m BMBC</p>	<p>National Lottery Heritage Fund, Heritage England</p>
	<p><b>Northern Glass</b> Development of an on-site training facility to bring a derelict building back into productive use to provide hands-on training for young people.</p>	<p>£0.26m inc. £0.05m Wolfson Foundation</p>	<p>BMBC, Wolfson, schools and colleges,</p>
	<p><b>Eldon Street Heritage Action Zone</b> Physical improvements to 6 key historic buildings to bring 15,000sqft of currently vacant floorspace in historic buildings back into economic use. Works to Barnsley Civic as the landmark building: Reinstate the historic front entrance to the Civic, creating a box office and front facing food and beverage offer, and convert disused space above into 8 high quality residential lets.</p>	<p>£2.0m council</p> <p>£1.968m Heritage England</p> <p>£0.193 local business contributions</p>	<p>BMBC, Historic England, Arts Council, Business owners, Barnsley Civic, Cultural Consortium</p>
	<p><b>Covid Memorial Sculpture</b> in the Glassworks Square – to recognise the impact of Covid 19 and pay tribute to key workers; provide a focal point for Covid 19 related annual event / possible Memorial Day; and to provide a symbol of regeneration and hope. Associated engagement programme will involve people in sharing their experiences of the pandemic and its impact.</p>	<p>£0.45m BMBC</p>	<p>BMBC, Steering group, artists</p>

<b>Delivery</b>	<p><b>Dodworth Road Gyratory</b> new junction to address existing congestion and improve air quality along Dodworth Road. A long-term solution that will provide enough capacity for the current volume of traffic as well as accommodating the future business and housing growth aspirations of Barnsley and prevent traffic queuing back onto the M1 by 2023.</p> <p><b>Junction 37 Strategic Site enabling work</b> Delivery of new and improved highway infrastructure works in the vicinity of M1 Junction 37 (Claycliffe) to improve and widen Capitol Close/Higham Lane, make improvements to the Chestnut Tree roundabout and provide new access into MU1 (Barnsley West), a mixed use employment and housing site allocated as part of Barnsley's Local Plan.</p>	<p><b>Funding</b></p> <p>£1.17m SCR LGF</p> <p>£10.63m SCR LGF</p>	<p><b>Delivery partners</b></p> <p>Sheffield City Region</p> <p>Sheffield City Region</p> <p>Highways England</p>
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Completion of Glass Works Phase 2 by end of 2021</li> <li>• Restoration and repurposing of at least 10 historic building into new productive uses</li> <li>• Establishment of 6 Principal Towns Investment Plans</li> </ul>		
<b>Outcomes</b>	People in Barnsley will have greater access to well-designed and safe places for work, living and cultural and leisure recreation.		
<b>Working together / Requirements</b>	We will work with a range of partners to deliver our place-based aspirations which includes the Inclusive Economic Board, SCR, MHCLG and local community infrastructure.		



## 2 Sustainability Initiatives

<b>Context</b>	<p>Barnsley Council declared a climate emergency in September 2019 and set out its aims to achieve net-zero carbon within the council by 2040, and across the borough by 2045.</p> <p>Existing achievements include converting more than 90 per cent of Barnsley's street lighting to low energy LED lamps, a recent pledge to plant 10,000 more trees across the borough, and the replacement of vehicles in the council's fleet with ultra-low emission vehicles.</p> <p>The <i>Sustainable Energy Action Plan</i> affirms the commitment to embed a carbon reduction culture across the Council and beyond.</p>		
<b>What the programme will do</b>	<p>The programme constitutes the immediate actions we are taking to deliver post-pandemic investment, to secure a greener and more sustainable future in the Borough: including energy efficiency, renewable energy and sustainable travel. Other future measures may include ensuring net gains to biodiversity as a result of development proposals consistent with our Local Plan and the Environmental Bill.</p>		
<b>Delivery</b>	<p><b>Decarbonising Barnsley's property portfolio</b> Funding secured to deliver energy efficiencies and new energy sources for Barnsley Council Buildings over the next 12 months.</p> <p><b>Residential energy efficiency</b> Retrofit of private and social housing stock, increasing energy efficiency by replacing building materials.</p> <p><b>Energise Barnsley and solar PV</b> Use the feed in tariff income from previous PV installs as leverage for a community bond which will allow £4 million to be raised to install 1,000 PV arrays over the next 18 months.</p> <p><b>Electric Vehicle Charging</b> in public car parks.</p>	<p><b>Funding</b> £4.3 million PSDF</p> <p>£1.8 million BEIS</p> <p>£0.25m p/a from feed in tariff</p> <p>£0.15m inc £100k from OLEV</p>	<p><b>Delivery partners</b> BMBC /BPL BEIS Ameresco</p> <p>Berneslai Homes, BMBC, BEIS</p> <p>BMBC, Berneslai Homes, Energise Barnsley, Community bond</p> <p>BMBC</p>

