

**Growing  
Barnsley**

# The Barnsley Story:

## How we transformed the town centre



Barnsley – the place  
of possibilities.

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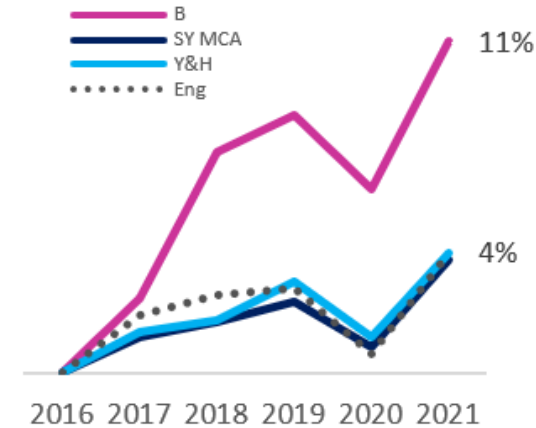


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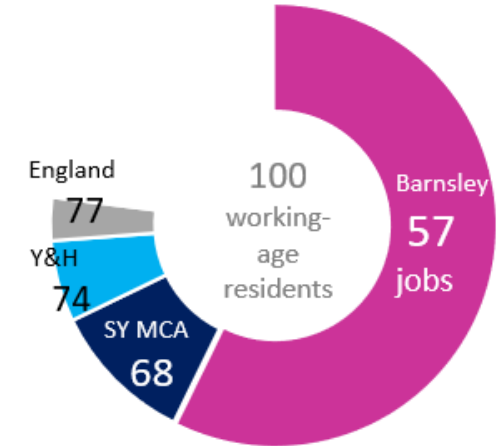
# A Catching Up Economy

- Redress the jobs deficit and connecting people to employment opportunities.
- Harnessing private investment to grow business base and drive high-value activity.
- Fostering an inclusive economy.
- Supporting population, housing, and employment growth.
- Making our urban centres fit for the future.
- Maximising the value of our cultural and heritage assets.

Jobs growth since 2016 (% index)



Jobs per 100 working-age residents



|                      | 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% |



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# A tired former mining town ...



- The brutalist Metropolitan Centre dominated the town centre.
- Two previous regeneration schemes with development partners failed.
- High vacancy rate, low retailer demand, leakage of spend out of the borough.
- Barnsley Council decided to take control as the developer for our town centre.
- The community wanted: Public square, markets, water, quality public realm, fun!



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# ... To the Jewel of South Yorkshire

- Ten Years, £250m, Three Phases:
  - 1) Demolish the Metropolitan Centre, relocate the Central Library and the Sixth Form College.
  - 2) Construct the multifunctional Glass Works with a public square and a modern Barnsley Market at its heart.
  - 3) Build an iconic bridge to connect and extend the town centre to the Metrodome Leisure Centres and Barnsley FC.



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# Town Centre Plan 2021-2026

- Our Vision:

*“By 2030, Barnsley Council, working with our stakeholders and communities, will create a 21st century market town - the best town in Yorkshire; to live, learn, work, relax and be safe, happy and healthy.”*

- A town centre that is **coherent, connected**, an economic **catalyst, family-first**, and **wins hearts and minds**.

