



Dewsbury Blueprint

For a town
with distinction



#DewsburyBlueprint

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What is the blueprint?

Dewsbury Blueprint is a 10-year plan that seeks to honour the heritage of this beautiful town and build on recent investments. It aims to bring more activity into the town centre, make it more attractive and improve accessibility.

By 2030, Dewsbury will have benefitted from around **£200m** of investment. In addition to our own funding, the council is looking to secure investment from the private sector, government and the combined authority to achieve great things for Dewsbury Town Centre.

We will work with our partners to make sure any funding for Dewsbury is spent with the blueprint in mind. This will allow us to capitalise on the resources we have for the benefit of all town centre users.

"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**

2

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NorthKirklees Growthzone²⁰³⁰



Growing town

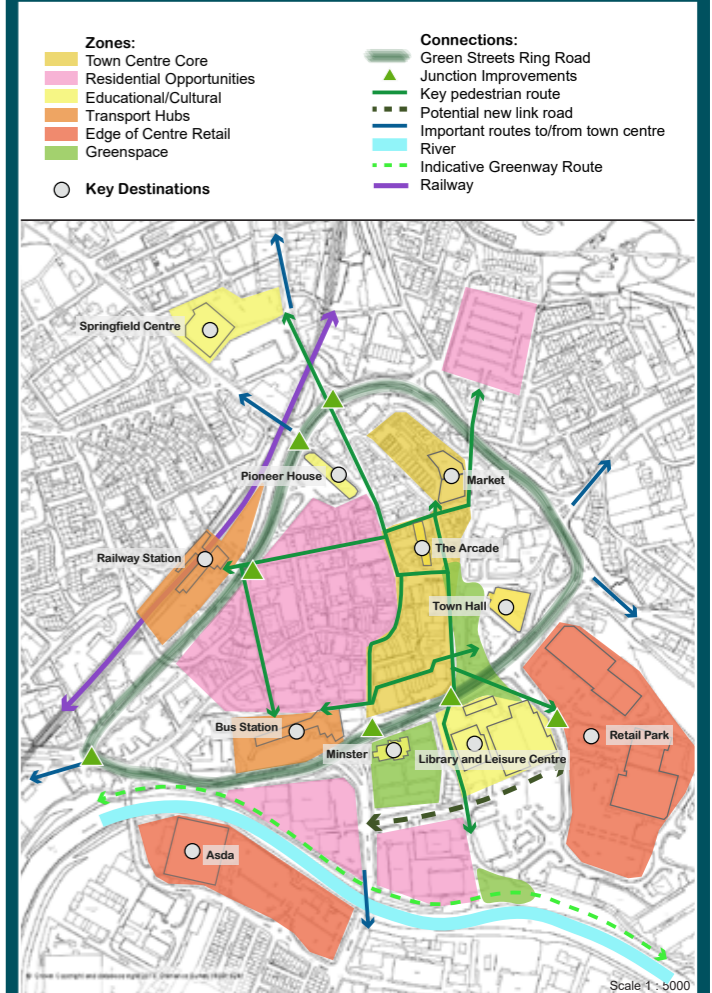
The Dewsbury Blueprint sets out where we are, and where we are going. The town is in the middle of an ambitious period of investment and regeneration that has already seen major successes.

Dewsbury sits at the heart of the North Kirklees Growth Zone (NKGZ), a long-term regeneration programme that will promote transformational change in the town.

Our vision is to:

- Increase housing and economic growth
- Develop the area as a strategic employment location within the Leeds City Region
- Build on the fantastic transport links on both road and rail (M1, M62 and Transpennine rail)
- Develop a town centre that is fully utilised through increased housing and leisure provision, with a consolidated retail and commercial core.

Housing growth will take place in Chidswell and South Dewsbury Riverside, where 3,500 homes are planned over the next decade or so.





Business town

By relocating 750 Kirklees Council employees to the centre of Dewsbury in the next 5 years, we will increase footfall and **support local businesses** in the town centre. We will be exploring opportunities for new build and existing property to realise this ambition, and make sure the assets we have are attractive to bring in new investors. This could include an office development at the current **Cliffe Street Car Park**.

