

DEWSBURY TOWN BOARD - SEPTEMBER 2020

ITEM 5 Part 2

Dewsbury Town Fund
Drop-in Session # 1
27th August 2020

Attendees:

- Martin Hathaway
- Mark Eastwood
- Elle Dodd
- Martin Broadhurst
- Peter Mason
- Simon Taylor – Kirklees Council
- Stuart Howie – Avison Young
- Dale Robinson – Avison Young

Purpose of the session was to discuss the draft vision for the Town Investment Plan.

Stuart Howie introduced the session and advised that the vision is a key part of the Town Investment Plan and had been informed by the Dewsbury SDF and Blueprint both of which have been the subject of a lot of public engagement.

Key messages:

- Overall vision content is good but use of language and order needs further work;
- Some thought it was a little long;
- Some thought the word 'vision' was used too often making it difficult to understand /distil what the actual vision is;
- It was accepted that it is difficult to align government objectives and writing for 'public consumption';
- Agreed that there was a need for simple language and a good copy write;
- Mark Evans agreed to get his parliamentary assistant to review the vision statement;
- More emphasis required on 'inclusion and diversity' agenda with links to culture and the arts. This could be Dewsbury's USP.
- Need to ensure that all communities buy into the process / document;
- Simon agreed to explore further the inclusion and diversity agenda but acknowledged that it would be tough to reach out to all groups;
- Vision needs to include a Covid response, either as a separate reference or a thread running through the vision. The relationship between where people work and live and the excellent transport connections offers great opportunities for Dewsbury in terms of flexible workspace;
- Other than Covid, nothing else was identified as being missing
- Peter Mason was keen to draw out residential, safety and connectivity

- Mark Evans stressed the importance of the need for the document to be on point to maximise the amount of investment – a consensus shared amongst all on the call.
- Elle Dodd suggested that the vision should also talk around what is not wanted as well as what is.
- Elle shared further comments by separate email (28th August 2020).

Dewsbury Town Fund
Drop-in Session # 2
2nd September 2020

Attendees:

- Barney Mynott
- Charles Smith, Historic England
- Chris Duffill – Kirklees Council
- Stuart Howie – Avison Young
- Mark Harris – Avison Young

Stuart Howie introduced the session and advised that the vision is a key part of the Town Investment Plan and had been informed by the Dewsbury SDF and Blueprint both of which have been the subject of a lot of public engagement.

Stuart also shared some of the feedback from Session 1.

Key messages:

- Overall vision content was good with nothing really to disagree with
- Similar points to first session around language and having an alternate vision (for use when engaging with public rather than MHCLG) which has more emotional language.
- Charles and Barney felt that the residential offer could be emphasised more, particularly given that a core objective of the Heritage Action Zone is to create a “living town” and Dewsbury as an affordable place to live for people who work between Leeds, Manchester and home which may become even more appealing in a post-covid world.
- As a challenge to Dewsbury as a place of flexible working and affordable living, it was mentioned how it need to distinguish itself from Huddersfield. What is distinct about Dewsbury?
- There was some discussion around diversity and the need to emphasise Dewsbury’s diversity angle, but ensuring engagement with all local communities.