

Dewsbury Town Deal Board

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Wednesday 22 June 2022

Notice of Meeting

Dear Member

Dewsbury Town Board

The **Dewsbury Town Board** will meet in the **Reception Room - Town Hall, Dewsbury** at **4.30 pm** on **Thursday 30 June 2022**.

The items which will be discussed are described in the agenda and there are reports attached which give more details.



Keith Ramsay
Chair

The Dewsbury Town Board members are:-

Member	Responsible For:	
Keith Ramsay	Mid Yorkshire Hospitals NHS	Chair
Councillor Shabir Pandor	Leader of the Council	Leader of the Council
Mark Eastwood, MP	Member of Parliament	Central Government
Iqbal Bhana (OBE, DL)	Senior Business Consultant	Business Sector
Paul Burnett	Empire House – Targetfollow	Business Sector
Fara Butt	Shire Beds Ltd	Business Sector
Martin Walsh	Dewsbury Town Board	Business Sector
James Conn	UK Greetings	Business Sector
Sue Baker	Dewsbury Community Outreach	Community Sector
Peter Mason	Dewsbury Town Board	Developer Sector
Palvinder Singh	Principal and Chief Executive, Kirklees College	Education Sector
Nancy Barrett	Chief Executive, Brigantia Creative and Creative Director, Creative Scene	Creative Sector
Martyn Broadest	Connecting Housing	Housing Sector
Bruce Bird	The Dewsbury Partnership	Community Sector
Heather Waddington	Head of European Structural and Investment Funds, and Future Funding Policy	Observer
Charles Smith	Head of Region North East and Yorkshire – Historic England	Observer

Agenda

Reports or Explanatory Notes Attached

Pages

1: Membership of Dewsbury Town Deal Board

To receive apologies for absence from Board Members who are unable to attend this meeting.

2: Declaration of Interests 4:30pm - 4:35pm

1 - 12

Members will be asked to advise if there are any items on the Agenda in which they have a Disclosable Pecuniary Interest, which would prevent them from participating in any discussion on the item of participating in a vote upon the item, or any other interests.

Members are also asked to consider their Disclosable Pecuniary Interests, and complete an updated interests form at the meeting (unless already completed within the last year). The interests form must be left with the clerk at the end of the meeting.

3: Minutes of Previous Meeting

13 - 20

To approve the minutes of the meeting of the Board held on 17 March 2022.

4: Public Question Time 4:35pm - 4:40pm

The meeting will hear any questions from the general public. Members of the public can ask questions relating to the work of the Town Board or issues set out in this agenda.

5: Kirklees College Youth Engagement 4:40pm - 5:00pm

21 - 44

To welcome a delegation of students from Kirklees College, and to consider a report which outlines the actions Kirklees College has taken in support of engaging youth voice in the Dewsbury Town Investment Plan.

6: Communication Strategy 5:00pm - 5:45pm

Loaded PR will attend to answer questions from Board Members.

Contact: Michelle Illingworth, ER Project Officer

7: Update on the Building Revival Scheme 5:45pm - 6:00pm 45 - 46

To consider the Building Revival Scheme (Plan on the Page).

Contact: John Lambe, ER Project Officer

8: Risk Log 6:00pm - 6:05pm

To consider a Risk Log template.

Contact: Michelle Illingworth, ER Project Officer

9: Review of Car Parking in Dewsbury 6:05pm - 6:25pm 47 - 66

To consider car parking arrangements in Dewsbury.

Contact: Sue Baker, Board Member

10: Chairs Update 6:25pm - 6:45pm

To consider an update from the Dewsbury Town Board Chair.

Keith Ramsay – Independent Chair, Dewsbury Town Board

11: Any Other Business 6:45pm - close

To consider any other business and matters arising.

Please notify the Chair of any other business items no later than Monday 27 June 2022.

12: Dates of Future Meetings

The dates of future meetings are:-

11 August 2022
22 September 2022
3 November 2022
15 December 2022

For Terms of Reference please visit

www.kirklees.gov.uk/beta/regeneration-and-development/pdf/deswbury-town-board-terms-of-reference-jan-2021.pdf

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Dewsbury Town Deal

APPENDIX 1 NAMED SUBSTITUTION

SUBSTITUTE MEMBER RECOMMENDATION	
Main Board Member Name	
Organisation	
Signature	
Substitute member name	
Job Title	
Organisation	
Contact Details: Email Telephone	

SUBSTITUTE MEMBER

SIGNED:

NAME:

DATE:

Please submit completed form to [_____] received and agreed by the Chair of

the Dewsbury Town Deal Board

SIGNED:,.....

Date:

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APPENDIX 2 DECLARATION OF INTEREST FORM



NOTIFICATION OF (1) DISCLOSABLE PECUNIARY INTERESTS AND (2) OTHER PERSONAL INTERESTS WHICH ARE NOT DISCLOSABLE PECUNIARY INTERESTS BY MEMBERS OF DEWSBURY TOWN DEAL BOARD

I, -----[Name]

Being a member of the Dewsbury Town Deal Board (DTDB) do hereby give notice that I have set below in Part I of the form my disclosable pecuniary interests as defined in the Localism Act 2011 and the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 and in Part II of this form, my other personal interests which are not disclosable pecuniary interests.

Within 28 days of appointment to DTDB, a Board member must register his/her disclosable pecuniary interests in a public register by providing written notification to the Kirklees Council's Lead Officer

I understand that this notification will be placed upon a public register and published on the DTDB page of the Kirklees Council website.

I further understand that by signing this notification I am also agreeing to abide by the DTDB Code of Conduct.

Signed-----Dated-----20[]

PLEASE COMPLETE THE FORMS IN PART I AND PART II BELOW FOR BOTH YOURSELF AND YOUR SPOUSE OR CIVIL PARTNER OR ANY PERSON WITH WHOM YOU ARE LIVING AS HUSBAND AND WIFE OR ANY PERSON WITH WHOM YOU ARE LIVING AS IF YOU WERE CIVIL PARTNERS.

Please use additional sheets if necessary. Any additional sheets should be marked with the number of the question to which they apply. If you have no interests relevant to a particular section please write "None" in that section. Attached to this form is an extract from the Explanatory Notes to the Localism Act 2011 dealing with the offences which may be committed in relation to disclosable pecuniary interests.

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PART I – DISCLOSABLE PECUNIARY INTERESTS

Disclosable Pecuniary Interests	Disclosable Pecuniary Interests
<p>1. Employment, office, trade, profession or vocation</p> <p><i>Please give details of any employment, office, trade, profession or vocation carried on by you for profit or gain. In particular you should give a brief description of the activity and the name and address of any employer, partnership or other organisation from which you receive payments.</i></p>	
<p>2. Sponsorship</p> <p><i>Please give details of any payment or provision of any other financial benefit (other than from Kirklees Council) which has been made or provided within the last 12 months in respect of any expenses incurred by you in carrying out duties as a member, or towards your election expenses. This includes any payment or financial benefit from a trade union or political party.</i></p>	
<p>3. Contracts</p>	

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<p><i>Please give details of any contract which is made between you (or a body in which have a beneficial interest) and Kirklees Council -</i></p> <p><i>(a) under which goods or services are to be provided or works are to be executed; and</i></p> <p><i>(b) which has not been fully discharged</i></p> <p><i>[A body in which you have a beneficial interest means a firm in which you are a partner or a body corporate of which you are a director, or in the securities of which you have a beneficial interest]</i></p>	
<p>4. Land</p> <p><i>Please give details of any beneficial interest you have in land which is within the area of Kirklees Council. For these purposes the definition of land excludes an easement, servitude, interest or right in or over land which does not carry withit a right (alone or jointly with another) to occupy the land or to receiveincome. In particular you should provide details of any land which you own, lease, receive rent from or for which you are the mortgagee together with sufficient informationto identify the location of such land.</i></p>	
<p>5. Licences</p>	

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<p><i>Please provide details of any licence (alone or jointly with others) to occupy land in the area of Kirklees Council for a month or longer.</i></p>	
<p>6. Corporate Tenancies</p> <p><i>Please provide details of any tenancy where (to your knowledge)-</i></p> <p><i>(a) the landlord is Kirklees Council; and</i></p> <p><i>(b) the tenant is a body in which you have a beneficial interest</i></p> <p><i>[A body in which you or such a person has a beneficial interest means a firm in which you are a partner or a body corporate of which you are a director, or in the securities of which you have a beneficial interest]</i></p>	
<p>7. Securities</p>	

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Please provide details of any beneficial interest in securities of a body where-

(a) that body (to your knowledge) has a place of business or land in the area of Kirklees Council; and

(b) either-

(i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or

(ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class.

[For these purposes "securities" means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.]

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PART II – PERSONAL INTERESTS

Please list any personal interests which are NOT disclosable pecuniary interests and briefly describe your involvement. Personal interests may be interests for which you receive no remuneration or have no beneficial interest but which may still be seen as prejudicing your decision making.

The interests you list are a matter for your discretion but you should have regard to your duty to act in accordance with the Seven Principles of Public Life which are contained in the Code of Conduct for members of the DTDB, namely:

- Selflessness
- Integrity
- Objectivity
- Accountability
- Openness
- Honesty
- Leadership

The following is a list of the type of personal interests you should consider including in this form but please note this is not a comprehensive list and is given only by way of example. Please ask the Head of Development and Master Planning if you require guidance.

(a) Membership of Trade Union

Note – if you are paid by a trade union, this is a disclosable pecuniary interest and should be disclosed in Part I of this form. Part II is for the disclosure of membership of a Trade Union only

(b) External bodies to which you are appointed or nominated by the Council but for which you receive no remuneration

(any organisation of which you are a member or in a position of general control or management and to which you are appointed or nominated by Kirklees Council as its representative but it is not a disclosable pecuniary interest. Note that being nominated as a director is a disclosable pecuniary interest

(c) Interests in charities, societies and other bodies

(any position of general control or management in any public authority or body exercising functions of a public nature; company, industrial and provident society, charity or body directed to charitable purposes; bodies whose principal

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purposes include the influence of public policy including professional association) but it is not a disclosable pecuniary interest

