

Welcoming

a new era for

Batley town centre

# Welcoming a new era for Batley town centre

## WHAT IS THIS PROJECT ABOUT?

For the last three years, Kirklees Council have been speaking to the community, developing plans and securing funding to deliver for Batley through our Batley Blueprint.

Here, we are proud to present the design for the regeneration of the town centre a core project in our Blueprint that will help bring new life, connectivity and investment to Batley's town centre and community.

## WHO HAS DEVELOPED THIS DESIGN?

The design concept you see today has been developed by a design team appointed after Kirklees Council secured dedicated funding from UK government. It builds on past consultation, early masterplan designs, and recent focused engagement with the Batley community ([find out more about our journey on the next board](#)).

## THE PROJECT TEAM AND PARTNERS:



## WHY ARE WE ENGAGING WITH YOU NOW?

The design you see today has been shaped by your input in consultations across the last three years. If you look across the boards, you will see comments from those consultations and how they have been addressed in the design.

We're engaging with you now, because we want to show you the design we've reached before we enter a critical part of the project. We want to hear what you think and - most importantly - give you a say in shaping some of the details that will make it uniquely yours.

## WHAT HAPPENS NEXT?

The inputs you provide today and throughout our engagement period ([9 January - 27 January](#)) will feed into the creation of a detailed design.

This will take us into an important stage of the project - where we submit planning applications and secure contractors to begin bringing this project to life.

The project is committed to a timeline of works beginning in 2025 and completing in 2027.

## HOW CAN YOU SHAPE OUR DESIGN FURTHER?

Through our survey, we want your inputs on a number of design touches which will bring life to our project, including:

- Colour palettes we'll use in planting
- The types of trees we'll plant
- The style of street furniture
- Elements of play
- The types of lighting we'll introduce
- Community and heritage elements

TAKE THE SURVEY WHEN YOU'RE READY!



# The journey so far



## What you said in consultations:

Like most towns, more could be done to create spaces and opportunities for young people.

I think what is on offer could be better publicised. There is plenty happening in Batley.

Its strengths of a multi-cultural town can also cause issues, but promoting harmonious events where people can mix and share, will help breed a positive belief.

I like Batley for food shopping. It has the edge over its neighbour, Dewsbury.

People feel many decisions are made by non-local people, who do not live in the area and have no idea what it's like to live here.

We all need to start embracing our cultural difference with delight.

There are some beautiful buildings in the town centre.

We need to make it great, so everyone feels proud to come from Batley, to look after Batley to attract people and businesses.

**C** Consultation Event

**E** Engagement Event

# Six key themes that have shaped the design

## HOW DID WE CHOOSE THE THEMES?

We have used a popular national model for designing places - the **Place Standard tool** - to inform the use of six themes, which have shaped the design and reflect public feedback from our past consultations and the principles of the Batley Blueprint.

## WHAT IS THE PLACE STANDARD TOOL?

The Place Standard tool helps simplify and communicate all the complex things that go into designing a place - from traffic modelling and structural engineering to architectural and landscape design - making them simple, so that everyone can have a say and play their part.



### Moving around

This theme is about how people move around the town centre - whether as a group, with friends and family, or on their own walking or cycling to work.

More than 65% of respondents to our last consultation agreed Batley town centre needs safer pedestrian and cycle routes. So importantly, this theme is about making movement in the town centre safer and more accessible.

The design considers all of this - unlocking walking routes, bringing new cycle facilities and improved routes in the town centre, better pedestrian links and more.



### Transport

This is all about how cars, buses, and other vehicles move in and around the town centre.

We've made changes to ensure the town centre works for vehicles and people alike. From changing the way traffic moves to ensure pedestrians are prioritised alongside car parking and deliveries, to resolving difficult junction issues.



### Public spaces everyone can enjoy

Celebrating our heritage, bringing nature into our town and creating more space for people - this theme is a key part of the design.

Over 85% of respondents at our last consultation believed our plans to enhance public spaces will create an attractive and welcoming environment.

From new street furniture and greenery that creates a more welcoming experience, to expanding pavements to give a more pedestrian-friendly feel, or the potential for community features. We've considered it all in the design.



### A family-friendly town centre

This theme is about weaving opportunities for play and discovery across the design.

Spending more time in our town centre requires more opportunities for play and fun. Making that trip through town to do some shopping an adventure for little ones, and a breeze for the family.

Over 60% of respondents to our last consultation agreed with us - believing providing children of all ages play opportunities is a good idea.



### A great place to socialise

Communities are built on interactions - whether its the chance to stop and have a quick chat after bumping into a friend, or bringing the whole town together for a cultural celebration.

In our past consultation, over 80% of people said they would like to see more events happen in the town centre.

The design looks to make everyday interactions in the town centre easier, safer and more comfortable. As well as reviving Market Place as a flexible space for events.



### A safe, welcoming town centre

Nothing enhances our experience of a town centre more than feeling safe.

Responding to our previous designs, 70% of people believed they would make them feel safer in the town centre.

Whether the safety of moving around at different times of day and night or feeling comfortable moving from one part of the town to another - we've looked to build on the positive response with the design.

See the results of our consultations using the Place Standards tool. ▶



## SUPPORTING INVESTMENT IN BATLEY

Local businesses play a big part in bringing vibrancy and life to our town centre - and have done for decades, since the beginning of our rich industrial heritage. Today our delicious food scene attracts people from across Kirklees and beyond - while independent shops offer services, gifts and wears to enjoy.

We've spoken to businesses through our design process, to ensure we deliver a town centre design that allows our local economy to thrive. Whether widening pavements to allow for spill-out from our eateries, formalising on-street parking and loading - or improving Market Place to allow for year-round events.

