

Barnsley
**20
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live.



work.



invest.

**Hear from some of the people
and businesses that make it possible.**



BARNSELY
Metropolitan Borough Council

Barnsley is a place that fosters and grows ambition, enabling everyone to be the best they can be.

These pages shine the light on local people who have unlocked the benefits of learning and work.

Together, we'll explore how opportunities for people to develop skills, talent and creativity opens exciting prospects.

The stories in this magazine show how Barnsley's talented people contribute to the growth and prosperity of our beloved borough.

As a great place to invest, there's enormous growth potential here. We're in a superb location, with excellent links to road networks, digital connectivity and we have an attractive local offer.

It's time to believe in the possibilities of Barnsley, to look to the future with excitement and optimism.

Join us as we explore the stories from the people who make Barnsley a great place to learn, work and invest.



Contents

VanShades,
Bespoke Motor Blinds **04**

The Mediterranean Deli,
Barnsley Markets **05**

Ward Green Lodge,
Care Home **06**

Visualised It,
Video Production Service **07**

Glass Onion,
Vintage Wholesaler **08**

Henry Boot Construction,
Construction Contractor **09**

Pebbles Care,
Social Care **10**

Barnsley Crematorium,
Afterlife Care **11**

Vinyl Underground,
Music Store **12**

Feels Like Home,
Charity **13**

Barnsley Pride,
Annual Event **14**

Bygone Times,
Clock Repair **15**

Paws n Walk,
Dog Walking **16**

Wolf Laundry,
Laundry Specialist **17**

The Cheese Shop,
Barnsley Markets **18**

Wellspring Academy Trust,
Educational Institution **19**

White's Bakery,
Food Production **20**

Barnsley Museums,
Cultural Attraction **21**

Stanton Logistics,
Specialist Logistics Service **22**

Vanshades, Bespoke Motor Blinds

Car enthusiast Reece was keen to pursue a job that blended his love of cars and creative streak.

Barnsley-based Vanshades is a fast-growing company based in Hoyland. The business makes and fits custom vehicle blinds. They're known for their bespoke thermal blackout blinds for Volkswagen Campervans and Ford Transits.

Vanshades is an employee-owned company with associated company perks. Reece thinks it's a great place to work.

Growing up in Rotherham, Reece explained that he feels, "a real pride working for a big company in the local area that people know and respect."

After studying electronics at college, Reece wanted to follow in his granddad's footsteps as a multi-trader. He gained valuable experience working with polyethylene cloth and refurbishing trains in his early career.

He's now building on these skills, adding carpeting and advanced machine work at Vanshades. Reece enjoys working as part of a team and said that all staff members want to help and mentor whenever possible. This is a great way to share knowledge and promote safe environment practices.

"I can really see my career progressing here. I have much to offer, and there's space to progress, especially as the business is looking to grow. I feel confident in my potential. I want to build on my skills and knowledge and become an experienced senior staff member, growing with the company."

“ There's a supportive environment and the most amazing part of work is the people. The environment is so helpful and positive, helping me to feel excited and rewarded to get up each day and help someone with our custom designs.”

Reece,
Machine Operative



The Mediterranean Deli, Barnsley Markets

Opening the doors of The Mediterranean Deli in 2020, Eli and Shahram brought the flavour and delights of the Mediterranean to Barnsley Markets.

Husband and wife, Eli and Shahram, wanted to introduce something fresh and exciting to the market scene, and the idea of a Mediterranean Deli emerged as the perfect solution.

"My family has a longstanding history in Barnsley, where we have been actively involved in various industries over the years. Opening a stall in the market was a new and exciting venture for our family", Shahram said.

Along with the family recipes he brings to Yorkshire tables, Shahram explained that their most popular dish (and his favourite) is the Persian Olive. It holds a special place in his heart because it's a cherished family recipe passed down through generations. Now it's being enjoyed by new customers from far and wide.

“ We are grateful for the continued support our customers have shown to our small business. It is tremendous to provide our customers with excellent service and high-quality products. The loyalty and satisfaction of our customers make us incredibly proud of what we have accomplished.”