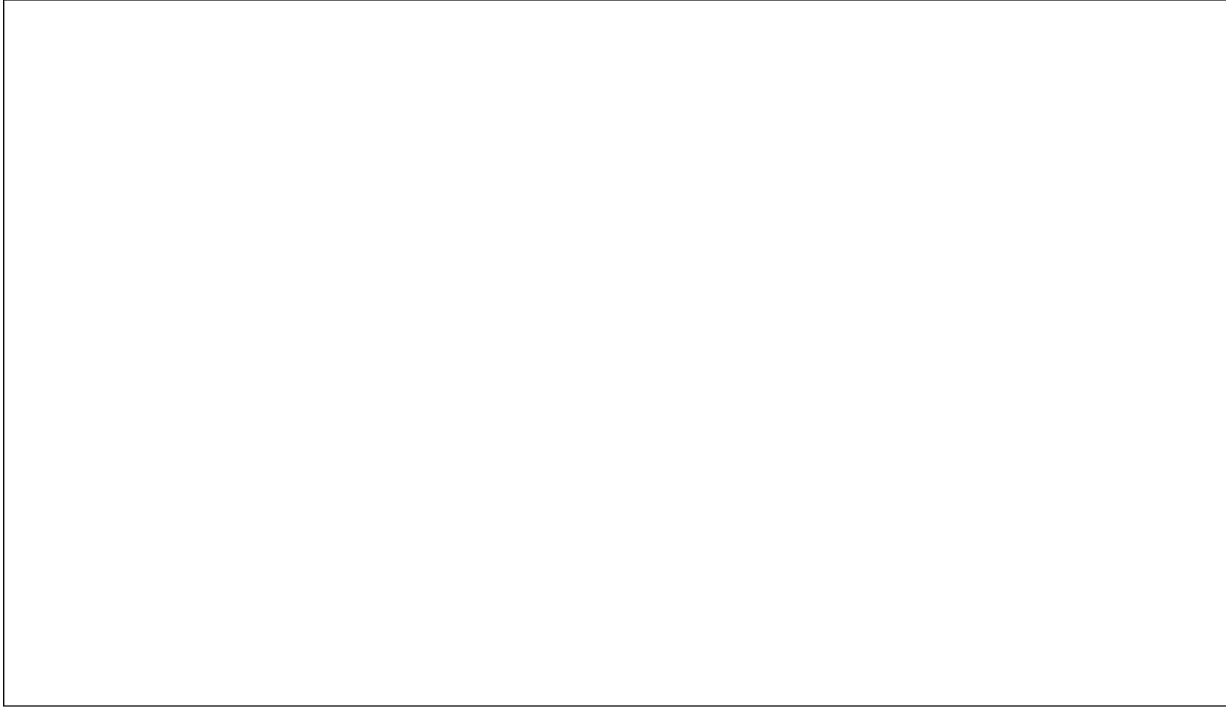
(d) Membership of a local organisation

(any local organisations of which you are a member, e.g., friends of “x”)

(e) Involvement in any organisation for which you do not receive remuneration but the organisation may receive funding or support from the Council

(f) Receipt of benefits like for example, Council Tax Single Person’s Allowance

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Note- You are also reminded that if you have received gifts and hospitality with a value in excess of £25 you must notify the Lead Officer in writing within 28 days of receipt.

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APPENDIX 3 – DEWSBURY TOWN DEAL BOARD CODE OF CONDUCT

Dewsbury Town Deal Board Code of Conduct

The Dewsbury Town Deal Board (DTDB) has adopted this code setting out the expected behaviours required of its Board Members, acknowledging that they each have a responsibility to represent the ambition of the Town Deal for Dewsbury and work constructively with Kirklees Council's Economy and Skills Service and partner organisations to develop and deliver the Town Board Investment Plan and associated activities.

In accordance with the Towns Fund Prospectus and the Towns Fund Guidance, when acting in a Board Member capacity, members must be committed to behaving in a manner that is consistent with the Nolan principles to achieve best outcome for our residents and maintain public confidence in the actions of the Board, namely:

SELFLESSNESS:

Holders of public office should act solely in terms of the public interest.

INTEGRITY:

Holders of public office must avoid placing themselves under any obligation to outside individuals or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or material benefits for themselves, their family or their friends. They must declare and resolve any interests and relationships.

OBJECTIVITY:

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

ACCOUNTABILITY:

Holders of public office are accountable for their decisions and actions to the public and must submit themselves to the scrutiny necessary to ensure this.

OPENNESS:

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

HONESTY:

Holders of public office should be truthful.

LEADERSHIP:

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

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Conflict of Interests

Having regard to the nature of the likely interventions that will be explored as part of development of the Investment Plan, from time to time a conflict of interest may arise for Board Members.

A conflict of interest arises where a Board Member, a close associate, immediate family, business, organisation or employer has an interest in a matter which is the same as, connected to or may be affected by the matter under discussion.

At a meeting, Members must declare any interest which they have in any matter to be considered at that meeting.

If the interest in the matter being discussed which a member of the public who knew of the facts would reasonably regard as so significant that it is likely to prejudice the Board Members judgement of the Board's interest in the matter, then the Board Member must declare the interest at the start of the agenda item and must not vote on the matter. However, due to the nature of information the Board Member may have relating to the topic under discussion, such as financial, viability, feasibility and volume by way of example, the Board Member will be able to take part in the debate.

A Register of Interest will be maintained by the Council's Head of Town Centre Programmes. A Member Declaration of Interest Form is attached as Appendix 2 to the Terms of Reference of DTDB

Registration of Gifts and Hospitality

Board Members must register in the Register of Members Gifts and Hospitality, held by the Council's Head of Town Centre Programmes of any gift or hospitality worth £25 or over received (or offered), in connection with their official duties as a Board Member and the source of that gift or hospitality (or offer) within 28 days of receiving it.

Acceptance by Board Members of hospitality through attendance at relevant events, conferences and other Board related activity is acceptable where it is clear the hospitality is corporate rather than personal.

Complaints

Where a person has reason to believe that the conduct of a Board Member of the DTDB has fallen short of the standards set out above, encapsulated in the Nolan Principles, a complaint may be made in writing to;

The Service Director Economy and Skills
Email: angela.blake@kirklees.gov.uk

The complaint should set out as follows;

- (i) the nature of the complaint
- (ii) details of how the Board Member was acting in an official DTDB capacity
- (iii) details of which Nolan Principle has been breached and why

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- (iv) if relating to a conflict of interest, details of how the conflict has occurred and impact of that conflict.

The Service Director will review the complaint and determine if the DTDB Member was acting in an official capacity and if the complaint was proven, whether a Nolan Principle would have been breached. If both these criteria are met, the complaint will be referred to the Chair of the DTDB (or Vice-Chair in the event the Chair is the subject of the complaint).

Removal of a DTDB Member from the Board

In the event DTDB Member's conduct falls short of that expected and a breach of the Code of Conduct has taken place, the Board may by resolution remove that Board Member from the DTDB.

This may only occur when:

- (i) The Board Member has been given at least 14 days clear days' notice in writing of the meeting of the Board at which the resolution will be proposed and the reasons why it will be proposed; and
- (ii) The Board Member has been given a reasonable opportunity to make representations to the meeting in person and/or in writing. The other Board Members must consider any representations made by the Board Member and inform them of their decision following such consideration.
- (iii) There shall be no right of appeal from a decision of the Board's decision to terminate the membership of a Board Member.

Further information

Please email any further queries to julie.muscroft@kirklees.gov.uk

Contact Officer: Nicola Sylvester

Dewsbury Town Deal Board

Thursday 17th March 2022

Present: Keith Ramsay (Chair)
Mark Eastwood, MP
Fara Butt
Sue Baker
Peter Mason
Martyn Broadest
Councillor Cathy Scott
Julia Arechiga
Martin Walsh

In attendance: Joanne Bartholomew – Kirklees Council
Simon Taylor – Kirklees Council
Michelle Illingworth – Kirklees Council
Leigh Webb – Governance Manager
Richard Thorpe – Department of Levelling Up, Housing and Communities
Chris Duffill – Head of Service, Business and Skills
Gillian Wallace – Head of Employment and Skills
Thomas Fish – Project Officer
Kath Wynne-Hague – Head of Culture & Tourism
Frances Northrop – Frances Northrop Consulting

Apologies: Iqbal Bhana (OBE, DL)
Paul Burnett
James Conn
Nancy Barrett
Bruce Bird
Heather Waddington

1 Membership of Dewsbury Town Deal Board

Apologies were received on behalf of Iqbal Bhana, Paul Burnett, James Conn, Nancy Barrett, Bruce Bird and Heather Waddington. Councillor Cathy Scott substituted for Councillor Shabir Pandor and Julia Arechiga substituted for Palvinder Singh.

2 Declaration of Interests

No interests were declared.

3 Minutes of Previous Meeting

The minutes of the meeting of the Board held on 3rd February 2022 were agreed as a correct record.

4 Public Question Time

No questions were received.

5 Chairs Update

The Chair updated the Board on the meeting with peer Chairs and the LEP Chair, Sir Roger Marsh, the meeting had been re-arranged for 24th March 2022.

The Chair asked Board Members to submit their declarations of Interest to the Governance Team to ensure the Board register was up to date.

The Chair confirmed that Terms of Reference for the Youth Engagement and Skills working groups would be developed over the next few weeks.

The Chair informed the Board that he had attended a very good initial round table, facilitated by Chris Duffill, Board colleagues and representative from Kirklees Council and Kirklees College. The meeting was very informative and the Chair asked all Board Members to be involved with the groups to ensure interaction between the Board and local community.

The Chair updated the Board on wider business and community engagement. In 2019 Kirklees Council wrote to a range of organisations and businesses in Dewsbury regarding the proposals around the Town Deal, it was felt that an update should be provided on progress made. A discussion had taken place with Officers with regards to holding a “drop-in session” in Dewsbury Town Hall. The drop-in session would take place during the afternoon/early evening of June 1st 2022. The session would be open to the public and invitations would be sent to original consultees and others to highlight the 9 Town Deal projects and progress.

The Chair requested that Board meetings commenced at an earlier time of 4:30pm.

The Chair advised the Board that Michelle Illingworth would be submitting business cases to the Board for comment. Michelle Illingworth advised that there were 5 business cases over the next 3 months. The timescale for the Board to provide comment was 5 working days, (7 Calendar days). It was agreed that feedback on the comments made would be provided to the Board, by the Quality Assurance Team at the Informal meeting in May 2022

RESOLVED:

- i. That Board meetings commence at 4:30pm
- ii. That the Chairs update be received and noted.

- iii. That feedback on the Business Cases submitted is provided to the Board from the Quality Assurance Team at the Informal meeting in May 2022.

6 Board Matters

The Chair confirmed that the Board had not provided any feedback from the email sent 16th February 2022 regarding Governance processes, other than a recommendation for a report template. Timings would also be added to future agendas.

The Chair advised that work would take place on draft Terms of Reference Spring 2022, with a final version ready in June/July 2022.

RESOLVED:

- i. That the Board received and noted the email sent on 16th February 2022 regarding Governance processes,
- ii. That timings would be added to future agendas.
- iii. That draft Terms of Reference would be worked on Spring 2022, with a final version June/July 2022.

7 Construction Skills Village

The Board received a presentation on Bed making manufacturing in Dewsbury that provided the following information:

The Bed/Furniture sectors in Kirklees

There was a total of 401 businesses in Kirklees, with the vast majority manufacturing mattresses or other furniture. One third of the 401 had a Dewsbury postcode.

- 400 businesses in manufacturing & Wholesale,
- Up to 7,900 jobs,
- Larger employers included High Seat Holdings, High Grove Beds, J.T. Ellis & Co and Durabeds,
- Vast majority SMEs – average workforce size 20 employees,
- More than 60% had 10 or less staff.

Skills and recruitment issues

Kirklees Council were working with businesses to help identify access to financial support available and what the businesses were looking for with regards to recruitment, upskilling and apprenticeships, the following challenges were noted:

- Recruiting & retaining lower skilled/paid roles,
- Ageing workforce across the manufacturing sector,
- Limited opportunities for progression/career development,
- A risk of losing specialist/traditional skills,
- Difficulties in attracting young people to the industry.

