

Barnsley place-based investment plan 2023

**UPDATE
March 2023**

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1.1 Vision

Barnsley is a **place of possibilities**. This ambition has been generated from the community, businesses and the Borough's anchor institutions through **Barnsley 2030**: our vision of how our place will be by the end of the decade. This *Place-based Investment Plan* is a key tool in realising that vision. It outlines the opportunities to continue to make our Borough a better place; and redefines our offer to public and private sector investment partners.

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Barnsley – the place
of possibilities.

The Barnsley 2030 Vision

In Barnsley we want everyone to have a good life. This means everything from a quality place to call home, to good physical and mental wellbeing and a sense of self-worth through diverse and secure employment opportunities. It's also about having access to the best possible local facilities in a community that values our people and our place.

In Barnsley we want to ensure that everyone has the opportunity to learn, develop new skills and, most importantly, to achieve their personal potential.

Barnsley aims to be an exemplar place to live and a great place to do business. We want to both retain and attract new people and businesses to the area, creating an inclusive and diverse community enriched with skills, knowledge and experiences. We want to meet the needs of today, without compromising the needs of the future and encourage people to connect to each other as well as to our place.

It's time to believe in the possibilities of Barnsley, to look to the future with excitement and optimism. Our borough is a place that fosters and grows ambition, enabling everyone to be the best they can be.



1.2 Our Barnsley 2030 ambitious goals

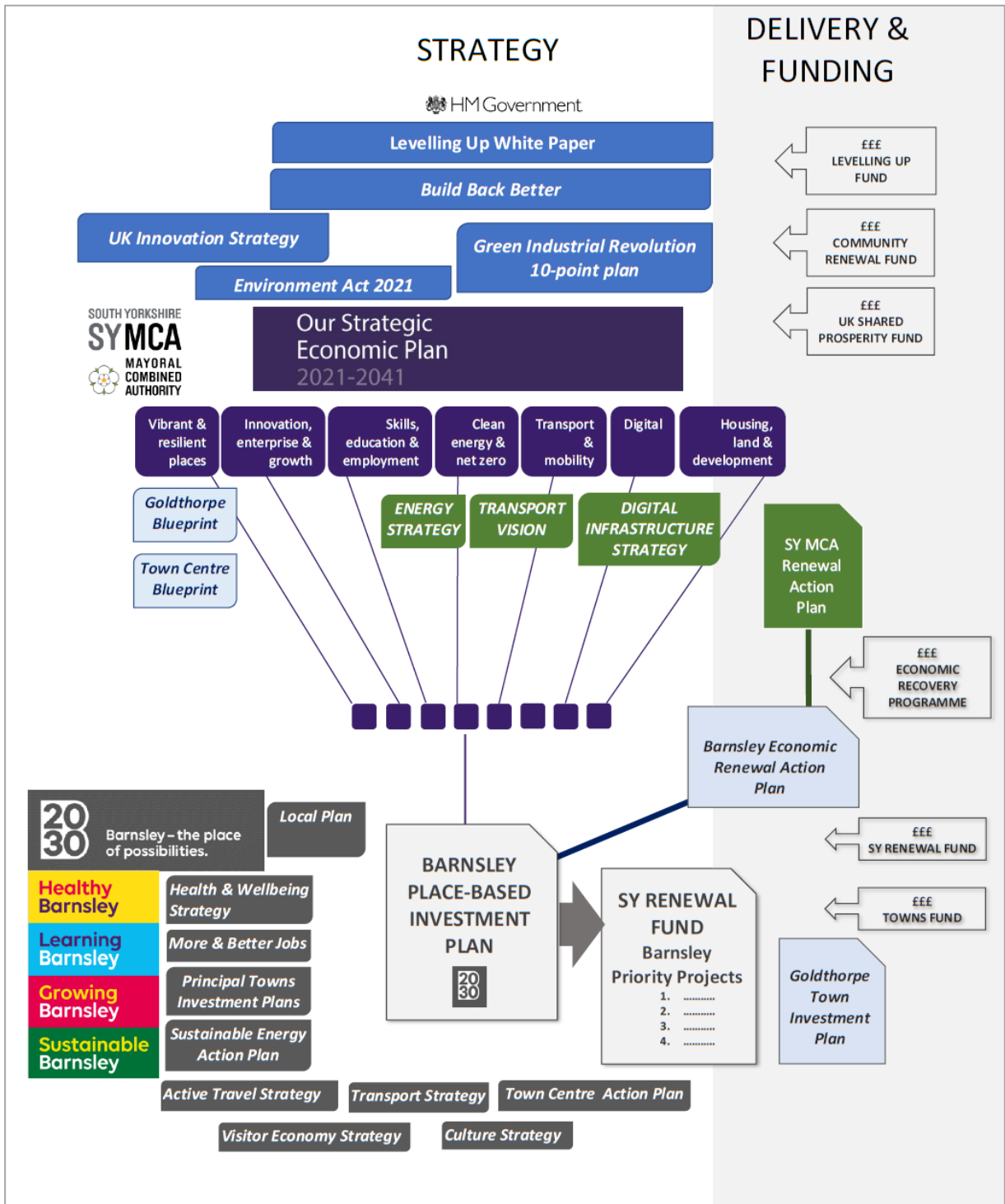
We have set ourselves a series of challenging goals to meet in our work to continue to improve social, economic and community life in Barnsley by 2030:

- By 2025, over 8,000 new jobs will have been created in Barnsley. This will rise to more than 15,500 new jobs by 2030
- 850 new businesses (start-ups) have commenced operation across Barnsley and 400 more businesses have invested in the borough
- Annual footfall in our town centre and urban centres will have grown from 3.5m baseline (2020-21) to 10m by 2030
- The percentage of the Barnsley population with a qualification at Level 4 or above will increase to 40%
- The percentage of Barnsley residents employed in 'higher-skilled jobs' has increased from 42.1% in 2020 to 48%, with ('higher skilled' defined as: Standard Occupational Classification 1-3)
- Increase the coverage of gigabit-capable broadband across Barnsley to 100% by 2030
- The number of people visiting cultural/heritage sites and museums across Barnsley doubles from 1 million to 2 million in 2030
- Over 10,000 new homes to be built in the borough by 2030
- Every young person attends a 'good or outstanding' school or early years setting and all pre to post-16 settings are performing above the national average for: EYS, Primary, Secondary and Post-16
- Reduce carbon emissions (greenhouse gases) across the borough by 80%
- More people than ever before are choosing to use sustainable methods of travel, resulting in a modal shift as follows: an increase in people cycling (3%), walking (12%), taking the bus or travelling by train (25%), and therefore less people travelling by private car (60%)
- There is 100km of additional 'off-road cycle routes' newly available across the borough and 100km of the borough's 'Public Rights of Way' have been improved
- Self-reported wellbeing has increased to over 80% of our population

1.3 Aligning our strategies to deliver the vision

Our Place-based Investment Plan is aligned to our existing strategies and the external policy environment. The touchstone is **Barnsley 2030**. This provides the structure of our Council Plan and the framework for all collective action across the Borough over the next decade: fostering a **healthier community**; providing **greater learning opportunities**; supporting population and employment **growth**; and ensuring **sustainability**.

Figure a. Diagram outlining strategic, delivery and funding alignment of the Place-based Investment Plan



This Plan is focused on **actions and investment opportunities** - outlining our ambitious South Yorkshire Renewal Fund programme. It provides the means to deliver the partnerships, infrastructure and capital assets needed to support our spatial and economic priorities – which are outlined in our key topic-focused strategies, such as the Local Plan (2019-33), *More & Better Jobs*, and the *Sustainable Energy Action Plan*.

It also represents the progression of our current investment actions plan – the **Barnsley Economic Action Plan** – which contains the investments we made in the immediate phase of pandemic economic recovery up until October 2022.

The **Goldthorpe Town Investment Plan** is the investment deal brokered and agreed between the Goldthorpe Town Board and the Government, to deliver the £23m Town Deal regeneration programme for Goldthorpe and wider Deane area under the Government’s Towns Fund. This is an additional *live* investment action plan – which integrates with our ambitions for the South Yorkshire Renewal Fund.

The proposed investments outlined in this Plan are expected to have economic and social value for Barnsley, and also at a regional scale – helping to deliver on the priorities of the Mayoral Combined Authority.

The core themes of this Place-based Investment Plan directly respond to the South Yorkshire Combined Authority’s **seven priority themes** for future investment, as outlined in the **Strategic Economic Plan** (SEP) plus the mayoral priority theme of culture and visitor economy. Spatially, the SEP outlines **eight key growth areas across South Yorkshire** including Barnsley Town Centre and Goldthorpe, in recognition of the importance of these two localities to future inclusive growth in our Borough. This is echoed in our inclusion of priority investments in the town centre and Goldthorpe (under the Town Centre, Principal Towns and Local Centre investment category).

Under these themes we have two categories of investment:

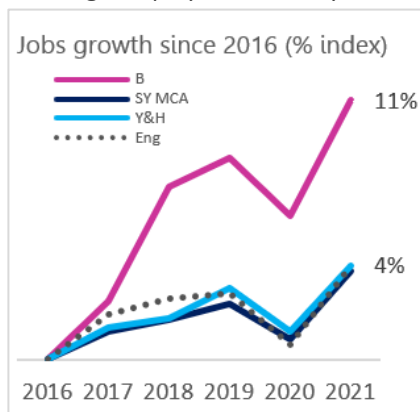
1. **Early Delivery:** priority projects which can be developed to Full Business Case stage within 6 months and demonstrate spend in 2023/24.
2. **5-year future investment potential:** priority projects for investment before 2028 which continue to be developed.

2 Barnsley: our place

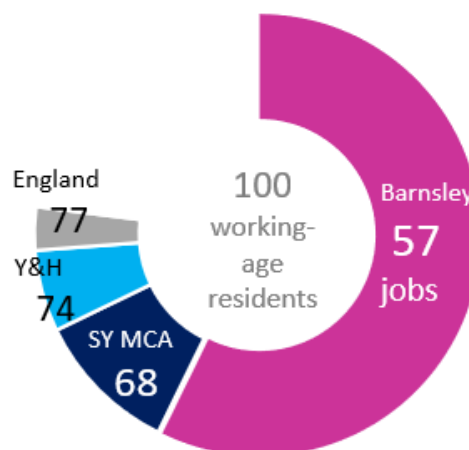
Our plan is ‘place-based’: we know what makes the borough work as a place and the challenges to overcome as a catching up economy. Our key issues and opportunities are:

a) Redressing the jobs deficit and connecting people to employment opportunities

Great progress has been made in recent years – but there’s still **not enough jobs**: 13,400 more are needed to match South Yorkshire average employment density.



Jobs per 100 working-age residents



Some sectors have seen significant growth but face challenges in the supply of skilled labour. We also need to **attract, develop and retain residents with higher-level skills** to support more value-added activity in Barnsley, including growing our service sector.

Further jobs growth provides the opportunity to **raise levels of economic activity: this is consistently below average in Barnsley** (72% compared to national average 79% in 2022).

Residents with degree-level or equivalent qualifications (NVQ4+)	
Barnsley	31%
Yorkshire and Humber	38%
England	43%

	B	SY MCA	Y&H	ENG
% jobs in production	21%	16%	19%	15%
% jobs in services	79%	84%	81%	85%
% jobs in KIBS	7%	10%	11%	15%

b) Harnessing private investment to grow our business base and drive higher-value activity

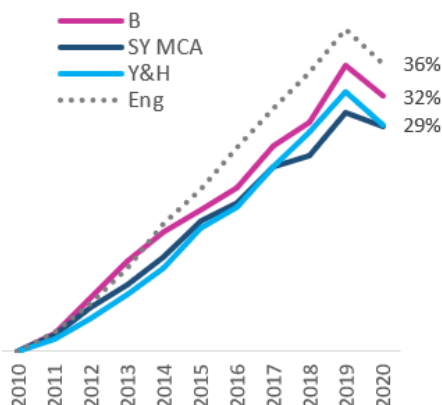
Growing business base: There are 1,800+ more businesses in 2022 than 2012; and start-ups are increasingly resilient businesses – average 3-year new business survival better than the South Yorkshire and national average.

Continued business growth is needed to **catch up with levels of entrepreneurship** seen outside Barnsley.

Additional businesses required in Barnsley to meet wider average numbers of businesses per head	
South Yorkshire	+450
Yorkshire and Humber	+1,900
England	+3,800

The overall value of our economy continues to grow. Investment in higher-value economic activity is needed to **close the productivity gap**. This needs to be backed up by increased economic engagement to get residents into jobs.

GVA growth since 2010 (% index)



Productivity gap between Barnsley and SY economy	
GVA per job	-3%
GVA per head	-24%

c) Fostering an inclusive economy

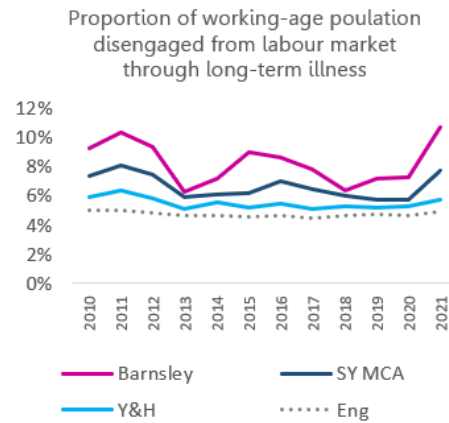
Overall prosperity continues to grow, but **not all Barnsley residents benefit**: since 2015 the average resident in work has earned less than the average job in Barnsley pays.

Average annual earnings of in-work residents	
Barnsley	£27,900
Yorkshire and Humber	£29,550
England	£30,700

Pockets of deprivation persist: driven by below average economic engagement. By 2019, 56% of Barnsley's neighbourhoods were in the lowest third nationally in the Index of Multiple Deprivation.

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.

