



# WD KINGSGATE LIMITED

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Mr Keith Bloomfield  
Investment & Regeneration Service  
Kirklees Council  
Civic Centre III  
Huddersfield  
HD1 21TG

Dear Keith

**Re: NPIF "Getting Huddersfield to Work" bid**

WD Kingsgate Limited is delighted to support the Council's bid for funding to enable delivery of a more pedestrian-oriented streetscape for Cross Church Street and Queensgate, which will give the area an economic uplift and create a better environment for all users.

Cross Church Street is one of the busiest streets in Huddersfield. It is at the heart of the night time offer for Huddersfield and gateway to both our existing Kingsgate shopping complex and forthcoming Kingsgate leisure development, but it is sorely in need of investment to improve connectivity and help revitalise the town centre.

We believe that public realm investment on Cross Church Street will generate associated socio-economic benefits, such as improved visitor perceptions and increased pride amongst residents of Huddersfield, increased pedestrian footfall, and resulting uplifts in visitor expenditure and business revenue, which in turn could attract further inward investment.

The image portrayed by the town's gateway has an impact upon the attitude of new and existing business that is many times greater than the impact of the same investment at any other point in the town. I cannot stress enough how important to the town this image is and how benefits from an improvement here will benefit the whole town.

We have actual examples of new retail investors come to the town and being put off at the last minute by the current image of Cross Church Street.

I wish you all the best and look forward to hearing the outcome of the bidding process.

Kind regards

Yours sincerely

Peter Everest  
**Managing Director**  
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