Supporting ethical business practices

It was noted that a small number of organisations did not follow correct processes and legal requirements, examples are:

- Some high-profile examples of businesses operating illegally
- No single regulator – HSE, Trading Standards, KC Environmental Health, all involved
- Employment law compliance was especially complex
- Role of trade associations – National Bed Federation – to promote/support ethical practice and raise standards

How could the sector be supported?

- Assemble package of business/skills support – tied to business commitment to raise standards, pay National Minimum Wage and trade ethically, support to include,
 - Dedicated Growth Manger (business advisor),
 - Whole system business diagnostic,
 - Support to recruit and retain staff through Works Better, SWAP,
 - Access to grant to support investment in production processes and productivity improvements,
 - Training needs analysis/long-term skills planning,
- Commit to NBF membership/code of practice-covers key compliance areas including health and safety, modern slavery, flammability, chemicals and timber legislation, trade descriptions etc,
- NBF awarded Assured Advice status by West Yorkshire Trading Standards

Next steps

- Seek views of Towns Fund Board and other key stakeholders,
- Consult with National Bed Federation and West Yorkshire Trading Standards,
- Engage with key local employers to test appetite for and shape package of support,
- Develop pilot initiative – packaging existing support/activity,
- Evaluate and consider options for future roll out.

The Board raised concerns around legitimate companies and how they could ensure that employees were not taken advantage of, along with ensuring specialist skills were retained and upskilling took place. It was noted that Kirklees Council and Kirklees College were working with companies to build up skills and roll out to companies, along with working with Trading Standards, Environmental Health and HSE. It was recommended that “FIESTA” The Furniture and Interiors Education Skills and Training Alliance was contacted to provide support. FIESTA had joined forces with eight other organisations to launch a new sector voice that would work with government to grow the number of high-quality apprenticeships in the manufacturing sector.

RESOLVED:

- i. That officers were thanked for the good work that had taken place,
- ii. That the update be noted,
- iii. That an update be provide at a Board meeting early autumn.

8 Youth Engagement

The Board received an update on Youth Engagement and next steps. A brief paper with questions and comments from Board members around questions they wanted to present to the youth sector had been presented to Kirklees College. The themes around the questions were “Active, Attractive and Accessibility”. An open session for the youth sector had been arranged at Kirklees College on Thursday 24th June 2022 to put forward the questions. Feedback from the sessions would be presented to the Board at the Board Meeting in May 2022. The Board was advised to contact Michelle Illingworth if interested in attending the sessions with the youth sector.

RESOLVED:

- i. That the update be noted,
- ii. That Feedback from the sessions be presented at the May 2022 Board Meeting,
- iii. Board Members to advise Michelle Illingworth if interested in attending the sessions with the youth sector.

9 Risk Register Programme

The Board received an updated risk register.

The Board raised questions around the risk register and how confident Kirklees Council were that all projects would be completed, or if there were any projects that were high risk. It was noted that there were a small number of projects that were higher risk than others, the aspirations of the Council were to ensure that they were all deliverable. There was one project that could be challenging due to external funding.

The Board raised a concern that the risk register did not always match the risks on plan on page documents. It was noted that the risk register would be updated to match the risks on the plan on page.

RESOLVED:

- i. That the updated risk register be noted,
- ii. That the risk register be updated with the information on the plan on page.

10 Daisy Hill Project

The Board received a presentation on the Daisy Hill Project and a verbal update on Field House.

The project was to undertake the critical first steps to create a new neighbourhood of approximately 200 homes at the heart of Dewsbury, which would support Town Centre vibrancy and make the most of the heritage assets of the Town.

The project was comprised of two parts:

- The first phase which was the conversion of vacant grade 2 listed Field House building into 23 high quality apartments and a restaurant/bar,
- The acquisition of land and buildings to create a single development opportunity of a scale necessary to deliver the desired outcomes. The project would set a new standard for quality of residential accommodation in Dewsbury Town Centre and would attract occupiers with disposable incomes that would help support the town centre economy.

The Board raised concerns with regards to residential use of flats in the Town Centre, it was felt that a park was required along with dentists and doctors. It was noted that the transformation would include communal spaces and green spaces. The land that was owned by Kirklees Council was sufficient to plan appropriately which could include demolishing some buildings. It was important to note that some buildings and infrastructure could change and the aspiration was to have a thriving neighbourhood.

RESOLVED:

That the presentation be received and noted.

11 Format of New Report

The Board received a report template to be completed by Board Members and Officers who presented updates and information at Board Meetings. The template provided full details of information required to make decisions, implications to the Town Deal, along with recommendations. The template would be implemented for the Board meeting May 2022.

RESOLVED:

- i. That the report template be received and noted,
- ii. That Implications to the Council was amended to Implication for the Town Deal.

12 AOB

The Board was informed of a meeting that had taken place with PCSO's regarding CCTV in Dewsbury. Currently the CCTV that was in place across the town did not provide facial recognition and there was a need for high-definition visionary to identify perpetrators. It was noted that a piece of work with the police was required, to understand what benefits of having the high-definition visionary would be and where they would be best placed.

A discussion took place around training on Teams for Board Members, this could be a group training session or individual training. It was noted that a recorded training session may be available from Kirklees IT department which could be forwarded to Board members to view at their convenience. Officers were to enquire with Kirklees IT and circulate to members

RESOLVED:

- i. That work be carried out on high-definition visionary to identify benefits.
- ii. That Video training session on Teams be forwarded to Board Members.

13 Date of Next Meeting

The next public meeting will take place on 30th June 2022, 4:30pm
Location to be confirmed.

14 Communication Strategy

The Board received a report on the Communication Strategy with proposals on how to develop and deliver a communications strategy, provide ongoing support for the Board's activities regarding regular communication with residents, partners and Stakeholders.

In February 2022 the Chair was encouraged to bring forward proposals as to how the Board may rapidly put in place a communications strategy coupled with ongoing and regular communication with the local population of Dewsbury focusing on:

- Activities associated with the Dewsbury Town Deal
- Delivery of the Town Investment Plan
- How the Town Deal Board could encourage engagement with local residents, partners and stakeholders.

The Board decided not to pursue the establishment of a brand for the Town Deal, but it was something that required revisiting as activities matured. Equally, Board had not taken up a draft strategy on marketing and communications that were presented to the Board on two occasions in June 2021 and October 2021.

RESOLVED:

That the report be received and noted

15 Exclusion of the Public

RESOLVED – That acting under Section 100(A) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that they involve the likely disclosure of exempt information as defined in Part 1 of Schedule 12A of the Act, as specifically stated in the undermentioned Minute.

16 Communication Strategy

(Exempt information within Part 1 of Schedule 12A of the Local Government Act 1972, as amended by the Local Government (Access to Information)(Variation) Order 2006, namely that the report contains information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining the exemption, which would protect the interests of the Council and the company concerned, outweighs the public interest in disclosing the information and providing greater openness in the Council's decision making.)

The Board received a report on the Communication Strategy with proposals on how to develop and deliver a communications strategy, provide ongoing support for the

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Board's activities regarding regular communication with residents, partners and Stakeholders.

A tender process was carried out, two companies had submitted proposals to be considered by the Board.

RESOLVED:

- i. That the Board received and noted the Communication Strategy and tender documents,
- ii. That proposal one be appointed to advise and work with the Board on the Communication Strategy.

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Date: 25.04.22

Title of report: Kirklees College Youth Engagement

Purpose of report: For information – update on collaboration with Kirklees College

Public or private: Public

Has GDPR been considered? No personal info provided.

1. Summary

This report outlines the actions Kirklees College has taken in support of engaging youth voice in the Dewsbury Town Investment Plan.

Due to low engagement with the those under 25 for the consultation around the Dewsbury Regeneration, collaboration has been initiated with Kirklees College (by Palvinder Singh – Principal & Dewsbury Town Board member) to ensure that people within the under 25s category have the opportunity to engage and voice their thoughts and opinions around the future decisions for the town.

The Youth Engagement Brief outlines the approach (Appendix 1). This is the second collaboration with Kirklees College students; previous activity includes a focus group in December 2020 (appendix 2).

2. Information required to take a decision

Not applicable

3. Implications for the Town Deal

3.1 Working with People

Kirklees College has 1951 students attending one of the two Dewsbury Kirklees College Centres (705 16-18 year olds and 1246 19+), of which 795 reside in Dewsbury postcodes.

A proposal to form a Youth Group, led by Kirklees College, was accepted as we are best placed to engage with this cohort as KC has 2 campuses based in the town: Pioneer House and Springfield 6th Form Centre. The aim was to form a Youth Voice Champion group, and for this group to consider questions around the regeneration of the Dewsbury Town Centre. Questions were posed around:

- Increasing activity
- Improving attractiveness
- Improving Accessibility.

Suggested questions in Appendix 1

Activity to engage students

The Student Community Development Officer ran 2 Youth Voice Champion recruitment sessions

- 1 Pioneer House 29th March (38 students engaged)
- 1 Springfield Sixth Form Centre 1st April (42 students engaged)

Students had the opportunity to:

Come along to the pop-up stall for a chance to

- Watch a bird's eye view video of proposed plans – Dewsbury blueprint video
- View the Dewsbury Town investment plan, covering all 9 areas.
- Give some feedback on the proposals
- Chat to Michelle from the Council
- Sign up as a 'Youth Voice Champion'

Present at the student sessions were Rachel Ellis – Student Community Development Officer, Michelle Illingworth – ER Project Manager and John Lambe – Townscape Heritage Initiative Officer.

Students were asked 3 questions:

- How safe do you feel?
- What do you think needs to happen to bring more footfall into the town centre?
- What mode of transport do you use and why?

Student responses to the 3 questions: Appendix 3

Students were asked to register their interest in becoming a Youth Voice Champion or just being kept up to date with progress, via a QR code.

- 7 registered to become Youth Voice Champions
- 2 registered to be kept informed of progress

25th April – The first Youth Voice Champion meeting took place. This meeting aimed to further introduce the students to the Town Board and future activities, including the walkabout. Four students have taken on the role of Youth Voice Champion and four students plan to attend the walkabout.

3.2 Working with Partners

Not applicable

3.3 Place Based Working

Not applicable

3.4 Climate Change and Air Quality

Not applicable

3.5 Improving outcomes for children

Young people feel valued, heard and empowered in decision making on matters that affect them. Young people have the right to express their views, feelings and wishes in matters affecting them and to have their views considered and taken seriously.

3.6 Other (eg Legal/Financial or Human Resources) Consultees and their opinions

Not applicable

4. Next steps and timelines

28th April - Walk about, to view some of the areas under development
TBC – Youth Voice Champion meeting – action planning
19th May Dewsbury Town Board meeting

5. Officer recommendations and reasons

Youth Voice initial feedback on the following questions – Appendix 3.

- How safe do you feel?
- What do you think needs to happen to bring more footfall into the town centre?
- What mode of transport do you use and why?

