

BARNSELEY

Creating a digital economy

Barnsley is a medium-sized British city with a population of 234,300. Like many towns and cities across the EU it is keen to develop a 'new' economy based on innovation and Industry 4.0. following the contracting of the mining industry in the 1980's.

Barnsley has been committed for over 10 years to growing higher value jobs, particularly within its creative, tech and digital sectors.

The practices which have been at the heart of recent success in the city are:

1. **Enterprising Barnsley** - a successful business support programme which brings together a startup programme (Launchpad) with Access to Finance, Property Finder, Inward Investment, Recruitment and Training, Supply and Export support and aims to provide a one-stop shop for local businesses wishing to access Council Services;
2. **The Digital Media Centres (DMC 01 and 02)** - physical hubs for creative and digital business in the town centre.

Through their participation in three different URBACT Networks - **TechTown** and **TechRevolution 1.0. and 2.0.** - the local council has developed its local digital economy beyond the town itself and in 2022 was asked to lead the digital strategy at regional level. Part of this will be through The Seam - the new name for the town centre business district which incorporates both DMC 01 and DMC 02. Moving forward it will include Barnsley College's SciTech building for digital learning and there are plans to add residential, retail and travel facilities.

Costs and resourcing

As this good practice has evolved over more than 10 years, it is very difficult to put a cost against the various activities. To give an idea, over £10m has been spent on the two DMC's and the annual budget for Enterprising Barnsley has count with ERDF funding until 2023.

Advice and tips

for other cities from Tracey Johnson, DMC Manager and leader of all things digital and tech within Barnsley, South Yorkshire, UK:



***Put people at the heart of everything
Adopt a customer-centric approach.
Think about entrepreneurs and tech
startups at every stage Remember,
it's not just about a building -
people, networking, connections
and community are core.***

Contact

Tracey Johnson, DMC Manager - traceyjohnson@barnsley.gov.uk

For more information:

<https://express.adobe.com/page/njnMc77LG9mH4/>

<https://www.theseam.digital/>

<https://www.barnsleydmc.co.uk/>

<https://www.enterprisingbarnsley.co.uk/>



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