



# Dewsbury

Strategic Development Framework





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CHANGE YOU  
WANT TO SEE  
IN THE WORLD**

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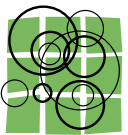
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**AECOM**

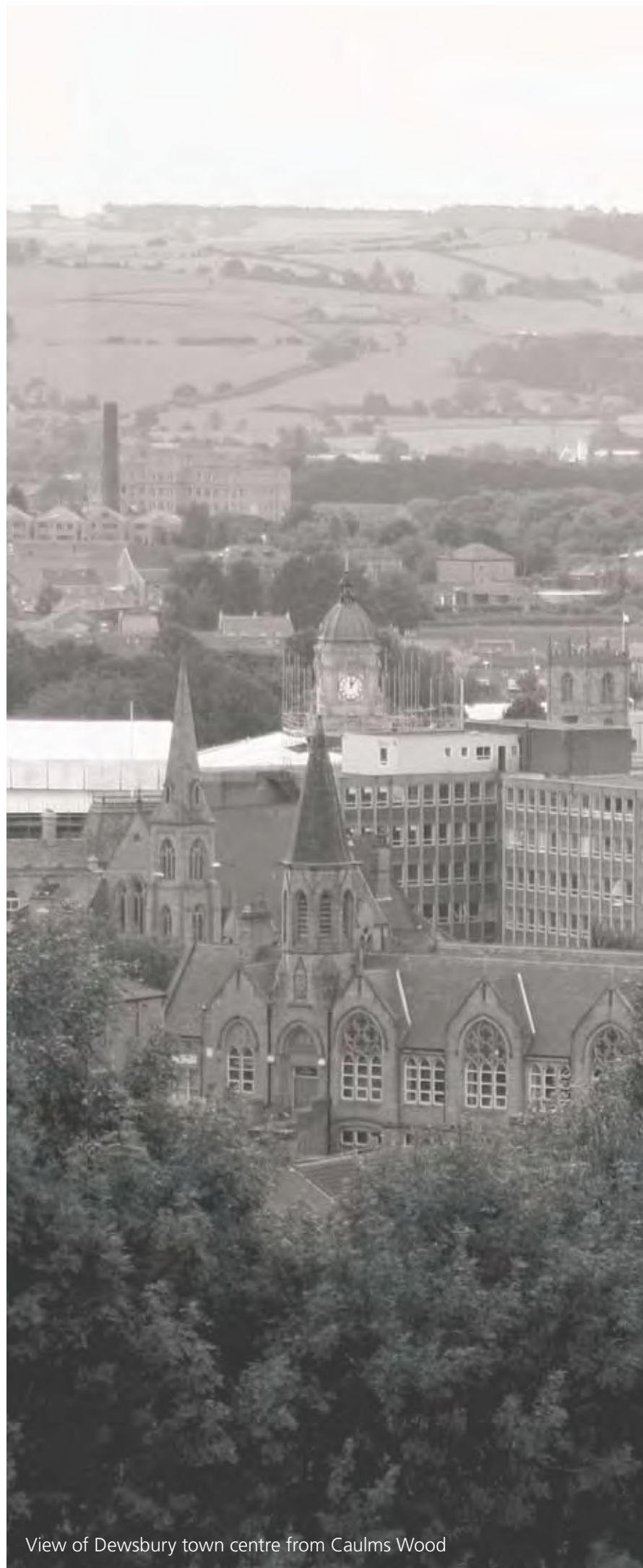
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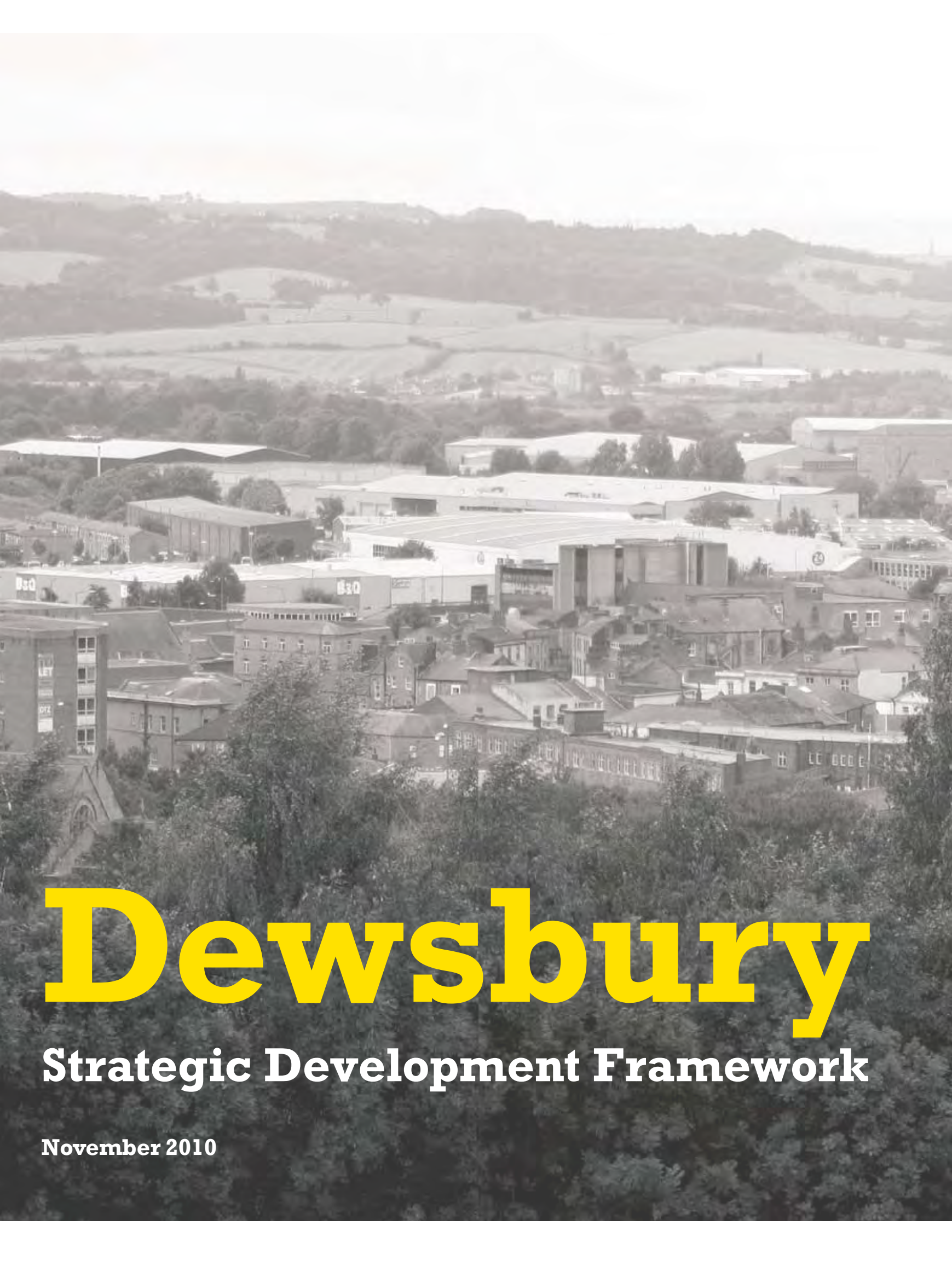


**LC-FACIL**  
a working group to facilitate the  
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sustainable urban development  
according to the Leipzig Charter

EUROPEAN  
PROGRAMME  
FOR  
SUSTAINABLE  
URBAN  
DEVELOPMENT



View of Dewsbury town centre from Caulms Wood



# Dewsbury

## Strategic Development Framework

November 2010



Dekka and helpers from Bauman Lyons Architects set up the 'Broken Window' for the day.

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## 2010

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### **Animation**



RGB Aerial Photography  
© GeoPerspectives

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Aerial view of Dewsbury town centre. The encircling ring road and the large footprint retail sheds to the south are clearly visible.



# Preface

**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.**

**I**f we truly have the desire to see a change, we need to be that change. This change is the basis for the overall, 25 year Vision that we present to you in this Renaissance masterplan.

Change does not come without a lot of hard work over a number of years. It will need our skills and business acumen to take the Vision forward, using our networks within the wider community. Local people with a range of skills and passions have already come together in the emerging Dewsbury Town Team that is being launched alongside this Vision. I would ask that you consider joining the Town Team now or in the future to support us in the challenges we face, and to maximise the skills you possess.

Some of our objectives will be achieved by the Stepping Stones that we are already taking forward. Other elements of the Vision will need close working between the Council, the Town Team and funding organisations plus existing and future investors in the town.

I hope that you will take the opportunity to consider our proposals, engage with the Town Team and lend us your practical, constructive energy and drive.

Together we can work towards the future of this great, beautiful town.



**Councillor Paul Kane**  
Chair, Dewsbury Regeneration Board  
September 2010





View of Long Causeway with the Minster and major retailers beyond. Dekka set up a temporary badminton court in front of United Reform Church and the Princess of Wales precinct.

# Introduction

**Many people in Dewsbury contributed to the weaving together of a complex, place-specific and aspirational strategy for the future of their town centre. The strategy is grounded in the belief that Dewsbury can be regenerated by the community themselves, working in partnership with the local authority and other stakeholders.**

**D**ewsbury Strategic Development Framework (SDF) was jointly commissioned by Yorkshire Forward and Kirklees Council in 2009. It is a 'new generation strategy' for a sustainable future, which intends to inspire civic pride and offer a strong vision for the renaissance of Dewsbury town centre. This Vision is supported by three Key Themes and three 'Big Moves', which have emerged as a result of extensive public consultation, and translate the Vision into social, economic and physical strategies.

The SDF was prepared during a unique and turbulent period, which saw the financial crisis of 2008 expose the unsustainable nature of the infinite economic growth model; together with the universal awareness of the impact of climate change on our lives. In addition, the change of government in 2010 created a temporary policy vacuum for the strategy. This SDF is therefore a response to these new global, national and local conditions, which demand rethinking of earlier regeneration methods and assumptions.

We have tapped into the extensive knowledge and ideas of elected members, officers of the Council and Yorkshire Forward (RDA), as well as local organisations and individuals, to weave a strategy based on Dewsbury's existing assets; skills, resources and, most importantly, the social capital within local community networks. We have also worked with like-minded 'think tanks' such as New Economics Foundation and international experts Jan Gehl Architects, on reimagining liveable and lovable places.

The SDF specifically reflects the new approach to regeneration by including the innovative concept of 'Stepping Stones' projects; small strategic projects that can be implemented by diverse groups of people, with fewer resources and less risk of failure. Stepping Stones create opportunities to build up community confidence, change perceptions and develop local capacity to deliver the bigger projects when the time is right.

Detailed statistical data has been collected and analysed to inform this strategy and members of the public of all ages and ethnicities were engaged in developing the ideas presented here. All the supporting information is recorded in the documents accompanying this SDF:

- Appendix 1 Market Assessment (GVA)
- Appendix 2 Socio-Economic Baseline Appraisal (GVA)
- Appendix 3 Ring Road Technical Notes (AECOM)
- Appendix 4 Sustainability Assessment Report (GVA)
- Appendix 5 Evaluation of Projects (GVA)
- Appendix 6 Community Consultation (BLA)

Whilst the SDF will not constitute a formal development plan document, it has regard to the aims and objectives of the relevant policy documents. At a local level, the Dewsbury Renaissance SDF builds upon the vision and objectives established within the North Kirklees Strategic Development Framework produced by GVA Grimley in 2008. The SDF will also be a source of evidence for the strategic planning document being prepared by Kirklees Council.



# 2010

## Analysis

**A brief history**  
**People**  
**Economy**  
**Urban analysis**

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**Right** View up Bond Street, distinctive for its attractive stone architecture from the town's industrial years when the offices and flats were used as warehouses. In the background is the West Riding pub and train station.

# A brief history

**The first encounter with Dewsbury reveals a beautiful historic town, somewhat fractured by the modern interventions from the 1960's onwards, nestling at the foot of scenic hills.**

**T**he old packhorse trading routes across the Pennines, which linked the east and west of the country, evolved into today's modern roads, and established Dewsbury as an important trading centre. The first records of Dewsbury indicate that it had become a centre of importance by Saxon times.

An established market town had developed on the relatively flat land to the north of the River Calder. Dewsbury market opened in the 14th century for local clothiers, but plague epidemics in 1593 and 1603 closed the market until it was reopened in 1741 in the current Market Place. By this time Dewsbury had developed as a coaching centre at the hub of new turnpike roads to Halifax, Elland and Wakefield.

The woollen and associated manufacturing industries were the main influences on the townscape since the 12th century. They arose due to the suitability of land for sheep rearing, combined with abundant supplies of soft water which provided a source of low cost, sustainable power and was also used in many textile production processes. The Heavy Woollen District benefited from the invention of shoddy and mungo in 1814-cloth based on fibres reclaimed from woollen rags. Dewsbury, supported by its canal, road and numerous rail links and the rapidly expanding

local work force, was seen as its main centre for production and trading, bringing with it economic benefit and social status.

The rapid expansion of settlements between 1750 and 1850, together with the almost uniform use of local coarse sandstones, create a visual unity and distinctive element within the landscape. Both the emerging municipalities and prominent industrialists displayed their wealth and status by the provision of public facilities which remain a prominent feature in the current urban fabric of the town. The Dewsbury Pioneers Industrial Society store was opened in 1888; the Town Hall in 1889; the baths and the Free Library in 1896 and the Covered Market opened in 1904.

By the 1900's the majority of the urban fabric, comprising dense development serviced by narrow cobbled streets, was in place.

Much of the urban integrity of the town centre was lost by the construction of the ring road and large scale, architecturally bland developments immediately outside the town centre in 1980's. Although the ring road relieves traffic from the town centre it creates a physical, economical and emotional disconnection from its residential and manufacturing hinterland.

The town centre has consequently lost its reason for being.



**...the almost uniform use of local course sandstones, create a visual unity and distinctive element of the landscape ...prominent industrialists displayed their wealth and status by the provision of public facilities which remain a prominent feature of the current urban fabric...**

However, the economic decline associated with the dwindling importance of the textile industries over the last century has had the benefit of preserving much of the fine 19th century architecture, which combined with the town's proximity to the M1 and M62 motorways and the Huddersfield Line served by the TransPennine Express rail route, make it an attractive location for commuters and represent powerful ingredients of sustainable regeneration.

# People



**Dewsbury is a town with a vibrant and prosperous history. Although manufacturing is still significant in the town, the decline has been long and sustained. Immigration, low pay and shift working characterised the decline as manufacturers reduced investment.**

**In earlier times the immigration of Irish people shaped the culture and religion of the area generating a strong local Catholic community. Predominantly a white town, a substantial South Asian population was attracted by work opportunities in the textile industry. Over a period of 50 years they have settled and raised families producing a large settled population of British born Asians, who adhere with varying degrees, to the religion and culture of their forebears.**

**Immigration is now coming also from Eastern European countries and Iraq. The numbers are small in proportion to the local population but present a challenge to services. Ravensthorpe is proving to be particularly attractive to non-Asian immigrants.**

**A**s of October 2009, the total population of the Dewsbury Study Area is 55,954, representing approximately 14% of the total population of Kirklees. Compared to the national average, Dewsbury has a significantly more youthful and less elderly age profile and 13% of the population were born outside of the UK. The largest proportions of this immigrant population are from Pakistan.

The proportion of Black and Minority Ethnic (BME) households in Dewsbury make up just over a quarter of its total population with Pakistani and Indian groups most represented.

Some of Dewsbury's neighbourhoods are ethnically mixed but some large areas are distinctly monocultural. Where the South Asian population is high, as in Saviletown and Ravensthorpe, economic activity is more vibrant and the economic profile of communities more varied. The number of young families is higher in these areas, with a higher birth-rate. Chickenley in Dewsbury East is white British. It has few shops and is isolated from the town by travelling distance and the cost of public transport. Whereas distance from the town centre plays to Ravensthorpe's advantage in enabling local shops to thrive, this would appear to be the reverse situation in Chickenley.

The recent recession saw a much greater rise in claimants of Job Seekers Allowance among the white population than the South Asian.

The Indian population of Dewsbury is predominantly in Saviletown and Thornhill Lees. The Pakistani communities of Dewsbury West (Ravensthorpe, Scouthill, Dewsbury Moor and Westtown) are mostly of Kashmiri origin.

Levels of educational achievement are poor across the whole community and employment is predominantly in the low skilled sectors and insecure. Entrepreneurship is limited by access to capital. Many are unable to open bank accounts. Where family support networks are strong and able to provide financial assistance, economic activity thrives.

The population of Dewsbury will grow and the Council will encourage the delivery of new properties under the Local Development Framework. The aim in Dewsbury will be to match potential housing growth with local need. An urban eco settlement in and around South Dewsbury is currently being considered as part of this.





# Economy

**Dewsbury's economy performs poorly when measured with standard indicators such as qualification attainments, employment rates, and business start-ups. But such indicators fail to measure other assets such as strong local business networks, family run businesses, cash economy and presence of wealthy individuals. All of these are the vital ingredients of a local sustainable economy and a truly viable alternative to the globalised economy predicated on growth.**

**T**he manufacturing sector is still important in Dewsbury both in terms of the economy and in its role as an employer. However, Dewsbury's reliance on the manufacturing sector has led to average wages below national levels and has left a significant number of employees exposed to decline in this sector. Despite enjoying relatively high levels of entrepreneurship and self-employment, Dewsbury suffers from comparatively high levels of unemployment (currently above the national average). These trends have matched those of the wider Kirklees district, with a fluctuating rate of employment growth seen over the last decade.

High unemployment rates mean that there is a high dependency on the state, with benefit claimant rates higher than those at district and national levels. Whilst this is partly driven by the recent economic downturn, this high dependency on benefits is not a good driver for the economy and is perhaps symptomatic of wider social problems within the town. A high proportion of Dewsbury's population currently has no qualifications and the statistics show that there are a significant number of people who simply no longer consider finding work. Only 40% of Dewsbury's BME population are employed according to statistics. These figures are influenced by higher numbers of young Asians going into further education and higher numbers of women raising young families.

The result of a high proportion of Dewsbury residents having either no or low level qualifications restricts the economic prosperity of the local economy both in the short and long term, creating a lack of employment in arguably more prosperous

sectors such as the financial and IT sectors. It also means that wage levels and average family income remains relatively low in comparison with other areas that have a more diverse range of employment across all sectors.

Dewsbury town centre plays an important role in the local economy but suffers extensive competition as a retail and office location from both the large neighbouring conurbations, the established out of town office/retail parks along the M1 and M62 and retail locations immediately outside the town centre ring road to the south and to the north.

**...the lack of residential offer in and around the town centre contributes to a lack of consumer spending and lack of variety in the evening economy.**

Notwithstanding the 2008 economic downturn, Dewsbury Market still represents a successful retail attraction to the town centre during the day time. However, the lack of residential offer in and around the town centre contributes to a lack of consumer spending and lack of variety in the evening economy.

In terms of office space, accommodation is either provided through small office suites above retail units or through the larger floor plates offered within the 1960's Yorkshire House and Empire House. Demand for office accommodation historically and to date remains limited, partly due to the lack of a clearly defined commercial quarter.



This also, perhaps, accounts for the lack of building activity in Dewsbury town centre, indicating both a neglect of investment in the built environment and little commercial activity or public sector led regeneration. Dewsbury's lack of construction activity is in contrast to the Yorkshire & Humber, as the region has seen significant public and private sector investment.

It has been very noticeable in the preparation of the SDF that there is a stark contrast between the statistical evidence which often paints a rather gloomy picture of Dewsbury and the information

obtained 'on-the-ground' by talking to people who work and live in the town. These conversations paint a much more vibrant and pro-active community. Extended families provide high levels of mutual support including the ability to raise funds to set up businesses or buy property. Home working is common as opportunities to enhance the family income are taken.