6. Contact officer

Rebecca Swallow – rswallow@kirkleescollege.ac.uk
Rachel Ellis – rellis01@kirkleescollege.ac.uk

7. Background Papers and History of Decisions

Not applicable

8. Service Director responsible (If applicable)

Palvinder Singh (Kirklees College Principal and Dewsbury Town Board member)

Appendices

1 – Youth Engagement Brief



Kirklees College
Youth Engagement |

2 – KC student focus group Dec 2020



Report KC 11 12
2020.docx

3 – Student feedback on:

- How safe do you feel?
- What do you think needs to happen to bring more footfall into the town centre?
- What mode of transport do you use and why?



DTB How safe do
you feel when visitir



DTB What do you
think.docx



DTB Transport.docx

Dewsbury Town Investment Plan – Youth Engagement Brief

March 2022

1. Overview

Dewsbury has one of the youngest and most diverse populations of any town in the UK. It's fallen a long way from its prosperous industrial past to become a fragmented town and community where its potential is not being realised due to a lack of opportunity, market interest and confidence.

The town has a long, vibrant history at the heart of West Yorkshire and its incredible industrial heritage. Dewsbury's original prosperity is rooted in 'heavy woollen' industry of the Victorian era and although some textile related activity still exists this is much reduced from its heyday. However, the legacy of Dewsbury's industrial past still predominates across the town through its high quality Victorian architectural / built heritage.

Industrial decline

Despite Dewsbury's prosperous industrial past, the town has suffered a long and painful industrial decline throughout the second half of the 20th century and into the 21st century. The once large, bustling market has seen its vibrancy reduced, vacancies have increased, and the popular historic Arcade has been closed for years.

Dewsbury today

The town is a relatively small and ethnically diverse town of 62,000 people with 35% of the population having an ethnic origin outside of the UK, predominately of South Asian origin, originally attracted by the opportunities in textiles industry. There are companies and people with higher skilled jobs and income; but compared to national, regional and local benchmarks, Dewsbury compares poorly in terms of educational qualifications, skills, health. employment levels and wages.

Market failure in the town is persistent. The town has struggled to attract Investors due to potential projects being commercially unviable. This lack of development in Dewsbury due to low development values evidence and further exacerbates this issue in a vicious cycle of low investor confidence.

The lack of investment and economic activity in the town has led to a more insular, fragmented community, which is a real tragedy given the rich diversity within the community is one of the town's strongest assets.

Along with its heritage, which is still evident through the attractive town centre buildings and its excellent location and transport links (easy access to motorway rail network with proximity to Huddersfield, Leeds and Manchester), the greatest asset Dewsbury has is its people.

2. So, what is being done to support Dewsbury?

In September 2019, the government invited 101 places to develop proposals for a Town Deal, as part of the £3.6billion Towns Fund. The Towns Fund is part of the government's plan for levelling up the UK economy and the overarching aims of the Towns Fund are to drive the

sustainable economic regeneration of towns and to deliver long term economic and productivity growth. This will be done through:

- **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work, by increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
- **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
- **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.

The Town Fund will be crucial to providing Dewsbury with much needed funding support that will act as a catalyst to build on its heritage and boost the local economy, bringing jobs, culture and leisure opportunities and eventually much needed private sector investment, particularly to the town centre. Most of all, the people of Dewsbury will be reconnected with a sense of pride in their town.

The Dewsbury Town Investment Plan (“TIP”) establishes the vision for the town and how the c£25m from the Towns Fund will provide much-needed investment to boost Dewsbury’s economy and long-term prosperity.

The TIP includes nine projects that will directly improve vibrancy in the town centre and bring people together through:

- Town centre living
- Repurposing vacant buildings
- Improving the Market
- Developing a creative and cultural sector
- Improving public spaces and creating a new town park

3. Town Investment Projects

A summary of the nine projects is set out below –

The Arcade

The project involves the reopening of the vacant Grade 2 listed Victorian Arcade, for small, local independent businesses. The focus will be on businesses in the creative sector

The project will deliver 21 refurbished ground floor business units. The upper floors will offer opportunities for further business space including for the creative industries, and the use and configuration of this space will be explored as part of the design process.

Dewsbury Market

Dewsbury Market is at the physical and economic heart of the town centre. Its health is critical to the vibrancy of the town centre as a whole. The Market will undergo a 'root and branch' change in order to create a model market for the 21st century. The project will involve a complete overhaul of the physical fabric, changes to product offer, introduction of leisure and improvements in operational practices.

Urban Realm

The aim of the Urban Realm programme is to deliver a number of projects that will improve the publicly accessible spaces within the town centre. Urban Realm comprises of both large- and small-scale projects, the largest being the creation of the Town Park which is proposed to be created within the memorial gardens and customer service centre

Creative Cultural Programme

The new arts and cultural centre (Union), creative social enterprise and production hub and a year-round programme of cultural activities and events to animate the town and bring communities together. It will provide new cultural infrastructure and enable a creative community to develop and create entertainment and cultural experiences developed and co-produced with Dewsbury's communities. Union will include performance spaces, meeting and exhibition space and studios for music, performance and visual art.

Programmed with and by local artists and communities, inspired by and celebrating the many voices, cultures and communities of Dewsbury, it will host poetry slams, exhibitions, film screenings, family friendly theatre, creative activities for children and training for young adults.

The broader cultural programme will see a series of activity that come together in major public events.

Building Revival

The Building Revival scheme is aimed at improving shop fronts to a Conservation Area Standard and support for the conversion of buildings to office / workspace & residential where appropriate.

The project objective to grow momentum through the Dewsbury Townscape Heritage Initiative, in improving shopfronts in line with Conversation Area principles, thus raising the profile and quality of the area.

The scheme involves providing grant assistance to owners in providing quality accommodation, prompting property owners to think differently about conversions, through using spaces more creatively - creating live/workspaces, rather than just plain box conversions.

Daisy Hill Neighbourhood

The project will undertake the critical first steps on the road to creating a new neighbourhood of circa 200 homes at the heart of Dewsbury, which will support town centre vibrancy and make the most of the heritage assets of the town. It is comprised of two parts:

- The first phase which is the conversion of the vacant grade 2 listed Field House building into 23 high quality apartments and a restaurant / bar.

- The acquisition of land and buildings to create a single development opportunity of a scale necessary to deliver the desired outcomes.

The project will set a new standard for quality of residential accommodation in Dewsbury Town Centre and will attract occupiers with disposable incomes that will help support the town centre economy.

Construction Skills Village

A multi-purpose skills and education centre for the construction and built environment sectors, located at the heart of one of Kirklees's largest housing sites, Dewsbury Riverside. Developed in partnership with Kirklees College and industry partners, the project will provide:

- an exciting new facility to engage young people and raise awareness of careers in the industry
- a safe/secure environment, within a major housing site, to deliver a wide range of construction training to young people, unemployed adults and other target groups
- a leading-edge training facility specialising in modern methods of construction and low carbon energy, delivering a wide range of industry-focused short-courses.

Full Fibre – digital connectivity

This project is to facilitate the installation of a full fibre network into key buildings in Dewsbury town centre.

The project will provide a new primary duct network that links all key TIP projects in the town centre; along with key Council buildings.

Sustainable Transport Modes

A transformational programme of walking and cycling infrastructure improvements within Dewsbury delivering a high-quality network connecting key transport nodes.

The proposed new footway/cycleway facilities would offer greater pedestrian and cycling connectivity in the North-east of Dewsbury Town Centre and better access to Town Centre and college sites. The scheme incorporates a new two-way cycle track alongside the footway to enable and encourage modal shift to bike through creation of a safer, more attractive environment for cyclists.

The TIP is available to view on the Town Board website - [Dewsbury Town Board | Kirklees Council](#)

4. Youth Engagement

As noted above Dewsbury has one of the youngest and most diverse population of any town in the UK. It is important to ensure that they are represented and included in the forward planning for the regeneration of Dewsbury Town Centre. Historically the Council have undertaken several consultation and engagement exercises to communicate directly with the

public and gather opinions on the plans on the regeneration project outlined in the Town Investment Plan. However, the percentage of people that participated within the consultation exercises to date within the under 25's category has been relatively low.

The Dewsbury Town Board chair along with the Town Board members which includes the Principle of Kirklees College are keen to ensure that people within the under 25's category have the opportunity to engage and voice their thoughts and opinions around future decisions for the town. It was therefore suggested by the Town Board chair that the board look to seek options around how the youth voice could be represented. It was suggested that a Youth Group could be formed which would be led by Kirklees College as they are best placed to engage with the students having two educational facilities within the town centre: Pioneer House and Springfield Centre.

The aim of the Youth Voice Champion Group would be for them to consider several questions around the regeneration of Dewsbury Town Centre which in turn would stimulate discussion. These questions could be tailored around the Strategic Development Framework themes upon which the Town Investment Plan projects are based upon. These are as follows –

- Increasing Activity- There is a need for more activity in the town centre. This will be addressed in part by introducing new uses e.g. Residential and educational uses in the centre, consolidating and improving existing Market.
- Improving attractiveness – The town needs to be a place that looks good and is pleasant to spend time in
- Improving Accessibility- The town centre needs to be accessible to all

The following questions have been proposed by the Town Board, Kirklees College and Regeneration Officers within the Council and could be explored during the workshop sessions –

Increasing Activity

1. What do you think needs to happen to bring more footfall into the town centre?
2. How could this be applied specifically to the youth sector.
3. What are the barriers to increasing footfall in the town centre?

Increasing Attractiveness

1. What is your perspective on personal safety in the town centre, especially around the different community groups?
2. How safe do you feel when visiting Dewsbury?
3. What could be done to improve the safety in Dewsbury

4. Streets and Space – what do you feel around the current design of the spaces in the town centre?
5. What are your thoughts around the standards of cleanliness of the town? Who do you think is responsible and why? What do you think needs to be done to keep the town clean and tidy?

Improving Accessibility

1. Do you feel the town centre is open to all?
2. Do the routes within the town centre feel safe, if not why?
3. What are your thoughts in terms of the walking and cycling routes in the centre?
4. What mode of transport do you use and why?
5. What are the barriers to improving accessibility in the town centre?

Next Steps

- Kirklees College to carry out recruiting sessions on the 14th and 15th March with the aim of securing Youth Voice Champions and gather feedback from the students on the progress of the Town Investment Plan.
- Town Board meeting will be taking place on the 17th March, Michelle Illingworth to update the board on the current progress to date around Youth Engagement.

Supporting documents for consideration

[Dewsbury town centre Strategic Development Framework 2018 and Delivery Programme \(kirklees.gov.uk\)](https://www.kirklees.gov.uk/development/development-projects/dewsbury-town-centre-strategic-development-framework-2018-and-delivery-programme)

[Dewsbury Town Board | Kirklees Council](https://www.kirklees.gov.uk/council-and-democracy/town-boards/dewsbury-town-board)

[Dewsbury Town Investment Plan \(kirklees.gov.uk\)](https://www.kirklees.gov.uk/development/development-projects/dewsbury-town-investment-plan)

[The Dewsbury Blueprint | Kirklees Council](https://www.kirklees.gov.uk/development/development-projects/dewsbury-blueprint)

[Our Town Dewsbury consultation report \(kirklees.gov.uk\)](https://www.kirklees.gov.uk/development/development-projects/dewsbury-consultation-report)

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We carried out three online focus groups with over 20 pupils at Kirklees College, Thornhill Community Academy and Westborough High School - and a cross section of their views are summarised below.

