

# Dewsbury Town Investment Plan

OUR PLAN ON A PAGE TO INVEST IN OUR TOWN'S FUTURE

This plan summarises our bid for £25 million from the Government's Towns Fund to provide much-needed investment to boost Dewsbury's economy and long-term prosperity. Alongside other investment secured by Kirklees Council, this funding will be the spark for a brighter future for our town, building on its long and proud industrial heritage.



## Why Dewsbury is a priority for Towns Fund investment

Dewsbury is a place where the Government's Towns Fund can make a huge difference. Dewsbury faces a number of challenges, but has the opportunity to be a prosperous, vibrant town for the 21st Century.

## The Challenges

Despite its prosperous past producing textiles that were exported around the globe, Dewsbury has suffered from painful industrial decline in recent decades, which has presented challenges to its people, businesses and communities. Particular challenges include:

- **Increasing educational attainment and skills**, which are currently below national averages
- **Attracting good businesses to the area**, providing skilled, well-paying jobs for local people as opposed to low value, low productivity jobs that don't offer good quality of life
- **Improving people's health and wellbeing**, which is generally poorer than England as a whole
- **Attracting people and businesses back to the town centre** and boosting commercial development after years of under-investment and low developer confidence
- **Bringing Dewsbury's diverse communities back together** following declines in community cohesion
- Responding to the economic and social impact of **COVID-19**

## The Opportunity

However, momentum and optimism is building around Dewsbury and there are many opportunities that will ensure Towns Fund investment achieves a lasting impact:

- A **visually attractive town centre** with over 50 listed buildings
- A **young and diverse multi-cultural community**, of which 43% is under 30
- **Lower house prices and commercial rents** compared with regional and national averages
- A **strategically important location**, recognised locally and regionally as an area of employment and housing growth
- **Great transport connections** across the North, including 4 train services an hour connecting Dewsbury with Manchester and Leeds
- Significant investment in **state-of-the-art new educational and cultural facilities** in the town centre
- **Highly engaged local people** who are passionate about the future of their town

## Our plan to create a vibrant, prosperous town centre for the 21st Century

We have identified nine projects which, with £25million Towns Fund investment plus wider funding from Kirklees Council and others, will help lay the foundations for a prosperous and sustainable future for Dewsbury:

- 1. The Arcade (£1.31m)** – reopening of the Grade 2 listed Victorian Arcade as a hub for independent businesses
- 2. Dewsbury Market (£6.60m)** – creating a 21st Century market as the economic heart of the town centre
- 3. Urban Realm - Town Park (£6.25m)** – creating high quality public spaces for people to spend time in together
- 4. Creative Culture Programme (£2.195m)** – a year-round programme of cultural activities to bring the community together
- 5. Building Revival (£3.15m)** – bringing beautiful buildings back to life for people to live and work in
- 6. Daisy Hill Neighbourhood (£3.0m)** – creating a new neighbourhood in the town centre
- 7. Construction Skills Village (£1.50m)** – providing leading-edge training and skills opportunity in the construction and built environment sectors
- 8. Fibre capability (£0.25m)** – ensuring Dewsbury's strong transport connections are matched by strong digital connections
- 9. Sustainable transport modes (£1.325m)** – enabling people to travel healthily and sustainably by bike or on foot

*“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.”*

*Dewsbury Strategic Development Framework 2018*

## The outcomes we will deliver

In line with our long-term 2030 vision for Dewsbury, this plan will make a positive difference against each of our three strategic pillars:

### Diverse and vibrant place

- More new businesses starting up and investing in Dewsbury
- Increased economic growth
- A bustling town centre
- Dewsbury has a reputation as a place where people want to live, work, invest or start a business

### Opportunity for all

- High quality jobs and training
- Improved public health
- Connected and resilient communities
- Local students achieve above-average educational attainment with access to good local jobs
- Local people have increased pride in their town

### Connected and accessible

- Digital connections that promote business growth and remote working
- Better transport connections, with more opportunities for people to cycle or walk
- Reduced carbon emissions
- Dewsbury is well connected as a place to live, work and do business

## Total Dewsbury Town Investment Plan funding package:

£25m Towns Fund investment



wider investment from Kirklees Council and others



**£60m total investment in Dewsbury**