

Dewsbury town centre **Strategic Development Framework 2018** **& Delivery Programme**





An improved Market

1 Vision and Strategy

Background

- 1.1 This document sets out a 25 year vision for the town centre, supported by a delivery programme that includes projects and actions over the next 5 years. It builds upon the Strategic Development Framework produced in 2010. The SDF 2010 entailed a substantial amount of work by the Council and partners and its production included an extensive amount of public engagement. The SDF 2010 can be found in full at www.kirklees.gov.uk/beta/regeneration-and-development/pdf/dewsbury-strategic-development-framework.pdf Key elements of the SDF 2010 are retained in the current SDF, with parts updated to reflect new circumstances.
- 1.2 Many of the comments and sentiments expressed in 2010 remain valid today. The preface to the SDF 2010 sets the scene:-
- “Dewsbury is our town and a town to be proud of, both for its past and its potential for the future. We are a town made up of diverse communities, entrepreneurship, creativity and beautiful architecture – these are assets that, working together, are greater than their individual parts.”
- 1.3 This document does not intend to ‘reinvent the wheel’. All the background analysis and activity to produce the SDF 2010 can be found in that document. The analysis undertaken for the SDF 2010 remains true, e.g. the poorly performing economy, the towns architectural heritage; but it is no longer the full story. The impact of the E Commerce is far more pronounced now than in 2010; heightening retail competition and increasing vacancy levels.
- 1.4 There remains significant challenges, but there are also reasons to be optimistic about our ability to change things for the better: -
- The rebirth of the Coop Pioneer as a centre for Learning is getting closer to reality,
 - there has been a Heritage Action Zone approved for the town centre and
 - the area as a whole has been recognised regionally as an area for growth.
- 1.5 The SDF 2018 takes the 2010 work forward, updating to the present and focussing on delivery; taking the aspirations for the town and providing a plan as to how these can be turned into reality. This won’t happen overnight, the Delivery plan looks 3-5 years ahead but the sustainable change will occur over the long term. The town centre is now within the North Kirklees Growth Zone (NKGZ) which didn’t exist in 2010 and, as then, the future revival of Dewsbury town centre needs to be seen in the context of the development of the whole of Dewsbury and the wider North Kirklees area.
- 1.6 The North Kirklees Growth Zone sets out a high level approach to the regeneration of Dewsbury. An integrated approach needs to be taken to growth and renewal – through a single overall investment and development programme for Dewsbury. The SDF 2018 and Delivery Plan for the town centre forms part of the wider NKGZ delivery. The NKGZ aims to bring about long term sustainable change for North Kirklees, with a clear vision statement underpinned by 4 broad objectives. The vision recognised the role Dewsbury and its hinterland could play within the wider Northern region –
- “To have a thriving living town, tapping into the potential of its people, and maximising its role as a key transport and economic location”.

1.6 The 4 broad objectives at the heart of the NKGZ vision are:-

- The area should be a focus for housing and economic growth;
- The area should be seen as a key strategic employment location within the Leeds City Region;
- A key transport node for both road and rail (connecting to HS2, Leeds and the wider north of England); and
- Dewsbury as the primary economic and service centre, with a town centre that is fully utilised through increased housing and leisure provision, with a consolidated retail and commercial core.

The town centres contribution to the North Kirklees Growth Zone



1.7 The town centre has a critical role to play in each of the 4 NKGZ objectives and this is described below:-

i. Dewsbury as a focus for housing growth in Kirklees and the Leeds City Region

Whilst it is acknowledged that the town centre will deliver relatively small numbers of new housing over the next 5-10 years compared to large sites at Dewsbury Riverside and Chidswell, the Living Town initiative focussed on the Daisy Hill area can help contribute to housing growth. Having a thriving, attractive town centre will support housing growth in the rest of the town.

ii. Key strategic employment location within the Leeds City Region;

