

## Barnsley 2030 Launch Event – Question and Answers

We've put together some answers to the questions that weren't answered at the Barnsley 2030 launch event in June. You can jump to a section using the links below:

- [Growing Barnsley](#)
- [Sustainable Barnsley](#)
- [Heathy Barnsley](#)
- [Barnsley 2030](#)

### Growing Barnsley

As a local business and Training Provider we are always trying to access schools to provide Information Advice and Guidance, however schools are not that welcoming..... many just try and guide students direct to college.

All schools and colleges have named Careers Leaders, whose contact details are on the school website, so this should aid all training providers in making contact with the right person in school. Schools also have to ensure that students are provided with independent careers guidance to support their decision making.

Is there a way to view all employment opportunities in Barnsley, particularly those associated with the Barnsley 2030 aspirations?

Unfortunately, we don't have this facility available at the moment, but we will look into it.

How can I obtain information about the mentioned 'More and Better Jobs Task Force'?

We have just refreshed our employment and skills strategy (More and Better Jobs) and presented it to the Inclusive Economy Board. It will be available to download in September on the council's website.

How can local businesses engage in the most socially deprived areas of Barnsley, it's often these communities that don't connect at all with what's actually out there, exposure to modern business ideas, practices and opportunities in these areas is essential for future development and growth?

We would encourage any businesses wanting to offer support to residents and communities to support our Employer Promise. The Employer Promise helps businesses and education providers in the borough to work together. It supports businesses in offering opportunities to help young people and adults prepare for and start work. This could include work experience, open days, mentoring, taking on apprentices or helping people who want to return to employment. Schemes like the Employer Promise help develop vital employability skills and give adults and young people valuable

insight into the world of work. For employers, they are a great way of growing the local talent pool and having their say on the skills and attributes that matter most to them.

Please email [MBJtaskforce@barnsley.gov.uk](mailto:MBJtaskforce@barnsley.gov.uk) to register your interest and someone will be in touch.

[Can you tell us more about what support is going to be available to new start up businesses please?](#)

Barnsley Council leads on the delivery of a dedicated programme of support across the Sheffield City Region for individuals who wish to start their own business through the [Launchpad](#) initiative.

[Does the council think there is still a digital divide where some residents have struggled to get on the digital ladder either due to cost of equipment and services or because they live in an area that service providers have not invested sufficient funds so high-speed Internet is not available? Is this still a problem?](#)

There are undoubtedly some residents who are still not accessing digital services and the benefits this brings. This is due to a combination of factors which include access to equipment or connection but also a lack of skills, confidence and trust in all things digital. The council's Digital Barnsley and Customer Experience strategies recognise this, and the council is working with partners from all sectors on various initiatives to address the digital divide. This includes working with providers such as CityFibre who are building the town's full fibre network to identify areas where high speed internet has not yet reached, exploring opportunities that changing technologies bring to widen the network's reach.

[It is difficult to rent accommodation for single men in Barnsley and people over a certain age don't want to share accommodation. Is there a plan for more single people accommodation?](#)

We are aware that there is an increased need for single persons accommodation across our borough and that this has been made worse by the COVID-19 pandemic. There is an increased demand for smaller accommodation from people forming a new household, downsizing due to financial situations and an increasing market of people moving home, more generally.

The council's Strategic Housing Market Assessment (SHMA) identifies a need for more single persons accommodation in a number of areas across our borough.

In response to the SHMA, we have updated our housing policies to ensure that we are requesting a better mix of housing on new sites to meet need, this includes both market and affordable provision.

From a council perspective, we are diversifying our direct build programmes to meet identified need. This means that we are building/acquiring more one-bed, bungalows and four-bed homes. We don't have a huge supply of these types of accommodation and, as our stock reduces (due to Right to Buy) and our stock turnover slows down, we have less homes available to rent.

### Of the 21,000 new builds, how many for social housing?

The council has a strategic target to deliver 15% of net annual completions as Affordable Housing. Of the 21,000 homes target in the Local Plan, this would equate to a target of 3,150 over the plan period (2014 to 2033). The council has an Affordable Housing Policy H7 within the adopted Local Plan and an Affordable Housing Supplementary Planning Document (SPD). Policy H7 and the SPD set out the percentage of affordable housing required across the sub-market areas of our borough (ranging from 10% to 30%), the split of affordable rented/affordable home ownership and property types to meet housing need. Housing need is assessed via a Strategic Housing Market Assessment (SHMA) and supplemented by consultation with our ALMO. The council's recent [report](#) highlights that there is a shortfall of 190 homes per annum in the borough. This shortfall is not evenly split across the sub-market areas within our borough.