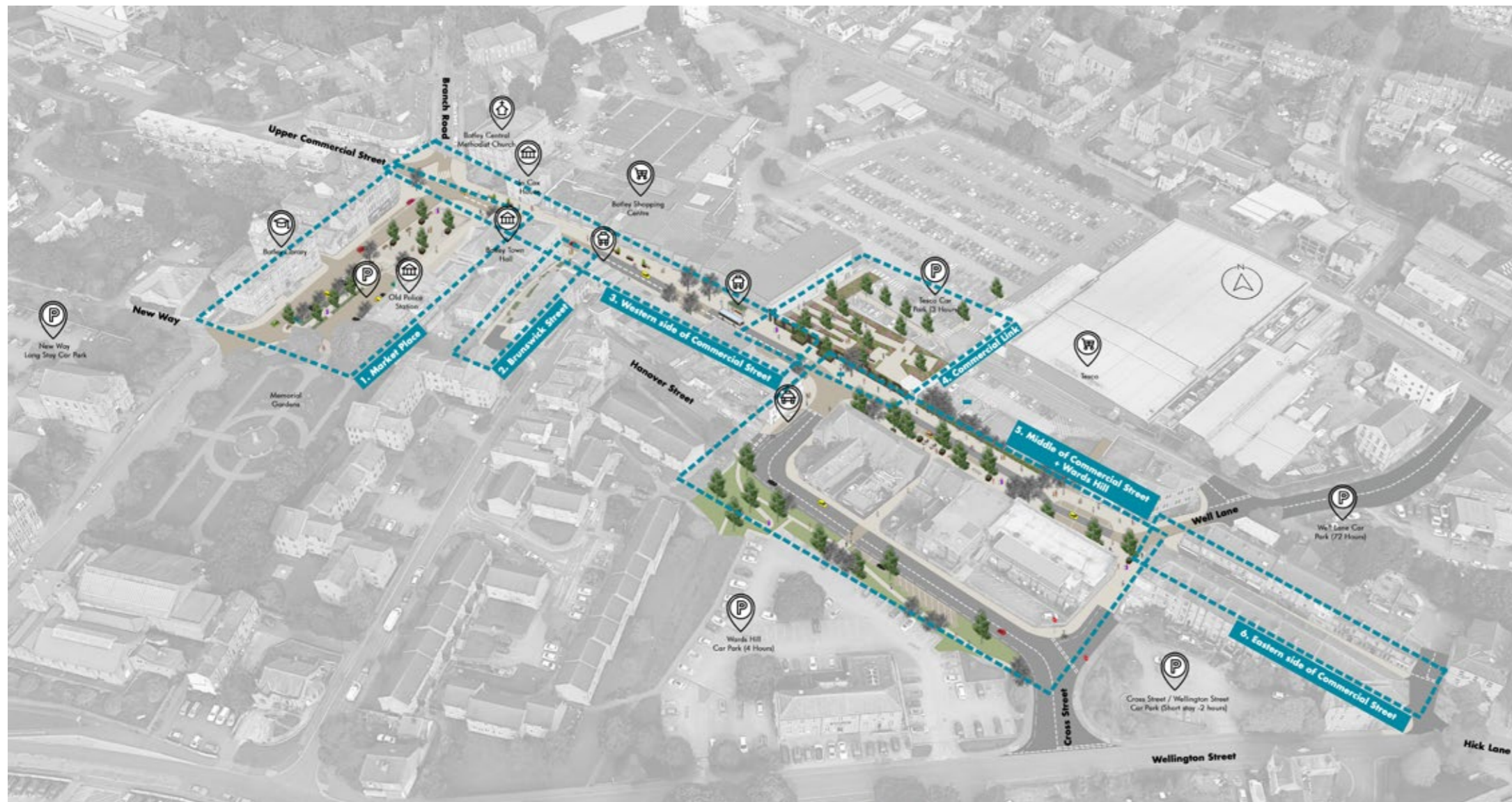
## A NOTE ON CARE AND MAINTENANCE

Improving our town centre isn't just for today - it has to last and thrive for years to come.

The care and maintenance of the town centre has been a key consideration of this project, not just in ensuring our design is future-proof and ready to develop with Batley, but that the funding we have received supports what we want to do now, and what we want for the town's future.

Whether tending to trees and plants, looking after the public space or keeping streets clean, the regeneration of the town centre will be designed to last.

# An overview of the design for the town centre



Here you can see the design for the town centre in full.

At the heart of this design is the Batley community. Your feedback at consultations in 2021, 2022, and in focused engagements in 2024, has been crucial in securing funding and shaping a town centre design that works for everyone.

The final design will create a safe and welcoming town centre, that offers a more pedestrian-friendly and accessible environment, while maintaining transport routes. With family-friendly public spaces that everyone can enjoy, along with better opportunities for socialising – whether it's meeting friends or putting on performances and events.

## UNDERSTANDING THE PLAN

This image shows an aerial view of what the town centre could look like. To make it easier to understand the proposed design changes across the town centre, we've broken the design down into six key sections.

The following boards provide more detail on the design within each area.

## THE SIX KEY SECTIONS

- 1 Market Place - including Upper and Lower Market Place.
- 2 Brunswick Street.
- 3 Western side of Commercial Street - including Branch Road.
- 4 Commercial Link - a new green space creating a better connection to Commercial Street from Tesco Car Park.
- 5 Middle of Commercial Street & Wards Hill.
- 6 Eastern side of Commercial Street.

TAKE OUR SURVEY NOW! ▶

Help shape the details of our design - from planting and trees, to street furniture and play.



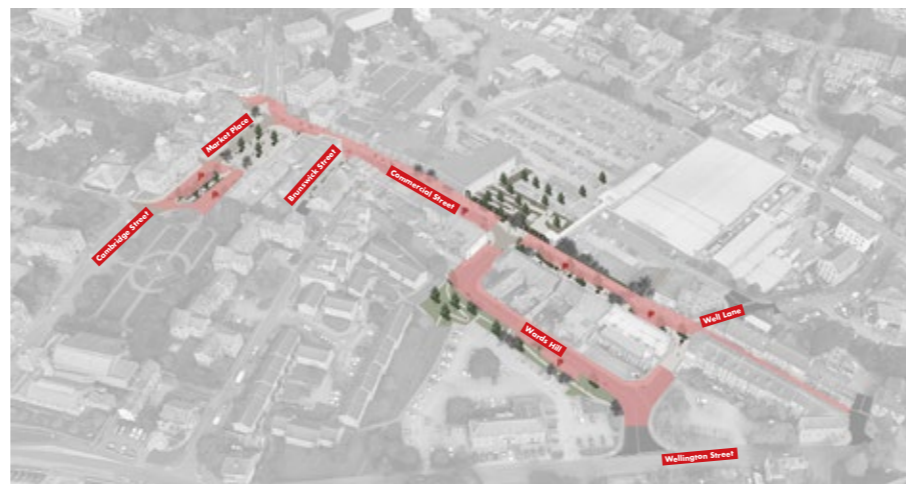
# How the six themes are addressed across the design

Quickly see where the six key themes are realised across the design – and some of the headline benefits that the scheme will bring.