Dewsbury is a significant area of employment, spread across the public and private sectors, with geographical concentrations along the River Calder corridor, Shaw Cross and the town centre. The town centre has the potential to grow service jobs, allied to an improving town centre offer and growing, more prosperous catchment.

iii. Dewsbury as a key transport node

The town centre is a main stop on the Transpennine rail route linking Manchester-Huddersfield-Leeds and beyond. Recent improvements have increased timetable frequencies and times. The Transpennine upgrade offers the opportunity for further improvements. There are good links to the M1 (jct 40) and M62 (jct 28) and the town centre is at the centre of a number of key routes, including the A638, A644, A653

iv. Dewsbury as a key economic and service centre to its wider catchment

The centre of Dewsbury, including both the traditional town centre and the retail to the south, continues to be the largest retail and service centre in North Kirklees. There is scope to consolidate this role given the proposed growth in the NKGZ and improvements planned for the centre.

Analysis - SWOT

1.8 A review of the work done in 2010 and subsequent changes has led to the following analysis of the town centre.

STRENGTHS

- Good public transport links –Trans Penine rail and local bus routes.
- Location – good access to M1/M62,
- Built Heritage - Architecture visually attractive
- The Market – large and important to the town
- Significant catchment – 64,000 (Zone 8 Retail Study) with wider potential
- Occupancy of retail sheds south of ring road – shows there is demand.
- Public realm (paving & street furniture) generally good.

WEAKNESSES

- High levels of vacant/underused buildings.
- Poor image – visually unattractive in parts, rundown buildings, vacant sites.
- Lack of private sector investment
- Lack of significant evening economy e.g. – lack of restaurants in Town
- Market declining.
- Car Parking – location, perception that too expensive
- Ring road discourages pedestrian trips from outside the ‘ring’
- Not enough to keep people in town
- Business confidence low.
- Fear of crime/Anti Social Behaviour
- Perceived lack of positive promotion of Dewsbury
- Public resources constrained.
- Generally low income levels in immediate catchment

OPPORTUNITIES

- Population growth – young population, NKGZ
3000 New Homes in the catchment by 2035
- Town centre living - HAZ funds secured for Daisy Hill
- Pioneer House (reuse by College)- increase in Student Numbers/footfall
- Development of leisure offer.
- Attractive Arcades but under utilised esp The Arcade
- Small Business Set Up Opportunities
- Yet untapped local customer base, also wider catchment.
- The Market
- New ‘can do’ investors,
- New owner of Rishworth/Railway Street retail park
- Potential Schemes for enhancing public realm
- River corridor

THREATS

- Doing nothing.
- Competitors e.g. out of town/local centres, internet grow stronger
- Further growth of retail to south of the traditional town centre.
- Lack of delivery on key projects/initiatives
- Downward spiral -businesses closing down, more empty shops
- Established Businesses Leave replaced by Lower Quality
- Loss of comparison retail in traditional town centre