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**Above** View across Market Place, the historical site of Dewsbury Market

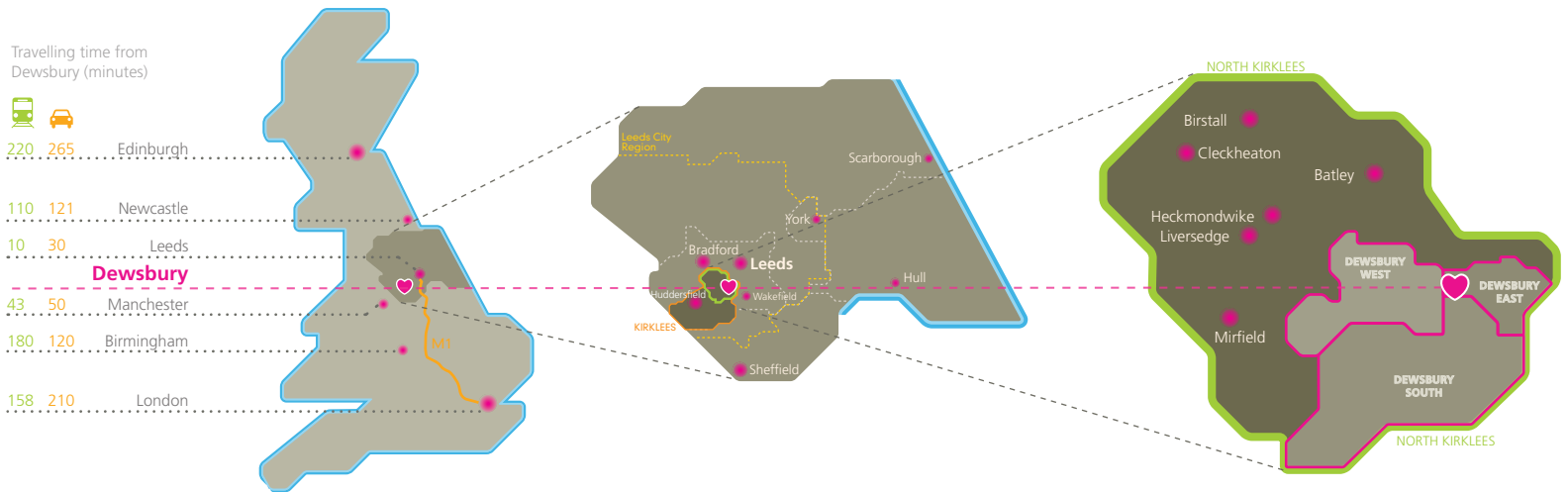
# Urban analysis

**In order to fully understand the condition of the town centre, information was collated and analysed. This focused on a variety of aspects including location within the region, history, ownerships, urban qualities, uses, vacancies and previous regeneration initiatives. This information highlights the strengths and weaknesses of the town centre and provides clear guidance on where the regeneration interventions should be focused for maximum impact.**





**Below** Locating Dewsbury nationally, regionally and within North Kirklees



# Where is Dewsbury and what is it like?

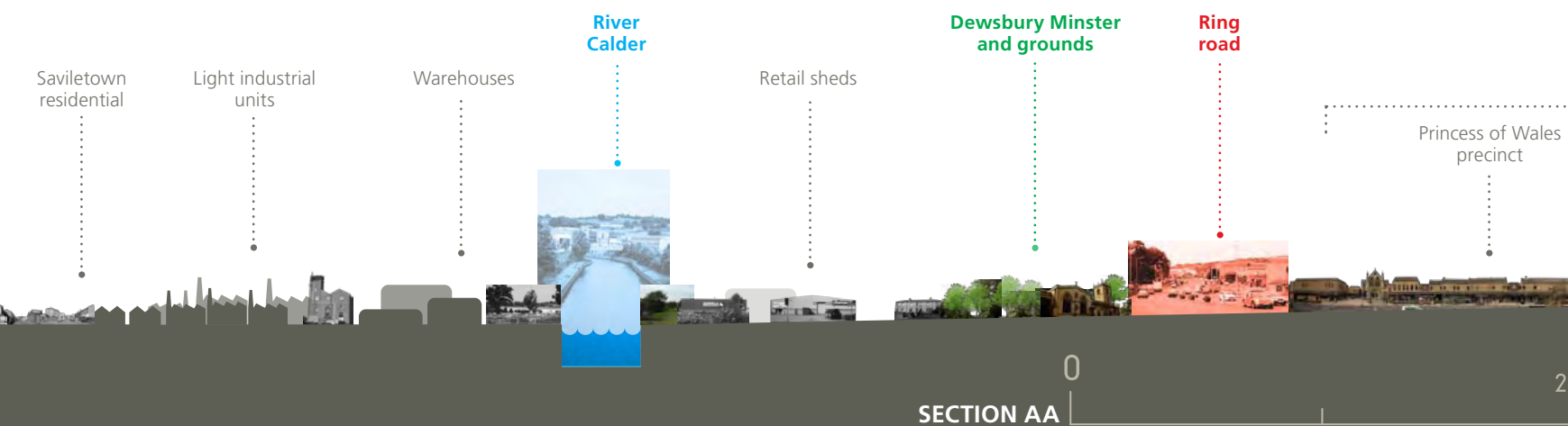
Dewsbury is a market town and the largest in the Heavy Woollen District of small mill towns within the Kirklees Council district, in West Yorkshire, England.

The cities of Leeds and Bradford lie 13 km to the north, Huddersfield a similar distance to the south west, and Wakefield some 10 km east.

Dewsbury is positioned within the hinterland of Pennine uplands to the west and the undulating

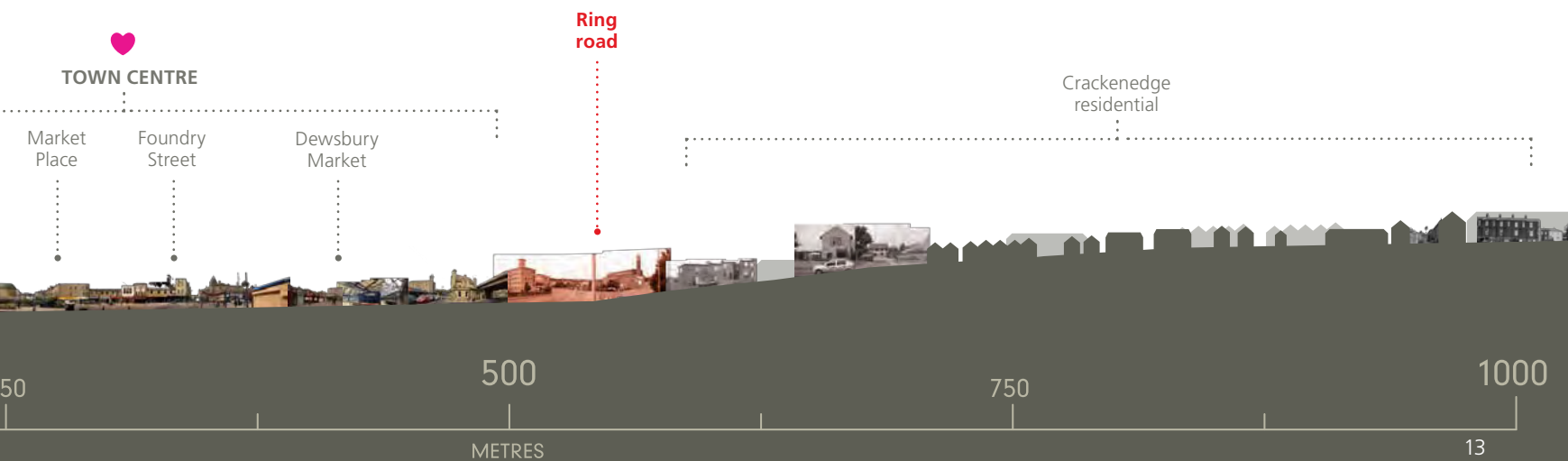
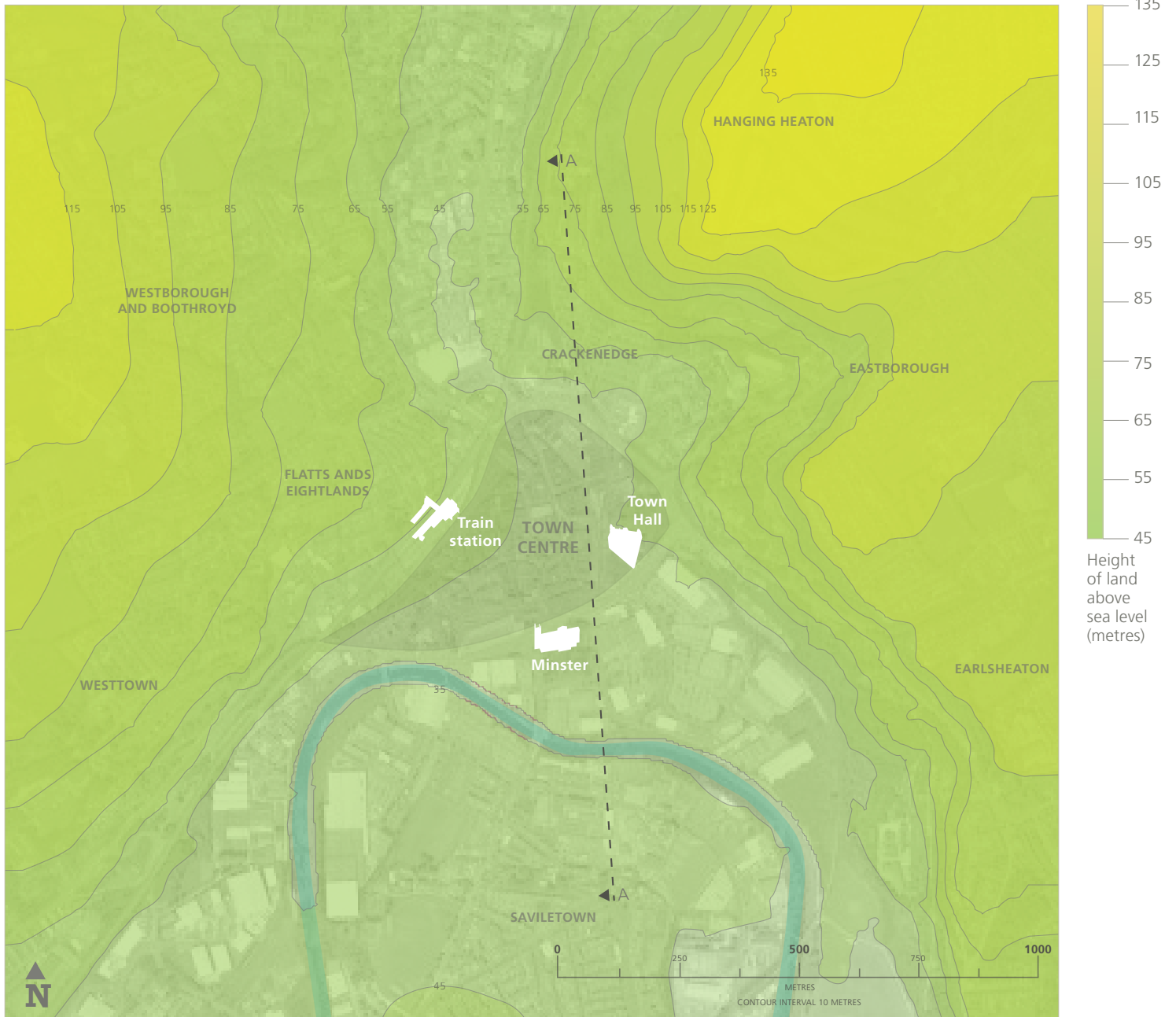
coalfield landscapes to the east. The heart of the town centre is positioned at the base of slopes to the north east and the banks of the River Calder and its floodplain to the south.

The town centre serves the Dewsbury Wards East, West and South made up of ethnically distinctive neighbourhoods.

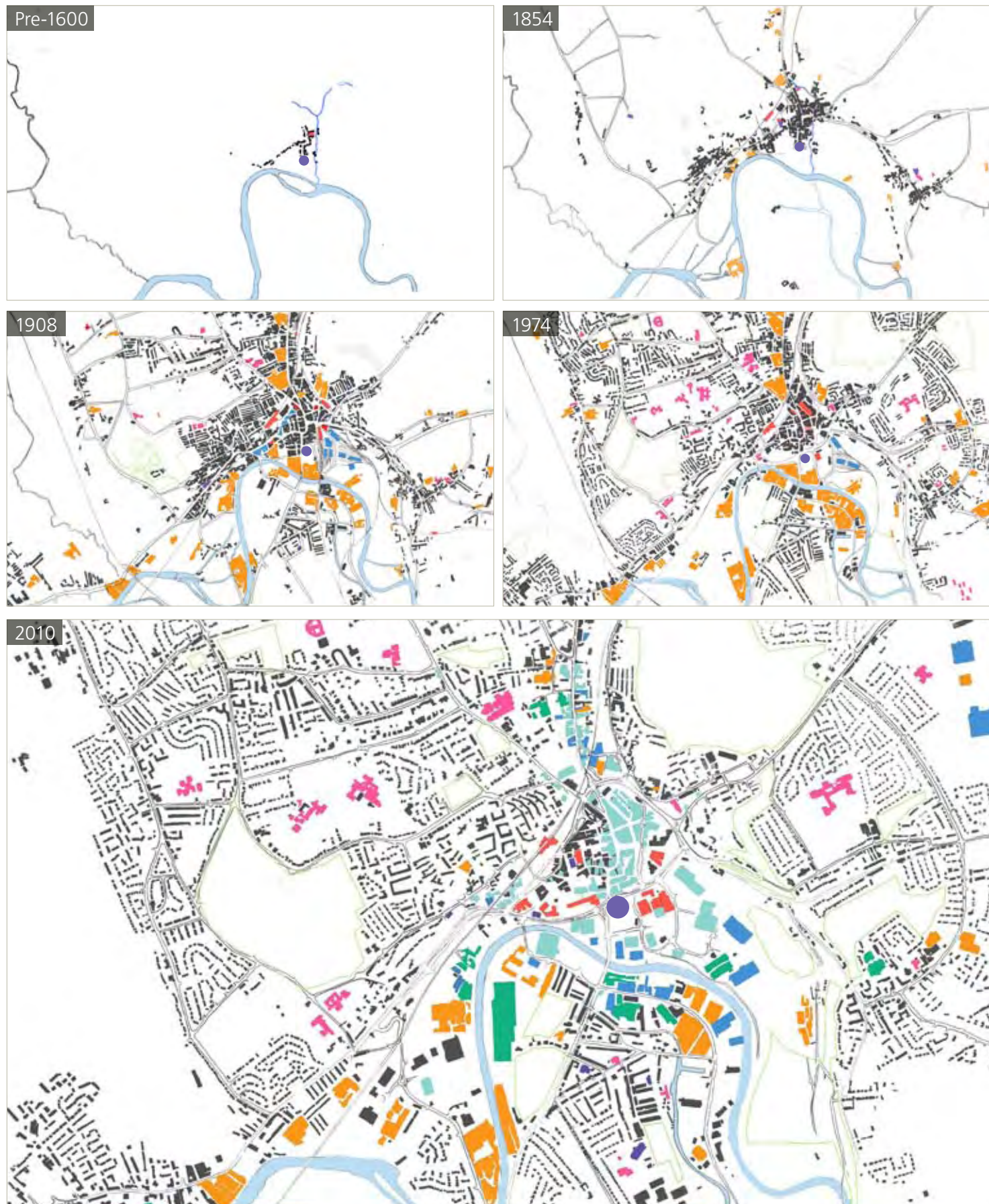


**Below** Contour map showing Dewsbury's topography; the town centre is relatively flat with overlooking neighbourhoods located on gentle slopes

**Bottom** Section AA through Dewsbury showing a gentle ascent to the Crackenedge neighbourhood and the disconnection caused by the ring road between the town centre, neighbourhoods and important assets.



# How did it develop?



Dewsbury's historical development from pre-1600s to present day shows an intense industrial era from the 1800s focused along the River Calder that does not diminish until the 1970s. A compacted Medieval centre with its origins in market trading remains at Dewsbury's core however property uses have shifted from mixed uses to single retail uses by 2010.

## Key

- |  |   |
|--|---|
| <span style="color: orange;">■</span> Industrial | <span style="color: blue;">■</span> Storage                 |
| <span style="color: red;">■</span> Civic         | <span style="color: lightgreen;">■</span> Single use retail |
| <span style="color: pink;">■</span> Institution  | <span style="color: darkgreen;">■</span> Wholesale          |
| <span style="color: purple;">■</span> Religious  | <span style="color: black;">■</span> Residential/unknown    |
| <span style="color: blue;">●</span> Minster      |   |



# What are the physical qualities?

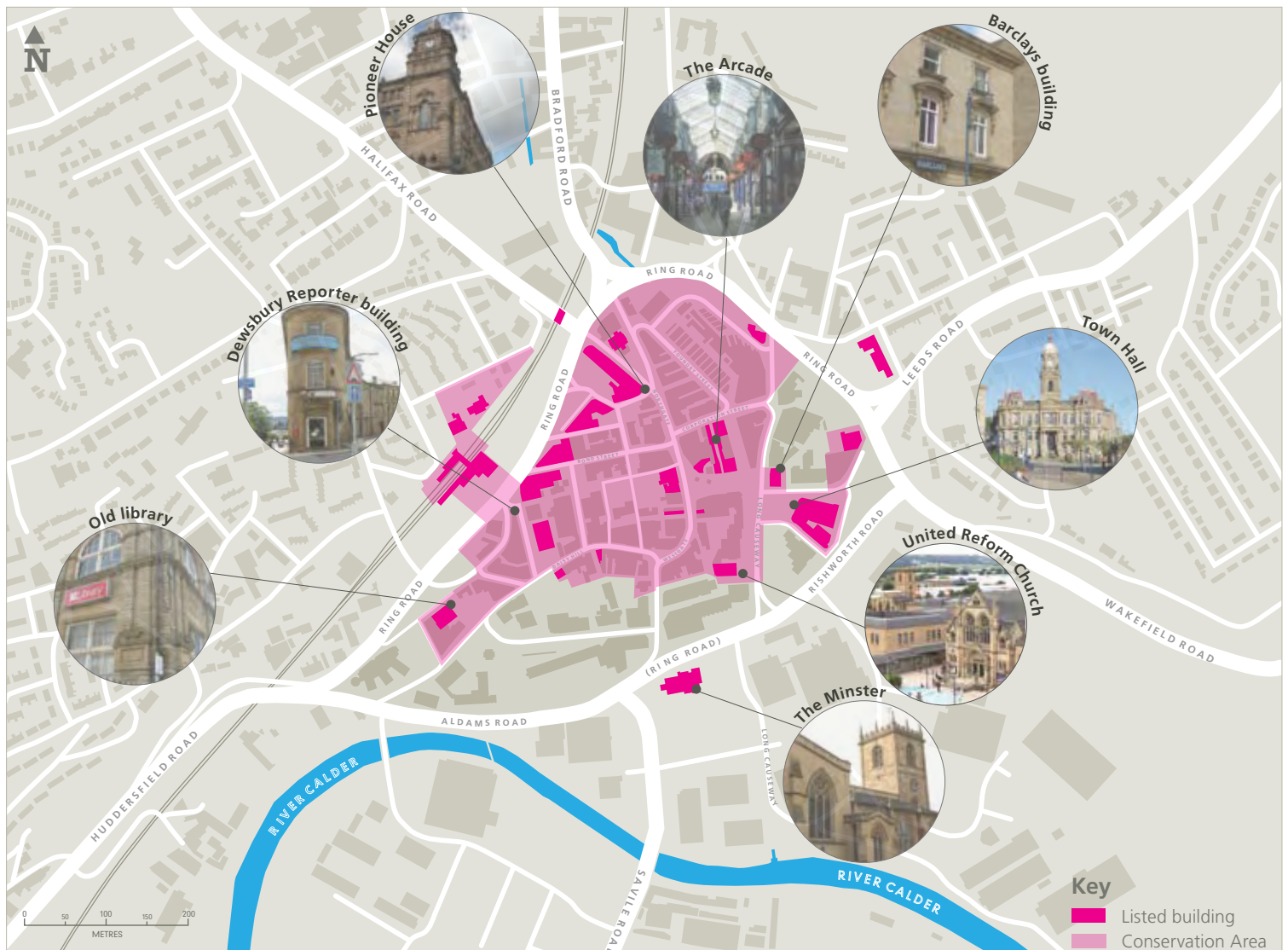
**D**ewsbury is a beautiful town and many of the residents cite this as a source of their civic pride. The rapid expansion of the town grew from its historic medieval core around the Market Place and the immense wealth generated during the 19th century left a legacy of fine Victorian and Edwardian municipal and commercial buildings.

This heritage provides a characteristic Victorian town centre with fine examples of its commercial, civic and industrial heritage which has suffered less from redevelopment than many other towns. The general consistency of the ashlar building materials and its location on the sloping land towards the Batley Beck and the River Calder create the particular qualities and attractions of the heritage townscape.

The Dewsbury Conservation Area was designated in March 1981 and contains 57 nationally listed buildings. Many of these are in poor condition and Dewsbury is registered on the 'Conservation Areas at Risk' register by English Heritage.

The heritage character is also undermined by a variety of developments built since the 1960's to replace the failing mills and closed railway stations with contemporary, low quality retail and office facilities and a ring road infrastructure that modernised Dewsbury but at a cost to its heritage.

**Below** Dewsbury's existing Conservation Area contains a significant number of listed or architecturally interesting buildings which contribute to an attractive distinctive town centre.



# Why is the town centre suffering?

**T**he town centre functions have been undermined by a number of factors. Individually none of these would be lethal but collectively they have negatively impacted upon the vibrancy of the town centre. Contributing factors are competition from Leeds, the White Rose Centre and Junction 27 Retail Park, but further contributory factors are provision of ‘out of town retail

uses’ in close proximity to the town centre; footfall attractors positioned at the edge of the town centre; and four to six lanes on the ring road, which severs the neighbourhoods from the centre. All these factors combine to significantly reduce the footfall in the town centre and create a downward spiral that makes local people fear that the town has been ‘lost’.

**1**

## The ring road

In the 1980's a ring road was built around the town centre to relieve the traffic problems within the town but, although well intended, this was the move that, combined with all the others, had the adverse effect of discouraging trips to the town centre by the local people. It is the collar that chokes the centre.

**2**

## Out-of-town uses

Uses competing with the town centre (such as retail, office and activities associated with the evening economy) can be found on the main roads leading out of the town centre, especially Bradford Road to the north. To the south, Saviletown provides a mix of retail uses within the neighbourhood. These uses compete directly with the function of the town centre.