<b>Delivery</b>	<p><b>PV Farm and nature reserve</b> Solar PV farm and nature reserve on the site of Dodworth colliery to deliver renewable energy to BMBC which is purchased via a sleeving arrangement -this will allow the site to be built out at no cost via a bond</p> <p><b>Improvement to heat controls in PFI schools</b> funded through Public Sector Decarbonisation Scheme</p> <p><b>Active Travel hubs</b> Delivery of Active Travel Hubs using Transforming Cities Fund in Goldthorpe, Darton and Barnsley Town Centre</p>	<p><b>Funding</b> £4.5m via the community bond</p> <p>£1.35m PSDF</p> <p>£3m TCF</p>	<p><b>Delivery partners</b> <i>BMBC</i> <i>Energise Barnsley</i> <i>Coal board</i></p> <p>BMBC, Amey</p> <p>DfT, Sheffield City Region</p>
<b>Theme Targets</b>	<ul style="list-style-type: none"> <li>• Delivery of c£15m sustainability investment programme (additional metrics tbc)</li> </ul>		
<b>Outcomes</b>	<p>As a result of the programme there will be a reduction in the energy consumption and reduction in carbon emissions from a significant amount of building stock across public and private sectors in Barnsley.</p>		




### 3.3 Our Framework for Recovery - Ensuring an Inclusive Economy 2021 - 2030

Barnsley Renewal Action Plan	RECOVERY (18 months)		RESILIENCE (18 months - 3 years)	BUILD BACK (3+ years)
<b>People:</b> Supported to work and adapt to the new economy	<ul style="list-style-type: none"> <li>• Future-proofed workforce</li> <li>• SCR Train to Work Programme</li> <li>• Community Outreach: through Targeted Information and Guidance and Adult Skills and Community Learning</li> <li>• Digital Access</li> <li>• Job Finding Support &amp; Job Entry Targeted Support</li> <li>• Sheffield City Region Back to Work programme</li> <li>• Kickstart</li> </ul>	<ul style="list-style-type: none"> <li>• New Universal Credit Youth Offer</li> <li>• Mentoring Circles</li> <li>• Sheffield City Region Young People's Skills Guarantee</li> <li>• Supporting mental wellbeing recovery through BeWell@Work</li> <li>• Sheffield City Region Overcoming Barriers programme</li> <li>• Work and Health Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Employment &amp; Skills Strategy refresh</li> <li>• Virtual Youth Hub</li> <li>• Pathways to Progression &amp; Success</li> <li>• Sector Routeways</li> <li>• Digital Boost Workforce Development</li> <li>• Tenants First</li> <li>• Advance All Age Careers</li> <li>• SCR Gainshare programmes</li> <li>• Delivery NPO Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Employability support</li> <li>• Redundancy support</li> <li>• Supported Employment</li> <li>• Traineeships &amp; Apprenticeships</li> <li>• Adult Skills &amp; Community Learning</li> <li>• CEIAG/All age advice and guidance</li> </ul>
<b>Employers and Businesses:</b> Supported to adapt, consolidate and thrive	<ul style="list-style-type: none"> <li>• Ecommerce &amp; Retail Support</li> <li>• Click and Collect Hub</li> <li>• Business Support: Post-Covid Health Checks and helpdesk</li> <li>• Sheffield City Region Business Adaptation Support</li> <li>• Digital Innovation Grants</li> <li>• Productivity Investment Grants</li> <li>• Supporting cultural organisations to access grants</li> <li>• BBIC/Newable Loan Finance</li> <li>• Third sector capacity building</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural/Visitor economy capacity building</li> <li>• Supply chain and procurement support</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprising Barnsley core offer</li> <li>• Inward Investments</li> <li>• Business Starts (Launchpad)</li> <li>• Barnsley Inclusive Economic Strategy</li> <li>• Commissioning work from artists and cultural organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Key Account Management</li> <li>• BeWell@Work</li> <li>• Enterprising Barnsley core offer</li> <li>• Inward Investments</li> <li>• Business Starts (Launchpad)</li> </ul>