Shahram added: "With its traditional charm, the market appeals not only to the older generation but also to younger people who appreciate the unique experience of exploring new things.

"The market is a valuable platform for small businesses. It's a supportive and nurturing environment."



**Eli,
Market Trader**



Ward Green Lodge, Care Home

What started as a cleaning role six years ago has now developed into a full-time caring job for Barnsley mum Jenny.

Jenny has worked in several roles since joining the team at Ward Green Lodge Care Home.

"I have progressed through the organisation retraining from my cleaning background, offering support to all the teams including night-shifts when required.

"I've taken part in plenty of training on and off-site to keep me updated with new trends and skills to stay flexible in my role."

Ward Green Lodge was a great career choice for Jenny.

"I had mostly been at home looking after my kids, but I had an opportunity to progress with my career at Ward Green Lodge.

"The hours originally were 9am to 3pm, so they fit perfectly with childcare commitments. There's also a lot of help among colleagues at Ward Green Lodge. My colleagues would cover shifts to offer support and assistance for anyone with kids or unexpected circumstances.

"The team at Ward Green Lodge is like a massive family, new to old — everyone feels comfortable speaking up and asking questions. We develop new skills and adapt to different learning styles.

"We have regular sessions with local charities and recently have taken residents on trips to watch Barnsley FC play with equally special visits from the team's mascot Toby the Tyke."

“ It means a lot to me to be based in Barnsley, near where I grew up. It's nice to have a personal connection with residents, as I may know their families or they might know me, making the care offering more special.”

**Jenny,
Care Worker**

Visualised It, Video Production Service



A former President at Barnsley Chamber of Commerce, Joda set up Visualised It from her living room in 2013 before moving to Barnsley's Digital Media Centre (DMC) in 2020.

Visualised It now has four employees and works with around ten regular freelancers. Many of these strong working relationships were forged during COVID-19 when Joda needed extra hands-on-deck. The company films and edits dynamic media content for TV and corporate enterprises, and has recently branched out into the world of digital marketing.

The transition into the marketing world was kickstarted during the pandemic, when in-person video creation became largely impossible, and businesses were looking for new ways to keep their audiences engaged through interesting website and social media content.

Joda explained that the move to Barnsley's DMC has provided the space and location to offer work experience for local school children.

"With these kids, we produce adverts and on-site content creation for various brands, including Channel 4, ITV and cinemas", she explained.

“ Working in Barnsley and Yorkshire is everything to me and this business. I can make more of an impact within my local community by offering support to youngsters around me and seeing them thrive. Barnsley Council is helping to inspire businesses to collaborate and support each other, and ultimately making a big difference across the borough.”



"We always take the students onto shoots to help them build confidence, networks, and experience the industry."

"The placements offered aren't solely for those interested in working in the media sector. We offer support and training to help young people build their own brand and promote their own career interests."

Visualised It has been working with the NHS over the past few years to promote and advertise job roles in learning disability nursing. Showcasing the inspiring stories of those working on the ward, Joda noted that this was "one of the business's most special and rewarding projects, and one that the placement students have really enjoyed working on."

**Joda,
Company Director**

Glass Onion, Vintage Wholesaler

Head of Marketing, Alice, has worked at Glass Onion – in a variety of roles – for six years.

She originally joined the company as an intern while studying at university in Leeds.

When Alice finished her degree, she joined as a Marketing Executive and hasn't looked back since.

"Barnsley has become my home," said Alice. "I was determined to find an opportunity in Yorkshire and when I found Glass Onion it felt like it was meant to be."

Alice loves the sustainability and upcycling ethos of Glass Onion. She explained: "The morals and ethics within the business were the first things that drew me in. Being surrounded by such an array of unique vintage clothing was like heaven!"

Glass Onion was initially started in Barnsley and still holds warehouse and factory roots in the local area. It also has a high street store in Sheffield.

Having started out as a vintage clothing wholesaler, Glass Onion now also creates uniquely remastered items out of damaged and preloved clothes.

Linen weaving was one of Barnsley's big industries in the 18th and 19th centuries, and this sewing and fashion heritage is a massive push for the business.