Not all Affordable Housing is Social Housing. Social Housing is let at a social rent set by the Government. Affordable Housing rents are up to 80% of Market Rents. The council's own stock is social housing, and we are building/acquiring more homes – aiming for 50 per year.

### Will there be an 'Accommodating Barnsley' specific to the accommodation needs in the short, medium and longer-term needs of Barnsley residents in particular young people, but also older people and those with disabilities who wish to maintain their independence, and is it in scope to build more affordable and accessible accommodation again in particular for Young People?

The SHMA identifies a 29% increase in the number of households headed by someone over 60 by 2033, however the preference in accommodation type varies across the borough, from two-bed flats in Darton and Barugh Green to two-bed houses in Bolton, Goldthorpe and Thurnscoe. Through our consultation responses to planning, we can continue to influence the provision of market and affordable homes in the short, medium and long term on all residential schemes of 15 or more new homes across the borough. The affordable offer will comprise a mix of affordable rent, shared ownership and First Homes in the future.

The SHMA suggests that 51.8% of older people want to remain in their own home with help and support when needed, therefore the extent to which their properties need to be adapted needs careful consideration.

The SHMA identifies a need for 905 major adaptations across all households to 2033. Given the ageing population of the area and identified levels of health problems and disability amongst the population, it is recommended that 6% of all new dwellings is to be built to wheelchair accessible standard M4(3) and 25% to M4(2) accessible and adaptable standard, these requirements will be incorporated into the updated Design of New Housing Development SPD. We will work closely with Berneslai Homes to manage the adaptation of existing affordable housing stock.

With regards to specialist older persons accommodation, there is a need for an additional 893 units (use class C3) and 789 units of residential care (use class C2) to 2033. We will seek to work with developers and specialist needs providers to deliver the right kind of provision in the right areas to meet the identified need.

Will there be opportunity to change use of some of the retail/business premises for housing as more home working takes place?

Yes, this is something that we are looking at; particularly in our Town Centre and Principal Towns where we know that retail provision is reducing and businesses require less office space. This is not a Barnsley issue, this is a national issue as our high streets and workplaces are changing. We are developing a Residential Strategy for our Town Centre which will see both new provision and the renovation of commercial buildings to increase the numbers of people living there. We will be seeking high quality, sustainable housing which attracts a variety of people into the Town – this will include homes for young people, families and older downsizers. This will ensure that we have a vibrant, safe, town centre with a thriving night-time economy.

## Sustainable Barnsley

How can we shout about our brilliant cultural sites and beautiful landscapes to promote tourism? Barnsley is a hidden gem and we should be telling everyone about it.

You are absolutely right; Barnsley has some amazing cultural assets, and we need to encourage more people to come and visit. Working together is so important here. South Yorkshire Stories, a fantastic current campaign from Welcome to Yorkshire, is a great example of this, highlighting what Barnsley has to offer. You can read more here [Barnsley - South Yorkshire | Welcome to Yorkshire](#). As part of the National Trust, we are able to promote Wentworth Castle Gardens to an audience of over five million members, encouraging them to visit Barnsley. Once here we try to encourage them to visit other sites in the area too. One way we can do this is through joined up programming, for example our summer sculpture exhibition is partly at Wentworth Castle Gardens and partly at Cannon Hall.

I only live four miles out of Barnsley, however the journey time to get into town can take me 30 mins (Wakefield Rd) way, I can be at Meadowhall at 20 mins?? Barnsley needs to sort the congestion into entice people on the outskirts to get back into supporting the Town Centre.

Traffic levels are now back at pre-COVID-19 levels, ensuring that we monitor and prioritise investment to reduce congestion and prevent it across the towns of the borough is critical for the economy and for air quality. We continue to work very closely with the Department for Transport, the City Region and bodies such as Highways England and Transport for the North to attract investment.

Is there any possibility of Barnsley having the investment for a cycling track facility like the one in Wakefield/Leeds and Doncaster which is accessible and safe for all? Whether school groups/cycling groups and other community groups including those with disabilities. Can we also try and encourage other local communities to expand the reach of parkrun beyond town centre and Penistone areas? Particularly in the Dearne area. The work the Dearne Area Council has done in schemes such as railway cuttings etc is great and shows what is possible. It's not always possible due to local park sizes etc, but hopefully expansion is still possible within Barnsley. Having more events planned in local parks especially over summer months should also be a focus to give people opportunities to get involved/ taster of what is possible.

A cycling track proposal has been presented as an initial concept through the Barnsley cycle forum. We are very positive around the idea and are keen to explore how we can secure potential funds for this.