Kirklees college (age 17-21)

“There are too many empty buildings in Dewsbury. Can’t we turn them into houses? Or places for people to work? I also think we need to give the town centre a clean-up. There are not enough bins and it feels scruffy.”

“I would like to move away from Dewsbury as there’s not much to offer here. The town centre has too many run down places and it doesn’t feel welcoming.”

“There needs to be more spots to hang out. There’s no real place for young people. My parents have lived here all their lives and they say it’s changed for the worse. Dewsbury used to be a lot more vibrant when they were younger. There’s a massive arts centre in Bradford and lots of nice shops. But we don’t have that here.”

“When we go to the town centre we sit outside Greggs on the tables. There is nowhere else for us to go. It’s much better in Leeds or Bradford. I’d like to go into Dewsbury more, but there’s nothing there for us.”

“Money should be spent on making Dewsbury a fun place to be. Culture would help – and it needs to be cleaner. A better shopping offer would help too. Daisy Hill sounds a good scheme. Watching our town go downhill has been painful. What will it be like in a few years’ time?”

“Me and my sister used to sleep at my grandma’s and she owns a pub in Dewsbury. We would walk through the streets and there would be drug needles on the floor and quite a few homeless people. There is too much crime here and it’s intimidating.”

“I fear crime will get worse because everything is closing. Huddersfield has a lot of knife crime and I’m worried that Dewsbury could be next. There are too many people taking drugs and it doesn’t look like anyone is doing anything about it. I wouldn’t bring my little sister here.”

The safeguarding lead for the college also added that they had concerns around the growth of county lines drugs gangs. In the last six months, they have seen evidence of a county lines gang in Dewsbury.

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How safe do you feel when visiting Dewsbury

Very Safe	Unsafe	Neutral	Safe	Very Safe
	XXXX	XXXXXXXXXX	XXXXXXXXXX	

2 answers are borderline Unsafe and Neutral also.

SPRINGFIELD – 1/4/22

Very Safe	Unsafe	Neutral	Safe	Very Safe
X Used to walk to bank but don't anymore.	XXX Always see drug users and get approached.	XX More security and in evenings.	XXXX	XXXXXXXXXX

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What do you think needs to happen to bring more footfall into the town centre?

Pioneer

- Maybe a cinema around here to get more people
- More events in the centre of Dewsbury to attract people to meet.
- Bring back horses and carts
- More restaurants
- Fruit vegan court
- A proper shopping centre, not just pound shops
- Free parking including longer parking as well as maximum 2 hours in town
- More shopping places including more branded shops
- Dewsbury needs more shops and car parks and also big shops
- More attractions and places to chill more e.g.: cinema and bowling
- All shops like Next etc are moving away, that shouldn't happen. There should be more high-street brands, clubs for children as well as for adults.
- Park and play area for children, food street outdoor experience.
- Free parking, disabled parking, pick up and drop off points, private hire, black taxis, everyone
- High street shops
- Give young people more stuff to do like a cinema
- Re-open the Maccies and the Wetherspoons.
- Get the drug users out of the town centre, help these people.
- Better shops and more variety
- Certain groups sat within the centre can be intimidating
- Shopping centre clothes
- Road near Lidl, pedestrians find it a dangerous crossing
- Market, no disabled toilets.

What do you think needs to happen to bring more footfall into the town centre?

Springfield

- Seating areas
- To feel safer
- Better shops, parking and make use of empty buildings
- More restaurants, parking and a designer outlet
- More taxis
- Branded clothing shops such as JD Sports, sport shops, Primark.
- Fast food such as McDonalds, faster and cheaper. Emojis too long. Price is expensive and quality.
- Other education places, private centres for events to offer, courses such as Maths and English and course for adults
- Sustainable transport important, cycling and bikes, connection between bus station and college and free bike scheme
- Need a space for college students to use in between classes e.g. A place to let of steam, such as football and basketball and a place to socialise.
- A shopping centre to encourage brands into the town, would spend time shopping if the offer was there.
- Statue of the queen and more shops such as clothes and food shops.
- Entertainment, cinema, young life trampoline parks, town park with area to sit and benches, eating areas, theme park
- Bigger spaces, pavements and commercial areas so that wheel chair users can use space comfortably.
- Food market, variety such as Chinese, vegetarian, and halal, Camden market style.
- Motorbike track so people can go and not get told of by police.
- Independent and vintage shops
- Example, Bradford centenary square stage, folk fest, food stalls.
- Market, needs to offer more for students at the moment and there is no appeal for them.
- More food offer including fruit.
- Keep the Victorian vibes but improve
- Make the college bigger, offer more courses such as T-Levels, music, gaming so that Dewsbury people don't have to travel to Huddersfield.

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What mode of transport do you use? Pioneer House

Walk	Bike	Bus	Train	Car	Other
9	0	5	2	10	0

And why?

<p>Bus is too expensive.</p> <p>No security when I walk.</p> <p>Too much traffic.</p> <p>Like walking in good weather and live close by.</p>		<p>Would like to ride a bike in but wouldn't feel safe leaving it.</p> <p>Sometimes im tired.</p> <p>Don't drive and don't like trains.</p> <p>Sets off 1 hour earlier to avoid school kids on bus.</p>	<p>Less time consuming.</p> <p>Poor parking in town centre.</p>	<p>Lift</p> <p>Lift</p> <p>Taxi</p> <p>Lift due to anxiety</p> <p>Free lift</p> <p>Convenience / poor bus service from where I live.</p> <p>Quicker</p>	<p>Parking tickets are expensive, there should be like Sports Direct, 5p for 30 minutes.</p>
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What mode of transport do you use? Springfield

Walk	Bike	Bus	Train	Car	Other
6	0	9	2	6	0

And why?

		<p>It is quicker. More company.</p> <p>The bus schedules are always late and never come on time also.</p> <p>Dewsbury fast service, Leeds – Dewsbury – Huddersfield.</p> <p>Quicker.</p>		Share a car	
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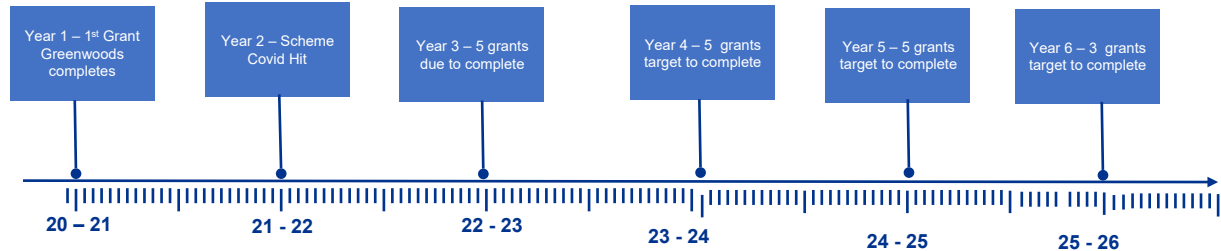
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Complete	On track	May slip/ slipped non material	May slip with material impact
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Overall
RAG
Amber

Project update (May 2022) – Dewsbury Revival Grant Scheme

PROJECT STATUS: Delivering



Summary
The Dewsbury Revival Grant Scheme ‘DRGS’ – follows on from the successful Heritage Lottery / Council funded Townscape Heritage Initiative (THI) and aims to halt and reverse the decline of heritage assets, through promoting the quality of its environment to encourage investment and growth.

Timescale/Programme
Start on site 2021, Completion 2026

Budget/Funding
£6.4m - TF £3.15, Kirklees Council £1.25m, Private £2m

Outputs (MHCLG KPIs)

- 16 Shop fronts improved
- 36 Residential Units / 3,781 m2
- 14 Commercial units / 1,124 m2
- 2 Derelict buildings refurbishment
- 15 Heritage buildings restoration

Dependencies:

- Dewsbury Town Investment Plan
- Private Sector contribution
- Planning Permissions

Key risks and mitigation

- Lack of owner / tenant engagement
- Increased costs
- Private Contribution becomes unaffordable
- Decline of local property market
- Lack of staff resources
- Lack of local conservation skills
- Unexpected additional works during delivery

Any issues to report:

- The scheme currently has a good level of enquiries in the pipeline, including current applications. However, additional staff resource will be required in order to deliver the projects effectively and within timescale.

Activities completed last six months period & underway

- 1 grant completed – Greenwood
- Currently on site with 2 Grants – Cocoa Lounge and Homeworld

Activities due next six months

- Approve 3 pending grants:
 - Northgate House – Angus Showrooms
 - 23 Foundry Street – Kashmir Travel
 - Creative Craft Centre – Union Street

- Progress 3 active applications:
 - former Principal - Northgate
 - 6-10 Westgate (Synergy Solicitors)
 - Popp – Northgate
- Develop 5 current enquiries:
 - Former Coral Unit – Crackenedge Lane
 - Wesco – 22 Westgate
 - Kingsway Chambers – Kingsway Arcade
 - The former registry office
 - The Old post office

Item	Last period	Current period	Trend
Programme	Amber	Green	↔
Resourcing	Red	Amber	↔
Stakeholders	Green	Green	↔
Outputs	Amber	Green	↔
OVERALL	Amber	Green	↔

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Dewsbury Town Deal Board

Date: June 30th 2022

Title of report: no report

Purpose of report: Review of car parking in Dewsbury

Public or private: Public

Has GDPR been considered? Yes

1. Summary

An initial discussion to review the car parking situation in Dewsbury with information and suggestions from local people submitted by Sue Baker.

2. Information required to take a decision

Views and proposals from Board members on the car parking situation in Dewsbury to determine if there is any recommendation to be carried forward.

3. Implications for the Town Deal

3.1 Working with People

Access to the town and attitude towards the usefulness of TIP investments can influence residents' opinions of regeneration projects.

3.2 Working with Partners

Developers and other Partners have an interest in ensuring maximum accessibility by the public to the town centre.

3.3 Place Based Working

Is a policy based on the specific needs of Dewsbury to make the town a more attractive place to visit more appropriate than the current single Kirklees policy?

3.4 Climate Change and Air Quality

Car parking, car use and active travel are all interlinked issues affecting Climate Change and Air Quality.

3.4 Improving outcomes for children

Ease of access to the town can affect parents' decisions on family activities which are an element of TIP investments to make the town more attractive for both retail and other events.

3.5 Other (eg Legal/Financial or Human Resources) Consultees and their opinions

4. Next steps and timelines

Invitation to Board members to submit suggestions for discussion at the Board meeting on June 30th 2022

5. Officer recommendations and reasons

.....

6. Contact officer

Name and job title of report author, contact details (telephone and e-mail)

7. Background Papers and History of Decisions

Public consultation of 2019. No conclusions are known to have been published.