### 3.3 Our Framework for Recovery - Ensuring an Inclusive Economy 2021 - 2030

Barnsley Renewal Action Plan	RECOVERY (18 months)	RESILIENCE (18 months - 3 years)	BUILD BACK (3+ years)
<b>Places:</b> Supported through place-based investment to create jobs, offer vibrant local economies and transform our communities	<ul style="list-style-type: none"> <li>• Barnsley Town Centre Plan</li> <li>• Goldthorpe Town Investment Plan</li> <li>• Principal Town Investment Plans</li> <li>• Elsecar Masterplan</li> <li>• Worsborough Mill development and masterplan</li> <li>• Northern Glass</li> <li>• Eldon Street Heritage Action Zone</li> <li>• Covid Memorial Sculpture</li> <li>• Dodworth Road Gyratory</li> <li>• Junction 37 Strategic Site enabling work</li> <li>• Decarbonising Barnsley's property portfolio</li> <li>• Residential energy efficiency</li> <li>• Energise Barnsley and solar PV</li> <li>• Electric Vehicle Charging</li> </ul>	<ul style="list-style-type: none"> <li>• The Seam – Phase 1</li> <li>• City Fibre Full Fibre Deployment</li> <li>• Principal Towns Investment Plan delivery</li> <li>• Delivery of Town Plan</li> <li>• Developing a cultural compact – including capacity building – market development</li> <li>• Securing funding Elsecar projects</li> <li>• Creation SCR destination management plan</li> <li>• Fundraising Civic redevelopment Plans /</li> <li>• Fundraising Experience Barnsley expansion</li> <li>• Event programme delivery</li> <li>• Delivery art in the public realm projects</li> <li>• Delivery of Transport Strategy – connecting people to places</li> <li>• Delivery of Active Travel Strategy</li> <li>• Delivery of Transforming Cities Active Travel routes</li> </ul>	<ul style="list-style-type: none"> <li>• The Seam – Digital Campus</li> <li>• Goldthorpe Town Investment Plan</li> <li>• Junction 37</li> <li>• Junction 36/Freeport</li> <li>• Implementing cultural compact</li> <li>• Goldthorpe employment site and associated off site infrastructure</li> <li>• Deliver Elsecar projects</li> <li>• Completion HAZ</li> <li>• Completion Civic redevelopment</li> <li>• Promotion cultural and events offer</li> </ul>





Barnsley Town centre is being transformed. Barnsley Council, supported by the Sheffield City Region, has demonstrated great commitment to modernising our town centre with the vibrant new Glass Works development. As we recover from the pandemic, we all want to see the town centre thriving and creating new opportunities for retail, leisure and employment.

Alongside the development of the Seam and DMC 02 there is incredible potential for future development, which is why we've identified it as one of the select number of growth areas for South Yorkshire, with priority support and investments to help boost vibrancy and activity – and generate knock-on economic benefits.

I'm proud to be supporting the Glass Works as part of our town and our region's economic recovery and renewal from Covid. That's why local leaders and I are creating an £860m South Yorkshire Renewal Fund to build a stronger, greener and fairer regional economy and help revitalise our high streets and urban centres.