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We will support the **vibrant creative economy** around the town by providing a creative hub with self-contained spaces for creative businesses within the town centre. These businesses will be able to take advantage of Fibre Nation's investment in full fibre broadband during 2020, offering full fibre connectivity across the town centre.

The multi million pound **Springfield Sixth Form Centre** opened in September 2018. It offers young people access to high quality education in a purpose built campus, and supports them to achieve their full potential and contribute to the Kirklees economy.

8



Learning town

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

The learning quarter will be completed with the opening of **Pioneer Higher Skills Centre** in September 2020. The reopening of this superb historic building will be a key milestone in the transformation of Dewsbury and will bring 1000s of students into the centre of town.

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Leisure town

As shopping habits change town centres need to adapt to become more creative and cultural spaces.

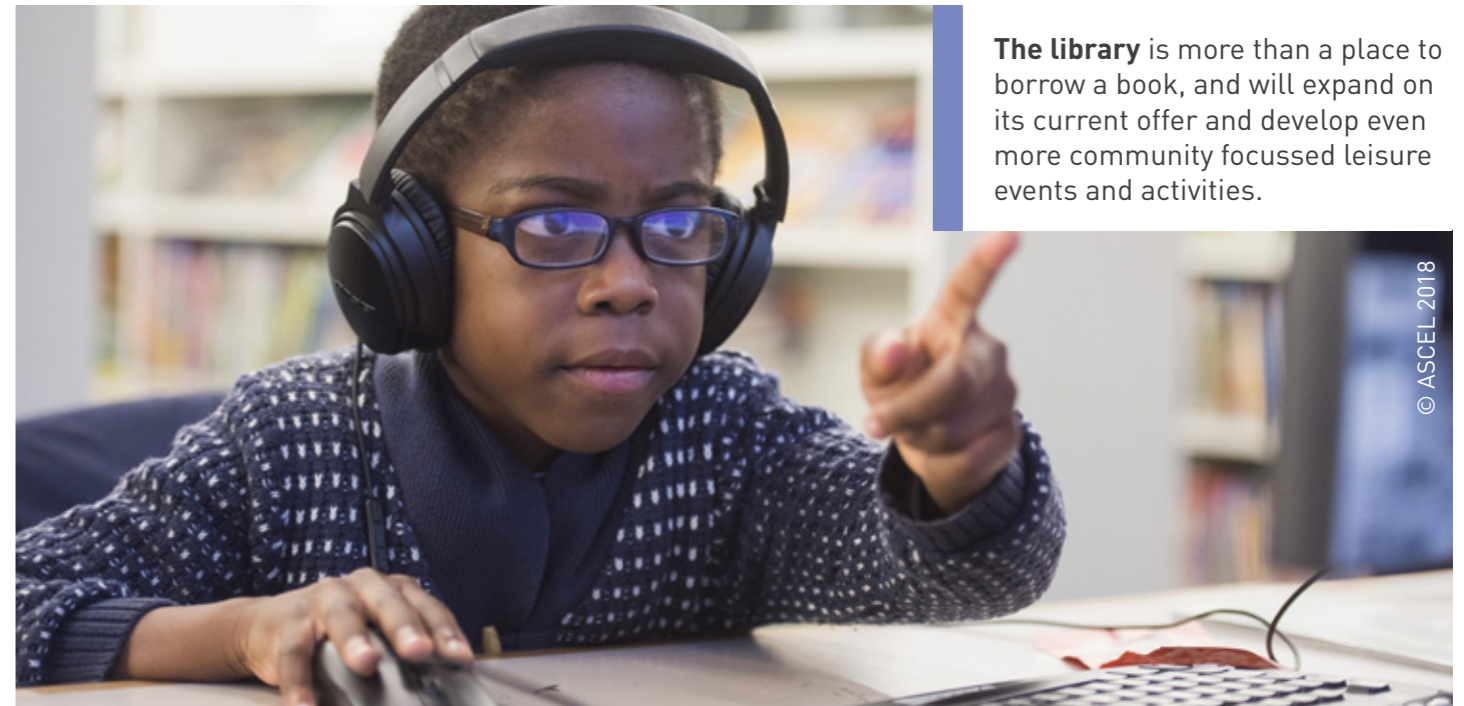
Dewsbury Town Hall has already been improved with the Victoria Concert Hall, the recently opened Victoria Bar, and wide range of ornate rooms offering a range of opportunities for leisure activities - from traditional concerts and tea dances, to a pop-up cinema, children's events and activities and of course weddings and celebrations.

