

# Public Document Pack



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Friday 1 August 2025

## Notice of Meeting

Dear Member

### **Growth and Regeneration Scrutiny Panel**

The **Growth and Regeneration Scrutiny Panel** will meet in the **Council Chamber - Town Hall, Huddersfield** at **10.00 am** on **Monday 11 August 2025**.

This meeting will be live webcast. To access the webcast please go to the Council's website at the time of the meeting and follow the instructions on the page.

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

A handwritten signature in black ink, appearing to read 'S Lawton'.

**Samantha Lawton**

**Service Director – Legal, Governance and Commissioning**

Kirklees Council advocates openness and transparency as part of its democratic processes. Anyone wishing to record (film or audio) the public parts of the meeting should inform the Chair/Clerk of their intentions prior to the meeting.

## **The Growth and Regeneration Scrutiny Panel members are:-**

### **Member**

Councillor Zarina Amin (Chair)

Councillor Timothy Bamford

Councillor Donna Bellamy

Councillor Harry McCarthy

Councillor Alison Munro

Chris Friend (Co-Optee)

# Agenda

## Reports or Explanatory Notes Attached

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**Pages**

**1: Membership of the Panel**

To receive apologies for absence from those Members who are unable to attend the meeting.

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**2: Minutes of the Previous Meeting**

1 - 4

To approve the minutes of the meeting of the Panel held on the 10<sup>th</sup> March 2025.

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**3: Declaration of Interests**

5 - 6

Members will be asked to say if there are any items on the Agenda in which they have any disclosable pecuniary interests or any other interests, which may prevent them from participating in any discussion of the items or participating in any vote upon the items.

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**4: Admission of the Public**

Most agenda items take place in public. This only changes where there is a need to consider exempt information, as contained at Schedule 12A of the Local Government Act 1972. You will be informed at this point which items are to be recommended for exclusion and to be resolved by the Panel.

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**5: Deputations/Petitions**

The Panel will receive any petitions and/or deputations from members of the public. A deputation is where up to five people can attend the meeting and make a presentation on some particular issue of concern. A member of the public can also submit a petition at the meeting relating to a matter on which the body has powers and responsibilities.

In accordance with Council Procedure Rule 10, Members of the Public must submit a deputation in writing, at least three clear working days in advance of the meeting and shall subsequently be notified if the deputation shall be heard. A maximum of four deputations shall be heard at any one meeting.

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## **6: Public Question Time**

To receive any public questions.

In accordance with Council Procedure Rule 11, the period for the asking and answering of public questions shall not exceed 15 minutes.

Any questions must be submitted in writing at least three clear working days in advance of the meeting.

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## **7: Kirklees Transport Strategy, Consultation Results and Adoption**

7 - 116

The purpose of this report is to provide an update to Scrutiny on the results of the publicity campaign and consultation activity undertaken on the draft Kirklees Transport Strategy and to seek feedback on the Strategy before it proceeds to cabinet for approval.

**Contact:** David Wildman, Service Director Skills and Regeneration.

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## **8: Our Cultural Heart Update**

117 -  
128

The Panel will be provided with a progress update on Our Cultural Heart.

**Contact:** David Glover, Senior Responsible Officer.

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Contact Officer: Jenny Bryce-Chan

## KIRKLEES COUNCIL

### GROWTH AND REGENERATION SCRUTINY PANEL

**Monday 10th March 2025**

Present: Councillor Zarina Amin (Chair)  
Councillor Bill Armer  
Councillor Alison Munro  
Councillor Harry McCarthy

In attendance: Cllr Graham Turner, Portfolio Holder, Finance and  
Regeneration  
Joanne Bartholomew, Service Director Development  
Liz Jefferson, Acting Head of Housing Growth  
Development  
Thomas Fish, Acting Head of Housing Growth  
Development

Apologies: Councillor Aziz Daji  
Jonathan Milner (Co-Optee)  
Chris Friend (Co-Optee)

**1 Membership of the Panel**

Apologies were received from Cllr Aziz Daji, Chris Friend and Jonathan Milner.

**2 Minutes of the Previous Meeting**

That the minutes of the meeting held on the 20 January 2025 be approved as a correct record.

**3 Declaration of Interests**

No interests were declared.

**4 Admission of the Public**

All agenda items were considered in public.

**5 Deputations/Petitions**

No deputations or petitions were received.

**6 Public Question Time**

No public questions were asked.

**7 Housing Growth Update**

Cllr Graham Turner, Portfolio Holder for Finance and Regeneration, introduced the agenda item advising that there is positive news within this update, and it is a pleasure to see some of the more difficult sites moving forward. While with housing

## **Growth and Regeneration Scrutiny Panel - 10 March 2025**

there is always more that can be done, it is in a positive place and the future is looking bright.

Thomas Fish, Acting Head of Housing Growth, informed the Panel that the purpose of today will be to update the Panel on issues presented in March 2024. The update will include the strategic context, strategic sites, town centre living, specialist homes, temporary accommodation, affordable homes, mixed market and affordable sites, key learning and looking forward. In summary the Panel was provided with the following information:

### Strategic Context

With regard to the strategic context and what feeds into this work, since coming into power, the current government has reemphasised the need to provide homes and made a commitment to deliver 1.5 million new homes in the next five years. Some changes have come through, for example, the reintroduction of mandatory housing targets, reform of the planning system and discussions around planning for new towns.

From a regional context and West Yorkshire Combined Authority, the West Yorkshire mayor has reaffirmed her commitment to deliver 5000 affordable homes by 2028, and those homes will be delivered by the five West Yorkshire authorities. In a local context, the Strategic Housing Market Assessment for Kirklees, that feeds into the current Local Plan, sets out the need for 1,700 homes every year. Over 1,000 of those homes are based on affordable housing need and that Strategic Housing Market Assessment is being updated and refreshed to feed into the new Local Plan, which will set new targets, new policies and potentially new housing sites.

The Housing Growth Service is aware and is working with Housing Service colleagues to address the 19,000 people and families who are on the housing waiting list in Kirklees. The Housing Growth Service does numerous and different activities to deliver directly and to facilitate housing growth to meet those needs across Kirklees.

### Strategic Sites

Focusing on two of the bigger sites within the remit for Housing Growth to help deliver and facilitate, Dewsbury Riverside, is the largest housing allocation in the current Local Plan. Over the last 12 months, significant progress has been made, working with Homes England. Considering the site, and the specific technical needs to deliver it and looking at a strategic approach on how to bring landowners together, and which acquisitions are needed. Whilst also engaging with the market of master developers, who are the size and scale and have the experience to put in the infrastructure to prepare large sites for housing and then engage with specific house builders for each plot.

