

Dewsbury Town Investment Plan



Foreword

The Dewsbury Town Deal Board and Kirklees Council are delighted to submit the Dewsbury Town Investment Plan (TIP) to Government. By working together with the local community, we have developed projects based on solid evidence and engagement.

Dewsbury has a long, vibrant history at the heart of West Yorkshire and its incredible industrial heritage. This heritage is still evident today through its attractive town centre buildings. We are a highly diverse, young and entrepreneurial town. However, Dewsbury has been held back from realising its potential through a lack of investment for decades.

The nine projects that the Town Deal Board has selected to form the TIP represent a programme designed to deliver our vision for Dewsbury to be a **diverse and vibrant place** offering **opportunities for all** whilst being **connected and accessible**.

We are mindful that the Towns Fund is only part of the solution, so our TIP also sets out recent investment by the council in the town and our shared plans for further aligned investment from a variety of sources that will complement the nine projects.

Work is already well underway to bring Dewsbury back to life, with the launch of the council's Dewsbury Blueprint in early 2020 and the recent state of the art educational interventions in the town centre e.g. Dewsbury Learning Quarter. Now is the perfect time for the Town Deal Board and the council to build on this momentum via the TIP.

Through the TIP, we will tackle head on the challenges of economic recovery following Covid-19, deprivation and climate change and realise the potential of our most deprived communities. Most importantly, we will ignite the ambitions of our young, diverse and talented community by creating a vibrant town centre, where people want to live, work and play.

The Towns Fund will be crucial to providing Dewsbury with the much-needed funding support that will act as a catalyst to build on its heritage and boost the local economy bring jobs, culture and leisure opportunities and eventually much needed private sector investment. Although the public sector has invested in Dewsbury in recent decades, this hasn't been matched by investor confidence. The projects identified in this plan will play a key role in making investment in the town centre commercially viable and attractive.

The people of Dewsbury are proud of their town and are excited about the opportunities that will be generated from our Town Investment Plan.

Signed



Cllr Shabir Pandor
Leader of Kirklees Council



Rob Norreys
Chair of the
Dewsbury Town
Deal Board



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

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1. Context

OVERVIEW

DEWSBURY HAS ONE OF THE YOUNGEST AND MOST DIVERSE POPULATIONS OF ANY TOWN IN THE UK. IT HAS FALLEN A LONG WAY FROM ITS PROSPEROUS INDUSTRIAL PAST. IT HAS BECOME A FRAGMENTED TOWN AND COMMUNITY WHERE ITS POTENTIAL IS NOT BEING REALISED DUE TO A LACK OF OPPORTUNITY, MARKET INTEREST AND CONFIDENCE.

The challenges faced by Dewsbury were recognised by MHCLG's own review of Towns - identifying it **amongst the top ten priority towns in England** for Towns Fund investment.

Our residents, business people and the public sector partners all believe that the Towns Fund investment will play a vital role in bringing the Dewsbury community together around a coherent plan for the town. The investment will help lay the foundations for a prosperous and sustainable future, built on the youth, diversity and talents of our community. In doing so we aim to create the conditions for a flourishing, vibrant town in the 21st century.



The Dewsbury Story

A PROSPEROUS HISTORY

Dewsbury has a long, vibrant history at the heart of West Yorkshire and its incredible industrial heritage. The town's original prosperity is rooted in the 'heavy woollen' industry of the Victorian era and although some textile related activity still exists this is much reduced from its heyday. However, the legacy of Dewsbury's industrial past still predominates across the town through its high quality Victorian architectural / built heritage.

Market failure in the town is persistent. The town has struggled to attract investors due to potential projects being commercially unviable. This lack of investment in Dewsbury due to low property values and low footfall, evidences and further exacerbates this issue in a vicious cycle of low investor confidence.

The lack of investment and economic activity in the town has led to a more insular, fragmented community, which is a real tragedy given the rich diversity within the community is one of the town's strongest assets.

INDUSTRIAL DECLINE

Despite Dewsbury's prosperous industrial past, the town has suffered a long and painful decline throughout the second half of the 20th century and into the 21st century. The once large, bustling market has seen its vibrancy reduced, vacancies have increased, and the popular historic Arcade has been closed for years.

Along with its heritage, which is still evident through the attractive town centre buildings and its excellent location and transport links (easy access to motorway and rail network with proximity to Huddersfield, Leeds and Manchester), the greatest asset Dewsbury has is its people.

DEWSBURY TODAY

The town is a relatively small and ethnically diverse town of 66,500 people with over a third of the population having an ethnic origin outside of the UK, predominately of South Asian origin, originally attracted by the opportunities in textiles industry. There are companies and people with higher skilled jobs and income; but compared to national, regional and local benchmarks, Dewsbury compares poorly in terms of educational qualifications, skills, health, employment levels and wages.

The Towns Fund will be crucial to providing Dewsbury with much needed funding support that will act as a catalyst to build on its heritage and boost the local economy bringing; jobs, culture and leisure opportunities and eventually much needed private sector investment, particularly to the town centre. Most of all, the people of Dewsbury will be reconnected with a sense of pride in their town.

The importance and impact of this TIP in starting the process of delivering the long-term future for Dewsbury and its community cannot be underestimated.



Assets & strengths



A VISUALLY ATTRACTIVE TOWN CENTRE

Dewsbury has an attractive town centre comprising historic buildings dating back to its industrial heyday. The majority of the town centre is in a Conservation Area with over 50 listed buildings which still to this day display the town's rich 19th century architecture. Although the Market has declined in recent years, it is still one of the most renowned markets in Yorkshire and has been the heartbeat of the town.



LOWER HOUSE PRICES AND COMMERCIAL RENTS COMPARED TO REGIONAL AND NATIONAL AVERAGES

Property values in the town are relatively low which makes the area a cost effective and more affordable location for businesses and people alike, particularly when compared to Leeds (which is only 13 mins away by train).



A YOUNG AND DIVERSE MULTI-CULTURAL COMMUNITY WITH UNTAPPED POTENTIAL

The town has a significant catchment – 66,500 with wider potential for areas beyond. Around 43% of the population in 2018 was under 30 with 38% of the population being non-white. The majority of those people are of South Asian origin. The opportunities for enterprise and investment from the BAME community are currently not being realised.



A STRATEGICALLY IMPORTANT LOCATION

The potential of Dewsbury is recognised with it being a major part of the North Kirklees Growth Zone and therefore formally recognised as a Spatial Priority area in the Leeds City Region Strategic Economic Plan as an area of housing and employment growth.



EXCELLENT CONNECTIVITY LOCATED ON KEY TRANSPORTATION ROUTES THAT CONNECT TWO MAJOR CITY REGIONS WITH EMPLOYMENT OPPORTUNITIES IN LEEDS AND MANCHESTER

Dewsbury is on the Transpennine rail route with up to 4 trains an hour. Leeds can be reached in 13 minutes and Manchester 40 mins. The Transpennine rail upgrade will increase speeds and reliability of services.

Dewsbury has easy access to the motorway network – the town is less than 10 minutes' drive from both junction 28 of the M62 and Junction 39 M1, giving quick access to markets across the country.

Dewsbury bus station is the hub for the local area with a good local network.



Dewsbury Market with Pioneer House in the background

The challenges and needs

Dewsbury is one of the most deprived towns in the UK. Many of its residents face worryingly high levels of deprivation and ill-health, while skill levels and incomes are also below average. Relative deprivation is severe in almost all aspects of life: education, crime, employment, incomes and the quality of the local environment.

Dewsbury's position on each measure comprising the Index of Multiple Deprivation is summarised in Table 1 below.

Table 1: Relative deprivation in Dewsbury and Kirklees by domain in 2019

	Dewsbury		Kirklees
	% of areas in most deprived 10% in England	% of areas in most deprived 25% in England	% of areas in most deprived 25% in England
Income	18%	61%	34%
Employment	18%	58%	35%
Education	42%	68%	33%
Health	11%	50%	29%
Crime	32%	53%	45%
Living environment	17%	53%	44%
Children's' income	13%	37%	22%
Older people's income	39%	50%	27%

Green shading - less highly deprived than England
 Amber shading - more highly deprived than England
 Red Shading - more than twice as highly deprived as England

Table 1 shows that Dewsbury is most severely deprived in relation to education and crime, in that more than twice as many neighbourhoods are in both the bottom 10% and the bottom 25% compared to the average in England. The town is also badly deprived in terms of income levels, employment and the quality of the local environment.

Further details on the socioeconomic characteristics of Dewsbury and the evidence base underpinning the key challenges can be found in the Socioeconomic assessment report at Appendix 1.

¹Source: Kirklees Observatory



CHALLENGE 1: INCREASING EDUCATIONAL ATTAINMENT AND SKILLS TO SUPPORT INCLUSIVE GROWTH

QUALIFICATION AND SKILL LEVELS ARE LOWER THAN NATIONAL AVERAGES

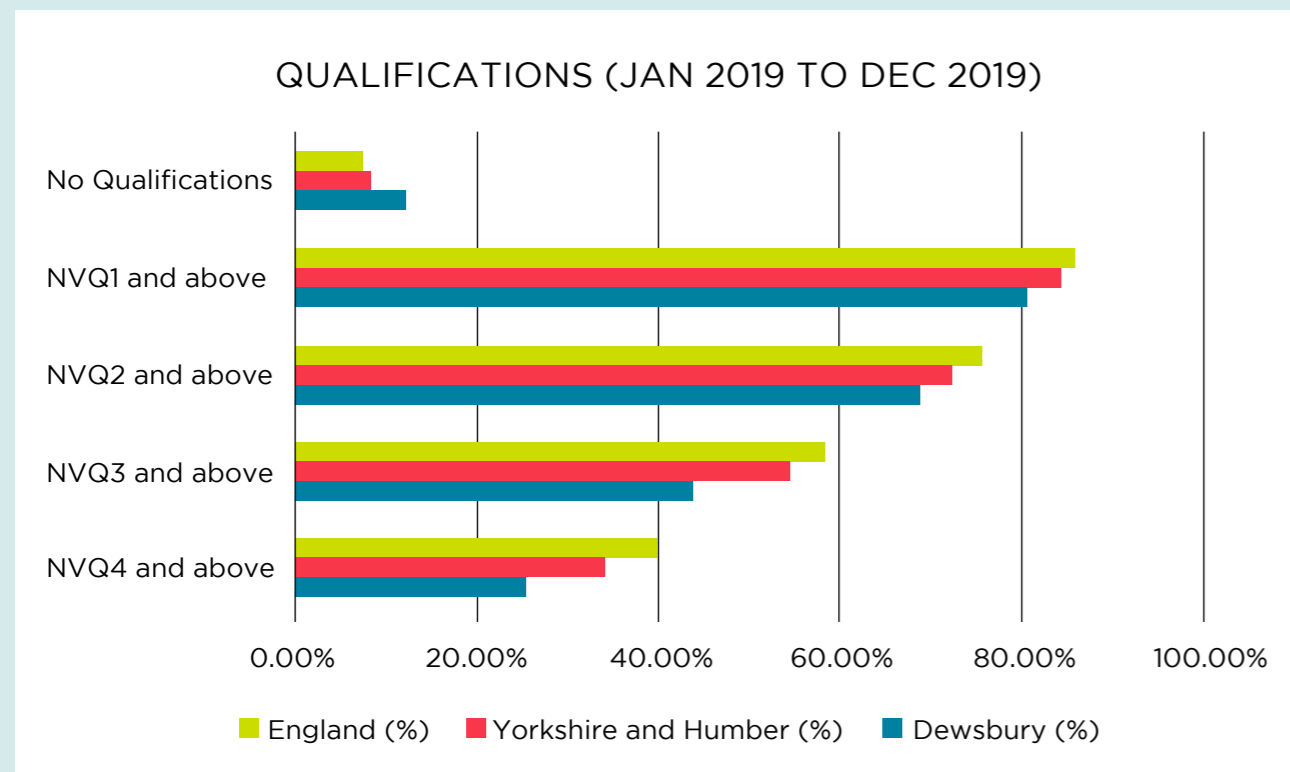
“The main focus should be on helping people to upskill, find work and a feeling of community and belonging.”

Response to online survey

Educational qualifications and skill levels are one of the most important determinants of job opportunities and earnings potential as well as business productivity.

Figure 1 provides a snapshot of educational attainment in Dewsbury compared to other areas.

