



Barnsley Urban Centre

Integrated Development Plan

Part B

Delivery Plan

1st October 2002

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1 A framework for IDP delivery

1.1 Introduction

1.1.1 IDP Vision and Strategy

Part A of the IDP has set out a vision and strategy for Barnsley Urban Centre that now needs to be translated into an integrated set of actions to achieve delivery. The vision statement set out in Part A is as follows:

The Vision

“To create an innovative and supportive business environment that cultivates entrepreneurs, fulfils ‘lifestyle’ aspirations, and will surprise, inspire and retain investors”.

The focus for the strategy is on the development of the indigenous business base, supporting business starts, growth and retention. Key sectors have been identified that may offer potential for future ‘cluster’ development, including creative industries and ‘generator services’. It will be important for Barnsley’s role in respect of the growth of these sectors to be fully reflected in the wider strategies for business growth across South Yorkshire.

An important facet of the strategy is a recognition of Barnsley’s distinctive position in the region, offering opportunities to act as a quality market town in a highly accessible location. The links to Leeds to the north and the Strategic Economic Zones in South Yorkshire are critical to the success of Barnsley’s economy – the challenge is to make Barnsley a ‘lifestyle’ choice for those who can drive the new economy through effective integration of the employment, housing and facilities offer in the Urban Centre.

In developing the strategy, the main themes for the IDP reflect a combination of the key policy drivers and the main areas for intervention highlighted by the baseline review:

The Strategic Themes

- ***Promoting a new, quality image of place and lifestyle***
- ***Creating sustainable and inclusive business districts and neighbourhoods***
- ***Nurturing growth in target sectors***
- 4. ***Developing the capacity for business growth***

The strategic objectives to be advanced through Part B of the Plan are set out overleaf.

The IDP Objectives

Objective 1 – Create distinctive business districts across the Urban Centre comprising:

- **Town centre 'lifestyle' area**
- *Town centre 'gateway' and core (Lower Barnsley);*
- *Town centre office, civic and leisure district (Upper Barnsley)*
- *Town centre education, business and living district*
- **Summer Lane/Dodworth Road 'creative industries village'**
- **Oakwell sport and living district**
- **Westway Comprehensive Development Area**
- **Community business areas.**

Objective 2– Develop a consistent marketing strategy for all aspects of the Urban Centre on a 'lifestyle' theme.

Objective 3 – Provide a spectrum of accommodation to meet the needs of Urban Centre users and occupiers, including business space and housing

Objective 4 – Develop business incubation and innovation to increase levels of entrepreneurial activity in the Urban Centre focused on:

- *town centre services*
- *creative industries*
- *generator services*
- *ILMs*

Objective 5 – Embed the benefits of economic growth in local neighbourhoods through skills enhancement and area renewal

Objective 6 – Improve the accessibility of the Urban Centre by all forms of transport

Objective 7 – Establish new and improved leisure destinations and attractions in the Urban Centre linked by safe and stimulating public realm

1.1.2 The role of Part B

Part B of the IDP sets out the action plan to achieve delivery of the strategy and objectives presented in Part A. The plan combines three areas of intervention:

- Eligible activities under Priority 5 of the SPD;
- Eligible activities under other SPD Priorities which impact on the Urban Centre strategy;
- Activities, which are ineligible for Objective 1 funding but which are promoted as part of the integrated plan for the Centre.

The action plan is intended to set the framework for projects in the Urban Centre over the six years of the Objective 1 programme (2001 –2006) period and beyond. It is a 'living' document that will be subject to regular review during the course of the Objective 1 Programme. At this stage, the plan sets out the range of *activities* to be promoted under the IDP but cannot be precise about the full range of projects that may come forward during the Programme period. However, where projects have been identified these are presented in the action plan. A project identification process has been undertaken by the Borough Council to assemble a preliminary long list of projects that are promoted by the IDP.

The action plan presents the overall anticipated funding strategy for the IDP in terms of public and private sector investments envisaged and the contribution sought through Objective 1. At this stage, there remain significant uncertainties regarding the levels and sources of match funding, particularly through the public sector. In some cases, sources of match funding can be clearly specified. In others, the commitment of match funding will be subject to more detailed project appraisals and bids for resources from partner agencies, particularly Yorkshire Forward.

This Part B IDP was reviewed in September 2002. At the time of the review, a new initiative, Rethinking Barnsley, is emerging. Rethinking Barnsley is a consultation and planning exercise aimed at complete reassessment of the future of Barnsley's urban centre. The new vision will be set out in a masterplan, to be completed in January 2003. This may lead to a review of the IDP strategy in mid 2003, to ensure that the two strategies are aligned.

1.2 Business district strategies

The IDP strategy focuses upon the creation of distinctive '*business districts*' across the Urban Centre. Part B of the IDP takes forward the 'business district' concept and presents an integrated action plan to achieve their delivery.