Soft market testing has been undertaken around the master developer market and had some positive feedback which will inform the next steps which will be to go out to procure the right master developer to bring the site forward in 2025/26. Alongside that, public funding is likely to be needed because of the significant infrastructure

## **Growth and Regeneration Scrutiny Panel - 10 March 2025**

costs and therefore work is undertaken with Homes England to submit a funding bid to them to support the scheme with their own funding.

The Panel was informed that in respect of Bradley Park, the council owns a significant piece of the site which is also an important strategic housing site in the Local Plan to deliver approximately 2000 homes. Over the last 12 months, work has been focusing on the technical work and the highways work and looking at progressing strategic acquisitions to unlock the site and deliver its first phase. The first phase will be brought forward for development this year, in the form of procuring a house builder for the first 500 homes on this site.

### Town Centre Living

Another area of focus is town centre living, which is an important part of both the Huddersfield and Dewsbury Blueprints and the governments agenda as well as for increasing footfall and vibrancy of town centres. The current focus in Huddersfield is on Estate Buildings which is a key heritage asset, grade two star listed, in St George's Square to use as an exemplar of high-quality residential conversion.

The Housing Growth team have been successful in the last 12 months to secure £1.25 million from the One Public Estate Brownfield Land Release Fund. The next stage for Estate Buildings is to speak to potential further funders and delivery partners to start the construction on physically converting the site for new homes within the town centre.

As part of the Dewsbury town investment plan, the Daisy Hill area is a focus for long term housing led regeneration. The previous funding from government has been used to acquire some properties with ongoing negotiations to acquire further properties. The first catalytic development, Fieldhouse is on its way to being finalised.

Liz Jefferson, Acting Head of Housing Growth, provided an update on the site where specialist homes were being developed. The Panel was informed that in the last year 50 units have been completed at Ashview in Huddersfield, which is a council extra care scheme. The scheme provides homes for people with a range of care and support needs, to allow people to live independently for longer. Similarly at Kenmore Drive, in Cleckheaton, an extra care scheme in conjunction with a housing association, Housing 21, when complete it will be an 8-unit scheme for affordable rent.

The Panel was informed that where work is being undertaken on the specialist accommodation at St Pauls Road Mirfield, this is in conjunction with the housing association, Connect, to deliver 13 homes for adults with a social care need. Legal work is ongoing to dispose of this site to Connect, with the expectation that work will start on site in spring 2025.

### Temporary Accommodation

Joanne Bartholomew, Service Director, Development, informed the Panel that in Kirklees there is a significant waiting list and directly linked to that are the numbers of individuals and families who are living in temporary accommodation, and this has both a significant financial and human cost. This is a new area of work for the

## **Growth and Regeneration Scrutiny Panel - 10 March 2025**

service and work is being undertaken with Housing Services to deliver solutions to address this need.

### Key learning and challenges:

- Housing waiting list of 19,000
- Affordability
- Challenges of infill sites
- Challenges of Kirklees geography
- Partnership working – resource pressures inside and outside of the council

### Looking forward

- Focus on delivering Strategic sites at Bradley Park and Dewsbury Riverside
- Delivering housing in town centres to support the Blueprint vision
- Delivering solutions to address the number of families living in Temporary accommodation
- Supporting the delivery of a new Local Plan

In response to the information presented, the Panel asked a number of questions and made comments including some of the following: -

- How accurate is the waiting list and is it updated regularly?
- Are you able to provide clarification and an update on the site Fenay Lane and will it be going back to Cabinet?
- With regard to temporary accommodation, it was mentioned that pilot schemes had been undertaken, are you able to provide further details on these pilot schemes?
- With regard to Estate Buildings being listed has a cost analysis been undertaken to establish how much the work will cost?

### **RESOLVED:**

That the Cabinet member and officers be thanked for providing an Housing Growth update.

**KIRKLEES COUNCIL**

**COUNCIL/CABINET/COMMITTEE MEETINGS ETC**

**DECLARATION OF INTERESTS**

Growth & Regeneration Scrutiny Panel

Name of Councillor

Item in which you have an interest	Type of interest (eg a disclosable pecuniary interest or an "Other Interest")	Does the nature of the interest require you to withdraw from the meeting while the item in which you have an interest is under consideration? [Y/N]	Brief description of your interest

Signed: .....

Dated: .....

## NOTES

### Disclosable Pecuniary Interests

If you have any of the following pecuniary interests, they are your disclosable pecuniary interests under the new national rules. Any reference to spouse or civil partner includes any person with whom you are living as husband or wife, or as if they were your civil partner.

Any employment, office, trade, profession or vocation carried on for profit or gain, which you, or your spouse or civil partner, undertakes.

Any payment or provision of any other financial benefit (other than from your council or authority) made or provided within the relevant period in respect of any expenses incurred by you in carrying out duties as a member, or towards your election expenses.

Any contract which is made between you, or your spouse or your civil partner (or a body in which you, or your spouse or your civil partner, has a beneficial interest) and your council or authority -

- under which goods or services are to be provided or works are to be executed; and
- which has not been fully discharged.

Any beneficial interest in land which you, or your spouse or your civil partner, have and which is within the area of your council or authority.

Any licence (alone or jointly with others) which you, or your spouse or your civil partner, holds to occupy land in the area of your council or authority for a month or longer.

Any tenancy where (to your knowledge) - the landlord is your council or authority; and the tenant is a body in which you, or your spouse or your civil partner, has a beneficial interest.

Any beneficial interest which you, or your spouse or your civil partner has in securities of a body where -

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

(b) either -

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

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 you, or your spouse or your civil partner, has a beneficial interest exceeds one hundredth of the total issued share capital of that class.