Town Park proposal lists parking in the top three concerns for success of the project

8. Service Director responsible (If applicable)

Name and job title



Parking in Dewsbury

This paper makes proposals by the Dewsbury Chamber of Trade regarding car parking in Dewsbury. It follows extensive consultation with all members of the Chamber during May/June 2022 and is intended to promote economic activity in the town in support of the major Towns Fund and council investments.

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Background

The investment of close to £60 million pounds of central and local government funding in the town in the near future means that every feature that may encourage people to visit, shop and do business in the town should be reexamined by all stakeholders.

There are known difficulties arising from the limited quantity of on street parking close to town centre shops and this needs managing. But the overriding concern of Dewsbury business owners is the competitive disadvantage they perceive when businesses in all other North Kirklees towns benefit from free parking for their customers.

We are unable to identify a reason for this and would be pleased to hear from anyone with an explanation.

In 2022, we are faced with this additional obstacle which frustrates any effort to encourage more and longer visits both by local residents as well as visitors in support of the TIP.

Policy context

Kirklees Economic Strategy 2019-2025 adopts place based decision making:

"PRIORITY 5 - REVITALISED CENTRES

*'Using a forward looking, **place based approach** to revitalising and promoting centres across Huddersfield, North and South Kirklees to celebrate our district's diversity'*

P40 para 2 - *'..we will enable **locally tailored approaches** to the development of our places.'*

A new parking policy tailored to Dewsbury's specific needs is entirely in accordance with council policy.

The High Street Report of 2018 recommends that councils review their parking arrangements *"to make sure that existing restrictions and charges are working to support accessibility to local businesses, encouraging footfall and attracting customers"*

The Grimsey Review 2 says *"Each town needs a customer-led parking strategy, catering to the different needs of workers, visitors and local residents."* NB The author, Bill Grimsey, being the front man for the council's presentations of both the Huddersfield and Dewsbury Blueprints.

Local Leadership Report produced by the Federation of Small Businesses draws on the work of 150,000 businesses throughout the country to guide local government on business issues and states: *"..the starting point for parking policy and management strategy must be local knowledge"*

The following section describes the unique challenges faced by Dewsbury which needs a unique 'place based' solution to deal with them.

Problems

Infrastructure

The car park is often a visitor's first experience of a town and can shape a long lasting opinion. The condition of the infrastructure is therefore important.

In Dewsbury the experience of both residents and visitors is of:

1. Poor signage, particularly to the main off-street car parks
2. Poor street markings
3. Poor maintenance of associated plantings

4. Poor maintenance of 'gateway' locations e.g. arrival from Cliffe Street to Market.
5. Poor safety and security after dark
6. Confusing juxtaposition of different charging scales
7. Limited on-street parking space available within the ring road.
8. No advice for visitors directing them to the limited parks where it is possible to park for long periods. Their experience is therefore of time limited parking with fear of a penalty.
9. Aggressive ticketing by enforcement officers.

Policy issues

10. The TIP strategies centre around increasing footfall and dwell time. We therefore need to reduce to a minimum all obstacles to visitors coming into the town and staying as long as possible. However, car parking is consistently raised by the community and business owners as being an obstacle to both short and long term visitors.
11. The Kirklees Economic Strategy 2019-2025 refers to *"Using a forward looking, **place based approach** to revitalising and promoting centres across Huddersfield, North and South Kirklees to celebrate our district's diversity".* (p40 Revitalised Centres). It would be consistent with council policy to develop an approach that helped deliver solutions to the problems experienced in Dewsbury.
12. The Dewsbury Blueprint states: *"We'll make Dewsbury a destination town...".* This can only be achieved by creating a welcoming and attractive environment that encourages longer visits both during the day and to support the night time economy.
13. In a [recent announcement](#) about shop closures, Marks & Spencer stated: *"We recognise that in an omni-channel world, **ease of shopping and fast access is critical to competitiveness**, and in many cases we believe the town centre locations have lost impetus as a result of failed local authority or government policy."*

Councils and communities want development in town centres while the merchants like M&S want 'ease and access' to facilitate shopping that delivers profits. Their priority to make profit dictates their move out of town centres. From this comes the regeneration strategy for town centres of attracting smaller, niche retailers selling products that are not available in the big stores - **yet the need for ease and access remains applicable** to niche retailers the same as any other type of shopping.

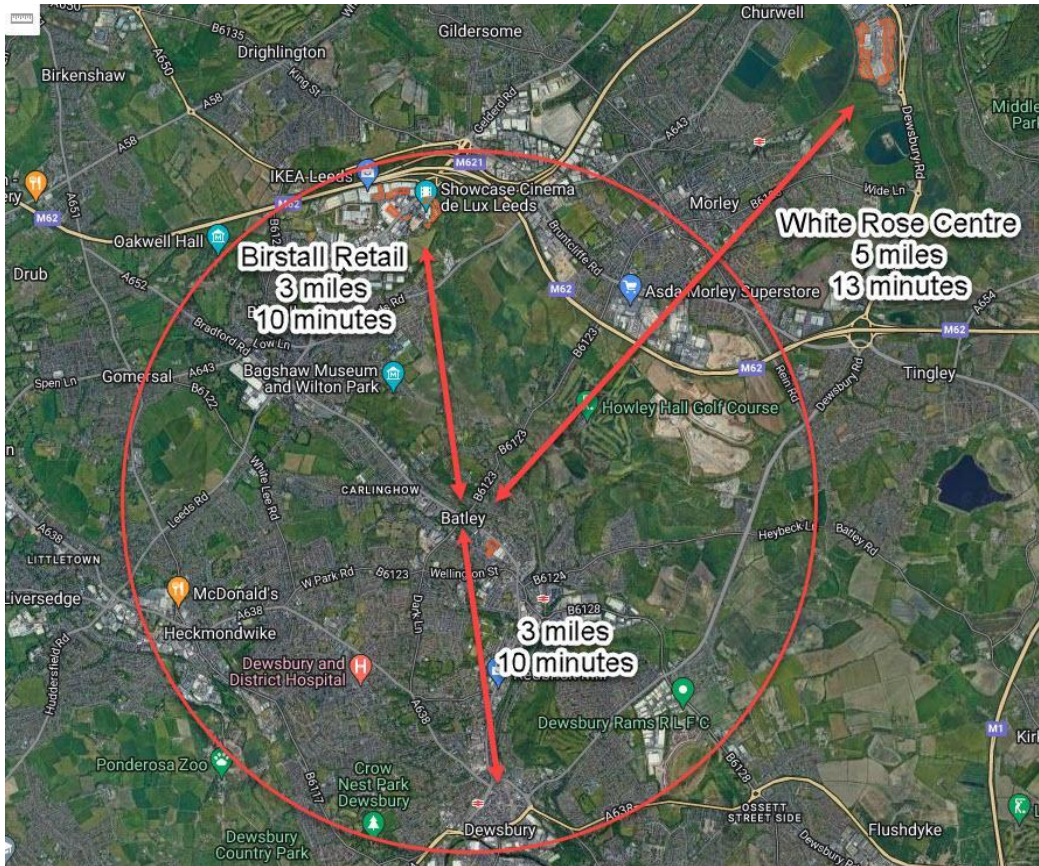
14. All parking is currently for fixed periods and carries the fear of a penalty fine. Parking charges are cheap but it is the fear of a penalty that is the main obstacle and has caused businesses to move out of the town.

15. The management of parking is perceived to be unnecessarily aggressive. (viz 'enforcement officers'). It is the perception that matters and needs to be changed if Dewsbury is to become "*..a destination town.*"
16. Regeneration in Dewsbury has already been negatively impacted by the known loss of the following businesses from the town.
 - a. Mark Betts, hairdresser and Chamber members - relocated to Batley.
 - b. Strawberry Fayre - florists relocated due to perceived harassment by parking attendants.
 - c. Guns 'n Roses, niche retailer gunsmith - relocated to Mirfield.
 - d. Jewellers - relocated to Ossett from Westgate.
 - e. Hallmark Jewellers - relocated to Ossett from Market Hall
17. The small number of locations (Railway Street & Rishworth Centre) allowing longer stays (9-12 hrs) appropriate to a day trip are not promoted. To use them you have to know about them in advance which is not the case for the visitors we aim to attract.
18. Developers are known to be demotivated from further investment in Dewsbury due to the failure of the council to engage with their concerns.
19. Dewsbury is part of the North Kirklees conurbation but is the only town with parking charges. This has a negative effect on customer decision making, business owner attitudes and developer decisions on business investment all of which are influenced by this situation which acts as a brake on development.

Dewsbury at a competitive disadvantage

Dewsbury is the principal town of North Kirklees and located at the southern extremity of the conurbation of some 175,000 people. North Kirklees is connected north and south by the Bradford, Halifax and Leeds roads, all converging on Dewsbury.

This was the original attraction of Dewsbury as a focal point of the local area. However, with purpose built retail sites at the other end, those roads can carry people away from Dewsbury just as easily as towards it.



For the residents of the northern half of North Kirklees it is the same distance or less from their home to the retail park at Birstall as it is to Dewsbury. At the retail park they will find large premises of a full range of niche retailers of national brands - plus free parking.



Free parking - Birstall retail park at J27

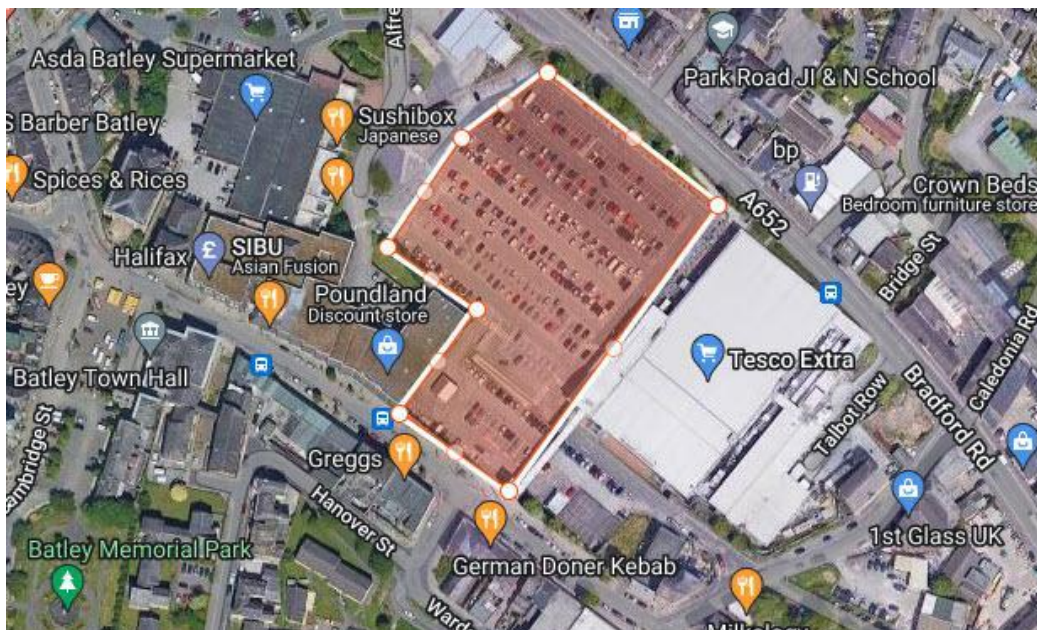


If they prefer the shopping mall experience then the White Rose Centre is 13 minutes and 5 miles away (measured from Batley again, a mid point in North Kirklees), offering a wide range of national brands - and free parking.