All interventions under Objective 1 in the Urban Centre will contribute to the establishment and sustainability of the business districts including:

- Priority 5 activities relating to the creation, promotion and delivery of development sites and floorspace to supply business property needs;
- Priority 1 and 2 activities to help key target sectors to establish and grow and thus create demand for land and floorspace;
- Priority 3 and 4 activities to ensure that target sector business growth is not constrained by a shortage of skilled labour and that local communities are not constrained from securing maximum benefit from new job opportunities in the business districts.

Each of the IDP objectives serves the establishment of the business districts. The Action Plan presented in Part B sets out the activities and projects to be advanced under each of the IDP objectives and then demonstrates how these activities will integrate at the business district level.

1.3 Project identification process

To identify a full range of projects for inclusion in the action plan a 'Project Information Form' was devised and issued to a wide range of stakeholders in the IDP. The stakeholders included the key departments of the Borough Council, the community based

Area Forums, members of the Town Centre Partnership, Yorkshire Forward and other known project sponsors. Wide distribution to the private sector was not undertaken as it is intended that further private sector led projects will be identified through the IDP marketing process. Nevertheless, the private sector has been engaged extensively through the conduit of the BDA and the Town Centre Partnership.

Where appropriate, projects identified through this process have been incorporated into the action plan.

1.3.1 Transitional projects

In some cases, projects represent a continuation of existing activities in the Urban Centre. The marketing activity of the BDA, for example, is included as an eligible activity for Objective 1 support, but the approach to marketing has been revised to reflect the Objective 1 programme objectives and the IDP strategy.

1.4 Project selection criteria

In assembling the initial action plan and in considering future projects as they emerge over the course of the programme, a range of selection criteria have been established. These effectively act as 'gateway criteria' for the assessment of potential investments requiring Objective 1 support. The criteria are described below.

1.4.1 Contribution to IDP strategy

All projects to be included in the action plan must demonstrate that they will make a demonstrable and measurable contribution to the IDP strategy. In effect, projects will need to demonstrate that they are consistent with the IDP objectives as set out in Part A. The action plan is set out under each of the objectives.

1.4.2 Contribution to Objective 1 strategy

Projects will need to also demonstrate consistency with the wider Objective 1 strategy. In particular, projects need to make a tangible contribution towards at least one of the six 'cross-cutting' themes of the Objective 1 Programme.

- *Environmental protection* – activities in the action plan include development projects, which will be rigorously assessed to ensure that environmental assets in the Urban Centre are protected and enhanced.
- *Gender Mainstreaming* – activities in the action plan include the removal of barriers to women seeking to enter/re-enter the labour market or to access skills development opportunities. Such activities include the creation of safe access routes and support for dependent care
- *Promoting Equal Opportunities* – activities in the action plan will all be assessed to ensure that no groups are discriminated against in terms of access to opportunity in the Urban Centre.
- *Information Society* – many of the development and training projects promoted in the action plan are focused on maximising the potential of new ICT. Projects such as the Digital Media Centre and the 'Wired' Regent Street reflect this theme.

- *Sustainable development* - the action plan includes projects within the Urban Centre which promote reduced travel needs, and initiatives which improve the role and efficiency of public transport within the Urban Centre as well as walking and cycling.
- *Promoting employability in the labour market* – the action plan integrates key developments, which create jobs with measures to improve the employment prospects of local people.

The activities and projects presented in the action plan all reflect, to a greater or lesser extent, these key cross-cutting themes. The IDP Management arrangements will incorporate mechanisms to review all projects to ensure that proposals for funding make an effective case in this regard.

1.4.3 Linking need and opportunity

A critical feature of the action plan is to ensure that the employment opportunities created in the 'business districts' can be accessed by local communities. The linkage between need and opportunity is secured by incorporating specific transport and skills development activities/projects under Objectives 5 and 6 in the action plan. For example, the re-configuration of bus routes and user facilities to specifically link deprived neighbourhoods with each of the business districts is a key project under Objective 6.

In evaluating employment generating projects and skills development initiatives, a key test is the extent to which new jobs and training opportunities are accessible to or specifically targeted towards particular groups in the labour market, including:

- New labour market entrants;
- Less skilled, but seeking to enhance skill levels through job-based training;
- Higher skilled, but seeking to develop higher order skills to meet the needs of high growth firms.

The action plan integrates physical development projects to accommodate business development and growth, to be funded via the European Regional Development Fund (ERDF) under Objective 1, with transport projects to enhance accessibility, and skills development initiatives, the latter to be funded via European Social Fund (ESF) under Objective 1.

1.4.4 Linkage with SEZ strategies

Where possible projects will be promoted that link with and support the Strategic Economic Zones. Current examples in the action plan include the '*Move-On*' fund to assist companies in the Urban Centre that have out-grown their current location to relocate to the SEZs (Qualter Hall is a case in point), and the development of '*Town Centre Services*' and '*Generator Services*' networks to offer integrated local services to support inward investors in the SEZs.

1.4.5 Delivery strategy

All projects to be included in the action plan need to have developed at least an outline delivery strategy. This avoids the action plan becoming no more than a wish-list. As projects come forward project sponsors will need to demonstrate that a delivery mechanism has been identified and the relevant stakeholders have been fully consulted.