**Report title:** Kirklees Transport Strategy, Consultation Results and Adoption

<b>Meeting</b>	<b>Scrutiny</b>
<b>Date</b>	<b>11/08/2025</b>
<b>Cabinet Member</b> (if applicable)	<b>Cllr Moses Crook</b>
<b>Key Decision Eligible for Call In</b>	<b>Yes Yes</b>
<p><b>Purpose of Report</b></p> <p>The purpose of this report is to provide an update to Scrutiny on the results of the publicity campaign and consultation activity undertaken on the draft Kirklees Transport Strategy and to seek feedback on the Strategy before it proceeds to cabinet for approval.</p> <p>The consultation was live for a period of 8 weeks, and the survey received 2,112 responses from individuals, organisations and businesses across the district. To achieve a confidence level of 99%, with a 3% margin of error, the survey would have needed to achieve 1,842 responses. The report will detail headline results of the consultation, and summarise the next steps to seek formal approval and adoption of the Kirklees Transport Strategy at Cabinet.</p>	
<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• That Scrutiny consider the strategy and the information contained in this report about its development, in particular the results of the consultation activity</li> <li>• That scrutiny to provide any further comments or suggested amends they feel would be of benefit to the strategy and its implementation, in order that Cabinet are aware of these ahead of Cabinet’s consideration to adopt the strategy</li> </ul>	
<p><b>Resource Implication:</b> The delivery of the strategy is not generating a resource request or aligned with a specific budget. The cost to develop the Transport Strategy, included all consultation and engagement activity, is derived from external WYCA funding. Capacity is being regularly reviewed and assessed throughout the process.</p>	
<p><b>Date signed off by <u>Executive Director</u> &amp; name</b></p> <p><b>Is it also signed off by the Service Director for Finance?</b></p> <p><b>Is it also signed off by the Service Director for Legal Governance and Commissioning (Monitoring Officer)?</b></p>	<p><b>David Shepherd – 30.07.25</b></p> <p><b>N/A for Scrutiny report</b></p> <p><b>N/A for Scrutiny report</b></p>

**Electoral wards affected:** All Wards

**Ward councillors consulted:** Yes, see further detail in engagement section of report

**Public or private:** Public

**Has GDPR been considered?** Yes

## **1. Executive Summary**

The draft Kirklees Transport Strategy was brought to Cabinet in February 2025, where approval to consult on the draft strategy was given. Following this, the draft strategy went out to public consultation between 03/03/2025 to 28/04/2025. The consultation received over 2,112 responses, and since then officers have completed the analysis of responses and the redraft of the strategy document, to reflect the responses to the consultation.

The purpose of this report is to present the results of the consultation and engagement activity undertaken, and the results of the comms campaign managed by the Council's internal comms team, and to seek comment from Scrutiny ahead of the strategy proceeding to Cabinet for approval.

A better approach to transport in Kirklees will help to deliver against core Council priorities: good transport is a core factor in the support of investment and regeneration; it helps places to thrive and allows communities to become more connected. A stronger focus on more sustainable forms of transport, which supports mode shift, will help to deliver a greener, healthier Kirklees and work in tandem with our Net Zero ambitions. The adoption of a distinct Transport Strategy will direct this approach and allow the Council to work to better transport for Kirklees and its communities.

## **2. Information required to take a decision**

Once adopted, expected to be in Autumn 2025, the Strategy will establish the Council's transport ambition, support decision making, direct future funding bids, project activity and spend. The Strategy will remain fully aligned with the key priorities detailed in the Council Plan.

It may be necessary to make minor updates to the strategy annually to ensure references in the documentation remain relevant (e.g. references to an initiative or project). Such updates will also ensure alignment to local, regional and national policy or legislative changes. This will be done in conjunction with our monitoring and evaluation exercises, to determine progress in meeting our overall strategy objectives.

## **3. Implications for the Council**

### **3.1 Council Plan**

The Transport Strategy is centred around five key strategic objectives:

1. Improving health and wellbeing
2. Protecting our environment

3. Transformational public transport investments
4. Developing inclusive places with better connections
5. Prioritising economic growth

The Transport Strategy will help contribute to the following shared outcomes detailed in the Council Plan: Well, Independent, Sustainable Economy, Safe and Cohesive, Clean and Green. The Transport Strategy is also in alignment with the Key Strategies (Kirklees Health and Wellbeing Strategy, Inclusive Communities Framework, Inclusive Economy Strategy and the Environment Strategy).

Policies within the strategy all contribute to achieving one or more of these objectives, which are aligned with the Council priorities. In particular; achieving a greener, healthier Kirklees and addressing the challenges of Climate Change. And the need to invest and regenerate our towns and villages to support our diverse places and communities to flourish.

### **3.2 Financial Implications**

The development of the Council's Transport Strategy and the activities within the Communications Plan is supported by external West Yorkshire Combined Authority (WYCA) funding. There are no financial implications linked to Council's revenue budgets. The Transport Strategy, once adopted, will support future strategic decision making around funding bids in delivering the wider ambition.

### **3.3 Legal Implications**

The Council decided to undertake a non-statutory consultation on its proposals, which commenced in March 2025. A fair consultation is one undertaken when proposals are at a formative stage; sufficient reasons are given for proposals to allow intelligent consideration together with criteria that will be applied when considering proposals and which factors will be considered decisive or of substantial importance; adequate time is given for consideration and response; and the product of consultation must be conscientiously taken into account before any final decision is taken. Members should carefully consider the outcomes of the consultation when considering the recommendations put forward by officers in this report including the IIA and all other relevant issues.

The council must comply with its Public Sector Equality Duty in section 149 Equality Act 2010. An Equality Impact Assessment (EIA) of the proposed options is advisable. The Council when exercising its functions must have "due regard to the need to": a) Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act. b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it. c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it. Section 149(7) sets out 7 protected characteristics namely: age, disability, gender reassignment; pregnancy and maternity, race, religion or belief, sex or sexual orientation.

### 3.4 Climate Change and Air Quality

The adoption of the Kirklees Transport Strategy will help to develop a stronger focus on more sustainable forms of transport, will support mode shift, will help to deliver a greener, healthier Kirklees and work in tandem with our Net Zero ambitions.

A key objective of the proposed strategy is the protection of our environment, with a transport network that is carbon zero. The Kirklees Transport Strategy will support the achievement of this objective with the implementation of policies which support the reduction of the need to drive, the shift of some trips to more sustainable modes, support the ownership of electric and low-emission vehicles and the mitigation of climate change impacts.

A total of 43 policies within the Kirklees Transport Strategy will contribute directly to the protection of our environment and the development of a transport network which is carbon zero.

### 3.5 Other (e.g. Risk, Integrated Impact Assessment or Human Resources)

The Transport Strategy has been drafted to present a future transport ambition that is fair, balanced and reflects the diverse geographies of Kirklees. There will remain a reputational risk around the extent of representation of certain transport modes.

In managing expectations, it is important we consult and engage with our partners, communities and businesses in ensuring a balanced strategy is developed.

An IIA has been completed to ensure protected characteristic groups (as defined in the Public Sector Equality Duty, under the Equality Act 2010) are not adversely impacted.

[Integrated Impact Assessments - IntegratedImpactAssessment](#)

## 4 Consultation

### *Activity*

The consultation on the draft Kirklees Transport Strategy ran for an **eight-week period** from 03/03/2025, to 28/04/2025. A comms campaign promoted the consultation and engagement activity was undertaken by Council officers, using external funding from West Yorkshire Combined Authority. Full details of the plan can be viewed on the submitted comms plan, but included:

- organic and paid for social media campaigns
- billboard advertisements across the district
- bus backs
- bus interior advertisements,
- advertisements on Radio Sangam.