Health outcome inequalities: Life expectancy at birth is 1.6 years lower than average for women and 2 years below for men.

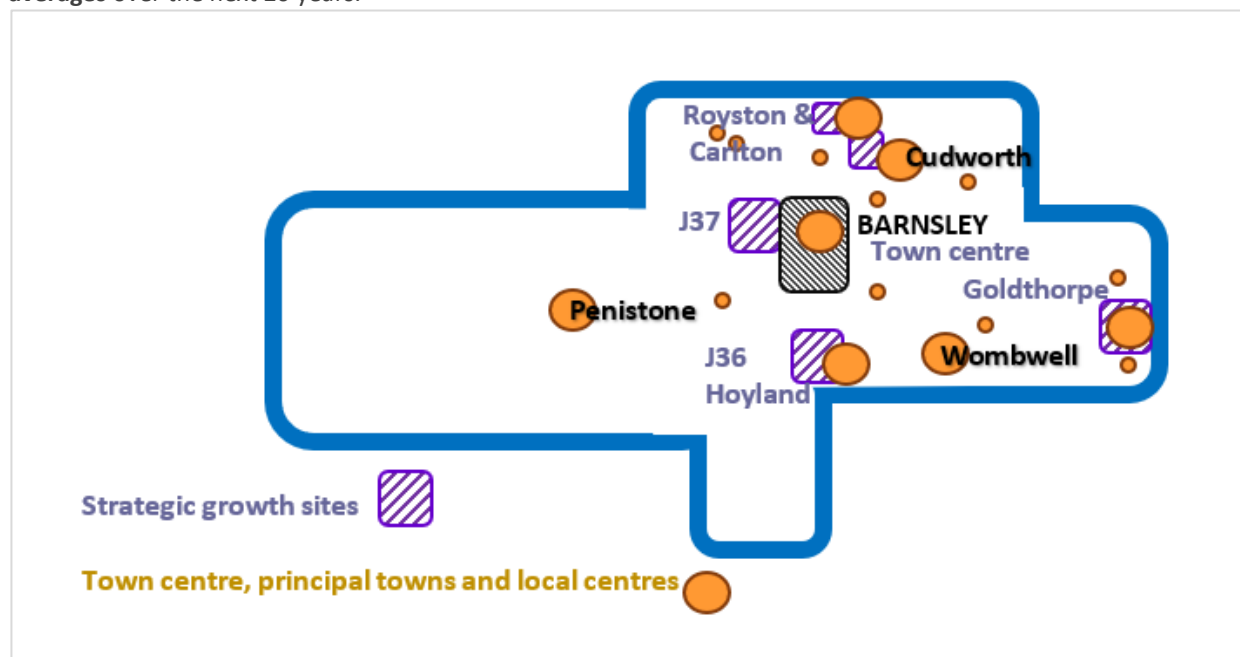


d) Supporting population, housing and employment growth

The population of the borough of Barnsley is almost quarter of a million (244,900): having grown 12% since 2000.

Development and investments will support our **population growth, projected to be faster than national and regional averages** over the next 20 years.

2019 Local Plan: Housing, employment and mixed-use development sites are allocated across the borough – to deliver **21,500 new homes** and capacity for almost **29,000 jobs** by 2033.



Strategic growth locations:

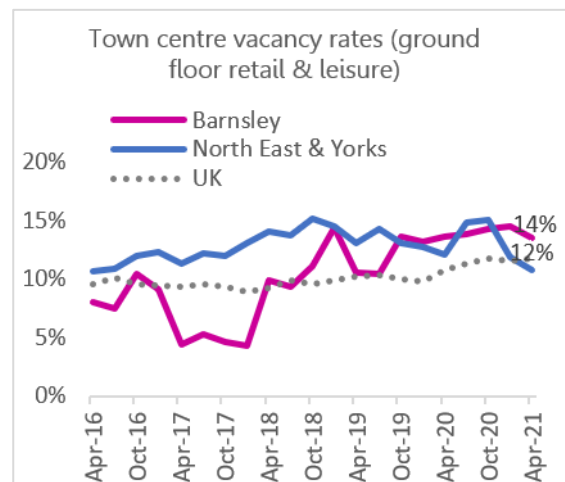
- J37 Barnsley West (1,700 homes, 43 ha employment land)
- Carlton (1,500 homes)
- J36 Hoyland (2,000 homes; 114ha employment land)
- Royston (c.1,000 homes)
- Goldthorpe (73 ha employment land).

e) Making our urban centres fit for the future

Barnsley Town Centre: The contraction and consolidation of retail activity is following national trends: the town centre vacancy rate increased to 14% in 2021. Planning and investment is needed to bring new reasons to visit and new higher-value activity: footfall is recovering strongly post-COVID 19 lockdowns on the back of the opening of the Glass Works: the new civic and leisure heart of Barnsley.

Principal towns: All of our principal towns are still important local service centres; but their function is shifting away from shopping – leaving physical assets and economic activity to be refreshed.

Travel to work and study in and around our urban centres is still dominated by car transport: 75% of journeys use a car according to surveys.



g) Maximising the value of our cultural and heritage assets

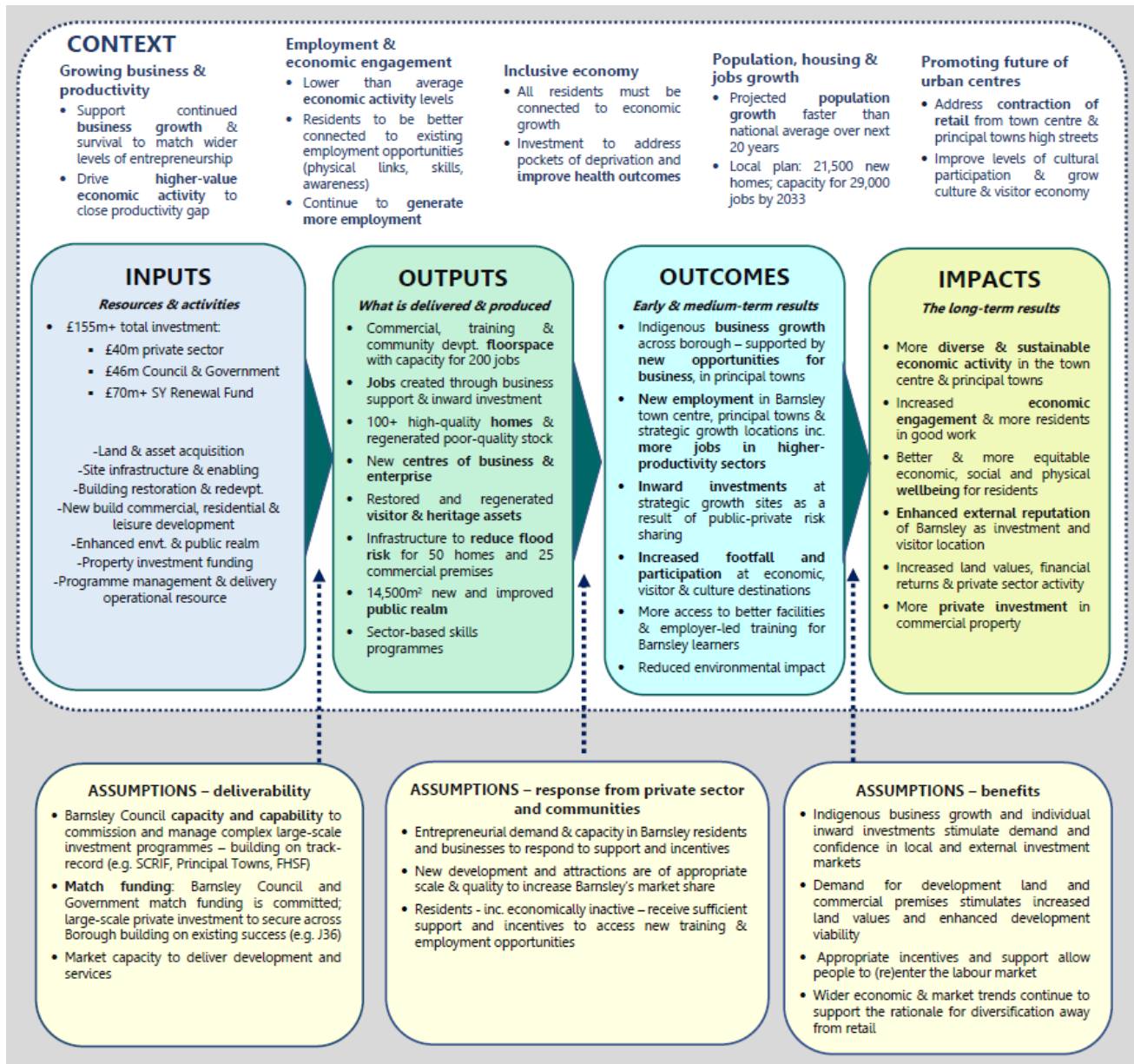
Key visitor attractions: include Cannon Hall Museum, Park and Gardens – one of the top-10 most visited free attractions in England, and Experience Barnsley – shortlisted for UK Museum of the Year in 2021.

Growth of the cultural and visitor economy can drive employment and business growth and also increase levels of local cultural engagement.

Levels of cultural engagement: The Active Lives Survey estimates only 39% of adults resident in Barnsley engaged with the arts or a museum three or more times annually, placing Barnsley 63rd out of the 72 local authorities in the north of England, and significantly below the national average of 50%.

3 Our place-based approach to investment

3.1 Investment plan: our theory of change



The 'theory of change' model above summarises the story of what we're trying to achieve over the next five years– in line with the vision. It outlines:

- **Context:** summary of the evidence base, issues and opportunities
- **Inputs:** summary of the required investments and activity for 'early delivery' under the South Yorkshire Renewal Fund
- **Outputs:** assets and services delivered and their associated measurable outputs
- **Outcomes:** the market, investment, institutional, community, and individual response to our investment programme
- **Impacts:** the longer-term positive changes for Barnsley and South Yorkshire society and economy

3.2 Investing in place

Barnsley is a diverse and far-reaching place – stretching from the moorland fringes of the Peak District in the west to the Dearne Valley wetlands in the east. It takes in town, village and rural communities; national road infrastructure; strategic employment locations; and a rich cultural, heritage and natural environment. **Our approach to planning investment in Barnsley over the next five to ten years is firmly rooted in our understanding of how the borough works as a place** – spatial, economic and community interrelationships and the way we connect with the world beyond the borough boundary.

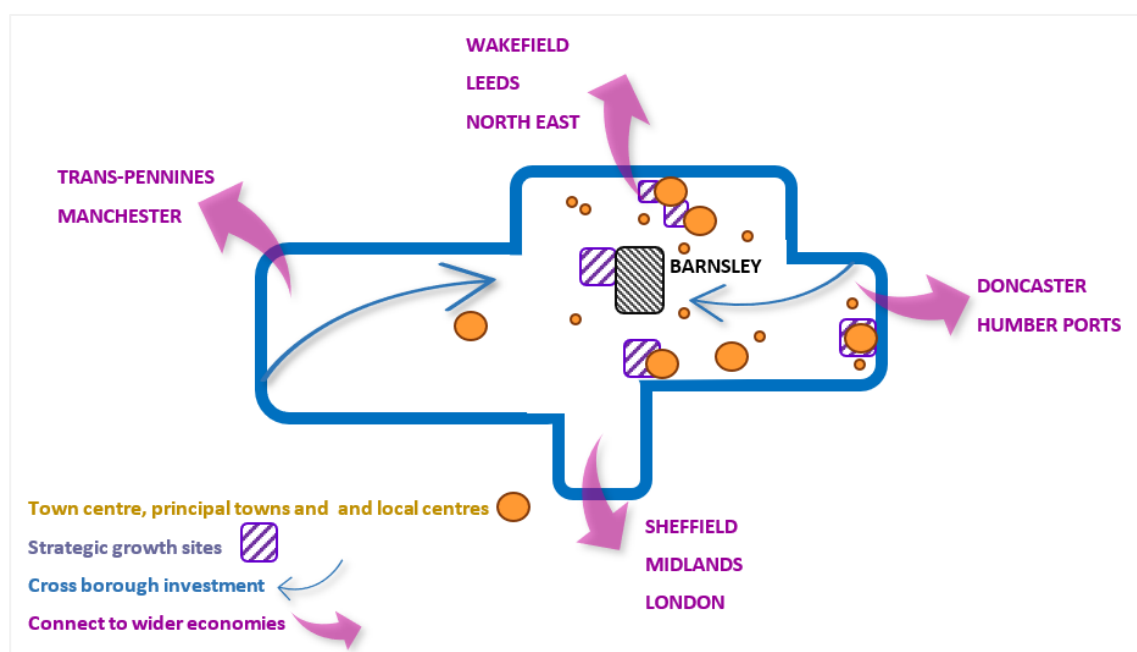
The Investment Plan (Section 4) is structured thematically, based on the investment priorities of the South Yorkshire MCA (SYMCA) *Strategic Economic Plan*. Each of the proposed investments is also categorised by one of the four **spatial categories** outlined below which shape the priorities defined in Barnsley’s economic and spatial planning policy.

Town centre, principal towns and local centres: The town of **Barnsley** is the **established economic centre of the Borough** – the town centre is the commercial heart. **Six principal towns** and **ten local centres** are located across the borough – with high streets and social assets serving our historic communities.

Strategic growth sites: Our Local Plan was adopted in 2019. It identifies the **strategic locations of significant housing and employment growth** – Junctions 36 and 37 of the M1, Hoyland, Goldthorpe, Royston and Carlton – to accommodate almost 29,000 jobs and over 21,500 new homes by 2033.

Cross-borough investments: **Infrastructure, and community and learning assets** connect people and places across the borough. Investment priorities include digital infrastructure, public transport and community & skills capital.

Connecting to wider economies: As an outward-facing borough we require continued investment to enhance our **connections to sub-regional, national, international economies** and maintain our **commitment to protecting the global environment**.