Figure 1: Qualifications (Jan 2019 to Dec 2019)²

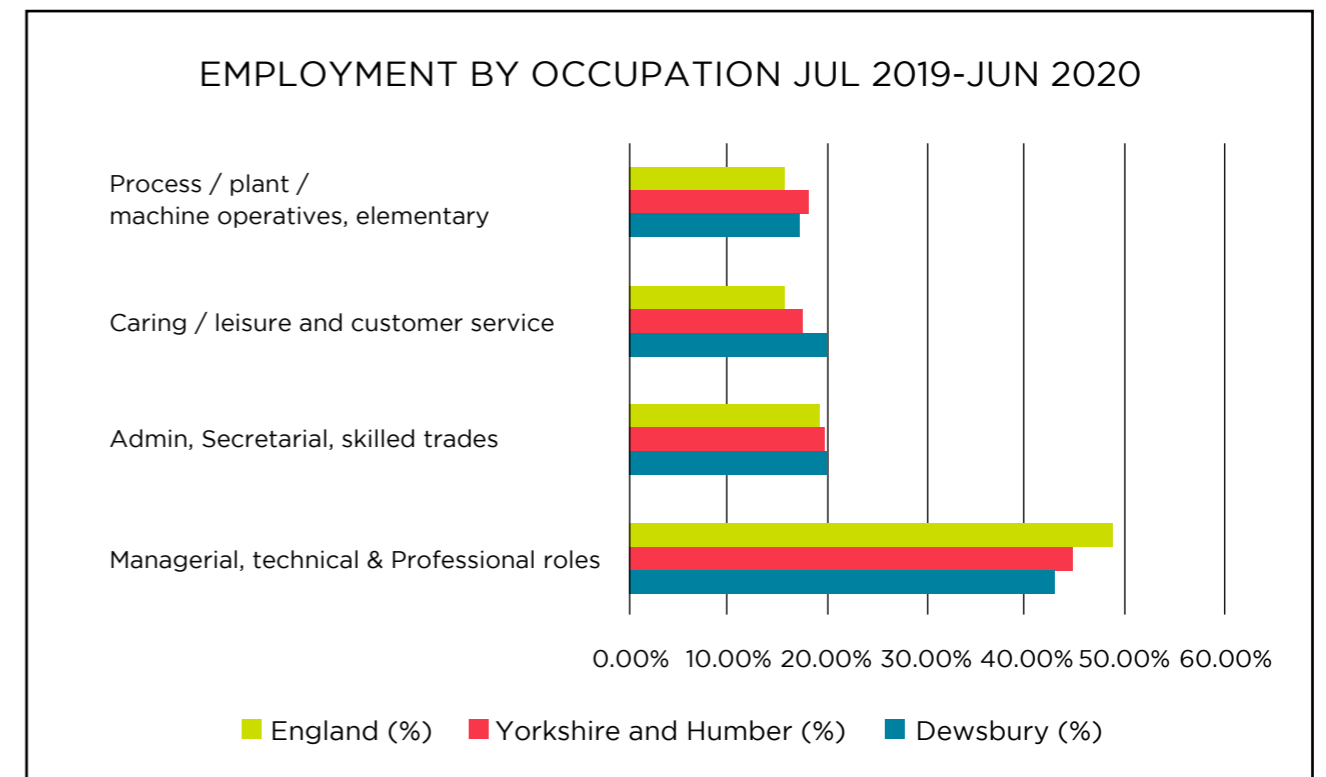


Low levels of educational attainment are translated into a comparatively low skills / low wage / low productivity workforce. In 2019, 12.2% of working age residents of the Dewsbury parliamentary constituency had no qualifications at all (compared to just 7.5% for England as a whole). The qualification gap widens markedly for both Level 3 and 4 qualifications.

Low levels of qualifications / skills are directly translated into an occupational profile which for the town includes a higher than average proportion of lower paid jobs.

Figure 2 shows the employment by occupation in Dewsbury compared to other areas.

Figure 2: Employment by occupation (Jul 2019 to Jun 2020)³



Compared to the rest of the UK, most of Dewsbury’s residents are employed in routine process/ machine work and elementary jobs, with few working in managerial and professional posts. The average household incomes in Dewsbury are up to 10% below the district average, which in turn are only 80% of the UK average.

²Source: NOMIS – Official Labour Market Statistics

³Source: NOMIS – Official Labour Market Statistics

CHALLENGE 2: ATTRACTING AND CREATING VALUE ADDED BUSINESSES

“Dewsbury suffers from an acute skills shortage. There is an oversupply of low paid, low skilled jobs and these positions can’t be filled. There are always vacancies. There’s a lot of informal economy work, a strong gig economy. We need a focus on helping to create better paid jobs. Many women want to set up businesses and need support. We could do with an incubator to help create more high value jobs.”

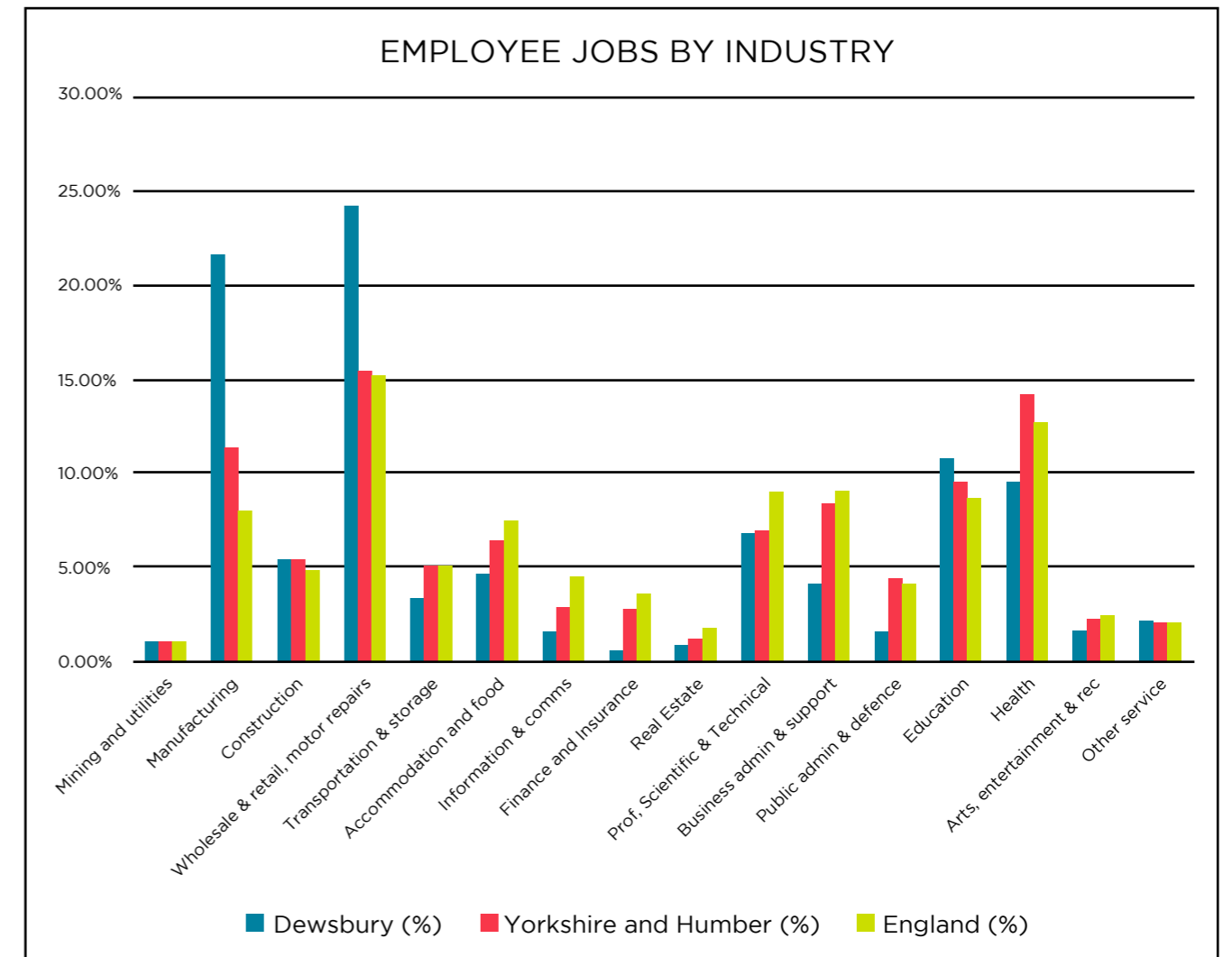
Views of a local business figure

The make-up of businesses in Dewsbury suggests a local economy highly dependent on companies in low value / productivity sectors.

Figure 3 shows the breakdown of jobs by industry in Dewsbury compared to other areas.



Figure 3: Employee jobs by industry (Jan 2019 to Dec 2019)⁴



Of the 37,000 employee jobs in the Dewsbury parliamentary constituency, 35.1% are part-time (higher than the England average). Almost one in four jobs (24.7%) are in wholesale/retail and repair of motor vehicles, a comparatively low paid/low skilled sector. There are over 8,000 jobs in manufacturing (21.6%, compared with just 8% for England as a whole) and 8,100 jobs in the public sector. Many of these jobs are located in traditional industrial areas adjoining the River Calder including the Bretton Street / Mill Street and Ravensthorpe Industrial Estates.

Dewsbury’s unique manufacturing heritage dates back to the establishment of the textiles sector in the town and this tradition remains today through firms including Dormeuil, established in 1842, and Calder Textiles. The town also retains a strong base of bed and furniture manufacturers (over 50) including HSL, Jay-be Ltd, Highgate Beds and Shire Beds.

Whilst its strong manufacturing base remains a significant asset for the town (with particularly strong demand for jobs in the bed and furniture sector), driving up innovation, productivity and workforce skills levels remains a significant challenge for many local employers across the sector. Some also face the challenge of operating in obsolete premises or in a poor-quality environment. The town also has fewer businesses in the types of service industries that are growing rapidly across the UK and which offer many higher-paid jobs, such as finance, IT and professional services.

⁴Source: NOMIS – Official Labour Market Statistics

CHALLENGE 3: IMPROVING THE HEALTH OF RESIDENTS

HEALTH AND WELLBEING OUTCOMES ARE POOR

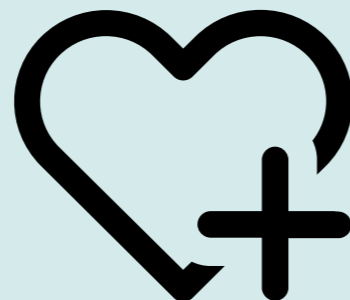
The health of the town's residents is poor, with local healthy life expectancy three years below England as a whole.

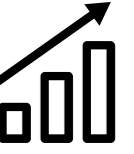
“Dewsbury has high levels of child obesity and other health problems associated with a lack of physical activity. We have amazing links to the countryside and great bike trails. All we need is a cycling hub to inspire a new generation to get on a bike. Leeds has an urban bike park and I don't see why Dewsbury shouldn't have one too.”

Dewsbury Mountain Bike group.

The overall mortality rate during the period 2013-17 was around 20% above the national average, and premature deaths among the under-75s were more than 25% higher than the national average.

Covid-19 has had a disproportionate impact on the health of the town's residents given the high levels of deprivation. In particular, with a relatively young population, mental health suffering has increased which impacts on education, aspirations and hopes for the future.





CHALLENGE 4: DRIVING ECONOMIC ACTIVITY IN THE TOWN CENTRE WHICH WILL LEAD TO MORE SPENDING IN THE TOWN, MORE DEMAND FOR LEISURE AND ENTERTAINMENT AND HENCE THE CREATION OF MORE JOBS.

A DECLINING TOWN-CENTRE

“The town centre does not reflect the people of Dewsbury in that a lot of people don’t use it. People my age don’t think there is anything there for them. There are very few restaurants and bars – and I’d like to see more events.”

Creative Scene, an organisation that supports communities to take part in, make and experience arts and culture

Whilst Dewsbury town centre has had a long thriving retail and commercial life, there has been a sustained decline in its fortunes over the past 20 years. The clearest evidence of this comes in the footfall figures which have been falling over this period. Prior to the Covid-19 pandemic, the town centre had seen a catastrophic drop in footfall, including a loss of 50% of visitors on Saturdays over the past 20 years. The decline on Wednesdays – market day – was also bigger than on non-market days. Footfall in Dewsbury fell by a further 75% at the height of the lockdown. This suggests that the town centre is being seen less and less as a destination for shopping and leisure activity, and increasingly as a place for essential visits only. Currently there is a lack of a good quality living offer in the town centre. In particular, there is a need to attract a younger, more affluent demographic with higher disposable incomes that will help to boost economic activity in the town centre. Developing a new housing market within the Daisy Hill/Bond Street area will make the most of the area’s potential and maximise the economic impact of the new neighbourhood on the town centre.

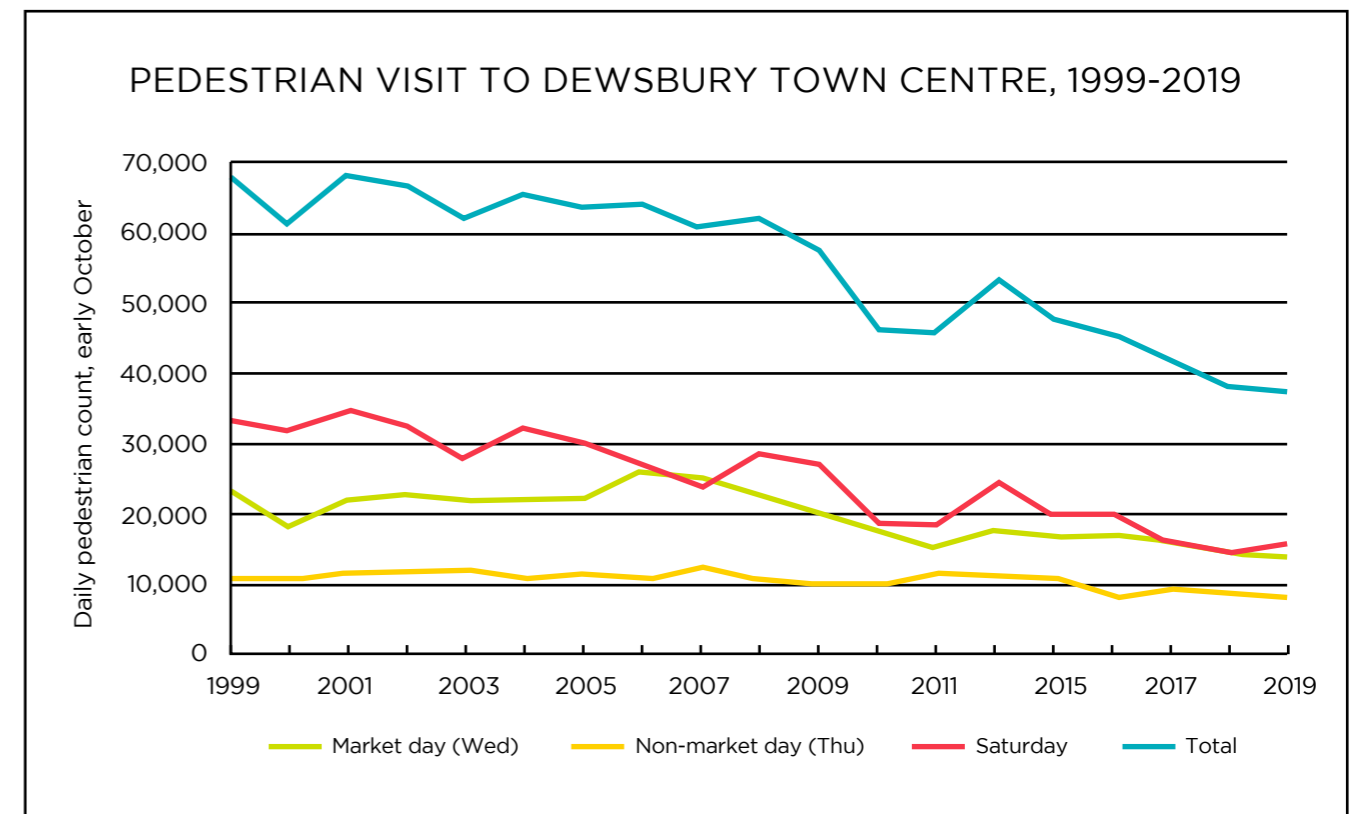
“The town centre doesn’t feel safe either by day or night.”

response to online survey

There are few restaurants and leisure or entertainment opportunities in the town centre, meaning there is a lack of evening activity. The loss of footfall due to a combination of changing consumer behaviour and a poor town centre offer has led to further closures of retail and other businesses resulting in a 30% vacancy rate in 2019.