SDF 2018 - Key Points

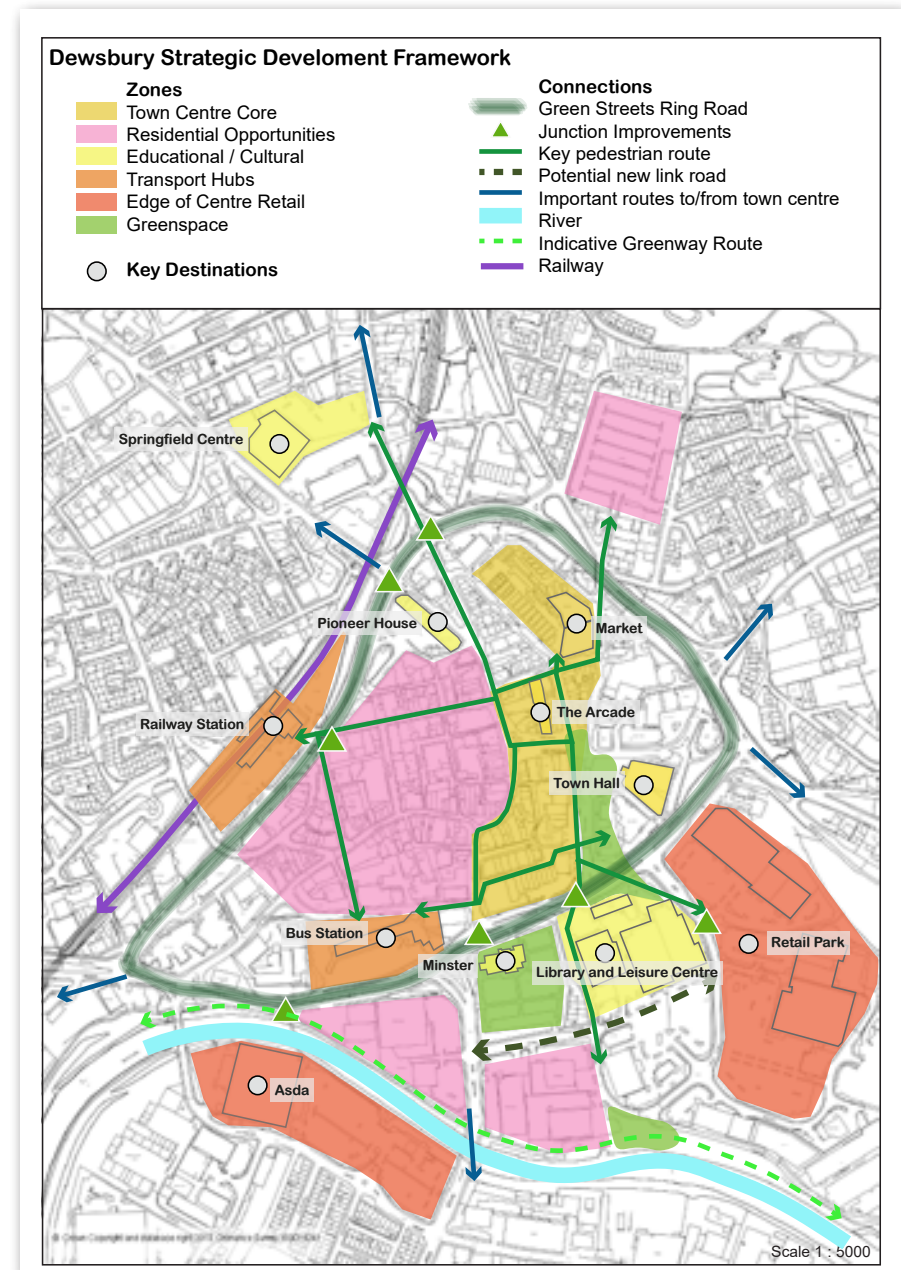
1.9 The SDF 2018 reflects where Dewsbury is now and looks to a better future; one that will be different from the past. The SDF 2018 recognises that the historic town centre will not regain the level of retail activity previously seen and the strategy is based upon a number of important assumptions:

- The amount of retail space in the town centre as a whole will reduce
- Retail activity therefore needs to be focussed on a reduced number of streets, including Longcauseway, Princes Wales precinct, Westgate, Market Place, Corporation Street, Northgate, The Arcade, Foundry Street and the Market.
- Dewsbury Market will continue to be a key part of the town centres unique retail and leisure offer, but will need to change if it is to remain vibrant and sustainable in the future
- There will be more residential use into the town centre, particularly in the Daisy Hill /Bond Street area over the next decade and beyond, but it is critical that this is of the right quality and can attract people with disposable incomes that will support existing services and encourage new and growing local services in the retail core.
- There will need to be significant investment in the public realm and transport network to ensure that the Town centre is attractive and accessible, supporting economic activity and residential development.

Delivery

- The public sector will need to play a key role in progressing the SDF 2018 and securing private sector and other investment in the town.
- The local communities will need to play an active role in helping turn the town around.

The geographical expression of the SDF is shown in Plan One below.