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Dewsbury Leisure Centre will expand its leisure offer with new family attractions and improved facilities.

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The library is more than a place to borrow a book, and will expand on its current offer and develop even more community focussed leisure events and activities.



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Shopper's town

The town will benefit from a consolidated retail offer, with significant investment in Dewsbury's famous **market**, to transform it into a flexible space for both shopping and leisure.



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We will reconnect the retail areas by reopening **The Arcade** between Market Place and Corporation Street. By seeking greater control of this beautiful space, we will be able to attract and retain an eclectic mix of retail, leisure and community facilities.



14

Living town

We're developing a new neighbourhood at **Daisy Hill**, among the historic buildings. The new homes will attract people who work in nearby city centres, but want excellent quality apartments and homes at more affordable rents and prices.

With a mix of new and converted buildings, Daisy Hill will prove attractive to professionals with disposable incomes, who will support town centre vibrancy.

The Daisy Hill area is a designated **Heritage Action Zone** and as such attracts some grant funding from Historic England to make improvements to the area, which support the creation of a living town.

Field House will be the flagship development at Daisy Hill.

The property will have 23 high quality flats, A café and restaurant on both the ground floor and in the basement. We have already helped to grant planning permission and assisted with grant funding.



15

Heritage town

The Dewsbury Townscape Heritage Initiative, jointly funded by Kirklees Council and the National Lottery Fund, successfully saw £3.7 million invested in improving nine buildings in the Victorian core of the town.

The council will be investing a further £1.25m in **The Dewsbury Revival Grant Scheme**, which launches in February 2020. The scheme will improve the appearance of more heritage buildings on key streets within the town centre, making shop fronts more attractive and allowing for improvements to upper floors, opening them up to alternative uses. This will support existing businesses to attract customers and encourage new businesses into the town centre.

We will also make sure that poorly maintained properties are tackled using our planning and other environmental powers.

Where possible old vacant buildings like the **old library** will be brought back to life.

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There will be more green space at **23 Northgate**; we will develop a pocket park next to the Pioneer Higher Skills Centre.