**3**

## Retail to the south of the ring road

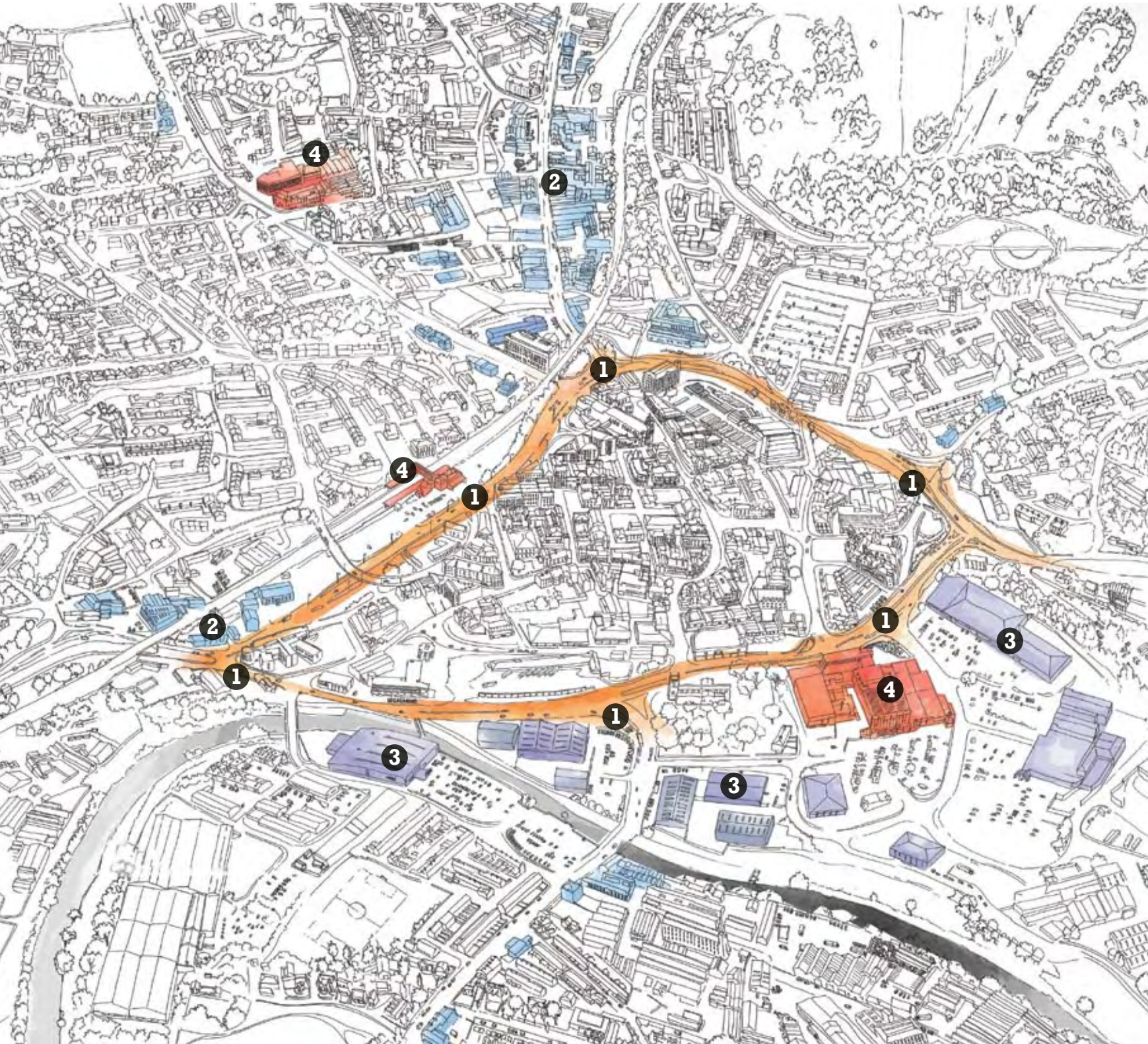
National multiples stores such as ASDA, Sainsbury's, Matalan, Next and B&Q, built over the last 20 years, draw shoppers from all over the area but away from the town centre.

**4**

## Footfall attractors

Town centres are enhanced by footfall and need facilities that attract such footfall. Dewsbury has a number of such facilities in its centre, the Town Hall, the Market, Police Headquarters and Magistrate Courts, but others such as the sports centre, public library, train station and Kirklees College are positioned on the outskirts of the centre so that it cannot benefit from the considerable footfall that they generate.

Bird's eye drawing of Dewsbury town centre and its immediate neighbourhoods showing the different factors which are detrimental to the prosperity of the town centre.



# How much empty property and why?

**D**ewsbury faces retail competition from Leeds and Bradford, the White Rose and Junction 27 shopping centres, and edge of centre retail parks.

Competition has been further compounded during the economic upturn of the early noughties as the West Yorkshire region experienced a significant amount of speculative development that passed Dewsbury by.

Traditionally, manufacturing is the largest employment sector in town so the demand for office accommodation has been limited. Office accommodation is provided through small office suites above retail units and larger floor plates within the 1960's Yorkshire House and Empire House.

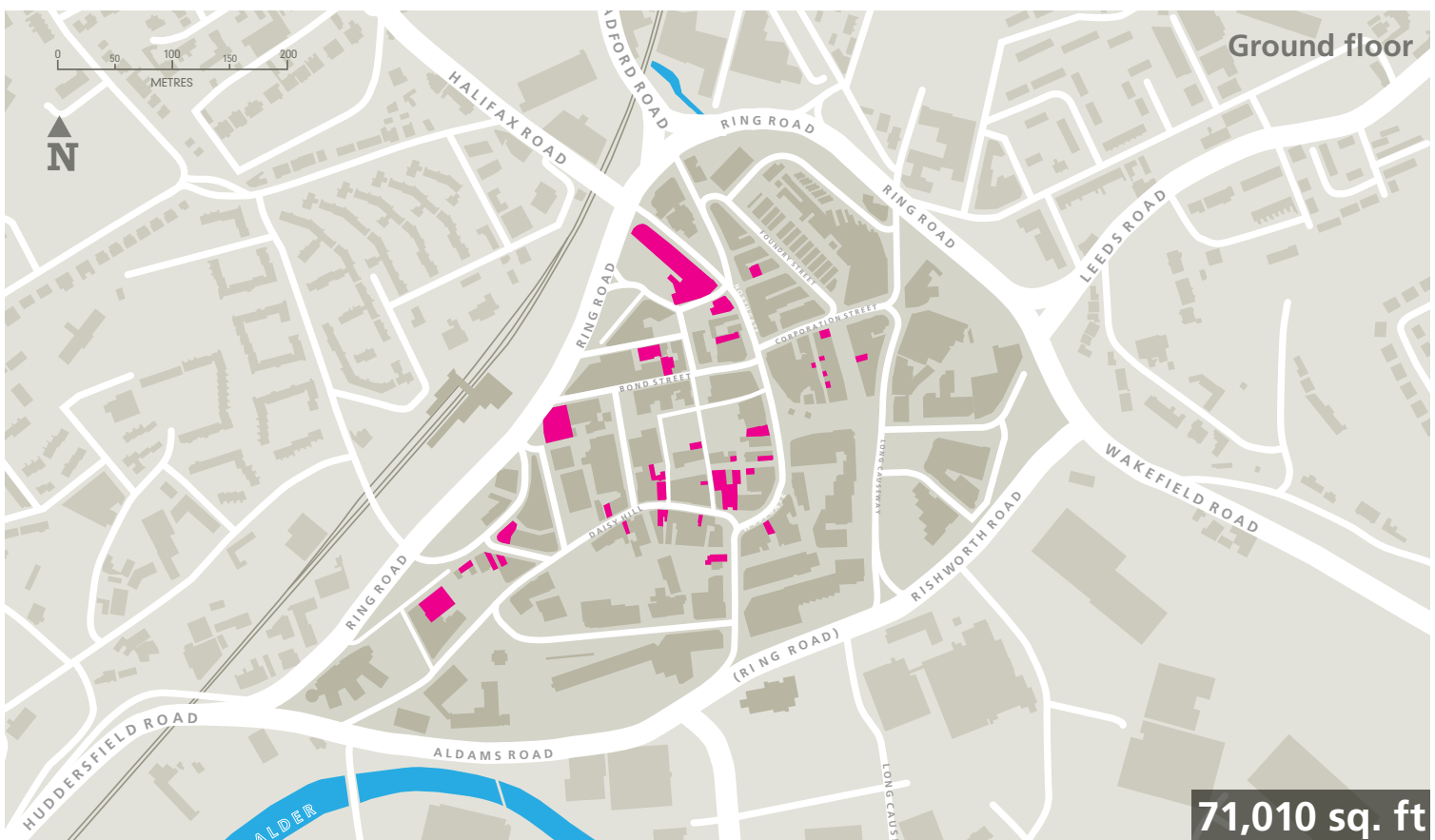
Dewsbury also suffers from a lack of leisure facilities. The nearest bowling alleys are in Wakefield and Huddersfield, the nearest cinema

is in Birstall, there is no permanent art gallery in Dewsbury, and there are no dedicated, live contemporary music venues. There is very little hotel and guesthouse accommodation.

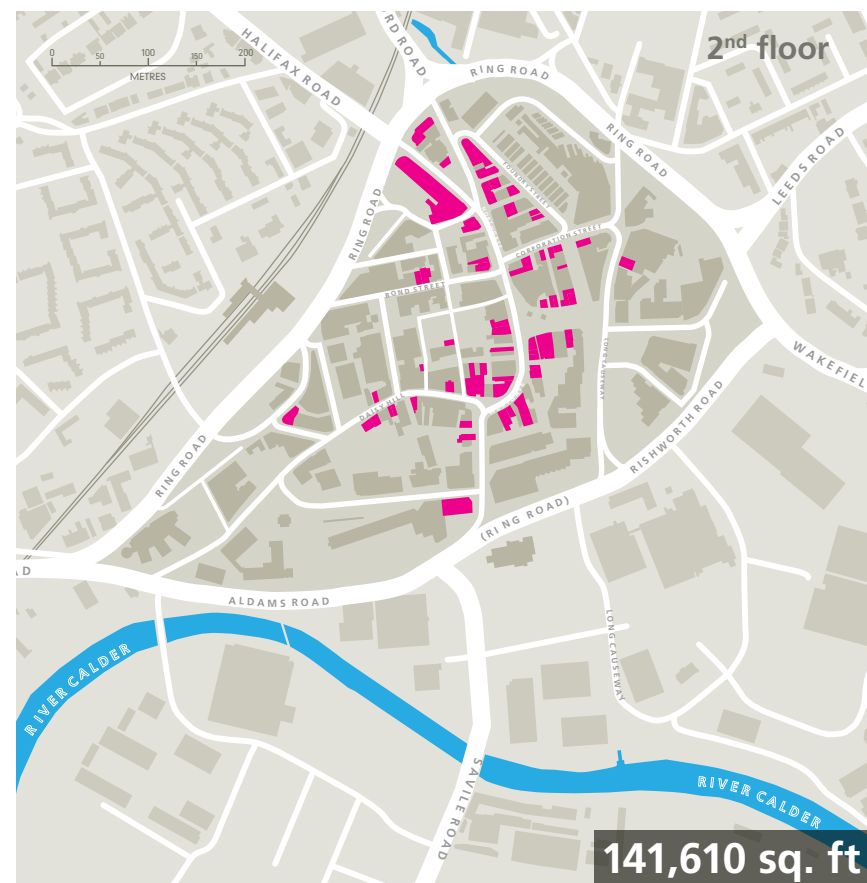
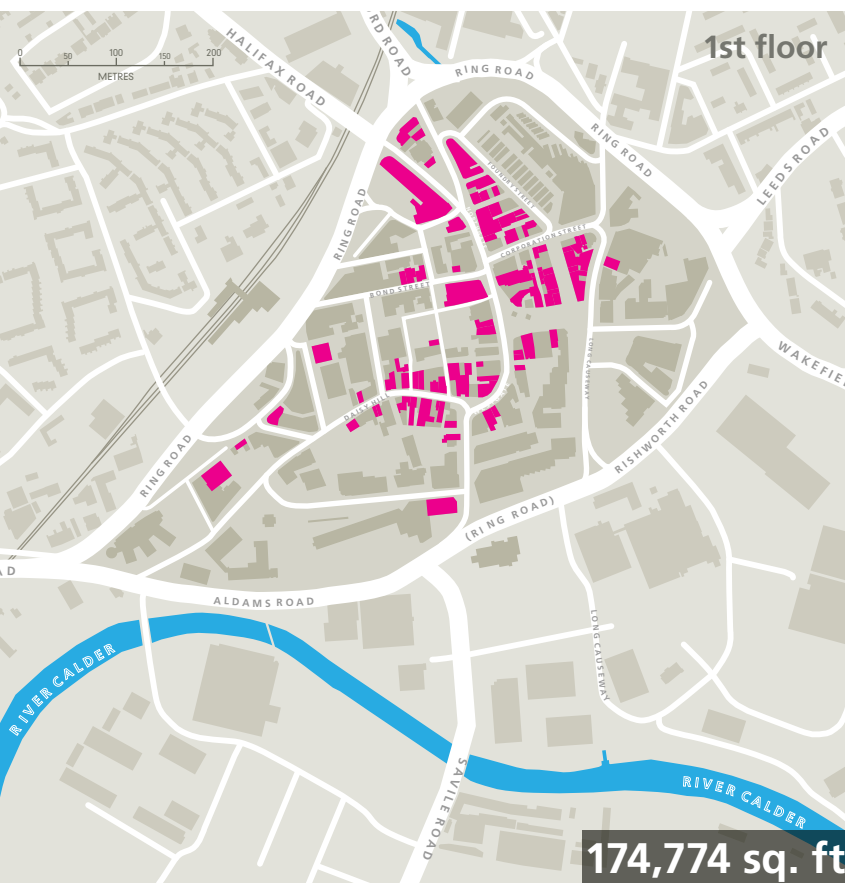
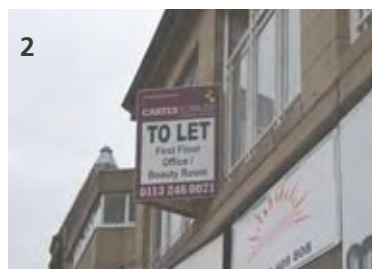
The limited office use, and therefore jobs, impacts on the supporting role of the retail offer. The lack of leisure offer has an impact on the town's evening economy which, with an exception of a handful of pubs, is almost none existent.

The combination of lack of demand, pedestrian disconnections caused by the ring road, the high rents charged by absentee landlords, and the self-sufficiency of adjoining neighbourhoods have created a very high level of under-occupancy in the town centre.

This of course could be seen as an opportunity to create new uses and rethink what Dewsbury town centre could be.



**Maps, bottom** Highlighting space that is vacant or used for storage on ground floor and upper floors. From visual survey conducted in January 2010.



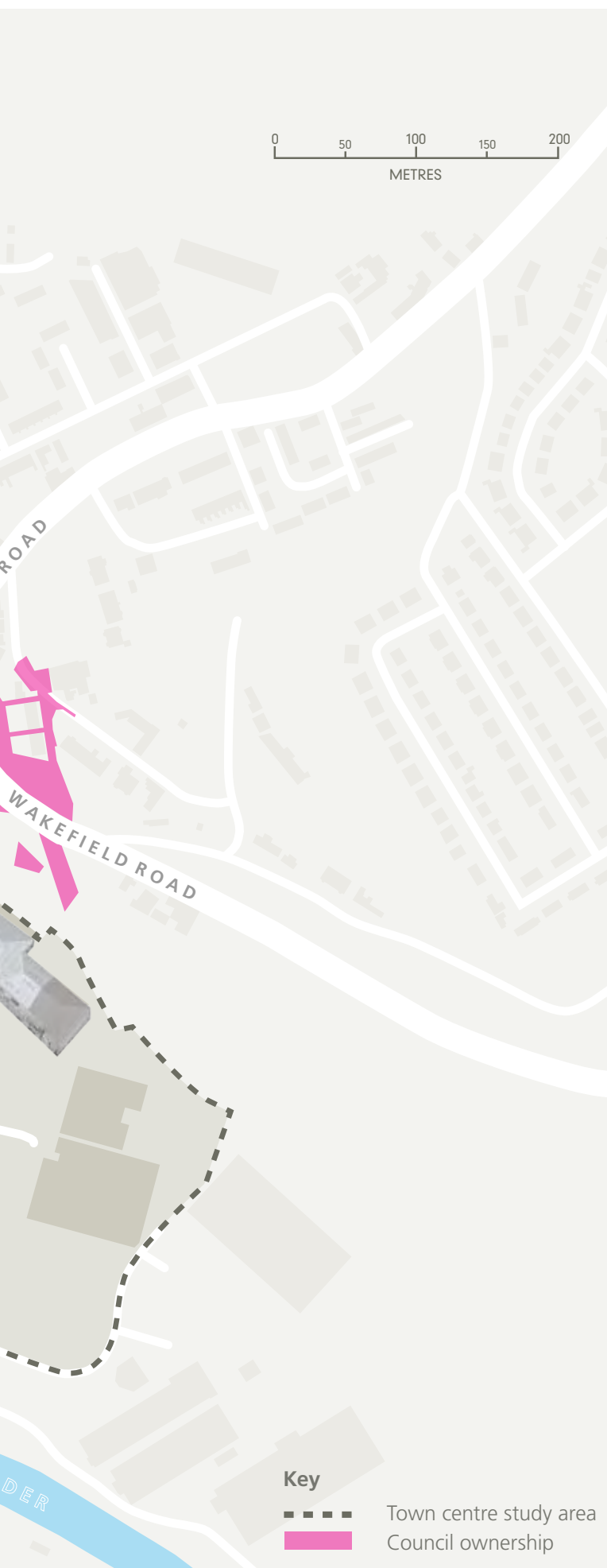
**Photos, top**

- 1 Empty office space to let in Empire House
- 2 One of many To Let signs around the town centre

- 3 Hudsons in the Kingsway arcade has been empty for six years
- 4 First floor of Hudsons

Map to show Council ownership  
in Dewsbury town centre





## Who owns what?

**P**roperty ownerships within the town centre are complex and difficult to confirm conclusively. Large areas of unknown ownerships remain in the town centre, despite the research carried out as part of the preparation of the Strategic Development Framework.

A significant proportion of units within the very centre of Dewsbury are controlled by large numbers of private freehold and leasehold ownerships, with many individual units also having multiple records of ownership relating to them. It is possible that many of these are owned by local or absent business people who are happy to hold on to the investment without further development. This assumption is supported by the experience of many retailers that the rents in the centre are higher than market rents elsewhere.

In recent years a single development company carried out large scale purchasing of property assets in the centre of town as part of their development strategy. Whilst this represents evidence of investment in Dewsbury, the company's strategy may have discouraged other prospective developers and tenants from investing in the town centre.

The Council has an extensive freehold and leasehold interest in the more peripheral areas of the town centre. This includes the market, a number of different car parks, premises off Long Causeway and the sports centre.

Further detailed information on ownerships will be required in order to progress the delivery of specific projects that are identified.

# Plugging the leaks

**T**o build up the future of the town from the resources already available there needs to be a double pronged strategy: Firstly, the existing resources need to be harnessed and mobilised and secondly, waste of resources needs to be plugged to prevent leakage of efforts.

Many existing investments are leaking either because they fail to provide what is actually needed or they indirectly damage the local economy.

For example every time a Dewsbury resident shops in a national chain their pound leaves the town. The same pound spent in a local grocery would circulate within the community and help to build up the local economy.

Every time young entrepreneurs fail to get their business off the ground due to lack of affordable property and lack of business support in the town the local economy loses out.

Every time visitors to Dewsbury eat and sleep elsewhere due to lack of facilities in Dewsbury the local economy loses out.

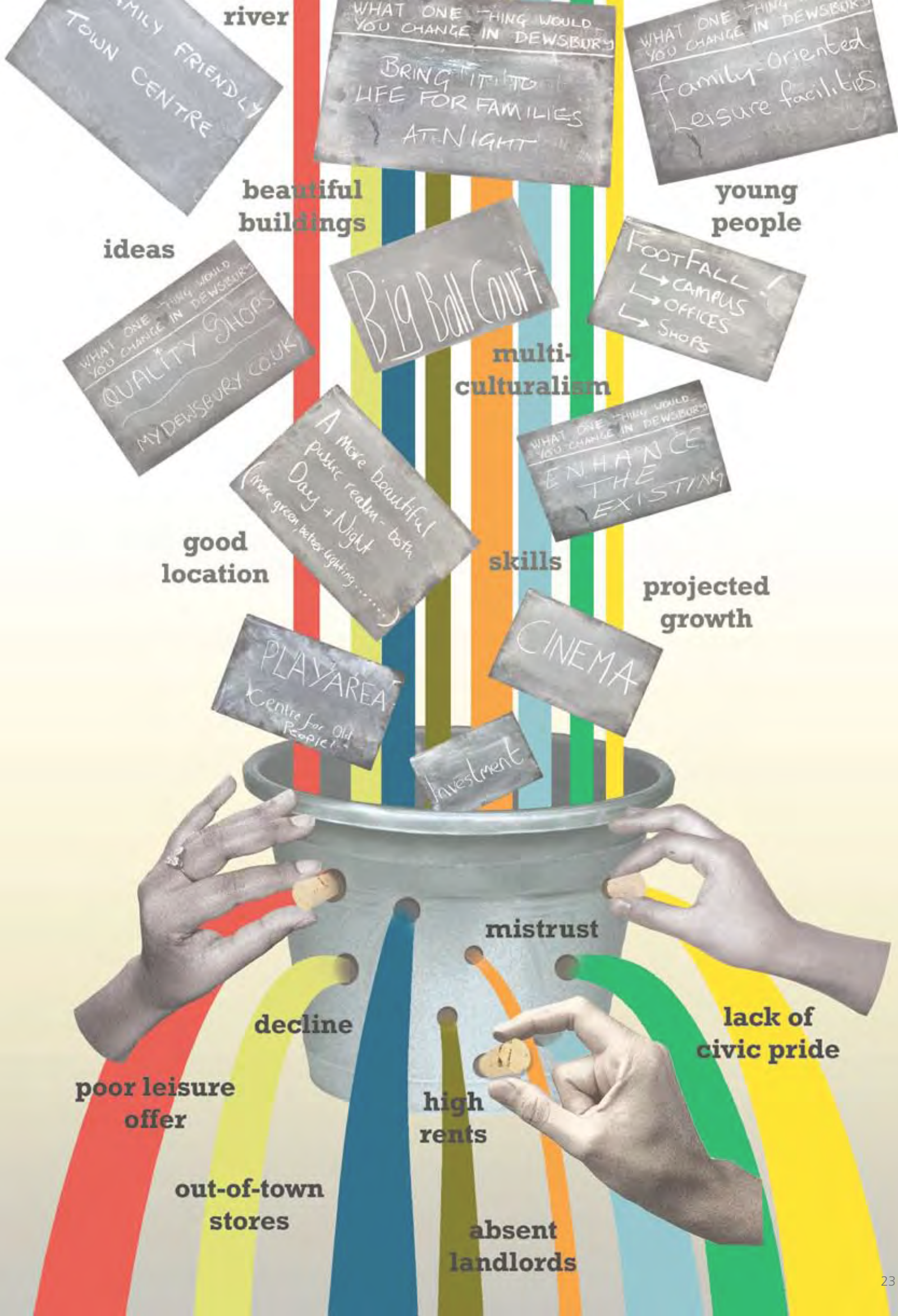
Every time the local press publishes 'bad news' the local economy loses out.

