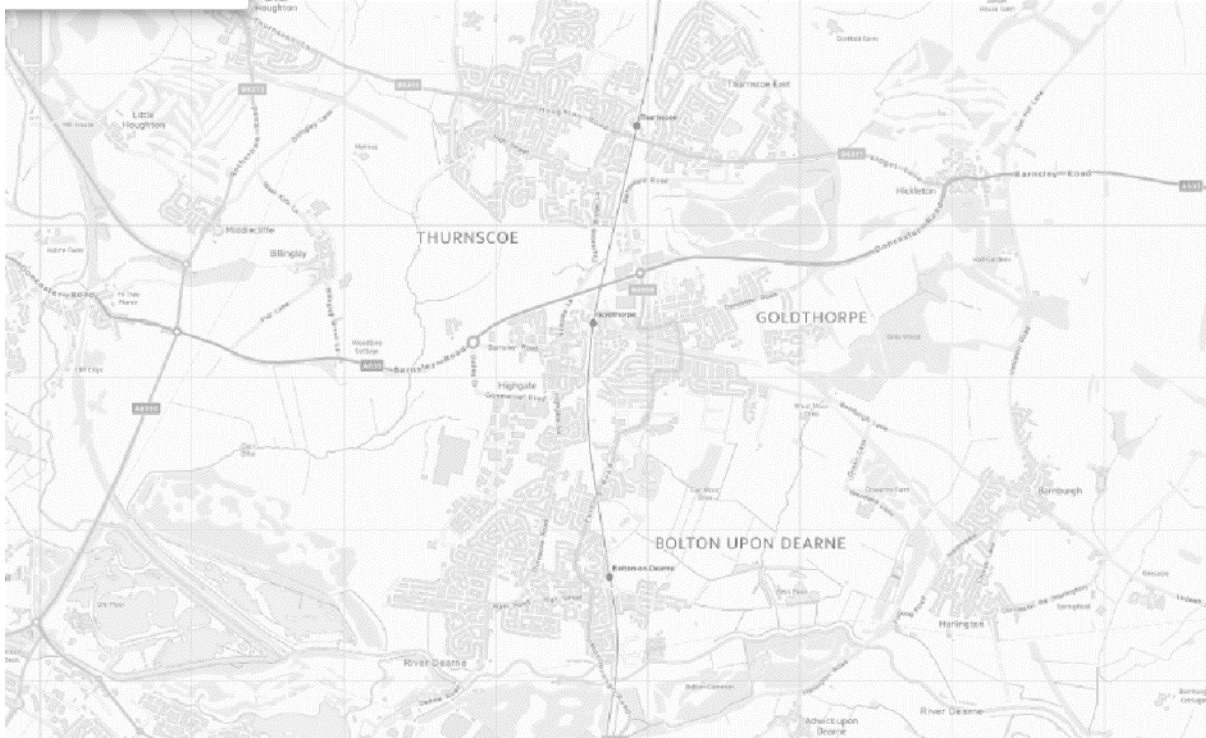


TOWN INVESTMENT PLAN SUMMARY

Goldthorpe



December 2020

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Foreword

Derek Bramham - Chair of the Town Board



“The Goldthorpe Town Board has incredibly high ambitions for Goldthorpe, Thurnscoe and Bolton upon Dearne as we do our best to make it a place more people want to live, work, shop and invest.

The Towns Fund has provided the opportunity to develop an investment plan which tackles the priorities of local people and will help to accelerate the delivery of our ambitions for the local area. We’ve worked in partnership right across the whole community so we can understand these priorities as that’s the first step to addressing them.

Our Town Investment Plan (TIP) for Goldthorpe, Bolton upon Dearne and Thurnscoe has been put together through working closely with the community and we hope it will have an enormous and positive impact on communities in the Dearne for years to come.”

John Healey MP



“I give my full support to the Goldthorpe Town Board in its bid to the Towns Fund.

Goldthorpe, Thurnscoe and Bolton upon Dearne are three connected communities with many strengths, but with a clear need for help to level-up opportunities for local people.

These areas have been impacted immeasurably by the shift away from mining and other heavy industry within their communities and within close reach. Local people have heard before of promises about investment and development, but still – justifiably – feel left behind.

The Towns Fund gives Dearne people their most meaningful opportunity in a generation to see real change; a chance to kickstart growth, connectivity, development and give them a true sense of place.

It is vital to recognise the strategic importance of Goldthorpe, Thurnscoe and Bolton upon Dearne in terms of wider growth within the region, as they are at the halfway point between Barnsley and Doncaster, and between the A1 and M1.

I am pleased to be an active member of the Town Board and have the opportunity to shape the Town Plan with local businesses, the community and other partners.

I am looking forward to working with the Town Board to bring forward the opportunities that this exciting and ambitious investment plan provides.”

Sir Stephen Houghton, Leader of Barnsley Council



“The Towns Fund is one of those ‘once in a generation’ opportunities and we want to make sure our Dearne Valley communities of Goldthorpe, Thurnscoe and Bolton upon Dearne are given their best chance to thrive on a level playing field.

Much has been said about ‘levelling up’ the country in recent months and we see a prime opportunity to make a difference in the Dearne Valley through the Towns Fund.

The people of the Dearne Valley love their local area. We want to give them the best chance to thrive so that more of the current and future generations will choose to stay here, build their lives and raise their families without having to move away in search of work.”

1. Introduction to the Goldthorpe Town Investment Plan

Launched by the government in September 2019 in recognition that many towns had missed investment which was directed to cities. The Ministry of Housing, Communities and Local Government (MHCLG) invited selected towns in England, which included Goldthorpe, to develop proposals for a 'Town Deal' which forms part of a £3.6 billion Towns Fund.

Designed as a 5-year programme the Towns Fund is an opportunity to bid for up to £25m by developing a Town Investment Plan with project proposals that **should drive long term economic and productivity growth through sustainable investment in connectivity, land use, economic assets including cultural assets, skills and enterprise infrastructure.**

Map of the Goldthorpe Towns Fund Boundary



The Town Investment Plan has been led by the Towns Fund Board, a group made up of community representatives, local businesses and councillors with an interest in the future development of Goldthorpe. Barnsley Council provide professional and secretarial support, facilitate meetings and host the [Towns Fund Goldthorpe](#) website.

The bid has been guided and informed by a wealth of consultation and engagement, the work and experience of the Dearne Approach (a community led enterprise) and engagement with local groups as well as the wider community in Goldthorpe via [#MyTown](#) and our own themed consultation in summer 2020.

This work has helped to identify and develop our Town Investment Plan proposals; the Goldthorpe Town Investment Plan will play a major role in the future development and prosperity of the town.

Additional early funding of £500,000 for Accelerated projects have begun the reinvestment in and revitalising of Goldthorpe by kickstarting some of our earlier Eco-Vision clean growth ambitions and contributing to Covid-19 recovery of the high street. In so far as our wider investment plan ambitions are concerned Goldthorpe is ideally placed between two major cities, Leeds and Sheffield, (see map on page 13) to take full advantage of its location to both attract and interact economically and socially through the development of our investment plan proposals.

2. Key Challenges

Challenge 1 - Business base diversity and access to well-paid jobs

Despite Goldthorpe's geography, demography and connectivity the local economy is dominated by a small number of sectors. Half of the jobs in the area are in the wholesale and retail (1,700) and manufacturing (1,100) sectors. This reliance on a few sectors and the dominance of large foreign controlled employers mean the Goldthorpe economy is vulnerable to external factors. Jobs in these businesses are particularly at risk from automation, technological changes and relocations of firms.

Goldthorpe needs to create and attract jobs in higher value sectors to ensure long-term, sustainable economic growth.

The need for new businesses and opportunities in the economy was raised in consultation feedback from residents (239 in total) surveyed in August and September 2020. One respondent summarised the challenge as follows:

“Employment opportunities in the Dearne are very working class, low skilled jobs. Lots of warehouse work. There is not enough attractive employment opportunities, with attractive salaries, flexible working schemes, career progression etc.”

(Engagement Feedback 2020)

Challenge 2 - Residents ability to compete for well paid jobs

As new employment opportunities emerge in Goldthorpe, there is a need to give local residents the best chance to benefit from them. In November 2019, DWP investigated the barriers affecting local people taking up local employment opportunities. They found that key employers reported that they often had lots of vacancies, but they are difficult to fill due to basic skills issues, motivation, travel, experience and employability skills of residents.