Barnsley is quite unique in its geography, in a good way! Close to the motorway network (M1, M62, A1M and M18) and also close to three major cities, Leeds, Sheffield and Manchester. How can we continue to exploit this 'advantage' and see these bigger cities as allies, rather than merely seeing them as places we don't necessarily want to be associated with?

Barnsley definitely has a unique geography, and this is certainly one of our strengths we promote within our inward investment offer. However, that is not our only strength and we work hard to provide a comprehensive sales packages to businesses wishing to locate into the area inclusive of wrap around business support. Barnsley has traditionally punched above our weight in respect of inward investment being one of the highest performing local authorities throughout the Yorkshire and Humber region. You can find out more at [Enterprising Barnsley](#).

The beauty of nature is sadly being removed with greenbelts being removed for housing and construction needs.....Barnsley is a Town not a City, do local people not have a voice any more?

We recognise that land formerly in the Green Belt and now allocated for employment or residential use include some large areas of undeveloped land. However, this needs to be seen in the context of what has happened over the past three decades whereby huge areas of brownfield land have been reclaimed and greened over or redeveloped. We reached a point where there was simply not enough brownfield land available to meet our future housing needs and provide viable employment sites to enable us to provide more jobs for our residents. Several years ago, we embarked on a very robust process to find out which Green Belt land would be most suitable for development taking into account the full range of environmental considerations. In 2019, the Planning Inspector appointed to examine our Local Plan agreed that the only way to meet future needs was to remove some land from the Green Belt. In doing so, she also accepted that the approach we took to identify which sites to allocate for development was a robust and sustainable one. This followed several public consultations and more recently, we have consulted on Masterplan Frameworks to ensure the local residents have their say.

Why are BMBC planning on building huge new estates in areas next to sites that have just been given SSSI status? Surely the extra traffic in those areas will contribute to increased emissions and destroy local wildlife habitats?

We worked with Natural England when preparing our Local Plan to ensure that new development would not unduly harm the wetlands that have been created and enhanced over recent decades and our adopted Masterplans also require a 10% net gain to biodiversity, which is over and above what Government required at the time. This will be done through a combination of on-site mitigation and off-site compensation.

Removal of greenbelts for housing and businesses with the giant masterplans goes against the healthy and sustainable themes. It will be difficult to get residents on board and believe in this when they constantly feel ignored. We must remember the council serves its residents.

Sustainability includes economic and social components as well as environmental ones, and there is a compelling need to create more jobs for residents living in our borough. This is particularly so given the relationship between unemployment/economic inactivity and health. To satisfy ourselves that the Local Plan had sustainability and health embedded, we carried out Sustainability Appraisals and Health Impact Assessments and each Masterplan Framework has been accompanied by a Health Impact Assessment. We understand that some residents are opposed to this, but we have a duty to all our residents, including our young people who will benefit from good homes being delivered and jobs being created in the local area.

Some staff commute by car from outside Barnsley to work at BMBC. How does this fit into Sustainable Barnsley?

All of us need to consider what steps we can take personally to reduce our carbon footprint, including how we travel to work, wherever we live. As a council we already provide incentives to encourage active travel and the use of electric vehicles and the pandemic has also shown us the benefits of home working. However, we will also be considering what other policies we need to introduce to encourage more sustainable travel.

I am hearing and understand the four themes and they sound great but what's the detail behind the themes? Where is the plan? eg. on Sustainable Barnsley, are we going to set out exactly what 'an increase in cycle routes and better connections across the borough' really means, how it will be funded, and how we can tell if we are achieving our ambitions?

The detail behind our Barnsley 2030 plans (including the four themes) sits within our [Barnsley 2030 Strategy](#). These webpages also contain information about our vision and ambitions for 2030, how we will work together to deliver these ambitions, and also how we will know when we have achieved our ambitions.

It is important to note that the 2030 programme is underpinned by a series of partnership Boards and Delivery Groups, each taking a lead role in the delivery of different ambitions. For example, work in relation to-increasing cycle routes and improving connections across the Borough is a key workstream of the Strategic Transportation and Infrastructure Board (STIB). This group will take the lead on the delivery of this particular ambition and they will report their progress to the Barnsley 2030 Board.

Over the next nine years, delivery of the 2030 ambitions will be monitored by the Barnsley 2030 Board: a group of key stakeholders, from different businesses and organisations across all sectors, that provide oversight for the delivery of the strategy and make sure that we all play a part in achieving our borough's vision and ambitions.