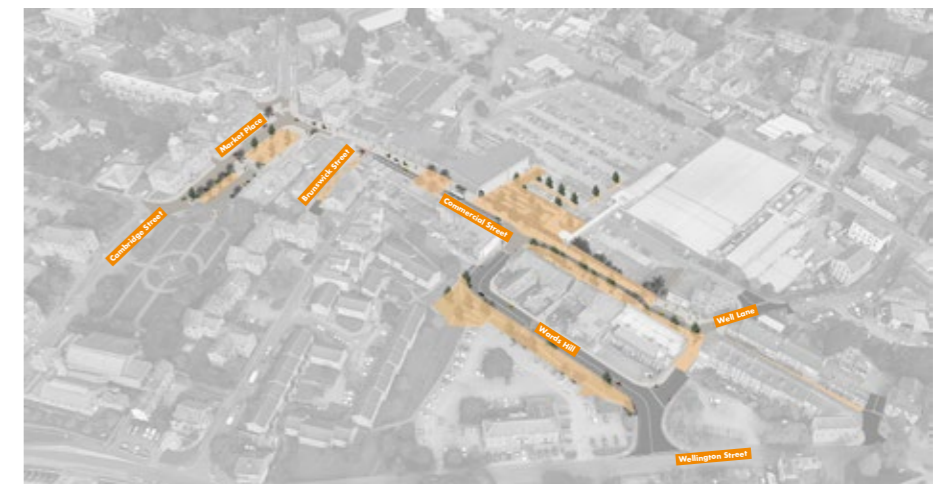
## Moving around

- New cycle storage and maintenance facilities possible at Commercial Link, Cross Street and Market Place.
- New and clearer east – west cycle routes to make cycling safer.
- Improved pedestrian links and pedestrian-friendly design (wider pavements, improved public spaces etc.) throughout, including: to Commercial Street from Wards Hill, between buildings, along Brunswick Street, the new Commercial Link and alongside Jo Cox House.
- Traffic calming measures and specific design choices made to lower vehicle speeds and make the town centre safer for pedestrians.



## Transport

- Eastern side of Commercial Street is closed to vehicle traffic (except controlled loading) and vehicle turning onto Cross Street prohibited, with traffic sent along Well Lane to Bradford Road.
- Cambridge Street / Market Place is made one-way, single lane, from New Way / Memorial Gardens towards Branch Road.
- A new and extended traffic island is created at Branch Road to Commercial Street, in order to allow an improved pedestrian crossing experience and to deter cars going the wrong way up Cambridge Street.
- Traffic calming and elevated crossings will be incorporated from Branch Road to Brunswick Street to slow down vehicles.
- On-street loading is retained or relocated throughout the scheme to maintain current business usage. Controlled loading times will be consulted on with affected businesses.
- All accessible on street parking bays will be retained throughout the scheme.
- Existing taxi spaces are retained on Market Place and at the junction of Commercial Street and Wards Hill.
- Several on-street parking spaces removed to improve the pedestrian environment throughout the town.



## Public spaces everyone can enjoy

- New and improved surfacing and facilities will be provided for events and markets to be set up more easily. This will turn Market Place into a flexible, multi-functional event space.
- New street furniture, including seating, streetlights, planters and cycle racks, and play opportunities are introduced throughout the design to make the town centre more welcoming and attractive.
- Greener pedestrian routes are created and biodiversity habitats increased with new landscaping to complement existing gardens.
- Pavements are widened and a pedestrian-first feel created throughout the design.
- A new public garden with seating is created at the Commercial Link.
- Increased greenery and more trees are incorporated to create more places to sit, provide shade, and improve air quality.



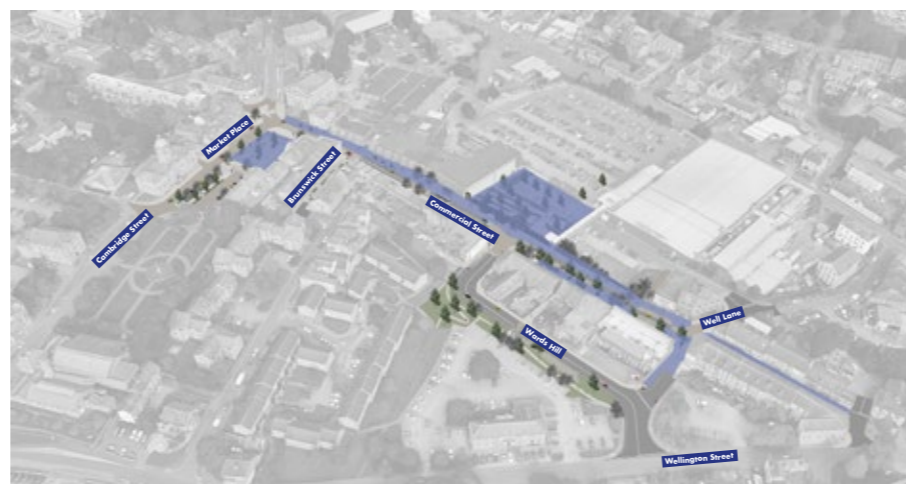
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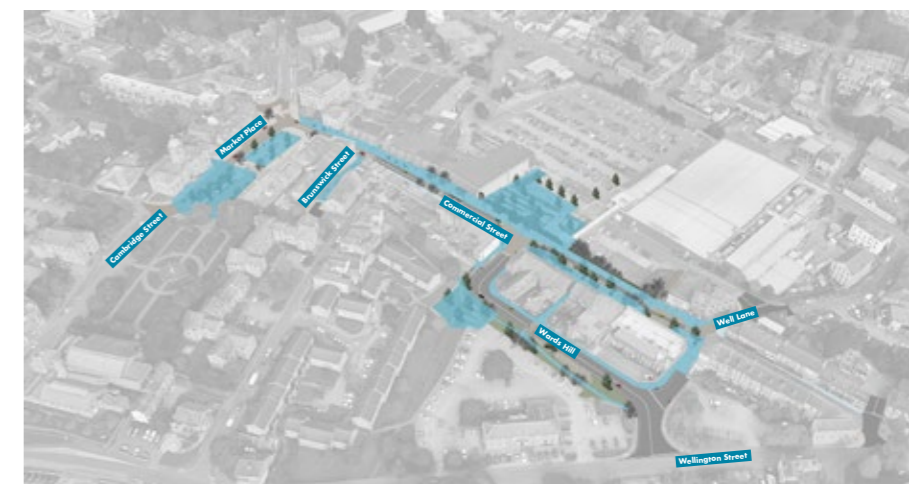
## A family-friendly town centre

- Wider pavements create opportunities for every day play in the town centre ('play on-the-way') or public green spaces (parklets).
- Market Place is improved and, in part, made level to create a flexible events space with greater opportunity for festivals, markets and performances.
- A Batley Art Wall will be created for locals and visitors to engage with.
- Green places are promoted with a variety of opportunities for sitting.
- Moving the road north at the middle of Commercial Street acknowledges its historic location as well as enabling a new public space with greater social interaction opportunities in front of eateries.
- Opportunities for people of all ages to interact with each other is created with increased public space and opportunities for play.



## A great place to socialise

- New and wider pavements create opportunities for spill-out from eateries, including cafés, bars or restaurants, encouraging people to spend more time in the town centre and supporting the local businesses.
- An increased pedestrian feel allows for safer socialising and interaction.
- New or improved planting, seating, street furniture and lighting across the design make the town centre more attractive.
- Improved pedestrian links allow better access to the rear of Batley plaza.

