

# HEALTH ON THE HIGH STREET

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Barnsley – the place of possibilities.



Health on the High Street is a trailblazing initiative in Barnsley that is bringing access to a range of health and wellbeing activities into the heart of Barnsley town centre, improving access to health and bringing increased footfall on the high street, a health and wellbeing hub will be at the heart of this approach.

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**Phase one** of this initiative was the creation of the Community Diagnostic Centre which already offers a range of diagnostic services, such as ultrasound, x-ray, breast screening, and phlebotomy, in a convenient location. This facility has reduced waiting times, increased uptake rates, for example we have seen a 22% increase in attendance for mammograms and a 24% reductions in Do Not Attends (DNAs), improved patient satisfaction, and contributed to early prevention and integration of care. From an economic growth perspective, it has increased footfall into the town centre (an additional 55,000 visits) which directly impacts our ability to attract other end users into the town centre, whether they be retail, leisure or food and beverage end users.

22% Increase in  
mammogram attendance



24% Reduction in  
Do Not Attends



**Phase two** will be the development of a health and wellbeing hub in the Alhambra Centre in the centre of town, working with key partners such as Barnsley Hospital, Barnsley Premier Leisure and South West Yorkshire Partnership NHS Foundation Trust (SWYFT)



**What is the Health and Wellbeing Hub:** The Hub will host a number of health and wellbeing services, such as NHS outpatient services, gym and wellbeing centre, and mental health services, in addition to other related council services and will provide spaces for people to access, link, and talk about the support they need. The Health and Wellbeing Hub will be located adjacent to the Glassworks in Barnsley Town Centre, which was acquired by the Council with the support of the South Yorkshire Mayoral Combined Authority (SYMCA).





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“Attracting an additional

150K in footfall

per annum”

## “challenging the ‘hospital first’ culture”

**What are the impacts of the Health and Wellbeing Hub:** The Health and Wellbeing Hub will reduce pressure on existing healthcare facilities, improve access and quality of care, increase the diversification and prosperity of the town centre, increase footfall, and integrate wrap around care and compatible services to address the wider determinants of health and wellbeing. In addition, we anticipate that it **will reduce pressure on A&E services** - by encouraging residents to access non-emergency services in a different location, we are challenging the ‘hospital first’ culture and reducing dependency on acute settings.

**Current position and what happens next:** The initial investment will be underwritten using SYMCA Gainshare funding which will be complemented by partner investment, as well as additional funds from other sources, including a £1.5m investment from Barnsley Council’s Future Highstreet Fund allocation. An outline business case has already been agreed with Barnsley Hospital and Barnsley Premier Leisure. The next stage is to work with partners to deliver the initial capital works, funded by FHSF, and work on the commercial strategy for the asset. In addition, a Full Business Case will be submitted to SYMCA once plans have been developed further.

**In summary this project will:**

- Be centred on more efficient and effective public services emanating from joined up service delivery that will **deliver excellent value for money.**
- Provide a high-quality care environment and **enhanced patient experience.**
- Improve the experience of the Health and Care workforce: Evaluation of the CDC has demonstrated **enhanced levels of job satisfaction from NHS employees.**
- Improve access due to closer proximity to public transport therefore reducing reliance on private car usage, making services more accessible to more people.
- Lead to a **reduction in Do Not Attend rates.**
- Integrate wrap around care and compatible services, resulting in a **healthier Barnsley.**
- Increase the diversification and prosperity of the town centre: a new demographic will be introduced to Barnsley town centre and attract an **additional 150k footfall per annum, generating at least £1.5m additional visitor spend.**
- Provide greater collaboration with preventative services across the healthcare sector, ensuring joined-up working to tackle the wider determinants of health in people’s lives.
- Reducing pressure on existing healthcare facilities.