

Remaking Barnsley: Connecting the Cultural Agenda.

A large, stylized purple letter 'B' is positioned on the left side of the slide. It is semi-transparent, allowing the blue sky and white clouds of the background to be visible through its cutouts.

**Dr Ann Gosse
Executive Director
Barnsley MBC**

Remaking Barnsley -

Tuscan Hill Town

“Benvenuto a Barnsley”

Guardian April 2002

**“Barnsley? Eeh, it’s the
new Tuscany”**

Daily Express 2002

**“Mamma Mia, whatever’s
happening to Barnsley”**

Guardian 2002

**“Will Barnsley have the
last laugh?”**

Daily Telegraph 2002



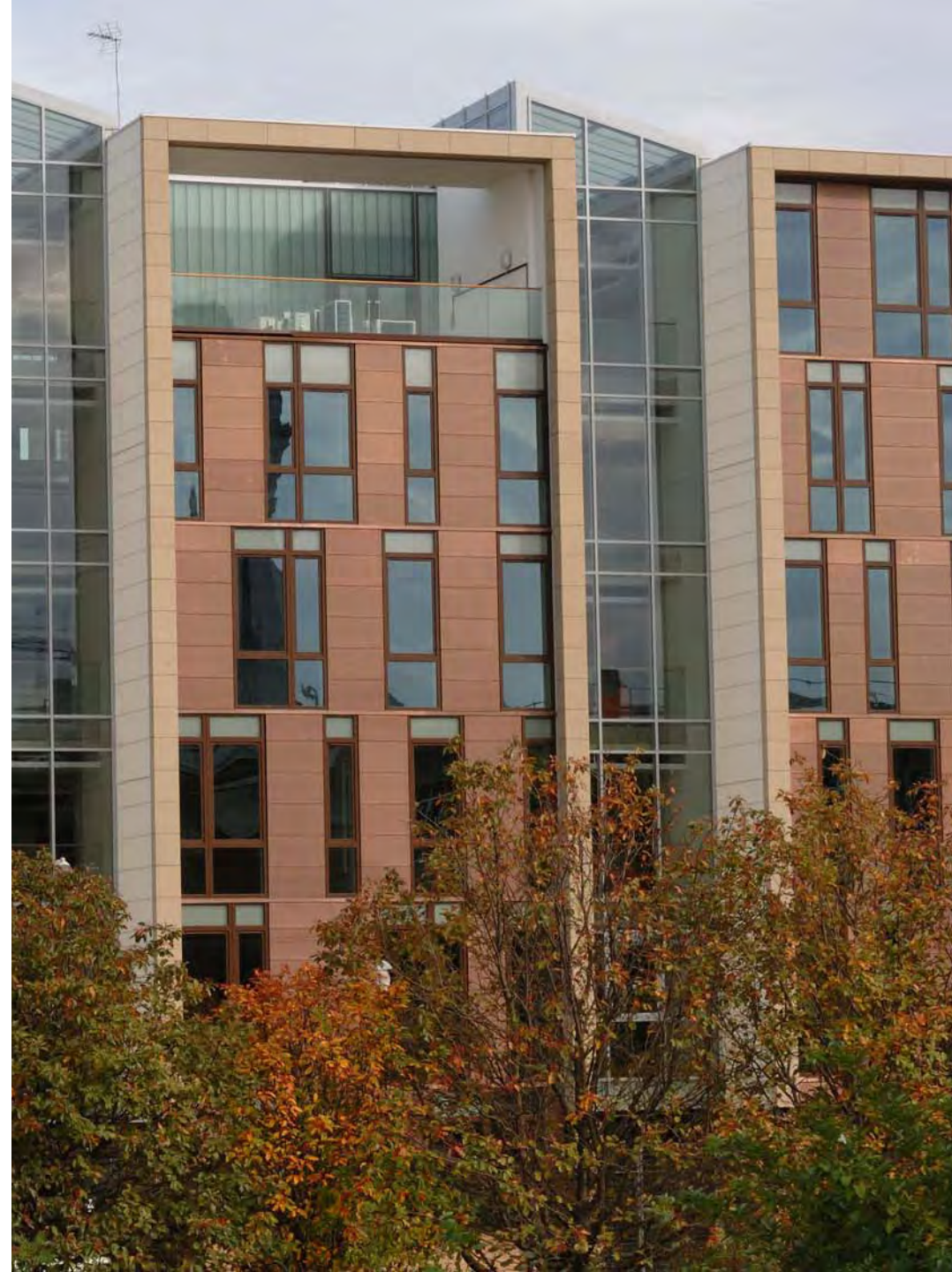
We started with a vision

Creating a new identity –
what is Barnsley's role in
the world?

What kind of place does
it need to be?

Raising aspirations and
desire to achieve

Nothing is too good for
Barnsley



We're refreshing the Remaking Barnsley Plan

Masterplan – Framework for
the next 30 years

Focus on town centre as
driver for regeneration

Major projects to deliver the
vision

Linked programmes of
funding

Support from private sector
& regeneration agencies



And we're making great progress

Breathing life into our 21st Century Market Town

Transport Interchange

Digital Media Centre

Westgate Plaza One

Civic and Mandela Gardens

Queens Hotel

Gateway Plaza

Raised community confidence

Improved Leisure opportunities



We know that shaping
place is about shaping
people . .

and that's the
hardest job of all



Cultural Strategy

Commitment to create a culturally inspiring, dynamic and thriving 21st Century Market Town & Borough

Aims to improve the economic prosperity and vitality of Barnsley.

Aims to improve the social health and well being of the residents and communities of Barnsley

Cultural Consortium vital to this



Cultural Strategy objectives:

To change the perception and image of Barnsley

To provide high quality, accessible and welcoming facilities and venues

To develop a creative and enterprising culture

To create a vibrant, attractive and successful town centre for residents, businesses and visitors

To support the development of local



Cultural Strategy will help us to:

Increase audiences in our new and established venues

Increase income from our visitor economy

Grow the number of creative businesses

Keep the districts connected to the town centre

Continue the momentum from our investment to date



Barnsley Civic / Mandela Gardens

**Allen Tod Architects / Bond
Bryan Architects**

A £15 million renovation &
extension to a Grade II listed
building

Provides access to all
council services through a
new Community Information
Service

Work, performance and
showspace for culture and
creativity

Mandela Gardens is now a
well used public square



Digital Media Centre

**Bauman Lyons
Architects**

A £9.7 million project dedicated to the needs of new and existing businesses in the creative digital industries

Strong take up from a range of businesses

Now connecting creative and cultural activity with business through exhibitions and networking



Remaking - The Future

Experience Barnsley – The town hall becomes a museum of Barnsley life

Connections between the borough & the town centre

Remaking refresh – prepare for the next phase of development

Increasing our visitor economy

Launch and deliver the Cultural Strategy