Every time ignorance stands in the way of social cohesion the local economy loses out.

A great deal of improvement can be achieved by just plugging these leaks to make the smallest of investment go a great deal further.







river  
family friendly  
TOWN CENTRE

WHAT ONE THING WOULD YOU CHANGE IN DEWSBURY?  
BRING IT TO LIFE FOR FAMILIES AT NIGHT

WHAT ONE THING WOULD YOU CHANGE IN DEWSBURY?  
family-oriented leisure facilities

ideas

beautiful buildings

young people

WHAT ONE THING WOULD YOU CHANGE IN DEWSBURY?  
QUALITY SHOPS  
MY DEWSBURY COUK

Big Ball Court

FOOTFALL!  
↳ CAMPUS  
↳ OFFICES  
↳ SHOPS

multi-culturalism

good location

A more beautiful public realm - both Day + Night  
(more green, better lighting.....)

skills

WHAT ONE THING WOULD YOU CHANGE IN DEWSBURY?  
ENHANCE THE EXISTING

projected growth

PLAY AREA  
Centre for Old People

CINEMA

Investment

poor leisure offer

mistrust

decline

lack of civic pride

out-of-town stores

high rents

absent landlords



# 2035

## The 25 Year Vision

**How we developed the Vision**

**The Vision**

**Key Themes**

**Big Moves**

**Stepping Stones**

# How we developed the Vision

The Strategic Development Framework was shaped by engagement with a great number of people and is fully described in Appendix 6 of the SDF. The methods of engagement were constantly modified as our understanding of the community grew and as we attempted to engage those who are harder to reach.

The aims of the engagement were to gain an understanding of what matters most to the community, to identify what work has already been undertaken, to reveal the capacity within the community to drive their own ideas forward and to create a lasting civic engagement in the process through the formation of a Town Team.

The engagement process revealed that the community is very diverse and that although there seems to be insufficient cultural understanding between ethnicities, all share a pride in the historic fabric of the town and a commitment to stay and see Dewsbury regenerate.

We also identified the need to encourage greater civic involvement from the Asian community in particular. This is essential for the future of the town since this section of the community is projected to grow and has the assets of social capital, property, wealth and faith with which to build a good future for all.

The engagement process also highlighted the excellent work already being done by the Council and the presence of strong community leaders, but it also highlighted some silo-working and a top down working style of the Council that at times makes some in the community feel disempowered.

A desire was identified for a strategy that invests in young people, improves connectivity between the centre and the neighbourhoods and builds a distinctive economy founded on the history of Dewsbury as a trading market town and on the principles of entrepreneurship.



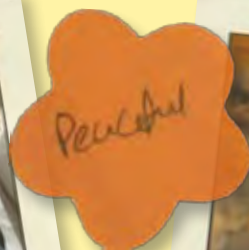
Picture and Story



Exhibition and presentation in Encounters Shop



Children's Workshop



Traders' Workshop



Women's Workshop

Distinctive range of shops



Stakeholders' Workshop

Activist in Ho sheets

Somewhere to learn about different cultures / religion



Design collaboration with Gehl Architects, Copenhagen

Food Fairs (Local Cuisine)



Young People's Workshop



Engaging with Councillors

IMPROVE TRANSPORT LINKS IN TO TOWN.



Face to face interviews

IMPROVE THE PUBLIC REALM IN THE TOWN CENTRE

We listened!  
~ The Project Team



Voting Booth: Children's day at Bauman Lyons office

Colourful Floral.



# The Vision

## **Tapping into the capacity of its people to build up Dewsbury's economy as a thriving market town.**

Dewsbury has enviable assets. It has many beautiful buildings, good connections to major cities of Manchester, Leeds and Bradford. It has a picturesque setting, a river and a canal, a traditional market, and a young population, projected to grow. It has its own college, town hall, library and one of the best used sports centres in the district. It also has many under-utilised property assets.

It has skills in manufacturing, trading and business, languages and entrepreneurship, and many others as well as domestic abilities such as sewing and food cultivation. Some of these are formally recognised through qualifications and titles but others are less understood and less celebrated.

Business networks are strong in Dewsbury - many businesses are family run and many trade within the region and recruit employees locally. There are strong international links but most businesses have no plans to move their business elsewhere.

Above all the majority of people want to stay in Dewsbury and young people, especially of Asian origin, often come back after taking an education break elsewhere.

These assets are a powerful foundation on which to build a distinctive future for Dewsbury.

But it is also a town in transition. Its economy has declined in recent years, its beautiful architecture is neglected and empty, its population

**BE THE  
CHANGE YOU  
WANT TO SEE  
IN THE WORLD**

MOHANDAS GANDHI

is diverse and changing and many find it unsettling to adjust to unfamiliar neighbours. Communities feel disempowered and neglected; there is mistrust between ethnicities, and some pessimism about the future.

However new people are coming who want to make their homes here. There is entrepreneurial potential among the young; and civic commitment, skills and private wealth among the older generation. The diverse population brings diversity of opportunities. Dewsbury scores highly on objectives in the Kirklees Core Strategy Sustainability Assessment and is well placed to point the way towards a society that consumes less and produces more.

Investing regeneration capital into the fabric of the town is an important aspect of any regeneration and Dewsbury is at last receiving considerable investment with refurbishment of the market, Town Hall, Pioneer House, shop front improvements and many other initiatives.

Public investment will be scarce in the years to come but the economic cycles ebb and flow. Dewsbury has the capacity and the reason to turn its fortunes; and its greatest resource is its people. The renaissance of the town and long term sustainability has to be underpinned by maximising the benefits of available resources, by harnessing existing skills, existing physical assets and the potential of social and business networks.

# VISION

Tapping into the capacity of its people to build up Dewsbury's economy as a thriving market town.



BE THE CHANGE YOU WANT TO SEE IN THE WORLD

MOHANDAS GANDHI

## KEY THEMES

Young people  
Distinctive economy  
Reconnect



## 3 BIG MOVES

### BIG MOVE 1

Distinctive town quarters



- 1.1 Business Incubator
- 1.2 Evening economy
- 1.3 College relocation
- 1.4 Re-use of empty space
- 1.5 Identify potential development sites
- 1.6 New public realm strategy on Long Causeway
- 1.7 Enhance architectural heritage

### BIG MOVE 2

New High Street on Long Causeway



- 2.1 New uses
- 2.2 Urban park
- 2.3 Ideas Generator
- 2.4 Enhanced cultural facility in the Town Hall and Walsh Building

### BIG MOVE 3

Reconnecting the centre



- 3.1 Leisure routes
- 3.2 Movement and connectivity
- 3.3 Neighbourhood gateways

Stepping stones



# Key Themes

**The Key Themes emerged from the analyses and public engagement in the early stages of developing the Vision and they generated the range of projects that constitute the SDF. The Key Themes were considered to align well with Sustainability Assessment objectives of the Council, making positive contributions to identified sustainability priorities (Appendix 4). By adopting a methodology consistent with that used in the Kirklees Core Strategy Sustainability Appraisal Report, our findings will effectively inform development of the Dewsbury, Batley and Bradford Road Corridor Area Action Plan.**



Children's workshop with two Dewsbury schools.



Dewsbury has an above national average young population and is projected to get even younger. Whilst the Vision for the next 25 years needs to acknowledge the current and future needs of the elderly, it needs to appeal to the younger generation who will drive Dewsbury forward.

Children and young people are not set in their ways. They are open to ideas and prepared for their attitudes to be shaped. They are much less likely to perceive ethnic differences as a problem, or to fear change. They look forward rather than back and have grown up with the reality of a multi-ethnic society.

The Vision aims to help children and young people in Dewsbury to live healthy lives, find jobs and fulfil their aspirations, develop their full potential and get jobs that suit their abilities. It suggests ways of enabling young people to live with acceptance of cultural difference.

It also suggests ways of attracting families with children and young people into the town centre by introducing a greater variety of activities and attractions because this is the neutral ground in the town where neighbourhood disputes can be left behind and the town can come together as one community.



Dewsbury has always been and still is a market town. Many of Britain's town centres have become indistinguishable, losing all sense of local identity as they are taken over by global and national chain stores. In these towns, independent butchers, greengrocers, pet shops and dry cleaners have been driven out by national supermarket retailers, fast food chains, mobile phone shops and global fashion outlets. This transformation tends to bleed the local economy of money, undermine the social glue provided by real local shops and dilute the identity of the town. Instead of providing more choice it actually reduces it. All towns become clones of each other unless careful balance is achieved between the national chains and independent retailer provision.

Dewsbury town centre escaped such cloning since the national multiples found easier development sites on the outer edge of the town centre ring road. The town still has many independent businesses and on market days is buzzing with life and trade. Market traders are all independent retailers each trading with a unique merchandise in a unique manner.





Dewsbury's best assets.



Distinctive retail helps to create distinctive places and small businesses supported by local people create sustainable economies. Independent retail helps the money to circulate within the community and it attracts visitors because it is interesting and different.

There is also a manufacturing and recycling tradition which is unique to Dewsbury and provides a strong foundation on which to build a distinctive economy.

Dewsbury is well placed to develop a truly distinctive town centre: it is multicultural and therefore already diverse, it has a track record of manufacturing and self employment, it has many empty and beautiful properties and it has people who want to stay and make a difference.

The ring road creates a physical and psychological barrier between the town centre and the neighbourhoods.

## Reconnect

One of the key driving forces in the evolution and importance of Dewsbury was its connectivity. As early as medieval times it was recognised as an important local market town and subsequently developed as a key coaching centre. As the town developed, rail and canal connections were built to support the strategic road network. This ensured the town's continued importance as a key movement hub to support local manufacturing as well as the local centre for trading and social interaction.

Much of the clarity of the traditional historic routes and their gateways to the town centre were lost by the construction of the ring road and associated infrastructure changes in the 1980's. Dewsbury town centre became disconnected, both physically and mentally from its residential and manufacturing hinterland, contributing to its loss of purpose. Local communities tend to prefer to shop in the retail units that lie immediately outside the town centre, or those with greater mobility are enticed to shop further afield in the surrounding larger towns or 'out of town' shopping centres. The current activities within the town centre do not sufficiently reward visitors who dare to cross the busy ring road. Changes in employment opportunities and civic facilities have created greater movement away from the town centre.

There is clearly a need to reconnect the town centre in the minds and hearts of the surrounding communities. This may be achieved by improved physical links but must also be supported by increased reasons for wanting to visit the town centre.

# Big Moves

The three Big Moves are physical strategies that support the Vision, and the Key Themes. All three Big Moves make a positive contribution towards the Council's adopted sustainability objectives (Appendix 4 of the SDF).



BIG MOVE

1

## Distinctive town quarters

The town centre is beautiful but struggling, and the lack of footfall has a snowballing effect of discouraging new business considering it as a location. This trend must be reversed if the town centre is to be vibrant again.

It is unlikely that all of the empty space can be filled with just retail and office uses, so diversifying the uses in the town centre is proposed as a more sustainable strategy.

Working with the current character of areas within the town centre, three distinctive quarters are proposed, each one distinctive by focusing on predominant but not exclusive use:

### **Residential Quarter:**

To the west of Northgate, incorporating Croft Street, Bond Street and Nelson Street, there are some large properties and empty sites that could be developed for apartments and live and work accommodation. Recently, residential conversions of Sprinkwell Mill and Howgate House were successful with most apartments selling off-plan, indicating a demand for town centre living. The quarter could also offer an alternative for young people wishing to stay close to Savile Town. The area is close to the railway and bus station, a health clinic and to walk/cycle-ways which makes it an attractive location for local people as well as commuters.

### **Retail Office Quarter:**

The Northgate and Market areas and all of Long Causeway will be consolidated as the retail area with Long Causeway as the High Street. It is envisaged that the existing office uses will remain and that further office use will be encouraged in both the residential and retail quarter. It is also in this quarter that a new low alcohol evening economy is proposed, extending into the residential quarter along Westgate and up Daisy Hill with improved links to retail and car parking on the south side of the ring road.

### **Civic Quarter:**

There is already a concentration of civic facilities on the south side of the ring road.

The proposed civic quarter will incorporate the Town Hall and the Walsh Building with the sports centre, public library and the bingo hall. Additional leisure and civic activities will be encouraged in this quarter including a new urban park. There is a large unused space under the sports centre where a supermarket used to be. This space could be used for a new use such as a night club or bowling alley to enhance the civic quarter.

There is also a large riverside site that could accommodate expansion or even relocation of Kirklees College should the town centre location prove difficult to secure.

BIG MOVE  
3

## Reconnecting the centre

Reconnecting the town centre with the surrounding neighbourhoods is an essential element to its future viability and success. This can be achieved by physical interventions but must be supported by means to reinstate the value and importance of the town centre in the minds and hearts of local communities.

Managing the movement of through traffic using the ring road provides the opportunity to improve associated facilities for pedestrians and cyclists and provide dedicated public transport routes, enabling greater connectivity with surrounding communities. In particular, attention to vehicular management at key crossing points will provide an opportunity to improve pedestrian connectivity with, and the potential to create distinctive gateways to, the town centre from each of the surrounding neighbourhoods.

Within the town centre more sustainable modes of movement should be encouraged to provide easy and attractive links with the local neighbourhoods. Connectivity between the key public transport nodes (bus and rail stations) and anticipated destinations within the centre should be developed to create a hierarchy of well connected destinations.

These physical interventions must be supported by an increased range of activities to attract local residents to venture into the town centre. This may include improved employment opportunities and civic facilities as well as an enhanced retail offer. More radical interventions such as the potential to relocate Dewsbury College would introduce a dynamic new use and increase the volume of people using the centre whilst distinctive interventions such as enhanced public open spaces may encourage the user to stay longer and use additional facilities within the town centre.

Above all, new and improved connections should be developed to encourage walking between the centre and the outlying areas.

BIG MOVE  
2

## New High Street on Long Causeway

Lack of footfall is the biggest problem for retail in the town centre. The less people the less shops and the less shops the less people - this spiral of decline needs to be tackled to reverse the fortune of the town.

On market days the town is buzzing. On all week days the retail park south of the ring road is also buzzing. The proposed High Street on Long Causeway will create a continuous stretch between these two shopping nodes and, in time, be the southern section of a two mile run between Batley, Bradford Road and the River Calder.

With so much competition from other retail outlets, the new High Street will accommodate more independent retail, new flexible work space, family attractions, places for the elderly to meet and enjoy, play for children, leisure outlets for young people and street traders who will enliven the street.

The new High Street will be the focus of civic life with an improved civic square outside the Town Hall, refurbished with the Market Place to create a large outdoor venue. The new evening economy will be encouraged along Long Causeway and Westgate, as will new types of community facilities and social enterprise businesses.

# Stepping Stones

**Capital projects are an important element of regeneration strategies but they require significant funds, long timescales and are usually delivered through a top down process without sufficient engagement of local people.**

**Stepping Stones (smaller, short term projects) form an important part of the SDF to allow the process of town centre regeneration to start immediately and to be driven by local people in partnerships with the Council and other stakeholders.**

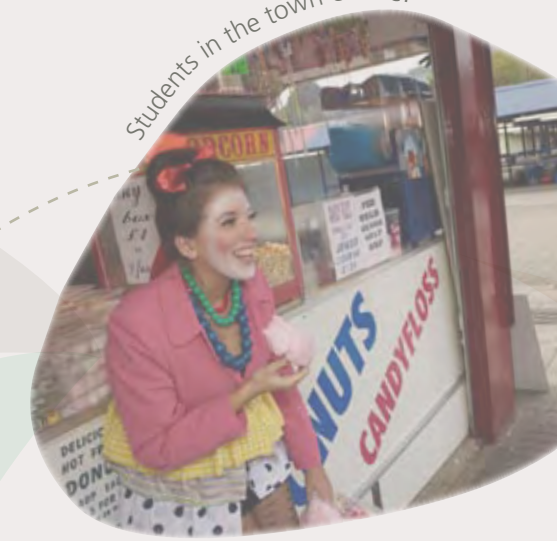
**Detailed recommendations regarding delivery of the Stepping Stones are made in the Sustainability Assessment (Appendix 4 of the SDF).**

Stepping Stones offer a complementary approach to large, long term capital projects: they can be implemented by diverse groups of people, with fewer resources and less risk of failure. They can animate, inspire, be opportunistic, be fun, creative and bold, and they can be the test bed for the bigger ideas. Most of all they can create opportunities to build up community confidence, change perceptions, create a buzz and inspire civic engagement. They form a significant part of the SDF strategy for Dewsbury.

The Stepping Stones contribute towards achieving the Big Moves. They represent a combination of existing projects that need supporting and developing as well as new ideas and should be used for inspiration – we hope that many more and better ideas will be implemented by the Town Team and the wider community.



Students in the town centre?



Community table?





pop-up shops?



Badminton on Long Causeway?



Sewing cafe?

**Stepping Stones photoshoots**  
July to September 2010

During the summer of 2010, Dekka and Bauman Lyons Architects collaborated to host a series of events across Dewsbury town centre.

These events demonstrated examples of Stepping Stones projects that could take place in the near future to activate major projects such as bringing new High Street uses to Dewsbury. All the events invited active participation from local groups and members of the public in order to get people thinking about what could happen in their town centre over the coming years.

Many thanks to Dewsbury Owls, Dewsbury Sports Centre, Kirklees College, Dewsbury CART, Dewsbury Town Team Incubator, Kirklees Council, Dekka, Rachel Codling for photography and the people of Dewsbury.



# Projects

Proposed projects are clustered under each of the three Big Moves. They vary in terms of complexity and can be delivered to different timescales (Appendix 5 of the SDF contains detailed evaluation of each project)

**Big Move 1**  
**Distinctive Town Quarters**

**Big Move 2**  
**New High Street on Long Causeway**

**Big Move 3**  
**Reconnecting the centre**

**Stepping Stones**

# Projects and Stepping Stones

## 1.1 Business Incubator

- 1 Temporary facility within unused shop
- 2 Set up Dewsbury business support

## 1.2 Evening economy

- 1 Animation projects with local firms
- 2 Trial extended shopping and market days in summer with associated street events
- 3 Promote additional evening uses

## 1.3 College relocation

- 1 College stall at the market
- 2 Use empty property for college exhibitions and events
- 3 Options appraisal for college relocation

## 1.4 Re-use of empty space

- 1 Empty shops initiative, swap shop, cycle hire, seconds, artists
- 2 Showcase manufacturing and businesses of Dewsbury
- 3 Set up a SpaceBank - information on empty properties available for social use

## 1.5 Identify potential development sites

- 1 Job Centre future, consider relocation
- 2 Princess of Wales precinct improvements
- 3 Publish 'Guide to Development Opportunities in Dewsbury'

## 1.6 New public realm strategy on Long Causeway

- 1 Commission public realm strategy

## 1.7 Enhance architectural heritage

- 1 Pioneer House feasibility study (in progress)
- 2 Shop fronts improvements (in progress)
- 3 Section 215 enforcements (in progress)
- 4 Application to THI (in progress)
- 5 'Remove and Reveal' clean up exercise



Dewsbury Market





# Distinctive town quarters





**Above 'The Broken Window'** - On Saturday 14th August 2010, a bakers, a cafe, a gallery and a bicycle shop shared premises for one day only in the old Hudsons shop in Kingsway arcade, Dewsbury. This photoshoot combines a number of ideas- reusing empty space, incubating new and innovative businesses and nurturing local talent and enterprise.

From left to right: Keith Hendry, Ali Firth, John Harrison (Dekka), Twig Firth, Chantelle Stewart (Dekka), Kate Lindley, Liam Philips, Emma Phillips (Phillips Family Bakers). Stairs: Lucy Raine and Andrew Lambert. Thanks also to Bruce Mulcahy for paintings and James Norton for refurbished bicycles.



Scones 3 for £1  
 Jam Pasties 2 for £1  
 Coconut Slices 2 for £1  
 Raspberry Rands 2 for £1  
 Apple Pies £1 a slice  
 Currant Squares 2 for £1  
 Flapjacks 2 for £1  
**Condiments + Confections**  
 Plum Ketchup £2.00  
 Red Onion Marmalade £2.00  
 Muffins £1.50  
 Cookie Mix Bags £2.00  
**Bicycles**  
 Please Talk to James

# 1.1



## Business Incubator

**A project to encourage business incubation and business support in Dewsbury to develop a distinctive economy and employment opportunities.**

The Business Incubator could be a single property, such as Pioneer House, or it could be dispersed to take up the opportunities offered by a significant amount of small and average size property available in the centre.

It is vital that this facility is located in the town centre to revitalise and find new uses, particularly for heritage buildings. Bespoke support for local businesses should also be offered within this project.