Free parking - White Rose Centre

In addition to these major retail developments sited, as they are, specifically to attract the customers of North Kirklees, the traditional urban experiences of Wakefield, Huddersfield and Leeds are easily accessible.

Local entrepreneurs wishing to open outlets in Dewsbury to serve the local community find that the same service is available throughout the towns of North Kirklees - with free parking.



Free parking - Batley

Despite being described as the principal town of North Kirklees, Dewsbury is hobbled in its efforts to compete within its own catchment area by a contradictory parking policy

Needs

From the numerous problems identified the needs to be addressed can be summarised as:

1. Remove the competitive disadvantage
2. Develop a strategy for Dewsbury that has multiple solutions to support the TIP objectives:
 - a. Encourage short visits e.g. the quick shop
 - b. Encourage long dwell time both for work and leisure visits, e.g. events, socialising, business employees.
 - c. Support the night time economy
 - d. Communicate a welcome to make Dewsbury a 'destination town'.
3. Provide options for different types of users:
 - a. Visitors - short and long term - including rail commuters into Leeds, Huddersfield and Manchester using Dewsbury to "Park and Ride"
 - b. Businesses - increased visitor dwell time increases spending.
 - c. Town centre residents - to support the Living Town strategy

Proposals

1. **Resolve the anomaly** of why Dewsbury, the principal town of North Kirklees, pays parking charges while other towns in North Kirklees do not. This is not understood by local businesses or residents.

It would be in accordance with Kirklees policy to develop a solution specifically for Dewsbury.

(Kirklees Economic Strategy 2019-2025 p40 *"Using a forward looking, **place based approach** to revitalising and promoting centres across Huddersfield, North and South Kirklees to celebrate our district's diversity".* . The council should either apply parking charges in other North Kirklees towns - which would obviously lead to an outcry from the rest of North Kirklees, or relieve Dewsbury of this burden.

2. **Encourage short visits.** While free parking throughout the town is attractive, the Chamber recognises the difficulties created by the limited number of on-street spaces and the need to make space available for as many visitors as possible.

On-street spaces should be free for one hour as currently applied in Batley (currently charged as 45 or 90 minutes). These spaces would still need machine tickets and attendants in order to provide the evidence of start/end times and should not be extendable as per the current policy. For simplicity, the free period should be uniform at 1 hour throughout the town.

N.B. Wakefield has experimented with free parking and has recently extended 2 hours free parking for the foreseeable future.

- 3. Encourage long visits** by making the **main car parks of Railway Street and Cliffe Street free and without penalties**. Cliffe Street, in particular, has over capacity to the extent that it is scheduled for residential development in the Local Plan. The planned closure of the car park serving the Market into which £15 million pounds is being invested is not understood by Chamber members and needs an explanation.

Making the major car parks free and penalty free has multiple benefits:

- a. Sends a clear message that Dewsbury is open for business.
- b. Removes the perception of unfairness against Dewsbury
- c. Encourages long 'dwell time' by visitors to support the cultural strategy of the TIP and the 'Attractiveness' strategy of the Strategic Development Framework of 2018.
- d. Encourages businesses currently parking in the town centre to use the council car park to achieve cost savings of more than £1,000 per year.
- e. Every space vacated by a business is an extra space for visitors.
- f. Particularly for visitors to events in the new entertainment space in the refurbished Market Hall.
- g. And gives the council leverage for more robust enforcement of waste regulations. (cars no longer parked in ginnels where commercial waste skips should be stored)
- h. Reduces living costs for low wage/part time workers particularly in the retail and service industries. These are often young mothers who must maintain flexible transport by car to meet family requirements and can see hours of their earnings every day consumed by parking charges.

(N.B. with rapid implementation both c and g can be presented as part of the council's efforts to reduce living costs at a time of rapidly increasing inflation)

- i. Promoting free car parking in the main car parks to rail commuters would release more capacity at the station car parks while encouraging a short walk every day in support of the Active Travel policy.
- j. The walk for rail commuters to/from Cliffe Street runs directly past the Market and Corporation Street, the retail heart of town therefore encouraging purchasing en route.
- k. Removes pressure on the parking available in the Minster for Minster events.
- l. There are a number of small, private car parks in the town centre which provide a good income to their owners without any cost or development risk. This creates an obstacle to development. Providing free car parking elsewhere would **devalue these sites and may motivate their owners** to more productive use in the regeneration process.
- m. Where 'reassignment of parking spaces' is quoted as a consequence of changes in TIP Business Cases the reality is that this is not possible with a finite, small number of on-street parking spaces. Making parking free in off street car parks provides a ready solution.

The only negative to free parking is the loss of council revenue. While this difficulty is recognised, the Chamber believes that the council will generate more revenue in the long term by encouraging a thriving local economy that generates value-uplift (a key metric in the TIP Business Cases) and more revenue from other sources while supporting regeneration.

Cliffe Street, in particular, serving the Market and the north of the town centre currently has considerable over capacity. As the local economy recovers, this and Railway Street car park will begin to fill up. Easily measured increased use will quickly provide evidence that the strategy has a positive effect.

- 4. Support the night time economy.** The last major change to the town centre was when local councillors delivered the pedestrianisation of Market Place to create a quiet space in the town centre. The TIP now brings change on an even greater scale and requires that we think again about present arrangements.

The new Town Park adjacent to the Town Hall removes from Market Place the function of being the major open space in the town centre used for pop-up events or just sitting and chatting.

The properties around Market Place are the natural location for restaurants, pavement cafes and other evening entertainment venues. We have the beginning of this development in Emojies and the Black Bull both of which have benefited from substantial public investment.

We therefore have the opportunity to retain the advantages of pedestrianisation during the day while having Market Place contribute to the night time economy by

providing parking during the evening. While not an attractive use this could possibly be ameliorated by creative use of combined dividers with seating, statuary and planters. This could provide a focal point of movement and activity which is known to deter criminality and would provide a sense of security for users.

In the meantime there is no reason to delay support for the existing businesses that have invested in the town but are currently struggling. Market Place currently makes no contribution to the life of the town in the evenings and we propose that Market Place be reconfigured as a pedestrian area during the day and as a car park to support the evening economy after 6pm.

Car parking is commonplace for town centre spaces across the country when not in use for other purposes as communities seek to obtain maximum value from the space available to them.

Such a change would encourage the existing businesses while indicating to future developers that the area has the potential to become a focal point for restaurants and cafes.

The potential of Market Place is currently being held back. Two prime sites have recently been lost to amusement arcades. These are unattractive to the demographic we wish to attract and this needs to be addressed with more robust planning approval processes.

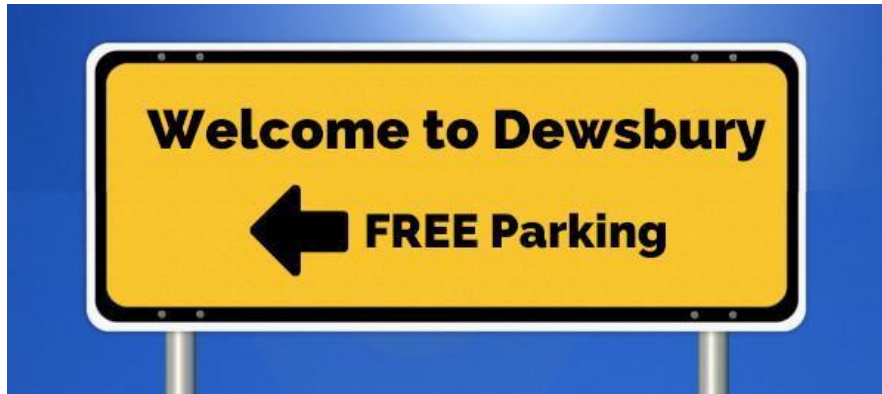
The very presence of businesses of this type serves to perpetuate a single person demographic that we are aiming to reduce whereas our objective is to promote family activities which will inevitably arrive by car. Family groups and the businesses that attract them need to be encouraged.

5. Say 'Welcome' - it works wonders



If it works for them....

- a. Large signs at all ring road junctions with a 'Welcome to Dewsbury' sign and directions to FREE Parking.



..it should work for us!

- b. Ensure that the car parks including trees and plantings are well maintained.
- c. Provide clear signage, particularly to Cliffe Street.
- d. Ensure the Active Travel strategy for the town integrates with the car parks with safe, secure walkways and lighting.
- e. Integrate the car parks into the Town Bus route to ensure that the elderly and infirm are not excluded.
- f. Review how the Sharpe Street/Battye Street gateway to Dewsbury can be improved.
- g. Change the current purpose and attitude of the parking attendants. At present this appears to be entirely negative by way of enforcement and ticketing that is perceived to be aggressive.

Rebrand the attendants to a more supportive name and make it their principal task to respond whenever possible with a positive message including advising users of the best place they can park and for what reason - even when they are moving them on.

Enforcement and ticketing should remain as one of their powers but should be perceived as a last resort.

- h. Review all parking regulations with a view to taking advantage of any opportunity for flexibility. e.g. is rigid enforcement necessary after 6pm?

6. Town centre residents. The Living Town strategy calls for residential development with the intention of attracting residents with disposable income. If no provision is made for car ownership this will limit residents to single and/or low income people with no car whereas the objective is to develop quality homes attractive to families or individuals with disposable income - which inevitably includes cars.

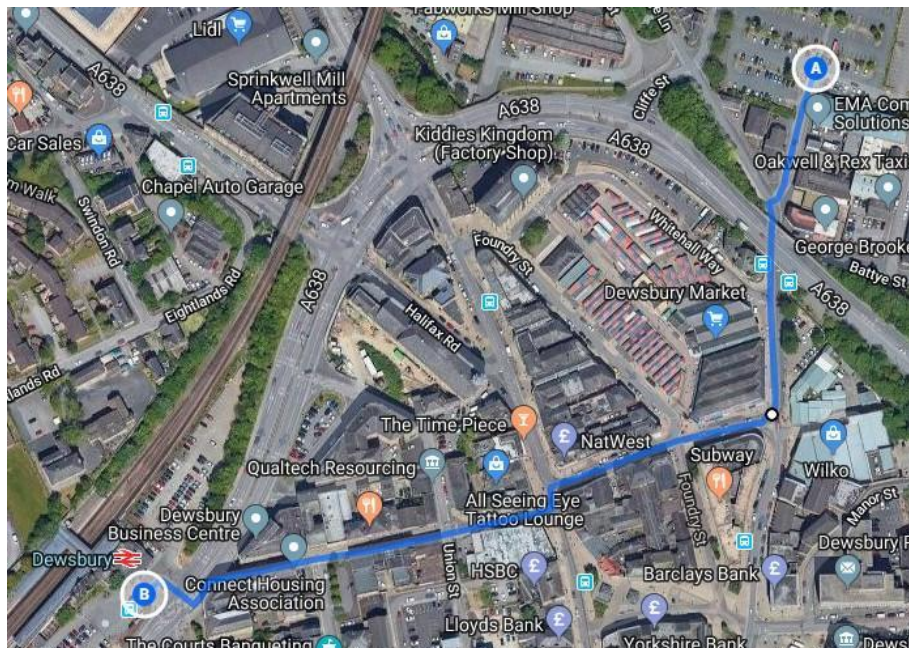
Residents choosing the urban lifestyle must accept that it is not always possible to have convenient car parking as well. However, there is no reason for such residents

in flats to be disadvantaged compared to a house owner with a resident parking area outside their front gate for which they pay a £15 annual fee.