3.3 Matching Barnsley’s place-based investment plan to South Yorkshire priorities

The South Yorkshire MCA (SCR) **Strategic Economic Plan** (SEP) is based upon three **overarching policy ambitions**:

- **Growth: A Stronger South Yorkshire – Growing the economy for all**
- **Sustainability: A Greener South Yorkshire – Driving low carbon opportunities within the economy and delivering net-zero emissions**
- **Inclusion: A Fairer South Yorkshire – Ensuring that everyone has an opportunity to contribute to and benefit from economic growth**

To achieve these ambitions, the SEP outlines seven priority themes for investment:

- Vibrant and resilient places
- Innovation, enterprise and growth
- Skills, education & employment
- Clean energy & net zero
- Transport and mobility
- Digital
- Housing, land and development

The table below shows how each of the SEP themes matches our priority spatial categories:

Mapping Barnsley’s place-based investments to South Yorkshire (SCR) SEP themes				
<u>SOUTH YORKSHIRE MCA STRATEGIC ECONOMIC PLAN</u>	TOWN CENTRE, PRINCIPAL TOWNS & LOCAL CENTRES	STRATEGIC GROWTH LOCATIONS	CROSS-BOROUGH INVESTMENTS	CONNECTING TO WIDER ECONOMIES
VIBRANT & RESILIENT PLACES >	Thriving, healthy and inclusive places across the borough			
CULTURE, ARTS & HERITAGE >	Sustainable and competitive cultural and heritage assets		Developing the visitor economy – strengthening the cultural sector	Collaborating across South Yorkshire to grow and connect our visitor, cultural and creative economy
INNOVATION, ENTERPRISE & GROWTH >	Affordable and supportive environments for business start-up and growth	Connected and enabled places for business growth, innovation and high-value investment		Hosting and driving SY-wide, national & international business support & innovation
SKILLS, EDUCATION & EMPLOYMENT >			Skills centres and programmes to support higher-value employment	
CLEAN ENERGY & NET ZERO >			Community-owned renewable energy across Barnsley – developing the sector	Reducing Barnsley’s impact on the global environment
TRANSPORT & MOBILITY >			Affordable, reliable and low-carbon travel within the borough	Fast and efficient transport to wider economic centres
DIGITAL >	Develop the Seam as South Yorkshire’s centre of digital excellence		High-quality and affordable digital connections – Growing digital capability	A UK-competitive digital business environment
HOUSING, LAND & DEVELOPMENT >	Supporting housing growth and thriving local centres	High-quality, affordable & energy efficient housing to support inclusive growth		

4 Barnsley Investment Plan

Theme 1: Vibrant and resilient places

Vibrant and resilient places: 3 key strategic issues and opportunities for Barnsley

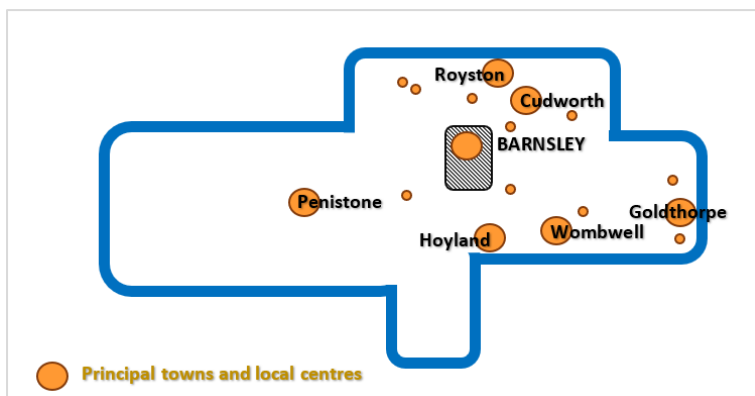
The three key strategic issues and opportunities for vibrant and resilient places in Barnsley are to:

1. Continue to develop and support **new reasons to visit Barnsley town centre**, consolidate the retail offer and diversify towards new uses and higher-value types of economic activity;
2. Ensure the **economic resilience of the borough's six principal towns** and ten local centres by growing jobs and business outside retail whilst enhancing the local built and natural environment; and
3. Provide the local **infrastructure and environment** to support communities to **close health & economic equality** gaps.

Vibrant and resilient places: place-based approach

Our investment plan for vibrant and resilient places is focused on place-based investments in our **town centre, principal towns and local centres**. These are the core centres of population and economic activity in the Borough. For us this means our place-based priorities are to:

- Deliver five **Principal Towns Investment Plans** using our **Goldthorpe Town Deal** as an exemplar.
- Enable the **masterplan for the Seam- Barnsley's Digital Campus**; to provide the platform for future investments under the INNOVATION, ENTERPRISE & GROWTH and DIGITAL themes.



- Implement our **Town Centre Plan**
- Support and enable place-focused investments under the CULTURE & VISITOR ECONOMY theme – such as the 'Forging Ahead' programme to make Elsecar a 21st century business and visitor destination.


Barnsley 2030 ambitious goals

The priority investments for **vibrant and resilient places** will contribute to a number of the ambitious goals for Barnsley 2030 – *the place of possibilities*:

Healthy Barnsley
Learning Barnsley
Sustainable Barnsley

- *Our diverse communities are welcoming, supportive and resilient*
- *Everyone has the opportunity to create wider social connections and enjoy cultural experiences*
- *People are proud of, and look after, their local environment*

The table below, and those in subsequent sections, outlines our priority investments for each of the SY MCA priority themes.

(1) Vibrant and resilient places: Barnsley Investment Plan					
SY Renewal Fund Gainshare priorities (2025-)		<ul style="list-style-type: none"> • The Seam – <i>Barnsley’ Digital Campus</i> • Principal Towns and Local Centres Investment Plans • Barnsley Town Centre Development Plan 			
Other investment programmes		<ul style="list-style-type: none"> • Goldthorpe Town Investment Plan 			
	Programme	Project	Total investment value	Co-investment potential	 Outcomes
Early Delivery (2023-25)	<i>The Seam</i>	The Seam – Barnsley’s Digital Campus (Phase 1)	£64m	£33m private sector £11m confirmed FHSF	Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ A higher productivity workforce ✓ A larger proportion of high growth businesses ✓ More businesses relative to population ✓ More employees in managerial technical and professional occupations
	<i>Barnsley Town Centre Development Plan</i>	Town centre repurposing	£10m	TBC	Stronger South Yorkshire: <ul style="list-style-type: none"> • More consistent footfall Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Wombwell	£3m	TBC	Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ More businesses relative to population • More consistent footfall

	<i>Programme</i>	Project	Total investment value	Co-investment potential	 Outcomes
	<i>Local Centres Investment Plan</i>	Growing our Local Centres	£6m	£3m	Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ More businesses relative to population • More consistent footfall Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing
	<i>Barnsley Town Centre Development Plan</i>	Young Town: Barnsley Youth Zone	£9.4m	£4.7m private sector	Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing ✓ Increasing proportion of population with formal skills qualification • Decreasing proportion of NEETS 16-17 y/o Stronger South Yorkshire: <ul style="list-style-type: none"> • More consistent footfall
	<i>Barnsley Town Centre Development Plan</i>	Young Town: Barnsley Youth Activity Park	£3.0m	£2.5m LUF	Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing Greener South Yorkshire <ul style="list-style-type: none"> ✓ Reduced carbon emissions • Increases in active travel • Improved biodiversity
	<i>Barnsley Town Centre Development Plan</i>	Young Town: The NAVE: Barnsley Youth Choir	£4.4m	✓Funded: £4.0m LUF £0.4m BMBC	Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing ✓ Increasing proportion of population with formal skills qualification • Reduced cultural participation gap
	<i>Barnsley Town Centre Development Plan</i>	Young Town: Youth wellbeing hub (YMCA / Chilypep)	£2.8m	✓Funded: £2.8m LUF	Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing ✓ Increasing proportion of population with formal skills qualification • More children leave school with better attainment

5-year investment potential (2023-28)	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Royston. Indicative total investment scale: £5m-£10m
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Cudworth Indicative total investment scale: £5m-£10m
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Hoyland. Indicative total investment scale: £5m-£10m
	<i>Principal Towns Investment Plans</i>	Growing our Principal Towns: Penistone. Indicative total investment scale: £5m-£10m
	<i>Barnsley Town Centre Development Plan</i>	Eldon Street Renewal Plan

Theme 2: Culture and visitor economy

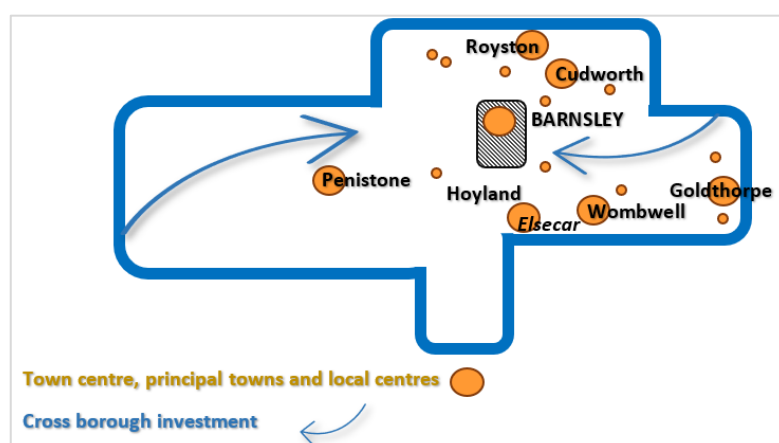
Culture and visitor economy: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for culture and the visitor economy in Barnsley are to:

1. Develop, improve, grow and connect our **asset base** of cultural and leisure attractions;
2. Grow indigenous **leadership and partnership** capacity in the creative and cultural industries; and
3. Target **cultural engagement** activity and events to create vibrancy and grow creative communities.

Culture and visitor economy: place-based approach

Our investment plan for culture and the visitor economy focuses on place-based investments in our **town centre, principal towns and local centres** as the location of our major heritage and cultural assets; as well as **cross-borough investments** to support sector growth.



Our-place based priorities are to:

- Invest to develop and sustain high-profile **visitor attractions** and grow our visitor economy in collaboration with SYMCA and partner authorities;
- Develop strong and sustainable **creative communities and industries**;
- Add value to investments in the VIBRANT & RESILIENT PLACES theme through the placemaking role of heritage and culture;
- Increase cultural engagement and participation through development of a distinctive Barnsley cultural strategy and development framework for future cultural engagement; and
- Maximise opportunities for **health and wellbeing, learning, creating aspiration and building civic pride**.

Barnsley 2030 ambitious goals

Our priority investments for **culture and visitor economy** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Healthy Barnsley

- *Our diverse communities are welcoming, supportive and resilient*
- *Everyone is able to enjoy a life in good physical and mental health*
- *Everyone has the opportunity to create wider social connections and enjoy cultural experiences*

Learning Barnsley

- *Children and young people aim high and achieve their full potential with improved educational achievement and attainment*
- *Lifelong learning is promoted and encouraged, with an increase in opportunities that will enable people get into, progress at and stay in work*

Sustainable Barnsley

- *People are proud of, and look after, their local environment*

Growing Barnsley

- *Barnsley is known as a great place to invest, where businesses and organisations provide diverse and secure employment opportunities, contributing to an economy that benefits everyone*


(2) Culture & Visitor Economy: Barnsley Investment plan

SY Renewal Fund Accelerated Gainshare (2022-24) projects

- The Civic (£0.3m SYMCA Gainshare)

Key investment programmes

- Culture & Visitor Economy Capital Programme
- Culture & Visitor Economy Development Programme

	Programme	Project	Total investment value	Co-investment potential	 Outcomes
Early Delivery (2023-25)	Culture & Visitor Economy Capital Programme	The Civic	£3.1m	£0.9m LUF £0.8m BMBC £0.8m HAZ £0.25m Civic	Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing ✓ Increasing proportion of population with formal skills qualification • Reduced cultural participation gap
	Culture & Visitor Economy Capital Programme	Worsborough Food & Nature Destination: phase 2	£1.5m	TBC	Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ More businesses relative to population Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing • Reduced cultural participation gap

	<i>Programme</i>	Project	Total investment value	Co-investment potential	<small>SOUTH YORKSHIRE</small> SYMCA <small>MAYORAL COMBINED AUTHORITY</small>	Outcomes
Early Delivery (2023-25)	<i>Culture & Visitor Economy Capital Programme</i>	Elsecar Forging Ahead (Phase 2)	£17.7m	£0.5m CRSTS		Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ A higher productivity workforce ✓ A larger proportion of high growth businesses ✓ More businesses relative to population Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Increased levels of personal wellbeing ✓ Increasing proportion of population with formal skills qualification ✓ Reduced cultural participation gap
5-year investment potential (2023-28)	<i>Culture & Visitor Economy Capital Programme</i>	Elsecar Forging Ahead (Phase 3): The Sidings Creative Enterprise Village. Indicative total investment scale: £5m-£10m				
	<i>Culture & Visitor Economy Capital Programme</i>	Cannon Hall Masterplan. Indicative total investment scale: £10m+				
	<i>Culture & Visitor Economy Capital Programme</i>	Creative and cultural business hubs (inc. potential of collocating at key heritage and visitor destinations)				
	<i>Culture & Visitor Economy Development Programme</i>	Destination management and marketing programme for the Borough Indicative total investment scale: £1m				

Theme 3: Innovation, enterprise and growth

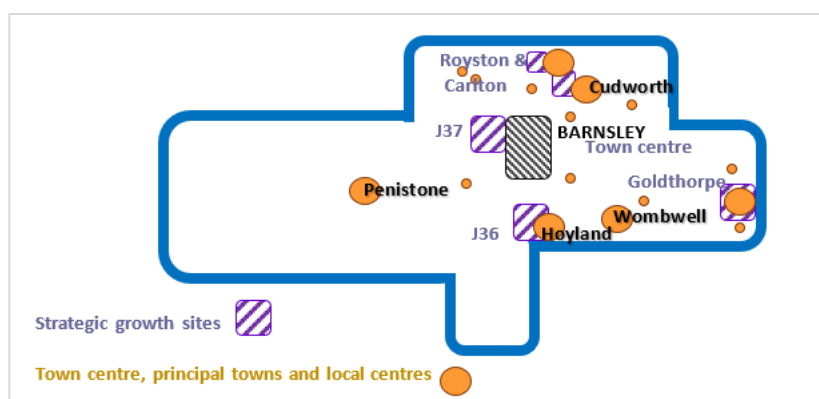
Innovation, enterprise and growth: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for innovation, enterprise and growth in Barnsley are to:

1. Work with SYMCA to transition from EU funding streams to the UK Shared Prosperity Fund. This will **support the Enterprising Barnsley team to attract inward investors and deliver business support products**, helping businesses become more productive and competitive whilst creating new job opportunities.
2. **Create the pathway of business growth workspace** to drive inward investment and indigenous growth; explore models to evolve the relationship between public and private capital in property; and maximise the economic value of our business centres to support the 'VIBRANT & RESILIENT PLACES' theme.
3. Continue to develop our collaboration relationships with the University of Sheffield and Sheffield Hallam University to support innovation in our business base and grow R&D activity.