Figure 4 shows the number of pedestrian visits to Dewsbury Town Centre over the past 20 years.

Figure 4: Pedestrian visits to Dewsbury Town Centre (1999 to 2019)



The graph shows how footfall has decreased from nearly 70,000 in 1999 to less than 40,000 in 2019.

Collectively these issues contributed to low investor confidence and the town centre has been in serious decline for a decade or more. The once large market has seen its vibrancy reduced and vacancies increased, despite this it is still important to the town.

As a result, the town now has a poor image and is visually unattractive in parts with run-down buildings and vacant sites. This has resulted in low business confidence and a fear of crime / anti-social behaviour.

CHALLENGE 5: BRING THE COMMUNITY BACK TOGETHER

COMMUNITY COHESION HAS DECLINED

“Ensuring that physical activity is prevalent in any of the planning of any areas for development. How we walk to work, how we use physical activity to connect to people, mental health, community integration and cohesion.”

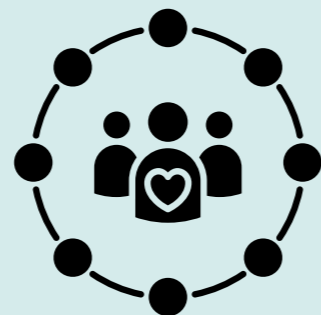
response to online survey

“There is a community spirit here, but it exists in pockets. We have to make sure it’s spread across the whole town.”

views of a local faith group

Dewsbury has proud, diverse and distinct communities. The town owes much of its early success and the vibrancy of its cultural life to the diversity of the backgrounds and lifestyles of its inhabitants.

Community assets including people, organisations, institutions, the local economy, environment and culture are key to connecting people and enhancing community cohesion. Despite the hard work undertaken by local volunteers who run community groups and the Kirklees Metropolitan Council (“KMC”), the prolonged lack of investment in the town has meant there are fewer places, spaces, events and activities for people to come together.

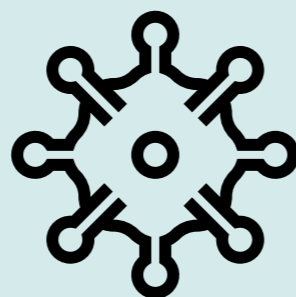


Creative Scene. Like Mother Like Daughter. Image Credit: Karen Rangeley

CHALLENGE 6: RESPONDING TO COVID-19

As with the rest of the UK, Dewsbury's economy and its people have been significantly affected by the Covid-19 pandemic. The impact on Dewsbury has been felt in a number of ways:

- **Accelerating town centre decline** which has been particularly hit hard with recent announcements of closures for some of the town's high street stores which include WH Smith and Peacocks. Footfall in the town centre has fallen to 25% of normal levels.
- **A disproportionate impact on local businesses** where Covid-19 has had an immediate and unprecedented impact. The government has developed a list of industries that it thinks are most 'at risk' from the economic impact of the pandemic. On this measure, two thirds of jobs (67%) in Dewsbury are 'at risk', whereas the national figure is around half (49%). This is largely due to the above average concentrations of manufacturing and wholesale employment in the town compared with the national average. In response, KMC has offered a number of business support grants to help businesses stay afloat during the pandemic.
- **Popularity of the town's limited green space.** This has been demonstrated by the number of people visiting the Dewsbury Country Park during the lockdown. It has been a real hub for different cultures and highlights how a new town park could have a really positive impact on the town.



KMC's draft Local Economic Recovery Plan (see Appendix 2) was approved by Cabinet in July 2020 and covers the three-year period to 2023. It sets out how, working in partnership, KMC will support the economic recovery through initiatives including:

- maximising the social impacts of our spending – ranging from school meals to road building – to generate local jobs, apprenticeships and work experience opportunities, including the development of a construction skills village
- implementing a Kirklees Youth Guarantee, to support 16-24-year olds to access full-time education, apprenticeships or employment
- scaling up our support for business start-ups and self-employment, including a major awareness raising campaign and linking advice/support for start-ups with subsidised accommodation
- tackling the digital divide within our communities and residents to improve access to services and learning, through development of local digital hubs and other initiatives
- developing a new package of grant support for businesses and social enterprises with potential to deliver jobs growth and other social value outcomes, targeting both existing SMEs and inward investors.



Field House concept design

Opportunities - regaining the momentum

THE LACK OF INVESTMENT AND DASHED EXPECTATIONS OVER THE LAST TEN YEARS IN PARTICULAR HAS LED TO A DEGREE OF CYNICISM AND LOWERED OPTIMISM IN THE TOWN. HOWEVER, DESPITE THE SIGNIFICANT CHALLENGES THAT THE TOWN FACES, THERE IS NOW A RENEWED MOMENTUM AND GROWING OPTIMISM ABOUT THE TOWN'S FUTURE. OBTAINING TOWNS FUND SUPPORT WILL BE CRITICAL IN BUILDING UPON THESE MORE POSITIVE FEELINGS AND MAKING THE MOST OF THE FOLLOWING OPPORTUNITIES:

TAP INTO STRONG HOUSING AND EMPLOYMENT GROWTH AROUND DEWSBURY

“We are investing in a development with 1,500 houses and huge business park in the north side of Dewsbury”
– major landowner
response to online survey

There are significant levels housing growth planned for the Dewsbury area through land allocated in the Kirklees Local Plan and sites with planning permission for housing. The new strategic housing sites are located approximately 2 miles from Dewsbury Town Centre with an average travel time on foot of 40 minutes or 10 minutes by car. This equates to nearly 4,000 new homes over the next 10 years. The council also expects additional homes to be delivered from further windfall sites which become available during this period. This is a yet untapped local customer base for Dewsbury.

In addition, the Chidswell Employment Site is the largest employment allocation in the Kirklees Local Plan and has capacity for over 1 million sq. ft of industrial use development. This has the potential to generate significant inward investment in Dewsbury alongside unlocking the expansion of existing local firms which will create associated value-added job opportunities for residents. Improving education and skill levels among the town’s residents are essential to enable them to take advantage of these new job opportunities and to support inclusive growth.

KMC is also aiming to pilot a more area-based approach to business support in Dewsbury, working more closely with businesses in traditional industrial areas of the town to address concerns in relation to their business environment and improving access to business support, advice and investment. This will complement the package of Towns Fund support.

CAPITALISING ON NEW STATE OF THE ART EDUCATIONAL FACILITIES IN THE TOWN CENTRE

“The main focus should be on helping people to upskill, find work and a feeling of community and belonging”
response to online survey

At the local level KMC and Kirklees College have shown great commitment, in saving and then converting the large former Grade 2 Coop Department Store (Pioneer House) into a College facility. Its recent opening in November 2020 is a major step forward for the town and along with the opening of the Springfield Sixth Form Centre, brings the introduction of a large number of students (1,000+) into the town centre, leading to increases in footfall and activity.

The £14m restoration of Pioneer House has created a major new higher-level skills centre for the town with the potential to deliver not only significant learning opportunities but also a substantial increase in town centre footfall and unlock related activity. Almost 80 courses are already on offer including a wide range of HNC/HND provision in subjects including Art and Design Computing and ICT, Creative and Digital Media, Business and Finance and Health and Social Care.

These recent state-of-the-art educational interventions together with easy access to University of Huddersfield will play a key role in addressing the town’s skills shortages by attracting and retaining talent as well as generating much needed footfall to the town centre.

The increased local presence of the College will also increase access to training and other support for Dewsbury employers. Through the ‘Let’s Talk Real Skills’ programme, the College, working with KMC, is developing proposals to support workforce development and recruitment for the town’s bed and furniture manufacturing sector. This will support business innovation alongside the creation of higher skilled roles and clear progression pathways for employees in this sector.

Pioneer House will also operate as a key hub for the Construction Skills Village proposals which are described later in the TIP.

“Space for young people to connect and be creative.”
response to online survey

“I remember as a child when Dewsbury was the hub of the community. The market was incredible. A destination for people to come. My mum has told me many times that people used to come on coach trips to visit the market. There’s so much we could do in this area to encourage artisan foods, crafts, street artists to come along – let’s make Dewsbury a destination.”
response on #MyTown website

“The Towns Fund will provide much needed support to the regeneration of Dewsbury, driving additional footfall and creating a vibrant town centre through the provision of quality public realm, a revitalised Market and Arcade and an exciting events programme focussed on culture and the arts. We are very enthusiastic, as owners of Empire House, for the regeneration of Dewsbury and as part of that, the Towns Fund provides us with the confidence to invest in the refurbishment and repurposing of Empire House as well as contributing to the events programme in the same way we have invested in our other destinations such as Peterborough and Tunbridge Wells.”
Paul Burnett, Property Director at Targetfollow (commercial property company and owner of Empire House)

TIME IS RIGHT TO RECONNECT THE PEOPLE OF DEWSBURY WITH A VIBRANT TOWN CENTRE

A reinvigorated town centre is key to the long-term success for Dewsbury as it will attract people and businesses to Dewsbury creating opportunities for jobs.

With the recent investments in new College facilities in the town centre, there is a chance to seize the moment and build momentum via the TIP, otherwise the opportunity might be lost. The TIP includes projects that will directly improve vibrancy in the town centre and bring people together through:

- Town centre living
- Repurposing vacant buildings, including for use by new businesses on a ‘meanwhile’ basis
- Improving the Market
- Developing the creative and cultural sector
- Improving public spaces and creating a new town park.

The resulting improvements in built heritage and public realm, increased residential population and economic demand will in turn provide a boost to private sector confidence and investment leading to a virtuous cycle of growth.

These projects will also provide social benefits such as improved health and well-being, better air quality and more opportunities for the community to come together.

However, if the ambition and potential of Dewsbury is to be realised then significant resources are required. The Towns Fund provides a great opportunity to deliver the much-needed funds required to act as the catalyst to turn Dewsbury around.

2. Strategy

DEWSBURY TOWN VISION: 2030

“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”.

Strategic Development Framework 2018

Building on its unique manufacturing heritage and legacy of Victorian buildings, the town has reinvented itself as a sought-after place for its young and diverse communities, a location of choice to set up in business; to live, work and play. Its location as a main stop on the upgraded Transpennine rail route linking Manchester-Huddersfield-Leeds and beyond, along with good links to the M1 and M62, have strengthened links with wider housing and labour markets. The success of the town’s re-surgency has been supported by the rise of flexible working and Dewsbury’s appeal as an attractive hometown, offering excellent links to key economic centres across the North.

A revitalised and diversified town centre is at the heart of this transformation. Building on the ‘Blueprint’ adopted a decade ago, the town centre serves as a multi-faceted cultural, learning, business and community hub. The town has a renewed confidence in itself, a place, residents are proud to call their own.

The presence of Kirklees College, Springfield Sixth Form Centre and a wider University offer have transformed Dewsbury’s role as a centre for further and higher education, generating increased footfall and activity throughout the

town centre during the day and supporting its burgeoning evening economy. Local students now regularly achieve above average attainment for GCSE and A levels and have greater access to vocational and academic learning pathways. The College has continued to have **well established links with key employers** within Kirklees and West Yorkshire which means the number of young people living and working in and around the town has increased significantly over the past decade.

Many town centre buildings have been repurposed to provide high quality workspace for digital, creative and other businesses – some created by local entrepreneurs and some attracted by Dewsbury’s high quality, affordable location with beneficial proximity to both Leeds and Manchester. The town’s focus, post Covid, to take advantage of early fibre connectivity to provide flexible and **connected space** has created a new generation of talent in Dewsbury. Many of these businesses have a digital component and have been started by former Kirklees College students which has further fostered the link between the College and the business community.