Goldthorpe is currently served by one local high school, The Astrea Academy Dearne but there is no sixth form provision within the town deal boundary, with the closest provider Dearne Valley College located in Wath upon Dearne.¹

Consultation highlights the need for businesses to engage in education to rectify the skills profile and employability of residents:

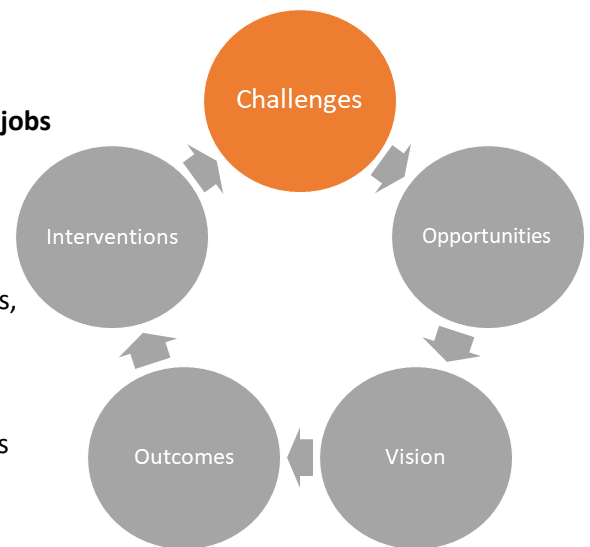
“we need more employers with more opportunities for Apprenticeships, and community learning”

(Engagement Feedback 2020)

Challenge 3 – Health inequalities

Health outcomes of residents are symptomatic of and detrimental to the other socioeconomic challenges faced. Approximately 85% of residents live in the 20% most deprived LSOAs nationally in terms of health and disability.

Residents of the Dearne North Ward (Thurnscoe and northern Goldthorpe) have particularly poor health outcomes, with life expectancy at birth close to four years lower than nationally, 37% higher emergency



¹ DfE

hospital admissions and over 50% more deaths under 75 from all causes and cancer. Outcomes for Dearne South (southern Goldthorpe and Bolton upon Dearne) are also worse than or in line with the Barnsley average for all these indicators.²

Challenge 4 - Poor connectivity within and beyond the Town Deal Boundary

Despite proximity to the large towns of Barnsley, Doncaster and Rotherham (all under nine miles), and regional centres Leeds and Sheffield (20 miles and 13 miles away), limited public transport means that Goldthorpe residents and businesses are not well connected to these locations. This is highlighted in local consultation:

“Improved rail connection required connecting Barnsley, the Dearne and Doncaster.”

and

“This is a tricky catchment area as it is near, but not near enough, to Rotherham, Barnsley and Doncaster, so bus routes take forever as most are indirect.”

(Engagement Feedback 2020)

Bus services to Barnsley and Doncaster run twice an hour taking up to one hour to reach the towns, whilst services to Rotherham only run three times a day on weekdays, and there are no direct bus services to Sheffield. The train station is served by two local ‘stopper’ services to Sheffield and Leeds - with no direct service to Doncaster and Barnsley - stopping at the station once an hour. Currently there is no car park at the station and the adjacent park and ride facility only has seven parking spaces.

Goldthorpe is surrounded by high quality countryside and greenspaces, however the connection between the residents and this space constrains usage and benefits being realised. This is mainly due to poor active travel connections within the town, a need noted in consultation:

“Highlighting cycle paths and walkways more. Making paths and roads safer for all kinds of travel.”

(Engagement Feedback 2020)

As a result, car dependency has a negative impact on footfall and dwell time within Goldthorpe and health inequalities.

Challenge 5 - Poor quality of built environment, and stalled housing sites

Town centre

Goldthorpe as a local centre has historically supported a large number of businesses, but with recent decline, as experienced in all high streets nationally, and coping with the impacts of Covid-19 the town centre is blighted by prominent vacant units creating a disjointed town centre with less sense of place and discouraging further investment.

The once popular market does not currently fulfil its potential due to its poor location away from the main retail street.

Housing

Despite interventions in recent years, Goldthorpe suffers from poor-quality housing, particularly to the north and south of Goldthorpe town centre. Many of these pre-1919 terraced properties suffer from high turnover rates, poor appearance and energy inefficiency. These housing challenges received extensive feedback in the public consultation:

² Public Health England (2014-2018)

“Need to enhance the appearance of Goldthorpe... investment to cover Coop St/ Beever St/ Victoria St area which is particularly bad...”

and

“Need to provide better housing, too many run-down terrace properties, too many poor quality rented properties. Greedy landlords not maintaining there properties and letting them become run down and then can’t get decent tenants. Remove some of the run down terraces and replace with better quality housing. Remove and replace like the properties on main street and Beever street.”

(Engagement Feedback 2020)

Energy

Barnsley has committed to becoming a net zero carbon borough by 2045 and in order to achieve this ambition we will need to drastically increase production of renewables to decarbonise our power supply.

Goldthorpe’s lack of significant existing infrastructure poses a considerable challenge for the area’s ability to decarbonise. Further electrification of heating and transport will also increase the demand for electricity and local renewable energy production is an avenue to keeping the Goldthorpe pound in the area.

Challenge 6 – Vulnerability of employment and the town centre due to COVID-19

Research by Enterprising Barnsley forecast that borough’s economy could lose £0.5bn of GDP in 2020 (equating to three years’ growth), between 1,165 and 2,330 jobs and 240 and 485 businesses due to COVID-19. Goldthorpe’s sectoral profile makes it unlikely to see a swift recovery as the sectors most at risk in Barnsley are leisure and hospitality, construction, manufacturing, wholesale and retail, and motor trades. Centre for Cities analysis identifies many of these sectors’ jobs as ‘vulnerable’ or ‘very vulnerable’ to the impacts of COVID-19.

The pandemic has had an immediate impact on local employment, leading to an 87% increase in the claimant count between March and May 2020. The number of claimants has only marginally fallen since and still remains 80% higher than a year previous.³

Research by PRAGMA has estimated that resident non-grocery spend in Goldthorpe Town Centre could fall by over 20% due to COVID -19, as Goldthorpe has a high proportion (34%) of residents identified as ‘transient renters’ and ‘municipal challenge’, the two groups expected to be most impacted economically by the Covid-19 pandemic. The report estimates this puts three grocery stores and seven hairdressers at high risk.⁴

³ ONS Claimant Count

⁴ PRAGMA (2020)










3. Context Analysis

3.1 Evidence of Need

To overcome the challenges and seize the opportunities present in Goldthorpe the following needs have been identified:

Local Needs	Summary of Evidence
New quality employment opportunities	<ul style="list-style-type: none"> • Low income levels • High unemployment • Half of jobs are in two broad sectors
Improved skills provision	<ul style="list-style-type: none"> • No post-16 provision within the town deal area and a lack of apprenticeship opportunities • Low proportion of residents hold higher level qualifications and higher order occupations • Relatively high proportion of school leavers do not enter education or employment • Access to training in general and those courses held on-line are proving a barrier to those who are not digitally literate or with limited capacity to self-serve
Improved transport infrastructure	<ul style="list-style-type: none"> • Low usage of the railway station • Lack of parking at the railway station • Frequency and range of bus provision • Barrier to development of large employment and residential land allocations
Green infrastructure and connectivity	<ul style="list-style-type: none"> • Lack of existing cycle infrastructure • Poor health outcomes for residents • Absence of renewable Clean Growth infrastructure
Housing improvements	<ul style="list-style-type: none"> • High turnover of residents • Stalled housing development • Incomplete Housing Market Renewal Programme • Low property values
Town centre resilience	<ul style="list-style-type: none"> • Identified impacts of COVID-19 • Prominent vacancies in the town centre • Negative views from consultation process
Improvement and Investment in Culture, Heritage and Arts provision	<ul style="list-style-type: none"> • Engagement in the arts in Goldthorpe is in the lowest 20% in the Country • Fabric of the building is in disrepair, unable to use certain activity space designated for learning • Community Charitable organisation, with little capacity for business planning and lack of support to apply for funding/recovery grants • Identified impacts of COVID-19 on the Dearne Playhouse