Temporary facility within unused shop



Set up Dewsbury business support



# 1.2

## Evening Economy

**The town centre is empty at night and is not contributing to the economy of Dewsbury. A distinctive, low alcohol evening economy is proposed to attract families, the older generation and young people.**

**Below** A wealth of new evening uses are proposed to appeal to a diverse range of cultures and ages. For example, a new evening economy could be based on food, cinema, bowling, comedy, music or extended shopping hours.

In the past Dewsbury was vibrant in the evenings with attractions such as cinemas, theatres and pubs. Only a handful of pubs remain and the only new attractors are a small number of food takeaways.

New attractors, appropriate to the demographics, interests, and life styles of the local people are needed now to recreate a flourishing evening economy.

A high proportion of the population near the town centre is of Muslim faith and most of the population are families. In addition to the traditional pubs and the Town Hall cultural programme, a new evening economy is to be developed for families based on food and low alcohol, leisure activities such as cinema, bowling alleys, youth venues and extended cultural and sports offer. Cultural events such as the successful Spirit Event, Beer Festival and the proposed Chilli Nights should be supported and sustained as well as diversified. A convivial town centre is envisaged at night where neighbouring communities can meet as a single community.



YourSpace, York  
by DSDHA, Beam and Dekka

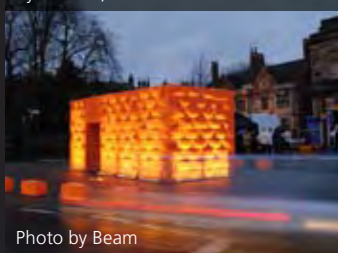


Photo by Beam

Animation projects with local firms

Chapel Allerton festival, Leeds



Trial extended shopping and market days in summer with associated street events

Spirit, Dewsbury



Promote additional evening uses

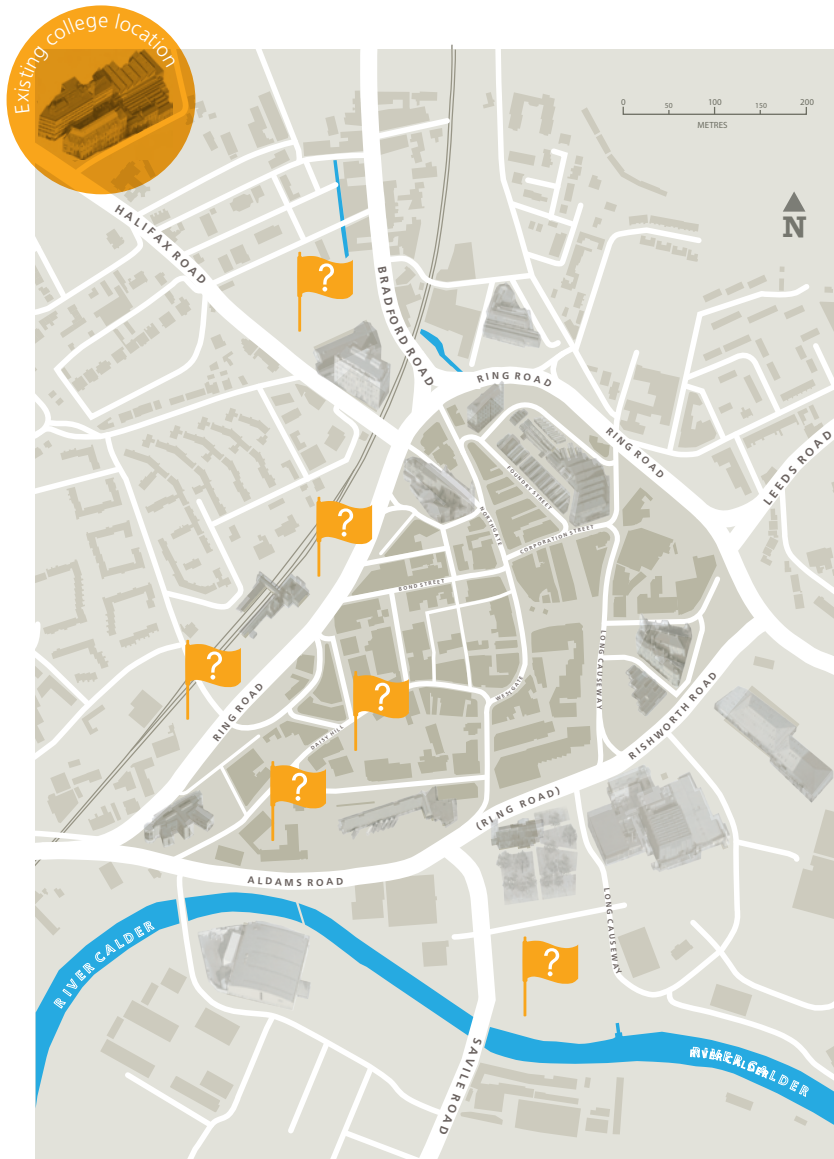


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**Below** The requirement for a large footprint site places restrictions on identifying possible suitable alternatives but some opportunities have been identified as shown. These could accommodate expansion or a wholesale move of the college – discussions between the Council and the College should commence in order to have a viable project proposal when funding becomes available.



# 1.3

## College relocation

**Relocating the 1000+ young people and staff currently attending Dewsbury College to a more central site and help revitalise the town.**

Relocating the Dewsbury site of Kirklees College into the town centre will increase footfall and attract new occupiers. The College has committed to relocation in principle but funding sources remain an issue.

The college relocation to the centre will ultimately improve the quality of and maximise accessibility to education facilities. It also offers the potential to enhance the historic environment through the temporary re-use of vacant buildings and to indirectly increase travel by sustainable means, reducing car traffic and associated air pollution. Above all it will bring a lot of young people into the very heart of Dewsbury.



College stall at market



Use empty property for college exhibitions and events



Options appraisal for college relocation



**Before** The old Hudsons shop in the Kingsway arcade, Dewsbury



**After** 'The Broken Window' - cafe, gallery, bakery and bike shop in one.



# 1.4

## Re-use of empty space

**Many of the buildings in the town centre are empty or used just for storage on the upper floors. Re-use of this space for a mix of uses would greatly enhance the vitality of the centre.**



There is a large proportion of vacant space at ground and upper floor levels which detracts from the vitality and viability of the town centre and the visual appearance of the area.

The re-use of these spaces presents the opportunity to improve vitality and viability within the town centre whilst at the same time providing the opportunity for start-up businesses in the area to occupy attractive town centre properties. Residential or live/work uses of these properties may also be achievable and will increase the vibrancy and population within the town centre, linking into the objectives of creating a new evening economy.

The re-use will be challenging: constraints of heritage, absent landlords, access requirements and the associated high costs of refurbishment can only be overcome by policy support and investment from the public and private sectors.



Empty shops initiatives, swap shop, cycle hire, seconds, artists

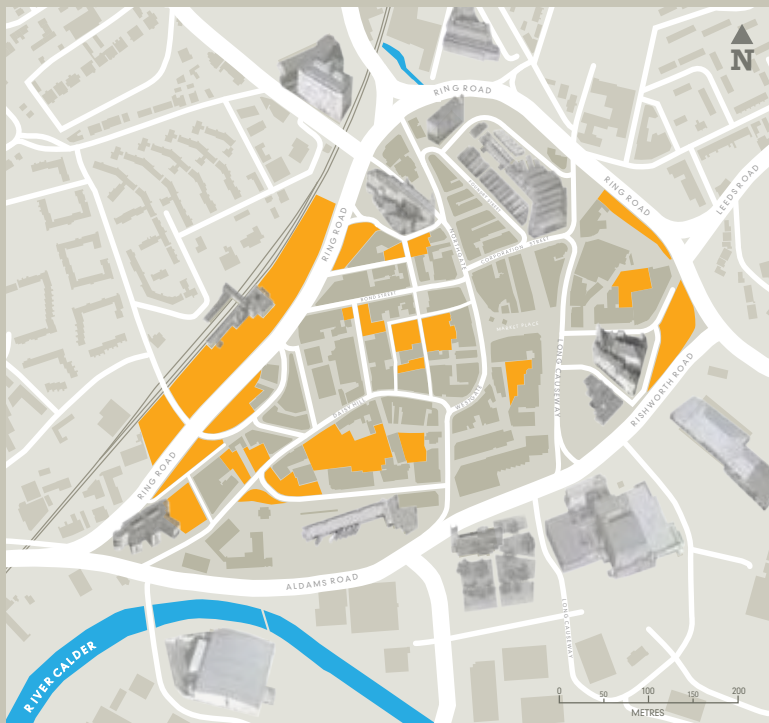


Show case manufacturing and businesses of Dewsbury



Set up Space Bank: Information on empty properties available for social use (Space Bank developed by MA European Urban Cultures students at Manchester Metropolitan University)





**Left**  
Courtyards such as the ones shown could be developed within existing urban blocks to create large floor plates that are integrated into the fine grain of the surrounding heritage architecture.



# 1.5

## Identify potential development sites

**Refurbishment, new build and large floor plates within the urban fabric present significant development potential within the centre.**

Restrictive floor plates for development sites within the town centre have historically been a constraint to attracting modern retailers and other investment. This has pushed development of large retail sheds to the south of the ring road. Also the heritage properties are not well suited to modern user requirements, particularly in respect of technology and communications.

The heritage value of the town centre is however one of its unique assets. The challenge is to find a way of accommodating larger floor plates and modern retail and office requirements in the context of these heritage assets. This can be achieved through a mix of available development sites. Other strategies include conversions of existing properties, clustering of developments, utilising urban blocks and their courtyards, and strategic demolition of some of the less successful contemporary buildings.



Job Centre future - consider relocation and demolition to create a civic space in front of the library and sports centre.



Princess of Wales Precinct improvements



Publish 'Guide to Development Opportunities in Dewsbury' to attract new developments



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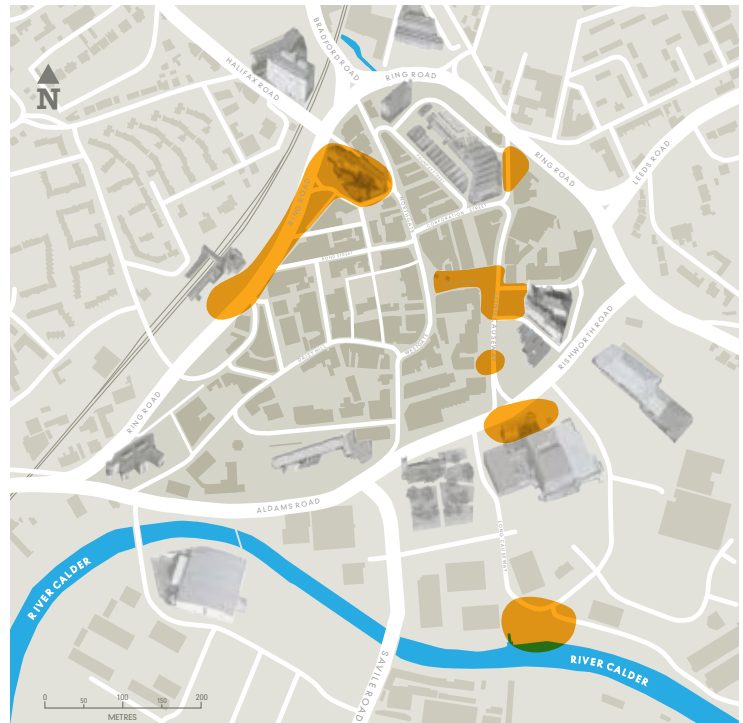
3



**Below** Areas to be relandscaped to provide high quality public spaces for people of all ages to enjoy



# 1.6

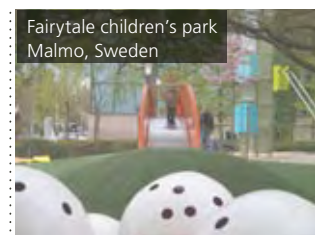


## New public realm strategy on Long Causeway

**Outdoor spaces need to be diverse to accommodate a variety of activities and be of high quality to reflect the aspiration of their users.**

A number of key spaces have been identified between the train station, the town centre and on Long Causeway, for upgrading and designing as attractive public spaces to support and extend the innovative new uses for the High Street.

A range of activities, to reflect the interests of the local users, can be included to increase the vitality and distinctiveness of the town centre. Uses from the adjacent buildings could spill out onto the street; spaces for spontaneous activities could be provided; elements of creative play included; and the use of the street extended by innovative lighting regimes.



1

Commission public realm strategy



**Below** Mark Betts Hair and Beauty, Dewsbury. Refurbished with support from the Shop Front Improvement Grant Scheme



# 1.7

## Enhance architectural heritage

**Residents and businesses are particularly proud of the architectural heritage of Dewsbury and want to see it retained and improved.**

The heritage assets of the town centre are unique and a source of civic pride. Some of the major heritage assets such as the Town Hall, and the market hall, are in Council ownership and have been refurbished. Pioneer House, one of the most prominent buildings in Dewsbury, is subject to legal action by the Council, in order to ensure its proper preservation

Bids for funding towards the improvements within the conservation area are being sought. The Council are also implementing enforcement notices on owners to deal with the poor condition of buildings and land that adversely affect the town.

The Dewsbury Conservation Area Appraisal has been updated and adopted by the Council and will guide all future developments in the town, supported by the SDF.



# Projects and Stepping Stones

## 2.1 New uses

- 1 Community shop
- 2 Social Enterprise: Community table, sewing cafe, community grocery store
- 3 Feasibility study into Market expansion
- 4 Temporary cinema
- 5 Increase calendar of town events: International Children's Festival, Food for Ideas, continue Dewsbury-on-Sea and Spirit
- 6 Promote street vendors

## 2.2 Urban park

- 1 Temporary events on Long Causeway
- 2 Develop design proposals for urban park up to planning permission stage

## 2.3 Ideas Generator

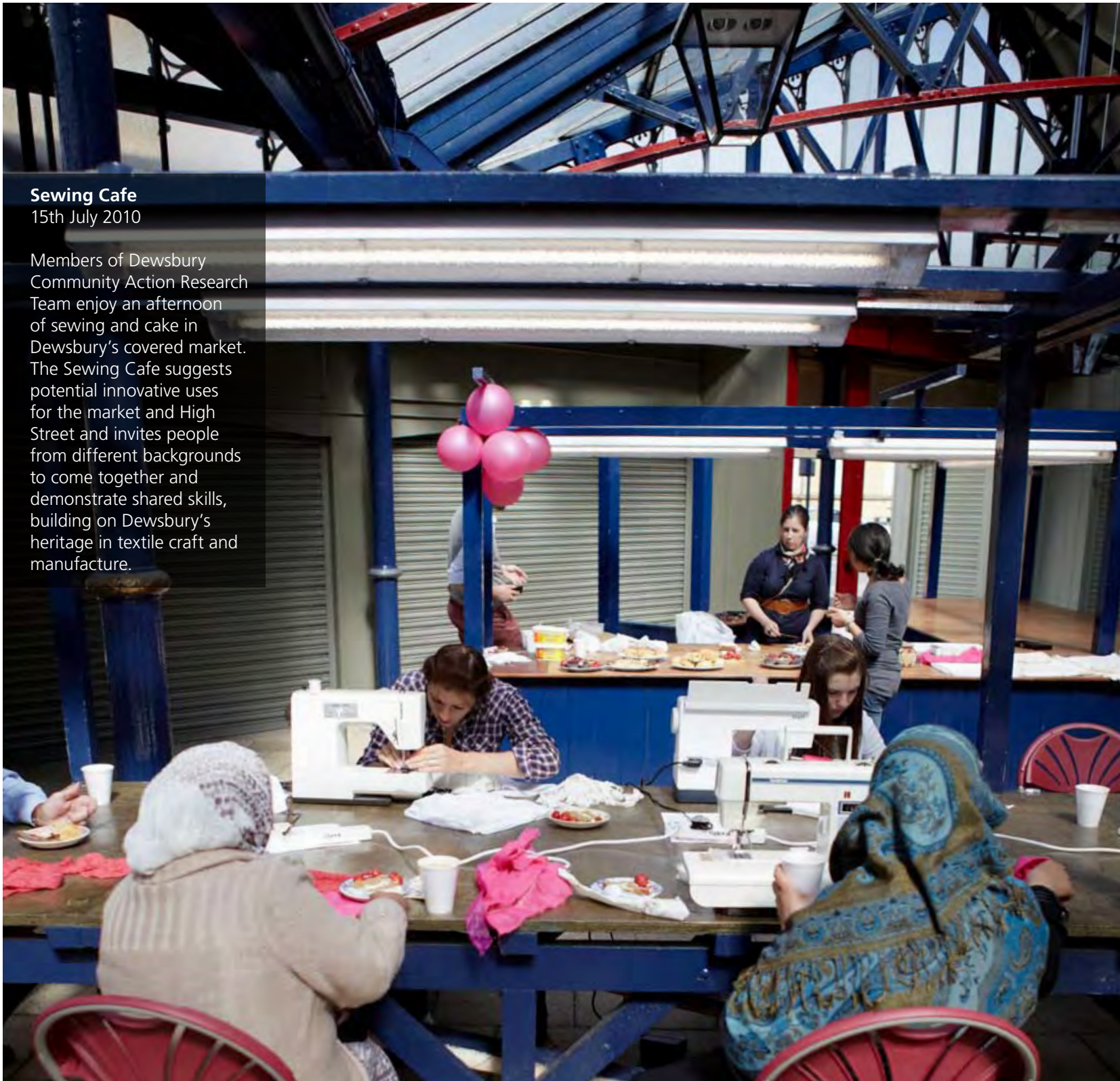
- 1 Temporary youth facility in container or empty shop
- 2 Start up projects for young entrepreneurs
- 3 Feasibility study for Ideas Generator

## 2.4 Enhanced cultural facility in the Town Hall/Walsh Building

- 1 Enhanced cultural provision in the Town Hall

### Sewing Cafe 15th July 2010

Members of Dewsbury Community Action Research Team enjoy an afternoon of sewing and cake in Dewsbury's covered market. The Sewing Cafe suggests potential innovative uses for the market and High Street and invites people from different backgrounds to come together and demonstrate shared skills, building on Dewsbury's heritage in textile craft and manufacture.





# New High Street on Long Causeway



**Below** Photographic section showing the Princess of Wales precinct on the existing Long Causeway



# 2.1



## New uses

**Retail use is not sufficient to fill the full length of the proposed new high street. Complementary uses need to be introduced to secure increased footfall for all days of the week, in the daytime and evenings, in order to return vitality to the centre.**

Increasing footfall in the centre is key to revitalisation. Currently many people shop in the retail park and in the market but the offer isn't strong enough between the two to keep people in town.

More uses are needed to attract local people and visitors but they do not all need to be about shopping - a high street is also about being in the community, learning, playing, meeting friends, belonging.

The new proposed High Street along Long Causeway will have a greater variety of uses including a community shop, social enterprise businesses, shop windows for products manufactured in Dewsbury, new specialist markets held on market and non market days. Street vendors will be encouraged to animate the high street all the way down to the retail park with lots of places to sit and eat and drink.

**Bottom** Conceptual image of a section of the new High Street along Long Causeway featuring independent local shops and an urban park



Play, leisure and entertainment will be provided along the High Street on Market Square and in the new proposed Dewsbury Urban Park to attract families and young people.



Temporary cinema  
Screening by Studio Dekka at the West Riding pub, Dewsbury



Community shop



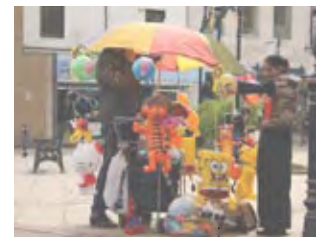
Social enterprise:  
Community table  
Sewing cafe  
Community grocery shop



Feasibility study  
into Market  
expansion



Increase calendar of events-  
International Children's Festival,  
Food for Ideas, continues  
Dewsbury on Sea and Spirit



Promote  
street  
vendors



1

2

3

4

5

6



# 2.2

## Urban park



**A new urban park is proposed next to the Town Hall as a civic facility to diversify the attraction of the town centre.**

Parks have always been important to the life of towns and cities, and in many European towns parks can be found right in the heart of the centre.

The new urban park is envisaged between the Town Hall and the sports centre encompassing the Walsh Building and the Memorial Gardens and stretching over a major new pedestrian crossing to the ring road. The park will be of a contemporary design and contain something for everyone: sheltered seating in a multisensory garden, a playground for children, external sports areas, trim track and trees for shade are all possible - people of Dewsbury will decide what facilities they want. The park will be visible from both ends of Long Causeway, from the windows of the Town Hall and to the drivers on the ring road and will thus greatly enhance the perception of the town.



## Badminton on Long Causeway

13th July 2010

Dewsbury Owls over 50s group and members of the public take part in a friendly game of badminton on a temporary court set up on Long Causeway.

This Stepping Stone project illustrates how a temporary intervention can be used to demonstrate new uses for the High Street. The badminton court was an example of a family friendly activity that could take place if an urban park is established on Long Causeway and across the ring road, creating a space for civic life instead of traffic.