New home for Kirklees College - Pioneer House

2 Aims and Objectives

- 2.1 The SDF 2018 is based on **three aims**.
- Increasing activity,
 - Improving attractiveness and
 - Improving accessibility.
- 2.2 These aims reflect the strategic strengths and opportunities identified in the analysis of the strengths, weaknesses, opportunities and threats.
- 2.3 Supporting these aims are a series of objectives and related projects as laid out below. Individual projects will in many cases contribute to achieving more than one aim and multiple objectives. The three aims will have a number of cross cutting objectives, including the need for partnership working, sustainability and social inclusion.



AIM ONE:

INCREASING ACTIVITY

There is a need for more activity into the town centre. This will be addressed in part by introducing new uses e.g. Residential and educational uses into the centre, consolidating and improving the existing Market.

Objectives

- Bringing historic and other vacant buildings back into use,
- Get more people living in the town centre - Living Town initiative, particularly those with higher disposable incomes
- Consolidating and improving the market
- Supporting business growth
- Development of the creative/cultural sector.

Key Projects

- Pioneer - refurbishment & occupation by Dewsbury College,
- Developing the Daisy Hill/Bond Street area as a residential neighbourhood
- Heritage Action Zone
- The Market
- Business Support
- The Arcade
- Reuse of space for creative uses.
- Events & leisure

AIM TWO:

MAKING THE TOWN CENTRE MORE ATTRACTIVE

The town needs to be a place that looks good and is pleasant to spend time in. People need to feel safe and welcome in the town. Attention will be focussed on making most of the town's heritage assets and ensuring the public realm is in good condition and improved/extended where possible. In addition, there is a need to ensure that the place feels safe and welcoming for all and that townspeople and visitors become more positive about the town centre.

Objectives

- Improving, creating & extending the public realm
- Improving the appearance of buildings in the town centre
- Ensuring the centre is, and also thought of, as welcoming and safe
- Improving perceptions

Key Projects

- Better spaces - Northgate Public Realm, cleansing & maintenance (hard and soft areas), Urban park
- Better buildings - Townscape Heritage Initiative Shopfront Improvements, HAZ, Dealing with eyesores
- Reducing the incidence and fear of anti-social behaviour and crime
- Marketing/Improving perceptions

AIM THREE:

IMPROVING ACCESSIBILITY

The town centre needs to be accessible and to achieve this it is proposed to have an integrated approach to sustainable transport in the town ensuring that it is easy for sustainable modes to get in and around the town centre and that transport infrastructure supports the viability of the town centre.

Objectives

- Improving pedestrian gateways to town centre, reducing the barrier effect of the ring road
- Improving pedestrian and cycle routes
- Improving key ring road junctions and vehicular routes
- Ensure car parking provision is fit for purpose

Key Projects

- Station Gateway
- Improve gateways and routes for pedestrian and cycles
- Public transport – improvements to rail and bus services and facilities
- Roads - improve key junctions and routes (A653) into and around the centre
- Car parking - review current provision

A full list of potential schemes and actions are contained in the high level Delivery Programme below.