3.2 Goldthorpe's strengths, weaknesses, opportunities, and challenges

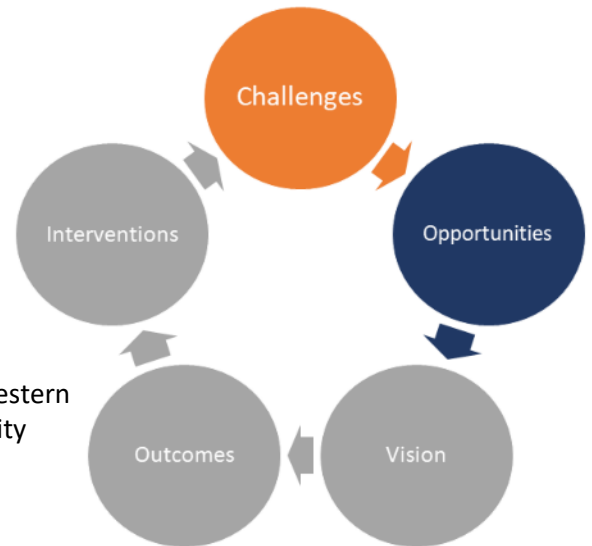
	Strengths	Weaknesses	Opportunities	Challenges
	Recent employment growth Largest single Local Plan Employment site allocation in the Borough	Unemployment and economic inactivity, lack of skills and training opportunities. Lack of small to medium modern industrial units.	Large allocated Employment site. Openreach to install new digital infrastructure. Experienced property investment partner interest in SME unit development. (1) (7) (9)	Lack of skills for higher paid jobs, reliance on manufacturing sector, low aspirations of school leavers. (1) (2) (6)
	Range of green infrastructure and Phoenix Park	Lack of connectivity to green spaces, public health issues	Green links and urban greening, partnership with the Land Trust and The Conservation Volunteers (5)	Encouraging use of active travel routes. (3) (4)
	Positive community feeling. Popular local theatre within a community asset	Low level crime, anti-social behaviour in some areas of the town. Lack of investment in the theatre and surrounding asset	Improvements to town centre. Enhancement of cultural and community facilities. Build on success of the Playhouse to strengthen links with Barnsley Museums National Portfolio Organisation programme of community engagement and cultural activity (6)	Acquisition of empty sites, poor housing stock close to town centre (5) Lack of support and funding available to the Playhouse (6)
	Independent shops and variety of retail	Many closed shops and low value retail offer	Re-locate Goldthorpe Market to a more central location so strengthening the circular economy (8)	Declining town centre retail environment, rise of on-line retail (5) (6)
	Recent Public realm enhancements	High Street still to be improved and connection to station.	Further public realm and green infrastructure improvements. Condense shopping area. (8)	Sites waiting to be developed, shopping area is relatively large compared to the size of the town. (5) (6)
	Connection to transport links - Rail and Road	Low frequency of public transport and connectivity to major towns, long journey times. No car park at the railway station.	Goldthorpe has the potential to host a transformational parkway station in the Dearne Valley with links to national rail infrastructure. (1) (2) (3) (4)	Current lack of land at station for expansion. (1) (4)
	Local Authority owned site adjacent Employment Allocation	Absence of renewable Clean Growth infrastructure	Creation a community solar farm with revenue stream for reinvestment (5) (7) (9)	Lack of funding available (1) (2)
	New Primary School	No post-16 education opportunities in local area. Lack of skills-building opportunities	Skills training can be linked to new employment site and solar farm. Digital infrastructure due to be improved. (1) (7) (9)	Access to training. On-line training is proving a barrier to upskilling. (1) (2)
	New housing sites approved, and additional local plan allocations	Poor pre 1919 housing and areas of deprivation leading to allocated housing sites -sites stalled	Pre 1919 housing to be redeveloped, into new energy efficient homes. Large scale housing site included in local plan. (2) (8)	Requires an area based master planning exercise currently out of scope to the Towns Fund Board. (3) (5)

3.3 Key Opportunities

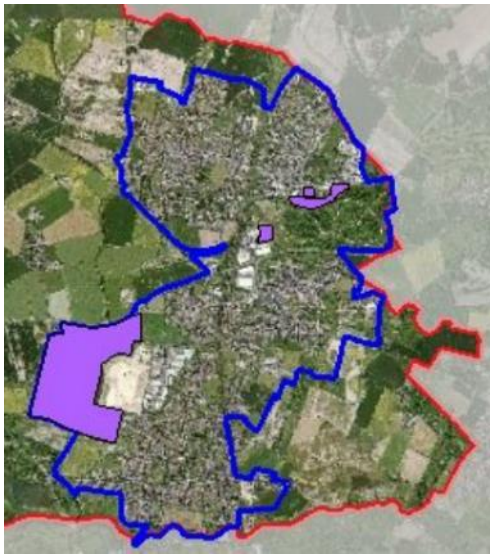
Opportunity 1 - Regionally strategic future employment site

The scale of opportunity for employment growth in Goldthorpe is reflected by its 80.9ha employment land allocation within the Local Plan (2019) - 27% of the borough's entire employment land allocation for the time period (see Map below).

Most of this allocation (72.9ha – 90%) is a single site on the western edge of Goldthorpe, offering a major spatial growth opportunity for the town.



Map of Goldthorpe Employment Allocations



It is estimated that the build-out and occupation of these sites could support over 3,000 FTE roles, and £667m of Gross Value Added⁵ (GVA) by 2035. Accelerating the delivery and taking control of this site is critical in terms of bring the right employment into the area and connecting residents to employment opportunities, and the Local Plan stipulates the need for a wholesome approach to the delivery of this site to maximise local impact. This will be key to levelling up and tackling deprivation and health inequalities in the area.

Adjacent to the employment site there is the potential for a large solar farm which will supply power to the site, the profits from which will be reinvested into green initiatives in the area (including a potential future jobs facility) aligning with the local strategy of becoming a zero-carbon borough by 2045.

There is opportunity for a circular economy approach; locally generated power supplying the new businesses with the profits invested into the further green development of the area.

Opportunity 2 - Housing growth potential

Goldthorpe's housing allocation within the Local Plan is also of significant scale, accounting for 14% (2,891 dwellings) of the targeted 21,546 net additional dwellings across the local authority (2014-2033). At present there is planning permission for 922 new dwellings within the town deal boundary, demonstrating short term potential. In the longer term, the Local Plan identifies capacity for a further 1,969 dwellings. Given a projected household size of 2.2 for Barnsley in 2033, this equates to homes for over 6,400 residents.

The Goldthorpe Residential Strategy has been designed to shape beneficial housing developments, which can positively impact the housing market, resulting in accelerated and additional development. It highlights the opportunity to deliver well designed, either new or retrofitted, energy efficient adaptable homes in identified regeneration areas. The process of tackling this pre-1919 stock has progressed over recent years, with Barnsley Council replacing terraces with eight new bungalows in 2019/20, and the Empty Property Fund having funded 17 renovations.

⁵ Gross Value Added measures the contribution to the economy of each individual producer, industry or sector. It is the value of the amount of goods and services that have been produced, less the cost of all inputs and raw materials that are directly attributable to that production.

Opportunity 3 - Road connectivity and Active Travel

The key road connection in Goldthorpe is the A635, which provides access to the M1 and A1, and links Doncaster and Barnsley. Currently, this is benefiting from the M1 Junction 36 - A6195/A635 Dearne Valley, Economic Growth Corridor scheme which secured a grant of £7.3m from Sheffield City Region’s Local Growth Fund in 2019. This is being used alongside Barnsley Council investment to deliver improvements at key highway junctions to decrease congestion, increase capacity and unlock commercial development along the route. The scheme includes the proposed introduction of access to the employment site to the west of Goldthorpe.

The Council has been awarded over £2m from the Transforming Cities to deliver Active Travel routes along Doncaster Road and routes to connect into Barnsley Town Centre. In addition to the Active Travel Routes, over £0.5m has been awarded to improve access to the local railway stations at Goldthorpe, Bolton on Dearne and Thurnscoe. Work will be completed by 2023. Further funding (over £0.5m) has recently been secured from Tranche 2 of the Active Travel Fund to deliver Quiet Streets and Low Traffic Neighbourhoods in and around Goldthorpe. Work on these schemes is expected to be completed by 2022.