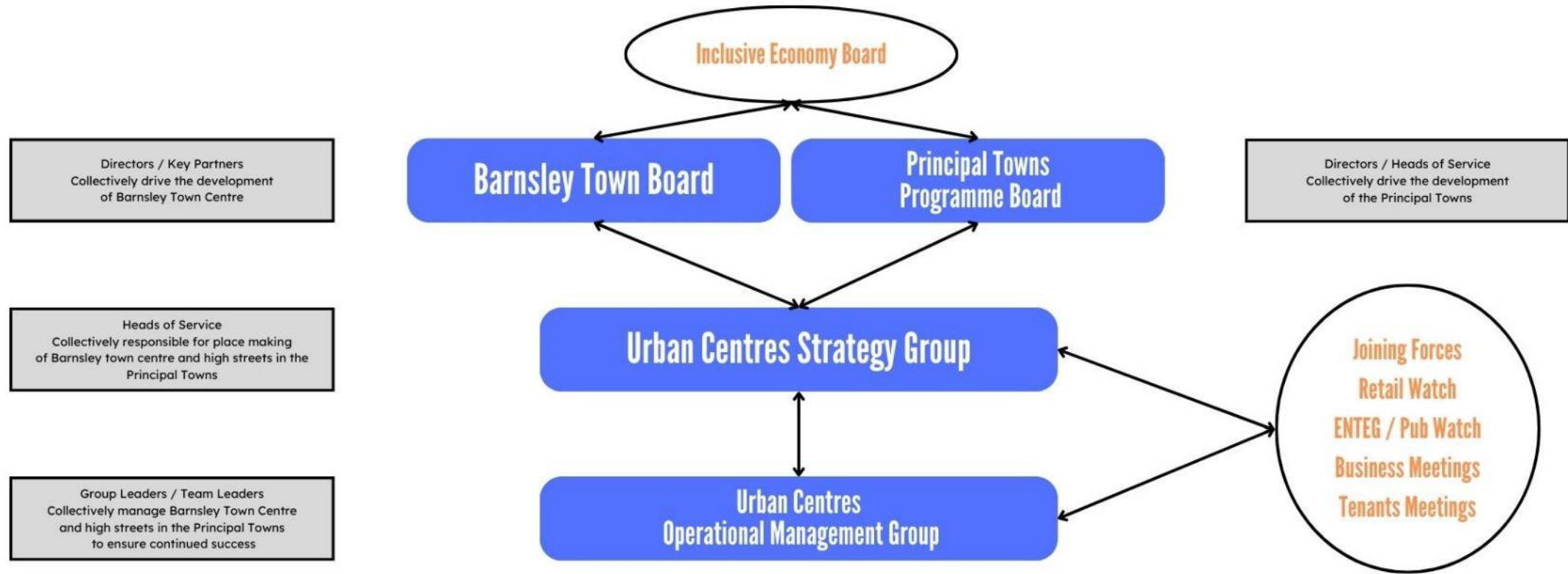


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# Place Management



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# Place Making

- Annual events programme with symbolic hero attractions.
- Town Centre Brand – “Make it Yours,” owned by the town.
- Destination marketing – “Visit Barnsley,” Tarn is centre stage.
- Eldon Street Heritage Action Zone
- Regular free cultural and community activities (8 NPOs).
- All driving footfall to the town centre – 24/25 target 7.7 million.



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# Place Marketing

- Developed in consultation with group of brand champions
- Rolled out April 2023 for the town centre, and June 2024 for borough-wide visitor economy marketing
- Centres around storytelling from authentic Barnsley people, to convey the brand values: welcoming, inclusive, ambitious, adventurous, cooperative.
- New website: [visitbarnsley.co.uk](https://visitbarnsley.co.uk)

**MAKE  
IT  
YOURS**



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# Town Centre Performance

- Footfall: FY 22/23 6.6m – higher than pre-pandemic figures. FY 23/24 6.8m.
- Occupancy: Vacancy Rate 13.1% (Q4 23/24); 65% independent businesses.
- Customer Spend: £30pp; 21% £125-£249, 18% £250-£499, 13% £500-£999.
- Barnsley Gift Card: Since launch 14,000 sold, locking in £380k local spend.
- ASB: Reported incidents are down. 351 in FY 22/23, 359 in FY 23/24.
- Net Promotor Score: 32 in May 2024



**MAKE IT TASTY**

Barnsley's food and drink scene is thriving, jam-packed with unique and diverse taste experiences from around the world.

Whatever you want to try or do... it's waiting for you in Barnsley. Come and get a taste at Flavours Food Festival - Thu 18 to Sun 21 May in Barnsley town centre.