We propose that flat owners within the ring road should pay the annual fee and then be able to park without restriction in any of the Dewsbury off street car parks.

This will provide a parking arrangement that developers can offer to potential residents suitable to make Dewsbury an attractive place to live and supporting the Living Town strategy.

- 7. Out of town rail traveller parking.** It is known that some commuters on the Leeds-Huddersfield-Manchester line drive from Leeds to Dewsbury to park before taking the train because Dewsbury parking charges are cheaper than Leeds.
- a. As long as there is spare capacity we should market Cliffe Street to these potential users as the lowest cost Park & Ride destination. They can then use the free town bus or the short, 8 minutes walk to connect to the station.
 - b. This would release the already limited parking in the station car parks for genuine Dewsbury commuters.
 - c. Provide a clearly signposted pedestrian route integrated into the town's Active Travel network to the station down Crackenedge Lane and Corporation Street. This will bring them right past the market and through the heart of the town centre.



An 8 minute walk

Perceptions matter

There are penalties attached to all the available parking options in Dewsbury. This generates a negative perception of the current situation and the town which needs to be addressed if Dewsbury is to become '...a destination town'.

The town centre is ringed by supermarkets with free parking for several hours which demonstrates that professional retailers understand the need for free parking close to their premises. And their free parking is time limited for the same reason as the on-street parking is limited, to ensure that shoppers move on when they finish their shopping in that store to make room for the next shopper.

But Dewsbury wants to encourage people to stay longer and we need an option that enables people to do so without fear.

Adopting unlimited free parking in the major off-street car parks would send a strong message that Dewsbury offers a welcome to everyone. Maximising use of Cliffe Street adjacent to the Market provides direct support for the TIP investment projects of the Market and the Arcade. Free use of Railway Street would maintain a consistent policy and would also support the Minster as it attempts to develop more activity without spending staff time controlling access to the limited parking available in the Minster grounds.

Offering a welcome, improving signage and making the car parks look good may appear minor issues but they all go to making residents and visitors feel good and perceive the town in a good light when they visit Dewsbury - which is our intention.

The High Street Report of Dec 2018 recommends that councils review parking in order to avoid erecting barriers to visitors. Cliffe Street, while closest to the major retail locations we want to support, is not the most convenient location and also suffers from being located on a hill. Railway Street is also distant from the town centre and is effectively competing with the retailer's own car parks.

However imperfect they may be, they are a means by which the council can influence visitor behaviour in Dewsbury. It is not the quantity of parking in Dewsbury that is in question nor the level of charges but of making the most effective use of what we have available. Any surplus capacity is a resource that should be used to make the town more attractive for the benefit of its businesses, residents and visitors.

Urgency

Dewsbury has little to attract visitors to the town. We have lost almost all niche retailers. We have a good selection of cafes but very few restaurants that encourage people to stay a while compared to other North Kirklees towns. We have yet to build up the programme of events and festivals described in the TIP Vision statement.

We are in the midst of a cost of living crisis, the likes of which haven't been seen for two generations. Through a more imaginative approach of the sort outlined in this paper,

Kirklees could clearly support the cost of living agenda, making it easier and cheaper for local people to shop locally, encouraging them to make shorter trips, saving fuel costs and reducing pollution. At the same time it will be supporting local businesses who are struggling with the same inflationary pressures.

While there is much work taking place and major investments planned in an attempt to change this situation, we cannot wait to develop more attractions before removing every possible obstacle that affects visitors' decisions as to whether they visit Dewsbury or go somewhere else. There is no time for any delay in dealing with this problem. We need to start now.

Summary

Encouraging visitors both to visit more and to spend longer periods in town during those visits is the principal strategy of the Town Investment Plan - but the present approach to parking is contradictory and frustrates these objectives.

In addition to the conditions facing other run down towns, Dewsbury has the anomaly that it is the only town of North Kirklees where parking is chargeable. This immediately makes it unattractive and is a situation that is not understood by any of the local stakeholders.

Many of the problems facing Dewsbury are difficult and costly to solve as evidenced by the current cost inflation and subsequent delays to investment projects. But adopting these recommendations now to make Dewsbury a more attractive destination is quick, relatively cheap and consistent with national thinking on regeneration.

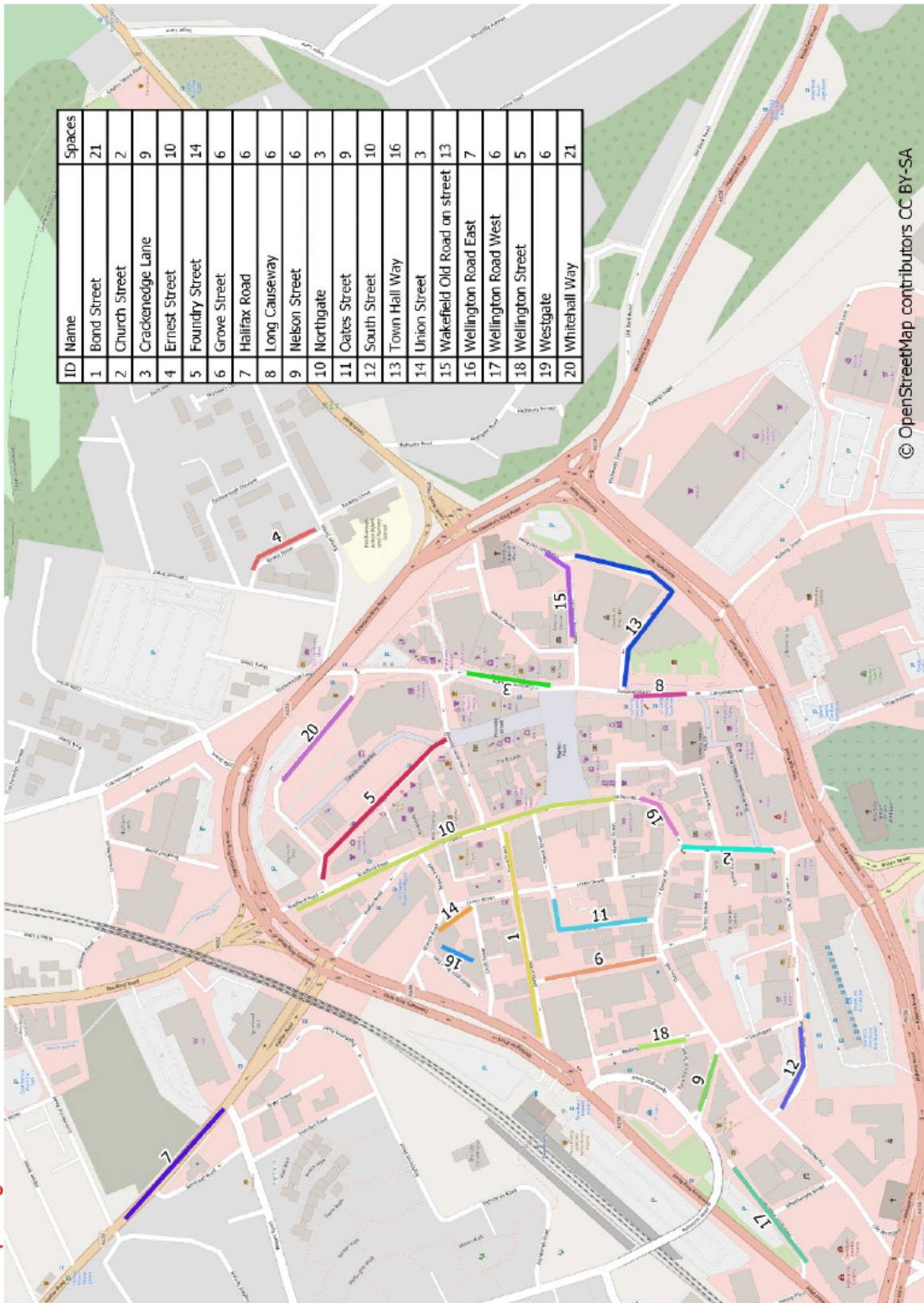
Most of the changes can be made within existing organisation structures and budgets, should not require additional external funding and should be implemented as a matter of urgency. The impact will be easily measured.

Above all it will give a clear message to business, residents and visitors that Dewsbury is not just talking about regeneration but actively doing something about it.



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Appendix A - On street parking in Dewsbury



Appendix B - Off Street Parking in Dewsbury



Appendix C - Parking charges 1 of 2

ON STREET	Max Stay	30 mins	45 mins	1 hr	1.5 hr	2 hrs	3 hrs	4 hrs	5 hours	1 day (8am-2pm)	6 hrs	7 hrs	8 hrs	9 hrs	10 hrs	11 hrs	12 hrs		
Bond Street (84147), Dewsbury	on		£0.50	£1.00	£1.00														
Church Street (84148), Dewsbury	on	£0.50																	
Crackenedge Lane (84149), Dewsbury	on		£0.50	£1.00	£1.00														
Ernest Street (84146), Dewsbury	on	5							£2.00										
Foundry Street (84150), Dewsbury	on		£0.50	£1.00	£1.00														
Grove Street (84151), Dewsbury	on		£0.50	£1.00	£1.00														
Halifax Road (84152), Dewsbury	on		£0.50	£1.00	£1.00														
Longcauseway (84153), Dewsbury	on		£0.50	£1.00	£1.00														
Nelson Street (84154), Dewsbury	on		£0.50	£1.00	£1.00														
Northgate (84155), Dewsbury	on		£0.50	£1.00	£1.00														
Oates Street (84156), Dewsbury	on		£0.50	£1.00	£1.00														
South Street (84157), Dewsbury	on		£0.50	£1.00	£1.00														
Town Hall Way (84158), Dewsbury	on		£0.50	£1.00	£1.00														
Union Street (84159), Dewsbury	on		£0.50	£1.00	£1.00														
Wakefield Old Road (84160), Dewsbury	on		£0.50	£1.00	£1.00														
Wellington Road East (84163), Dewsbury	on		£0.50	£1.00	£1.00														
Wellington Road West (84161), Dewsbury	on		£0.50	£1.00	£1.00														
Wellington Street (84164), Dewsbury	on		£0.50	£1.00	£1.00														
Westgate (84165), Dewsbury	on		£0.50	£1.00	£1.00														
Whitehall Way (84166), Dewsbury	on		£0.50	£1.00	£1.00														