For development projects, it will be necessary for project to sponsors to demonstrate that land ownership and planning matters have been resolved or that the process for doing so has been identified.

1.4.6 Match funding

To achieve a priority ranking in the action plan projects need to have secured match funding. Projects that meet other criteria will be included in the action plan but will not be fully endorsed by the IDP Executive until match funding is identified and committed, at least in principle.

1.4.7 Additionality

All projects to be advanced for Objective 1 support must demonstrate that they need Objective 1 funding to either

- proceed at all
- proceed more quickly
- proceed at a larger scale,

than would be the case without Objective 1 support. This confirmation of 'additionality' is essential if projects are to have any prospect of securing Objective 1 investment.

In particular, investments will be encouraged which build upon previous public sector interventions, including through previous EU programmes, such as the improvement works in the town centre supported under the EU Objective 2 Programme.

1.4.8 Sustainability profiling

All development projects in the action plan will be assessed in terms of sustainability to ensure that this key cross-cutting theme of the Objective 1 programme is given due attention. By focusing development within the Urban Centre a sustainable pattern of development will be achieved. Moreover, the emphasis in the plan on improving accessibility of the Urban Centre particularly by public transport is an important component of a sustainable strategy.

All development projects will be encouraged to consider scope for incorporating energy efficiency and waste minimisation measures. Where specialist advice is required projects will be referred to cross-cutting theme co-ordinators.

1.5 Key locations for Change

The limits on resources to be available in the Urban Centre through Objective 1 and the need to achieve early impacts means that priorities must be identified. Equally, given the scale of change sought by the strategy, those priorities must focus on 'flagship' opportunities capable of making a marked impact on the perception of the Urban Centre from the point of view of target sectors, investors, residents and town centre users.

On this basis, four business districts have been identified as priority locations in the Action Plan as set out below:

- *Town centre 'gateway and core'*
- *Town centre 'office, civic and leisure district'*

- *Summer Lane/Stocks Lane Business District*
- *Kendray/Stairfoot Community business district.*

The first three areas are seen as offering the greatest potential to deliver new investment in business accommodation and to achieve new business growth. They are also the areas in need of greatest physical change if the strategy is to be realised. Moreover, they are each capable of being accessed by target communities. Kendray is identified as a priority community district given the extent of social and economic problems facing the community and the potential to build on the range of initiatives already underway in the neighbourhood.

The priority business districts are shown on the plans overleaf.

1.6 IDP management arrangements

Given the scale of the IDP programme for the Urban Centre and the need for the project criteria set out above to be effectively and consistently applied, proper management arrangements are necessary as part of the programme delivery framework. The arrangements are described below.

1.6.1 Implementation structure

The existing Barnsley Town Centre has had the benefit of a Town Centre Partnership to ensure that the private sector and other interested agencies are involved in the development of town centre policy. The wider base of the Urban Centre Integrated Development Plan has led to a reassessment of the role and function of the Town Centre Partnership. It is essential that the plan is owned by a committed partnership, which will drive the Integrated Development Plan forward with the support of the officer executive. A Steering Group has been established to take forward both the IDP and *Rethinking Barnsley* strategies.

The Steering Group will include the following elements:

- Barnsley Council Members
- Representative of the retail sector
- Representative of the Creative Industries sector
- Representative of the property development sector
- Representative of the Service/Financial sector
- The Chairman of Barnsley Interchange Group
- Director of Environment and Development Barnsley M.B.C.

To ensure that there is a co-ordinated approach to regeneration within the Borough the strategy and major projects will be fed through the Wealth Creation Goal Group and when necessary to the Barnsley Regeneration Forum. It is this Forum that will ensure that linkages between Objective 1 programmes within the Barnsley MBC area are clear and that there is no conflict between policies and project.

1.6.2 Staffing and resourcing

An Objective 1 delivery team has been created to deliver projects within Barnsley Urban Centre and the M1 and Dearne SEZs. Based at the Barnsley Development Agency, the element of the team concerned with the Urban Centre comprises a mix of existing Council staff and the following new posts:

Urban Centre Project Officer (X2)

Urban Renaissance Officer

Commercial Opportunities Officer

The team is part funded through the Objective 1 programme

1.6.3 Private sector involvement

The private sector is represented on the Steering Group and on the Barnsley Regeneration Forum. Strong links have been forged with the Barnsley Chamber of Commerce and Industry and it is anticipated that this body will act in an advisory capacity to the urban centre officer executive.

A key provider of support to business in Barnsley is the Barnsley Development Agency (BDA). This organisation has the expertise to assist private sector business with their financial location package and can offer a clear and comprehensive guide of local offers and services. The BDA also provides support for companies who require bespoke employee training or are seeking to upskill their existing workforce. Assistance can also be provided for companies to recruit and train a new workforce.

The South Yorkshire Small business Service (SYSBS) will also provide independent and impartial business advice, information and a range of services to help small firms and those trying to start up new businesses. It can be seen that the BDA and the SYSBS will be key advisors and players in the delivery of the IDP.