The business is exploring opportunities and schemes to engage and inspire new talent, one of which was the internship programme that Alice joined.

Hosting three placement students this year, Glass Onion is teaching students the necessary sewing and fashion skills to enter and contribute to the pre-loved fashion industry.



“The team is great, and everyone has massive enthusiasm for the brand. It's a really fresh, playful workplace. It's a challenging job, our product takes a lot of labour.”



Alice,
Head of Marketing



Henry Boot Construction, Construction Contractor

Construction worker, Ondrie, celebrated 50 years working for Henry Boot in 2022.

Across the country, Ondrie has worked on large commercial schemes as well as a lengthy refurbishment at Wakefield Prison.

In a long career, it's his work in Barnsley and Sheffield that have been the highlights.

"My grandkids walk through Barnsley and point out things that I've built or been a part of and that's really satisfying."

Ondrie has always been based in Barnsley and really loves being involved in the Glass Works regeneration and town centre revival.

"Henry Boot has always provided a safe employment option for me with regular contractual work for extended periods", said Ondrie.

“ I feel a real sense of pride walking through Barnsley and seeing people sitting, enjoying and playing in the town centre with family and friends. This is something that I haven't seen so much over the years and it's really special to have been a part of that.”

"I was married by 20 and had two young kids and the necessity of regular work and a regular wage was important to keep thriving as a family."

The security of work, coupled with being surrounded by friends and having a supportive workplace, means Ondrie has never wanted to look for another role elsewhere.

"I've worked on such a variety of roles and projects across the country - the work has always been interesting, engaging, and enjoyable. I have learnt so much from those around me and the type of contract we are completing. Work has kept me engaged in learning new skills."

Ondrie,
Logistics Manager



Pebbles Care, Social Care

Luke has worked as an Area Manager for Pebbles for six years, overseeing six different homes in the Yorkshire region.

Having left college, Luke joined the army where, during his ten year stint, he became a recruiter.

After leaving the army, he travelled the world as a scuba diving instructor. Luke returned to Cudworth, joining Pebbles as a care worker, and progressing through the company.

Pebbles runs a number of residential children's homes in the borough.

"The young people are at the centre of what we do, and that's what makes working at Pebbles incredible."

Luke has helped to build a strong relationship with the local community in Cudworth.

"We try to get our young people involved in clubs and programmes in the area. Our links with the police are robust and Community Support Officers will often visit for a chinwag. Together, we're striving to make positive relationships with the young people in our homes."

Working in Barnsley is a source of pride for Luke. He said: "I am Barnsley born and bred, and I grew up in Cudworth, metres from the home." He goes on to explain how knowing the area, and the community surrounding the home, allows him to coach his staff more effectively.

“ “ What we do is rewarding enough. Being involved in these young people's journeys is part and parcel of what we do. At Pebbles, we are pioneering the way that we look after young people, with therapeutic parenting. We have a fantastic team that is so invested and puts the young people at the centre of what we do.”

**Luke,
Area manager**

Barnsley Crematorium, Afterlife Care

Orla works across the Barnsley borough as a Cemeteries and Crematorium Technician for Barnsley Council.

Talking about her job, Orla said: "It sounds really corny, but I love my job. I know what I'm doing is helping people and I feel very privileged because we're seeing people through their final journey."

"It's so important to me to feel like my work is fulfilling and rewarding", she said.

Orla used to work in the Highways and Engineering team but wanted to explore new opportunities to grow and develop her skills.

"Changing careers has really changed my life for the better. I absolutely love my job and don't regret anything about the change that I made."

In her five years in the role, she's built new relationships with the crematorium team and has received lots of support from her managers.

Describing the new skills she learnt in her transition, Orla said: "To begin with I had to develop my skills in the crematorium. It was important to make sure I learnt the machines and what could go wrong. You need to know what you are doing and how to stay safe."

“ I love being based in Barnsley and working in this community. Sometimes we get people who come in and recognise me and that can make a real comforting difference to someone at an emotional event like a funeral. It is a lovely helpful community.”

"I feel really proud as we get to assist people in their final stage. Not many people get to help in this way."

"A funeral is so important to family and friends as a point of closure."