Work to develop our detailed performance framework is also underway and includes looking at where we are now and where we want to be by 2030. We will use both local, regional and national datasets to assess progress, but also (most importantly) include detailed case studies within our reports to show how this is positively impacting on people and businesses within our wonderful borough.

I would like to know how Barnsley will look at managing the litter around the town? The development that has taken place is great but there is so much waste, litter and mess everywhere, especially as you get away from the town centre. People need to feel proud of the area and the mess takes away from that.

We agree, there is no excuse for litter. Over the last few years, this borough has led the way with tackling fly tipping and preventing litter from being dropped. We have many great volunteer groups that help keep the borough tidy, their work is crucial. Extensive numbers of fines and penalty payments have been given to those that have been caught fly tipping or littering. Having said that more litter and fly tipping has been evident over the period of the pandemic. Once again, we will continue to use enforcement, cameras, volunteers, and our own dedicated staff to catch, collect and prevent people from littering or fly tipping.

Encourage people to change behaviours and attitudes towards littering and blighting, for example, looking after our environment is everyone's responsibility.



# Healthy Barnsley

How are we going to improve the lives of our older people and recognise them as the assets that they really are in our communities? We have an ageing population that will impact on 2030 plans, but I'm not hearing a lot about this.

The council and partners are members of the World Health Organisation's Age Friendly Campaign. Our programme is recognised as 'Age Friendly Barnsley' and we are committed to demonstrate to the [Centre for Ageing Better](#) – National lead for Age Friendly, how we are contributing and working with our communities and businesses to make Barnsley Age Friendly – a place where people can grow old well.

This programme is led by Age UK Barnsley and the council. There are a number of actions being implemented to maximise our communities asset which can be viewed at [Age Friendly Barnsley](#). If you would like to know more about the work of Age Friendly Barnsley please do not hesitate to contact [shivbhurtun@barnsley.gov.uk](mailto:shivbhurtun@barnsley.gov.uk) or Jayne Holiday at [Age UK Barnsley](#).

I have to pass through many traffic control systems as I journey into town - I can actually drive to France and pass through fewer systems. Traffic systems may be essential in some places, but in the wrong places are actually harmful to the environment by causing traffic to halt and restart - the dirtiest part of operating a fossil fuel vehicle. Can we look more to bypass roads to allow vehicles to take alternative routes away from traffic control systems?

Free flowing traffic without congestion is the council's aim. Our traffic signal system coordinates traffic lights to maintain traffic flows as much as possible. As the borough develops, we continue to work with the Planning team to ensure that any additional traffic loading caused through developments is carefully considered and mitigated. Barnsley has few air quality management areas and we will continue to work tirelessly to maintain and improve air quality.



Can we please consider the 'golden threads' throughout the four themes being 'protected characteristics' age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation?

A more equal society is very much part of our vision of Barnsley as the place of possibilities and will be embedded in our action plans to achieve our ambitious goals. The Barnsley 2030 Board is responsible for ensuring that equality and inclusion is considered within the delivery of the Barnsley 2030 delivery plan. Board members will do this by ensuring that relevant schemes of work are appropriately impact assessed and that these assessments are used to inform the decision-making processes of the Board.



Is there a mentoring scheme in place to engage young and older generations?

[Barnsley CVS](#) offer one to one meetings to people who want to find out what they can do as a volunteer. You can also find out what volunteering roles are available.

How do you intend to address the issue of drug use, drug dealing and the exploitation of young people within the Borough, and is there any plan to increase the funding available to services who divert young people away from these activities given these services have been substantially cut in recent years.

Barnsley Safeguarding Children's Partnership have strong arrangements in place in respect of preventing and responding to child exploitation.

We want all young people to fulfil their potential, to be safe, resilient and have strong families that support them through their teenage years.

Our Targeted Youth Support Service brings together a range of agencies who work together to help young people who are taking risks or experiencing difficulties get back on the right path.

Services and support are provided by the Early Intervention and Prevention Team or the Youth Justice service, depending on the issues and needs.

Support could include:

- health and emotional support, such as confidence building, self-esteem, anger management
- risk taking behavior, including sex, drugs and alcohol
- sexual health advice, contraception and STI screening
- promoting positive relationships
- diversion from crime and anti-social behaviour
- staying safe - including internet and social media safety
- support to encourage volunteering and active citizenship
- signposting to find work, education and training opportunities.

Way finding across the borough is pretty much non-existent. What are the plans around connecting a cultural trail?

This is something that we are looking at, but unfortunately there are no current plans. Our immediate focus is on recovery from the pandemic and utilising the resources we have on projects which were initially put on hold. We will hopefully be in a position to provide more information in 2022. The borough did have a Twisted Art Trail over half term, which was very popular.