Greener town

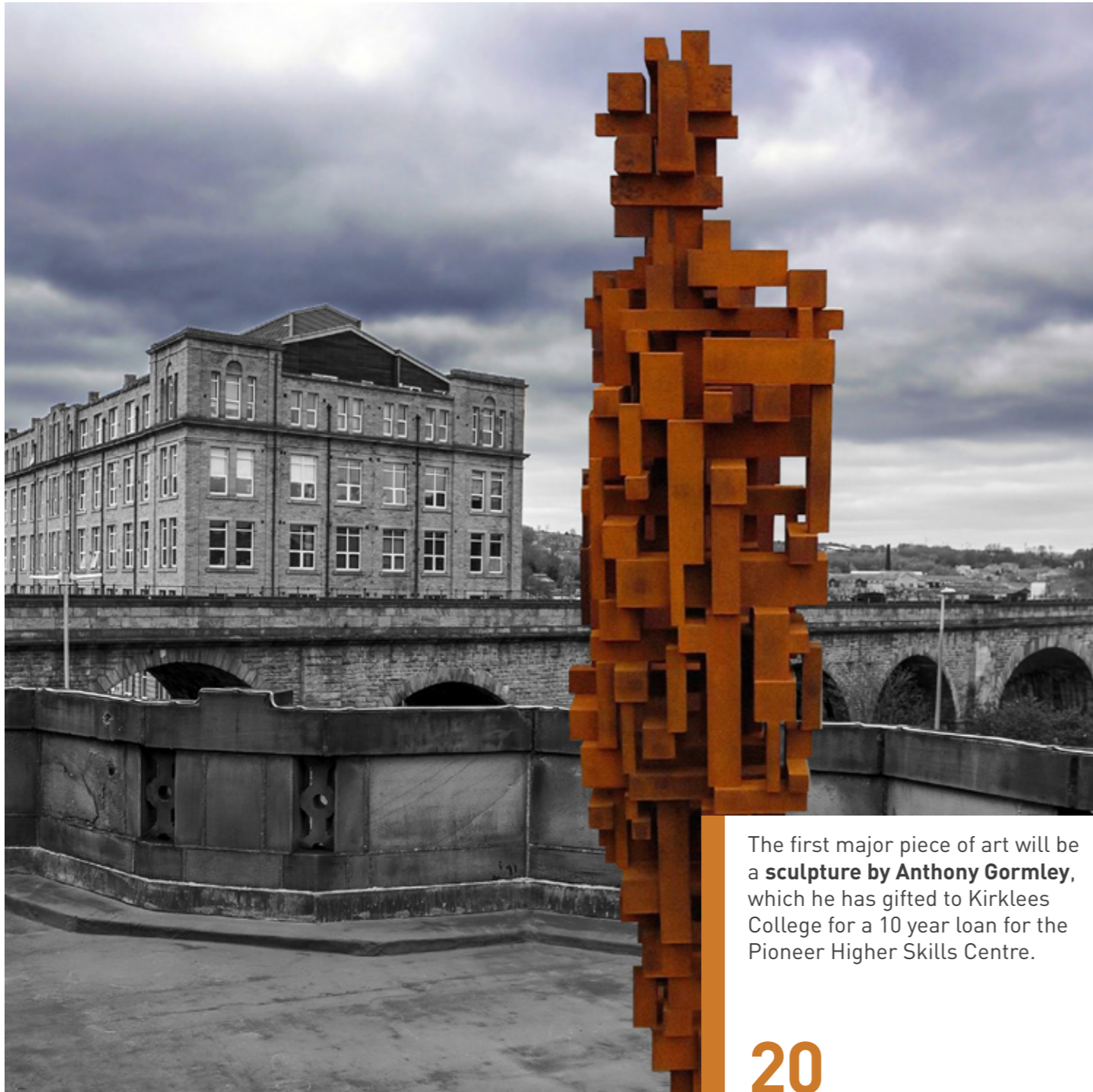
We'll make Dewsbury a destination town by introducing more green space, making the most of the town's heritage assets, by improving and extending the public realm, making it a more attractive and pleasant place to spend time.



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A new **Town Park** will offer a high quality public space in the heart of the town, creating a relaxing green space in the very centre of Dewsbury on Longcauseway. The park will incorporate the Memorial Gardens and the area around the Walsh Buildings.





The first major piece of art will be a **sculpture by Anthony Gormley**, which he has gifted to Kirklees College for a 10 year loan for the Pioneer Higher Skills Centre.

20



Creative town

Public art will provide an exciting and creative dimension to the townscape, whether it be in permanent 3D sculptural works, signage, murals or street furniture.

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Pedestrian and cycle routes will be improved throughout the town, including better links from the railway station to the bus station and along Bond Street to the Market Place, and better access across the ring road.

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We are improving key junctions around the **ring road** so that they meet the needs of future developments. There will be improved facilities for pedestrians and cyclists including pedestrian crossings, and upgraded levels of street lighting.

Connected town

The **train station gateway** has benefitted from a major redesign, with improved pedestrian and crossing facilities, giving priority to people over vehicles and creating a far more attractive entrance to the town for visitors and commuters.

The town will benefit from the Transpennine Upgrade, which will bring improved and more reliable rail services to Dewsbury.



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A new **bus station** will offer state of the art facilities for bus passengers.



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A clean and well-maintained town helps develop a sense of **civic pride** and work is well underway to clean up the town centre. We will make sure the town continues to receive the right levels of maintenance and cleansing, and that appropriate action is taken against those that seek to ruin it.



25

Family town

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.

A dedicated **community safety and policing team** will act as both a deterrent to anti-social behaviour and crime, whilst providing visitors with a reassuring presence.

The council will look to work with other agencies to commit resources to achieve this aim.





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