The consultation was further publicised via press release and E-marketing.

The demographic response to the consultation was monitored throughout, so that paid for media could be targeted to areas and demographics where the response rate was less than anticipated.

During this period, the council held **16 in-person events** across the district (see Appendix A for a full list of locations), promoting the consultation and discussing the issues Kirklees residents are currently facing with transport, and what they would like the Kirklees Transport Strategy to achieve for the district. During these sessions, officers also spoke to businesses, health centres and other public-facing uses in local and town centres, leaving posters and flyers to raise awareness with customers and visitors.

During these in-person events, **over 7,000 leaflets and posters were distributed**, both to individuals and to local businesses and organisations across the district. In addition to this, the team contacted **74 networks and organisations** which support residents with disabilities in Kirklees, had details of the consultation circulated to all schools and colleges in the district, contacted and provided promotional material to the University of Huddersfield. The team also worked with colleagues in Business & Economy to contact **291 Kirklees-based businesses individually**. A total of **165 external organisations were contacted** regarding the consultation. Parish Councils were contacted regarding the consultation, and provided with promotional material, as were all libraries, post offices and community hubs in the district.

### *Results*

There were 2,112 responses to the survey, which is an excellent response rate, compared to other council consultations. The Council teams that worked together to develop the SNAP survey have noted that the response rate can be attributed to the high level of in-person activity undertaken, coupled with a successful and flexible comms campaign. For more detail on the demographic range of responses, please see the submitted SNAP survey report. Within the survey, respondents were consulted on whether they agreed with the vision of the strategy and the five key strategy objectives. Please see the table below for the results of this.

	<b>Agree/Strongly Agree</b>	<b>No Opinion</b>	<b>Disagree/Strongly Disagree</b>
<b>Vision</b>	77%	9%	14%
<b>Objective One – Prioritising Economic Growth</b>	81%	9%	10%
<b>Objective Two – Improving health and wellbeing</b>	86%	6%	8%
<b>Objective Three – Protecting our environment</b>	68%	10%	22%
<b>Objective Four – Transformed public transport</b>	88%	4%	9%
<b>Objective Five – Inclusive places with better connections</b>	87%	5%	8%

As evidenced, there is strong support for the vision of the strategy and its five objectives. In addition to this, respondents were also asked to comment on what they would like the Kirklees Transport Strategy to achieve for them and their community. Of the 2,112 total

responses, 1,555 respondents (74%) responded to this question. This has provided a rich set of qualitative data, which the team are in the process of analysing. However, the dominant themes from initial analysis are clear, with support for better public transport and active travel options across Kirklees evidenced in these responses. The survey received a high response rate from people with disabilities (30% of respondents stated that they have some form of disability), which has greatly improved our understanding of the lived experience of Kirklees residents regarding how they access transport in Kirklees, and where this is currently not equitable. This has been reflected in the updated draft of the Strategy.

## 5 Engagement

Engagement on the Kirklees Transport Strategy has been underway since the development of the strategy began last year. This has included:

- Two separate member engagement sessions, where feedback on the draft strategy and discussion on the current issues around transport that wards are facing were encouraged.
- A workshop with technical colleagues from various teams and services across the council, where they were able to comment on the early vision and objectives of the draft strategy.
- Further workshops with colleagues from Highways, where they were able to comment on specific policies included within the draft strategy, and raise potential issues and risks with the implementation of these.
- Presentation of the draft strategy to the West Yorkshire Transport Committee, where they had the opportunity to comment on the vision and objectives of the draft strategy
- Presentation of the draft strategy to the Kirklees Climate Commission, where they had the opportunity to engage with an officer on the draft strategy and its policies.
- Presentation of the draft strategy to the internal planning team, where its relevance post-adoption was discussed, and how this may impact ways of working.
- A workshop with the Combined Authority and districts, where the strategy vision, objectives and policy themes were discussed and available to comment on.
- A workshop with boundary districts (Peak District, Rotherham, South Yorkshire, Greater Manchester) where issues pertaining to cross-boundary transport and travel were discussed.
- Presentation of the draft strategy to the internal Healthy Placemaking Group, where feedback on the vision and objectives was encouraged.
- Promotion of the draft strategy to all internal council networks, where members were encouraged to speak with an officer on the draft strategy if they wished to do so.
- Communication on the draft strategy with ward councillors from other districts.
- Regular bi-weekly meetings held with the local plan team, to encourage comments on the draft strategy throughout its development, and to ensure alignment.
- Promotion of the draft strategy at various stakeholder meetings, such as the Kirklees Bus Partnership and the Active Travel Network, to keep stakeholders abreast of developments and give them opportunity to comment if they wished to do so.
- The draft strategy is currently with internal technical teams to allow them to comment for a final time before the strategy redraft is complete.

Officers have endeavoured to promote engagement on the strategy throughout its development, treating it as an iterative process integral to the shaping of the document. We have found this to be successful, and this has provided us with valuable technical

feedback which we have been able to incorporate within the strategy document throughout its development, rather than at set points.

## 6 Options

### 6.1 Options Considered

The options which have been considered are:

- (Recommended option) That sufficient consultation and engagement activity has been undertaken ahead of the Strategy progressing to formal approval and adoption in Autumn 2025.
- That the Council do not progress with the adoption of the Transport Strategy.

### 6.2 Reasons for recommended Option

While the Kirklees Transport Strategy is not a statutory document, the benefits to adopting the strategy are manifest. A better approach to transport in Kirklees will help to deliver against core Council priorities: good transport is a core factor in the support of investment and regeneration; it helps places to thrive and allows communities to become more connected. A stronger focus on more sustainable forms of transport, which supports mode shift, will help to deliver a greener, healthier Kirklees and work in tandem with our Net Zero ambitions. The adoption of a distinct Transport Strategy will direct this approach and allow the Council to work to better transport for Kirklees and its communities.

Further to this, the response to the consultation and engagement activity has been positive, with the key headline of the public response being that people in Kirklees would like to travel more sustainably. The implementation of the Kirklees Transport Strategy will help to achieve this.

There are no costs associated with the adoption of the Strategy to the council.

## 7 Next steps and timelines

Please see the table below for the proposed flightpath to adoption. Engagement has taken place the Transport & Housing Portfolio holder, who has given approved to proceed.