Talking about the future, Orla has ambitions to progress to a higher role within the sector. As part of her journey, she's applied to do a Diploma in Cemetery and Crematorium Law.



**Orla,
Crematorium
Technician**



Vinyl Underground, Music Store

Record store owner Andy reckons he's got the best job in the world.

"I run my own business and I'm based in a bar," laughs the 61-year-old who runs Vinyl Underground in Barnsley's Victorian Arcade.

Andy buys and sells second-hand records supplying customers in Japan, Europe, and America as well as individual collectors closer to home.

“ It really suits me running Vinyl Underground. I get to meet people, build up my business as quickly as I want and there's always an element of surprise in what I'm going to find when people bring in collections to sell. It suits where I'm at in my life. Being able to walk to work and do my own thing is brilliant. I'd recommend it to anyone.”

After resurrecting a business that he started in his native Manchester in the 90s, Andy initially set up on Peel Street. The store then moved to the corner of Regent Street, and then into Spin City in the arcade.

"It's taken ten years and a lot of hard work but it's worth it. I decided to give it another go after moving to Barnsley and phoned a contact up who I'd sold my original stock to. He said if I wanted it, I'd have to buy the lot – 82,000 records. I did and the rest is history!"

Andy walks to work in a morning and describes Vinyl Underground as the perfect lifestyle job. He says he particularly likes chatting to customers and the thrill of unboxing collections that customers bring into the store to sell. He also likes seeing what his overseas customers are ordering and whether he'll be boxing up and sending techno 12 inches to Japan or hard rock albums to Germany.

Andrew,
Company Director



Feels Like Home, Charity

Volunteer and community champion Aland and his brother came to Barnsley from Iraq in 2019.

Feels Like Home is an organisation open to people who speak English as a second language.

It's a community space for making friends and helping people settle into a new environment.

Aland discovered the community group which supports residents to build confidence and opens the door to opportunities across Barnsley. They support people looking to "make friends, share culture and dream big dreams."

Aland volunteered across Barnsley as a community champion during the pandemic. He helped to pass on information, testing kits, and contact details of relevant support to people in need.

Alongside volunteering opportunities, Aland has worked with the Refugee Council and The British Red Cross as an interpreter speaking Turkish, Arabic, and English. Aland has also helped to communicate with different communities across Yorkshire.

After completing his college course in Criminal Justice and Policing, he's working towards a role in the Greater Manchester Police.

"Feels Like Home have been amazing in my journey, building confidence and a little community in a new place. It has allowed me to gain invaluable opportunities and help people. It helped me and my brother to get a grip on life and engage properly in our new surroundings. Feels Like Home stands out for the support they offer especially with how welcoming the manager is, helping me to get past mental health difficulties and access new opportunities."

“ I feel honoured to be a part of this community and support people around me, aiding them to contact groups and organisations to help them. I want to continue in a policing role where I can offer a hand to the local community when they need it.”

**Aland,
Community
Champion**

Barnsley Pride, Annual Event

Aimee is co-chair of Barnsley Pride, playing a key role in the event planning and organisation of the annual event. Amy also works for a local youth association in Barnsley.

Volunteering is a great way to develop new skills and get involved with the local community.

Aimee said: "As a volunteer working to create a fantastic event for the community of Barnsley, we strive to put on an event that everyone enjoys and wants to be a part of."

Since 2022, after restarting after the pandemic, the event has tripled in size. Now, it receives lots of interest and support from businesses and the local community.

"Our target audience is huge, incorporating younger people, families, and the older generations. Streamlining our message and making the event accessible to all has been a learning experience.

Our aims and ambitions over the next 12 months are to become a registered charity to create a legacy for Barnsley Pride to continue. It's so important that we champion inclusivity in Barnsley. In addition, and aside from the planning side, we would like to find a permanent venue that fits our services and allows us to grow."

Barnsley Pride is an annual event that's held in July at Mandela Gardens.

“ Every year, I take a minute to just stand, breathe, and take it all in. It's incredible to see our community coming together. Seeing how much Barnsley is changing, with young people and families engaging with the event, is fantastic. Everyone gets something different from it.”