The action plan as currently configured indicates a relatively low level of private sector leverage across the plan as a whole. This reflects the low base of private sector investment activity currently prevailing in Barnsley. This is a key concern for the IDP Board and Executive and every effort will be made to maximise opportunities to draw the private sector into the IDP delivery process.

1.6.4 Community involvement

The community links to the IDP are well established and the Community Plans prepared under the auspices of the councils Area Forums have been utilised in the preparation of the IDP. The Area Forums are seen as the main conduit for ensuring the Community is fully involved in the delivery of the IDP. Presentations have been made to the forums to give the community the necessary background during the preparation of both part A and Part B of the plan. Local council members have been briefed in the contents of the plan and contributed to the development of individual projects.

As the development of Community Partnerships moves forward these organisations will be key in embedding the benefits of the plan in the local communities. At present there are groups based at Worsborough and involved in the Kendray Regeneration Initiative.

A Town Centre Partnership will remain to provide an input into the integrated development plan from a town centre users and business perspective. This group will have members from voluntary groups, the council, leisure, and retail businesses. It is intended that this group will reflect the individual nature of town centre commerce and life.

To assist with the development of community businesses it will be essential to involve the Community Economic Regeneration Team (CERT) in both an advisory role and in the encouragement of community projects.

The figure below illustrates the proposed programme management arrangements and the linkages between key agencies and implementation of the IDP action plan.

1.6.5 Communication

The action plan includes specific provision for marketing of the IDP as part of the overall marketing strategy for the plan. Regular communication between the Steering Group and local stakeholders will be essential. In particular, the private sector will be targeted through newsletters and events during the course of the programme to give every possible opportunity to maximise private sector involvement.

Points of contact within the IDP executive will be promoted widely to help potential project sponsors to maintain full contact with officers and to establish effective dialogue between project managers and project sponsors.

Regular communication between the IDP Executive and the Objective 1 Programme Executive will also be established to ensure a full exchange of information on plan progress.

1.6.6 Monitoring

Monitoring of the plan will be essential to ensure that projects and outputs are coming forward in a manner which will deliver the vision set out in Part A of the IDP. For each of the objectives of the plan impacts will be measured against the baselines set out in Part A.

The regular review of the IDP will include an assessment of the Priority Programme for the previous year.

2. Programme for Year 2

2.1 Review of Year 1

The last year has been one of considerable progress for Barnsley in terms of the approach it is taking towards development within the Borough – particularly the Urban Centre. Since the adoption of the Barnsley IDP in May 2001, The Borough Council has embarked upon a process of re-evaluation of Barnsley and of mapping out a new future. The concept is called 'Re-thinking Barnsley' and has been brought about with the assistance of Yorkshire Forward through the Renaissance Towns initiative.

To date, Re-thinking Barnsley has concentrated on public consultation and promotion. The key milestones have been:

6th February – Rethinking Barnsley launched

9th May – Rethinking Barnsley film premiered

10th-12th May – Rethinking Barnsley planning weekend

June – First Town Team Meeting

The project is now moving into the planning phase. A Masterplan will be prepared by January 2003.

Following the completion of the Masterplan, the implementation phase will begin. This will be reflected by the change of the project name to 'Re-making Barnsley'.

Rethinking Barnsley has important implications for the Objective 1 programme in Barnsley, particularly in respect of Priority 5.

- A number of the masterplans that were to be produced for specific business districts have now been rolled into the single Barnsley Masterplan
- The marketing strategy is changing. Rethinking Barnsley has already produced unprecedented levels of national publicity for Barnsley.
- There is a greater focus on the core of the town centre, reflected by the Central Area Renaissance project.
- A number of areas of strategy development are now no longer required because they have been (or are being) picked up through Rethinking Barnsley.

Other influences on the proposed programme are:

Yorkshire Forward Single Pot

As one of the key sources of match funding for Objective 1, it is important that there is proper alignment between the IDP programme and Single Pot. Some adjustments to the programme have been necessitated by this.

Project Development

A number of projects have altered in nature, have amended timescales or changed in

other respects. For example, a business plan has now been produced for the Digital Media Centre. This has developed the concept further, with implications for the size of the development site, the funding and timescales. It is important that the IDP accommodates such changes. Details of progress and changes to projects are set out in the table below.

First year priority programme

Priority projects	Indicative total cost (£m)	Obj. 1 (£m)	1st Year Progress
<i>Town centre 'gateway and core'</i>			
■ Delivery master plan preparation	0.05	0.025	Rolled into Re-thinking Barnsley Initiative. Major public consultation exercise. Master Plan to be prepared by January 2003
■ 'Town centre services' sector strategy	0.04	0.02	Town Centre services are being considered as part of the Re-thinking Barnsley proposals. A separate strategy has not been pursued.
■ Interchange – commercial development scheme business plan	0.03	0.015	Funding has been secured for the Interchange scheme through the Local Transport Plan. The commercial element of the scheme is being considered as part of the project development process.
■ Markets/Metropolitan Centre development feasibility study	0.05	0.025	This work is being carried out as part of the Re-thinking Barnsley/Master-planning exercise.
■ Quality bus corridor expansion study	0.02	-	Study underway and due to be completed in Spring 2003
<i>Town Centre 'office, civic and leisure' district</i>			
■ Delivery master plan preparation	0.05	0.025	Re-thinking Barnsley has started the process of preparing the master-plan, concentrating on public engagement and consultation. It is intended that Alsop Architects will be appointed to prepare the Plan. A fee proposal is being discussed. Funding for the master-plan, including Priority 5 funding, is being pursued with Yorkshire Forward. It is intended to have a completed master-plan in place by January 2003.
■ 'Generator services' sector strategy	0.04	0.02	Town Centre services are being considered as part of the Re-thinking Barnsley proposals. A separate strategy has not been pursued.
■ Westgate office development scheme business plan	0.03	0.015	Discussions have progressed regarding the development of this site. 3 options are currently being actively pursued.

