

Digital Campus June 2018

Paul Clifford, Barnsley



Meet Barnsley!

Wider Growth
Context

Two city regions

M1 access



Why Digital?

Economic

- Opportunity for major step change in our growth agenda
- Being ahead of the curve
- Unlocking growth through digital



Why Digital?

Place

- Key strategic & under utilised site
- Ensure sustainability of town centre investment
- Build on existing digital reputation



Why Digital?

People

- Inclusive growth
- Raising aspirations
- Improving opportunities and lifestyle for local people





**DIGITAL
CHALLENGE**

**WORK SO
FAR**

- Lack of digital skills
- High level of digital exclusion
- Not enough digital biz
- Brain drain and pull of cities

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- TechTown Action Plan
 - TechTown Network
 - Digital Campus approach
 - Leading digital manufacturing agenda
 - Strong partnerships
 - Successful accelerator

Courthouse Campus - redevelopment opportunity

Mixed use site

Masterplanning in procurement

Need to link to town centre redevelopment

Need to increase GVA / higher value jobs

Innovative & contemporary residential offer

Links with college and BMBC properties

DMC 'grow on' space

The image features a stylized, abstract map of a city street layout. The streets are represented by thick, colored bands in shades of green, yellow, and blue. In the center of the map, there is a green silhouette of a city skyline with three buildings of varying heights. Below this skyline is a dark green rectangular box containing the text 'Digital Campus' in white. The background is divided into large, angular sections of red, green, yellow, and blue, suggesting different urban zones or planning areas.

Digital Campus

TechTown Action Plan - more digital jobs and businesses

Need for innovative approach to skills

More cross sector collaboration / connections

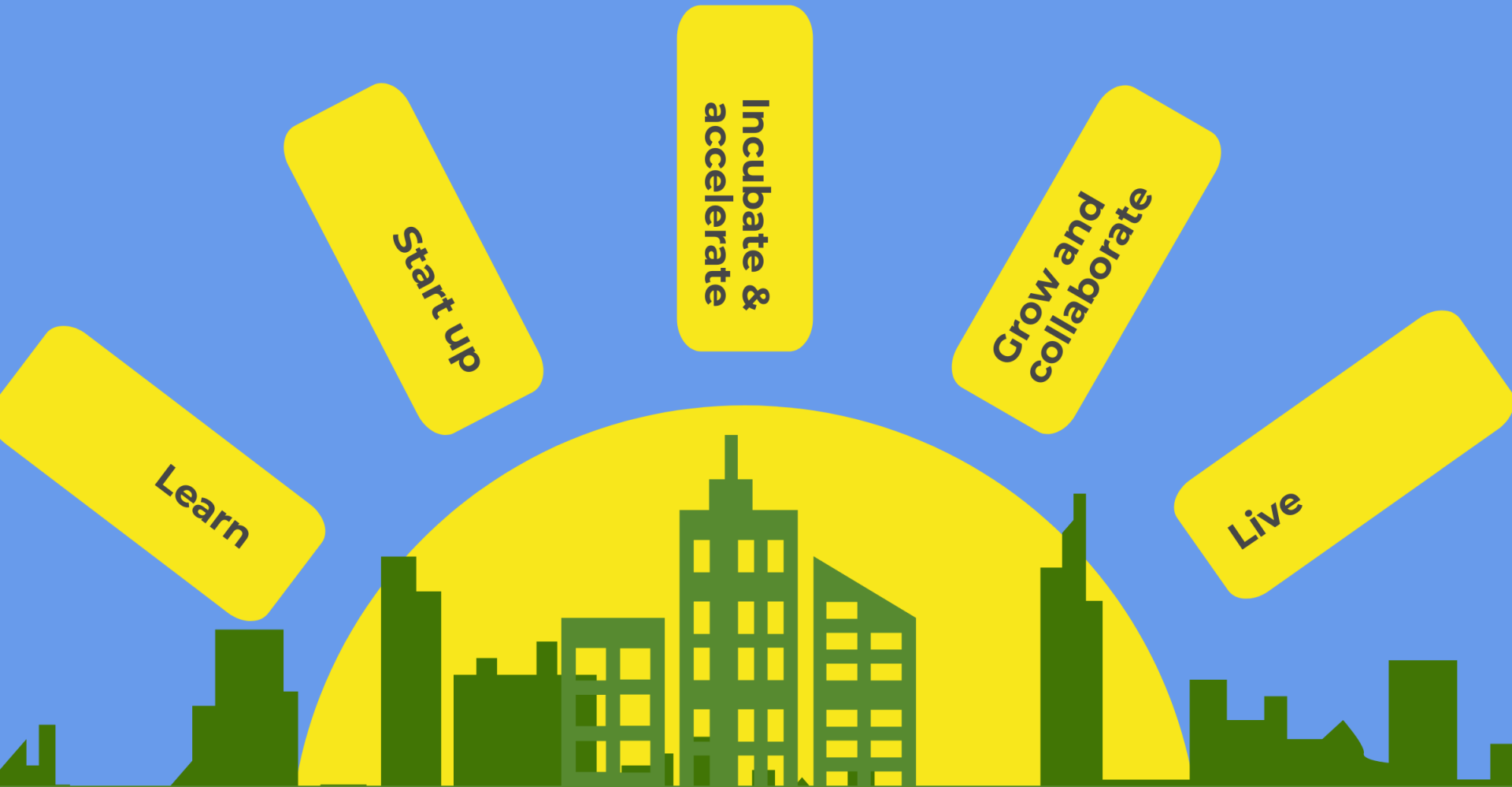
More education and business collaboration to improve skills pipeline

More spaces and places for digital community & activity such as incubation/acceleration

Greater linkage with culture

DMC 'grow on' space

Digital Campus:
Bringing together digital people, learning and businesses across a connected campus of places and spaces both online and offline to deliver more and better jobs and businesses



Digital Campus - an ecosystem accelerator

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Digital Campus

Core Objectives

Place:
create a smart digital campus

Business:
To create more high skilled digital jobs & businesses

People:
Develop a supply of talent to fill digital roles



Digital Campus strategy: current plan

Digital Place



- The Core
- Residential
- Institute of Technology
- Public Realm
- Urban Connectivity
- A smart campus
- Connected Lab & Makerspace

Digital Businesses



- Supporting Digitalisation & Connected Manufacturing
- IoT Tribe Accelerator
- Launchpad start up
- Business support
- Grow on space
- Investment & Ecosystem

Digital People



- Moving from *Coal to Code*
- Digital skills for digital jobs
- Raising aspirations
- Awareness of digital jobs
- Digital Inclusion
- Talent attraction and retention

Digital Partnerships



- Private Sector:
 - IoT Tribe
 - Capital Enterprise
 - Rolls Royce
 - Microsoft
 - Barclays
 - Tesco
 - Centrica
 - SAP
- Public Sector:
 - City Regions
 - Universities
 - Digital Catapult
- International:
 - TechTown
 - TechRevolution
 - IUC - China

How will we measure success?

Digital Place:
The Core open
2019; Campus
2020

Digital Biz:
40 businesses
supported/120
jobs+

Digital People:
1000
engagements
pa

What are we looking to achieve with IUC?

- **New learning to apply to the Digital Campus plans**
- **Share our knowledge and experience**
- **New connections to fuel our network**
- **Access to digital tech industry knowledge and links to support local businesses**
- **Potential for new sources of finance for Digital Campus**