*- Dan Jarvis, MP for Barnsley Central and South Yorkshire Mayor*



# 4 MOVING FORWARD

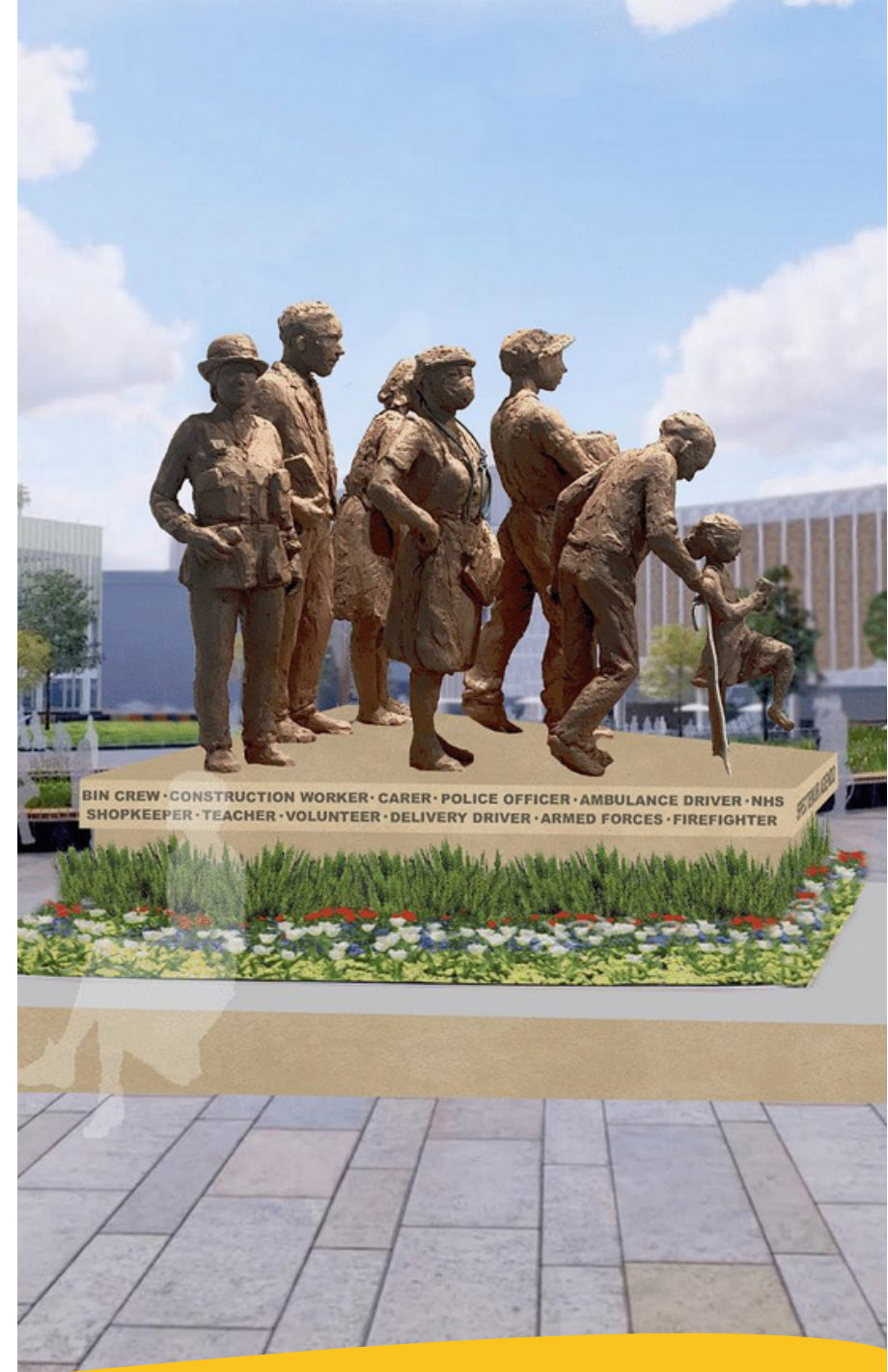
This **Recovery Action Plan** is an important statement of commitment by Barnsley Council and its partners to continued and renewed investment and support for our businesses, residents and community organisations following the Coronavirus pandemic.

This is a short-term plan focusing on the immediate issues and opportunities. It will be reviewed and updated to reflect the unpredictable dynamics of our national social and economic recovery from the virus, the personal and health effects, and the closure and disruption to education, business and enterprise.

The Plan will help us return to stable foundations, as the point from which we can **move forward towards the ambitious goals we have for Barnsley in 2030** including ensuring our economy and community is more inclusive and sustainable.

For that reason, this Plan is 'owned' by the Barnsley Inclusive Economy Board working through its Business sub-group and the Business and Economy Recovery COVID sub-group to co-ordinate delivery. The Business and Economy Recovery COVID sub-group will establish a robust review and monitoring regime to ensure that the evolving plan is deliverable and is on track to bring about the outputs stated in this Plan.

As a Borough, Barnsley is finding a way through the Coronavirus pandemic by working together and approaching adversity as a collective community. In the transition period after the pandemic this plan offers the opportunity to galvanise and coordinate our continued support for people and businesses and invest in our places and communities. We hope to recover and renew our Borough with the same spirit and pride which has carried us through this challenging time.



# References

- [1] See, Johns et al (December 2020). State of the North 2020/21: Power Up, Level Up, Rise Up. IPPR North.
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- [3] ONS Labour Force Survey 2020. BMBC analysis.
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- [8] Fothergill, S and Beattie, C. (2021). The impact of the Coronavirus Crisis on Older Industrial Britain. Sheffield Hallam University.
- [9] [https://coronavirus.data.gov.uk/details/deaths#card-deaths\\_within\\_28\\_days\\_of\\_positive\\_test\\_by\\_area](https://coronavirus.data.gov.uk/details/deaths#card-deaths_within_28_days_of_positive_test_by_area)
- [10] ONS Population Estimates, small areas by year of age, 2019. BMBC analysis.
- [11] ONS Business Density, BMBC analysis
- [12] ONS Business Demography, 2019. BMBC analysis
- [13] KPMG (2021). UK Economic Outlook January 2021 [see also Bank of England (2021). Monetary Policy Report].
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- [15] Centre for Cities, Recovery Tracker 2021.