Scan me for details



**MAKE IT DELICIOUS**



Scan me for details

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TikTok

[barnsley.gov.uk/TownCentre](https://www.barnsley.gov.uk/TownCentre)



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# Urban Design and Sustainability



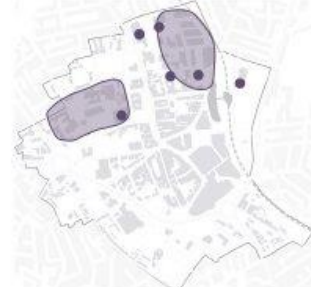
**Retail**

- Contraction of inner retail core focused around Glassworks, market and Alhambra Shopping Centre.
- Development of wider “indy town” outer core, in which to explore diversification to independent retail and alternative uses.



**Culture**

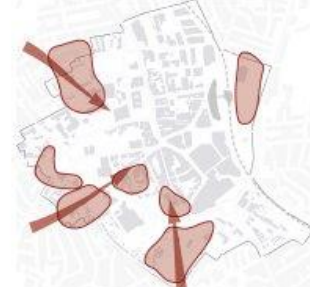
- Development of a cultural “zone” around the existing cultural institutions: The Civic, Parkway Cinema, Lamproom Theatre, Cooper Gallery and Barnsley Museum.
- Public realm improvements/ activation of connecting streets and spaces: Eldon Street, Church Street, Mandela Gardens etc based around the early evening economy.
- Improvement of eastern connectivity out to the Metrodome.



**Skills/Employment**

Introduction of flexible offices, co-working spaces and studios.

- At The Seam Digital Campus to the north, such uses could help to diversify the offer of the existing masterplan and build connections with surrounding educational institutions.
- To the north west these could be introduced through intensification and have a relationship with Barnsley Sixth Form College



**Housing**

Drawing high quality housing from the surrounding suburbs into the town centre.

- Around Churchfields to the north west.
- Around Townend Roundabout including junction reconfiguration.
- Along Pitt Street and New Street with improved crossings over the West Way.
- Around the “Youth Zone” development site to the east.



**Greenspace**

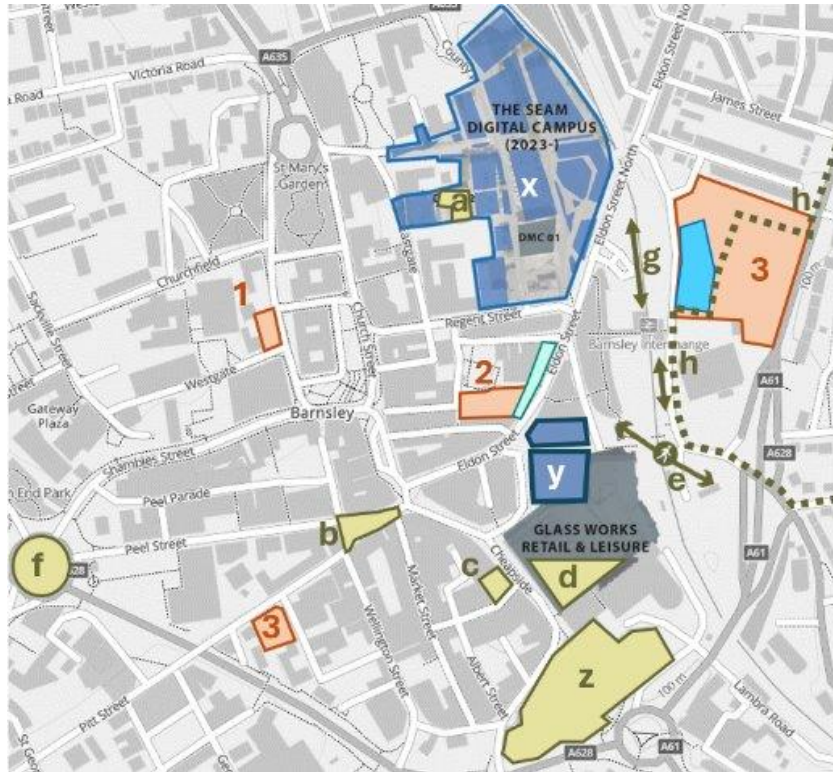
- Improvement of existing green spaces and introducing additional larger green spaces around the periphery of the town centre.
- Introduction of smaller scale green interventions into a zone in the core of the town centre: pocket parks, green roofs etc.
- Development of a “wellbeing route” of green links around the core of the town centre.