<del>PHB</del>	<del>13/05</del>
<del>SLT</del>	<del>04/06</del>
<del>ELT</del>	<del>24/06</del>
Scrutiny	11/08
Executive Board	18/08
Cabinet	09/09
Formal Adoption	Late September 25

The redraft of the Strategy document took place in July. The changes implemented to the draft document which was previously brought to Scrutiny are considered relatively minor, given that the draft document has already endorsed by Portfolio holders and the public. The changes are largely to the narrative of the document, with some wording changes to

policies and the introduction of one new policy. Particular focus has been given to the areas below:

- Bus
- Rail
- Reliability, frequency and network coverage of public transport
- Cost of public transport
- Accessibility of sustainable travel modes
- Accessibility of transport throughout the district

These themes were derived from responses received at in-person engagement sessions, and from analysis of free text responses. All these themes were represented within the initial draft document, however, they have been emphasised more strongly, to reflect the response to the consultation.

Following comments and feedback from Scrutiny and subject to any further minor adjustment by the Executive Board the Strategy will be finalised in August.

Officers will be working with the comms team to develop a 'You said, we did' document, which will be made available on social media platforms following the redraft of the strategy document. The team will continue to work closely with our internal comms team to ensure that positive comms on the Transport Strategy is disseminated to the public at key points.

Workshops with internal teams ahead of the adoption of the strategy are being progressed, to discuss how the strategy can feed into current ways of working. These are likely to be held soon after the adoption of the strategy, in Autumn 2025. These workshops will be tailored according to audience, and that how technical teams use the strategy will vary depending on their needs and ways of working. We want to make sure that all relevant teams are as informed as possible regarding the strategy, to ensure that it is utilised as successfully as possible.

The Council continue to work closely with West Yorkshire Combined Authority to ensure alignment with their latest Local Transport Plan (LTP4). The public consultation for LTP4 commenced in late July and will remain open until October 2025, and officers have worked closely with colleagues to ensure that messaging for the Kirklees district is appropriate, given the recent consultation on the Kirklees Transport Strategy.

## **8 Contact officer**

David Wildman, David.Wildman@Kirklees.gov.uk

## **9 Background Papers and History of Decisions**

[Issue details - Kirklees Draft Transport Strategy Consultation | Kirklees Council](#)  
[Issue - items at meetings - Kirklees Draft Transport Strategy Consultation | Kirklees Council](#)

10 **Appendices**

Submitted within Cabinet Report

Appendix A, Map Detailing Locations of In-Person Consultation & Engagement Activity

Submitted alongside Cabinet Report

Appendix B, Comms Plan for Kirklees Transport Strategy Consultation

Appendix C, SNAP Survey – Headline Results

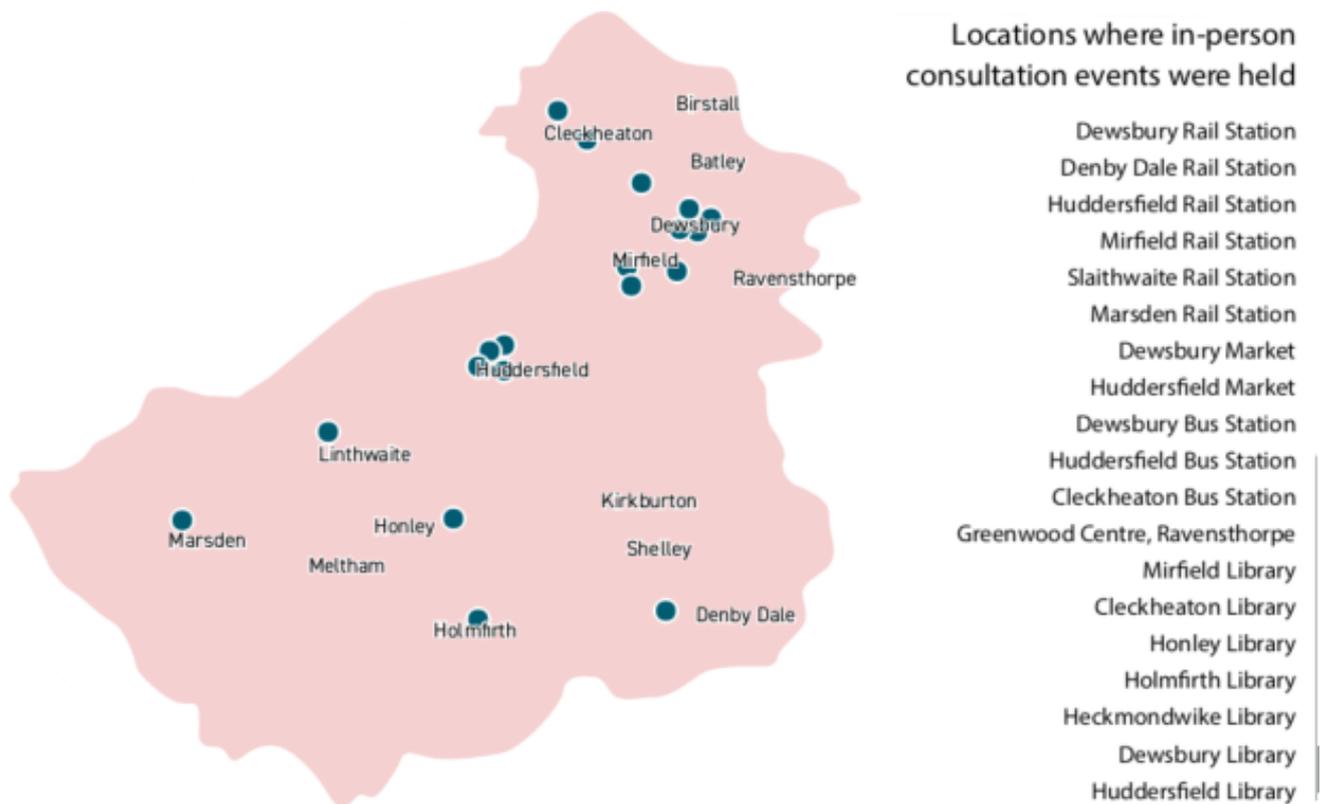
Appendix D, Final Report on Comms Campaign

Appendix E, Kirklees Transport Strategy (Latest version of document)

11 **Service Director responsible**

David Shepherd, Executive Director for Place. [David.Shepherd@Kirklees.gov.uk](mailto:David.Shepherd@Kirklees.gov.uk)

## APPENDIX A – MAP DETAILING LOCATIONS OF IN-PERSON CONSULTATION & ENGAGEMENT ACTIVITY



## Transport Strategy Consultation – Marketing & Communications Plan

### Section 1: Governance Details

Strategic Director	David Shepherd, Place
Cabinet Member/s	<a href="#">Cllr Moses Crook, Cabinet Member for Transport and Housing</a> <a href="#">Cllr Munir Ahmed, Portfolio holder Environment and Highways</a>
Strategic Partners (required for quotes/sign off)	
Business Partner	Rebecca Fitton
Senior Comms Officer	Laura Bartholomew
Date of plan	07/08/24
Updated:	14/08/24