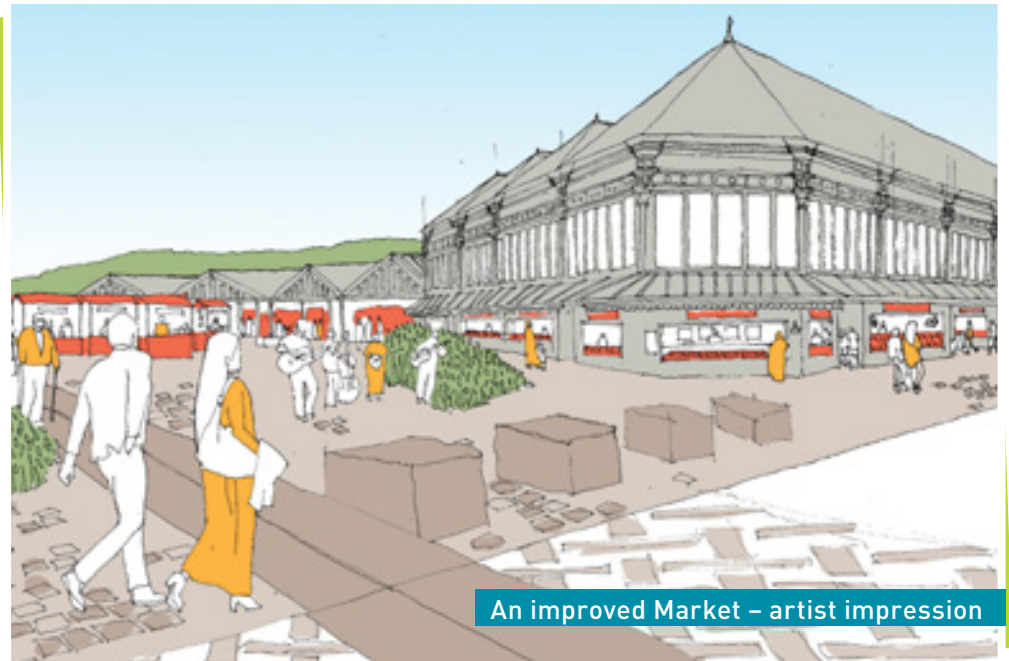
New residential neighbourhood - Daisy Hill



New uses for vacant buildings - Fieldhouse



More events in the Town Hall



An improved Market - artist impression



Greening the ring road

3 Delivery Programme

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
AIM ONE: INCREASING ACTIVITY IN THE TOWN							
1.1 BRINGING VACANT BUILDINGS BACK INTO USE							
1.1.1	Pioneer House: Bringing large Grade 2 building back into use	Fit out of building	Kirklees College	IP	June 2019	June 2020	Shell/landlord works underway and due to complete December 2018
		Opening of new 'Learning Quarter'	Kirklees College	IP		Sept 2020	
1.1.2	Support historic buildings refurbishment & reuse Heritage Action Zone (HAZ)	Engagement of property owners.	Kirklees Council	A	Q3 2018	Ongoing	Approval of PSiCA grant. Discussions with developer regarding first scheme at Fieldhouse.
		Construction 1st project	Property owner	N	2020	2020	
		Acquisition of key properties	Kirklees Council	N	2018	2022	
		Completion HAZ scheme	Kirklees Council, Historic England. Private sector	P	2018	2023	
1.1.3	The Arcade	Reopen and bring back into active use	Private sector Kirklees Council	N	TBC	TBC	Initial discussions undertaken between owners and Council
1.1.4	Support the improvement and reuse of historic buildings potentially at risk	Former Library, Wellington Road (Listed) Former baths, Wellington Road (listed)	Kirklees Council, Historic England. Private sector	N	TBC	TBC	Dependant on new uses being found.
1.1.5	Encourage new uses of empty & underused buildings	Work with owners to increase occupancy of the building	Private sector Kirklees Council	N	2019	2024	Ongoing

KEY:

THI = Townscape Heritage Initiative
 HAZ = Heritage Action Zone
 HE = Historic England
 HLF = Heritage Lottery Fund
 WYCA = West Yorkshire Combined Authority
 SDF = Strategic Development Framework