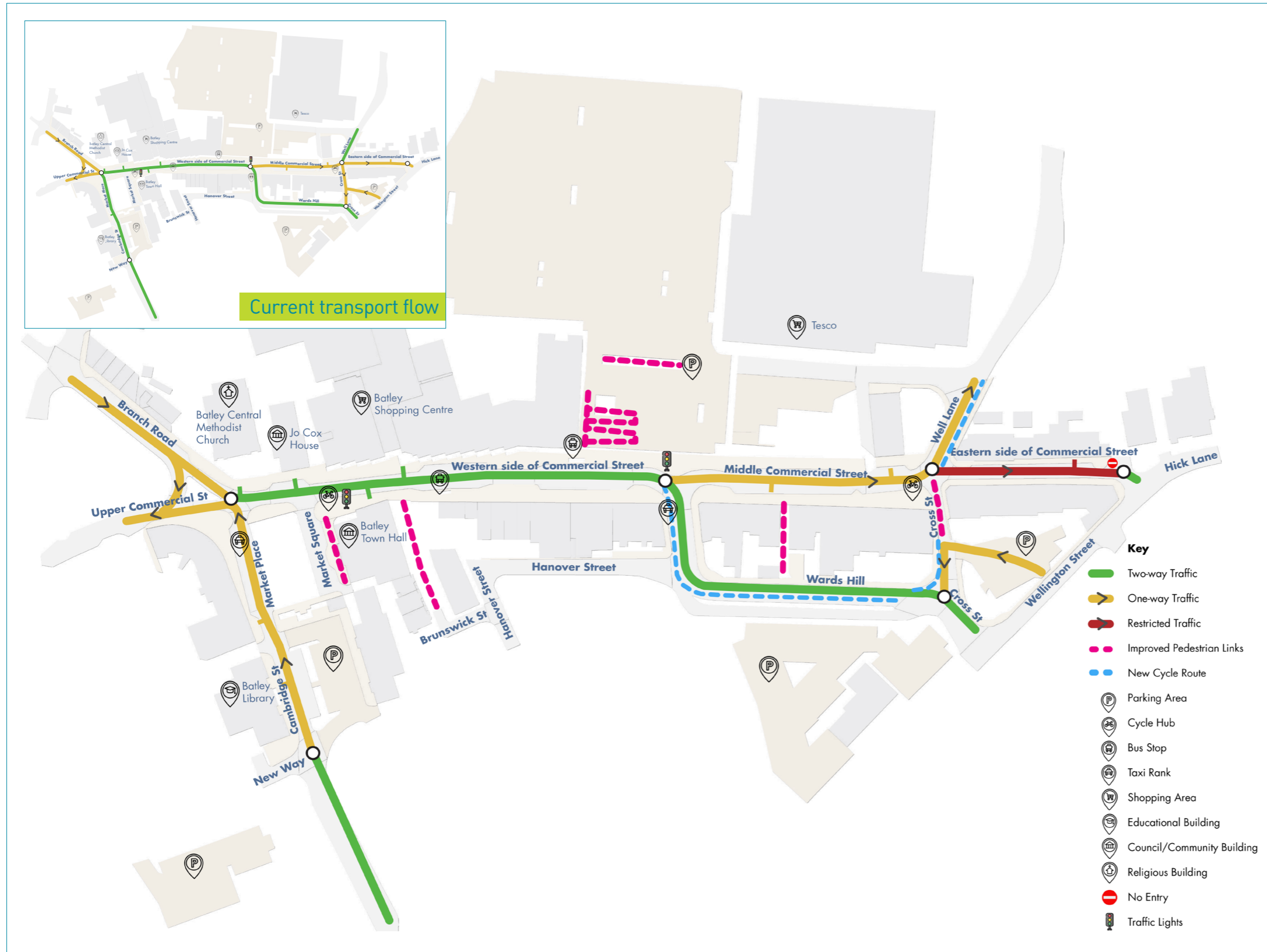


## A safe, welcoming town centre

- Design and traffic calming measures promote a more pedestrian-friendly feel.
- Pedestrian links are improved – including accessible routes from Wards Hill Court and the car park.
- Greater visibility and observation throughout the design aim to improve safety and awareness of others for the benefit of all users of the town.
- Considerately designed street furniture and planting will be incorporated to deter dangerous on-pavement parking.



# How moving around and transport will change



Based on feedback at past consultations, a clear requirement from the new design is making Batley town centre a safer place for pedestrians.

To do this, the design brings changes to how vehicles move through the town centre. The key changes are listed below along with a visual map to help you orientate yourself.

## WHAT IS STAYING THE SAME?

- Traffic retained as two-way on Western side of Commercial Street.
- Traffic retained as one-way on Middle of Commercial Street.
- Existing 20mph speed limit in town centre is retained.

## WHAT ARE THE KEY CHANGES?

- Cambridge Street / Market Place is made one-way, single lane, from New Way / Memorial Gardens towards Branch Road in order to allow wider pavements for the benefit of businesses and address the dangerous junction with Branch Road.
- Eastern side of Commercial Street is closed to vehicle traffic (except controlled loading) and vehicle turning onto Cross Street prohibited, with traffic sent along Well Lane to Bradford Road, in order to allow a pedestrian focused public space.
- Bus stop waiting facilities improved.