### Section 2: Project objectives

<p>What does the council/service want to achieve with this activity?</p> <p>Gather informed responses from identified target audiences within Kirklees and use results of the survey to inform, influence and shape the transport strategy.</p>
---

### Section 3: Campaign objectives

<p>What will communications and marketing do to help achieve the project objectives?</p> <p>Promote the consultation to target audiences and motivate them to head to the survey interface. 5,000 responses to the survey between 15 October 2024 and 31 January 2025.</p>
--

### Section 4: Project/campaign details

Template: comms planner/checklist/briefing form

<p>What is the project about?</p>	<p>Gathering information on how people get around Kirklees, why they travel the way they do (pros and cons) what is important to them on the journeys they take, what they would change and their thoughts and opinions on the proposed visions and objectives of the transport strategy. Responses will inform to inform the Transport strategy and influence transport policies, provision and links in Kirklees.</p>
<p>Who are your audience?</p>	<p>Kirklees resident's representative of the demographic of Kirklees - with a specific weighting on car users.</p>
<p>What do we want our audience to do?</p> <p>e.g. call to action, behaviour change</p>	<p>Feel motivated to take part in the transport consultation.</p>
<p>Where is it taking place</p> <p>e.g. specific location, town etc?</p>	<p>Kirklees wide  <b>As part of the consultation drop in sessions will also take place locations/frequency/dates TBC – detail from service</b></p>
<p>Who is involved?</p>	<p>Lucie Wade, Project Manager, Transport Strategy and Policy        Rachael Seymour, Project Manager, Transport Strategy and Policy        Rory Davis, Transport Strategy and Policy lead        Matthew Ward, Project Officer, Transport Strategy and Policy (Rail)        Judith Anderson -</p>
<p>When is it taking place?</p>	<p>Consultation will be live mid-January 2025 to mid 2025 (approximately)</p>
<p>Why is the council doing this?</p>	<p>To inform the transport strategy and prioritise outputs.</p>

## Section 5: Evaluation

Template: comms planner/checklist/briefing form

### Campaign Objective 1.

Promote the consultation to target audiences within Kirklees, gaining a **XX% or XX** number of visits to the survey landing page between mid January and mid-April 2025

### How will you measure your success at achieving the objective?

Overall click through rate to survey interface/landing page

Individual measurements from each channel/social media platform where possible using unique codes to determine channels.

### Campaign objective 2.

**Xx%** Click through rate from survey interface media platform/drop-in sessions to numbers completing the survey between mid January October 2025 and mid-April 2025.

### How will you measure your success at achieving the objective?

Comparison of lick through rates from survey interface to completed surveys

Specific questions on the survey should help Identify if the target audience has been represented such as Postcode, age and current and main mode to travel

Section 6: Finance

Campaign Budget:

£20,000

Cost Code:

TBC

DRAFT

## Section 7: How will we let people know about this project?

Select the channels that are most relevant to your project – delete and add to the list to meet the requirements of your campaign.

Marketing and Communications Channels	Audience	Key message	RAG Status	Officer Responsible
<b>Media Relations</b>				
Press Release	Press/residents	Why we're consulting on transport and what it will result in.		
<b>External: Organic social media and web</b>				
Kirklees Together	Residents	Why we're consulting on transport and what it will result in.		
Facebook	Residents	Why we're consulting on transport and what it will result in and link to take part.		
X	Cllrs	Why we're consulting on transport and what it will result in and link to take part.		
Gritter twitter	Residents	Take part in the survey/have your say		
Kirklees Council website (web page)	Residents	Full details of survey and link to take part.		
<b>External: Offline</b>				
<b>Posters type 1:</b>				
<i>Post offices</i>	Residents	Take part in the transport survey		
<i>Dr surgeries</i>	Residents	Take part in the transport survey		
<i>Community centres</i>	Residents	Take part in the transport survey. Support if needed.		
<i>Libraries</i>	Residents	Take part in the transport survey. Support if needed.		
<i>Supermarkets</i>	Residents	Take part in the transport survey		
<i>Religious/community buildings</i>	Residents	Take part in the transport survey		
<i>Colleges</i>	Students and staff	Take part in the transport survey		
<i>University</i>	Students and staff	Take part in the transport survey		
<b>Posters type 2:</b>				

Template: comms planner/checklist/briefing form

Marketing and Communications Channels	Audience	Key message	RAG Status	Officer Responsible
Pull up banners	Libraries / Community centres	Have your say on the survey – Drop in sessions/support to complete		
Railing banners in car parks	Car users			
<b>External: Direct mail</b>				
<b>Multi-media</b>				
Animation video – for use in campaigns	Residents/ Commuters/ social media	Positive message about making a real difference to transport/contribute to		
Photos – for use in campaigns	Residents/ Commuters/ social media / Printed	Transport users (all types of transport, demographics, etc)		
<b>E-Marketing/Comms</b>				
Kirklees news	Residents	Details of the survey and why it's important everyone gets a chance to have their say		
Kirklees online account – log in message	Residents	Have your say: Transport survey		
Screensavers – libraries/CSC	Library users	Have your say: Link to transport survey		
Councillor bulletin	Councillors	Share details with your constituents		
<b>External: Paid for media</b>				
Ads: Facebook	Women 45+	Shape the future of transport in your community.		
Ads: Google Ads	Residents	Shape the future of transport in Kirklees		
Ads: Sangam radio (multi language)	South Asian residents (ad played in multiple languages)	Have your say on transport delivery on Kirklees		
Advert: Snapchat	16+ audience	Don't miss out – we want to hear from you too.		
Ad: Yorkshire live media package (printed and online)	Residents – Huddersfield	Shape the future of transport in your community.		Secondary

Template: comms planner/checklist/briefing form

<b>Marketing and Communications Channels</b>	<b>Audience</b>	<b>Key message</b>	<b>RAG Status</b>	<b>Officer Responsible</b>
Ad: Dewsbury Reporter (printed and online)	Residents – North Kirklees	Shape the future of transport in your community.		Secondary
Ad: Telegraph and Argus	Residents – North Kirklees	Shape the future of transport in your community.		Secondary
Ad: Asian Standard (printed and online)	South Asian residents	Shape the future of transport in your community.		Secondary
<b>Outdoor Media</b>				
Ad shells train stations	Public transport users	Shape the future of transport in your community.		
bus panels (inside)	Public transport users	Shape the future of transport in your community.		
Town centre screens	High streets/shoppers	Shape the future of transport in your community.		
Petrol pumps	Car users			
Ad shells/bus stops	Public transport users			
Railway/Bus station screens	Rail/bus users			
Post office Adshels	Residents			
Parking machines/foam backed posters	Car users			
<b>Event</b>				
Event: In person - drop in sessions (libraries/community centres)	Residents/offline/ needing support	Shape the future of transport in your community.		
<b>Internal</b>				
Email/briefing to Councillors/MPs	Elected members	Share details with constituents and the importance of taking part		

Prize draws – monthly bus pass rail card or bicycle if take part – could be a number of prizes and winners can choose which best suits their lifestyle.