Aimee,
Co-Chair





Bygone Times, Clock Repair

Andrew manages Bygone Times, a specialist clock repair company in the heart of Elsecar's Heritage Village.

Working across Yorkshire, Andrew has developed a set of specialist skills for restoring clocks. He works on pieces of all shapes and sizes - from church clocks to mantelpiece timepieces.

From his early days as a clock repairer, Andrew "developed a mechanical mind." He enjoys the variety of his work and "found a keen interest in the mechanical systems of clocks and watches."

Taking his passion for clock mechanics a step further, Andrew began reading through the horological section at Sheffield Library. Since then, he's studied several courses at the British Horological Society.

“ I have restored public clocks across the country. Helping to preserve the heritage and culture of these places is so important to me and the locals. A favourite of mine was the modern restoration of the clock system at Meltham Church on the outskirts of Huddersfield.”

More than 25 years later, Andrew has developed a successful business.

Expanding and exploring such a niche field of work, Andrew found work and success across the country. Now, you can find Bygone Times settled in Elsecar, which he described as "the perfect spot and vibe for our shop."

"It's excellent to be surrounded by the vibrancy and cultural history of the area," he said. "It's the perfect place for restoration."

Andrew has great pride in the area. He's a keen volunteer at Wentworth Woodhouse in Rotherham, where he helped to restore the stately home's clock tower.

**Andrew,
Company Director**

Paws n' Walk, Dog Walking

After 15 years of working at a paper mill in Oughtibridge, James decided on a change of career and embarked on his own business journey.

James set up a dog walking company, Paws n' Walk, which allows him to combine his passion for the outdoors and his family's love for animals.

"At the start, I wasn't sure if this new business venture would bring in enough money for me and my family.

"Very quickly, my one client turned into six or seven and it built through word of mouth and good feedback."

Now, James works across Penistone and the surrounding villages. He takes pride in helping people to handle their daily dog walking responsibilities.

Developing skills in social media, advertising, website design and email communication was vital for James to promote his new venture. "I've really enjoyed the process of developing new skills and progressively building my business."

The switch from shift-based work to self-employment wasn't always easy. James says his passion for the outdoors and dogs made the process far simpler.

Luckily for James, he doesn't mind the wet and windy Pennine weather. He says that being self-employed means he can attend more family commitments while still supporting the local community.



““ Having more time at home, especially around school holidays and other periods when the kids are free, allows me to spend much more time with them. Equally, as a family, we are animal lovers and great enjoyers of spending time outside. I get to share dog walks with my kids and spend quality outdoor time together while I work.”

James,
Company Director



Wolf Laundry, Laundry Specialist

Ella is a graphic designer at commercial laundry specialist Wolf Laundry. She joined the Hoyland-based company last year from an agency producing social content.

Ella has made the job her own and is loving working in an in-house role. She enjoys having more freedom and creativity in her content production.

Originally from Sheffield, Ella studied for an undergraduate degree at Huddersfield University. After graduating, she chose to stay in South Yorkshire rather than venture to Manchester or Leeds.

"Wolf is based just off the M1, so it's really easy to get to and has great connections. That was a huge draw. I wanted to stay local and work for a company firmly rooted in Yorkshire."

Talking about her growing knowledge, skills and career progress, Ella added: "My work has expanded to include web and email design. Print design has become a massive part of the business, alongside building my skills in photography and videography."

Ella says marketing is an important part of her work and she's really enjoying new challenges and developing her skills.

“ The people at Wolf are amazing. When I first joined, from the directors down, everyone was super friendly and helpful. The expectation is to get stuck in, learn on the job and get involved. Even as a junior staff member, there's a lot of freedom. I have a lot of say in our campaigns and designs from generation to completion.”

**Ella,
Lead Creative**

The Cheese Shop, Barnsley Markets

Cheese trader Steven worked in the plumbing industry for 40 years before setting up a business touring the region's markets.

Steven, who runs The Cheese Shop, explained that his motivation to become a market trader came from a passion for doing something different in his retirement. He loves engaging with a different audience, environment and industry.