**TAKE OUR SURVEY NOW!** ▶

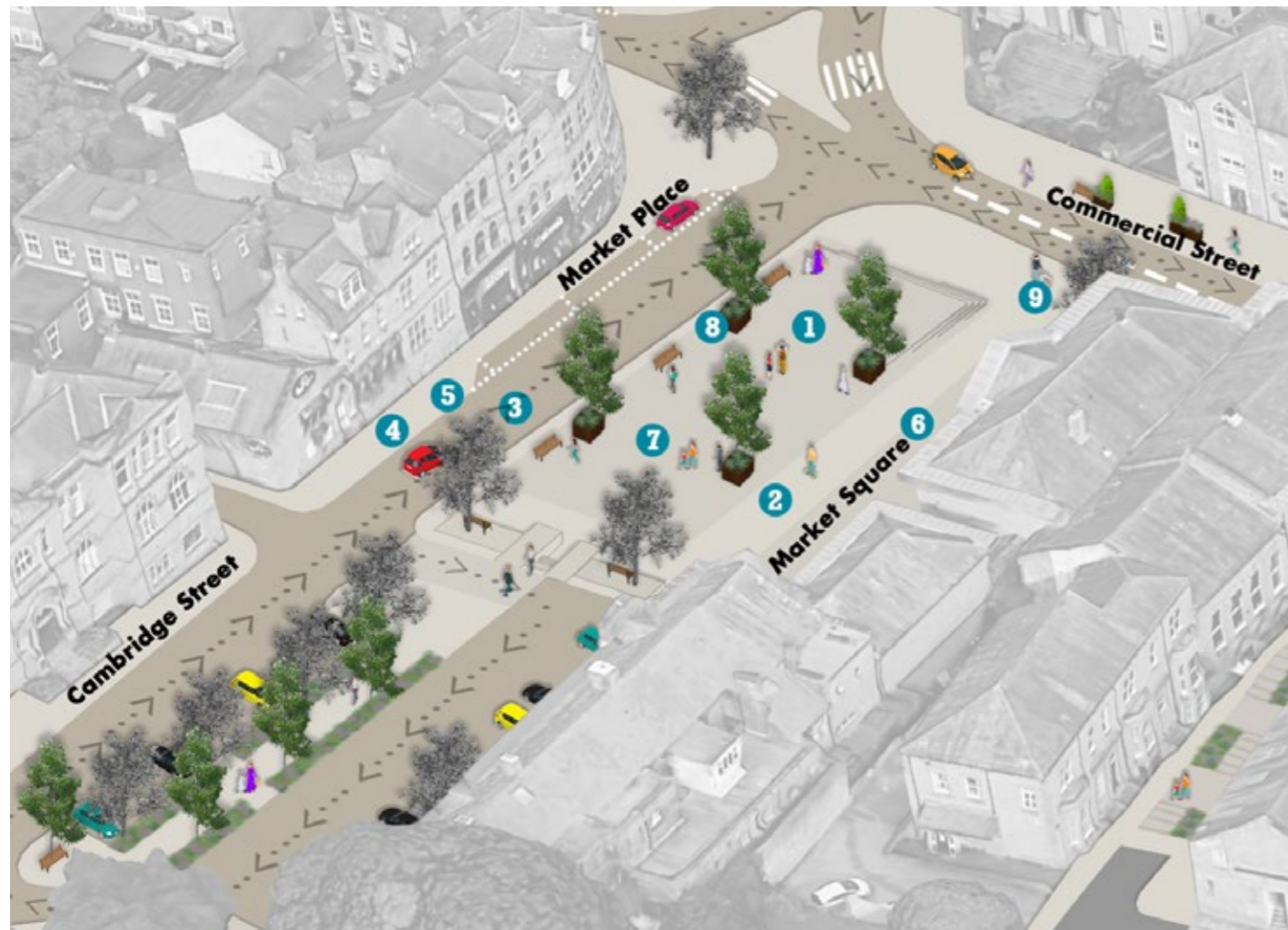
Our transport changes will create more space for people - help us decide how to use it.





# 1. Lower Market Place

Market Place is the historical heart of Batley. As this is a conservation area, the design honours this history with an approach that nods to Batley's heritage, while modernising and future-proofing the space. We propose to do this by making it more accessible, pedestrian-friendly, and usable by residents, visitors, local businesses and events alike.



1. Levelling the area and adding steps allows for a variety of events and markets to take place.
2. Existing surfacing generally retained and restored to its best.
3. Cambridge Street / Market Place made into a one-way, single lane, running north to allow wider pavements for the benefit of businesses and address the dangerous junction with Branch Road.
4. Narrower road width allows for wider pavements which enhance pedestrian safety and improve accessibility.
5. Existing parking bays reduced in length to allow greater spill-out space for eateries.
6. Vehicle access to the front of Town Hall is controlled to improve the overall setting of Market Place.
7. New underground utility services promote more flexible use.
8. New planting, planters and seating throughout improve the ambience and make the area more welcoming.
9. New cycle hub in order to provide sustainable travel to town centre, events and markets.



What you said in consultations:

The market is pretty much non-existent now and would be great if it could be resurrected.

There should be more events.

We need to maintain the heritage.

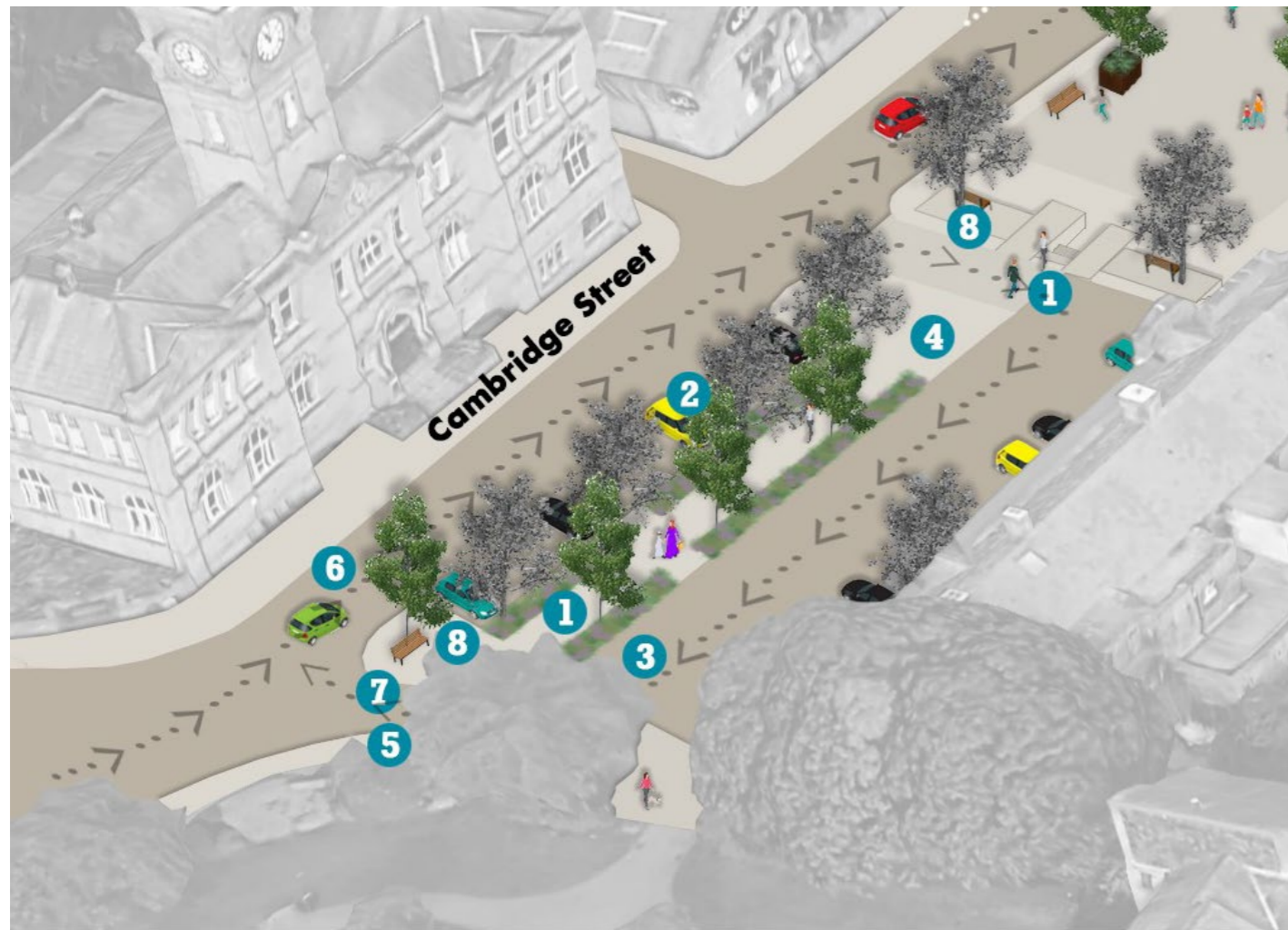
We need secure bike parking.