Innovation, enterprise and growth: place-based approach

Our investment plan for **innovation, enterprise and growth** focuses on place-based investments in our **town centre, principal towns and local centres** and at our **strategic growth locations**. These are the places where we want to continue to develop the physical and business infrastructure to support inward investment and indigenous business growth.



Our place-based priorities are:

- Maximising the business centre asset base.
- Driving inward investment and commercial property development.
- **Adding value to the Seam - Digital Campus** masterplan investment under the VIBRANT AND RESILIENT PLACES theme through investment in specific managed workplace developments and location-specific revenue programmes such as TechAccelerators.
- Maintaining the **strong track-record of Enterprising Barnsley in attracting inward investment to our town centre and strategic growth locations.**

Barnsley 2030 ambitious goals

Our priority investments for **innovation, enterprise and growth** contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Sustainable Barnsley

- *People live in sustainable communities with reduced carbon emissions and increased access to affordable and sustainable energy sources*
- *Local businesses are thriving through early-stage support and opportunities to grow*

Growing Barnsley

- *Barnsley is known as a great place to invest, where businesses and organisations provide diverse and secure employment opportunities, contributing to an economy that benefits everyone*
- *Barnsley has significantly increased the number of people, businesses and organisations who are able to access and use digital resources, benefitting all aspects of daily life*

(3) Innovation, enterprise & growth: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Business innovation support through SYMCA UKSPF programmes • Business centres capital programme • Commercial property & inward investment programme 	
5-year investment potential (2023-28)	<i>Business innovation support</i>	Enterprising Barnsley (2025 onwards) Indicative total investment scale: £10m-£15m (3y programme)
	<i>Commercial property and inward investment programme</i>	Invest in Barnsley commercial property fund Indicative total investment scale: £10m-£15m (3y programme)
	<i>Business centres capital investment programme</i>	Business Centres Capital Investment Programme

Theme 4: Skills, education and employment

Skills, education and employment: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for skills, education and employment in Barnsley are:

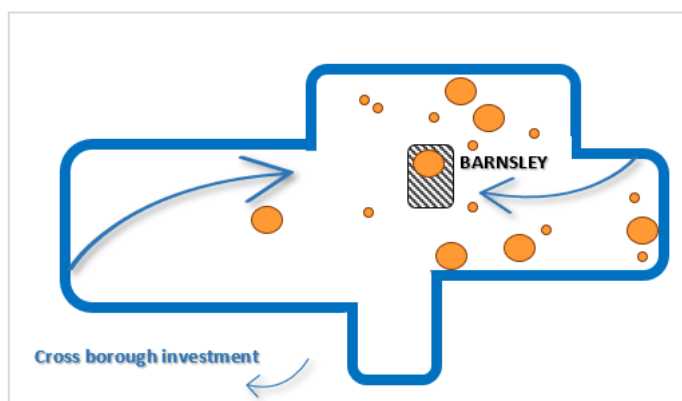
1. **Skills development training for higher skilled people** (above level 2) for career changers, higher skilled unemployed people and new labour market entrants.
2. **Delivery of the *More and Better Jobs* Employment and Skills Strategy for Barnsley.**
3. **Design, mobilisation and delivery of sector skills alliances** in active partnership with employers and stakeholders in the borough; to provide a way through for those unemployed or underemployed to progress careers and for employers to develop new business solutions to increase productivity in the workforce.

Skills, education and employment: place-based approach

Our investment plan for **skills, education and employment** is founded on **cross-borough investments**, ensuring that opportunities to learn and good work are available to all people regardless of where they live in Barnsley.

Our core ambitions across the Borough are:

- People **find and sustain good quality employment**, regardless of their age or personal circumstances.
- Individuals and business have the **skills for growth and recovery** to take advantage of the unfolding opportunities across Barnsley.
- People and businesses have the **digital confidence and skills** they need for modern life and work.
- Barnsley is a '**learning town**' where we support our residents to achieve their goals.




Barnsley 2030 ambitious goals

Our priority investments for **skills, education and employment** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Learning
Barnsley

- *Everyone fulfils their learning potential, with more people completing higher-level skills studies than ever before*
- *Lifelong learning is promoted and encouraged, with an increase in opportunities that will enable people get into, progress at and stay in work*

(4) Skills, education & employment: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Learning and work hubs network • Employment & skills capital programme • Pathways to work • Young people enrichment 				
	Programme	Project	Total investment value	Co-investment potential	 Outcomes
Early Delivery (2023-25)	<i>Learning and work hubs network</i>	Learning and work hubs network (inc. Technical sector skills alliances - Logistics, health & social care, creative & digital)	£4.5m	£4.5m UKSPF	Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ A higher productivity workforce ✓ More employees in managerial technical and professional occupations Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Fewer people economically inactive and unemployed ✓ Increased levels of personal wellbeing ✓ Increasing proportion of population with formal skills qualification
5-year investment potential (2023-28)	<i>Employment & Skills capital programme</i>	Growing Further; FE capital assets programme inc. Barnsley College Masterplan Indicative total investment scale: £5m-£10m			
	<i>Pathways to Work</i>	Pathways to Work Commission: Legacy Programme Indicative total investment scale: £3m (3y programme)			
	<i>Young people enrichment</i>	POP club – enhancing the social and cultural capital of Barnsley’s children and young people Indicative total investment scale: £5m (2y programme)			

Theme 5: Sustainability and net zero

Sustainability and net zero: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for sustainability and net zero in Barnsley are:

1. The Council is committed to reducing the Borough's carbon emissions by 65% between 2017 and 2025. We can make a Barnsley-specific contribution to addressing the climate crisis and the inclusive economy by continuing to explore and deliver opportunities for **locally-generated and community-owned renewable energy sources**.
2. Address the Borough's **resource efficiency** ambitions and support the **circular economy** through our Borough waste management and recycling strategies.
3. Use the large-scale capital investment in energy-efficiency retrofit of housing stock (*theme 8*) to catalyse **skills development for sustainable building design** and management and **develop local supply chains** to maximise the local value of Barnsley investment.

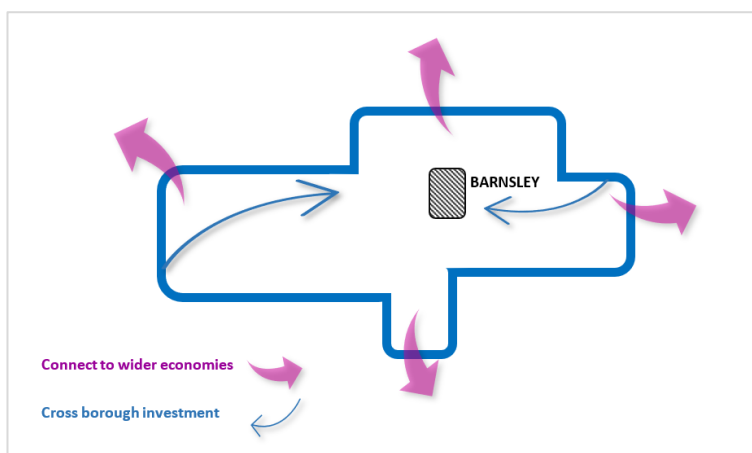
Sustainability and net zero: place-based approach

Our investment plan for **clean energy and net zero** includes **cross-borough investment** on strategic sustainability themes, and also recognises our obligations and **connections to wider economies** in making Barnsley's contribution to a global collective ambition.

In Barnsley, investment to achieve net zero specifically means supporting the delivery of our priority themes from the Barnsley

Sustainable Energy Action Plan:

- **Energy efficiency:** reducing overall demand for energy
- **Renewable Energy:** generating our energy from renewable sources
- **Decarbonisation of heat:** looking for alternative ways to heat our homes and offices
- **Resource efficiency:** minimising waste and developing new uses for waste products
- **Sustainable transport:** moving to fossil-fuel-free local travel, supporting and encouraging walking and cycling; supporting the delivery of the 'TRANSPORT & MOBILITY' theme



Barnsley 2030 ambitious goals

Our priority investments for **sustainability and net zero** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:


Healthy Barnsley

- Fewer people live in poverty and everyone has the resources they need to look after themselves and their families
- People are supported to have safe, warm, sustainable homes

Sustainable Barnsley

- Fossil fuels are being replaced by affordable and sustainable energy and people are able to enjoy more cycling and walking.
- People are proud of, and look after, their local environment

5) Sustainability & net zero: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Our reservoirs • Innovation in Energy • Circular Economy 				
	Programme	Project	Total investment value	Co-investment potential	 Outcomes
Early Delivery (2023-25)	Our reservoirs	Our reservoirs; Worsborough and Elsecar	£6.4m	£1.8m	Greener South Yorkshire <ul style="list-style-type: none"> ✓ Reduced carbon emissions ✓ Reduced flood risk for homes and businesses • Increases in active travel • Improved biodiversity
5-year investment potential (2023-28)	Innovate in energy		Zero carbon homes: retrofit challenge Indicative total investment scale: £50m		
	Innovate in energy		Community-owned sustainable energy Indicative total investment scale: £15m-£20m		
	Innovate in circular economy		Re-use: Barnsley's Circular Economy Centre Indicative total investment scale: £5m		
	Innovate in circular economy		Sustainable waste centre		

Theme 6: Transport and mobility

Transport and mobility: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for transport and mobility in Barnsley are:

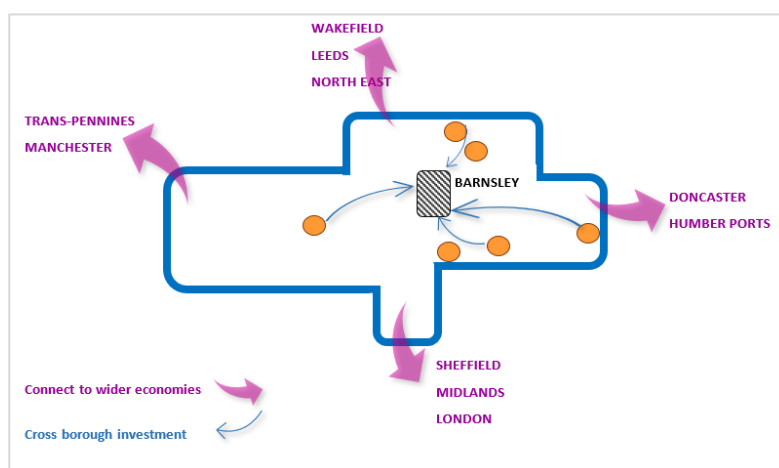
1. Delivering our ambitious targets for the share of journeys within the Borough which are made by different modes of transport: to **significantly increase the number of journeys made by active travel** (walking and cycling) and public transport to **reduce our collective reliance on cars**.
2. Dramatic **expansion and improvement of the network of routes for safe walking and cycling** across the Borough to meet our commitment to increase the number of active journeys to study & work by 50% by 2033.
3. Working with SY MCA on the Bus Service Improvement Plan (BSIP) to **improve bus services across the borough**, working with bus operators to have more influence over delivering the services our communities need.

Transport and mobility: place-based approach

Our **transport and mobility investment plan** includes **cross-borough investments** to ensure efficient, affordable and sustainable transport connections across Barnsley; as well as strategic transport interventions to improve our **connections to wider economies**.

In the Barnsley context this means our specific objectives are:

- Delivery of transformational, area-wide transport improvements that prioritise and enable active travel modes, improve public transport and reduce the dominance of the car.
- Development and implementation of high-quality borough-wide walking and cycling networks.
- Improved public transport networks.
- Connecting residents with education, employment markets, leisure facilities and retail.