IP = In Progress
 A - ?
 P =
 N = ?
 Y = ?
 ASB = Anti-Social Behaviour

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
1.2 DEVELOPING THE DAISY HILL/BOND STREET AREA AS A RESIDENTIAL NEIGHBOURHOOD							
1.2.1	Development of sites for new homes	Production of a draft development framework to encourage more people to live in the town centre	Kirklees Council	N	2018	Q1 2019	Underway
1.2.2	Refurbishment of buildings for residential use.	Support conversion & improvement of a limited number of properties to residential use via HAZ.	Kirklees Council, Historic England, Private Sector, HAZ	Y	Q1 2020	2023	Discussions underway. See 1.1.2
		Assess viability, demand, developer interest and implementation options.	Kirklees Council	N	2019	2020	Work to be commissioned
1.3 IMPROVING THE MARKET							
1.3.1	Reconfiguring of the Market.	1st phase work (open/semi covered) - Implementation	Kirklees Council	N	TBC	TBC	Phase 1 and Phase 1b feasibility consultancy completed. Phase 2 to be completed 2019.
		2nd Phase work (market Hall) - Implementation	Kirklees Council	N	TBC	TBC	
1.4 SUPPORTING BUSINESS AND SECTOR GROWTH							
1.4.1	Supporting Business Growth	Support for existing and start-up companies located in the town centre.	Kirklees Council, Private sector	N	Ongoing	Ongoing	Employment and skills NKGZ Business Group Established.
1.4.2	Super fast broadband 'Gigabit Town'	Providing and promoting superfast broadband provision in town	Private Sector Kirklees Council	N	2021	2022	Oct 2018 - City Fibre have identified Dewsbury as a town with CF infrastructure primed to receive additional investment.
1.5 DEVELOPING THE CREATIVE AND CULTURAL SECTOR AND OFFER							
1.5.1	Space for Creative uses	Investigate the opportunity to reuse vacant space/buildings for creative uses	Kirklees Council	N	2018	2019	Initial discussions undertaken
1.5.2	Developing the evening and leisure economy	Encourage potential new leisure uses	Kirklees Council, Private sector	N	Ongoing	Ongoing	New openings planned for 2019 e.g. former Black Bull, ex Bailys Café
1.5.3	Marketing and Promotion	Investigate potential to for events in the town centre, other marketing activity	Creative Scene, KC & Dewsbury Forward	N	2019	Ongoing	"Togetherring" held 2017. Xmas light event 2018 planned
1.5.4	Increase Town Hall usage	Increase range & number of events/shows	Kirklees Council	Y	2019	Ongoing	

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
AIM TWO: MAKING THE CENTRE MORE ATTRACTIVE							
2.1 BETTER SPACES - IMPROVING AND CREATING NEW PUBLIC SPACES							
2.1.1	Better spaces strategy	Comprehensive plan for improving and extending public realm.	Kirklees Council	N	2018	2019	Scoping undertaken and initial strategy produced.
2.1.2	Improved public spaces	Northgate - Widening of pavement adjacent to Pioneer House (THI)	Kirklees Council	A	March 2019	May 2019	Funding approved and scheme being designed.
		Colourful streets (Dewsbury in Bloom)	Community, Kirklees Council	N	tbc	tbc	Dependant on community input and support.
		Informal play opportunities for young families.	Kirklees Council	N	2021	2021	Looking to include in Town Park proposal.
		Public Art – new permanent pieces and/or changing programme	Kirklees Council, cultural partners	N	2020	2022	As opportunities arise.
		Green Streets - Tree planting/landscaping ring road – street trees.	Kirklees Council	N	2021	2022	Integral to any highway works approved as part of M2D2L corridor (see 3.4)
		Removal/improvement of Signs, banners & boards	Kirklees Council		2019	Ongoing	
2.1.3	New public spaces	Town/urban park – explore options to provide enlarged greenspace around Longcauseway / Vicarage Road.	Kirklees Council	N	2019	2020	Early stages of scoping
		Riverside 'pocket park' - Temporary greening of vacant sites, other pocket parks	Kirklees Council	N			No progress.
2.1.4	Cleansing & Maintenance of public realm	Short term enhanced range of works and actions to tidy up & improve the appearance of Public Realm	Kirklees Council	N	Q4 2018	Q3 2019	Big Spring Clean - Schedule of works being drawn up.
		Regular cleaning of key areas. Prioritised attention to identified cleansing issues.	Kirklees Council	Y	Ongoing	Ongoing	
		Regular upkeep of landscaped areas. Prioritised attention to identified maintenance issues; parks/landscaping	Kirklees Council	Y	Ongoing	Ongoing	
		Regular maintenance of footways/roads. Prioritised attention to identified highways maintenance issues;, street furniture.	Kirklees Council	Y	Ongoing	Ongoing	