Theme focuses in this location:



# 1. Upper Market Place

Market Place is the historical heart of Batley. As this is a conservation area, the design honours this history with an approach that nods to Batley's heritage, while modernising and future-proofing the space. We propose to do this by making it more accessible, pedestrian-friendly, and usable by residents, visitors, local businesses and events alike.



1. Creation of an attractive walkway between Market Place and Memorial Gardens that brings more greenery to this area and improves pedestrian safety.
2. Some car parking spots retained, and all accessible spaces retained for public use.
3. Existing surfacing generally retained and restored to its best, subject to testing.
4. New textured surfacing highlights and defines pedestrian routes and spaces.
5. Attractive views retained from Memorial Gardens across Market Place, which also allows for greater visibility and observation to improve safety.
6. Cambridge Street / Market Place made into a one-way, single lane, running north in order to allow a pedestrian-focused public space.
7. One-way vehicle flows from the car park entrance to exit creates a safer area for pedestrians.
8. New seating and greenery will provide opportunities to meet and sit near Memorial Gardens.



What you said in consultations:

Existing green space near the library is currently underused.

Would love to see more trees and plants.

Keep car parking outside of the library.

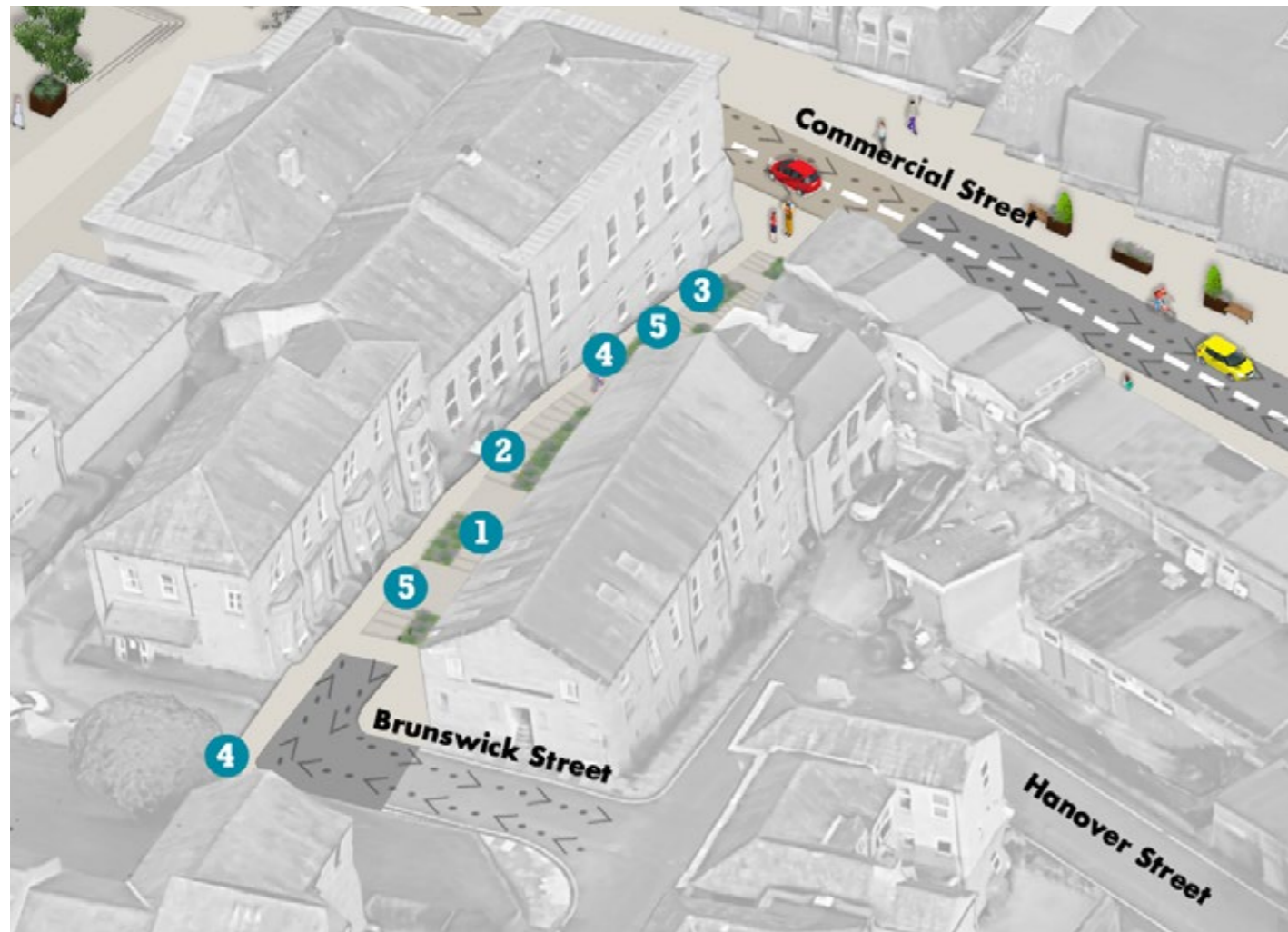
Theme focuses in this location:





# 2. Brunswick Street

Brunswick Street has been an underused part of the town centre for too long. With the removal of the bridge, Batley's historic façades can be seen again and the redesigned street becomes more accessible all year long, while new planters act as sustainable drainage to reduce run-off during rainfall.



1. Shallow steps, which echo the design of the Commercial Link, connect the two areas and make Brunswick Street more accessible.
2. Soft landscape provides the opportunity for Sustainable Urban Drainage (SUD), a set of water management practices and design approaches used to manage surface water run-off during rainfall.
3. Seating options for individuals and small groups to encourage and allow for different types of interactions.
4. The bridge has been removed, opening up views to historic façades and feature tree to the south.
5. Better lighting will be introduced in order to improve pedestrian safety.



What you said in consultations:

Incorporate alleyways to connect to Commercial Street.