Dewsbury Town Park concept design

Dewsbury is a place well known for its creativity and experimentation in art, music and creative industries. Achieving UNESCO Creative City of Music status in 2023 has further enhanced Dewsbury’s reputation as a music hub with its many year-round festivals and programmes featuring a full spectrum of music genres that represent its thriving melting pot of cultures.

Establishing itself as a world class music brand has enabled Dewsbury and Kirklees to attract creative industries in the area which has further enhanced the vibrancy of the town, the health and well-being of residents and provided employment opportunities in a range of careers linked to music and the creative industries. New creative industries have complemented and built on Dewsbury’s textiles heritage offering a range of opportunities in music, fashion, design, performing arts, media and gaming.

There has been a significant increase in the number of local independent retailers and the town centre has adapted successfully to changes in the retail sector. The famous **Dewsbury Market** and **The Arcade** have been transformed into flexible space for commerce, shopping, leisure and cultural activity shopping.

Despite the revolutionary changes made to the retail sector over the past decade, the town has seen a significant increase in footfall, including more flexible workers - with both residents and visitors enjoying the diverse range of eating and drinking establishments along with the many events that are held within cultural spaces within the town.

The town centre is an attractive place to visit with its restored iconic Victorian buildings that tell a story of Dewsbury’s industrial past. This **restoration of old buildings including opening them up for alternative uses** has been part of the pull factor for businesses attracting customers and has encouraged new businesses into the town centre. The **new Town Park** which incorporates Memorial Gardens offers a tranquil place for residents and visitors to enjoy a high-quality green space in the heart of the town.



The number of people cycling, and walking has increased significantly over the past decade due to the **new pedestrian and cycle routes** that have been installed.

Daisy Hill has benefited from being a Heritage Action Zone and become the coveted location to live for professionals with disposable incomes looking for high quality apartments drawn by the vibrant and diverse town centre offer. Perceptions of Dewsbury have changed. Dewsbury is a town with the confidence to compete locally, regionally and nationally providing better life outcomes for all its residents.

THE GENESIS OF THE DEWSBURY VISION

Considerable work has already been undertaken with regards to establishing a vision for Dewsbury. The Strategic Development Framework (SDF), led by the Council, in 2018 set out a 25-year vision for the town supported by a delivery programme. The SDF 2018 was then followed by the launch of the Dewsbury Blueprint in early 2020, a 10 year plan that seeks to honour the heritage of the town and build on recent investments. The Blueprint aims to bring back more activity into the town centre, make it more attractive and improve accessibility.

The key themes from the SDF and the Dewsbury Blueprint together with input from the local community (both businesses and residents), were taken and distilled into a vision of what Dewsbury will be in 2030, which is underpinned by three pillars. These are:

1) A diverse and vibrant place

2) Opportunity for all

3) Connected and accessible

A DIVERSE AND VIBRANT PLACE	OPPORTUNITY FOR ALL	CONNECTED AND ACCESSIBLE
<p>People value the town centre benefiting from its thriving heritage, culture, artistic and entrepreneurial spirit.</p> <p>Residents and visitors have good quality public realm and green spaces, an attractive retail and leisure offer supported by cultural spaces and events that reflect its character.</p> <p>A town that offers high quality, sustainable housing that is affordable, with a town centre that is vibrant, where people want to live and spend time in.</p>	<p>Our residents will have access to high quality education and value-added jobs.</p> <p>Capitalising on the rise of flexible working post Covid - Dewsbury offers local hubs, connectivity and amenity to support flexible workers.</p> <p>Investment in skills and digital infrastructure will support the creation and attract more successful businesses into Dewsbury.</p>	<p>Dewsbury will be digitally connected with more sustainable access, physically linking the town with pedestrian areas, cycle routes and future travel options.</p> <p>With improved transport infrastructure (rail and road), Dewsbury is a highly connected hub both as a business / employment base and as a place to live.</p> <p>Easy in / easy out and flexible shared office makes Dewsbury an attractive satellite location for city office working.</p>



Creative Scene. Indian STEAM. Image Credit: Roger Moody

EXISTING STRATEGIES

Dewsbury has already laid the foundations for long term success, with clear plans for impactful investment via:

- The Leeds City Region Strategic Economic Plan (“LCR SEP”)⁵
- North Kirklees Growth Zone (“NKGZ”)
- The Kirklees Local Plan⁶
- The Kirklees Economic Strategy⁷, and draft Economic Recovery Plan
- The Dewsbury Town Centre Strategic Development Framework/Dewsbury Blueprint⁸, and
- Strategic partnership working with Historic England and the Heritage Action Zone.

The LCR SEP, identifies the NKGZ as one of its spatial priority areas for housing growth and employment growth. The NKGZ has 3 objectives:

- Dewsbury as a key transport node,
- as a key economic and service centre to its wider catchment, and
- as a focus for housing growth in Kirklees and the Leeds City Region.

The LCR SEP priority is reflected in the recently adopted Kirklees Local Plan which has a large employment and housing allocation at Chidswell and another large housing allocation at Dewsbury Riverside. Together these have capacity for 5,000 new homes and over 1m sq ft of new employment space. The Local Plan also seeks to ‘Strengthen the role of town centres, particularly Huddersfield, Dewsbury and Batley, to support their vitality and viability’. At a thematic level the Kirklees Economic Strategy focusses on sustainable economic growth for business and communities and one of its 5 strategic priorities is ‘Revitalised Centres’, including Dewsbury. Revitalising Dewsbury is one of the 5 ‘big wins’

For Dewsbury Town Centre all of the above is expressed in more detail by the Dewsbury Town Centre Strategic Development Framework (2018) and associated Delivery Plan. The more recent Dewsbury Blueprint (launched in February 2020) translates and expands the SDF into a series of themes and projects over a ten-year timespan.

The TIP aligns and supports the spatial plans for the town centre, including the Kirklees Local Plan and the Dewsbury Town Centre SDF.

⁵Source: <https://www.westyorks-ca.gov.uk/growing-the-economy/economic-strategy/strategic-economic-plan/>

⁶Source: <https://www.kirklees.gov.uk/beta/planning-policy/pdf/local-plan-strategy-and-policies.pdf>

⁷Source: <https://www.kirklees.gov.uk/beta/delivering-services/pdf/economic-strategy.pdf>

⁸Source: <https://www.kirklees.gov.uk/beta/dewsbury-blueprint/index.aspx>

Summary of TIP projects

HAVING ENGAGED WITH THE COMMUNITY AND BUSINESS AND BASED ON THE PRIORITIES SET BY THE TOWN DEAL BOARD, NINE PROJECTS WERE SELECTED FOR THE TIP WITH A TOTAL ASK OF **£25.58M** FROM THE TOWNS FUND. THIS IS COMPRISED OF **£24.755M** IN CAPITAL SPENDING AND **£0.825M** IN REVENUE SPENDING OVER THE PERIOD 2021-26.

KEY

1. The Arcade
2. Dewsbury Market
3. Urban Realm - Town Park
4. Creative Culture Programme - 'Union' Arts and Cultural Centre
5. Building revival
6. Daisy Hill neighbourhood
7. Build - Construction Skills Village (please refer to p.46)
8. Fibre capability
9. Sustainable Transport modes

- Sustainable Transport Modes**
- Bond Street
- Wellington Street
- Leeds/Bradford Road
- Fibre Projects**
- Conservation Area Boundary**

**THE
£25M
PLAN**



The majority of the proposed Town Fund projects are concentrated within Dewsbury town centre. There are two proposed projects outside of the town centre: the redevelopment of a pipeline bridge across the River Calder for pedestrian and cycle access as part of the sustainable travel modes project, and a Construction Skills Village which will be located in the major Dewsbury Riverside development area. Further details on the Construction Skills Village are on **page 26**

The Arcade



Project Description	<p>The project involves the reopening of the vacant Grade 2 listed Victorian Arcade, for small, local independent businesses. The focus will be on businesses in the creative sector</p> <p>The project will deliver 21 refurbished ground floor business units. The upper floors will offer opportunities for further business space including for the creative industries, and the use and configuration of this space will be explored as part of the design process.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<p style="text-align: center;"> ✓ ✓ </p> <ul style="list-style-type: none"> Needs to attract new people to the centre. A tenant mix needs to be curated to make it a place to go to, not walk through - will be an outlet for socialising, events, arts, student and community activity as well as straight retail. Central to efforts to revitalise the town centre. Found to be the most popular project with the public. Project not currently viable for commercial investors given the significant costs involved and the comparatively low retail rents Opportunity to create innovative jobs / opportunities for young people 		
Ask and Match Funding	<ul style="list-style-type: none"> Total cost of £3.68m with a £1.31m Towns Fund ask KMC providing £1.77m in match funding from capital programme (purchase and refurb) West Yorkshire Combined Authority providing £0.6m in match funding via its Getting Building Fund allocation. 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £1.1m 2021/22 - £1.7m 2022/23 - £0.5m 2023/24 - £0.12m 2024/25 - £0.13m 2025/26 - £0.13m Total - £3.68m	2020/21 - £0m 2021/22 - £0.7m 2022/23 - £0.23m 2023/24 - £0.12m 2024/25 - £0.13m 2025/26 - £0.13m Total - £1.31m	
Outputs	<ul style="list-style-type: none"> To bring into use 997sq m of commercial floorspace in 2023 Increase amount of shared workspace or innovation facilities Other scheme to support enterprise business productivity and growth 		
Outcomes	<ul style="list-style-type: none"> Increase in business births and survival rate 20 new business units, creating 30 new jobs and 16 construction jobs Create 15 new businesses by 2024 £16m net GVA secured Estimated BCR 4.8 		

Dewsbury Market



Project Description	Dewsbury Market is at the physical and economic heart of the town centre. Its health is critical to the vibrancy of the town centre as a whole. The Market will undergo a 'root and branch' change in order to create a model market for the 21st century. The project will involve a complete overhaul of the physical fabric, changes to product offer, introduction of leisure and improvements in operational practices.		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<p style="text-align: center;">✓ ✓</p> <ul style="list-style-type: none"> • A key driver for footfall that needs bringing up to date • Will help with increasing jobs, improving amenity and activity in the town centre • Very much the heartbeat of the town centre - the market can be used to support enterprise and test trading. 		
Ask and Match Funding	<ul style="list-style-type: none"> • Total cost of £15.5m with a £6.60m Towns Fund ask • KMC providing £8.90m in match funding from its own capital programme. 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £0.3m 2021/22 - £2.0m 2022/23 - £12.6m 2023/24 - £0.6m Total - £15.5m	2020/21 - £0.0m 2021/22 - £0.0m 2022/23 - £6.6m 2023/24 - £0.0m Total - £6.60m	
Outputs	<ul style="list-style-type: none"> • Commercial space c200 stalls (1,800 sq. m) • Upgraded community spaces 		
Outcomes	<ul style="list-style-type: none"> • 80 enterprises utilising high quality, affordable and sustainable commercial spaces • Improved perceptions of the place by residents / businesses / visitors • An increase in visitors to arts, cultural and heritage events and venues • Increase in footfall into the town centre from both residents and visitors. • Market helps to drive enterprise culture 		

Urban Realm



Project Description	<p>The aim of the Urban Realm programme is to deliver a number of projects that will improve the publicly accessible spaces within the town centre.</p> <p>Urban Realm comprises both large and small scale projects, the largest being the creation of the Town Park.</p> <p>The design of the park will comprise a combination of soft and hard landscaping and will include infrastructure on a scale that will appeal to a number of end users.</p> <p>All these projects will see a number of interventions around the redevelopment of public space, improvements to infrastructure, better linkages to the town centre as well as creating spaces that would support the existing public services such as the Sports Centre and Library.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>✓</p> <ul style="list-style-type: none"> • Town Park will be space that brings the community together to enjoy events, festivals, the green spaces and leisure activities. • Will make the area more attractive for businesses and residents and will encourages residential development within the town centre. • Increase in the amount of footfall generated by the Town Park has the potential to increase economic activity by attracting new firms to the area which could boost local jobs • Contribute to the KMC's climate change emergency with more green space and encouraging residents to walk rather than take the car, reducing carbon emissions. • Addresses health issues (physical and mental) by encouraging walking and physical activity. </div> <div style="text-align: center;"> <p>✓</p> </div> </div>		
Ask and Match Funding	<ul style="list-style-type: none"> • Total cost of £14.93m with a £6.25m Towns Fund ask • KMC providing £8.68m in match funding from capital programme. 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £0.143m 2021/22 - £0.821m 2022/23 - £0.666m 2023/24 - £3.65m 2024/25 - £8.15m 2025/26 - £1.5m Total - £14.93m	2020/21 - £0m 2021/22 - £0m 2022/23 - £0.25m 2023/24 - £1.65m 2024/25 - £3.65m 2025/26 - £0.70m Total - £6.25m	
Outputs	<ul style="list-style-type: none"> • Formation of new public town park – 7,400 sq. m • New public spaces • Upgraded cycle and walking paths 		
Outcomes	<ul style="list-style-type: none"> • Increased perception of the place by residents / businesses / visitors • Increased number of visitors to arts, cultural and heritage events • Contributing to KMC's clean growth strategy by encouraging walking and cycling, so cleaner air • Improvements in public health through increased active use in the area and improved air quality in the town centre. 		