**Connections**

- Improvement of walking and cycling connections around the periphery of the town centre. Including a strong link between the Active Travel Hub at The Seam and the existing Interchange.
- Development of “wellbeing route” around the town centre core with improved walkability.
- “Taming” of the West Way with landscape softening, reconfigured junctions and improved crossings

# Capital Investment



## Historic High Streets: Heritage Action Zone (HE, 2019)

Eldon Street HAZ

£2.0m **HHSF / FHSF** £2.0m **BMBC**

## Future High Streets (DLUHC, 2019-)

x. Seam Digital Campus

£10.2m **FHSF** £0.9m **BMBC**

y. Glass Works

£4.3m **FHSF** £200m+ **BMBC / other**

z. Health on the High Street

£1.1m **FHSF** £36m **SYMCA**

## Barnsley Youth Zone

Barnsley Youth Zone

£4.8m **Private** £4.8m **BMBC**

## Barnsley Futures LUF Round 2 (DLUHC, 2022)

1. The NAVE

£4.0m **LUF** £0.4m **BMBC**

2. The Civic

£0.9m **LUF**

3. Youth Space & Place

£5.3m **LUF** £0.5m **BMBC**

## SYMCA partnership projects (National and Regional Funds)

a. DMC02 Digital Media Centre

£2.3m **LGF** (2019)

b. Peel Square public realm

£1.8m **GBF** (2022)

c. Cheapside strategic acquisition

£1m **Gainshare** (2021)

d. Glass Works

£7.4m **LGF** £2.6m **Gainshare** (2020)

e. Market Gate foot/cycle bridge

£2.8m **TCF** £2m **GBF** (2021)

f. Town End roundabout (tbc)

£2m **Network Rail**

g. Barnsley station platform extension

£3m **CRSTS** (DfT) (2022-)

h. Active Travel Hub

£0.95m **CRSTS** (DfT) (tbc)

l & j. Active Travel Routes

**CRSTS** (DfT)

z. Health on the High Street

£36m **Gainshare** capital (2024-)

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# Barnsley Futures

- The National Academic of Vocal Excellence: A new home Barnsley Youth Choir.
- Barnsley YMCA – Refurbishment of sports hall and new facilities for ChilyPep.
- Barnsley Civic – Contribution to reopening Eldon St, creative studios, and box office.
- A Youth Zone run by OnSide opens in 2025 – the first of its kind in Yorkshire!
- Youth Activity Park: Bike track, play area, skate park, and clubhouse facility.
- Future Directions @ The Hub – A place for children in care and care leavers.



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# Health on the High Street

- Committed to diversifying the high street, strengthening multifunctionality and resilience of the town centre.
- Community Diagnostic Centre in the Glass Works: Blood tests, cancer screenings and MRI scans - By appointment only.
- Health & Wellbeing Hub in the Alhambra Shopping Centre – Barnsley Council is leaseholder, manager, and developer.
- Investment in active travel routes and events to get people moving – Barnsley 10k!



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# Long-Term Plan for Towns

- Barnsley Town Board up and running, developing a 3-Year Investment Plan and 10-Year Vision for the Barnsley Urban Area.
- Consultation reveals community loves shopping, leisure, and food and drink – but wants the offer to diversify further.
- Key Projects: Barnsley Space Agency, The Barnsley Way, Wellington Street and Victorian Arcade Evening & Night-time Economy.
- Town Centre Plan 2025-2030.



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# The Barnsley Larder

## Our Ingredients for Success:

- **Principled:** As a council, we value honesty, excellence, pride, and teamwork.
- **Investment:** Of money, time, and energy, into our people and places.
- **Collaboration:** Ensuring we go on a journey together, working with the community.
- **Perseverance:** Not allowing barriers to stop us, creatively finding solutions.
- **Courage:** Unafraid to challenge the status quo, do things differently, the Barnsley Way.



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**Thank you!**  
**Any questions?**



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