

Paul Clifford,
保罗·克利福德
Barnsley
巴恩斯利

Barnsley Digital Campus

巴恩斯利数字园区





Meet Barnsley!
你好！巴恩斯利。

Wider Growth Context

广阔发展前景

Two city regions

紧邻两大城市地区

M1 access

M1公路优越交通

Meet Barnsley!

你好！巴恩斯利。

Leeds 利兹

Barnsley 巴恩斯利

Sheffield 谢菲尔德

Manchester 曼彻斯特

Birmingham 伯明翰

London 伦敦





Why Digital?
为什么是数字产业?

Opportunity for major step
change in our growth agenda

大踏步实现发展目标的重要机遇

Being ahead of the curve

取得领先地位

Unlocking growth through digital

通过数字化解锁经济增长

Economic
经济





Key strategic & under utilised site

落户尚未充分开发的黃金地帶

**Ensure sustainability of town centre
investment**

确保中心城区投资的可持续性

Build on existing digital reputation

基于我市数字产业的良好口碑

Place

区位

A photograph showing a group of people in a meeting or workshop setting. A man in a blue hoodie is gesturing while speaking, and others are listening attentively. The scene is set in an office or community room with a chalkboard in the background.

Inclusive growth

包容性增长

Raising aspirations

宏图渐展

Improving opportunities and lifestyle

for local people

为当地民众提供更多机会和更好的生活方式

People

人才

03.

Challenges

挑战



03.

Lack of Digital Skills

数字技术缺乏

High Level of Digital Exclusion

数字技术壁垒高企

Not Enough Digital Business

数字技术企业不足

Brain Drain and Pull of Cities

大城市的吸引与人才流失

Digital Challenge

数字产业挑战

Digital Campus -An Ecosystem Accelerator

数字园区——数字生态系统的加速器

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

汇集线上和线下的数字人才、知识和企业，联通园区各场所和空间，提供更多更优质的工作和业务。

Learn
学习

Start up
初创公司

Incubate &
Accelerate
孵化&加速

Grow &
Collaborate
增长&合作

Live
生活

Core Objectives 核心目标

Place 区位

Create a smart digital campus

创造智能数字园区

Business 商业

To create more high skilled digital jobs and businesses

创造更多高附加值数字公司和工作

People 人才

Develop a supply of talent to fill digital roles

打造数字人才供应链



Digital Partnerships 合作伙伴



Innovate UK





Digital Place 区位

The Core
中心
Residential
住宅
Institute of Technology
技术研究院
Public Realm
公共领域
Urban Connectivity A
“链接城市”区
Smart Campus
智慧园区
Connected Lab &
Makerspace
互联实验室和极客社区



Digital Businesses 商业

Supporting Digitalisation
& connected manufacturing
数字化支持和互联制造支持
IoT Tribe Accelerator
物联网社群加速方案
Launchpad Start up
Business
初创公司发射台
Support Grow on Space
支持“扩大影响”空间
Investment & Ecosystem
投资和生态系统



Digital People 人才

Moving from Coal to Code
从“矿工”到“码农”
Digital Skills for Digital jobs
数字工作技术
Raising Aspirations
宏图渐展
Awareness of Digital Jobs
数字工作意识
Digital Inclusion Talent
复合型数字人才
Attraction & Retentions
吸引和保留



Digital Partnerships 合作伙伴

Private Sector:
私营部门
IoT 物联网
Capital Enterprise 公司
Rolls Royce 劳斯莱斯
Microsoft 微软
Barclays 巴克莱银行
Tesco 乐购
Centrica 公司
SAP公司

Public Sector:
公共部门
City Regions 市政厅
Universities 大学
Digital Catapult
数字弹射

International: 国际伙伴
Tech Town 科技园
Tech Revolution
IUC - China

Digital Campus strategy – Current Plan

数字园区当前战略

Digital Place: 区位
The core open 2019;
The core中心——2019年开放
Campus 2020
数字园区——2020年开放

Digital Biz 商务
40 businesses
40家企业
supported /120 jobs+
支持120+工作机会

Digital People 人才
1000 Engagements pa
1000份合约

How will we measure success?
我们取得了什么进展?



What are we looking to achieve with IUC 与IUC的合作愿景

New learning to apply to the Digital Campus plans

获得对数字园区计划的新认识

Share our knowledge and experience

分享我们的知识和经验

New connections to fuel our network

扩展关系网络

What are we looking to achieve with IUC 与IUC的合作愿景

Access to digital tech industry knowledge
and links to support local businesses

获得数字技术行业知识和关系网络，支持本地企业

Potential for new sources of finance for
Digital Campus

寻找数字园区的潜在投资方

Thank you

Paul Clifford

Head of Economic Development
Economic Regeneration
Place Directorate
Barnsley Council

Telephone: (01226) 775772
Email: PaulClifford@barnsley.gov.uk