# 2.3

## Ideas Generator



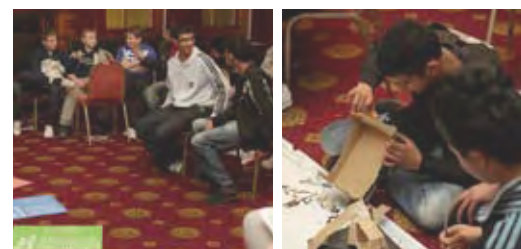
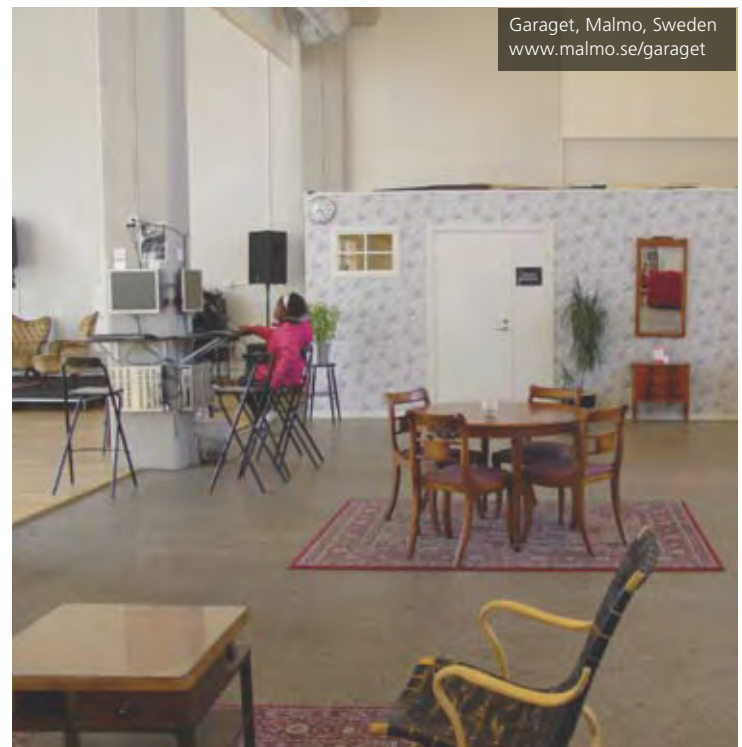
**An experimental project is proposed to encourage ideas from young people to help shape the future of the town.**

One of the three Key Themes of the Vision is Young People. The Ideas Generator is modelled on projects such as Ideas Stores in London, MyPlace youth centres, and The Garage in Malmo, Sweden.

The new facility could be a combination of arts and sports facilities as well as a library and business incubator for young people. It will also be a place where young people can bring their ideas and receive support in terms of guidance, signposting to relevant facilitators when appropriate and possibly receive a small amount of funding to implement the ideas.

One of the possible locations for the Ideas Generator is in the Walsh Building but the project could be incubated in of any of the empty spaces in the town.

The facility needs to reflect the specific needs of Dewsbury, and should be run by a partnership of service providers, agencies and young people themselves.



Temporary youth facility in container or empty shop

Start up projects for young entrepreneurs

Feasibility study for Ideas Generator





# 2.4

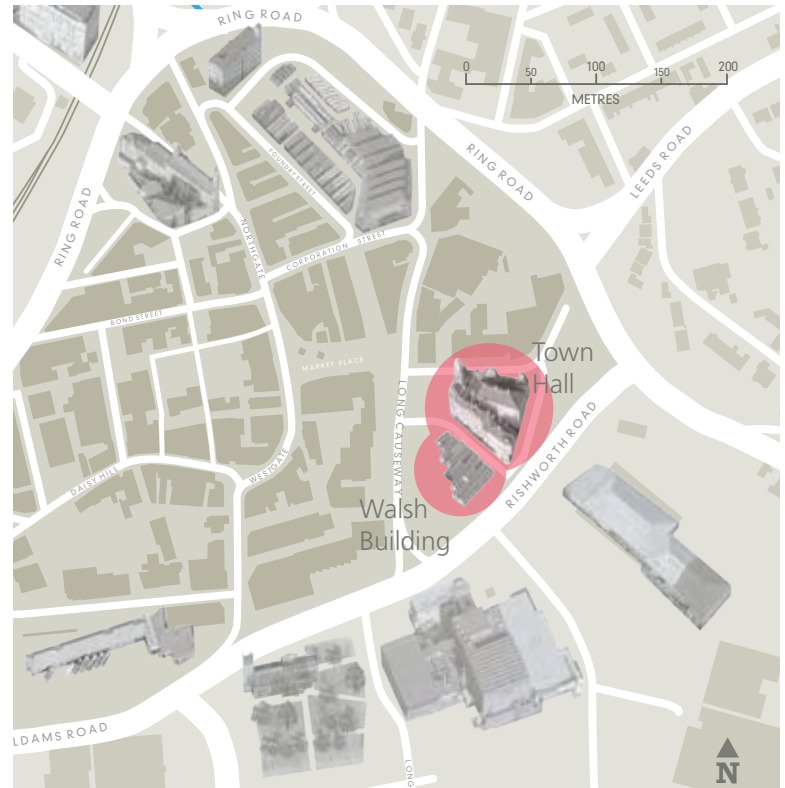
## Enhanced cultural facility in the Town Hall and Walsh Building

Dewsbury used to have five cinemas and two theatres but now the Town Hall is the main cultural facility for the town. The cultural programme could be expanded and diversified following a major refurbishment of the building in 2010.

The Town Hall is a magnificent building that sits prominently at the centre of the proposed new high street, next to the proposed Dewsbury Park and in front of the Market Place.

Its main space, Victoria Hall, has been used as a venue for concerts and entertainment for many years. The SDF recommends that the programme is diversified and expanded to appeal to all sectors of the population and that some of the cultural

**Below** The Town Hall and Walsh Building enjoy a prominent position in the middle of the proposed new High Street on Long Causeway



activities for young people are developed in the proposed adjoining venue. The Ideas Generator is proposed for the Walsh Building, to encourage more young people of all ethnicities to engage in cultural activity who might, currently, be discouraged by the grandeur and formality of the Town Hall.

Many people have asked for a cinema and a live, contemporary music venue.



**Below** Conceptual view along the Aldams Road section of the ring road to illustrate the benefits of downgrading traffic use. Here the ring road could play host to family events such as go karting and a food festival.

## Projects and Stepping Stones

### 3.1 Leisure routes

- 1 Sands Lane riverside enhancements
- 2 Identify links through town, to the station and existing greenways
- 3 Provide new cycling and walking routes
- 4 Greenway to Earlsheaton, Saviletown and Ossett

### 3.3 Neighbourhood gateways

- 1 Temporary gateways
- 2 Signage and banners

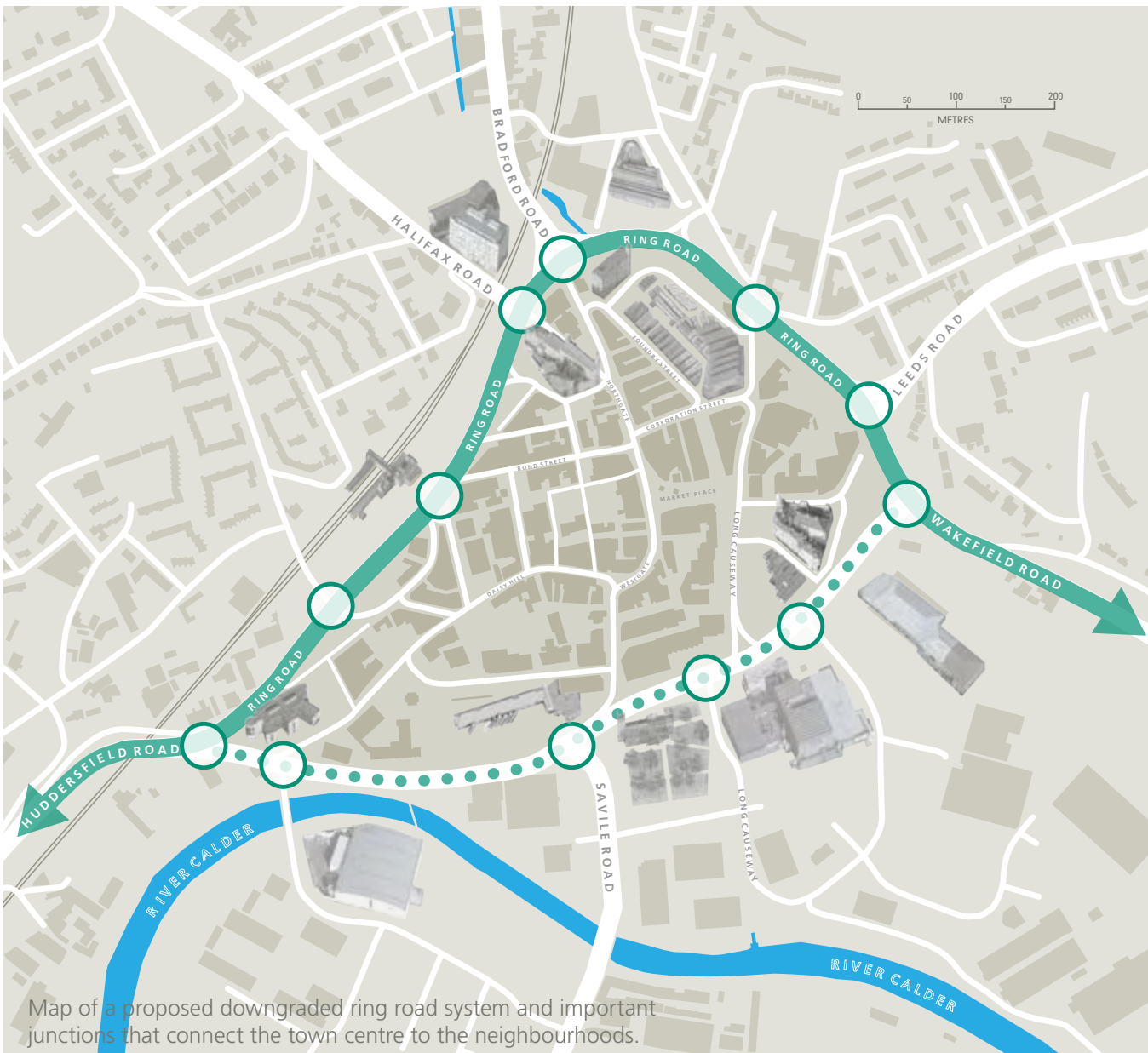
### 3.2 Movement and connectivity

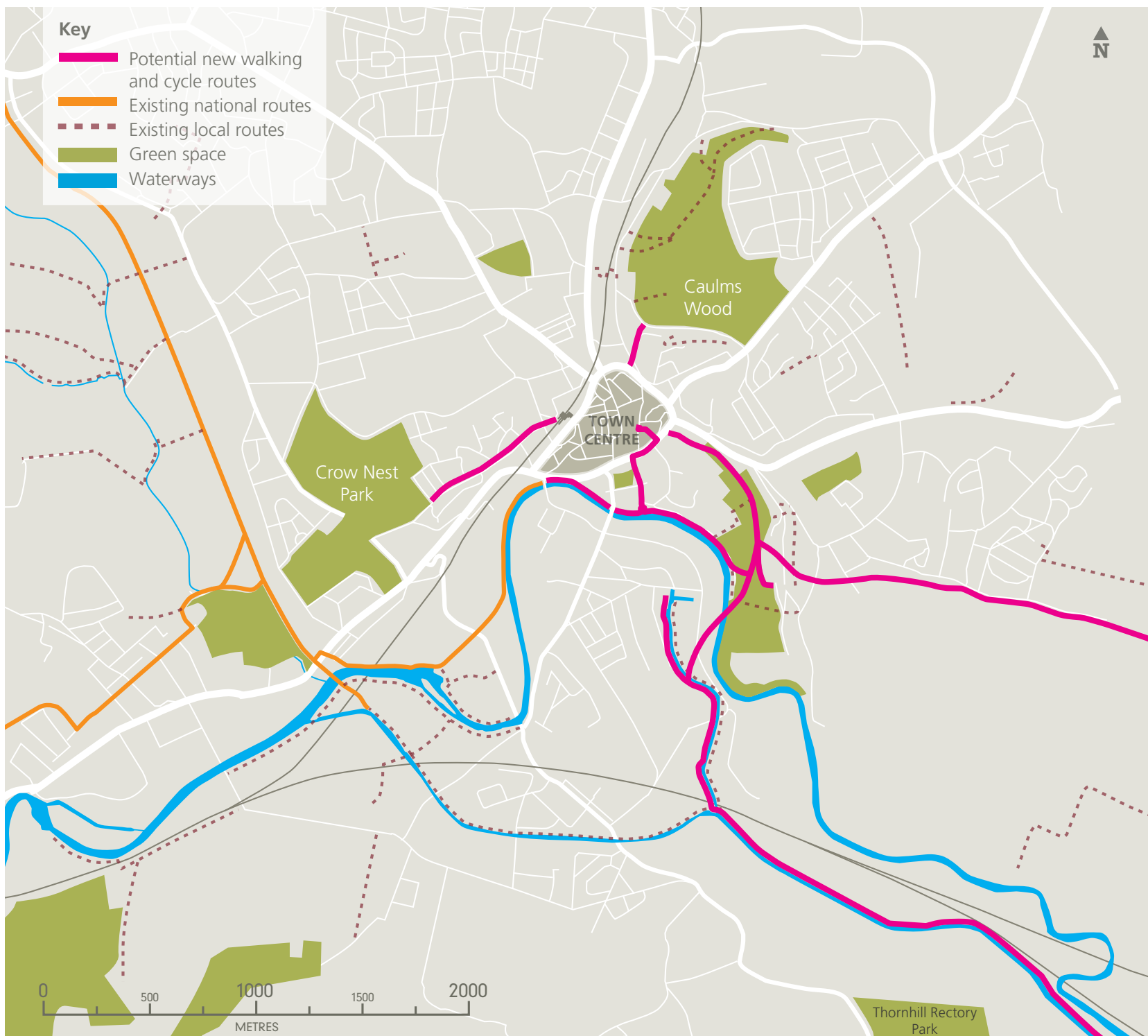
- 1 Detailed options study to be commissioned for the downgrading of the ring road with costed options and impact evaluation
- 2 Parking experiments, evaluated month of free parking, free town bus routes
- 3 Activities on the ring road e.g. cycling, go-kart, running
- 4 Improve train station and bus station link
- 5 International public arts competition sites
- 6 Town centre walking guides and events
- 7 Feasibility study into supporting low carbon transport
- 8 Feasibility study into enhanced physical and user connections to retail on Bradford Road





# Reconnecting the centre





**Above** Existing and proposed leisure routes connecting the town centre to the river and outlying green spaces

Footpath and cycle route along Basingstoke Canal  
Could this be what Sands Lane looks like?



Sands Lane riverside enhancements

Existing Calder Valley greenway - could this be better connected to the town centre?



Improve links through town, to station and existing greenways

Leeds Liverpool Canal at Saltaire  
Could this be what the new routes look like?

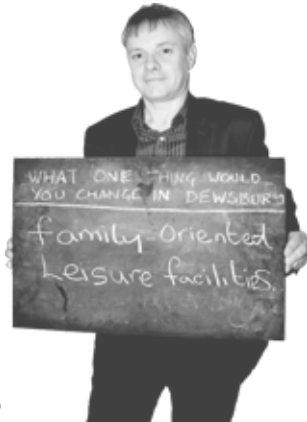


Provide new cycling and walking routes

Greenway to Earlsheaton, Savileton and Ossett



# 3.1



## Leisure routes

**Additional walking and cycling routes are proposed to address poor connectivity of the neighbourhoods to the town centre and to encourage walking and cycling.**

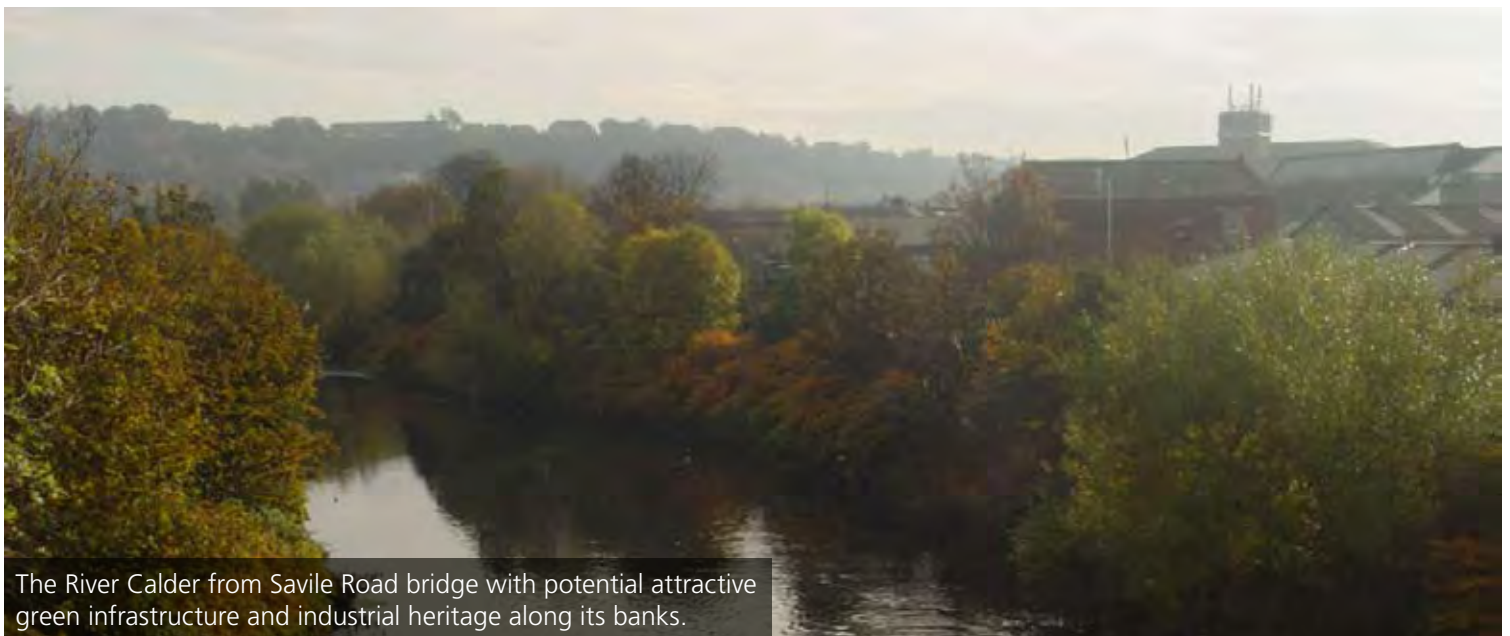
Dewsbury town centre is poorly connected with its local communities and the wider landscape.

Development of well connected, attractive urban rights of way and outdoor spaces will encourage sustainable modes of transport and greater use of the outdoor environment. Walking and cycling are important to everyone and especially to those without access to cars – elderly, children, disabled and those on low incomes. Improved connectivity between the town centre, the local communities and the surrounding countryside will encourage greater physical activity and in turn contribute to addressing local health issues.

The leisure routes clearly need to accommodate movement but could be associated with facilities to enable compatible outdoor activities. For example, they may involve facilities for outdoor classrooms; journey information points; growing food in public spaces; managing wetlands; and gradual, self-sustaining improvements to the shared public environment.

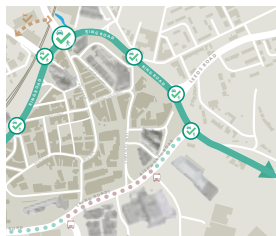
The evolving plans for the town centre will accommodate sustainable transport modes by developing design solutions that promote pedestrian and cycle use. This may be achieved through dedicated routes or the development of shared surfaces where motorised vehicles have less priority than in normal highway corridors.

The materials used for the leisure routes will reflect their surrounding context and volume of anticipated use to ensure that they are sympathetic with, and positively contribute to, the area.



The River Calder from Savile Road bridge with potential attractive green infrastructure and industrial heritage along its banks.

Conceptual view of early Stepping Stones taking place on Long Causeway and the ring road. Events such as an International Children's Festival and Dewsbury on Sea can help activate longer term projects such as the development of an urban park and the downgrading of the ring road.



Detailed options study to be commissioned for the downgrading of the ring road with costed options and impact evaluation



Parking experiments e.g evaluate month of free parking, free town bus routes



Activity events on ring road e.g. cycling, go-kart, running



Improve train station and bus station link



1

2

3

4

# 3.2



## Movement and connectivity

**The ring road was built in the 1980's to relieve anticipated congestion but it inadvertently damaged the vitality of the town centre. Its capacity exceeds demand and makes it possible to consider downgrading its width and reconsider traffic movements.**

The town centre and ring road are designed for the car to the detriment of pedestrians. The strategy aims to change this hierarchy through proposals to downgrade the ring road, re-route public transport and rationalise car parking. This advocates designation of road space which promotes walking and cycling.

Two options have been considered for the ring road, 'One Way' and 'Northern Arc', to reduce severance and provide improved connectivity for pedestrians and cyclists between the town centre and outlying residential and secondary retail offer.

Both options offer the opportunity to greatly improve the environment adjacent to the ring road and provide improved gateways into the town centre. The improved pedestrian connection between the town centre, sports hall, library and retail area would be especially beneficial in encouraging footfall into the town centre.

This can be further enhanced with a car parking pricing policy that redresses the current imbalances between the free car parking offered by the multinationals such as Sainsbury's and ASDA, and the paid car parks servicing the market and town centre retail.

The use of the town centre could also be enhanced by extending the route of the free town bus to include stops between the market and Cliffe Street in recognition that the uphill route presents a difficulty to many people.

This strategy aims to increase the footfall in the town centre. It provides the opportunity for an improved environment for pedestrians whilst ensuring that buses and vehicles can continue to access key locations to enable businesses, visitors and residents to operate.