Brunswick Street is intimidating.

Good quality lighting is needed.

**WE WANT YOUR INPUT!** ▶

Have your say on everything from the types of lighting to trees and play.

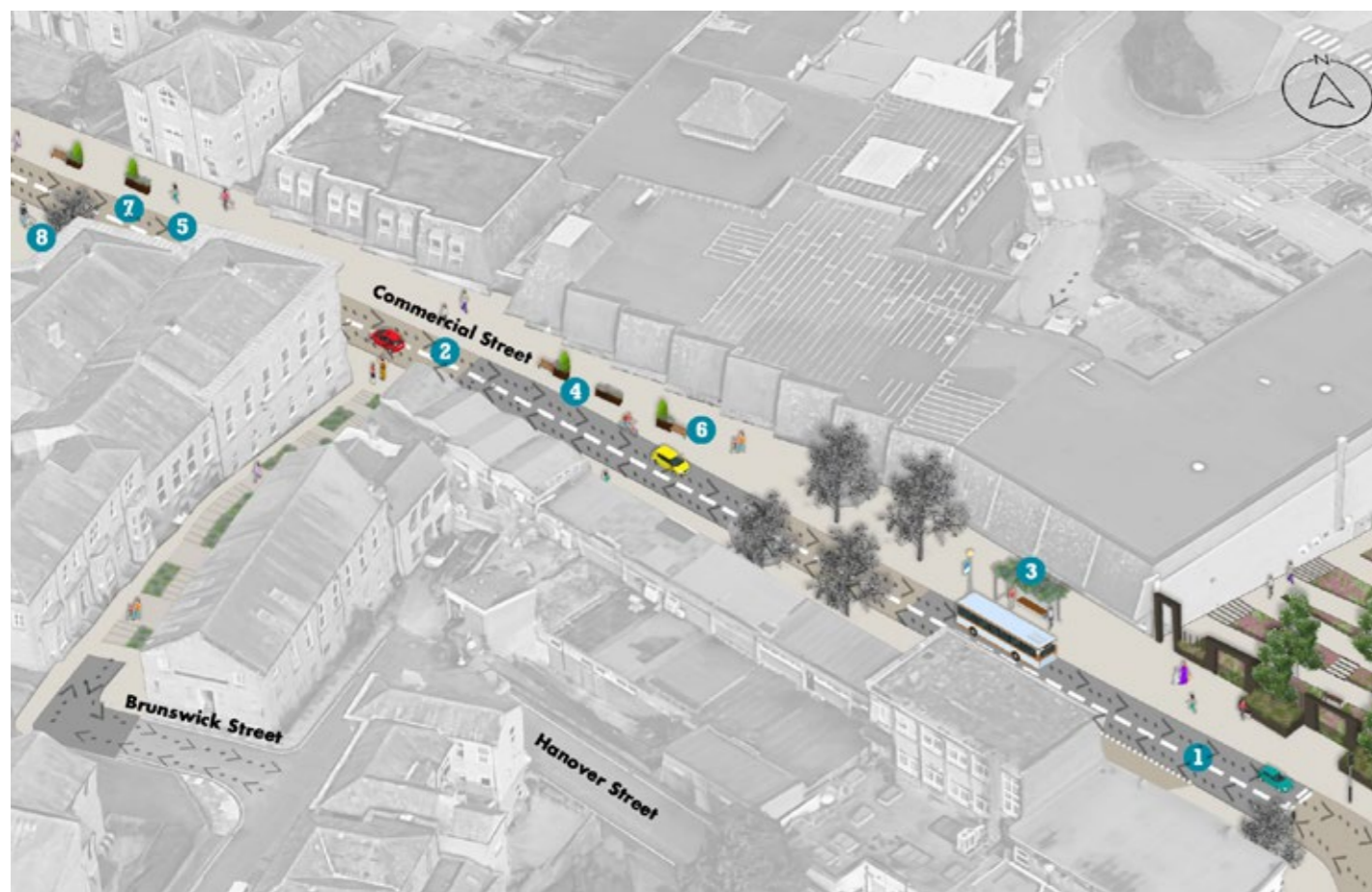


Theme focuses in this location:



# 3. Western side of Commercial Street

This section of Commercial Street, which is closest to Market Place, will be reimagined to provide a more pedestrian-friendly feel to support events and markets held there. Traffic-calming measures including raised crossings will encourage vehicles to slow down and pavements will be widened, which will make it safer but also allow for more seating, planting and opportunities for play and recreation. An improved bus stop and waiting facilities will encourage further use of public transport.



1. Traffic retained as two-way in order to minimise impacts to existing businesses.
2. Traffic calming measures, including an elevated crossing from Branch Road junction to Brunswick Street, improve pedestrian safety by encouraging vehicles to slow down as they approach.
3. The bus stop at the western side of Commercial Street is moved on-road to slow traffic and allow pavement widening.
4. Additional public space, which provides a more pleasant environment for residents and visitors, created through the removal of some on-street parking spots.
5. An elevated crossing improves pedestrian safety.
6. Street furniture and planting incorporated to make the area more attractive and welcoming, as well as deter on-pavement parking.
7. Traffic island extended along Commercial Street to encourage the desired flow of traffic.
8. New cycle hub at Market Place, in order to provide sustainable travel to town centre, events and markets.



What you said in consultations:

Introduce speed measures and traffic calming measures.

Extend the pedestrian access.

Maintain and enhance seating areas.

Theme focuses in this location:



# 4. Commercial Link

Created using part of what is currently Tesco car parking, Commercial Link will be a new, attractive, green public space, allowing easy access to Commercial Street and the town centre from Tesco car park, Batley Plaza and Bradford Road. This will be achieved through new planting, seating and an accessible pedestrian route. On Commercial Street, an art wall will be installed to celebrate the town and the Batley community.



1. Landscaped ramps and steps with seating make this an accessible and inviting route.
2. Opportunity to improve the pedestrian link from Tesco bridge staircase creates the potential for future connections to the west and rear of Batley Plaza.
3. Additional public space or green parking spaces created.
4. Extended public space and pedestrian connection creates a nicer route from the Tesco bridge.
5. Improved boundary along Commercial Street with framed views across the valley.
6. Art wall to be created to celebrate Batley.

What you said in consultations:

Batley needs more greenery that is maintained.

Stairwell to Tesco isn't clean or friendly currently.

Include artwork in the design.

HELP US BRING THE COMMERCIAL LINK TO LIFE! ▶

Take our survey and input on the design details!



Theme focuses in this location:



# 5. Middle of Commercial Street & Wards Hill

Historically, the road on Commercial Street lay further north. We're moving this section of the road to align with where it was in the past, which will widen the pavement outside the nearby eateries and allow opportunities for every day play ('play on-the-way') or public green spaces (parklets).