Opportunity 4 – Future station upgrades with national and NPR connectivity

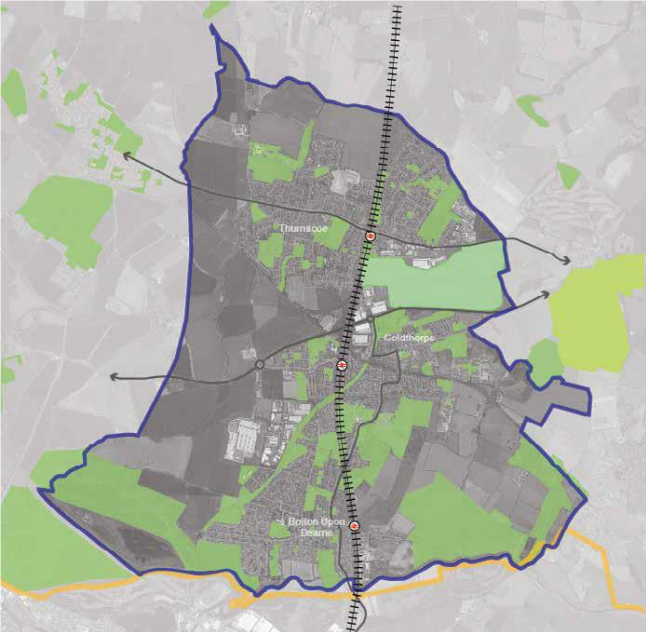
Goldthorpe has the potential to host a transformational parkway station in the Dearne Valley. The Sheffield City Region has the ambition for Barnsley Dearne Valley parkway station to offer both attractive commuting opportunities into employment markets in Sheffield, Leeds and York, and longer distance connectivity potentially to Birmingham, London and Newcastle.

The station would provide a link to new national and regional rail network infrastructure, and a direct bus service between Barnsley and Doncaster as part of the SCR’s Transforming Cities Fund package. Alongside complementary cycling and pedestrian infrastructure it can reduce residents’ travel emissions and increase physical activity.

Opportunity 5 - High quality green spaces

The Town Deal area is bound by expansive countryside including the River Dearne to the south, whilst green spaces and densely planted areas are located throughout the settlements, see map. Phoenix Park is a key recreational landscape feature located centrally within the Town Deal area. It is 66 hectares of community parkland built on the site of a former colliery. After many years as a derelict site, it was transformed into a public open space comprising footpaths, community woodland and wildlife habitats. There is a climbing wall, carved farmyard animals, a maze and an art gallery designed by a local youth group. Phoenix Park is owned by The Land Trust and managed by The Conservation Volunteers. There is an opportunity to improve these green spaces to increase visitors to the area, physical activity, environmental sustainability and community and educational participation.

Map of Green Space in the Dearne



Opportunity 6 - Community and cultural offer

A distinctive asset to Goldthorpe is the successful Dearne Valley Playhouse, a 380-seater theatre venue. It was opened in 2006 by Dearne local Brian Blessed, and has become the premiere venue in the Dearne Valley for cultural events. Its mission is:

“To provide unhindered access and opportunity to the people of Goldthorpe and the wider Dearne Valley sub region to high quality creative and artistic experiences.”

It is a community asset that is highly dependent on volunteers and provides the facilities for other local needs including meetings, parties, talks and competitions. The Dearne Playhouse is adjacent to many of the town’s other community assets: the playing fields home to Dearne and District Football Club and Dearne Cricket Club; the Dearne Valley Youth Centre; and Goldthorpe Medical Centre that was subject to the Barnsley NHS LIFT project. There is an opportunity to align these assets to create a unique culture and community hub for the Dearne.

Opportunity 7 – Skills initiatives to connect residents to opportunities

Currently there is no provision of dedicated skills/training, or a post 16 educational facility in the town. Proposed tailored local employment interventions aim to create supported pathways to local jobs from embedded worklessness, economic inactivity and long-term unemployment. These start from the principle of working **with** people through trusted community partners. Then engaging and working alongside them to tackle both real and perceived poor employment practices that are disincentives to engagement. The opportunity is to work with existing trusted third sector and community organisations to add capacity to engage local people and develop new community interventions. They will also link to Goldthorpe Digital Hub which aims to increase access to gigabyte capable connections in the area.

Opportunity 8 - Existing strengths of the town centre

Goldthorpe is a principal town in the local authority and the local shopping centre for surrounding communities. Pre-pandemic, local shops retained £2.9m of resident non-grocery spend, which is the highest proportion of any of the Borough’s local centres.⁶ The town centre’s existing strengths are:

- good supply of offices
- absence of floorspace outside the centre
- variety of specialist and independent shops
- the market
- availability of food shops.

Given potential housing and employment growth in the area, the town centre has the potential to draw additional footfall and spend in coming years. With further investment in the heart of Goldthorpe there is an opportunity to create a retail centre for the future.

Town centre business support is currently available for town centre businesses. Grants of up to £5,000 are being offered to new businesses opening on Goldthorpe High Street, helping people achieve their potential through entrepreneurial spirit and trade to a broader audience with an online presence, whilst shop front improvements grants are available for properties through Barnsley council’s Principal Towns programme.

Opportunity 9 - Digital infrastructure investment

As well as transport connectivity opportunities, Goldthorpe will soon become a place of quality digital connectivity. This year, Openreach has outlined plans for £12 billion infrastructure programme to provide ultra-reliable and gigabit-capable full fibre broadband to homes and businesses in and around 26 market towns and villages across Yorkshire and the Humber, of which Goldthorpe is one. This is expected to lever in additional private sector investment in Goldthorpe’s digital infrastructure, creating a residential and commercial location up to date with new build developments elsewhere in the Borough.

⁶ PRAGMA (2020)

4. Strategy

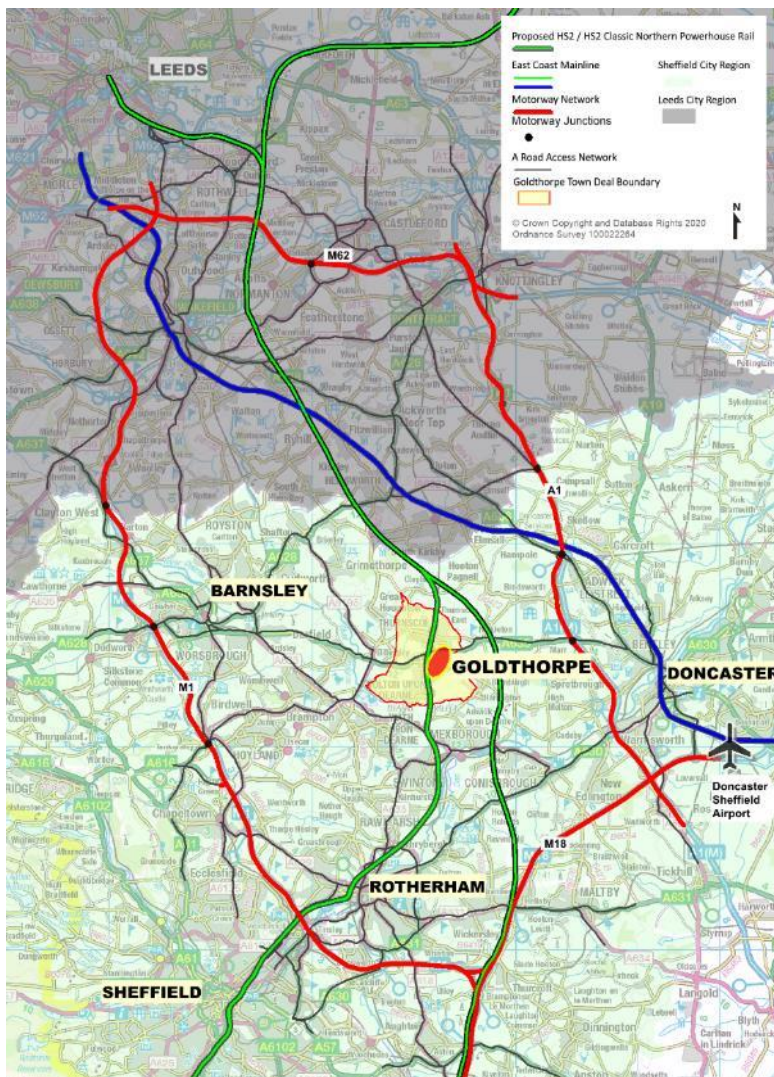
4.1 The Vision

The Board’s Vision for the town is that development of the investment plan proposals will **create the conditions for Goldthorpe to become a sustainable catalyst for economic growth in the Dearne Valley...**

“Working together to create a thriving community where people choose to live, invest and excel”.