International public arts competition sites

5



Town centre walking guides and events

6



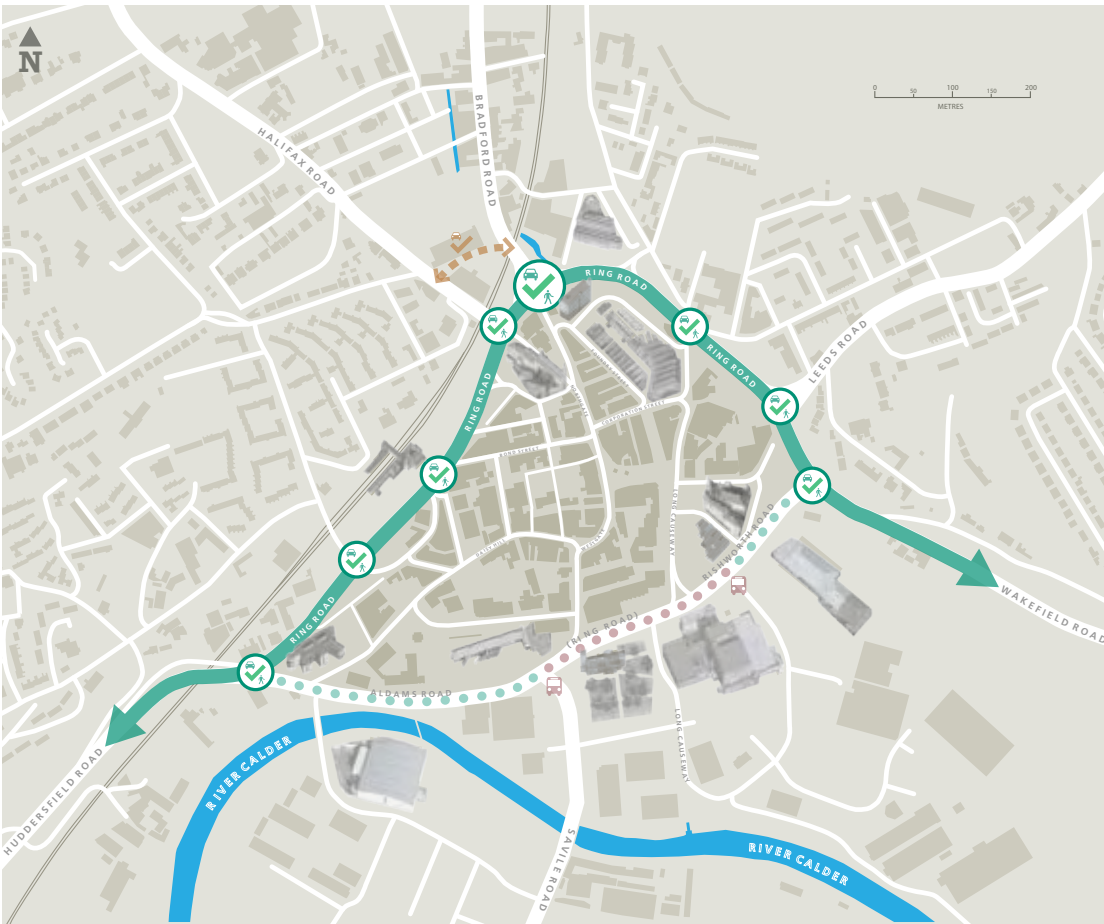
Feasibility study into supporting low carbon transport

7



Feasibility study into enhanced physical and user connections to retail on Bradford Road


8

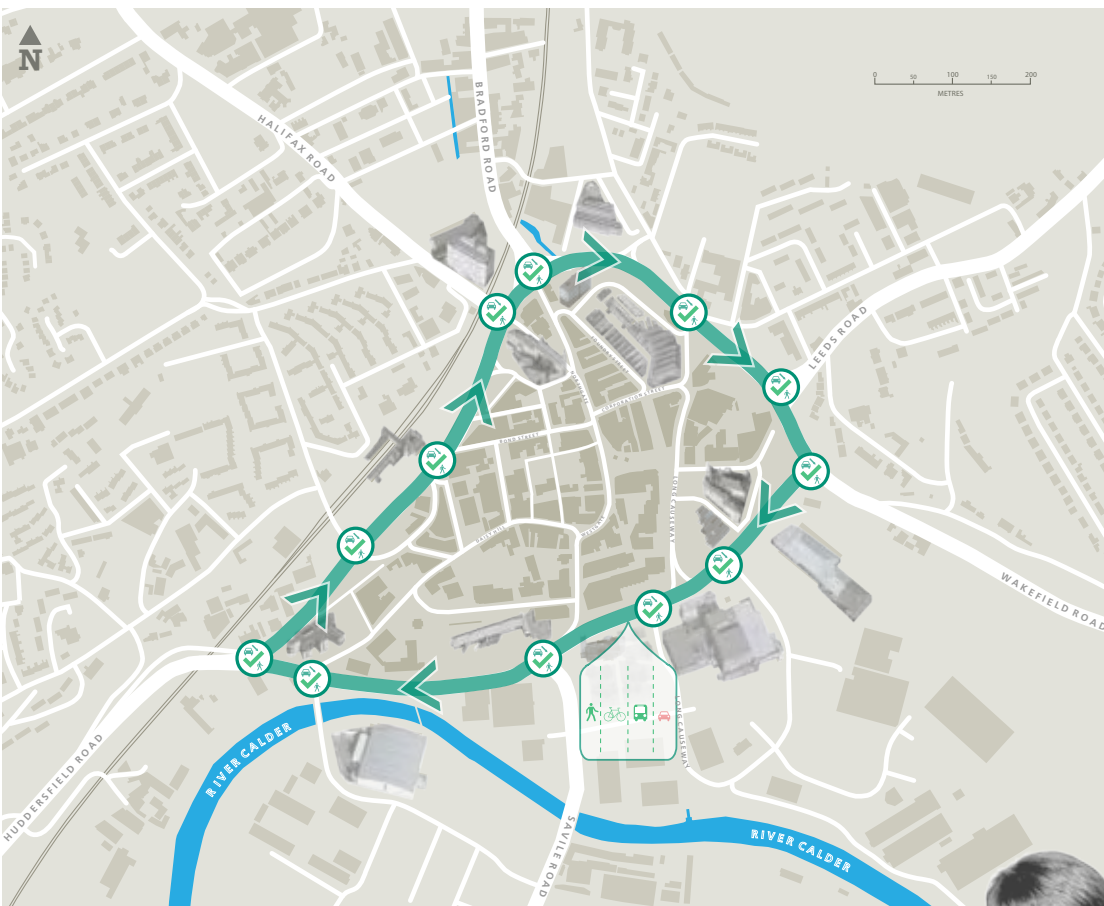


### Northern arc system

This would route all through traffic around the northern section of the ring road and downgrade the southern section. Improved pedestrian facilities would be provided at junctions to the north of the town centre through banning some vehicular movements. The southern section would be lightly trafficked with high pedestrian priority.

#### Key




-  All through traffic reassigned on to Northern arc
-  Simplify junctions to support one way and ease pedestrian crossing
-  Downgrade southern section with limited access for buses and service vehicles
-  Introduce new link to facilitate simplified movements at ring road junctions



### One way system

**One Way Working:** This would route all traffic in a clockwise direction around the town centre and provide improved crossing facilities at all traffic signal controlled junctions.

#### Key

-  One way ring road
-  Simplify junctions to support one way and ease pedestrian crossing
-  Reallocate road space where traffic lane requirements decrease to provide enhanced facilities for pedestrians, cyclists and buses

**Above and opposite** Maps to show strategic proposals to make the town centre more accessible and pedestrian friendly by reconfiguring the current ring road and junctions. The viability of the proposals requires a full technical options appraisal.





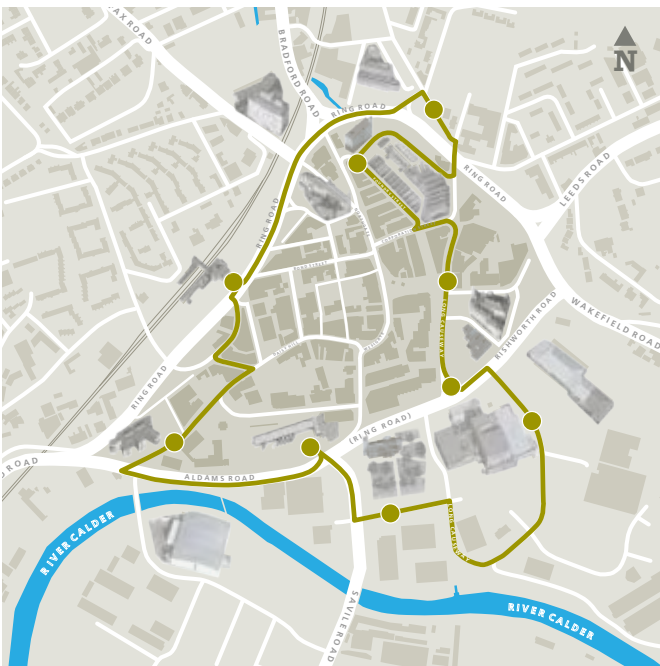


### Movement in the town centre

In tandem with the ring road changes it is necessary to provide a better definition of roads within the town centre in terms of the balance between vehicles and pedestrians. Through improved design and changes to kerbside activity it will be possible to redefine the use of roads to provide better definition and more flexible use. It is proposed to designate Long Causeway primarily as a pedestrian route, with some access for vehicles, extending into the area surrounding the market. The design of the road space would mean that the route can be used for different purposes to reflect the changing use of the town centre on different days of the week. Therefore on market days the pedestrianisation could be extended during the day time, or parts of the road adjacent to the town hall used as event space. Westgate and Northgate would be designated as vehicular routes through the town centre with a greater emphasis on use by buses and access for short stay. The other roads within the centre would reflect their mixed use with a combination of on-street parking and servicing.

#### Key

- Pedestrian friendly route
- Secondary vehicular route, pedestrian priority



### Public transport

Public transport needs to play an important role within the town centre, enabling people to access key attractions such as the retail offer, civic buildings and facilities such as the bus station and train station for onward journeys. The current free town bus provides a linkage between the key uses in the town centre and the strategy supports the continuation of this service linking additional areas such as the Cliffe Street car park to encourage shoppers and visitors to use alternative means to the private car to access the core of the town centre.

#### Key

- Proposed free town bus route
- Free town bus stopping points



### Car parking

Parking plays a vital role in providing access to the retail, business and civic offer of the town, however drivers can often circulate the town centre looking for spaces, increasing traffic and conflicts with other users. The proposed parking strategy encourages the use of peripheral car parks such as Cliffe Street with onward connection to the town centre by free bus where necessary to ensure that penetration of the town centre by car is kept to the bare minimum. On-street parking within the town centre core needs to cater for users who have no alternative such as blue badge holders and residents. In addition, pricing of parking needs to encourage the use of car parks outside the ring road over and above parking within the ring road.

#### Key

- Encourage using peripheral parking for medium to long stay
- Review on-street parking provision for mixed use
- Rationalise parking on Northgate and Westgate for improved public transport access
- Smaller town centre parking reserved for market traders/ blue badge holders etc



**Below** Map showing Dewsbury town centre in the wider context of it's surrounding neighbourhoods



**Key**

 Existing gateway with positive distinctiveness

 Existing gateway with little/no positive distinctiveness



**This page, left** Gateways between the town centre and surrounding neighbourhoods

**Below** Junction between the ring road and Bradford Road involving a number of pedestrian crossing points across several lanes of traffic



# 3.3

## Neighbourhood gateways



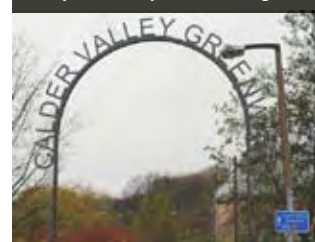
**The experience of entering the town centre is dominated by the need to navigate the ring road. Prominent gateways would help to celebrate the sense of arrival at the heart of the town.**

Positioned between Leeds, Bradford, Wakefield and Huddersfield, in this age of greater mobility, Dewsbury has lost some of its relevance as a local centre in the minds of its potential users. This is compounded by the poor invitation at the entrance points, which actively discourage visitors from venturing into the town centre by difficult traffic-

dominated intersections with limited pedestrian provision.

The gateways may be identified as strategic or local/neighbourhood and would need to address road, rail and waterway corridors. Strategic gateways would include the interface with the railway station and intersections with the key vehicular and leisure routes. Neighbourhood gateways are the thresholds between the town centre and the surrounding communities.

Existing gateway to the Calder Valley Greenway from the ring road



Temporary gateways



Street signs in the Northern Quarter, Manchester



Signage and banners

1

2



**Fashion shoot**

Fashion students from Kirklees College in Dewsbury are set the task of designing original pieces using materials sourced within the town centre, keeping to a small budget of only £20.

These weird and wonderful designs are testament to the creativity and talent that is never in short supply in Dewsbury. The SDF seeks to bring this energy to the town centre through Stepping Stone projects which tap into one of Dewsbury's best assets; it's growing young population.



**This page**

Rebecca Kula  
Crackenedge Lane car park,  
Dewsbury

**Opposite**

Olivia Wray  
The Arcade, Dewsbury



# Stepping Stones

**Stepping Stones projects can be as varied as Dewsbury wants them to be. They should be generated by ideas and opportunities as they arise and be the process by which bigger SDF projects are developed and tested. Some Stepping Stones have been suggested as part of the development of larger projects and are contained within this section. These are included for inspiration, to provoke discussion and debate.**



- International Children's Festival
- Temporary events on the ring road
- Remove and Reveal
- Space Bank
- Signage and banners
- Duck Race
- Support Dewsbury Beer Festival
- Dewsbury Social Enterprise Fund
- Feasibility study for relocation of College to town centre site
- College stalls at the market
- College projects in the town centre
- Ideas Generator Incubator space
- Community table

## International Children's Festival



### WHAT?

Create a distinctive international festival for children

### WHO?

Town Team project group  
+ Kirklees Council  
+ partners  
+ funders

### WHERE?

Locations around the town centre

## Temporary events on the ring road



### WHAT?

Sport and festival events that utilise the ring road and require closure to traffic

### WHO?

Town Team project group  
+ Kirklees Council

### WHERE?

South side of the ring road

## Remove and Reveal



### WHAT?

Clean up unnecessary clutter and ensure that new clutter is discouraged

### WHO?

Town Team project group  
+ Kirklees Council  
+ property owners & PCT  
+ schools etc

### WHERE?

Throughout the town centre

## Space Bank



### WHAT?

Social Enterprise working with property owners to relieve them temporarily of liabilities while an appropriate commercial solution is being sought

### WHO?

Town Team project group  
+ Kirklees Council  
+ landlords  
+ landowners  
+ developers

### WHERE?

Does not require new physical location but could be run from the d-shop or from the Town Centre Management office.

Space Bank developed by N. Das, R.J.vdn Assem, S. Ahangarzadeh and E. Ferange of Manchester Metropolitan University, MA European Urban Cultures

## Signage and banners



### WHAT?

Banners and signage to celebrate Town Team events

### WHO?

Town Team project group  
+ Kirklees Council  
+ Kirklees College  
+ local businesses

### WHERE?

Within the town centre, along routes and at gateways leading to the centre

## Duck race



### WHAT?

Annual event on the river

### WHO?

Town Team project group

### WHERE?

On the river between two bridges

Photo by Chris Ratcliffe, Hebden Bridge Web

## WHY AND HOW WILL WE DO THIS?

One of the Key Themes of the SDF is building on what we have, enhanced provisions for families and young people and a distinctive economy. An International Children's Festival would build on the success of Dewsbury on Sea and on the dual ethnicity of the town thus creating a unique offer for the region which animates the town centre. It would require many stakeholders and communities to be involved and could, therefore, be a great catalyst for community cohesion.

To highlight the benefits of connecting the south and north sides of the town centre and to test the impact on traffic and of public opinion through events that will require temporary ring road closure e.g. running, cycling, go-karting .

To enhance the look of the town and enhance the sense of community ownership through removing unnecessary clutter such as left signage, fly posting, damaged fencing, old hoardings, weeds, rubbish and obtrusive highways signage and advertising.

Finding uses for empty properties is vital for the vibrancy of the centre. New uses are needed where commercial demand has failed in order to secure uses relevant to the community, new structures of partnerships and rent agreements are required. By working with local community and other stakeholders, interim uses can be deployed to bring to life the space and provide opportunities for community benefit and social enterprise. Advice can be sought from [www.meanwhitespace.com](http://www.meanwhitespace.com), a CIC set up to facilitate Space Bank initiatives.

To celebrate new events, encourage participation and to create distinctive arrival points to the town centre from the surrounding neighbourhoods and from outside Dewsbury.

The River Calder is currently an underused resource. Holding a yearly duck race is an easy way of creating a community event that would increase awareness of the river and encourage development of permanent riverside activities. The relationship between the centre and its river is thus re-established.

## TO SUPPORT PROJECTS...



**1.6 New public realm strategy on Long Causeway**



**2.1 New uses**



**2.2 Urban Park**



**1.4 Re-use of empty space**



**3.2 Movement and connectivity**



**3.1 Leisure routes**



**1.7 Enhance architectural heritage**



**2.4 Enhanced cultural facility in the Town Hall and Walsh Building**



**3.3 Neighbourhood gateways**

## Support Dewsbury Beer Festival



### WHAT?

Helping to establish an annual beer festival that was initiated by Heavy Woollen CAMRA in 2010

### WHO?

Town Team project group

### WHERE?

Dewsbury Town Hall

## Dewsbury Social Enterprise Fund



### WHAT?

A fund - part grant, part loan, designed to stimulate start ups of businesses with social aims

### WHO?

Town Team project group  
+ Kirklees Council  
+ Key Fund Yorkshire

### WHERE?

Does not require new physical location but could be run from the d-shop or from the Town Centre Management office

## Prepare plans for college relocation



### WHAT?

Kirklees College relocate or expand their campus to the town centre

### WHO?

Town Team project group  
+ Kirklees Council  
+ Kirklees College

### WHERE?

Identified town centre sites

## College stalls at the market



### WHAT?

Allow college students to use market stalls to sell their crafts and other products

### WHO?

Town Team project group  
+ Kirklees College

### WHERE?

Dewsbury Market

## College projects in the town centre



### WHAT?

Encourage the use of the centre for student projects and events

### WHO?

Town Team project group  
+ Kirklees Council  
+ Kirklees College  
+ the Market  
+ property owners  
+ retailers

### WHERE?

Anywhere throughout the town centre

## Ideas Generator Incubator space



### WHAT?

Start up youth engagement through supporting ideas and entrepreneurial proposals

### WHO?

Town Team project group  
+ Kirklees Council

### WHERE?

The project can be developed in any space but will lead to a permanent location preferably in the Walsh Building

## Community table



### WHAT?

A very large table, either fixed or movable, for community purposes

### WHO?

Town Team project group

### WHERE?

To be decided by the Town Team: could be at the market, the d-shop, Town Hall or in the middle of Long Causeway



**WHY AND HOW WILL WE DO THIS?**

**TO SUPPORT PROJECTS...**

Festivals require a lot of work throughout the year and need many volunteers to keep them going. One of the most effective ways to 'plug the leaks' is to build on existing initiatives. Festivals are key to the SDF proposals.

The SDF recognizes that home working and self employment are important characteristics of the local economy and it promotes social enterprise. Dewsbury Fund is vital for incubation of new economy in Dewsbury. The Council is developing options with funds that could support this.

Over 1000 students are studying at Kirklees College and their presence, along with college staff, in the town centre would generate great animation and much needed footfall. A variety of sites have been identified to cater for either accommodating expansion or a wholesale move to the town centre. There are other sites available for the relocation but they are outside the centre. A case needs to be made if this opportunity is to be harnessed. The move will be planned and supported through town centre site appraisal in preparation for funding becoming available in the future.

To encourage students to set up businesses in town.

To attract other young people through developing stronger connections with the college to use the centre for student projects and events e.g. fashion shows, exhibitions and conferences.

Dewsbury is projected to get younger. A facility to capture and encourage their ideas would be beneficial to the future economy. In order to justify the project it needs to be tested though the Stepping Stones process.

This is a very cost effective and versatile idea to encourage diversity of community use that can be delivered by many different community groups, schools or Kirklees College. The table could be used for teaching cooking classes, or sewing club, or wine tasting- it's all up to the community!



**1.1 Business Incubator**



**1.2 Evening economy**



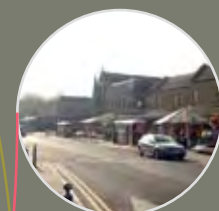
**1.3 College relocation**



**1.4 Re-use of empty space**



**1.5 Identify potential development sites**



**1.6 New public realm strategy on Long Causeway**



**1.7 Enhance architectural heritage**



**2.1 New uses**



**2.3 Ideas Generator**



# Delivery

**Town Team**  
**Next steps**  
**Map of Big Moves**  
**Postscript**  
**Thank you**  
**Animation**

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## Candlelit Dinner

1st September 2010

Dewsbury's Town Team Incubator and members of Kirklees Council gather under the covered market to share a candlelit dinner of locally produced Halal fish and chips.

The event encapsulates a variety of ideas from the SDF – potential innovative uses for a diversified market, cultural activities taking place along a new 'High Street' on Long Causeway and the celebration of a diverse and distinctive local economy around a community table.



# Town Team

**At the heart of the Renaissance Programme is the Town Team, a locally based team of individuals from a wide range of interests and groups who drive the Vision forward working in collaboration with the Council and other stakeholders.**

**T**he Town Team approach is underpinned by a desire to facilitate real engagement of the local communities ensuring that regeneration is led and owned by the community and thus stands a better chance of being sustainable, than conventional top-down regeneration initiatives.

The Yorkshire Forward model is a variant of a concept first developed in the 1960s by the American Institute of Architects. The Town Team model advocates the establishment of locally based teams which can engage with people in a way which is politically non-aligned, brings in representation from the local business community and draws upon technical expertise. This group is then able to develop a vision and plan for a locality which is based on the context as seen by the local community.