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
2.2 IMPROVING THE APPEARANCE OF BUILDINGS (BRIGHTER BUILDINGS)							
2.2.1	Targeted Grant scheme to improve external appearance (THI)	28-30 Northgate	Kirklees Council, HLF, Private Sector	A	July 2018	Nov 2018	Individual schemes at various stages of design and implementation
		Black Bull Public House		A	Nov 2018	April 2019	
		9, Market Place - Former Baileys Café		A	March 2019	Oct 2019	
		19, Foundry Street		A	April 2018	Oct 2018	
		Kingsway & Queensway Arcades – roofs & floors		A	Dec 2018	March 2019	
2.2.2	Improving Eyesores	23, Northgate	Kirklees Council, Private Sector	N			Options being considered
		9, Market Place - Former Baileys Café	Kirklees Council, HLF, Private Sector	A	April 2019	Oct 2019	Planning application submitted
		30-32 Westgate	Kirklees Council Private Sector	N	2020	2022	On HAZ priority list. Early discussion with owner.
		26-28, Westgate	Kirklees Council Private Sector	N	2020	2022	No progress
		Old Cinema Entrance, Market Place	Kirklees Council, Private Sector	N	Sept 2018	2020	Tidy up undertaken 2018, enhancement planned for 2019.
2.2.3	Vacant Shop Windows	Improve via temporary displays & 'vinyls'	Kirklees Council, Private Sector	N	2018	2019	Feasibility being undertaken
2.2.4	Good Quality Development	Consistent use of Dewsbury Design Guide. Enforcement of planning conditions and against unauthorised works	Kirklees Council	Y	Ongoing	Ongoing	

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
2.3 REDUCING THE FEAR OF CRIME AND ANTI SOCIAL BEHAVIOUR							
2.3.1	Reducing the incidence and fear of ASB	Activity to reduce ASB in the town centre.	KCSP, WY Police	Y	Ongoing	Ongoing	Action days undertaken during 2018
2.3.2	Reducing the incidence and fear of criminal activity	Activity to reduce crime & fear of crime in the town centre	KCSP, WY Police	Y	Ongoing	Ongoing	
2.4 IMPROVING PERCEPTIONS							
2.4.1	Changing Perceptions	Strategy to improve image of the town	Kirklees Council, Media	N	2019	Ongoing	Initial focus on implementing changes described in the Delivery Programme.
		Implement programme of improvements in the Delivery Programme	Kirklees Council, HE, HLF, Private sector, Community groups.	N	2018	2023	Initial projects already underway, other planned.
		Marketing Activity	Kirklees Council	Y	2019	Ongoing	Video to be produced Jan 2019
AIM THREE: IMPROVED ACCESSABILITY							
3.1 TRANSPORT STRATEGY							
3.3.1	Transportation Strategy for the town centre	Completion of 'Movement study'	Kirklees Council	Y	2019	2019	Majority completed in 2017.
		Refresh of principles guiding transportation work in town centre for accessibility	Kirklees Council	Y	2019	2019	Will be part of Area Action Plan work.
3.2 IMPROVE GATEWAYS TO THE TOWN							
3.2.1	Station Gateway	Improvements to pedestrian experience, sense of arrival.	Kirklees Council	A	July 2018	Dec 2018	On site
3.2.2	Aldams Road crossing	Improved pedestrian link between Minster Quarter & Long Causeway.	Kirklees Council	N	2019	2021	Initial works programmed for Aldhams/Wilton Rd jct in Jan/Feb 2019. Delivery of rest linked to 3.4
3.2.3	Railway Street pedestrian crossing / subway	Improved pedestrian crossing linking Rishworth Centre to subway.	Kirklees Council	N	2021	2021	Part of work looking at wider package of transport improvements