Goldthorpe will be a *sustainable growth catalyst* for the Dearne Valley and wider City Region, restoring, renewing and regenerating to realise the town’s potential as a *magnet location* for a diversity of people and business. Our transition from coalfield origins to contemporary, *healthier and more aspirational* ‘town of choice’, at the heart of a connected Dearne economy, will accelerate as we secure new economic drivers and build the skills and capacity of our community.

High value regional businesses will be attracted by our *exceptional location and new infrastructure*, including our regional-scale employment zone, strategic road connections and links to the Northern Powerhouse and national rail network. Our existing businesses will be able to grow-on and remain in the Dearne, taking advantage of the town’s reputation as a *growth point for the Sheffield City Region*.



Our residents, existing and new, will feel proud of their town enjoying access to new, higher value employment and skills opportunities, a choice of quality housing, a refreshed and more vibrant high street, excellent leisure, greenspace and cultural facilities and unrivalled access to fine countryside and vibrant regional cities.

4.2 Stakeholder Engagement

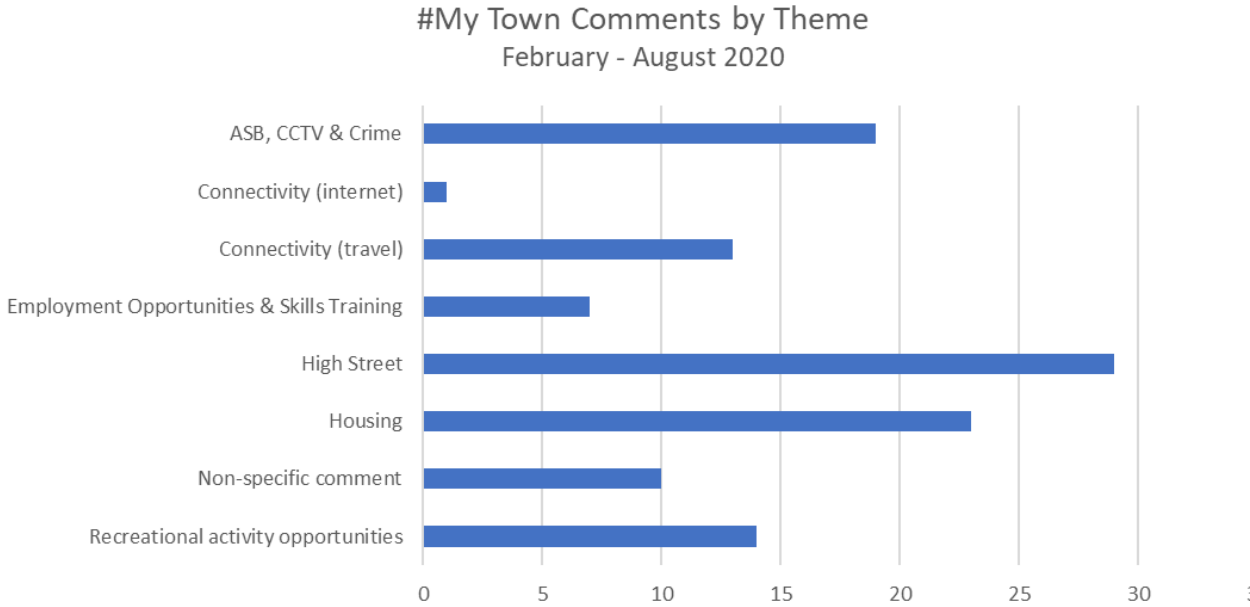
The Town Board has foundations firmly rooted in the local area, being created from the Dearne Approach (established 2013) who came together as a collective of residents, community groups, businesses and local area delivery partners in an attempt to avoid both a duplication and dissipation of effort in tackling and addressing community issues.

Stakeholder engagement has been at the heart of The Dearne Approach in determining key issues and priorities facing the community. These priorities are reviewed annually by community consultation and remain critical as a means to address challenges faced by the local community; they have remained constant from the initial findings in 2013 and are: Environment, Health, Housing and Jobs (Employability). The Towns Fund opportunity was wholeheartedly welcomed and is considered a real chance to deliver on some key priorities and make a difference Goldthorpe.

The Board will continue to inform, listen to and engage with the Dearne community throughout the lifetime of the Towns Fund project and afterwards maintain that relationship through the ongoing work of the Dearne Approach, Dearne Area Council and local area networks.

From workshops, developmental work and drawing on historic consultation, [#MyTown Goldthorpe](#) comments the Town Board developed a themed ‘Have Your Say’ consultation that looked to assess the level of support amongst the local resident and business community for the themes of Growing, Connecting, Developing and Placemaking Goldthorpe that the Board believe will address pertinent issues. A suitable time in the development of the TIP was chosen for consultation and targeted, at the whole of the Dearne community over a 17-day period.

Figure 9: #MyTown summary of comments by theme 2nd February - 4th August 2020



NB: Many people commented on multiple themes or chose a theme and commented on something unrelated. The results above reflect an internal assessment based on individual comments .

TIP Consultation August – September 2020

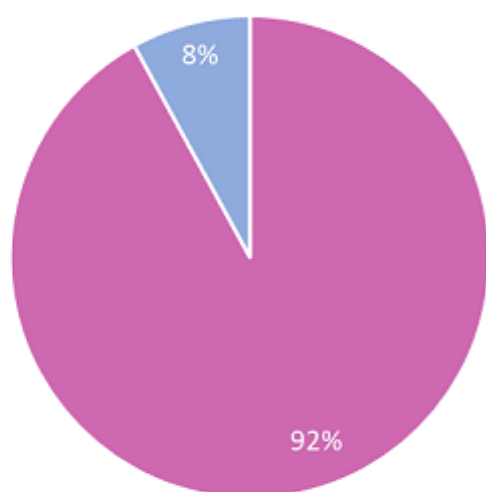
Consultation was promoted on our [dedicated web page](#), social media feeds, advertisement on local radio and in the local newspaper. Under the restrictions of the Covid-19 pandemic consultation took place online; the Board were aware this may be a barrier to engaging with some members of the community. To counteract this Barnsley Council contact centre volunteered to act as intermediary and take telephone calls during which operators would talk through material with the customer, or their intermediary, and record the response to any questions or options contained in any consultation. For those with an impediment to engagement we were able to use the Equality & Inclusion and Customer Engagement and Consultation teams at Barnsley to access equality and customer forums and directly target consultation.

In an area known locally to have 'consultation fatigue' the Board received what our Area Council Manager felt was a good response. 240 responses with 1 spoilt questionnaire.

Response to consultation themes

Outcomes from the consultation were very positive and wholeheartedly supportive of the proposed themes as can be seen from the graphs below. Quotes from the engagement are included to demonstrate that support and show some of the ideas that were generated, and which are reflected in our investment plan proposals.

Growing: Develop projects to facilitate more employment opportunities and improve the choice and quality of housing available in the area



■ In favour ■ Against

"Goldthorpe needs an uplift for its community, to give it a boost and give employment to local people. To bring spirit back to Goldthorpes community and give them something to be proud of."

"We need a genuine mix of employment opportunities - not mostly warehousing, but industries that will give youngsters greater opportunities to gain real skills and progression."

"Affordable work space is needed in the area for small business, larger work spaces are also required for larger employers a good mix of both is essential to this area."

"We need an investment in small business in training upskilling, management skills. We own and run a small business in Goldthorpe now operating 30 years we have weathered past recessions and hopefully we shall weather the current storm"

"The village is in the golden triangle for transport links and is ideal for a manufacturing and commuter hub."

"A range of employment opportunities need to be looked at ... there also needs to be local employment opportunities for those with higher level qualifications to encourage those with qualifications to choose to live and work in the dearne area and boost economic prosperity."

"...too many run down terrace properties, too many poor quality rented properties...Remove some of the run down terraces and replace with better quality housing."

"need investment to cover Coop St/ Beevor St/ Victoria St area which is particularly bad."

