

Locality working



Denby Dale and Kirkburton Locality Plan Summary

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Introduction

This locality plan sets out the vision and key priorities for the Denby Dale and Kirkburton locality. Information from various sources and local intelligence has been used to develop a picture of the needs of the locality and identify which of these should be addressed in the short and longer terms. The priorities identified will become the subject of individual workstreams and performance management arrangements to measure their progress

Context

The council and its partners have recognised that the diversity of Kirklees means that individuals and communities will often face different challenges in improving their quality of life because of the nature of the places in which they live. We know that by working together at neighbourhood level we can identify the issues that shape people's lives and then plan to resolve them by improved targeting of our joint efforts and resources. To help people live healthier and more fulfilling lives.

The longer term future of the locality can be shaped as a place to live, given the potential for development and the need to create sustainable communities where people can and want to live and bring up their families.

Locality working is being developed across Kirklees with a clear intention that in future our services will better meet the needs and aspirations of local communities.

Taking us forward

This first locality plan sets out an analysis of the issues and challenges facing the area, together with a vision and key priorities over the next few years. Much of this is shaped by the rural nature of the locality within a predominantly urban Kirklees district and the need to find a stronger rural voice. The plan is a working document and a starting point to address local concerns. The plan will be revised and refined as we go forward. It will become part of a wider debate with local people, businesses, voluntary bodies and anyone with an interest in the area. They can all contribute to shaping longer term priority actions as the council and its partners look to reprioritise their services across the area and plan to secure the longer term future of its settlements and communities. It is one of seven plans to be developed across Kirklees.

Priorities

In addition to information from a range of sources, local intelligence has been used to develop a fuller picture of the needs of the locality and identify which are best tackled in the short and longer terms. Local intelligence was from staff working in the area and elected Councillors, including the work contained in the Local Area Committees' Community Action Plans. These initial priorities will be developed into action plans by bringing key staff across agencies together with Councillors and Directors to make sure everyone is clear what to do, who is doing what and when progress can be seen. This process will be refined throughout the year with a second updated version of the plan anticipated by the autumn.

Locality profile

Denby Dale and Kirkburton is sparsely populated with an average of 3.5 residents per hectare. It has the least diverse community across all seven localities, with less than 2% of residents from a non-white ethnic background.

The locality has the largest percentage of working age residents. It also has an above average proportion of resident who have lived there for less than ten years. This shows that the Denby Dale and Kirkburton locality is becoming as a much-sought after residential area for out-commuting to nearby employment centres.

Denby Dale and Kirkburton does not suffer from any significant deprivation. The geographical remoteness from services causes some problems. But statistically it is the least deprived of the localities.

However, it is important to note that this profile hides some characteristics within the locality which can cause geographically specific needs.

Vision for the future

The future of the Denby Dale and Kirkburton locality focuses on maximising the potential of its attractive rural environment, excellent education provision, low reported crime and general sense of affluence.



The locality will continue to see in-migration into the settled village communities. The needs of **all** residents will be met through good quality services, vibrant community and voluntary activity, attractive town and village centres, IT connectivity and enhanced transport infrastructure.

An effective balance will be achieved between serving remote employment centres and facilitating economic growth within the locality, with local employment opportunities. And maintain the distinct rural identity of the locality and its settlements.

Renewed interest in local produce and the opportunities provided by climate change will provide new opportunities and markets for the agricultural community.

An adequate mix of housing will meet the existing and future needs of the population, with sustainable communities being developed.

Local context for change - key challenges

For the Denby Dale and Kirkburton locality to maximise its potential and achieve its vision, a number of key challenges will need to be addressed. These can be separated into the four themes under the Kirklees Local Area Agreement:

Safer, stronger communities

- Action is needed to maintain the environmental quality and cleanliness which is a primary asset of the locality.
- In the context of relatively low levels of recorded crime, action is needed to address perceived rising levels of anti-social behaviour and crime hotspots to maintain the locality's reputation as a low crime area.
- Opportunities for local people to express their views and participate in decision-making about local services need to be improved.

Children and young people

- Provide accessible and appropriate facilities and activities for young people. This aims to improve emotional well-being, reduce risky behaviours around alcohol misuse and sexual health, and reduce potential anti-social behaviour.
- The needs of young people need to be considered fully. Of concern is the emotional well-being of young people, and the possible link to social isolation in some more remote communities
- Maintain educational performance of a high standard to meet the aspirations of young people and their families now and in the future

- Health profiles for younger and older communities compare favourably with the rest of Kirklees. Young people drinking before the age of 10 and reporting as having sex by age 14 is an area of concern.

Healthier communities and older people

- The locality will increasingly have a large retirement age population. Positive lifestyle behaviours will be encouraged and supported. Healthy ageing will be supported through adequate health and social care services and will meet the increasing needs of the locality. These will be accessible to everyone irrespective of where they live.

Economy and enterprise

- As a much sought-after location commuters are important to the economic profile of the area. Steps need to be taken to ensure that their needs, as well as residents living and working locally, are met. This will be done through the provision of adequate local services, attractive centres, IT connectivity and an improved transport infrastructure (including congestion relief).
- The creation of a sustainable local economy requires support for local business development. The Denby Dale and Kirkburton locality has the core skills and ability for success amongst its residents to enable this to grow.
- Affordable housing for local residents will need to be addressed making sure there is an adequate mix of housing for the future needs of the population.
- Improve transport infrastructure and accessibility for all parts of the community, including businesses and tourists. Whilst access to Huddersfield is generally fine in theory the main routes are over-used and lack capacity at peak times. The road infrastructure is not good enough between communities as topography is a major barrier. Public transport is inadequate in many parts of the area and needs to be enhanced to meet the different needs of local people to access key services and offer a real alternative to using the car to reduce environmental impact.

Achieving the vision - key priorities

A systematic, multi-agency approach is needed to address the key challenges and to achieve the long term vision for the Denby Dale and Kirkburton locality. These can be organised into the following priorities for action:

Long term priorities

- Ensure that the environmental quality and cleanliness, a primary asset of the locality, is maintained.
- Develop adequate social and health care provision to meet the projected increase in need of an older population and reduce the risk of social isolation.
- Encourage residents in the working population to adopt and maintain healthy lifestyles as they prepare for old-age to reduce the potential future burden on service providers.
- Make sure that adequate affordable housing is available for local people including new entrants to the housing market.
- Support local business growth to promote a sustainable economy.
- Make sure that the needs of all residents are met through adequate local services, attractive centres, IT connectivity and an improved transport infrastructure (including the reduction of congestion).



Short term priorities

- Develop an understanding of the future needs of the locality in relation to developing sustainable communities and contribution to strategic planning processes.
- Involve and build the capacity of the local voluntary and community sector in the locality.
- Provide more accessible and appropriate youth provision, maximising the use of all local resources to provide activities. Promote good health and emotional well-being, and recognise the contribution that young people can make to developing the locality.
- Exploring the potential use of local schools as a community resource.
- Action is needed to address perceived rising levels of anti-social behaviour and crime hotspots to maintain the locality's reputation as a low crime area, and reduce inter-generational tensions through the positive promotion of young people.

- Improved access and to public transport, including connectivity across the locality, rural issues, community transport, connectivity between settlements and frequency of services.

The following sections provide more detailed information on the particular characteristics and issues within the Denby Dale and Kirkburton locality.