■ Digital Centre	Media	2.77	1.10	A business plan has been prepared. The project has been amended to include an ITC Centre of Excellence within the development, making a £6.5M. project in all. The site search has been narrowed down to two options. An application for Priority 5 funding will be su
■ Regent office – priority property feasibility work	Street quarter – property feasibility work	0.03	0.015	This work will be taken forward through Re-thinking Barnsley. A specific study has not been pursued.
■ Design extension – implementation	Centre –	0.22	0.02	This project has not been pursued.
■ Cooper Gallery		TBD	TBD	Refurbishment of the Cooper Gallery has been completed. No further work is currently proposed.
<i>Summer Lane/Dodworth Road ‘Creative Industries Village’</i>				
■ Delivery master plan preparation		0.05	0.025	A master plan has yet to be prepared. Two key components of the work are in progress: <ul style="list-style-type: none"> • Re-thinking Barnsley • A628 Corridor study
■ Creative industries sector strategy		0.04	0.02	This will be driven forward through Re-thinking Barnsley. A separate strategy is not being pursued.
■ Springfield House and Perseverance Estate development scheme business plan		0.03	0.015	Springfield House is currently fully let. A proposal for residential development is currently being considered for the undeveloped land.
■ Qualter Hall ‘move-on’ study/support funding	Hall	0.10	0.05	Qualter Hall has now ruled out the possibility of re-locating. A proposal to provide new office accommodation for the company on a nearby site is now being pursued. Priority 5 funding may be sought for this.
■ A628 Road enhancement study (part of master plan)	Dodworth	0.03	0.015	The study is underway, and is due to be completed in Spring 2003
<i>Kendray Community Business District</i>				
■ ILM sector strategy (Urban Centre-wide)		0.04	0.02	This proposal is not being pursued
■ Kendray Recycling		0.15	TBD	Project now established.
■ Local Audit	Property	0.05	0.025	This proposal is not being pursued

Promoting the Urban Centre and IDP			
■ Marketing Barnsley centre (first phase)	0.03	0.133	The marketing and promotion of the Urban Centre has been largely driven forward through Re-Thinking Barnsley. Very high levels of exposure have been secured. A further phase of promotion will follow the production of the Masterplan in January
■ Marketing to local partners (first phase)	0.03	As above	As above
Indicative Totals	3.88	1.583	

2.2 Second year priority programme

Moving into Year 2

A mixed picture emerges from the review of year one. On the positive side, a great deal has been achieved in terms of consultation, planning and project development. We also have one project, which is now being built out – Beevor Court phase 2. However, some projects have not moved forward as quickly as we had hoped, and some have been re-evaluated.

A further constraint on progress has been the difficulty experienced in recruiting the delivery team.

It is also clear that Priority 5 funding will not be secured for all the projects identified, so there has been a need to prioritise.

Taking these factors into account, a programme for year 2 has been prepared. The overall approach has been to try to simplify the programme as much as possible, to ensure that we have a clear, achievable strategy for the coming year. The programme identifies projects:

- Central Area Renaissance
- High Technology Business Accommodation
- Summer Lane/Stocks Lane Business District
- Cultural Economy
- Kendray/Stairfoot Business Premises

Details of these proposals are set out in the table and project summaries below.

IDP PROJECT

Central Offices/Metropolitan Centre

Description	<p>This is the single most important project for the renaissance of Barnsley urban centre. The existing complex of buildings that include the Metropolitan Shopping Centre and Central Offices were completed in the early 1970s. However, the complex, which dominates the heart of the town centre, fails both functionally and aesthetically. Not only is it harmful to the townscape of the town centre, but also is also extremely damaging to the image of Barnsley and the Town's ability to attract new investment. This proposal is to redevelop the entire complex. Yorkshire Forward will provide funding to buy the freehold of much of the complex. This, together with the Council's holdings, will secure control of the site. A joint venture company will be established to drive the project forward. The new complex will contain a range of business and cultural functions, consistent with the Re-thinking Barnsley and Renaissance Towns agendas.</p>
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Target Market	Retailers, local people, investors
Timing/Programme	Application for P.5 funding
Year 2 Priorities	Complete purchase; complete town centre masterplan, establish JVC; consultation
Partners/Roles	Yorkshire Forward
Funding	BMBC; Yorkshire Forward
Key Outcomes	New key buildings within Central Barnsley
Risks	Completing purchase; attracting private investment