Photography and b-roll for use in campaign.

Animation video

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## Section 8: Campaign Messages/visuals Planner

Date	Channel	Audience	Message	Call to action objectives	Alt Text for image / graphic	Any other information	Image
EG. 10/05/2021		Kirklees residents over 25	Do you know a local hero? Email us at <a href="mailto:localheroes@kirklees.gov.uk">localheroes@kirklees.gov.uk</a> tell us about them, why you think they are a hero and if you can, send us a picture of them doing their bit and we will give them a shout out and say THANK YOU! 🙌 #KirkleesLocalHeroes	Encourage nominations via email <a href="mailto:localheroes@kirklees.gov.uk">localheroes@kirklees.gov.uk</a>	Community champion delivering food parcel to elderly woman at her doorstep.	"Please tag these organisations "  Please use the hashtag	

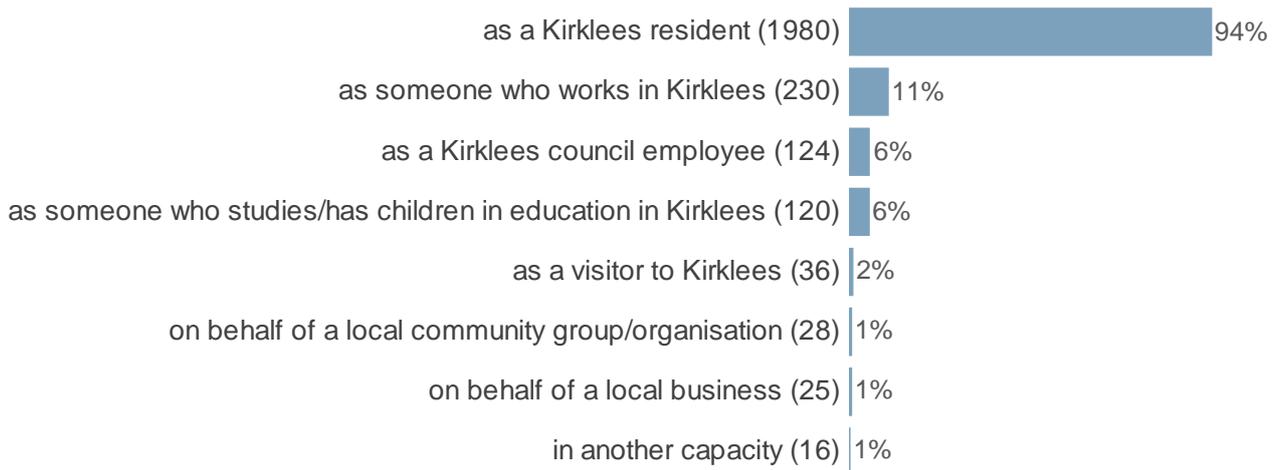
DRAFT

# Kirklees Transport Consultation

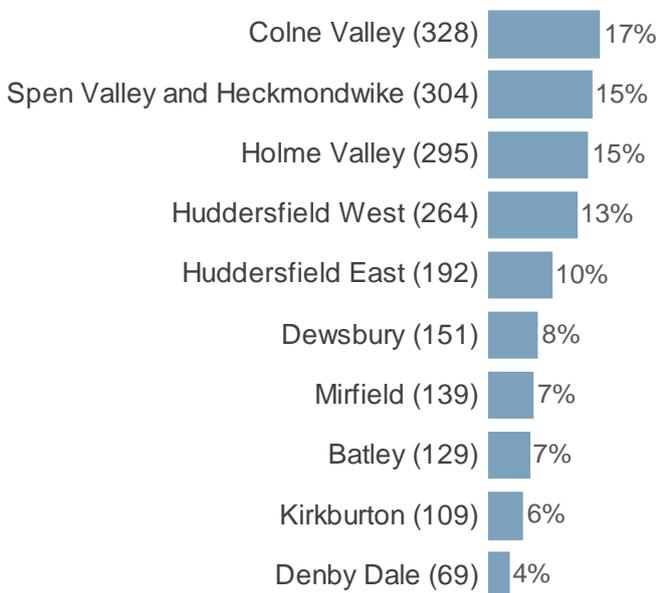
This report was generated on 29/04/25. Overall 2113 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'. A total of 2113 cases fall into this category.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

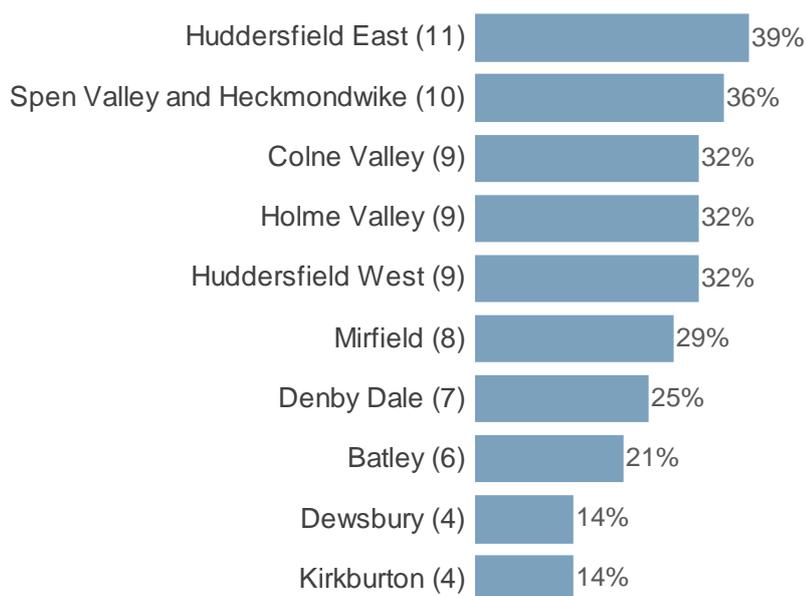
## I am responding to this survey...