(Engagement Feedback 2020)

"Public transport links are essential to helping people to live and work in the local area. Walking and cycling are key to maintaining physical fitness and would provide benefits to all ages."

"It will give an opportunity for peoples fitness and mental well being"

"...public transport to enable people to get to the places of work at appropriate times... got a job in Barnsley . 4 hrs on his working day... No wonder it's difficult to get/stay employed"

"It is very dangerous to go on a bicycle out of Goldthorpe. The countryside is beautiful going out of the town but in every direction the roads are extremely busy"

"I do think that walking and cycling is definitely needed for the area. I used to love going round Phoenix park, sadly now health matters have taken over. Maybe somewhere to hire battery bikes locally would be a good idea."

"Goldthorpe need more buses and train to different part of Yorkshire"

"More regular railway instead of 1 an hour as that is useless for commuters to places like Sheffield and Leeds. Also more links to other cities and towns via train and bus."

"if there were plenty of local employment opportunities, the area lends itself to walking/cycling to work."

"Not enough cycle lanes."

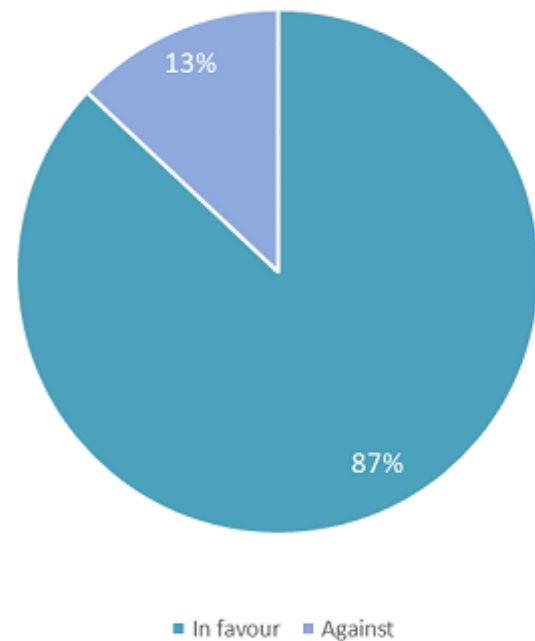
"People need inter connectivity with other areas to encourage work opportunities and save the environment"

"We live in a great area where it is not far to get to some wonderful countryside and scenery. I'd love to see more cycle paths alongside our main roads to get to those areas without risking life and limb on the busy roads."

"Safe cycleways are a must"

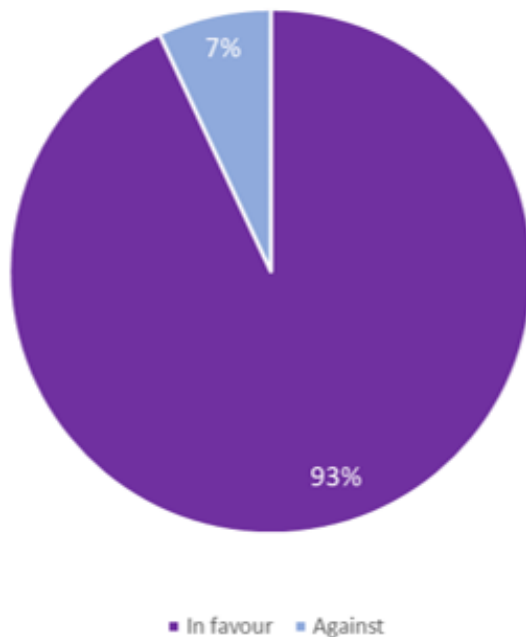
"Expand cycle route into a real network as they have in Holland"

Connecting: Develop projects to improve links to public transport and facilitate active travel (walking & cycling)



(Engagement Feedback 2020)

Developing: Include projects to help develop more community and social amenities



"The pandemic has highlighted the need for community and social amenities as it has proved harmful to people's wellbeing to be forced into isolation. Safe community and social amenities contribute to people's sense of security and belonging."

"An outdoor area for concerts and community events."

"...things for children and teenagers to do youth workers youth centres somewhere for them to go that's safe they can hang out do different things maybe learn a skill or just be social"

"Better facilities for teenagers and children"

"An indoor activities centre would be great for local people to come together and enjoy leisure activities such as team sports, dance, roller skating, arcades, pool, bowling, music events."

"Pop up events including cinemas, street food, health awareness, volunteer groups that are accessible for all"

"We need more for families to do together" "...re introduce a cinema club... either at the Dearne Play House or another venue. Set up a club for teens and young adults who play games on X Box, Ninento's, to exchange hints and tips, have friendly game battles, and socialize, have chats. The unused Co-op building would be ideal for some of those ideas ."

"Why not develop a cinema at Dearne Miners welfare Theatre?"

"Lack of funding to our councils has allowed youth clubs and libraries to be underfunded leading to less communal space for gathering. This needs to be reversed, especially for young people with no access to (free) clubs who may need some motivation to be proud of the area."

"We should be looking to invest more opportunities for young people (teens especially) a social outdoor space / youth clubs something to bring them together"

"Opportunities/incentives for affordable but nice places to eat, more use of the theatre facilities, more youth projects using pre-existing infrastructure such as the youth club, sure start centre, schools, leisure centre etc"

(Engagement Feedback 2020)

"ONE HUNDRED PERCENT I agree with this statement.

A lot of the people that have been born here are proud of their roots, and want to bring back the community as a whole.

There are groups that do an amazing job, but I know how disheartening this must be when someone comes along and "trashes" the work they have done."

"Caring for environmental spaces and encouraging volunteering promotes sustainability.

Better and more inviting access routes to Phoenix Park"

"Welfare park has been damaged over the years and really needs to be made a nice area."

"Absolutely. Its always nice to live in a clean tidy well kept area"

"It's improved over the years with an army of volunteers, but maybe it needs employed teams!"

"Other area's on a smaller scale could be like phoenix park which on the whole is a great walking, running and dog walking place."

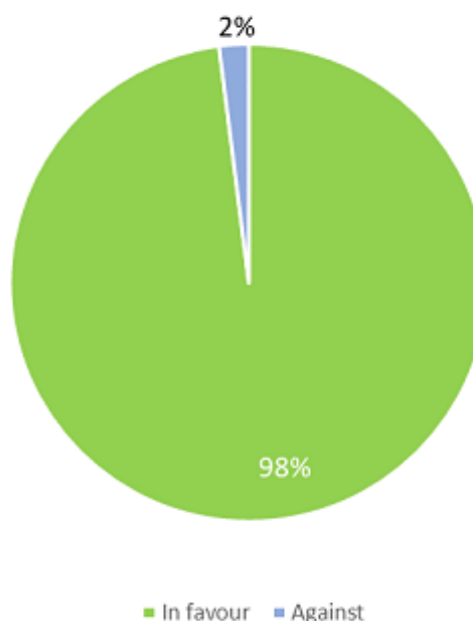
"The town centre looks tired and dirty"

"Having newly moved into the area, we have noted how residents all refer to it as "the village" with an immense sense of pride and belonging. We have received a very warm welcome into the village community. Perhaps Marker Stones referring to Village could contribute to a sense of place."

"the site of the old primary school and the horse and groom pub are eyesores. The market is getting the same way. It needs closing completely and re used for something else eg bungalows"

"Make this a place where people want to stay and build a life"

Placemaking: Develop projects to improve the environment in the Dearne villages to create a sense of a place that is well kept and cared for



(Engagement Feedback 2020)

4.3 Outcomes

To realise this vision for Goldthorpe, the Board have agreed four 'pillars' based around themes of Growing, Developing, Connecting and Placemaking.

Founded on clean growth ambitions and with the intention of creating the conditions for Goldthorpe residents and businesses to become more economically resilient and so contributing to longer term benefits and Covid-19 recovery of the town.

