

VIEWS FROM A CITY SUBURB

COUNCILLOR STEPHEN HOUGHTON
LEADER, BARNSLEY MBC

SOME HISTORY

- **1981 - 22% OF WORKFORCE IN MINING INDUSTRY – MORE THAN AN EMPLOYER**
- **1985 – BEGINNING OF THE END**
 - **‘A SEISMIC DECLINE IN SCALE AND IN TIMING’**
- **1993 – BARNSELY ‘THE FORMER MINING TOWN’**
- **THE CHALLENGES**
 - **BARNSELY’S ‘REASON FOR BEING’- ?**
 - **ADJUSTMENT FROM SEVERE AND PERSISTENT INDUSTRIAL DECLINE**

REGENERATION: EARLY LESSONS

- **REGENERATION - AN OBJECTIVE SINCE FIRST PIT CLOSURES**
- **FOCUS ON REPLICATING THE PAST eg RE-INDUSTRIALISING THE BOROUGH**
 - **‘A SENSE OF BEREAVEMENT AND NOSTALGIA FOR THE PAST’**
- **TOO MANY SINGLE ISSUE INITIATIVES – JOBS ‘AT ANY PRICE’**
 - **ONLY DELIVERED MARGINAL IMPROVEMENTS**
- **REGENERATION NEEDED TO BE HOLISTIC**
 - **PHYSICAL, ECONOMIC AND SOCIAL**

RETHINKING BARNSELY (1)

- **ROLE AND PURPOSE IN FUTURE**
 - **A ‘NEW VISION’**
- **RECOGNISING ITS ‘PLACE’**
 - **WITHIN SUB-REGIONAL ECONOMY**
 - **EXPLOITING ITS GEOGRAPHIC LOCATION**
 - **MEETING PUBLIC EXPECTATION**
- **AMBITION AND VISION**
 - **GROUNDING IN REALITY**

RETHINKING BARNSELY (2)

- **AMBITIOUS – BUT ACHIEVABLE**
 - **WE DID THE NUMBERS**
- **OUT OF THIS PROCESS – RECOGNITION OF OUR RELATIONSHIP WITH LEEDS AND SHEFFIELD**
- **BUT ALSO HELPS US TO UNDERSTAND RELATIONSHIPS WITH OUR OTHER NEIGHBOURS BETTER**

REINVIGORATED RELATIONSHIPS

- **WE THEN KNEW WHAT WE WANTED/NEEDED FROM OTHERS**
- **WE ALSO KNEW WHAT OUR CONTRIBUTION TO THE SUB-REGION AND REGION COULD BE**

WHAT THIS HAS MEANT

- **WE NOW HAVE A RENEWED SENSE OF PLACE AND PURPOSE**
- **THE OUTCOME HAS BEEN:**
 - **INCREASED RDA CONFIDENCE**
 - **INCREASED GOVERNMENT CONFIDENCE**
 - **INCREASED PRIVATE SECTOR CONFIDENCE**
- **INVESTMENT HAS INCREASED**

LESSONS (1)

- **WE ARE NOT AN ISLAND!**
- **IF WE HAVE THE RIGHT IDEAS**
- **IF WE HAVE THE RIGHT PLANS**
- **PEOPLE WILL SUPPORT US**
 - **IF WE STOP WHINGING AND GET ON WITH IT!**

HOW WE DID IT

- **RDA URBAN RENAISSANCE PROGRAMME – ONE OF FIRST SIX DESIGNATED**
- **ACCESS TO TOP CONSULTANTS**
- **‘PLANNING FOR REAL’ EVENTS**
 - **CREATED A MASTER PLAN FOR THE TOWN**

RETHINKING BARNSLEY (3)

- **THE VISION:-**
 - **A VIBRANT RESIDENT, BUSINESS AND CULTURAL COMMUNITY**
 - **A PLACE OF REGIONAL AND NATIONAL SIGNIFICANCE**
 - **KNOW FOR ITS ECONOMIC, CREATIVE AND CULTURAL SUCCESS, ENVIRONMENT AND QUALITY OF LIFE**

- **SUPPORTED BY THREE ‘21ST CENTURY’ AMBITIONS:-**
 - **A VIBRANT MARKET TOWN AT THE CENTRE OF A DYNAMIC, PROSPEROUS ECONOMY**
 - **A CREATIVE AND ENTERPRISING WORKFORCE**
 - **AN OUTSTANDING QUALITY OF LIFE**

REMAKING BARNSELY MASTERPLAN

- **A SERIES OF REAL PROJECTS WITHIN DEFINED ‘DISTRICTS’**
 - **MARKETS – ENHANCED RETAIL, RESIDENTIAL AND LEISURE**
 - **TRANSPORT INTERCHANGE**
 - **CIVIC CULTURAL FACILITY**
 - **DIGITAL MEDIA CENTRE**
 - **WESTGATE PLAZA AND NEW COUNCIL OFFICES**
- **PROPERLY COSTED AND FUNDED**

LESSONS (2)

- **THE CHALLENGES:-**
 - **ELECTED MEMBER ‘BUY IN’**
 - **PUBLIC ACKNOWLEDGEMENT AND ACCEPTANCE**
 - **IMPROVING THE IMAGE OF INVESTORS**
- **IN SHORT, CHANGING ASPIRATIONS AND PERCEPTIONS**

LESSONS (3)

- **BARNSELY HAS SUBURBS TOO!**
 - **REMAKING BARNSELY NOT JUST ABOUT THE TOWN CENTRE**
 - **NEW LIFT CENTRES; NEW EXTENDED SCHOOLS**
 - **NEW BUSINESS SPACE AND ENTERPRISE**
 - **HOUSING – GREATER NUMBERS AND DIVERSITY OF PROVISION**
- **SUSTAINABILITY = EDUCATION AND SKILLS**
 - **‘REMAKING LEARNING’ - £320m BSF PROGRAMME**

FUNDING SOURCES

- **E.U. OBJECTIVE 1**
- **R.D.A.**
- **PRIVATE SECTOR**
 - **PUMP PRIMED BY PUBLIC SECTOR**
- **IT HAPPENED BECAUSE OUR BUSINESS PLAN (THE MASTER PLAN) WAS REAL**



BARNSELY'S POSITION AS A 'CITY SUBURB'

- **IDEAL GEOGRAPHICAL POSITION – PART OF THE NORTH'S 'GOLDEN TRIANGLE'**
 - **UNIQUELY, A MEMBER OF TWO CITY REGIONS**
- **WE NOW CONTRIBUTE TO THE CITY REGIONS**
 - **A '21ST CENTURY MARKET TOWN'**

OUR CONCLUSION

- **ARE WE A CITY SUBURB?**
 - **OH NO WE'RE NOT!**
 - **LANGUAGE IS EVERYTHING**
- **WE ARE ALL COMMUNITIES IN OUR OWN RIGHT!**