Barnsley 2030 ambitious goals

Our priority investments for **transport and mobility** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:


Healthy
Barnsley

- Everyone is able to enjoy a life in good physical and mental health

Sustainable
Barnsley

- People can get around in Barnsley easier than ever, with an increase in cycle routes and better connections across the borough
- People live in sustainable communities with reduced carbon emissions and increased access to affordable and sustainable energy sources

(6) Transport & mobility: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Town Centre Transport Network • Principal Towns Transport Network • Rail Connections 				
	Programme	Project	Total investment value	Co-investment potential	 Outcomes
Early Delivery (2023-25)	Town Centre Transport Network	Market Gate Bridge	£12.1m	£2m Network Rail £1.9m BMBC	Greener South Yorkshire <ul style="list-style-type: none"> • Increases in active travel
5-year investment potential (2023-28)	Principal Towns Transport Network	Principal Towns eco-bus priority network: completion of bus priority network beyond CRSTS schemes (see below)			Greener South Yorkshire <ul style="list-style-type: none"> ✓ Reduced carbon emissions • More use of public transport and active travel Stronger South Yorkshire: <ul style="list-style-type: none"> ✓ A higher productivity workforce ✓ A larger proportion of high growth businesses ✓ More businesses relative to population
	Town Centre Transport Network	<ul style="list-style-type: none"> • Glass Works highways enhanced junction • Beevor Court to Oakwell Link • Harborough Hill to Metrodome Link • Barnsley Way 			
	Rail connections	Dearne Valley Rail Station: capacity and facilities enhancements to Goldthorpe station to allow increased capacity for fast mainline services			
	Rail connections	Barnsley Rail Station: platform lengthening and capacity improvements to enable longer trains (e.g. London services)			
	Rail connections	New freight capacity: Feasibility studies into reopening rail lines for freight use			

This programme sits alongside our **City Region Sustainable Transport Settlement** priority programme, with proposals including:

- **Bus priority corridors** on routes between Barnsley and principal towns / local centres such as A635, A628 (Shafton) and Royston
- **New active travel** provision on routes such as A628, Darton to Yorkshire Sculpture Park, and A61 (Royston/Smithies); and active travel prioritisation for reconfigured Town End roundabout.
- **New Active Travel Hubs** in the Town Centre and at Goldthorpe and Darton.
- **Rail improvements** including platform capacity at Barnsley station and North midland line restoration.

Theme 7: Digital

Digital: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for the digital economy in Barnsley are:

1. Developing and delivering the **inclusive knowledge economy plan** for **The Seam** to enable a viable, visible and accessible tech-and-innovation ecosystem; and become South Yorkshire's centre of digital excellence.
2. Co-sponsoring and supporting activity under the 'SKILLS, EDUCATION & EMPLOYMENT THEME' to grow the **supply of high-skilled workers** into digital and technical roles to meet increasing demand.
3. Boosting **digital inclusion and sector leadership** by:
 - a. Developing and funding a **strategic approach to digital inclusion in Barnsley**, including staffing, research and delivery projects to address gaps in coordination with partners; and
 - b. Developing a '**Digital Leader**' function to provide strategic oversight and coordination of all areas of digital activity in Barnsley Council and with partner organisations.

Digital: place-based approach

Our investment plan for digital requires a range of strategic **cross-borough investments** ensuring that the sector grows and that all communities and business have the most up-to-date infrastructure required to **connect to wider economies**.

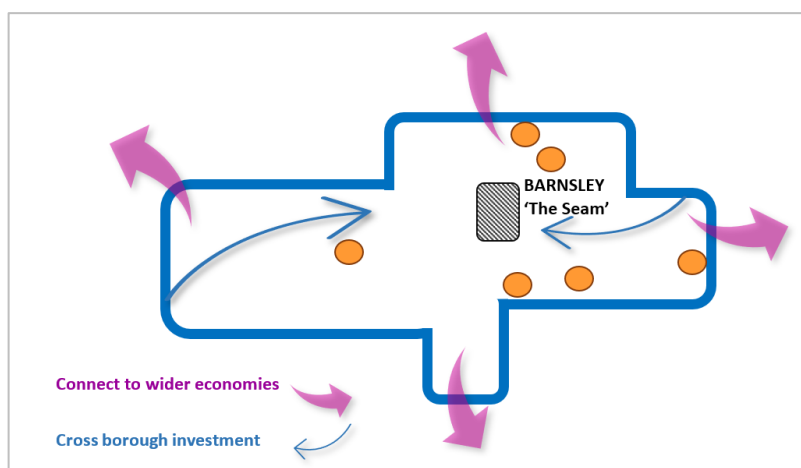
In Barnsley, our digital place-based investment approach is shaped across three agendas:

Digital Infrastructure:

- Lead delivery partner for South Yorkshire MCA Digital Infrastructure Strategy;
- Continued Superfast South Yorkshire & commercial gigabit-capable broadband & 5G roll out;
- Delivery of BDUK's Project Gigabit to connect 'hard to reach' areas.

Digital Place:

- Digital Barnsley 2021 Onwards – Strategy: To create a digital town, enriching the lives of its citizens with modern, simple digital experiences, acting as a beacon for high-value business investment and employment;
- Barnsley is a connected and accessible smart town and borough with a culture of inclusive innovation enabled and inspired by The Seam;



Digital Growth and Inclusion:

- Barnsley is a viable and visible ecosystem of high growth, knowledge-led businesses;
- Our businesses are investing in skills, innovation, inclusion, new technology to foster growth;
- Collaboration, strong digital leadership and digital inclusion.

Barnsley 2030 ambitious goals

Our priority investments for **digital** will contribute to the following **ambitious goals** for **Barnsley 2030 – the place of possibilities**:



- *Barnsley has significantly increased the number of people, businesses and organisations who are able to access and use digital resources, benefitting all aspects of daily life*
- *Local businesses are thriving through early-stage support and opportunities to grow*

(7) Digital: Barnsley Investment Plan		
Key investment programmes		<ul style="list-style-type: none"> • Superfast South Yorkshire (programme management host) • Smart Barnsley • Digital Inclusion
5-year investment potential (2023-28)	Digital Inclusion	Digital inclusion programme Indicative investment scale: £1m
	Smart Barnsley	Smart Barnsley: scaling up our Internet of Things
		The Seam: Digital infrastructure Indicative investment scale: £1m

Theme 8: Housing, land and development

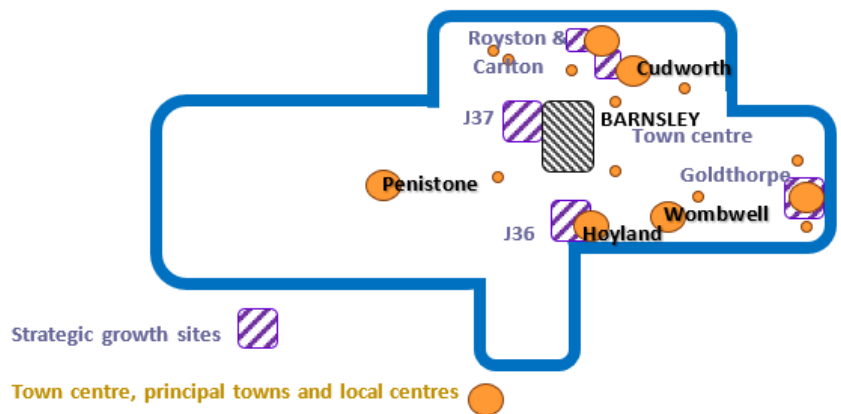
Housing, land and development: 3 key issues and opportunities for Barnsley

The three key strategic issues and opportunities for housing, land and development in Barnsley are to:

1. Diversify the town centre residential living offer;
2. Maximise the productive economic use of land to support the Borough’s housing and employment ambitions; and
3. To address market failure and deliver good-quality, warm and affordable housing in Goldthorpe and the wider Dearne.

Housing, land and development: place-based approach

Our investment plan for **housing, land and development** will focus on our **town centre, principal towns and local centres** and at our **strategic growth locations** – as the main locations of: housing and business growth; development and change; and regeneration.



Our Barnsley-based approach is based on the following priorities:

- Barnsley’s built environment response to climate emergency (in planning policy, new build standards, retrofit (existing stock))
- Delivering spatial growth sites (masterplans, principal towns, Dearne Regeneration)
- Supporting the delivery of the TRANSPORT & MOBILITY theme

Barnsley 2030 ambitious goals


Our priority investments for **housing, land and development** will contribute to a number of the **ambitious goals** for **Barnsley 2030 – the place of possibilities**:

Sustainable Barnsley

Growing Barnsley

- *People are proud of, and look after, their local environment*
- *People live in sustainable communities with reduced carbon emissions and increased access to affordable and sustainable energy sources*
- *People have a wider choice of quality, affordable and sustainable housing, to suit their needs and lifestyle*

(8) Housing, land and development: Barnsley Investment Plan

Key investment programmes	<ul style="list-style-type: none"> • Housing Growth • Goldthorpe Town Investment Plan • Oakwell area masterplan 				
	<i>Programme</i>	Project	Total investment value	Co-investment potential	 Outcomes
Early Delivery (2023-25)	<i>Growing Our Principal Towns</i>	Goldthorpe housing regeneration (Towns Fund)	£9.7m	£3.0m BMBC £4.5m Towns Fund	Fairer South Yorkshire: <ul style="list-style-type: none"> ✓ Fewer people economically inactive and unemployed ✓ Increased levels of personal wellbeing • Increased number of affordable houses
5-year investment potential (2023-28)	<i>Growing Our Principal Towns</i>		Goldthorpe Housing Market Regeneration Indicative investment scale: £20m		
	<i>Barnsley Town Centre Development Plan</i>		Town centre housing delivery programme		
	<i>Housing Growth</i>		Homes England / SYMCA strategic housing growth investment programme		
	<i>Housing Growth</i>		Sustainable Housing Growth Fund Indicative investment scale: £50m		
	<i>Oakwell Masterplan</i>		Oakwell area masterplan		

4.9 Early delivery projects (2023-25) summary

SEP theme	Project name	Project	Total project value	SY Renewal Fund	Private	BMBC	Other public	SYMCA Outputs
1. Vibrant & resilient places	The Seam - Digital Campus (Ph1)	Phase 1 - Resi, office, public realm, ATH, CP	£64.1m	£20.0m	£32.8m	-	-	45 jobs 136 housing units 0.4ha housing land remediated
	Town centre repurposing	Supporting changes to retail landscape	£10m	£10m	-	-	-	[In development]
	Growing our Principal Towns: Wombwell	Acquisition and redevelopment as commercial floorspace	£1.5m	£1.5m	-	-	-	420m ² redeveloped commercial floorspace
	Growing Our Local Centres	Delivering the Local Centres Investment Plan	£5m	£3m	-	£4m	£0m	[In development]
	Young Town: Barnsley Youth Zone	Multi-use youth centre @ Eastern Gateway	£11.3m	-	£4.7m	£4.7m	-	50 jobs 2,360m ² new training floorspace
	Young Town: Youth Activity Park	High-quality physical activity park for young people including a skate park, playground and outdoor gym	£3.0m	-	-	£0.5m	£2.5m	1.2 ha of remediated land 12,000m ² new public realm
	Young Town. The NAVE: Barnsley Youth Choir	Redevelop Computer Centre building into the Northern Academy for Vocal Excellence (NAVE) as new home for BYC	£4.4m	-	-	£0.4m	£4.0m	950m ² new training / cultural space 4 jobs / 5 apprenticeships 15 new learners
	Young Town: Youth Hub (YMCA / HOME)	Redevelopment of Youth Hub operated by YMCA and Chilypep to support wellbeing engagement with children and young people.	£2.8m	-	-	-	£2.8m	1 new community wellbeing centre 1,250m ² refurbished community floorspace
2. Culture & visitor economy	The Civic	Redeveloped heritage town centre cultural venue	£3.1m	£0.3m	£0.25m	£0.84m	£1.7m	56 jobs 1,035 m ² new commercial floorspace
	Elsecar Forging Ahead (Phase 2)	21 st Century heritage rail Engineering skills hub Culture canteen	£17.7m	£17.2m	-	-	£0.5m	27 jobs 2,890m ² new public realm 1,550m ² new commercial floorspace
	Worsborough Food & Nature Destination	Phase 2. multipurpose learning/activity hub & two commercial units; utilities & public realm	£1.5m	£1.5m	£0	£0	£0	4 jobs 130m ² new training floorspace 70m ² new commercial floorspace

SEP theme	Project name	Project	Total project value	SY Renewal Fund	Private	BMBC	Other public	SYMCA Outputs
4. Skills, education & employment	Learning and work hubs network	Place-based employment & skills support & sector skills alliances	£4.5m	£4.5m (UKSPF)	£0	£0	£0	[In development]
5. Sustainability & net zero	Our reservoirs: Worsbrough and Elsecar	Worsbrough Mill and Elsecar Park – to reduce and mitigate flood risk	£6.0m	£2.6m	£0	£3.4m	£0	2.4 km improved active travel route 6,500m ² / 50 homes / 25 premises reduced flood risk
6. Transport & mobility	Market Gate bridge	Pedestrian and cycle bridge over railway connecting new town centre, to assets e.g. Metrodome and Barnsley FC	£12.1m	£3.4m	£2.0m	£1.85m	£4.8m	36 jobs 6,185m ² public realm improved 0.06km new active travel route
8. Housing, land and development	Growing our Principal Towns: Goldthorpe housing regeneration	Pre 1919 Housing stock regeneration	£9.7m	£2.2m	-	£3.0m	£4.1m	9 new housing units
		TOTAL	£157m	£69m	£40m	£18m	£31m	£40m private investment 200 jobs 145 housing units 4,690m² new training floorspace 3,075² new commercial floorspace

4.9 5-year investment potential projects summary

SEP theme	Project name
1. Vibrant & resilient places	<i>Growing Our Principal Towns: Royston</i>
	<i>Growing Our Principal Towns: Cudworth</i>
	<i>Growing Our Principal Towns: Hoyland</i>
	<i>Growing Our Principal Towns: Penistone</i>
	Eldon Street Renewal Plan
2. Culture & visitor economy	Cannon Hall Masterplan
	Elsecar Forging Ahead (Phase 3): The Sidings
	Creative and cultural business hubs
3. Innovation, enterprise & growth	Enterprising Barnsley (2025-)
	Invest in Barnsley
	Business Centres Capital Programme
4. Skills, education & employment	<i>Growing Further: FE capital assets programme inc. Barnsley College Masterplan</i>
	Pathways to Work Commission: legacy programme
	POP Club

5-year investment potential projects summary (contd.)