Creative Culture Programme – Taking a lead



Creative Scene. Indian STEAM. Image Credit: Roger Moody

Project Description	<p>The new arts and cultural centre (Union), creative social enterprise and production hub and a year-round programme of cultural activities and events to animate the town and bring communities together. It will provide new cultural infrastructure and enable a creative community to develop and create entertainment and cultural experiences developed and co-produced with Dewsbury's communities. Union will include performance spaces, meeting and exhibition space and studios for music, performance and visual art.</p> <p>Programmed with and by local artists and communities, inspired by and celebrating the many voices, cultures and communities of Dewsbury, it will host poetry slams, exhibitions, film screenings, family friendly theatre, creative activities for children and training for young adults.</p> <p>The broader cultural programme will see a series of activities that come together in major public events.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>✓</p> <ul style="list-style-type: none"> Union addresses the need for more activities for children and young people, and for a creative hub and focus for production for the diverse communities of Dewsbury in an area where there is no such existing facility. Provides space and facilities to bring forward the town's creative community. Addresses views of young people expressed in consultation exercise that more activities are needed in the town centre. </div> <div style="text-align: center;"> <p>✓</p> </div> </div>		
Ask and Match Funding	<ul style="list-style-type: none"> Total cost of £3.40m with a £2.195m Towns Fund ask £1.68m is capital for the development of the Union Arts Centre and £0.515m is revenue to support a series of arts and culture festivals and events Match funding of £710k is provided by the Arts Council KMC is providing the building (valued at £0.15m) £45k to support cultural events £300k provided by the Trust and Foundation 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £0.0m 2021/22 - £1.039m 2022/23 - £1.213m 2023/24 - £1.148m Total - £3.40m	2020/21 - £0m 2021/22 - £0.66m 2022/23 - £0.805m 2023/24 - £0.73m Total - £2.195m	
Outputs	<ul style="list-style-type: none"> Perception of place by residents / visitors. Estimated 42,450 visitors to arts, cultural and heritage events over the first three years. Enterprise Infrastructure - increase in shared workspace and schemes to support enterprise. 		
Outcomes	<ul style="list-style-type: none"> Improving the vibrancy of the town centre with a range of cultural events. Increasing footfall into the town centre. Improving employability, life-skills and health and well being of residents of Dewsbury. 		

Building revival



Project Description	<p>The Building Revival scheme is aimed at providing support for the conversion of buildings to office / workspace & residential where appropriate and improving shop fronts to a Conservation Area Standard.</p> <p>The project objective to grow momentum through the Dewsbury Townscape Heritage Initiative, in improving shopfronts in line with Conversation Area principles, thus raising the profile and quality of the area.</p> <p>The scheme involves providing grant assistance to owners in providing quality accommodation, prompting property owners to think differently about conversions, through using spaces more creatively - creating live/workspaces, rather than just plain box conversions.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>✓</p> <ul style="list-style-type: none"> • Distinct lack of quality accommodation, both residential and commercial in Dewsbury town centre • Need to bring vacant floor space back into use, helping to create vibrancy and supporting live / workspace opportunities, thus increasing economic activity. </div> <div style="text-align: center;"> <p>✓</p> </div> </div>		
Ask and Match Funding	<ul style="list-style-type: none"> • Total cost of £6.40m with a £3.15m Towns Fund ask • KMC providing £1.25m in match funding from capital programme • Private sector will contribute £2m 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £0.075m 2021/22 - £0.3m 2022/23 - £1m 2023/24 - £2m 2024/25 - £2m 2025/26 - £1.025m Total - £6.40m	2020/21 - £0m 2021/22 - £0.15m 2022/23 - £0.5m 2023/24 - £1m 2024/25 - £1m 2025/26 - £0.5m Total - £3.15m	
Outputs	<ul style="list-style-type: none"> • Improvements in shop fronts 16 • Vacant buildings brought back into use • Residential units created 16 • Commercial units created 9 		
Outcomes	<ul style="list-style-type: none"> • Improved perception of the place by businesses • Quality new spaces in refurbished buildings provides locations for start-up businesses and / or scaleups utilising business incubation and co working spaces • Creates increased footfall into the town centre • Creation of jobs 32 		

Daisy Hill neighbourhood



Project Description	<p>The project will undertake the critical first steps on the road to creating a new neighbourhood of circa 200 homes at the heart of Dewsbury, which will support town centre vibrancy and make the most of the heritage assets of the town. It is comprised of two parts:</p> <ul style="list-style-type: none"> • The first phase which is the conversion of the vacant grade 2 listed Field House building into 23 high quality apartments and a restaurant / bar. • The acquisition of land and buildings to create a single development opportunity of a scale necessary to deliver the desired outcomes. <p>The project will set a new standard for quality of residential accommodation in Dewsbury Town Centre and will attract occupiers with disposable incomes that will help support the town centre economy.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> • Aim is to provide an exemplar residential scheme offering significantly better specified and more generously sized accommodation than is currently offered elsewhere in the town • The Field House conversion will act as a pilot scheme to target and attract a new residential market to Dewsbury Town Centre. • Town centre living will create more footfall and vibrancy in the town centre • Development is planned to be on a sufficiently large scale to create enough critical mass to permanently change market perceptions for town centre residential schemes in Dewsbury and act as a publicly funded catalyst for further private sector residential development within the town centre. 		
Ask and Match Funding	<ul style="list-style-type: none"> • Total cost of £11.0m with a £3.0m Towns Fund ask • Match funding of £1.5m from Heritage Action Zone programme • Match funding of £3.80 from KMC capital programme • Match funding of £2.7m from private sector developer 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - 0.4m 2021/22 - £0.750m 2022/23 - £6.45m 2023/24 - £1.25m 2024/25 - £2.150m Total - £11.00m	2020/21 - £0m 2021/22 - £0m 2022/23 - £1.5m 2023/24 - £0.5m 2024/25 - £1m Total - £3.0m	
Outputs	<ul style="list-style-type: none"> • Delivery of quality residential conversion in a key gateway location • 1,965 sqm of residential space • Strategic Town Centre Land assembly • Meanwhile use on cleared site 		
Outcomes	<ul style="list-style-type: none"> • Additional residents with good disposable incomes increase footfall and spending in the town centre • Changed market perception of town centre living in Dewsbury 		

Construction skills village



Project Description	<p>A multi-purpose skills and education centre for the construction and built environment sectors, located at the heart of one of Kirklees's largest housing sites, Dewsbury Riverside. Developed in partnership with Kirklees College and industry partners and operating on a hub and spoke basis with the Pioneer Higher Skills Centre, the project will provide:</p> <ul style="list-style-type: none"> • an exciting new facility to engage young people and raise awareness of careers in the industry • a safe/secure environment, within a major housing site, to deliver a wide range of construction training to young people, unemployed adults and other target groups • a leading-edge training facility specialising in modern methods of construction and low carbon energy alongside specialist heritage construction skills and, delivering a wide range of industry-focused short-courses <p>Dewsbury Riverside is the largest housing site in the Kirklees Local Plan allocated for 4,000 new homes. The adjacent railway station at Ravensthorpe has been identified for investment through the TransPennine Upgrade. The Council owns a significant part of the site and planning consent is expected to be granted in April 2022. The map shown here provides an aerial view of the proposed Dewsbury Riverside Housing site location.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
<p style="text-align: center;">✓</p> <ul style="list-style-type: none"> • There is substantial construction happening around Dewsbury and within Kirklees, so the skills village is a great way to connect residents to those jobs, driving inclusive growth. • The project will deliver significant additionality. Kirklees College's existing construction training centre in Huddersfield has reached capacity due to recent growth and is in need of further investment and updating. The North Kirklees site will provide valuable new capacity and opportunity to develop new facilities to deliver new curriculum and better serve North Kirklees. 			
Ask and Match Funding	<ul style="list-style-type: none"> • Total cost of £2.25m with a £1.50m Towns Fund ask • Match funding of £0.75 provided by KMC 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
2020/21 - £0.0m 2021/22 - £0.6m 2022/23 - £0.65m 2023/24 - £0.5m 2024/25 - £0.25 2025/26 - £0.25 Total - £2.25m		2020/21 - £0.0m 2021/22 - £0.10m 2022/23 - £0.40m 2023/24 - £0.50m 2024/25 - £0.25m 2025/26 - £0.25m Total - £1.50m	
Outputs	<ul style="list-style-type: none"> • Increase in capacity or accessibility to new training facilities • Availability of new specialist equipment • Increase and closer collaboration with employers • Increase in the breadth of the local skills offer than responds to local skills needs 		
Outcomes	<ul style="list-style-type: none"> • 300 new learners assisted • 90% of learners gaining relevant experience / being 'job ready' (as assessed by employers) 		

Fibre capability



Project Description	<p>This project is to facilitate the installation of a fibre network into key buildings in Dewsbury town centre.</p> <p>The project will provide a new primary duct network that links all key TIP projects in the town centre; along with key council buildings.</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<p style="text-align: center;">✓ ✓</p> <ul style="list-style-type: none"> Fibre to The Premises (FTTP) can provide gigabit capability and easily meet the current and future demand. Although it rolled out across much of Kirklees, Dewsbury Town Centre has not been part of the roll out as it is not considered as being sufficiently commercial attractive. The primary benefit of this project is that there will be capacity within the ducting for organisations to install their own fibre at a fraction of the cost of digging and laying their own. Dewsbury Town Centre will, as a result, become economically viable for fibre broadband to business and homes. 		
Ask and Match Funding	<ul style="list-style-type: none"> Total cost of £0.50m with a £0.25m Towns Fund ask Match funding of £0.25 provided by KMC 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £0 2021/22 - £0.3m 2022/23 - £0.1m 2023/24 - £0.05m 2024/25 - £0.05m Total - £0.5m	2020/21 - £0 2021/22 - £0.15m 2022/23 - £0.05m 2023/24 - £0.025m 2024/25 - £0.025m Total - £0.25m	
Outputs	<ul style="list-style-type: none"> Infrastructure to support fibre connectivity New upgraded or protected community centres, sports or athletics facilities, museums, arts venues, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens. 		
Outcomes	<ul style="list-style-type: none"> Higher broadband speeds Internet access and usage by businesses Number of people who work remotely at least some of the time 		

Sustainable Transport modes



Project Description	<p>A transformational programme of walking and cycling infrastructure improvements within Dewsbury delivering a high-quality network connecting key transport nodes.</p> <p>The proposed new footway/cycleway facilities would offer greater pedestrian and cycling connectivity in the North-east of Dewsbury Town Centre and better access to Town Centre and college sites. The scheme incorporates a new two-way cycle track alongside the footway to enable and encourage modal shift to bike through creation of a safer, more attractive environment for cyclists as part of the Local Cycling and Walking Infrastructure Plan (LCWIP).</p>		
Project rationale	Diverse and vibrant place	Opportunity for all	Connected and accessible
	<p>The scheme will deliver a range of positive benefits: ✓</p> <ul style="list-style-type: none"> • Delivering clean growth by reducing private car dependency and thus reducing carbon emissions • Encouraging local people to make healthier active transport decisions • Creating attractive and sustainable travel routes that will enhance the perception of Dewsbury as a place to live and work 		
Ask and Match Funding	<ul style="list-style-type: none"> • Total cost of £2.325m with a £1.325m Towns Fund ask • Match funding of £1m from the LCR Transforming Cities Fund 		
Timescales and spend profile	Overall Spend profile	Towns Fund spend profile	
	2020/21 - £0 2021/22 - £1.225m 2022/23 - £1.1m 2023/24 - £0m 2024/25 - £0.0m Total - £2.325m	2020/21 - £0 2021/22 - £0.725m 2022/23 - £0.6m 2023/24 - £0m 2024/25 - £0m Total - £1.325m	
Outputs	<ul style="list-style-type: none"> • New two-way cycle track • Contraflow cycle lane • New surfacing • New footway facility • New Zebra crossing 		
Outcomes	<ul style="list-style-type: none"> • Improved perceptions of the place by residents / businesses / visitors • Improved sustainable and affordable transport options to and from places of work and Dewsbury town centre 		