On Wards Hill there will be safer and improved pedestrian connections through to Commercial Street from the car park and Wards Hill court. A new, dedicated on-road cycle route running east to west will be supported by a cycle hub at the junction with Cross Street.



1. Traffic retained as one-way in order to minimise impacts to existing businesses.
2. Widened pavement creates opportunities for integrated social and play spaces.
3. Resurfacing of Well Lane and introduction of one-way traffic only in order to create a more pedestrian friendly environment to the eastern side of Commercial Street.
4. Vehicle turning onto Cross Street prohibited so that pedestrians and cyclists become priority users.
5. New cycle facilities to support sustainable travel.
6. An improved east - west cycle route is introduced from Bradford Road, along Well Lane, through to Cross Street and Wards Hill West.
7. Dedicated on road cycle route travelling east-west along Wards Hill to create a safer cycling environment.
8. Street greening with new planting and trees.
9. Safer and improved pedestrian link between car park and Commercial Street.
10. New on street parking opportunities are created.
11. Taxi spaces to Wards Hill will be reduced subject to further engagement to ensure their loss will not adversely impact taxi owners.
12. An improved speed table, which is a raised flat-topped area, is provided at the junction of Wards Hill and Commercial Street to aid pedestrians crossing.



What you said in consultations:

We need provision of cycle lanes and parking for bicycles.

Sort out access from Wards Hill car park.

Restrict speed and dangerous driving.

There is no play area in the town centre.

TAKE OUR SURVEY! ▶

What kind of family-friendly fun would you like to see?



Theme focuses in this location:



# A vision for Commercial Street

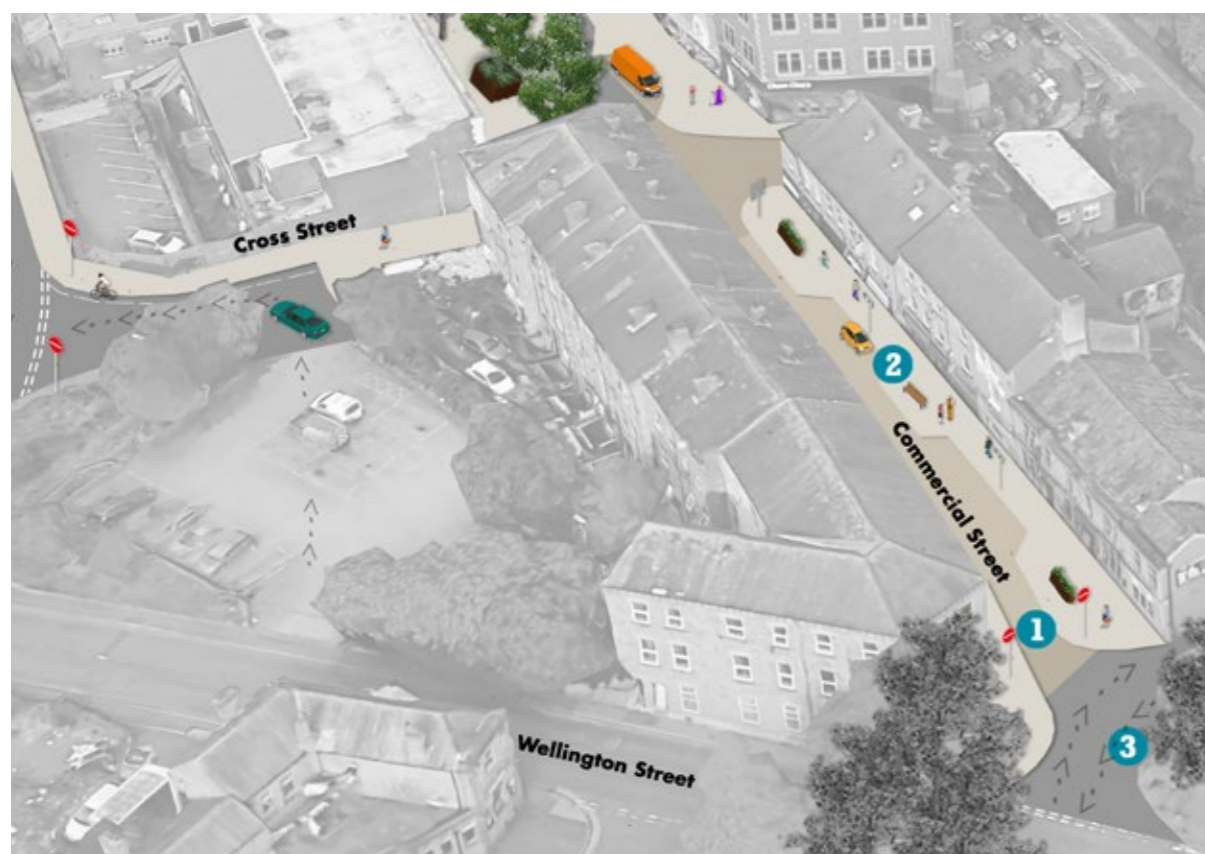




# 6. Eastern side of Commercial Street

The Eastern side of Commercial Street is within a conservation area of Batley, and reflects the historic layout of this part of the town. By closing the street off to vehicles we'll ensure that people can enjoy walking safely through this heritage section, whilst opportunities for play and seating will create a welcoming and engaging atmosphere.

1. Road closed to vehicular traffic in this narrower section of Commercial Street to create a safer environment for pedestrians; however on-street loading will be retained for business use.
2. New street furniture and planting create an opportunity to gather in a more intimate street setting.
3. Two-way access to The Taproom from Wellington Street enables access for patrons and deliveries.



What you said in consultations:

Nothing seems to be being done about reducing the volume of traffic.

We need more places to socialise.

Encourage safer streets.

Re-design the streets to be more pedestrian friendly.

WHAT DESIGN CHOICES WOULD YOU MAKE FOR OUR TOWN CENTRE? ▶

Input on the key design details that will bring the project to life.



Theme focuses in this location:



# Next steps for the project

## WHAT HAPPENS NEXT?

The inputs you provide today and throughout our engagement period (**9 January - 27 January**) will feed into the creation of a detailed design.

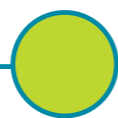
This will take us into an important stage of the project – where we submit planning applications and secure contractors to begin bringing this project to life.

The project is committed to a timeline of works beginning in 2025 and completing in 2027.

## TAKE OUR SURVEY



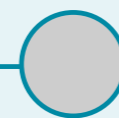
Help shape the details of our design - from planting and trees to street furniture and play.



### 2025

Design shared for Batley town centre

You are here



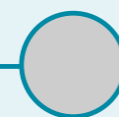
### EARLY 2025

Design finalised and required planning applications submitted



### 2027

All works complete and open to the public



### LATE 2025

Construction works begin