5. Sustainability & net zero	Zero carbon homes: retrofit challenge
	Innovate in Energy: Community-owned sustainable energy
	Re-use: Barnsley's Circular Economy Centre
	Sustainable waste centre
6. Transport & mobility	Dearne Valley Parkway Rail Station
	Town centre transport network
	A to B: Principal Towns: eco-bus priority network
	Barnsley Rail Station
	New rail freight capacity
7. Digital	The Seam digital infrastructure
	Digital Inclusion
	Smart Barnsley – scaling up our Internet of Things
8. Housing, land and development	Sustainable Housing Growth Fund
	Oakwell area masterplan
	Goldthorpe housing market regeneration
	Town centre housing delivery programme
	Homes England / SYMCA strategic housing growth investment programme

4.10 Delivering South Yorkshire MCA ambitions

The South Yorkshire MCA (SYMCA) **Strategic Economic Plan** (SEP) is based upon three **overarching policy ambitions**:

- **Growth: A Stronger South Yorkshire** – Growing the economy for all
- **Sustainability: A Greener South Yorkshire** – Driving low carbon opportunities within the economy and delivering net-zero emissions
- **Inclusion: A Fairer South Yorkshire** – Ensuring that everyone has an opportunity to contribute to and benefit from economic growth.

The MCA has established an outcomes framework for the delivery of the South Yorkshire Renewal Fund (Gainshare) to measure the impact of proposed investments from the fund. The tables on the following pages outline how the Barnsley Place-based Investment Plan will contribute to these SYMCA outcomes.



Barnsley – the place of possibilities.

Place-based Investment Plan



- ✓ SYMCA core outcome
- SYMCA supporting outcome

SY MCA outcomes

Theme 1: Vibrant & resilient places

Our ambitions

- ☑ Deliver five Principal Towns Investment Plans
- ☑ Enable the masterplan for the Seam-Barnsley's Digital Campus
- ☑ Implement our Town Centre Plan
- ☑ Support and enable place-focused investments under the 'culture & visitor economy' theme

Our place-based investments (2023-25)

- i. The Seam - Digital Campus (Ph1)
- ii. Town centre repurposing
- iii. Growing our Principal Towns: Wombwell
- iv. Growing Our Local Centres
- v. Young Town: Barnsley Youth Zone
- vi. Young Town. The NAVE: Barnsley Youth Choir
- vii. Young Town: Youth Activity Park
- viii. Young Town: Youth Hub (YMCA /HOME)

Outputs

- ✓ 113 jobs
- ✓ 4,560m² new community development floorspace
- ✓ 136 new sustainable homes
- ✓ 2ha land remediated

Outcomes

- New locations attract higher-value business, jobs and inward investment
- Increased private sector investment in better paid jobs and innovative activity in Barnsley
- New urban living offer
- Sustainable and purpose-designed locations for young people to build skills, confidence and resilience
- Better affordable homes in worse-off areas
- Healthier neighbourhoods

Stronger South Yorkshire

Growing the economy for all

- ✓ A higher productivity workforce
- ✓ A larger proportion of high growth businesses
- ✓ More businesses relative to population
- ✓ More employees in managerial technical and professional occupations

Greener South Yorkshire

Driving low carbon opportunities within the economy and delivering net-zero emissions

- ✓ Reduced carbon intensity
- ✓ Reduced carbon emissions

Fairer South Yorkshire

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth

- ✓ Fewer people on low earnings
- ✓ Increased levels of personal wellbeing



Theme 2: Culture & visitor economy

Our ambitions

- ☑ Invest to develop and sustain high-profile visitor attractions
- ☑ Develop strong and sustainable creative communities and industries
- ☑ Add value to investments in the ‘vibrant & resilient places’ theme through the placemaking role of heritage and culture
- ☑ Maximise opportunities for health and wellbeing, learning, creating aspiration and building civic pride

Our place-based investments (2023-25)

- i. The Civic
- ii. Elsecar Forging Ahead Phase 2
- iii. Worsborough Food & Nature Destination

Outputs

- ✓ 87 jobs
- ✓ 130m² new training floorspace
- ✓ 2,655m² new and redeveloped commercial floorspace
- ✓ 2,890m² new public realm

Outcomes

- Increased engagement with culture and heritage and attractiveness of Barnsley as a visitor and cultural destination
- Enhanced local and regional visitor assets including new hospitality offers and enhanced open spaces to explore
- New skills development in higher-value rail engineering skills
- New commercial workspace to attract investment from higher-value engineering companies

Stronger South Yorkshire

Growing the economy for all

- ✓ A higher productivity workforce
- ✓ A larger proportion of high growth businesses
- ✓ More businesses relative to population
- ✓ More employees in managerial technical and professional occupations

Greener South Yorkshire

Driving low carbon opportunities within the economy and delivering net-zero emissions

- ✓ Reduced carbon intensity
- ✓ Reduced carbon emissions

Fairer South Yorkshire

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth

- ✓ Increasing proportion of population with formal skills qualification
- ✓ Increased levels of personal wellbeing



Barnsley – the place of possibilities.

Place-based Investment Plan



SY MCA outcomes

Theme 3: Innovation, enterprise & growth

Our ambitions

- ☑ Maximising the business centre asset base.
- ☑ Driving inward investment and commercial property development.
- ☑ Adding value to the Seam - Digital Campus masterplan investment under the 'vibrant and resilient places' theme.
- ☑ Maintaining the track-record of Enterprising Barnsley in attracting inward investment to our town centre and strategic growth locations.

Our place-based investments (2025-)

- i. Enterprising Barnsley (2025-)
- ii. Invest in Barnsley
- iii. Business centres capital programme

Outcomes

- Business support to attract higher-value business, jobs and inward investment
- Increased private sector investment in better paid jobs and innovative activity in Barnsley
- More and increasingly resilient start-up businesses
- Development of a critical mass of knowledge-based and technical economic activity in Barnsley

Stronger South Yorkshire

Growing the economy for all

- ✓ A higher productivity workforce
- ✓ A larger proportion of high growth businesses
- ✓ More businesses relative to population
- ✓ More employees in managerial technical and professional occupations

Fairer South Yorkshire

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth

- ✓ Fewer people on low earnings

Theme 4: Skills, education & employment

Our ambitions

- ☑ People find and sustain good quality employment
- ☑ Individuals & business have the skills for growth & recovery
- ☑ People & businesses have the digital confidence & skills they need for modern life & work.
- ☑ Barnsley is a 'learning town': we support our residents to achieve their goals

Our place-based investments (2023-25)

- i. Learning and work hubs network

Outcomes

- More people, better connected to emerging employment opportunities and skills training required by employers
- Direct private-sector-led training for Barnsley residents to access employment in new higher-value jobs created in the Borough

Stronger South Yorkshire

Growing the economy for all

- ✓ A higher productivity workforce
- ✓ More employees in managerial technical and professional occupations

Fairer South Yorkshire

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth

- ✓ Fewer people on low earnings
- ✓ Increasing proportion of population with formal skills qualification
- ✓ Fewer people economically inactive and unemployed



Barnsley – the place of possibilities.

Place-based Investment Plan



SY MCA outcomes

Theme 5: Sustainability & net zero

Our ambitions

- ☑ Reducing overall demand for energy
- ☑ Generating our energy from renewable sources
- ☑ Decarbonised ways to heat our homes and offices
- ☑ Resource efficiency: minimising waste and developing new uses for waste products
- ☑ Sustainable transport: fossil-fuel-free travel, supporting & encouraging walking & cycling

Our place-based investments (2023-25)

- i. Our reservoirs: Worsbrough and Elsecar

Outputs

- 2.4km improved active travel route
- 6,500m² / 50 homes / 25 premises reduced flood risk

Outcomes

- Increased flood resilience in our local communities

Greener South Yorkshire

Driving low carbon opportunities within the economy and delivering net-zero emissions

- ✓ Reduced carbon intensity
- ✓ Reduced carbon emissions
- ✓ Enhanced flood protection for homes and businesses

Fairer South Yorkshire

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth

- ✓ Increased levels of personal wellbeing

Theme 6: Transport & mobility

Our ambitions

- ☑ Delivery of transformational, area-wide transport improvements that prioritise and enable active travel modes, improve public transport and reduce the dominance of the car.
- ☑ Development and implementation of high-quality borough-wide walking and cycling networks.
- ☑ Improved public transport networks.
- ☑ Connecting residents with education, employment markets, leisure facilities and retail

Our place-based investments (2023-25)

- i. Market Gate bridge
- ii. City Region Sustainable Transport Settlement
Bus priority corridors on routes between Barnsley and principal towns / local centres such as A635, A628 (Shafton) and Royston
New active travel provision on routes such as A628, Darton to Yorkshire Sculpture Park, and A61 (Royston/Smithies); and active travel prioritisation for reconfigured Town End roundabout.
New Active Travel Hubs in the Town Centre and at Goldthorpe and Darton.

Outcomes

- Greater range of more reliable, more efficient, and safer public transport options across Barnsley
- Increased use of public transport amongst residents
- Reduced environmental impact of car-use in the borough
- Safer, more amenable and efficient routes for walking and cycling
- Increased uptake of active travel options
- Greater levels of incidental exercise amongst the population
- Reduced health and wellbeing challenges associated with lack of exercise

Stronger South Yorkshire

Growing the economy for all

- ✓ A larger proportion of high growth businesses
- ✓ More businesses relative to population

Greener South Yorkshire

Driving low carbon opportunities within the economy and delivering net-zero emissions

- ✓ Reduced carbon intensity
- ✓ Reduced carbon emissions
- Improved air quality
- Increased bus patronage
- Increases in active travel



Barnsley – the place of possibilities.

Place-based Investment Plan



SY MCA outcomes

Theme 7: Digital

Our ambitions

- ☑ Lead delivery partner for SY MCA Digital Infrastructure Strategy BDUK's Project Gigabit to connect 'hard to reach' areas
- ☑ Continued commercial gigabit-capable broadband & 5G roll out
- ☑ A digital town with modern, simple digital experiences, act as a beacon for high-value investment & jobs
- ☑ Connected & accessible smart town and borough with a culture of inclusive innovation enabled and inspired by The Seam

Our place-based investments (2023-25)

- i. The Seam – Digital infrastructure

Our place-based investments (2025-)

- ii. Digital Inclusion
- iii. Superfast SY (2025-)
- iv. Smart Barnsley – scaling up our Internet of Things

Outcomes

- Businesses across Barnsley and South Yorkshire equipped with future-proof digital infrastructure to enable efficiencies, productivity and innovation
- Increased private sector investment in better paid jobs and innovative activity in Barnsley
- All residents have the digital skills and technology required to access basic services

Stronger South Yorkshire

Growing the economy for all

- ✓ A higher productivity workforce
- A higher proportion of SY is gigabit capable
- Greater investment in R&D

Theme 8: Housing, land & development

Our ambitions

- ☑ Barnsley's built environment response to Climate Emergency (in planning policy, new build standards, retrofit (existing stock)
- ☑ Delivering spatial growth sites (masterplans, principal towns, Dearne Regeneration)

Our place-based investments (2023-25)

- i. Goldthorpe housing regeneration

Our place-based investments (2025-)

- ii. Sustainable housing growth fund

Outcomes

- New urban living offer and new homes to support higher-value growth
- Better affordable housing

Greener South Yorkshire

Driving low carbon opportunities within the economy and delivering net-zero emissions

- ✓ Reduced carbon intensity
- ✓ Reduced carbon emissions
- Improved energy efficiency

Fairer South Yorkshire

Ensuring that everyone has an opportunity to contribute to and benefit from economic growth

- ✓ Increased levels of personal wellbeing
- Increased number of affordable houses

5 Delivering the Barnsley Investment Plan

5.1 Capacity to deliver

Barnsley's approach to delivering our ambitious South Yorkshire Renewal Fund programme – outlined in this Place-based Investment Plan – will build upon and enhance our existing delivery and governance structures. The Council has an excellent track-record of delivering multiple complex capital projects, often running concurrently, for example the Sheffield City Region Investment Fund (SCRIF) highways and infrastructure enabling projects across the borough and the Glass Works redevelopment of Barnsley Town Centre.

The proposed South Yorkshire Renewal Fund programme will fund projects expected to add economic and social value at a regional scale, and will sit alongside:

1. The Council's existing **capital programme** – focused on immediate local priorities such as housing, schools and local highways; and
2. Our **City Region Sustainable Transport Settlement** programme.

Project management, procurement and delivery experience and expertise is available across all relevant services. The Council also has a dedicated process and budget resource to fund feasibility and capital project development, including working up business cases and commissioning specialist services. This budget is fully allocated to develop the Council's existing capital programme and will need to be supplemented considerably to enable us to deliver our additional SY Renewal Fund investments which make a social and economic return at a regional scale.

Project development and delivery capacity will initially be focused upon the 'Early Delivery' projects; whilst those projects with 5-year investment potential will continue to be defined, developed and tested.

Barnsley Council has agreed a framework with SYMCA to utilise its share of the South Yorkshire Feasibility Fund for the period up to March 2026 to fund activities such as:

1. Ongoing development and management of the Place-based Investment Plan (PBIP);
2. Specialist professional services for the development of projects to maximum deliverability and funder assurance;
3. Internal resource and specialist consultancy services to deliver project funding plans and business cases; and
4. Internal resource to support project and programme coordination for our larger PBIP investments, for example Principal Towns.

5.2 Programme governance

The Place-based Investment Plan programme has been developed in collaboration with the Council's **Funding Pipeline Management Group (FPMG)** – a cross-directorate officer-level delivery group which manages external funding opportunities and strategic capital investments. The group includes senior officers from delivery services (Economic Development, Highways, Property etc.), and from Finance and Governance services. The FPMG will continue to oversee the development and delivery of the programme of projects.

The FPMG and responsible officers will report to the **Capital Programme Oversight Board** under existing governance mechanisms. This board meets quarterly. The lead responsible officer is the Director of Finance (Section 151 officers) and it is chaired by the Executive Director of Place, a member of the Council's **Senior Management Team**.