IDP PROJECT

DIGITAL MEDIA CENTRE

Description	The Digital Media Centre is a project developed by the Barnsley Business Innovation Centre, Barnsley College and their private sector partners Siemens. The development will provide a technology showcase, business incubation units, ICT training conference space and other facilities within a 4700sq. m. building. A business plan for the project has been prepared. Several possible sites for the development have been identified, the preferred option being the "Canister Site", Shambles Street. This project links well with the Priority 3 programme and also with the Creative and Digital Cluster. Funding will be sought from within several parts of the programme.
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Target Market	Small firms and entrepreneurs operating in the digital technologies sector
Timing/Programme	Application for P.5 funding 2003
Year 2 Priorities	Select and acquire site Submit funding applications
Partners/Roles	Barnsley Business Innovation Centre Barnsley College Siemens
Funding	Objective 1 Yorkshire Forward
Key Outcomes	4700sq. m. high quality floorspace 120 new jobs created
Risks	Funding/Site assembly

IDP PROJECT

BBIC EXTENSION

Description	The project is the creation of a fifth phase of the successful Barnsley Business Innovation Centre. Phase 4 is now nearly fully let. The fifth phase would provide 4,000 sq. m. of incubation space for new businesses and 6,000 sq. m. move-on space. Three possible options for sites are being considered. Feasibility work is currently being carried out to assess the preferred site at Huddersfield Rd.
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Target Market	Small firms and entrepreneurs operating in the high technologies sector
Timing/Programme Year 2 Priorities	Application for P.5 funding 2003/4 Complete site selection Acquire site
Partners/Roles	<p style="text-align: right;">Prepare Business Plan</p> Planning and Design Applications for funding BBIC BMBC Barnsley College
Funding	Yorkshire Forward, Objective 1
Key Outcomes	4,000 sq. m. incubation space 6,000 sq. m. move-on space
Risks	Site acquisition, planning, funding

IDP PROJECT

CANISTER SITE OFFICE DEVELOPMENT

Description	The 0.85HA site is regarded as one of Barnsley`s “gateway” development opportunities and is currently on the open market “for sale”. Every effort is being made to acquire the site for a prestigious office development (most likely the proposed Digital Media Centre). The site is highly contaminated and a comprehensive site investigation will be needed with the assistance of Yorkshire Forward.
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Target Market	Public or private sector occupier for high quality office accommodation. Possible site for Digital Media Centre.
Timing/Programme	Application for P.5 funding 2003
Year 2 Priorities	Development partner to acquire site Site investigation Planning Applications for funding
Partners/Roles	Developer/Yorkshire Forward
Funding	Public/Private sector
Key Outcomes	Circa 4,000 Sq. m. new office floorspace 125-265 new jobs 0.85Ha land reclaimed
Risks	Funding, site acquisition, site contamination

IDP PROJECT

WESTGATE CAR PARK OFFICE DEVELOPMENT

Description	Office Development on the Westgate Car Park. The car park is a Council-owned site. It is a possible location for the Digital Media Centre
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Target Market	Public or private sector occupier for high quality office accommodation. Possible site for Digital Media Centre.
Timing/Programme	Application for P.5 funding 2004/5
Year 2 Priorities	Identify developer/end user
Partners/Roles	Developer partner to be identified
Funding	Objective 1
Key Outcomes	Circa 4,000sq. m. office floorspace 133 jobs
Risks	Funding

IDP PROJECT

BEEVOR COURT PHASE 3

Description	The third and final phase of office development at Beevor Court will be similar in concept and design to the first two phases. Phase 2 was part funded under Priority 5. It will provide an additional 2,000 sq.m. of office floorspace.
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Target Market	Public or private sector occupier for high quality office accommodation.
Timing/Programme	Application for P.5 funding 2003/4
Year 2 Priorities	Marketing and identification of end user Planning
Partners/Roles	
Funding	Objective 1
Key Outcomes	2,000sq. m. office floorspace 67 jobs
Risks	Funding

IDP PROJECT

BROADBAND BARNLSLEY

Description	<p>Much of Barnsley's existing office accommodation is unsuitable for modern needs. However, the buildings remain an asset, and will continue to serve a large number of businesses. This is particularly true of areas such as Regent Street in Barnsley Town Centre, which falls within the Conservation Area and is not suitable for comprehensive development. The purpose of this project is to provide assistance to ensure that the technological infrastructure is in place to serve such areas, and to help upgrade individual premises to meet modern business needs.</p>
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Target Market	<p>Established businesses and new businesses seeking to occupy existing premises</p>
Timing/Programme	<p>Application for P.5 funding 2004/5</p>
Year 2 Priorities	<p>Scope project, identify needs, prepare project outline</p>
Partners/Roles	<p>BDA, BCCI</p>
Funding	<p>Objective 1</p>
Key Outcomes	<p>Improved commercial floorspace</p>
Risks	<p>Funding</p>