HOW EACH PROJECT RESPONDS TO DEWSBURY'S CHALLENGES

	THE ARCADE	DEWSBURY MARKET	URBAN REALM	CREATIVE CULTURE PROGRAMME	BUILDING REVIVAL	DAISY HILL	CONSTRUCTION SKILLS VILLAGE	FIBRE CAPABILITY	SUSTAINABLE TRANSPORT MODES
CHALLENGES AND NEEDS									
Increasing educational attainment and skills to support inclusive growth				<p>✓</p> <p>Helps to improve employability, training and life skills through arts and creative programmes</p>			<p>✓</p> <p>A leading-edge training facility that will offer a range of courses to young people</p>	<p>✓</p> <p>Upgraded fibre capability will improve the quality and delivery of education</p>	
Attracting and creating value added businesses	<p>✓</p> <p>Provision of flexible space to support new, small independent businesses.</p>	<p>✓</p> <p>Space for 80 enterprises, utilising high quality commercial spaces</p>	<p>✓</p> <p>Environmental Improvements to the town make it more attractive as a business location.</p>		<p>✓</p> <p>Will bring vacant floor space back into use that will support workspace opportunities</p>		<p>✓</p> <p>Will increase collaboration with local employers and attract MMC businesses</p>	<p>✓</p> <p>Better full fibre capability will help to attract businesses</p>	
Improving the health of residents		<p>✓</p> <p>Good quality fresh food at affordable prices will encourage healthy eating</p>	<p>✓</p> <p>Helps to address health issues (physical and mental) by encouraging walking and physical activity & improve air quality</p>	<p>✓</p> <p>Union and the programme will improve health (mental and physical)</p>			<p>✓</p> <p>Positive activity helps to improve mental health.</p>		<p>✓</p> <p>Will encourage more walking and cycling (healthier active transport)</p>
Driving economic activity in the town centre	<p>✓</p> <p>Will be a hub of creative activity enabling cluster of businesses to thrive</p>	<p>✓</p> <p>Will increase footfall from both residents and visitors</p>	<p>✓</p> <p>Town Park will increase footfall and dwell time.</p>	<p>✓</p> <p>Events will create vibrancy and increase footfall</p>	<p>✓</p> <p>Improved shop fronts and converted spaces will raise the profile and quality of the area</p>	<p>✓</p> <p>Town centre living will create more footfall and vibrancy</p>		<p>✓</p> <p>Better fibre capability will help to attract business</p>	<p>✓</p> <p>Easier to walk and cycle into and around the town centre</p>
Bring the community back together	<p>✓</p> <p>Will be an outlet for socialising, events arts, student and community activity</p>	<p>✓</p> <p>Will be an outlet for socialising, events arts, student and community activity</p>	<p>✓</p> <p>Town Park will bring the community together to enjoy events & leisure</p>	<p>✓</p> <p>Union and events encourages participation from the whole community.</p>					<p>✓</p> <p>More people walking and cycling brings people together</p>
Responding to Covid-19 (Covid Recovery Plan)	<p>✓</p> <p>he project is central to efforts to revitalise the town centre, particularly in response to Covid-19 – job opportunities, events, socialising</p>	<p>✓</p> <p>A revitalised market will help to attract people back to the town centre</p>	<p>✓</p> <p>The positives of green space were demonstrated during lockdown. A new park will have a really positive impact</p>		<p>✓</p> <p>More flexible workspace aligns with post-Covid-19 working habits where flexible working is likely to be the norm.</p>	<p>✓</p> <p>High quality town centre living in a post Covid world (work from home, travel to Leeds / Manchester)</p>		<p>✓</p> <p>Better fibre capability will support flexible / home working</p>	
How do the TIP projects address Clean Growth?	<p>✓</p> <p>Refurbished Arcade is designed so that the energy efficiency of the building is improved</p>	<p>✓</p> <p>Revitalised market will encourage residents to stay local and building is designed so that the energy efficiency of the building is improved</p>	<p>✓</p> <p>More green space encourages residents to walk or cycle rather than using the car</p>	<p>✓</p> <p>A programme of arts and culture will encourage residents to stay local</p>	<p>✓</p> <p>Repurposed buildings will be designed with improved energy efficiency</p>	<p>✓</p> <p>Field House and new homes will be built to high energy efficiency standards</p>	<p>✓</p> <p>The facility will specialise in modern method of construction and low carbon energy.</p>	<p>✓</p> <p>High quality fibre connectivity supports clean growth by allowing businesses to connect digitally rather than unnecessary travel</p>	<p>✓</p> <p>Delivering clean growth by reducing private car dependency and thus reducing carbon emissions</p>

ALIGNED INVESTMENTS AND INTERVENTIONS

The TIP provides for key investments to complement other planned investment. Without it, Dewsbury residents face an increased risk of not benefiting from some of this investment in the area. Indeed, to realise the vision for Dewsbury, it's vital that the TIP and aligned investments work hand in hand.

Our key initiatives that support the delivery of the overarching TIP are set out below:



THE DEWSBURY LEARNING QUARTER

The Dewsbury Learning Quarter has seen major investment from KMC, Kirklees College, Leeds City Region Enterprise Partnership (LEP) and the Heritage Lottery Fund.

The Learning Quarter comprises the Springfield Sixth Form Centre, a new state of the art, BREEM excellent facility for learning as part of the Kirklees College campus. The building was completed in September 2019.

The Learning Quarter was completed with renovation of Pioneer House. The Victorian grade II-listed Co-op building in Northgate has been transformed into the Pioneer Higher Skills Centre, run by Kirklees College. This new study centre was opened November 2020 and along with the Springfield Centre, will bring 1000s of students into the town centre. Once completed the newly revitalised **Market** and **Arcade** will offer a place for the college students to socialise and will contribute to offering new employment opportunities.



STRATEGIC HOUSING AND EMPLOYMENT

There are significant levels of housing growth planned for the Dewsbury area through land allocated in the Kirklees Local Plan and sites with planning permission for housing. This equates to over 4,000 new homes up to the end of the Local Plan period (2031) with the main sites allocated being South Dewsbury and Chidswell. The Chidswell site includes the release of 35 Ha employment land and has the capacity for 1 million sq. ft of floor space and associated jobs.

Market demand for housing and employment space at these sites will be enhanced by a revitalised town centre, with better connectivity and accessibility and greater access to skills and jobs, which the nine Towns Fund projects help to deliver. The proposed **Construction Skills Village** will unlock training and employment opportunities associated with the construction of these and a wide range of other Dewsbury projects.



FAMILY ATTRACTIONS

As part of the future ambitions for the Town Centre to be a place that attracts families and bring much needed footfall into the centre, the council will be investing £320,000 into a new Dare 2 Air family inflatable theme park which will look to bring in circa of 37,000 visitors a year. The **Creative Cultural Programme** will also offer families a cultural programme which will see a series of activities and events for them to experience and be part of.

COMMUNITY SAFETY AND POLICING

A key objective is that Dewsbury will be a family-friendly town where everyone feels safe and welcome. Families will come together to enjoy the open spaces, shops and leisure opportunities during the day and into the evening.

KMC is investing £250,000 into community safety with the recruitment of additional officers that will patrol the town centre and will undertake enforcement activities with a focus on anti-social behaviour, improving the environment through enforcing Public Space Protection Orders (PSPO) and littering offences. Investing in our community safety will help to create a friendly, safe environment for people to enjoy the **new Urban Realm projects** which will include the creation of the new Town Park. All the nine projects that form part of our Towns Fund Ask will benefit from this initiative.



LOCAL TRANSPORT

Dewsbury will benefit from funding providing by the Leeds City Region's Transforming Cities Fund that will help to pay for a remodelled and improved bus station and there will be improvements to the ring road and highway junction at Shaw Cross as well as improved facilities for pedestrians and cyclists in addition to those funded via the **Town Fund Project**.

TRANSPENNINE ROUTE UPGRADE

Dewsbury will benefit from the Transpennine upgrade which will include electrification of the track from Huddersfield to Dewsbury and right through to Leeds. This will bring improved and more reliable rail services to Dewsbury. A new, improved station will also be built at Ravensthorpe providing improved connectivity to the town centre. Construction training and employment opportunities will be supported via the proposed **Construction Skills village**.

MORE COUNCIL EMPLOYEES BASED IN THE TOWN CENTRE

At the Blueprint launch KMC announced the plans to transfer up to 750 staff to Dewsbury Town Centre. KMC is still committed to reviewing how a staff presence can help with the revitalisation of town centres. Covid-19 has changed the future demand for dedicated office space. KMC is aware of this and is looking at the type and nature of provision within each of its town centres as well as how it can create more shared working space to be used by others.

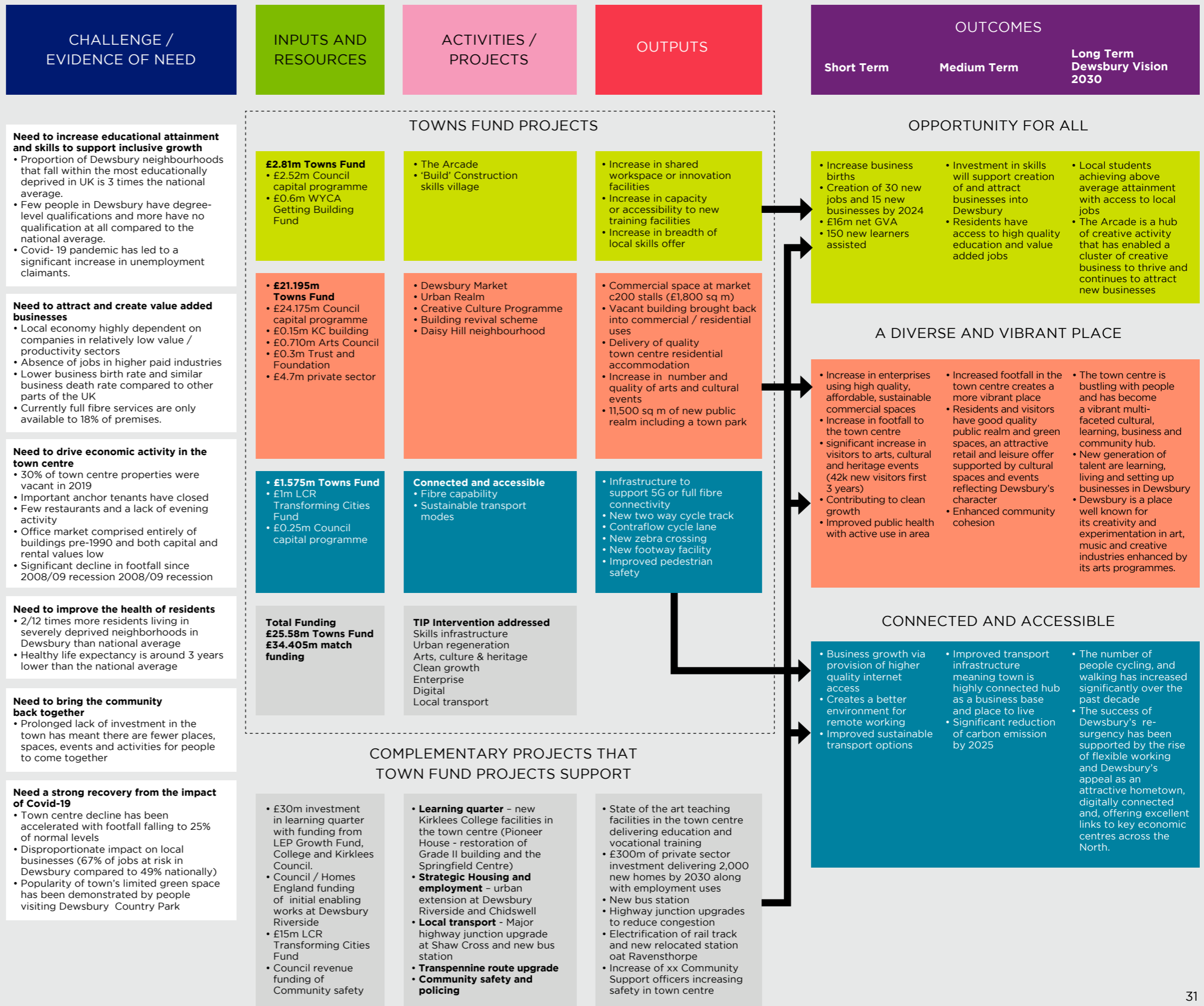
CLEAN GROWTH

KMC has declared a Climate Emergency and has adopted a 'net zero' carbon emissions target for 2038. All projects delivered through the Town Investment Plan will be assessed on a case by case basis to ensure that the right principles are applied to ensure they are 'net zero' compliant. Our TIP programme has been designed to support clean growth by:

- Encouraging active travel by investing in new cycle ways and footpaths along with new public spaces such as a new town park. These investments will encourage residents to make journeys by foot or bike and which will help to improve air quality.
- Creating a vibrant town centre with a revitalised Market, the Arcade, a new town park and a programme of arts and culture activities that will encourage residents to choose to stay local for recreational activities.
- The planned upgrades of many of the historical buildings through projects such as the Arcade, the building revival scheme, 15 Union Street and Field House will improve the energy efficiency of the building and promote reuse of embodied carbon.

THEORY OF CHANGE

Based on the contextual analysis, vision and objectives, the Town Deal Board has developed the following programme-level Theory of Change. It highlights how the chosen TIP projects will, together with supporting investment, make a real and tangible difference to Dewsbury, tackling key issues identified by its residents and businesses.



3. Engagement and delivery

This chapter summarises our approach to the engagement and collaboration process carried out for developing this TIP and outlines our plan for future engagement, business case development and delivery of each project.

TOWN INVESTMENT PLAN ENGAGEMENT

The Town Deal approach to consultation and involvement builds on extensive public engagement exercises such as the Local Plan, Dewsbury Blueprint, regular resident / customer surveys about services and living in Dewsbury and consultation on specific projects.

KMC conducted a Dewsbury Blueprint public consultation that took place over a 4-week period in Spring of 2020. This consultation sought to gain an understanding from the public as to how the Blueprint should be shaped, one that works for residents, business and visitors to the town centre.

In order to reach out to the community, KMC opened up a Blueprint Shop in the centre of the town where people could come and discuss the Blueprint in more detail.

KMC followed up the Dewsbury Blueprint consultation with its “Our Town” consultation led by Social, the communications and consultation agency.

In normal circumstances activities would have taken place in the form of public meetings, street stalls etc. Under Covid-19 lockdown

restrictions, however this has not been possible, and we have had to pivot the consultation approach to a digital and telephone-based approach. We are confident this approach has not reduced our ability to engage with hard to reach groups and, as a result of working with Dewsbury networks, we have been able to target a comprehensive cross section of the community and ensure the voices of key stakeholders have been strongly represented.

The full Our Town Dewsbury consultation report is available at Appendix 3

All stakeholders were asked for their ideas and given the opportunity to set a vision for Dewsbury and share views on project ideas that are well developed. The aim was to ensure plans are made with the communities they affect, to ensure they are genuine partnership arrangements and have the greatest chance of success.