Levelling Up addendum (August 2022)

1. The Levelling Up White Paper

1.1 Introduction

Government published its White Paper ‘Levelling Up the United Kingdom’ in February 2022, immediately after the initial 2022 Place-based Investment Plan for Barnsley was completed and approved by the Council in January 2022. This addendum to the original document provides a summary of the policy framework from the White Paper – the levelling up ‘capitals’ and ‘missions’ – and provides a headline assessment of how our proposed investments will help to ‘level up’ Barnsley and help Government achieve its ambitions.

The Levelling Up White Paper broadly covers three areas:

1. **Analysis of the challenge** of spatial-regional economic and social ‘disparities’ across the UK;
2. The **Levelling Up theory and framework**: the six ‘capitals’ which help explain variation in place-based socio-economic performance; and the 12 levelling up ‘missions’ – government’s ambitions to reduce disparities across twelve domains by 2030;
3. The **Levelling Up policy proposals**.

The analysis of the challenge for levelling up contains acknowledgement of many issues we are aware of in Barnsley: structural economic legacy; cyclical challenges; effect of economic performance on wellbeing and social mobility; and the importance of social capital.

1.2 The Levelling Up challenge: a summary of issues relevant to Barnsley from the White Paper

Structural economic disparities

- ‘The UK displays **large spatial disparities** compared to most other OECD countries... contributing to substantial differences in living standards.’
- ‘There are **clear typologies of places that have poor socioeconomic outcomes**. These include coastal communities previously associated with tourism, parts of the North and Midlands with industrial legacies, and rural parts of Scotland, Wales and Northern Ireland.’
- ‘These differences roughly halved during the first part of the 20th century. Since then they **have re-widened, steadily but significantly**, and are now back to levels seen a century ago. Spatial disparities in health have also widened since the late 1970s, having narrowed in the immediate post-war period.’

Socio-economic effects

- Variation in economic performance affects other important life facets:
 - Wellbeing;
 - Life satisfaction;
 - Social mobility - affected by family background and other interpersonal factors such as disability.
- ‘Economic health is only one element influencing someone’s lived experience. Health, security, green spaces, culture and trust also shape peoples’ decisions about where to locate, and their lived experience once they are there.’

Importance of institutions

- ‘Effective institutions, formal and informal, are crucial in explaining why some places succeed.’

- ‘The importance of institutions for development can be traced to two factors. First, capacity and capability. With institutions come institutional memory and local capacity... Second, institutions support leadership and longevity. Institutions generate consistency of decision-making.’ In Barnsley, this is recognised in the aspiration to develop a network of anchor institutions with a common purpose.

Role of economic shocks in determining economic path and socio-economic outcomes

- In economic systems, large shocks can permanently shift the economy’s growth path. A clear example is deindustrialisation. The UK experienced greater **deindustrialisation**, at a faster pace, than any other country in the G7. This caused a **large and lasting shock to industrial cities and towns in the North and Midlands of England**. Many places were also “mono-industrial” towns, which developed over centuries purely due to the natural resources nearby, making the regeneration challenge even greater with the loss of industry.
- For a number of towns and cities across the UK, these large shocks shifted them persistently from a high complexity-high growth to a low complexity-low growth path. The effects were large and persistent, with high degrees of history-dependence.

1.2 The theory of Levelling Up: the six capitals

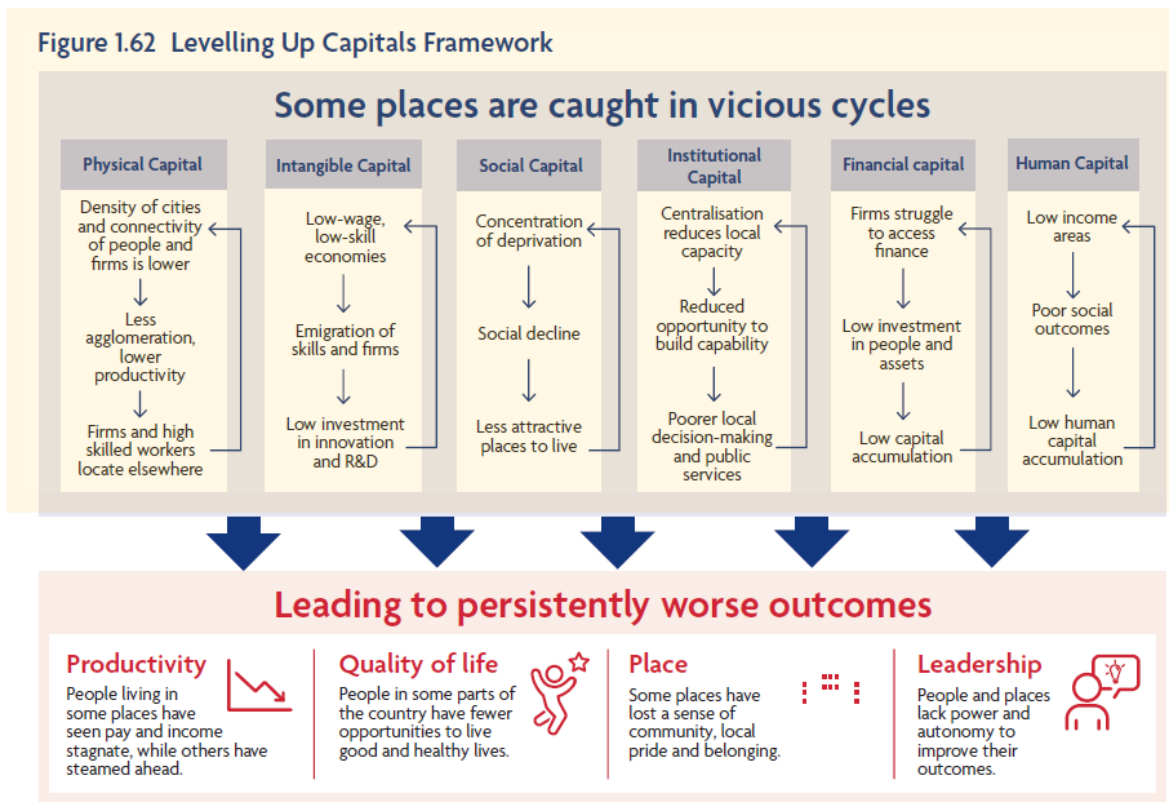
The six capitals can be thought of as the intellectual or theoretical framework for levelling up. The evidence-based theory presented in the White Paper says that multiple factors are responsible for driving widening geographic differences in the UK. These are the accumulated asset base of a place - the assets held by its people, institutions, places, communities and businesses.

There are a ‘rich **set of capitals**’ – (1) human; (2) financial; (3) social; (4) physical; (5) intangible; (6) institutional – that explain spatial patterns.

‘**Strong places have strength across all six capitals**. For ‘left-behind places’, the picture is more complex. Depletions or deficiencies in any one of the capitals can have knock-on effects to the other capitals in a self-enforcing, vicious spiral of low income and weak growth. Many left behind places are weak in different ways, with a complex and interacting mix of economic, financial and social problems’.

1. **Human capital** : knowledge, skills, competencies, health and other attributes embodied in people that are acquired during their life
2. **Financial capital**: equity and bank lending
3. **Social capital**: social infrastructure, connectedness, satisfaction
4. **Physical capital**: transport infrastructure, digital infrastructure, company capital (plant, machinery, property)
5. **Intangible capital**: intellectual property, patents, innovation
6. **Institutional capital**: strength of local institutions

Figure extracted from 'Levelling Up the UK' (HM Government, 2022)



2. Place-based investment in Barnsley: developing the six capitals and delivering the levelling up missions

Section 3.1 of the Place-based Investment Plan outlines our 'theory of change'. This is the story of what we are seeking to achieve in the next five years through the investment of South Yorkshire Renewal Fund in Barnsley in our identified priority projects. The theory of change for our Place-based Investment Plan programme outlines:

- **Context:** summary of the evidence base, issues and opportunities for SY Mayoral Combined Authority investment in Barnsley
- **Inputs:** summary of the required investments and activity for 'early delivery' under the South Yorkshire Renewal Fund
- **Outputs:** assets and services delivered and their associated measurable outputs from our SY Renewal Fund programme
- **Outcomes:** the market, investment, institutional, community, and individual response to our SY Renewal Fund investment programme
- **Impacts:** the longer-term positive changes for Barnsley and South Yorkshire society and economy from our SY Renewal Fund programme.

By its nature as an investment programme, the Place-based Investment Plan focuses on the input of two of the six levelling up capitals, in that it will see the **investment of financial capital, and the generation of physical capital.**

However, by bringing additional financial and physical capital to Barnsley, we can help to strengthen the base of the other four capitals. For example,

- Human capital: financial investment in skills development and training assets;
- Social capital: physical assets for community enrichment;
- Intangible capital: financial investment and physical assets for innovation ; and
- Institutional capital: physical assets to develop our business community.

Table A (overleaf) re-presents the context, inputs, outputs, outcomes and impacts of the original Place-based Investment Plan theory of change (Section 3.1) organised according to each of the six Levelling Up capitals. It demonstrates that through SY MCA and Council investment, financial and physical capital will also lead to the the enrichment of other capitals, particularly human, social and intangible, in a mutually-reinforcing way.

However, we also recognise that beyond the Place-based Investment Plan other activities, initiatives and strategies are required which focus on the direct development of the six Levelling Up capitals, for example:

- Human capital: More and Better Jobs – our employment and skills strategy
- Social capital: Community Boost – our Community Renewal Fund pilot scheme
- Institutional capital – developing our network of anchor institutions with a common purpose.

Our proposed place-based investments for Barnsley also directly help to contribute to the Government's **levelling up missions (Table B)** and the associated metrics (see Table C). Each of the eleven Levelling Up missions (Table B) will be directly and positively impacted by interventions and investments in Barnsley's Place-based Investments in our plan.

Given the nature of the proposed interventions in providing financial capital and generating physical capital, naturally some of the missions are more immediately relevant, for example:

- **Mission 1 Productivity:** proposed investments under all of the plan themes are expected to improve levels of pay, productivity and employment; for example, by providing infrastructure and business accommodation more conducive and attractive to higher-value economic activity, helping to address the Borough's deficit in this facet; and increasing the density of private-sector business activity. This will directly contribute to the Government's ambition to close the regional productivity and pay gap.
- **Mission 6 Skills:** the focus of our skills, education and employment theme investments is on getting more people, better connected to employment opportunities and skills training to meet employers' needs, including bringing people out of economic inactivity and into the labour market. This will directly contribute to the Government's ambition to increase the availability and uptake of high-quality skills training.
- **Mission 9 Pride in Place:** investments across the programme are anticipated to enhance pride of our local communities in their public places, local heritage, district centres and natural environment. In particular, investments such as those in the 'Growing Our Principal Towns' programme and in our cultural and visitor economy will maximise local engagement with the heritage and future of our borough.

However, we also consider many of the missions to be mutually dependent and self-reinforcing, so for example, our investments to address the borough's skills gap are also likely to have positive effects on the productivity, innovation and wellbeing missions.

Mission 12 relates to devolution and the government's ambition to widen access to devolution powers associated with City Deals and the establishment of mayoral combined authorities over the past decade. South Yorkshire already has a mayoral combined authority, and this Place-based Investment Plan represents Barnsley's opportunity to capitalise on the Gainshare investment associated with devolution. Barnsley Council also supports further devolution of decision-making and decentralisation, across publicly-funded institutions and functions.

Table A. Mapping Barnsley's place-based investments Theory of Change to the six levelling up capitals







	1. HUMAN CAPITAL 	2. FINANCIAL CAPITAL 	3. SOCIAL CAPITAL 	4. PHYSICAL CAPITAL 	5. INTANGIBLE CAPITAL 	6. INSTITUTIONAL CAPITAL 
PBIP context	<ul style="list-style-type: none"> Lower than average economic activity levels Drive higher-value economic activity to close productivity gap Investment to address pockets of deprivation and improve health outcomes Projected population growth faster than national average 		<ul style="list-style-type: none"> Residents need to be better connected to existing employment opportunities All residents must be connected to economic growth Improve levels of cultural participation & grow culture & visitor economy 	<ul style="list-style-type: none"> Local Plan: 21,500 new homes; capacity for 29,000 jobs by 2033 Address contraction of retail from town centre & principal towns high streets 	<ul style="list-style-type: none"> Continue to generate more employment 	<ul style="list-style-type: none"> Support continued business growth & survival to match wider levels of entrepreneurship
PBIP inputs >	<ul style="list-style-type: none"> Programme management & delivery operational resource 	<ul style="list-style-type: none"> £145m+ private sector £35m Council & Government £75m+ SY Renewal Fund 		<ul style="list-style-type: none"> Land & asset acquisition Site infrastructure & enabling Building restoration & redevelopment New build commercial, residential & leisure development Enhanced environment & public realm Commercial, training & community devpt. floorspace with capacity for 280 jobs 		
PBIP outputs > >	<ul style="list-style-type: none"> Sector-based skills programmes 	<ul style="list-style-type: none"> Private sector development funding 	<ul style="list-style-type: none"> Restored and regenerated visitor & heritage assets Training and community development floorspace 	<ul style="list-style-type: none"> 100+ high-quality homes & regenerated poor-quality stock New centres of business & enterprise in 4 principal towns Infrastructure to reduce flood risk for 50 homes and 25 commercial premises 	<ul style="list-style-type: none"> 3,600 jobs created through business support & inward investment 	<ul style="list-style-type: none"> 800+ businesses supported to start up, consolidate & grow
PBIP outcomes > > >	<ul style="list-style-type: none"> More access to better facilities & employer-led training for Barnsley learners 	<ul style="list-style-type: none"> Inward investments at strategic growth sites as a result of public-private risk sharing 	<ul style="list-style-type: none"> New employment in Barnsley town centre, principal towns & strategic growth locations; jobs in higher-productivity sectors Increased footfall and participation at economic, visitor & culture destinations 		<ul style="list-style-type: none"> Reduced environmental impact 	<ul style="list-style-type: none"> Indigenous business growth across borough – supported by new opportunities for business, in principal towns
PBIP impacts > > >	<ul style="list-style-type: none"> Increased economic engagement & more residents in good work 	<ul style="list-style-type: none"> Increased land values, financial returns & private sector activity More private investment in commercial property 	<ul style="list-style-type: none"> Better & more equitable economic, social and physical wellbeing for residents 		<ul style="list-style-type: none"> More diverse & sustainable economic activity in the town centre & principal towns Enhanced external reputation as investment and visitor location 	

Table B. HM Government's Levelling Up Missions



HM Government

Levelling up missions

Mission 1	Productivity	By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing.
Mission 2	Innovation	By 2030, domestic public investment in Research & Development outside the Greater South East will increase by at least 40% and at least one third over the Spending Review period, with that additional government funding seeking to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.
Mission 3	Transport	By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing.
Mission 4	Digital	By 2030, the UK will have nationwide gigabit-capable broadband and 4G coverage, with 5G coverage for the majority of the population.
Mission 5	Education	By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of children meeting the expected standard in the worst performing areas will have increased by over a third.
Mission 6	Skills	By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest skilled areas.
Mission 7	Health	By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by 5 years.
Mission 8	Wellbeing	By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing.
Mission 9	Pride in place	By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing.
Mission 10	Housing	By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest performing areas.
Mission 11	Crime	By 2030, homicide, serious violence, and neighbourhood crime will have fallen, focused on the worst-affected areas.
Mission 12	Devolution	By 2030, every part of England that wants one will have a devolution deal with powers at or approaching the highest level of devolution and a simplified, long-term funding settlement.