The Investment Plan will seek to deliver the following outcomes:



Growing Goldthorpe

a more diverse business base and residential offer expanding the town's footprint and its economic role in the region, with a more skilled and adaptable workforce benefitting from new and higher value employment opportunities.

growing



- Growing Goldthorpe
- Housing
 - Employment
 - High Street
 - Asset Rationalisation/ strategic acquisition/ demolition

developing



- Developing Goldthorpe
- Community hub/ skills/partner/ community services

Developing Goldthorpe

making the most of new investments, through developing education, and community assets to attract and retain new and existing businesses, residents and investment, whilst ensuring future sustainability.

connecting



- Connecting Goldthorpe
- Road
 - Rail
 - Bus
 - Active Travel

Connecting Goldthorpe

realising the strategic potential for Goldthorpe Station to act as a regional hub, connecting to the regional cities, while also supporting local green connections and opportunities for active travel to improve resident health and well-being.

place-making



- Place-making
- Public Realm
 - High quality design
 - Urban greening
 - Local distinctiveness

Place-making Goldthorpe

a vibrant and high-quality town centre and distinctive greenspaces, attracting and retaining residents with a high quality of life and enhancing the town's external reputation.

4.4 Goldthorpe Investment Plan

We believe our plan for Goldthorpe to be both comprehensive and ambitious, addressing issues and opportunities presented by the local area and reflects the priorities of the resident and business communities.

We are requesting £30.25m of funding from the Towns Fund which we believe will have a transformational impact on Goldthorpe.

Additional public and private sector funding will also be unlocked, and our proposals will create a lasting legacy for the town.



The Towns Fund monies will strengthen existing community assets, encourage clean growth, and deliver new facilities to make Goldthorpe a place to live, invest and excel by upgrading the physical fabric and environment of our town, regenerating our economy, raising the aspirations of adults and young people and improving the health and wellbeing of our residents.

Benefits to be delivered by the Investment Plan include:






- ❖ Acquisition of up to 42 hectares of allocated employment land
- ❖ Land reclamation and delivery of infrastructure required to access and prepare the acquired land
- ❖ Up to 50,000ft² of new industrial and commercial floorspace
- ❖ 30 new homes built to Barnsley low carbon standard
- ❖ 100-150 retro-fitted energy efficient homes
- ❖ Improved quality and safety of green spaces leading to increased usage with the associated health benefits
- ❖ New community and enterprise space
- ❖ Refurbished cultural facility with multifunctional outdoor performance / events space
- ❖ 1400m² new public space in the town centre
- ❖ 1640m² improved public realm
- ❖ Direct action on the Barnsley Sustainable Energy Action Plan with a 4MW solar array offsetting 13,723 TCO²e annually

5. Goldthorpe Project Proposals

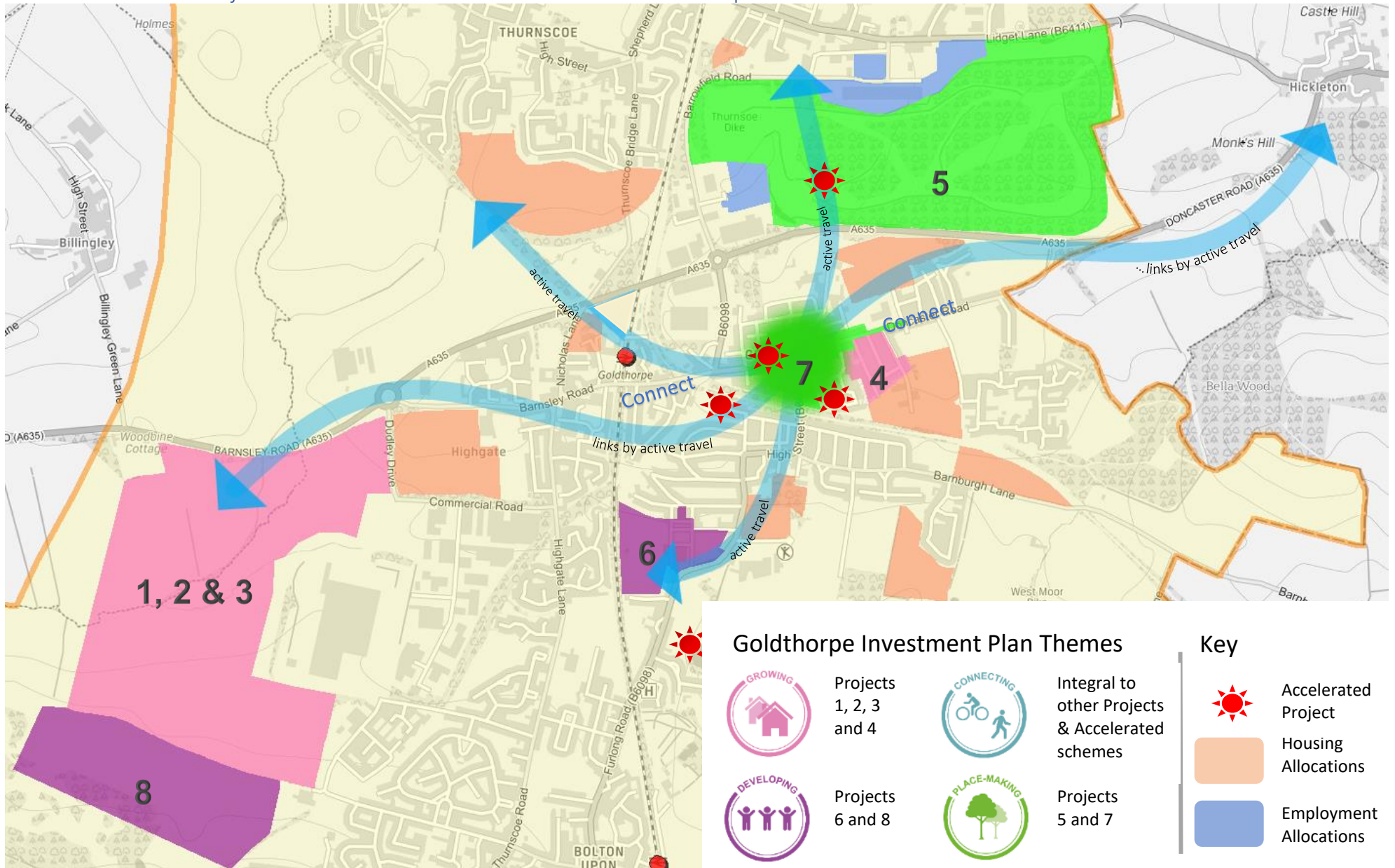
Early Interventions

In line with the ambitions of the Town Fund the early interventions for Goldthorpe (see map on page 21) have been developed to utilise £500,000 of accelerated Towns Funding. These interventions have been aligned to local priorities and create a pathway for the wider Town Investment Plan strategic interventions.



Theme	Description	Links to Wider Town Investment Plan
 <p>Growing Goldthorpe</p>	<p>The Market Site - Strategic demolition and reclamation, to facilitate a housing growth opportunity.</p>	<p>Facilitates housing renewal interventions, and housing growth.</p> <p>The relocated market will form part of an enhanced town centre.</p>
 <p>Developing Goldthorpe</p>	<p>Community Orchard (Tiny Forest) - Creation of a community woodland, a dense, native woodland that helps mitigate the effects of climate change, supports urban wildlife and reconnects people with nature.</p>	<p>Adjacent to the Dearne Playhouse and the area of the proposed cultural and community hub.</p> <p>Enhances use of green spaces with health and educational benefits.</p>
 <p>Connecting Goldthorpe</p>	<p>Phoenix Park Active Travel - Creation of a green active travel route between communities of Goldthorpe and Thurnscoe through Phoenix Park, converting existing paths into a multi-user route.</p>	<p>Connects Goldthorpe to surrounding locations whilst encouraging use of green space and active travel</p> <p>Part of wider plans for Phoenix Park.</p>
 <p>Placemaking Goldthorpe</p>	<p>The High Street - Strategic acquisition, demolition and remediation of the derelict premises on at a prominent location on the high street.</p>	<p>Enables the creation of a high-quality public square and new site for the relocated market and residential development.</p> <p>Enables the redevelopment of the existing market site.</p>
 <p>Placemaking Goldthorpe</p>	<p>Embankment Green Space – Further transformation to the disused railway line into a community use and green space through resurfacing of footpaths, handrails, resurfacing walls for murals, natural surveillance, plants, shrubs and trees.</p>	<p>Enhancement of green spaces, improving place quality and encouraging active travel.</p> <p>Increased awareness and engagement in community and education activities.</p>

Plan of Accelerated Projects and Investment Plan interventions in Goldthorpe



Growing Goldthorpe - 1, 2 & 3: Employment Opportunities

The cumulative impact of the Town Investment Plan projects 1, 2 and 3 provide a programme of investment that will unlock the development of a major employment growth opportunity in the Dearne Valley ultimately facilitating the long-term commercial development of the entire 72.9ha allocated employment site (local plan reference ES10).