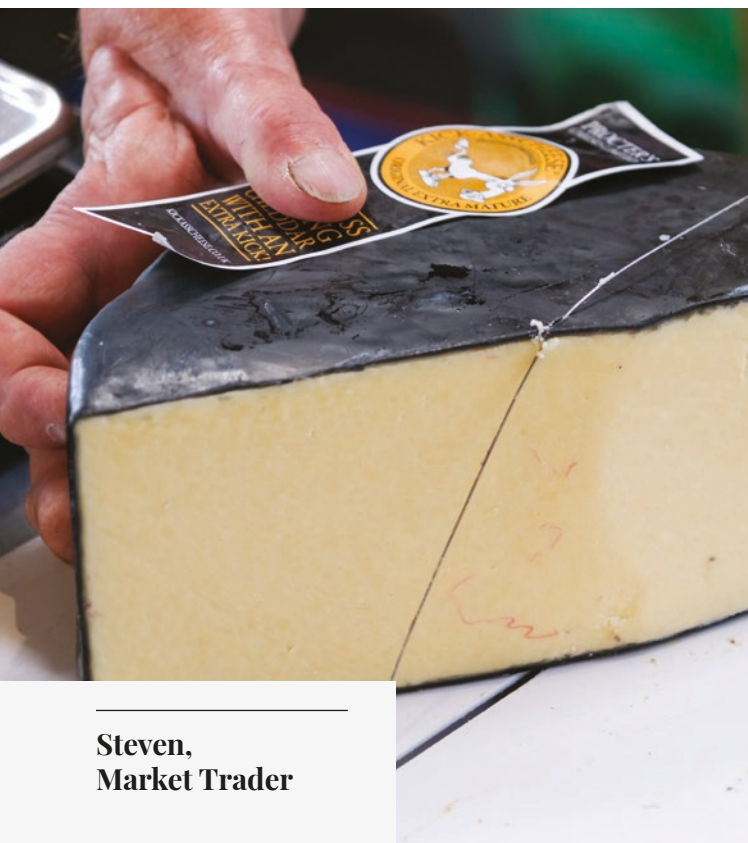
"With my move into the cheese industry and market selling, I have learned about using Facebook for business purposes. I post about different products and where I will be.

"Getting to grips with the new technology has been a steep learning curve. I've quickly seen how beneficial it is to engage with the online audience to increase footfall.

"In Barnsley, the market is so incredibly important. It gives people access to lots of local produce that would otherwise be unavailable."

Steven says markets offer so much more for both traders and customers. He enjoys listening to customers and says online shopping simply doesn't have the social element or fun that a market delivers.

"Seeing Barnsley Market grow in recent years has been an absolute pleasure", added Steven.



“ I take great pride in serving my customers and I always try to send them away with a product they understand more about. I enjoy talking to people, explaining things to them and helping them leave with exactly the product they were looking for, and often something new to try.”

**Steven,
Market Trader**

Wellspring Academy Trust, Educational Institution

Teenage apprentice Ethan loves working in one of Barnsley's coolest workspaces, Wellspring Academy Trust.

Ethan, who lives in Shafton, joined the multi-academy trust, based in Barnsley's Digital Media Centre, in 2023 as Junior Operations Officer.

Explaining how he joined Wellspring, Ethan said: "I was doing A Levels at Barnsley Sixth Form College but decided I wanted to go down the apprenticeship route instead, because I soon realised that the college format was no longer for me. I saw myself being more suited towards the 'work while you study' route rather than strictly education by itself.

“ After being in school and college, it's great to be in a professional environment and treated like an adult. The job is really varied, so I'm constantly learning new things and getting involved in different aspects of the business. It's brilliant to be earning a wage and I've just bought my first car.”

"I support Wellspring's Positive Regard team. Positive Regard is our specialist behaviour consultancy and support service. We help schools and other settings to manage behaviour more effectively. My role involves everything from taking a call from a potential client, to planning out the logistics behind what they need and making it happen."

Ethan is learning on the job but also attends college once a month to study for a Business Administration Level 3 qualification.

"I found the job on Barnsley College's apprenticeship vacancy website and applied. I had to go through an interview process and was offered the job in January."