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
3.3 IMPROVE PEDESTRIAN AND CYCLE ROUTES/NETWORK							
3.3.1	Improved pedestrian & cycle access	Scope out range of potential schemes.	Kirklees Council	N	2019	2019	Part of work looking at wider package of transport improvements.
3.4 IMPROVE KEY RING ROAD JUNCTIONS AND VECHICULAR ROUTES							
3.4.1	Improvements around the ring road & A653	Produce / Submit OBC	Kirklees Council, WYCA	P	Q2 2019	Q3 2019	Scoping for Expression of Interest for WYCA underway, , to be submitted Janaury 2019.
		Produce / Submit FBC	Kirklees WYCA Council,	N	Q1 2020	Q2 2020	
		Implementation	Kirklees Council, WYCA	N	2021	2022+	
3.4.2	Junction Improvements to Ring Road	Ring Road / Wilton St-Saville Road	Kirklees Council, WYCA	N	2022	2023+	Scoping for Expression of Interest for WYCA underway
		Ring Road / Halifax & Bradford Road	Kirklees Council, WYCA	N	2022	2023+	
		Ring Road & Webster Hill	Kirklees Council, WYCA	N	2022	2023+	
3.5 MAKING CAR PARKING PROVISION FIT FOR PURPOSE							
3.5.1	Review of parking provision	Review car parking provision	Kirklees Council	N	2019	2019	
		Start implementing changes recommended from review	Kirklees Council	N	2020	2021	
3.6 IMPROVEMENTS TO PUBLIC TRANSPORT							
3.6.1	Improvements of Dewsbury rail services.	Lobby Network Rail, WYCA, TOC, Northern Powerhouse as part of TP Improvements	Kirklees Council, M.P.s media & other partners	N	When required	When required	New timetables introduced. (more trains stopping at Dewsbury)
3.6.2	Bus routes & services	Review routes in light of wider transport & public realm strategies, plus movement survey	Kirklees Council WYCA Operators	N	When required	When required	

No.	Objective, Proposal	Action / detail	Funders & Organisations	Status	Start	Finish	Progress / Comments
SUPPORTING THEMES							
4.1	Effective Management and of Delivery Plan.	Governance arrangements to oversee effective delivery & engagement of partners in delivery of projects.	Kirklees Council	N	2019	2019	Review of arrangements underway
4.2	Securing additional financial resources to support delivery	Explore the potential for a Business Improvement District (BID). Traders	Businesses Kirklees Council	N	2018	2019	Initial assessment undertaken, which indicates relatively small amount of funds could be generated from levy. Business groups not proactively promoting BID.
		Explore the potential on the 'Future High Street Fund'	Kirklees Council & stakeholders	N	2019	2020	FHSF prospectus to be issued in Dec 2018
4.3	Strengthen Statutory Development Framework For the town centre	Local Plan – Dewsbury Town Centre Action Plan Production of statutory plan that is consistent with SDF vision and aims.	Kirklees Council	P	2019	2022	Local Plan in final stages of the adoption process. Initial public engagement in the preparation for the Area Action Plan will commence in early 2019.
<i>Footnote: Last updated December 2018</i>							

Monitoring and Evaluation

The Council has project and programme monitoring systems in place to regularly monitor progress of the delivery programme.

Outputs and Outcomes

The overall impact of the programme will be regularly measured against the following outputs and outcomes

More activity

- People living in the town
- People using the town centre - Higher footfall
- Numbers of occupied/empty premises
- Diversity and range of businesses
- Employment levels
- Housing numbers

A more attractive centre

- Incidence of 'eyesores'
- Levels of ASB & crime
- Quality and quantity of open/public space
- Perceptions of town centre

Improved accessibility

- Improved public transport facilities & services
- Pedestrian & cycle improvements
- Transport benefits as defined by WYCA

Levels of Investment

Produced by Kirklees Council
November 2018
CM2795

We're **Kirklees**

The logo for Kirklees Council, featuring a white curved line underneath the word "Kirklees".