New employment opportunities will be created, and investment attracted into the area.

The accommodated employment will positively affect the local labour market, increasing the availability of well-paid jobs, and encouraging skilled young people not leave the town to seek opportunities.

Increased business activity will lead to spend in local economy and town centre, as well as provide skills and training opportunities.

Growing Goldthorpe - 4: Housing and Energy Efficiency Opportunities

Addressing the poor quality housing and environmental amenity of an area of pre-1919 terraced housing. The area is not considered a residential area of choice; creating high turnover, empty properties and some anti-social behaviour issues.



Following approval of the project by MHCLG an area based master planning exercise will be undertaken to review potential options and determine the best course of action to successfully achieve the aims of the project.

Placemaking Goldthorpe - 5: Phoenix Park Visitor Attraction Improvements



Once the site of the former Hickleton Main Colliery, Phoenix Park is now a popular woodland park. This project seeks to enhance the sites appeal as a destination and thoroughfare, realise its potential to support small scale enterprise and a greater level of organised community activity and to expand an education programme currently working with four local schools to extend the offer to weekends and school holidays.

Developing Goldthorpe - 6: Community and Cultural Hub

This project aims to see the development of a combined community and cultural hub within Welfare Park. Proposals include development of an outdoor multifunctional performance and community events area, parking and refurbishment of the existing Dearne Playhouse. An improved road infrastructure to provide access to the theatre and parking completes the proposal. In addition an active travel route will also link into these areas to make this accessible by bike and foot.



NHS Barnsley Clinical Commissioning Group is currently working with primary care providers and other key stakeholders to refresh the primary care estates strategy which includes the LIFT centre at this location. It is intended that the Dearne will be the test bed for neighbourhood hubs that will see general practice and enhanced community health services co-located together with other community services that support people and communities to improve their health and wellbeing.

Placemaking Goldthorpe - 7: Heart of Goldthorpe

A robust and evidence based masterplan has previously been developed for the Heart of Goldthorpe and was



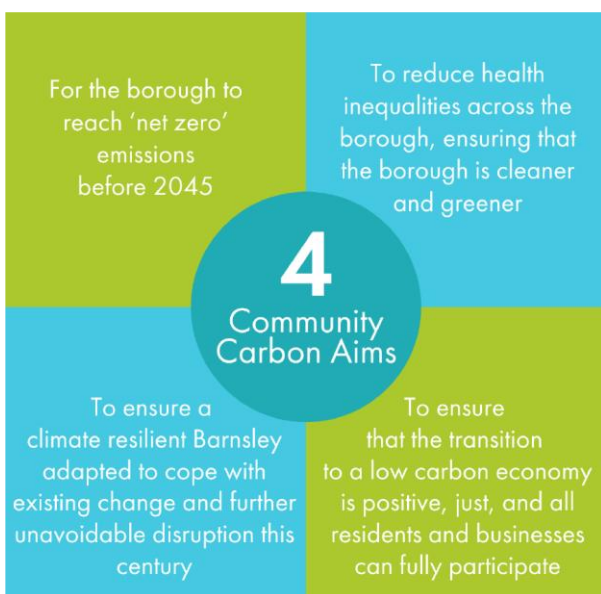
part of a package of projects identified within the Dearne Valley Renaissance Market Towns (RMT) strategy. The 2010 masterplan articulated a clear vision and opportunity to transform the high street into vibrant and sustainable town centre. Elements of this plan were realised, such as the delivery of a new primary school and partial upgrade of public realm.

Unfortunately, the wider aspirations were stalled following the premature ending of the programme resulting in a significant missed opportunity for the town.

The Town Investment Plan provides a framework to reinvigorate and deliver the elements of the original masterplan whilst also ensuring that the local area is able to positively respond to both old and new impacts in a post COVID context. This project will seek to deliver a new public plaza and events area providing a central point for community activity, public realm improvements, place identity, wayfinding and an active travel linking the high street to the wider active travel network.

Developing Goldthorpe - 8: Community Owned Solar and Nature Park

This project supports sustainable growth in Goldthorpe. Build out of a community owned solar PV farm could provide electricity to be sold into local business and public buildings via direct wire and Power Purchase Agreement (PPA). The link to potential off takers of the energy generated creates an income stream to potentially fund community initiatives while offsetting the carbon which the town plan will create. It is intended the site will also host managed wetland and botanical gardens with associated education and visitor facilities.



The project will also positively contribute to achieving the Barnsley net zero 2045 commitment and address the four key community action aims of the [Sustainable Energy Action Plan](#)



Developing Goldthorpe - 9: Skills and Enterprise Centre Feasibility Study



This project seeks to address the skills deficit in the area and prepare local people (school leavers and those of working age) for a future labour market needs. We wish to assess the feasibility of developing and building a commercially viable, sustainable world class technical training facility building in the Goldthorpe area.

The working concept will test whether it would be viable to site a cutting edge technical training facility in the area, as part of a larger technical skills eco-system in the Sheffield City Region.

Connecting Goldthorpe - 10: Improving accessibility in and around the town

Although not a stand-alone project Connecting Goldthorpe is seen by the Board as integral to the overall aims of the Investment Plan. Goldthorpe faces some connectivity issues, rail services run hourly on weekdays with reduced services on Sunday. There is no direct connection to the rest of the borough however aside from the neighbouring towns of Thurnscoe and Bolton upon Dearne. Rail travel into Barnsley itself requires connection via Meadowhall or Wakefield Kirkgate; the Board also recognise the strategic potential for Goldthorpe Station to act as a regional hub, connecting to local and regional cities.

Goldthorpe has fairly good east/west bus connectivity, with a large number of services connecting into Barnsley and 2 services to neighbouring Doncaster. As with rail, bus access to other areas of the borough is restricted and requires connections at Barnsley Interchange. Bus travel is also prone to slow journey times and punctuality issues due to increasing levels of congestion on the highway.

While the desire to improve bus and rail connectivity has not translated into a project proposal other avenues exist for making more localised improvements such as the Supporting Active Travel and Transforming Cities Funds. This is an opportunity (via BMBC) for improving bus and active travel routes and local green connections; this could improve accessibility, resident health and well-being and Active Travel improvements might include:

- ❖ Provision of an off-road segregated Active Travel Link connecting Barnsley Town Centre and Goldthorpe Town Centre via Stairfoot Roundabout and A635.
- ❖ a rapid transit bus scheme between Barnsley and Doncaster
- ❖ Provision of a Quiet Neighbourhood Area designed to reduce the amount of traffic on residential areas.
- ❖ Provision of an off-road segregated Active Travel Link connecting Wombwell to Goldthorpe via B6096.
- ❖ Improving active travel connectivity to Goldthorpe Rail Station.

Working together to create a thriving community where people choose to live, invest and excel

In the long term these intervention projects will benefit our town and our community, creating jobs, GVA and social wellbeing. Goldthorpe's Towns Fund partners have a strong track record in delivering transformational projects and the Town Board look forward to Government approval of our Investment Plan so that we can begin to deliver our bold ambitions for Goldthorpe.

Supporting our Investment Plan projects there is additional investment being made into Goldthorpe:

2020 saw Openreach announce that Goldthorpe was to benefit from ultra-reliable and gigabit-capable full fibre broadband as part of their £12 billion infrastructure programme. This is expected to lever in additional private sector investment in Goldthorpe's digital infrastructure, creating a residential and commercial location up to date with new build developments elsewhere in the Borough.

As mentioned earlier there is also plans for Supporting Active Travel and Transforming Cities Funded projects in Goldthorpe and the Dearne Valley.

6. Next Steps

The Town Investment Plan was submitted to the MHCLG in December 2020 and the Town's Fund Board await the outcome of the submission and the response from Government.

The Town Board continue to work on the development of the projects identified in the proposals in advance of the next stage of the process whereby detailed business cases are to be drawn up for each project being taken forward. This process can take up to a year and following business case approval a Summary Document is submitted to MHCLG; it is at this point specific funding is released and project implementation can begin.

In the meantime our Accelerated projects continue to progress and will be completed in Spring 2021.