Ethan likes being based in the Digital Media Centre on County Way. "It's a smart, modern and professional environment — and the chai lattes from the coffee cart are really good."

One day Ethan hopes to own a successful business.



**Ethan,
Junior Operations
Officer**

White's Bakery, Food Production

After 16 years working as a chef at various ski resorts, Glen returned to the UK. He started his role as an operative on the manufacturing line at White's Bakery in October 2022.

Founded in 1934 and based at Worsbrough Bridge, White's Bakery is a fourth-generation family business. The bakery produces a range of cakes, muffins and biscuits for schools across the country.

"The skills I gained as a chef have transferred well into my current role", says Glen.

Glen often works the early morning shift starting at 5.30am. He says that "Working at White's has a better work-life balance than being a chef. That means more time for my family, wife and commitments at home."

"Each part of the process to delivery is as important as the last. There's movement between each stage with everyone chipping in to help out if needed."

Glen enjoys working for a growing company, which is planning to relocate to a larger, 20,000 square foot facility within the next three years.

“ I have a real pride for what I do and pride in the service we provide at White's. I've got friends who work here and it's really good to know I'm working for a family business that hasn't just been running for generations, but is growing too.”

**Glen,
Manufacturing
Team Operative**





Barnsley Museums, Cultural Attraction

Devinia is the Marketing and Communications Manager at Barnsley Museums.

The museum service proudly highlights Barnsley's heritage and thriving cultural scene.

Devinia has enjoyed a 15-year-long career building various skills. She's worked across multiple sectors, including construction, law and fashion. For the last nine years, she's been working in cultural marketing.

Devinia finds organising events and exhibitions truly rewarding. She's passionate about opportunities that "get people talking about Barnsley in a way they hadn't done before."

Barnsley Museums offers regular exhibitions and permanent collections at its museum sites. The museums department also works across the borough with a variety of community organisations.

A key highlight of the job for Devinia is the friendly work environment. She loves collaborating with colleagues and partners. She says the team gain invaluable skills from those around them and this makes work great fun.

Devinia is proud of the supported workplaces and apprentice schemes that the department hosts. She's passionate about more people benefitting from fulfilling work in the sector.

“ My job is gratifying because Barnsley has so much to offer culturally and sharing those messages with people is amazing. Hearing the feedback people have for Barnsley’s cultural assets – it’s amazing to hear how the work we do in communities changes people’s lives. It gives them new knowledge and enjoyment. It’s important to have places to spend time with friends and family to make memories. It is nice to be part of that.”



**Devinia,
Marketing and
Communications
Manager**

Stanton Logistics, Specialist Logistics Service

Sean took up his Operations Director role at Stanton Logistics six years ago. Now he oversees the company's frozen, chilled, ambient and specialist logistics services.

Sean describes his role as the day-to-day running of the business across all aspects of the company alongside his management team.

"Sustainability has become a key consideration and point of concern among supermarkets and distributors. Many are taking new avenues to improve internal processes and reduce their carbon footprint."

Stanton Logistics run most of its fleet on Compressed Natural Gas with performance figures very similar to a diesel engine. Emissions have been reduced by nearly 99%, which is good news for supermarket customers who are always keen to hear how logistics partners are reducing carbon footprints.

"Doing an apprenticeship is a brilliant way to gain experience and qualifications. We're really keen on exploring new technology and being as sustainable as we can, which can be seen in how we now operate our fleet. We're committed to sustainable logistics and there's going to be lots of jobs in this sector as it continues to evolve."

“ Many of the management team and employees are passionate about the work they do for Stanton Logistics. It is a nice, pleasant place to work and whether people stay or go, they always seem to have enjoyed working with us. We have a reputation as a good place to work.”



Sean,
Operations
Director



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Barnsley 2030

It's time to believe in the possibilities of Barnsley, to look to the future with excitement and optimism. Our borough is a place that fosters and grows ambition, enabling everyone to be the best they can be.

To find out more about Barnsley 2030, visit barnsley.gov.uk/Barnsley-2030

To find out more about business and investment in Barnsley, visit barnsley.gov.uk/invest-in-Barnsley

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