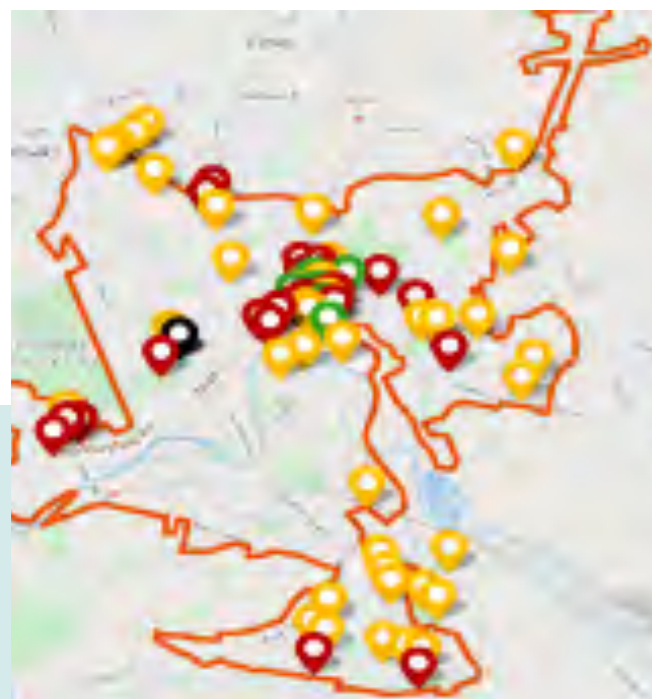
Following a stakeholder mapping exercise, the following groups were identified as a priority and with a strong interest in the town. Our approach to engaging with these groups is also outlined.

STAKEHOLDER GROUP	ROLE/INTEREST	ACTIONS
Voluntary/ Third sector	Active members of the community with detailed knowledge of specialist areas	Carried out online focus group discussion, phone interviews and direct email contact to encourage interested parties to take part in our online survey
Training providers/ education	Key to developing skills for jobs market. Wish to see young people’s needs reflected in plans	Direct email contact to encourage interested parties to take part in our online survey with offer of follow up online and/or telephone discussions.
Health	Making sure interventions feed into public health priorities	Direct email contact to encourage interested parties to take part in our online survey
Young people	Over 30 per cent of Dewsbury is made up of people under the age of 24. They have a keen interest in their town centre	Three online focus groups carried out with schools and colleges
Local MPs/ politicians	They have strong local knowledge and would be keen to see that local priorities are addressed through the funding	Direct email contact to all local politicians. Some councillors actively promoted the consultation. An interview was conducted with the town’s MP, Mark Eastwood.
Local business	Key stakeholders driving the local economy who will have a strong interest in the outcome of the consultation, as it could be critical to their livelihoods	Direct email contact to local businesses and telephone interviews with local business consultants and Dewsbury Chamber of Trade
Leisure/culture	Key stakeholders in both areas and arts and culture is a Towns Fund intervention theme	Two online focus groups carried out with leisure groups and a local culture group of young people
Housing & local community groups	As housing providers, they have strong local knowledge and an understanding of community needs, which they will be keen to see reflected in the TIP	Direct email contact to encourage interested parties to take part in our online survey. Also, phone interviews with local housing providers.
Regional & sub-regional stakeholders	Strong strategic interest in how funding can support wider regional plans to develop the economy.	Direct email contact to encourage key regional stakeholders to take part in our online survey.
Faith groups	Very established part of the community and provide a lot of emotional and social support to the town.	Several telephone interviews carried out with local faith leaders

ONLINE SURVEY

An online survey was run over a period of four weeks and widely publicised through local media, key stakeholder networks, the Council's website and social media channels. We received 502 responses and a breakdown of findings can be found in the report at Appendix 3.

INTERACTIVE MAP



#MYTOWN WEBSITE

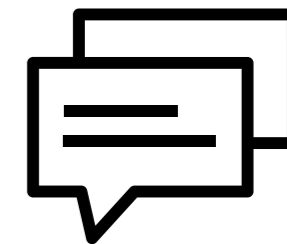


SOCIAL MEDIA



FOCUS GROUP / TELEPHONE INTERVIEW FEEDBACK

To gather a richer understanding of people's views on where funding should be prioritised and to ensure they are heard and invested in the success of projects, we gave key stakeholders further opportunities to have their say. This was in the form of online focus groups where groups of up to 10 people took part in discussions around local needs and also individual telephone interviews.



WHAT OUR RESIDENTS AND BUSINESSES TOLD US

Summarising the key and consistently clear messages about what residents want, these are:

- **More access to green space**
- **More activities and opportunities for young people and families**
- **A safe, vibrant and welcoming town centre**
- **Opportunities and activities that bring the community together**

Residents also talked about their pride in Dewsbury and how they want Dewsbury's identity to be strengthened.

These priorities are reflected in the strategy and can be clearly seen within and across the projects (which mainly focus on the town centre) and associated interventions that make up this investment plan. A breakdown of findings can be found in the report at Appendix 3.



BUSINESS

“There is a healthy entrepreneurial spirit here, but it needs support. We need mentors to guide people with good ideas and business angels who are willing to take risks.”

“When we go to the town centre we sit outside Greggs on the tables. There is nowhere else for us to go. It’s much better in Leeds or Bradford. I’d like to go into Dewsbury more, but there’s nothing there for us.”

“Dewsbury suffers from an acute skills shortage. There is an oversupply of low paid, low skilled jobs and these positions can’t be filled. There are always vacancies. There’s a lot of informal economy work, a strong gig economy. We need a focus on helping create better paid jobs. Many women want to set up businesses and need support. We could do with an incubator to help create more high value jobs.”

VOLUNTARY SECTOR

“There is a good sense of community in Dewsbury, but it’s fractured and very siloed. People don’t tend to reach out beyond their community. It’s quite insular and when communities don’t mix then they become distrustful of each other. We need better facilities and community provision to help people mix.”

YOUNG PEOPLE

“A safe space for young people would also be valuable within the area where they could seek support, showcase their talent...”

“There are too many pound shops, vape shops etc. It’s not an aspirational offer and it’s not something you would take pride in. There are some great buildings, but this needs to be matched by a better offer. When we do events at the town hall, people just come and then go home. There’s nowhere to go before or after. There’s nowhere to have a nice meal or a drink in a quality bar.”

“There needs to be more spots to hang out. There’s no real place for young people. My parents have lived here all their lives and they say it’s changed for the worse. Dewsbury used to be a lot more vibrant when they were younger. There’s a massive arts centre in Bradford and lots of nice shops. But we don’t have that here.”



HOUSING

“We need to give the place a pull factor. Pocket parks, green spaces and tree lined roads can also contribute to that positive psychology and sense of wellbeing. It can make a huge difference. We need to give people a reason to be there. That’s how we can create a good community where people want to live.”

CULTURE / ARTS

“I’d love to see a community garden. I really like Birstall in Bloom. It would also be good if we had more places to relax, better public realm, pop up events and an artistic hub.”

“That’s a good idea. Events bring people from all communities together and we need that. Also, a creative or cultural hub for young people would not only create a buzz. It would give young people more confidence to do their own thing. People from Dewsbury are proud, but they don’t have enough opportunities to express that.”

FAITH GROUPS

“There is no great identity to Dewsbury and the regeneration question we should be posing is what is it that holds people together?”

ACTIVE LIVING / PUBLIC HEALTH

“We’ve seen all sorts of people asking about cycling. People of different faiths, all communities. It’s something that could unite people.”

“I’m a park ranger and I’ve seen how the country park became incredibly valuable during lockdown. It’s a real hub for different cultures and a place where everyone can come to exercise, walk, bird watch, picnic or simply get some fresh air. Lots of people use it to go to work. Many don’t have gardens either so it’s a godsend. The importance of green space has really been highlighted this year.”

LEISURE / TRANSPORT

“I’m the Sustrans partnership manager for Yorkshire and Humber, and we feel that there’s a real chance to make Dewsbury a jewel in the crown for Kirklees where active travel is concerned. There are already some fantastic greenways there, but they’re not connected. We need to make these green corridors more joined up and accessible. It’s also about making Dewsbury a safer place to walk.”

FURTHER ENGAGEMENT

The purpose of the future engagement strategy is to continue the dialogue started in the consultation process by engaging with the public and key stakeholders throughout the development of Towns Fund projects and their delivery. The Engagement and Marketing Plan will run from the announcement of any funding received and will continue from the inception of the Terms of Reference and progress for the first 12-18 months as the projects are established and will be run adjacent and inclusive of the individual communications and marketing plans for each of the projects that go ahead.

OBJECTIVES	TARGET AUDIENCE	ENGAGEMENT CHANNELS
<ul style="list-style-type: none"> • To raise awareness of the TIP and what the Towns Fund money is going to be spent on, • To promote the positive messaging and action taken through the use of funding to improve Dewsbury including the economic and social benefits outlined thus improving perception. • To acknowledge comments made throughout the consultation process and profile the positive benefits of the projects being developed via the Towns Fund. • Promote an open and honest dialogue about the likes and dislikes raised through the engagement process. • To provide an ongoing dialogue with stakeholders and the public about the development of the individual projects funded through the Towns Fund to ensure they are able to influence, design, delivery and end use. 	<ul style="list-style-type: none"> • Businesses and their employees • Community groups / religious groups / not for profit organisations • Young people and students • Residents / visitors to Dewsbury from surrounding towns. 	<ul style="list-style-type: none"> • Online marketing - social media, website advertising and promotion, LinkedIn and all Kirklees Council's web assets. • Offline marketing - radio advertising, printed media including posters, newsletters, outdoor advertising, press releases and editorial features in relevant publications. • Partner and stakeholder engagement - including Kirklees College, local housing associations, the NHS, Creative scene, Community Interest Companies. • Other means such as project-specific focus groups, working groups and/or virtual workshop. • Further workshops/focus groups for business.

EVALUATION AND MONITORING

The engagement will be continuously reviewed and monitored using a number of different measures and tools to ensure the aims and objectives of the communications are being met. Fundamentally results will need to show an open dialogue with all target audiences and will be reviewed to ensure each group is able to influence the design, delivery and end use of

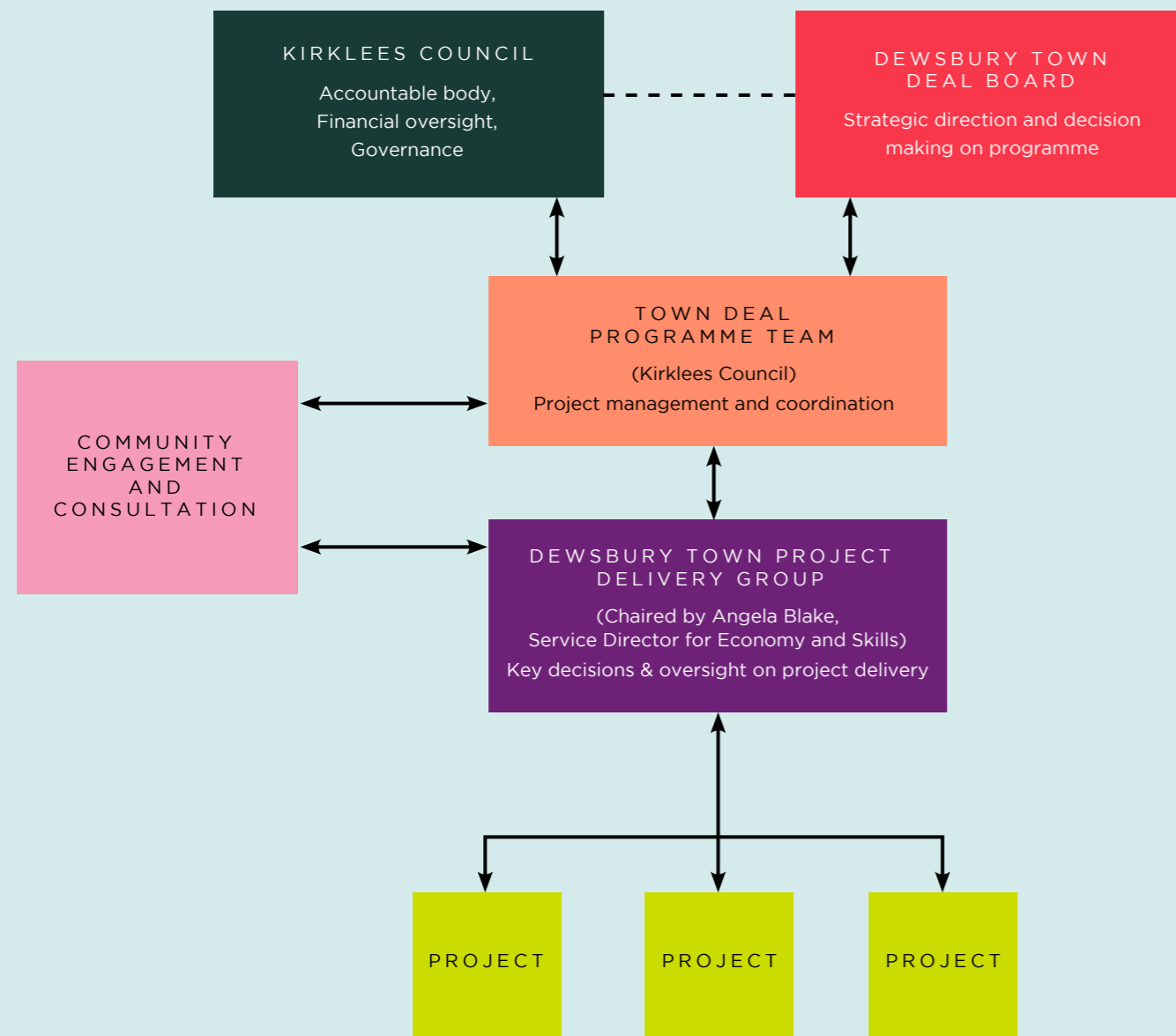
each project. Data will be reviewed quarterly and include feedback via social media, insights and data, website hits, newsletter signups and feedback from the target groups and stakeholders on whether they have seen the communications and are aware of the ongoing projects including direct comments.