Description	<p>This is a former warehouse building, providing around 4,000 sq.m. of business floorspace. The building is currently owned and occupied by the Barnsley Chamber of Commerce and Industry. Various other businesses also occupy the building, but only about half of the floorspace is currently in use. The building has great potential to be upgraded and for new uses to be introduced, possibly as a live-work development. Its location close to the Canister and Westgate sites offers the opportunity for businesses to derive 'cluster' benefits from the location, particularly from IT infrastructure and the facilities at the proposed Digital Media Centre. Both the BCCI and the Borough council believe that there is a need to consider options for this building so that a strategy for its future use can be prepared.</p>
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Target Market	Small businesses
Timing/Programme	Application for P.5 funding 2003/4
Year 2 Priorities	Carry out options appraisal
Partners/Roles	BMBC, BDA, BCCI
Funding	Yorkshire Forward
	Objective 1
Key Outcomes	Modernisation and re-commissioning of 4,000 sq. m. existing office floorspace
	133 jobs
Risks	Funding, demand

Description

Qualter Hall is a World-renowned engineering company and a major employer within the Stocks Lane area. The company has expanded over many years on a restricted site. The nature of the works does not sit well within the area and the site is surrounded on three sides by established residential areas. Qualter Hall have a requirement to develop new offices, in the short term, to enable the number of staff to be increased and to enable the company to attract key, highly skilled workers. In the long term there may be a requirement to relocate Qualter Hall elsewhere in Barnsley on a site, which will enable the existing workforce to travel to work.

In the short term there is an opportunity for the new offices to be located on a nearby 4acre site, which will form an extension to the successful Maple Estates development of business units. The site is an urban centre brownfield site and its development for offices would improve the quality of the area, create jobs and business opportunities. Discussions between Maple Estates and Qualter Hall have taken place, and current indications are the site will meet Qualter Hall's needs.

In the event that Qualter Hall decline to take space in the proposed offices, the development of new quality offices would nonetheless be regarded as an "early win" in the regeneration of the Summer Lane/Stocks Lane Business District, and would be let to an alternative end user.

Target Market	Qualter Hall Ltd./Maple Estates
Timing/Programme	Application for P.5 funding 2003
Year 2 Priorities	Planning, business plan, funding application
Partners/Roles	Qualter Hall Ltd., Maple Estates
Funding	Objective 1
Key Outcomes	16,000sq. ft. new offices/ 60 jobs created
Risks	Funding

IDP PROJECT

CIVIC HALL

Description	This project is the conversion of the Civic Hall for new uses. This Civic Hall is held by the Council in a Charitable trust. It has been disused for a number of years. There is a wide range of potential uses for the building. Public consultation, analysis of options and feasibility work needs to be carried out before a scheme can be developed.
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Target Market	Small businesses, cultural consumers
Timing/Programme	Application for P.5 funding 2003/4
Year 2 Priorities	Complete public consultation, options study and feasibility study to consider new uses and funding options for the building.
Partners/Roles	Yorkshire Forward – funding for feasibility work Arts Council – Funding/project development Yorkshire Arts – Funding/project development
Funding	Yorkshire Forward Arts Council Yorkshire Arts
Key Outcomes	Re-use of Civic Hall 45 jobs
Risks	Funding

IDP PROJECT

Sports and Leisure Village

<p>Description</p>	<p>This project aims to provide a range of facilities to complement the Metrodome Leisure development. The project would include:</p> <ul style="list-style-type: none"> • An events/exhibition space • Performing arts/rehearsals space • Restaurant/function space • Green room • Meeting rooms • Supporting facilities • Hotel <p>The development would be sited on land near to the Metrodome and Barnsley Football Club</p> <p>A business plan for the project has been prepared. Access options are currently being considered. The project could plug an important gap in the services Barnsley can provide for businesses, particularly conference and exhibition space.</p>
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<p>Target Market Timing/Programme Year 2 Priorities Partners/Roles Funding Key Outcomes Risks</p>	<p>Businesses and local people Application for P.5 funding Design and planning Barnsley Premier Leisure Ltd; BDA; BMBC Arts Council; Yorkshire Arts; Community Fund 4,000 sq. m. conference/exhibition/performance space Funding; access issues.</p>
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IDP PROJECT

KENDRAY YOUTH ENTERPRISE CENTRE

Description

This is a further phase of the successful scheme located in the heart of Kendray. The project offers low cost and free business accommodation and support for new businesses, with special assistance for 17-25 year olds. The design work for the scheme has been completed, and a planning application has been submitted. The development will take place on Council-owned land.

Target Market

People starting new businesses in the Kendray area, particularly 17-25 year olds

Timing/Programme

Application for P.5 funding 2002/3

Year 2 Priorities

Submit funding applications, start on site.

Partners/Roles

BMBC

Funding

Yorkshire Forward, SRB, Objective 1

Key Outcomes

20 new businesses

57 new jobs

Risks

Funding

IDP PROJECT

BLEACHCROFT WAY BUSINESS PARK

Description

This is a substantial site, which has been allocated for business development for many years. The development of a retail warehouse on adjacent land (currently on site) will increase the prominence of the site and provided a high quality access to it. Outline permission for office and industrial development has been granted. The developers of the retail site have undertaken to develop some business units to 'pump-prime' the site

Target Market

Businesses seeking new office general industrial and storage/distribution units.