Table C. Contribution of Barnsley Place-based Investment Plan to HM Government Levelling Up missions and metrics



Place-based Investment Plan



HM Government Levelling up missions and metrics

Theme 1: Vibrant & resilient places

Our ambitions

- Deliver five Principal Towns Investment Plans
- Enable the masterplan for the Seam- Barnsley's Digital Campus
- Implement our Town Centre Plan
- Support and enable place-focused investments under the 'culture & visitor economy' theme

Our place-based investments

- i. The Seam - **Digital Campus** (Ph1)
- ii. **Town centre** repurposing
- iii. **Growing our Principal Towns:** Wombwell
- iv. **Growing Our Local Centres**
- v. Young Town: Barnsley **Youth Zone**
- vi. Young Town. The NAVE: **Barnsley Youth Choir**
- vii. Young Town: **Youth Activity Park**
- viii. Young Town: **Youth Hub (YMCA /HOME)**

Outputs

- ✓ 113 jobs
- ✓ 4,560m² new community development floorspace
- ✓ 136 new sustainable homes
- ✓ 2ha land remediated

Outcomes

- New locations attract higher-value business, jobs and inward investment
- Increased private sector investment in better paid jobs and innovative activity in Barnsley
- New urban living offer
- Sustainable and purpose-designed locations for young people to build skills, confidence and resilience
- Better affordable homes in worse-off areas
- Healthier neighbourhoods

Mission 1: Productivity

- Pay
- Employment
- Productivity
- Closing gap

- ✓ Gross Value Added (GVA) per hour worked
- ✓ Gross median weekly pay (£)
- ✓ Employment rate for 16-64-year olds

Mission 2: Innovation

- R&D £ outside Greater SE
- Private sector £ leverage

- ✓ Business expenditure on R&D

Mission 4: Digital

- Nationwide 4G & Gb broadband
- 5G

- ✓ Percentage of premises with gigabit-capable broadband

Mission 5 : Education

- Primary school outcomes
- Focus on worst-performing

- ✓ Reduction in persistent absences for all pupils and disadvantaged and vulnerable cohorts of children

Mission 7: Health

- Healthy life expectancy gap

- ✓ Healthy Life Expectancy (HLE)

Mission 8: Wellbeing

- Close gap

- ✓ Improved Average life satisfaction ratings

Mission 9: Pride in place

- ✓ Percentage of adults who are satisfied with their local area as a place to live

Mission 10: Housing

- Decent homes
- Pathway to ownership

- ✓ Proportion of non-decent rented homes
- ✓ Number of first-time buyers

Theme 2: Culture & visitor economy

Our ambitions

- ☑ Invest to develop and sustain high-profile visitor attractions
- ☑ Develop strong and sustainable creative communities and industries
- ☑ Add value to investments in the ‘vibrant & resilient places’ theme through the placemaking role of heritage and culture
- ☑ Maximise opportunities for health and wellbeing, learning, creating aspiration and building civic pride

Our place-based investments

- i. **The Civic**
- ii. **Elsecar Forging Ahead – Phase 2**
- iii. **Worsborough Food & Nature Destination**

Outputs

- ✓ 87 jobs
- ✓ 130m² new training floorspace
- ✓ 2,655m² new and redeveloped commercial floorspace
- ✓ 2,890m² new public realm

Outcomes

- Increased engagement with culture and heritage and attractiveness of Barnsley as a visitor and cultural destination
- Enhanced local and regional visitor assets including new hospitality offers and enhanced open spaces to explore
- New skills development in higher-value rail engineering skills
- New commercial workspace to attract investment from higher-value engineering companies

Mission 1: Productivity

- Pay
 - Employment
 - Productivity
 - Closing gap
- ✓ Gross Value Added (GVA) per hour worked
 - ✓ Gross median weekly pay (£)
 - ✓ Employment rate for 16–64-year olds

Mission 2: Innovation

- R&D £ outside Greater SE
 - Private sector £ leverage
- ✓ Business expenditure on R&D

Mission 7: Health

- Healthy life expectancy gap
- ✓ Healthy Life Expectancy (HLE)

Mission 8: Wellbeing

- Close gap
- ✓ Improved Average life satisfaction ratings

Mission 9: Pride in place

- ✓ Percentage of adults who are satisfied with their local area as a place to live

Theme 3: Innovation, enterprise & growth

Our ambitions

- ☑ Maximising the business centre asset base.
- ☑ Driving inward investment and commercial property development.
- ☑ Adding value to the Seam - Digital Campus masterplan investment under the 'vibrant and resilient places' theme.
- ☑ Maintaining the track-record of Enterprising Barnsley in attracting inward investment to our town centre and strategic growth locations.

Our place-based investments (2025-)

- i. **Enterprising Barnsley**
- ii. **Invest in Barnsley**
- iii. **Business Centres Capital Programme**

Outcomes

- Business support to attract higher-value business, jobs and inward investment
- Increased private sector investment in better paid jobs and innovative activity in Barnsley
- More and increasingly resilient start-up businesses
- Development of a critical mass of knowledge-based and technical economic activity in Barnsley

Mission 1: Productivity

- Pay
 - Employment
 - Productivity
 - Closing gap
- ✓ Gross Value Added (GVA) per hour worked
 - ✓ Gross median weekly pay (£)
 - ✓ Employment rate for 16–64-year olds

Mission 2: Innovation

- R&D £ outside Greater SE
 - Private sector £ leverage
- ✓ Business expenditure on R&D

Mission 4: Digital

- Nationwide 4G & Gb broadband
 - 5G
- ✓ Percentage of premises with gigabit-capable broadband

Mission 6: Skills

- High-quality skills training
 - Focus on lowest skilled areas
- ✓ Proportion of the population aged 16 – 64 with level 3+ qualifications
 - ✓ 19+ further education and skills participation

Theme 4: Skills, education & employment

Our ambitions

- ☑ People find and sustain good quality employment
- ☑ Individuals & business have the skills for growth & recovery
- ☑ People & businesses have the digital confidence & skills they need for modern life & work.
- ☑ Barnsley is a 'learning town': we support our residents to achieve their goals

Our place-based investments

- i. **Learning & work hubs network**

Outcomes

- More people, better connected to emerging employment opportunities and skills training required by employers
- Direct private-sector-led training for Barnsley residents to access employment in new higher-value jobs created in the Borough



Mission 1. Productivity

- Pay
 - Employment
 - Productivity
 - Closing gap
- ✓ Gross Value Added (GVA) per hour worked
 - ✓ Gross median weekly pay (£)
 - ✓ Employment rate for 16–64-year olds

Mission 6. Skills

- High-quality skills training
 - Focus on lowest skilled areas
- ✓ Proportion of the population aged 16 – 64 with level 3+ qualifications
 - ✓ 19+ further education and skills participation

Theme 5: Sustainability & net zero

Our ambitions

- ☑ Reducing overall demand for energy
- ☑ Generating our energy from renewable sources
- ☑ Decarbonised ways to heat our homes and offices
- ☑ Resource efficiency: minimising waste and developing new uses for waste products
- ☑ Sustainable transport: fossil-fuel-free travel, supporting & encouraging walking & cycling

Our place-based investments

- i. Our reservoirs: Worsbrough and Elsecar

Outputs

- ✓ 2.4km improved active travel route
- ✓ 6,500m² / 50 homes / 25 premises reduced flood risk

Outcomes

- Increased flood resilience in our local communities

Mission 8: Wellbeing

- Close gap
- ✓ Improved Average life satisfaction ratings

Mission 9: Pride in place

- ✓ Percentage of adults who are satisfied with their local area as a place to live

Theme 6: Transport & mobility

Our ambitions

- ☑ Delivery of transformational, area-wide transport improvements that prioritise and enable active travel modes, improve public transport and reduce the dominance of the car.
- ☑ Development and implementation of high-quality borough-wide walking and cycling networks.
- ☑ Improved public transport networks.
- ☑ Connecting residents with education, employment markets, leisure facilities and retail

Our place-based investments

- i. **Market Gate Bridge**
- ii. **City Region Sustainable Transport Settlement**
Bus priority corridors on routes between Barnsley and principal towns / local centres such as A635, A628 (Shafton) and Royston
New active travel provision on routes such as A628, Darton to Yorkshire Sculpture Park, and A61 (Royston/Smithies); and active travel prioritisation for reconfigured Town End roundabout.
New Active Travel Hubs in the Town Centre and at Goldthorpe and Darton.
Rail improvements including platform capacity at Barnsley station and North

Outcomes

- Greater range of more reliable, more efficient, and safer public transport options across Barnsley
- Increased use of public transport amongst residents
- Reduced environmental impact of car-use in the borough
- Safer, more amenable and efficient routes for walking and cycling
- Increased uptake of active travel options
- Greater levels of incidental exercise amongst the population
- Reduced health and wellbeing challenges associated with lack of exercise

Mission 1: Productivity

- Pay
 - Employment
 - Productivity
 - Closing gap
- ✓ Gross Value Added (GVA) per hour worked
 - ✓ Gross median weekly pay (£)
 - ✓ Employment rate for 16–64-year olds

Mission 3: Transport

- London-standard public transport
 - Improved services
 - Simpler fares & integrated ticketing
- ✓ Usual method of travel to work by region of workplace
 - ✓ Average travel time in minutes to reach nearest large employment centre (500 + employees)
 - ✓ Percentage of non-frequent bus services running on time
 - ✓ Average excess waiting time for frequent (bus) services
 - ✓ Public transport trips as a proportion of total trips per year

Mission 7: Health

- Healthy life expectancy gap
- ✓ Healthy Life Expectancy (HLE)

Mission 9: Pride in place

- ✓ Percentage of adults who are satisfied with their local area as a place to live

Theme 7: Digital

Our ambitions

- ☑ Lead delivery partner for SY MCA Digital Infrastructure Strategy BDUK's Project Gigabit to connect 'hard to reach' areas
- ☑ Continued commercial gigabit-capable broadband & 5G roll out
- ☑ A digital town with modern, simple digital experiences, act as a beacon for high-value investment & jobs
- ☑ Connected & accessible smart town and borough with a culture of inclusive innovation enabled and inspired by The Seam

Our place-based investments (2025-)

- i. **Gigabit City**
- ii. **Superfast SY**
- iii. **Digital Inclusion**

- ☑ Barnsley is a viable and visible ecosystem of high growth, knowledge-led businesses;
- ☑ Businesses are investing in skills, innovation, inclusion, new technology to foster growth
- ☑ Collaboration, strong digital leadership, and digital inclusion

Outcomes

- Businesses across Barnsley and South Yorkshire equipped with future-proof digital infrastructure to enable efficiencies, productivity and innovation
- Increased private sector investment in better paid jobs and innovative activity in Barnsley
- All residents have the digital skills and technology required to access basic services

Mission 1: Productivity

- Pay
 - Employment
 - Productivity
 - Closing gap
- ✓ Gross Value Added (GVA) per hour worked
 - ✓ Gross median weekly pay (£)
 - ✓ Employment rate for 16–64-year olds

Mission 2: Innovation

- R&D £ outside Greater SE
 - Private sector £ leverage
- ✓ Business expenditure on R&D

Mission 4: Digital

- Nationwide 4G & Gb broadband
 - 5G
- ✓ Percentage of premises with gigabit-capable broadband

Mission 8: Wellbeing

- Close gap
- ✓ Improved Average life satisfaction ratings

Theme 8: Housing, land & development

Our ambitions

- ☑ Barnsley's built environment response to Climate Emergency (in planning policy, new build standards, retrofit (existing stock))
- ☑ Delivering spatial growth sites (masterplans, principal towns, Dearne Regeneration)

Our place-based investments

- i. **Goldthorpe Housing Regeneration**

Outcomes

- New urban living offer and new homes to support higher-value growth
- Better affordable housing

Mission 1: Productivity

- Pay
 - Employment
 - Productivity
 - Closing gap
- ✓ Gross Value Added (GVA) per hour worked
 - ✓ Gross median weekly pay (£)
 - ✓ Employment rate for 16–64-year olds

Mission 2: Innovation

- R&D £ outside Greater SE
 - Private sector £ leverage
- ✓ Business expenditure on R&D

Mission 9: Pride in place

- Percentage of adults who are satisfied with their local area as a place to live

Mission 10: Housing

- Decent homes
 - Pathway to ownership
- ✓ Proportion of non-decent rented homes
 - ✓ Number of first-time buyers