GOVERNANCE

The Governance structure for producing this TIP, developing business cases and delivering each project is illustrated in Figure 5. KMC will remain accountable for designing and delivering each project through collaboration from business, stakeholders and communities.

Figure 5: Dewsbury TIP Governance Structure



The Dewsbury Town Deal Board includes fourteen senior representatives of Dewsbury drawn from a wide range of backgrounds. The Town Deal Board has been the driving force behind the vision, strategy and projects for the TIP. It includes the Leader of the Council, the local MP for the Dewsbury constituency, the Principal of Kirklees College, alongside representatives from University of Huddersfield, private sector businesses, West Yorkshire Combined Authority (“WYCA”), Historic England, local housing associations, community representatives and the Chamber of Trade. The Board has taken an active role in the engagement process through monthly Board meetings and participating in virtual “drop-in” sessions. The full membership list and Terms of reference can be found at appendices 5 and 6 respectively.

The Dewsbury Town Deal Board will:

- Agree strategic direction and priorities
- Review progress
- Oversee evaluation activity
- Make recommendations to the accountable body

The Dewsbury Town Deal Board will be supported by the **Town Deal Programme Team**, whose role is to manage the programme, coordinate reports papers, evaluation, engagement etc.

The **Dewsbury Town Project Delivery Group** is where the key decisions on delivery will be taken (within the context of the decisions taken by the Town Deal Board).



BUSINESS CASE DEVELOPMENT PLAN

Our Towns Fund investment programme combines projects for which there is already a strong business case in development with new initiatives that have been developed through the opportunity to develop a Town Investment Plan.

The process we have put in place to develop each business case includes:

- **A project lead and business case sponsor for each project;**
- **A business case readiness process for each project that will ensure that the project is sufficiently developed to undertake a robust business case. This will involve:**
 - o Sourcing relevant studies such as market assessments, feasibility, cost projections, income projections etc.
 - o Project designs
 - o Community and stakeholder engagement plans
 - o Funding commitments and plans, including private sector investment and public sector match funding commitments.
 - o Status of delivery plan and roles and responsibilities of key delivery partners.
 - o Outcomes and impacts (including BCR) and related monitoring and evaluation plans.

Following agreement of Heads of Terms, the Town Deal Board will develop full business cases for each agreed project. KMC will act as the accountable body and will develop the business cases in partnership with scheme promoters where applicable.

The responsibility for developing the individual business cases will be designated Project leads who will report to the Dewsbury Town Project Delivery Group which is chaired by Angela Blake, Service Director for Economy and Skills.

Once business cases have been through this process, they will be presented to the Towns Hub with a summary which provides assurance that the business case approval process has been robust, along with details of the delivery arrangements, including financial commitments.

Concurrently, the Town Deal Board via the **Dewsbury Town Project Delivery Group** will also progress project design, planning actions, and set in place delivery agreements for the projects which are not yet shovel ready. The Town Deal Board will also consult with potential private investors and secure funding agreements with external partners.



Dewsbury Town Hall

KMC TRACK RECORD IN DELIVERY

KMC has a strong track record of facilitating growth and delivering major capital projects and programmes. It delivers numerous capital programmes year on year with an annual Capital budget of circa of £80m with schemes that range in scale, size and complexity. Examples of recent capital projects delivered by KMC include:

- **Huddersfield Sports Centre development in 2012, this £36m purpose-built Leisure facility offers a range of sporting facilities, including a state-of-the-art splash park.**
- **Dewsbury Townscape Heritage Initiative (THI), a £3.7m regeneration programme, jointly funded and delivered by KMC on behalf of the National Lottery Heritage Fund completed.**
- **Pioneer House. KMC has invested £7m overall towards the £14m project in total, which included compulsory purchase and subsequent works to make the building secure and water-tight back in 2011. Since then it has worked in partnership with Kirklees College and the LCR LEP to redevelop the historic building which has just opened up to students as Kirklees College Higher Skills Centre and is a key asset to the town.**
- **Dewsbury Heritage Action Zone, a £2.5m regeneration programme in partnership with Historic England, which includes the key building of Field House, opposite the train station.**



DEVELOPING THE PROPOSALS

The Town Deal Board has worked collaboratively to develop the narrative and the priorities in the Investment Plan, identifying the opportunities and challenges, based on the extensive evidence base, setting the objectives of the Plan and identifying suitable projects that align to those objectives.

In October 2020, the Town Deal Board reviewed and agreed the prioritisation process to take the projects from a longlist of seventeen (with a combined Towns Fund ask of circa £40m) to a shortlist for the TIP submission. The long list of projects was a combination of existing ideas or well-developed concepts or via Towns Deal Board members reaching out to their local networks.

The overall process of identifying and prioritising projects was applied in line with Green Book. The assessment of projects was based on scoring each of the projects against a set of town specific criteria and deliverability criteria that followed Treasury “Green Book” appraisal methodology.

Each project was assessed against the criteria set out in figure 6 below

Figure 6: Project Appraisal Criteria

Town specific criteria 50%		Score	Deliverability criteria 50%	Score
1	Increasing footfall in the town centre		Value for money (likelihood to deliver social value in terms costs, benefits and risks)	
2	Bringing vacant buildings and sites back into productive use		Affordability (financing and affordability given existing budgets)	
3	Improvements to public realm and green spaces that will encourage dwell time and creative expression		Achievability (deliverability given organisational capability and capacity)	
4	Enhancing the creative and cultural offer and a vibrant night time economy (dining/leisure)		Commercial viability	
5	Improving access to quality, high value jobs through improvements to education and skills		Stakeholder support	
6	Providing the environment to attract business and create new start-ups			
7	Providing a high quality digital network			
8	Reconnecting Dewsbury with more sustainable modes of transport (e.g. cycle routes, pedestrian walkways, electric vehicle infrastructure etc)			

The prioritisation process that we undertook was complimented by the Towns Hub and is being used as a model of best practice. A summary presentation of the project prioritisation process can be found at Appendix 4.

The findings of the assessment and the selected nine projects were endorsed by the Town Deal Board.



FUNDING AND PROJECT DELIVERY

Table 2 provides an overview of each project's Towns Fund funding requirement, the match / co-funding as well as our overall Towns Fund funding requirement.

Table 2: Summary of funding by project

Project	Project Cost	Town Fund Capital	Town Fund Revenue	Total Town Fund Ask	Council Contribution	Third party (approved in principle)	Third party (Ask)
The Arcade	£3.68m	£1.00m	£0.31m	£1.31m	£1.77m	£0.6m WYCA	
Dewsbury Market	£15.50m	£6.60m		£6.60m	£8.90m		
Building Revival Scheme	£6.40m	£3.15m		£3.15m	£1.25m	£2.00m private sector	
Fibre Capability	£0.50m	£0.25m		£0.25m	£0.25m		
Urban Realm	£14.93m	£6.25m		£6.25m	£8.68m		
Build Construction Skills	£2.25m	£1.50m		£1.50m	£0.75m		
Creative Culture Programme	£3.40m	£1.68m	£0.515m	£2.195m	£0.195k	£0.710m (Arts Council)	£0.3m (Trust and Foundation)
Daisy Hill	£11.00m	£3.00m		£3.00m	£5.30m	£2.7m private sector	
Sustainable Transport	£2.325m	£1.325m		£1.325m	-	£1.00m (LCR Transforming cities fund)	
Town Fund Ask	£59.985m	£24.755m	£0.825m	£25.580m	£27.095m	£7.01m	£0.3m

Table 3 illustrates the proposed spend profile for our Towns Fund investment programme:

Table 3: Town Deal Spend profile

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	2020/21	2021/22	2022/23	2023/24	2024/25	2024/25	
Project Cost	£2.02m	£9.59m	£24.78m	£9.32m	£11.91m	£2.38m	£59.99m
Council match	£2.02m	£5.54m	£9.67m	£3.40m	£5.68m	£0.80m	£27.1m
Third party match	-	£1.56m	£4.18m	£1.40m	£0.18m	£0.00m	£7.31m
Town Fund Ask	£0	£2.49m	£10.94m	£4.53m	£6.06m	£1.58m	£25.58m

The overall costs of delivering the projects that comprise our TIP are **£59.99m**. The Towns Fund investment of **£25.58m** represents 43% of the total project cost.

The additional funding required across the programme comprises a mix of KMC funding, other public funding sources and private sector. It includes:

- **£27.1m from KMC** (£26.95m from its capital programme and £0.15m as in-kind contribution)
- **£2.7m proposed investment** from the private sector developer of the Field House building refurbishment.
- **£2m of match funding from private sector** participants in the Building Revival Scheme.
- **£0.6m is being sought from the WYCA Getting Building Fund** allocation to support the redevelopment of the Arcade. The fund application is pending final approval in March 2021.
- **£0.195m funding ask has already been secured** towards cultural/arts project, with an additional £710k being sought from the Arts Council of England (ACE) and £300k Trust and Foundation to support the project
- **£1m will be provided by the Leeds City Region Transforming Cities Fund** as part of the sustainable transport modes project.
- **Letters of support and evidence of programmes of these additional funding sources can be found in appendix 8**

In reference to projects which have a council revenue budget assigned to them, ongoing revenue costs will continue in order to carry out key tasks and maintenance. The Town Investment Plan Part 2 makes specific reference to those projects that this refers to.

HIGH LEVEL DELIVERY PLAN

The Town Deal Board is confident that all nine projects will be delivered by end of 2025/26 financial year. Table 4 below sets out the phased delivery of each project over the term of the TIP.

Table 4: Key tasks and milestones for TIP delivery plan

Project	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
The Arcade	• BDP appointed as design team (Dec 20)	• Survey & design completion (Apr 21) • Stabilisation/soft strip commence (Jan 21) • Refurbishment commences (Feb 2022)	• Refurbishment complete (early 2023) • Centre manager / business advisor recruited (Summer 22)	• Arcade reopens (Spring 2023)		
Dewsbury Market	• Initial engagement and consultation already taken place • BDP appointed as multi-disciplinary design team - (Dec 20)	• Cabinet approval (March 2021) • Public/Key stakeholder consultation Summer 2021 • Construction to start Spring 2022	• Completion of construction works and opening in Spring 2023			
Building Revival Scheme		• Complete first 2 applications, approve 4 currently being worked-up	• Set Yearly Action Plan: Relaunch scheme • Circulate Conservation Area Guidance and Design Guide and potential enquiries • Setting budget profile	• Set Yearly Action Plan: • Deliver, monitor and review on a quarterly basis	• Set Yearly Action Plan: • Review scheme and ensure on track to spend, identify other opportunities if required	• Set Yearly Action Plan: • Complete scheme and Evaluate
Fibre Capability		• Production of implementation plan (Summer 2021)	• Commence first phase of construction (Early 2022)	• On going construction	• Completion of works (April 2024)	
Urban Realm	• Initial feasibility and technical survey for Town Park completed (Dec 2020) • Public consultation on Town Park concepts commence (April 2021) • Feasibility & design of other projects (2021-2022)	• Start Library forecourt scheme (Feb 21) • First public artwork installed Spring 21 • Dewsbury Sports Centre and Public Realm - go out to tender	• Planning approval - Town Park (Aug 22) • Commence Dewsbury Sports Centre and other Public Realm projects 2022 • Consultation of art installations	• Construction of Town Park commences Summer 2023 • Completion other Public Realm project • Continuation of art installations	• Construction of Town Park complete 2024 • Market Place feasibility / design complete • Continuation of art installations	• Market place - commence work on site • Art installation
Build Construction Skills	• Complete feasibility and business plan (March 21)	• Scheme design complete (Summer 21) • Planning app. submitted (Summer 21) • Planning approval (Autumn 21)	• Site works completed (June 22) • Facility operational (September 2022)			
Creative Culture Programme	• Initial 'creative hub' (Phase 1) created at 15 Union St by April 2021	• Union - Scoping of phase 2 works, community consultation, additional funding applications (May - Dec 21) • Woven 21 festival takes place • Year of Music delivery plan underway	• Union - Design of Phase 2 completed, Planning permission secured (summer 2022) • Acquisition of adjoining flats and works commence (winter 2022/23) • Woven 22 festival • Year of Music - year round programme	• Union Creative/ Cultural Centre opens (autumn 2023) • Year of Music to end of year • Festival of conversations • Meanwhile / pop up creative activity / Woven 23 festival		
Daisy Hill	• Detailed planning permission already granted for Field House scheme • Structural and external surveys completed by Jan 21	• RBA Stage 4 designs complete (summer 2021) • Commence construction of Field House scheme (early 2022)	• Land assembly	• Land assembly • Field House scheme (23 apartments) completed by Dec 23	• Daisy Hill Land Assembly completed (spring 2025)	
Sustainable Transport	• Public consultation completed Aug20 • Wellington St walking zone design completed (Jan 21) • Sustainable route feasibility (Jan 21)	• Wellington St scheme completed Summer 2021 • Bond St walking zone design completed Dec 21	• Bond St walking zone construction commence Dec 22 • Leeds Rd / Bradford Rd cycleway construction commence Dec 22	• Schemes completed (Summer 2023)		

Appendices

Appendix 1 Socioeconomic assessment

Appendix 2 Kirklees Draft Economic Recovery Plan

Appendix 3 Our Town Dewsbury consultation report

Appendix 4 Project prioritisation process

Appendix 5 Dewsbury Town Deal Board membership list

Appendix 6 Dewsbury Town Deal Board terms of reference

Appendix 7 Dewsbury Town Deal Board Area Map

Appendix 8 Letters of support

Investment Plan Partnership Organisations



DEWSBURY TOWN INVESTMENT PLAN