Timing/Programme

New access constructed 2002/3

Year 2 Priorities

Completion of access and associated retail development

Partners/Roles

Westcoach properties, B&Q

Funding

Objective 1

Key Outcomes

18,000 sq. m. office/industrial floorspace

450-600 jobs

Risks

Funding

2.4 Barnsley IDP - Second year priority programme (to October 2003)

Priority projects	Est. total cost (£m)	P5 (£m)	2 nd Year P5 Spend (£m)	Match Funding	Key Outputs	Strategic Partners	Target Cluster
Central Area Renaissance							
<i>Interchange</i>	17.0	0.5	0	SYPTE	New Interchange	Yorkshire Forward	N/A
<i>Central Offices/ Metropolitan Centre</i>	100	2.0	0	Yorks. Forward	Re-developed Central Area	SYPTE	N/A
High Technology Business Accommodation							
<i>Digital Media Centre</i>	5.5	2.25	1.25	Yorks. Forward	3250 sq. m. high quality floorspace 120 new jobs created	Barnsley BIC; Priority Sites; Yorkshire Forward	Creative and Digital
<i>BBIC Phase 5</i>	4.0	2.0	0	Yorkshire Forward	4,000 sq. m. incubation space 6,000 sq. m. move-on space	BBIC BMBC Barnsley College	Creative and Digital
<i>Canister Site Office Development</i>	5.5	-*	-	Yorks. Forward	Circa 4,000 Sq. m. new office floorspace 125-265 new jobs 0.85Ha land reclaimed	Yorkshire Forward	Creative and Digital BPFS

Priority projects	Est. total cost (£m)	P5 (£m)	2 nd Year P5 Spend (£m)	Match Funding	Key Outputs	Strategic Partners	Target Cluster
<i>Westgate Car Park Office Development</i>	5	0.5	0	-	Circa 4,000sq. m. office floorspace 133 jobs	Developer partner to be identified	Creative and Digital BPFS
<i>Beevor Court Phase 3</i>	1.25	0.25	0	BMBC	2,000sq. m. office floorspace 67 jobs	Miller Developments	BPFS
<i>Broadband Barnsley (upgrading business premises to meet modern requirements)</i>	1.5	0.5	0	Private Sector	Improved commercial floorspace	Barnsley Development Agency	Creative and Digital
Summer Lane/Stocks Lane Business District							
<i>Springfield House**</i>	2.2	0.5	0	-	12,000 sq. m. office and industrial floorspace 250 jobs	Maple Estates	N/A
<i>Industry House</i>	3.0	0.5	0	Yorkshire Forward	Modernisation and re-commissioning of 4,000 sq. m. existing office floorspace 133 jobs	Mid Yorkshire Chamber of Commerce and Industry	Creative and Digital

Priority projects	Est. total cost (£m)	P5 (£m)	2 nd Year P5 Spend (£m)	Match Funding	Key Outputs	Strategic Partners	Target Cluster
<i>Qualter Hall</i>	1.5	0.5	0.25	Private Sector	2,000 sq. m. Office Floorspace	Maple Estates Qualter Hall Ltd.	AMM
Cultural Economy <i>Civic Hall</i>	7.5	1.0	0	Yorkshire Arts Arts Council for England Yorkshire Forward	Re-use of Civic Hall 45 jobs	Yorkshire Arts Arts Council for England	Creative and Digital BPFS
<i>Sports and Leisure Village</i>	8.0	1.0	0	Arts Capital Prog. Yorks. Arts Community Fund	4,000 sq. m. conference/exhibition/performance space 16 jobs	Barnsley Premier Leisure Ltd.	N/A
<i>Other cultural/leisure projects arising from the Barnsley masterplan**</i>	10.0	0.5	0	BMBC Yorkshire Forward	Details not available	YF Alsops	N/A

Priority projects	Est. total cost (£m)	P5 (£m)	2 nd Year P5 Spend (£m)	Match Funding	Key Outputs	Strategic Partners	Target Cluster
Kendray/Stairfoot Business Premises <i>Van Leeuwen Tubes Site**</i>	5.0	0.5	0	Yorkshire Forward	Details not available	Yorkshire Forward	N/A
<i>Kendray Youth Enterprise</i>	1.2	0.5	0.5	Yorkshire Forward	20 new businesses 57 new jobs	South Yorkshire Devts. Yorkshire Forward	N/A
<i>Bleachcroft Way Business Park</i>	20.0	0.75	0	Private Sector	18,000 sq. m. office/industrial floorspace 450-600 jobs	Westcoach Properties	N/A
Indicative Totals	198.15	13.75	2.0				

* Canister site assumed to be the location for the Digital Media Centre

**Development options being considered. Project Summary Sheet not available

NB: This table reflects current requirements and anticipated areas of intervention, and does not reflect any allocation of Objective 1 or Yorkshire Forward funding.