The seventeen Town Teams that have to date been established around Yorkshire generally have at their core a group of concerned and enthusiastic local people who combine strong local knowledge with a variety of other skills. They work in cooperation with key local authority officers and elected councillors, private sector and community group representatives, all of whom have the commitment and motivation to champion local ownership of the programme. Typically the Town Team draws up a Charter that guides their activities and has a small 'executive' core and wider membership of project specific sub groups.

Recruitment of the Dewsbury Town Team was undertaken throughout the period of developing the SDF through voluntary signing up at workshops, focus groups and through press and

websites campaigns. Efforts were made to recruit as widely as possible. The response has been exceptional, over 200 people have signed up - there are many civically minded people in Dewsbury - but members of the Asian and other minority communities have been more difficult to engage and great efforts must be made throughout the life of the Town Team to ensure that the group is representative of all members of its community.

The town teams have been, in other places, supported by the Partnerships Skills Programme (PSP) run by Yorkshire Forward. Preparation of the Dewsbury SDF coincides with a new government and radical cuts to public spending and PSP is no longer available. Funding has been secured, however, from the Ambitions and Aspiration programme from Yorkshire Forward, and some part of this funding stream will be used to support the formation of a Town Team Incubator through workshops. Further support from other sources will be needed to secure the Town Team in future.

In anticipation of a shortage of public funding, the SDF for Dewsbury suggests a new sustainable model of regeneration where the case for major projects identified as central to the Vision are supported and tested through a host of small stepping stone projects that can be delivered by local people with modest resources. The role of the Town Team in this approach is to deliver the projects in partnerships and to champion the SDF through focusing on existing resources and existing capacity of the community to avoid reliance on major inward investments as the driver of the regeneration process.

1 Town Team Incubator visit to Bridlington  
2, 3, 5 Town Team Incubator meetings in Dewsbury Town Hall  
4 Candlelit dinner in Dewsbury Market with Town Team Incubator and Kirklees councillors



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and of people  
well also L.N

# DEWSBURY TOWN TEAM CHARTER

## We the people of Dewsbury...

Have pride and optimism in our town and believe that over the next 25 years it can become an even more attractive, prosperous and neighbourly place than it already is- for residents, businesses and visitors alike.

Will endorse and champion the Vision and actions of the Strategic Development Framework for Dewsbury and will do all in our power to bring them to fruition.

Are committed to the three Key Themes of the strategy, which put the aspirations and energy of Young People at the heart of the town's revival; an Economy which is not only thriving but Distinctive; and the Reconnecting of the town centre to its communities and to the wider world.

Will drive forward the three Big Moves to a New High Street and Distinctive Town Quarters within a Reconnected Centre with projects to bring businesses, employers, investors, families and youngsters back into Dewsbury.

Will reach our long-term goals with Stepping Stones which will give the people of Dewsbury a stake in restoring and enlivening their own town centre.

Will resist and reverse the trend which has seen resources, confidence, influence and decision-making powers leak out of Dewsbury.

Will work on behalf of all sections of the community, in partnership with local politicians and officials, businesses, faith groups, schools, community organisations and anyone else with Dewsbury's interests at heart.

Will respect and build upon the traditions of the past but will resolutely look forward.

Through thick and thin will remain united, value each other and work together ensuring the Dewsbury Town Team draws upon all the assets of our diverse community.

**And we will be the change we want to see in the world.**

# Next steps











The strategy offers a direction for the development of the town centre over the next 25 years and assumes that much will change in this period so a flexible approach is required to the projects suggested: some will happen, others will not, and new opportunities will present themselves. However, it is hoped that whilst the mix of individual projects will be dynamic, the structure offered by the Key Themes and the Big Moves will secure a consistent direction for all regeneration efforts.

Immediate action that can be taken by the Council and key stakeholders to progress individual projects together with the associated timescale of implementation over the next 25 years is indicated below. These actions should be considered alongside Stepping Stones and together, these two approaches will help deliver a sustainable future for the town.








Projects are prioritised according to their contribution to and impact upon the Vision for Dewsbury, as set out in the SDF. Priority 1 projects are considered to be fundamental to delivering the masterplan. Priority 2 projects are nonetheless important to achieving the vision, but their impact is considered to be less intrinsic.

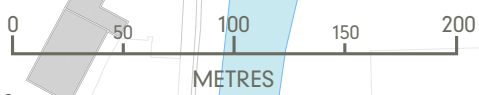
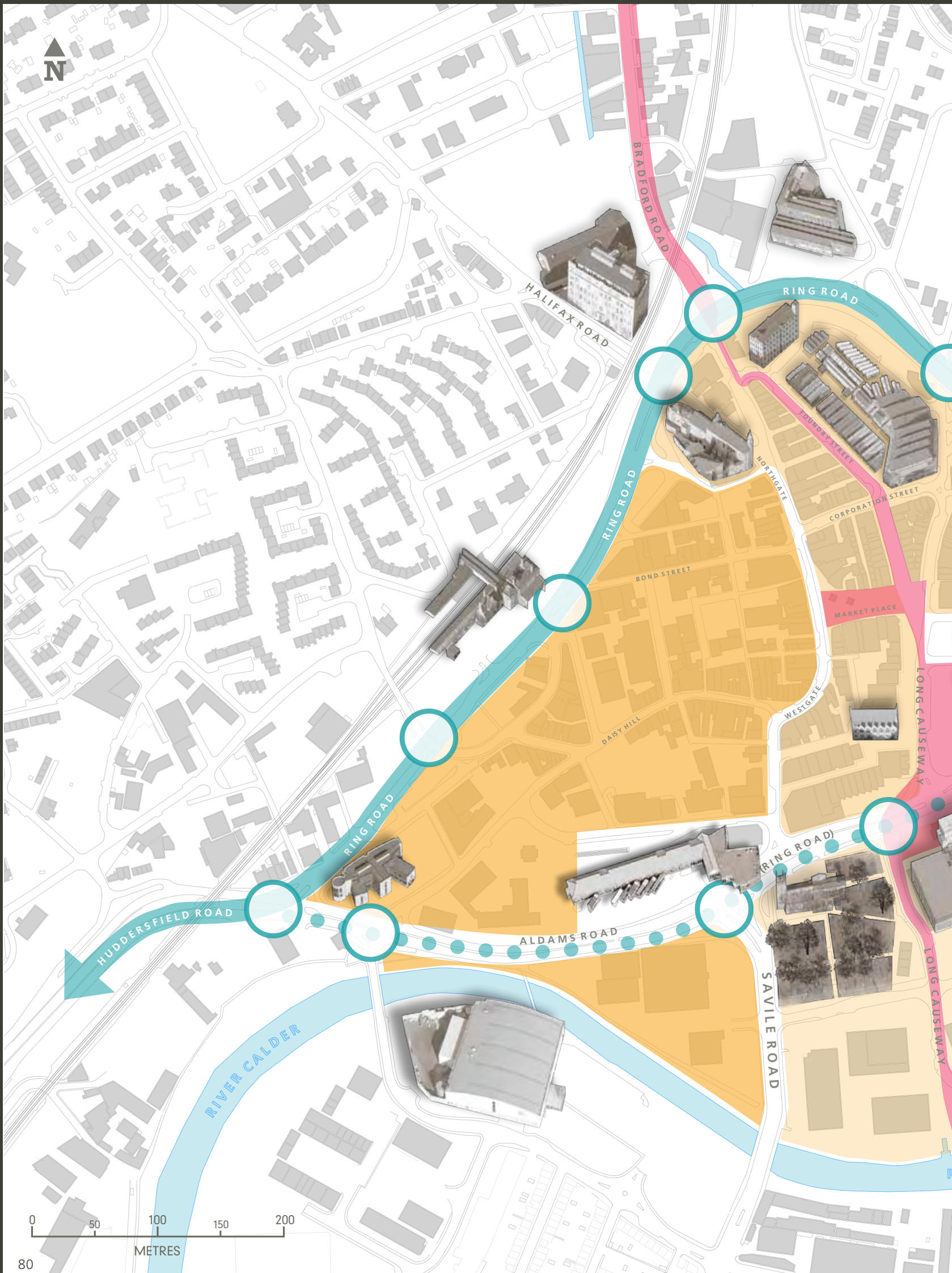
## Key to phasing

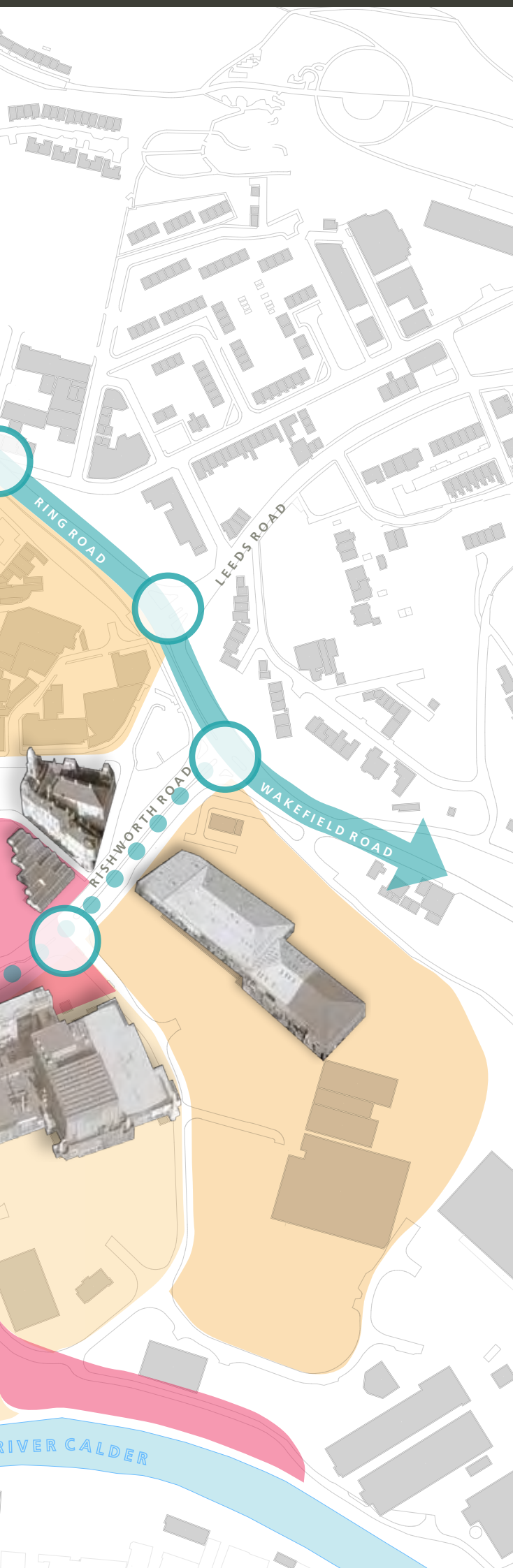
Short term: 0-5 years
  Medium term: 5-15 years
  Long term: 15-25 years

Projects	Priority	Phasing	Initial actions	
<b>Big Move 1 Distinctive Town Quarters</b>				
<b>1.1 Business Incubator</b>	Priority 1	Short term 	Feasibility study and delivery	Identify and set up delivery partnership.
<b>1.2 Evening economy</b>	Priority 1	Short term 	Soft market testing	Identify space and market opportunities to entrepreneurs possibly with Social Enterprise Fund backing.
<b>1.3 College relocation</b>	Priority 1	Short term 	Feasibility	Identify and set up delivery partnership.
<b>1.4 Re-use of empty space</b>	Priority 1	Short term  Short term  Medium and long term 	Pilot exemplar  Commission study	Identify and implement pilot, commission further study to establish ownerships, partnerships, structures for delivery, precedents and incentives.
<b>1.5 Identify potential development sites</b>	Priority 2	Short term  Medium and long term 	Development briefs	Agree sites with client. Soft testing with developers; consider uses such as boutique hotel, bed and breakfast, GVA assess risks to delivery.
<b>1.6 New public realm strategy on Long Causeway</b>	Priority 2	Short to long term 		Commission public realm strategy in support of the SDF projects, proposed pedestrianisation plans for Pioneer House, THI bid and the Big Moves and projects in SDF.
<b>1.7 Enhancing architectural heritage</b>	Priority 2	Short to long term 		Support THI application and enforcement initiative. Highlight Pioneer House, arcades and the connecting public realm.



Projects	Priority	Phasing	Initial actions
<b>Big Move 2 New High Street on Long Causeway</b>			
<b>2.1 New uses</b>	Priority 1	Short to medium term 	Identify new uses. Identify policy.
<b>2.2 Urban park</b>	Priority 1	Short term 	Commission feasibility study for the park and initial design concepts. Consider a high profile design competition.
<b>2.3 Ideas Generator</b>	Priority 2	Short term 	Commission research and feasibility study into provision of young people's Ideas Generator centre.
<b>2.4 Enhanced cultural facility in the Town Hall and Walsh Building</b>	Priority 2	Medium term 	Integrate Town Hall proposals with asset management plans for the Walsh Building and develop enhanced cultural program.
<b>Big Move 3 Reconnecting the centre</b>			
<b>3.1 Leisure routes</b>	Priority 2	Short to medium term 	Prepare integrated strategy and implement when opportunities arise.
<b>3.2 Movement and connectivity</b>	Priority 1	Short term  Feasibility study	Detailed options study to be commissioned with costed options and impact evaluation. Identify funding.
<b>3.3 Neighbourhood gateways</b>	Priority 2	Short term  Feasibility study	Prepare a study to identify gateways and potential improvements.





# VISION

Tapping into the capacity of its people to build up Dewsbury's economy as a thriving market town.



BE THE CHANGE YOU WANT TO SEE IN THE WORLD

MOHANDAS GANDHI

## KEY THEMES

Young people  
Distinctive economy  
Reconnect



## 3 BIG MOVES

### BIG MOVE 1

#### Distinctive town quarters



- 1.1 Business Incubator
- 1.2 Evening Economy
- 1.3 College relocation
- 1.4 Re-use of empty space
- 1.5 Identify potential development sites
- 1.6 New public realm strategy on Long Causeway
- 1.7 Enhance architectural heritage

### BIG MOVE 2

#### New High Street on Long Causeway



- 2.1 New uses
- 2.2 Urban park
- 2.3 Ideas Generator
- 2.4 Enhanced cultural facility in the Town Hall and Walsh Building

### BIG MOVE 3

#### Reconnecting the centre



- 3.1 Leisure routes
- 3.2 Movement and connectivity
- 3.3 Neighbourhood gateways

Stepping Stones





**‘The twentieth century was about getting around. The twenty-first century will be about staying in a place worth staying in.’**

**James Kunstler**



# Postscript

A 25 year Vision is an elusive concept in the context of the rate of change that has occurred in the world over the last few decades. Bill Gates, the founder of the Microsoft empire, famously said that: 'We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. It is therefore futile to speculate on specific changes but we can make some assumptions about the trends that may develop. It is very likely for example, that there will be significant growth in green industries, that further developments in technology will allow us to communicate more and move less, that the disruptive effects of globalisation will continue to be resisted by a growing understanding of the value of wellbeing, of civic engagement and the sense of place and of community.

A successful future for the town of Dewsbury rests much more in the ingenuity and capacity of its people than in large amounts of inward investment. This document was developed to facilitate such a future.

Elizabeth Cox Francis Chable Marcus Walsh Tanis Zaman Waheeda Kothdiwala Cath Miller Karen Carr John Buddle B&Q Lee Gaddes Lucy Fielden Julie Armitage Michael Waterworth Graham Lamming Habiban Zaman Hannah Ridgeway Lidl Kirklees Council Parks and Gardens Becky Helliwell Mahmood Koç Graham Halliday Helen Featherstone Susan Marsden Ami Makin Arazoo Saghir Nasir Saeed Martin Saxton Tom Vigar Supriya Nagarajan Stephen White John Disken Scope Richard Coy Hirra Tanvir Margaret Watson Lin Skaufel Councillor Karam Hussain Rutger van den Assem Kerrie McKinnon Argos Caroline North Elaine Borges-Ibanez Jonathan Scargill Marlene Chambers Rebecca Kula Rafiq Kayat Asma Bhamji Nashina Ashiq Dale Sawdon Denis Ripley Paul Clapton Shehnaz Zuber Patel Andrew Lambert Chantelle Stewart Glen West A Mitchell Rachel Thompson Dewsbury Reporter Yun Wing Ng Joseph Davies David McNamee Rachael Thompson N Hodgson Chantelle Kitchen Gibrijl Bojang Ateeka Bhanabhai Geosicca Taylor Ibrahim Yasin Samantha Hudson Charlotte Haughton Amy Suckling Alicia Robinson Emma Locke Mike Field Anne-Marie Parker Lucy Raine S Leake Darren O'Donovan Hanging Heaton C of E Junior School Sue Baker Cancer Research Emily Summerscales Rachael McCarthy Alison Peadar Irena Bauman Peter Mendel Usman Kahn Councillor Masood Ahmed Jonathan Finan Ken Oakley Atlam Mohammed Mark West Neelam Dhupar Sephie Collins Musarat Niwaz Aziza Desai Anna Cousins Miss Chief Matthew Holland Dewsbury Sports Centre Christine Starmer Rosalind Arden Eidsham Hussain £1 per Yard Fabrics Anthony Whitehouse Mark Harrington Brian Goodall Mariam Dabhad Mark Joplin Dale Robinson Steven Hanley Mashuda Shaikh Stall 319 TargetFollow (Empire House) Julia Robinson Carmell White Emma Phillips Katherine Storey Sofia Dawoodji New Look Rukhsana Bi Mohammed Qazi Terry O'Shay Dewsbury Owls Jordan Clough Allen Padgett Mohammed Vachhiyat Jordan Slack Yvonne Deane Chad Hirst Claudio Kron Bill Hunter Shiva Ahangarzadeh Gordon Lambert Wilkinsons Councillor Mumtaz Hussain Hasina Yusuf Dadu Jack Whitlam Richard Butterfield Annaliese Wilson Gill Gaskin Stall 253 Andrew Petrie Kirklees Council Markets Shaun Maddox Riyaz Patel Ben Gleeson Mike Manli Paul Squires Derek Gibson Kate Lindley Dewsbury Town Hall Management Kirklees College F Sheffannan Jess Bryne-Daniel Rachel Codling Asda Councillor David Sheard Katie's Kitchen Luke Walshaw Jo Wager Nadia Latif Tricia Makepeace Rich Northgate Matalan Myles Crawshaw Viv Edmonds Rev. Kevin Partington Judy Hinchliffe Creative Craft Centre Ashley Battye Andrew Hutchinson

**To everyone who has helped put together this very special SDF, for all your thoughts, wisdom, ideas, time, energy and creativity.**



Dewsbury Market Ruth Bridges Sylvia Downey Paige Kitchen James Cox Ali Firth John Harrison John Oldroyd J Lumb Andrew Sloman Alex Cassidy Hargreaves Cycles David Johnston Haroon Ali Ken's Fruit Naseem Adam Harry Wickes Anne Gibson David Wall Suzanne Phillipson Stuart Bethel Dewsbury Community Action Research Team Katherine Langley Rebecca McCarthy Barry Reynolds Karen Haughton Shaun Malik Richard Binks Phillips Family Bakers Ian Webster Wilby's James Norton Twig Firth Max Vernon Nigel Hunston John Forde Brian Taylor Hashina Dadu Neil Jones Liz Curley Bruce Mulcahy Heather Stockwell Muneera Lula Ken Gillespie Linda Crayton Kate Morris Hamish Gledhill The d-shop Councillor Cathy Scott Sarah Barnes British Heart Foundation Joel Catling Julian Hodgson Nicole Das Red Brick Mill Iqrah Asaf Mandy Padgett Mark Wilding Eastborough Junior School Encounters Arts M Tierney Peacocks D Squires TazRawat StuartAinscough EvelyneFerange GerardRiordan AaronHayward PhilWood MorganSindall MohammedQadir Greggs Emma Kitchen Clive Staples Daniel Grimwade Councillor Naz Hussain Dewsbury Fisheries Dewsbury Arts Sainsbury's Councillor Salim Patel Adele Poppleton Alec Michael Alison Cotterill Irene Render James Devitt Chelsea Foley Stall 6A DuggsCarre LukePhillips AsjadHussain DewsburyYouthClub StephenBattye JosephMcCullough OnaisJaved CaféontheMarket Fajila Kayat Nancy Simpson Mufaras Assyard Mahalia Chambers Liam Phillips Simon Taylor Catherine Higham Alex Mellor Linda Hutchinson Abdur Raheem Karolia Shoun Altaf Daji Martin Walsh Paul Firth Clare Lindley Chris Cotton Councillor Khizar Iqbal Marilyn Shaw Gary Brannan Lisa Whitlock Steven Lodge Ann Chapman Josie Farnhill Fabworks Howard Cooke Saiqa Shahin Robert Grimm Wendy Oakley Musa Patel David Townend Dorothy Perkins Graham Ramsden Karen Kilburn Hannah Lambert Roger O'Doherty Tracy Bodle Councillor Paul Kane Robert Halstead Rebecca Dent Meena Jeewa Tracy Shaw Akhtar Kasia Aaron Albright Olivia Wray Marie-Claire Micuta Hilary Brooke Simon Preest D Waldock SC Electric Joanne Catlow Momina Dawoodji Shahida Patel Bernard Disken Andy Carlos Khalid Shafi Councillor Eric Firth Dorothy Boughey Rafida Isat Michael Dews Datuaw Redesio Mike Stringer Maria Cotton Tas Marshall Andy Edwards Age Concern Gary Guy Keith Hendry R Cassell West Riding Refreshment Rooms A Juani JJB Sports WH Smith M Afzal

**And to the people of Dewsbury and the hundreds of others who have helped, thank you!**



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