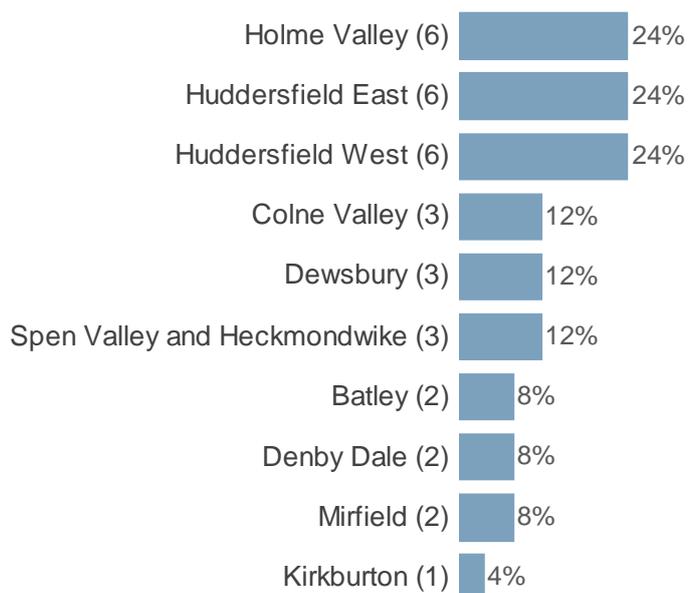
## Which part of Kirklees do you live in?



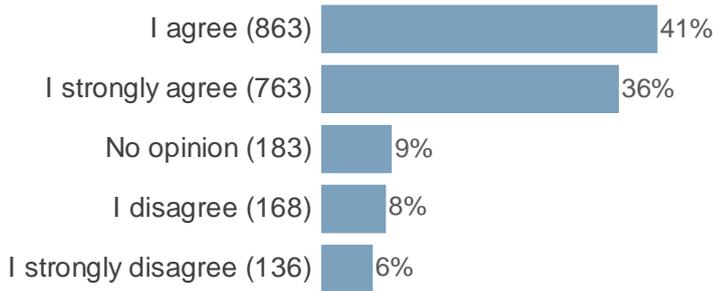
Which part of Kirklees is your local community group/organisation (select as many as apply)



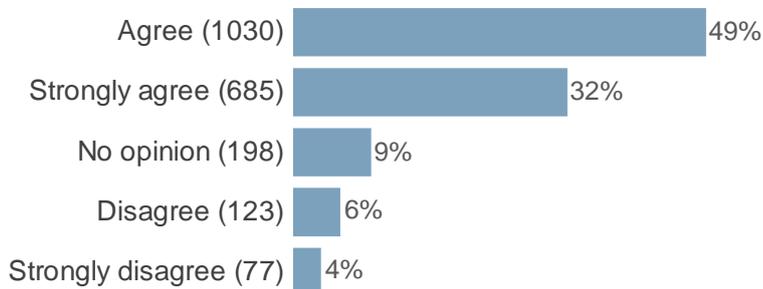
Which part of Kirklees is your business in? (select as many as apply)



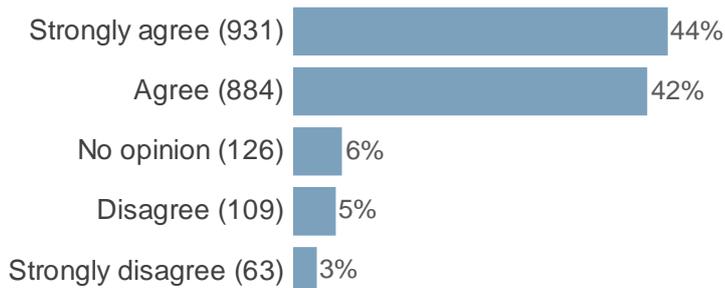
## To what extent do you agree or disagree with our Transport Vision for Kirklees?



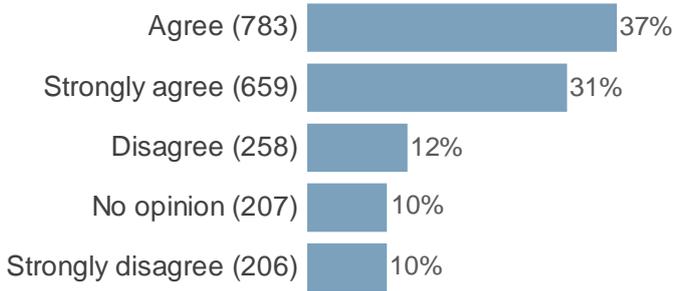
## To what extent do you agree or disagree with the 5 objectives included in the draft transport strategy (1. Prioritising economic growth – attracting investment while increasing opportunities and life chances for all )



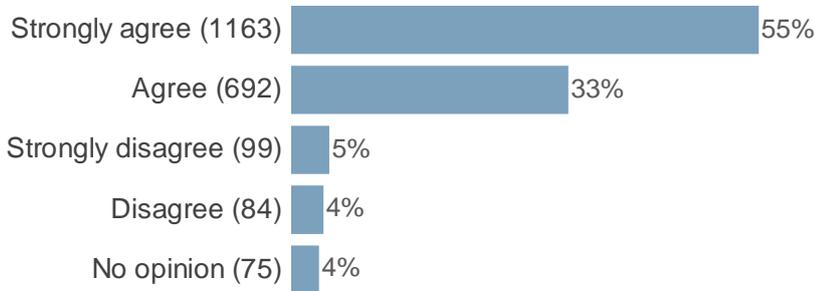
## To what extent do you agree or disagree with the 5 objectives included in the draft transport strategy (2. Improving health and wellbeing, supporting safe and active lives for our communities)



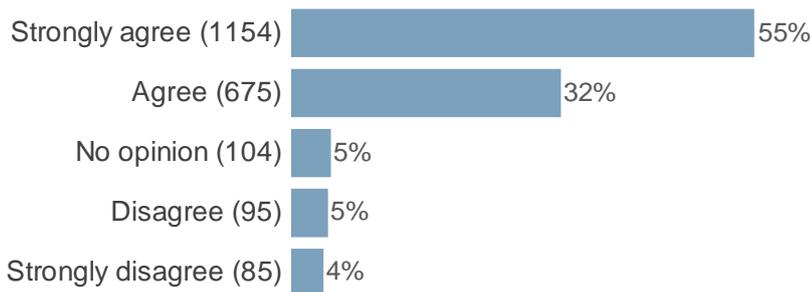
To what extent do you agree or disagree with the 5 objectives included in the draft transport strategy (3. Protecting our environment with a transport network which is carbon net zero )



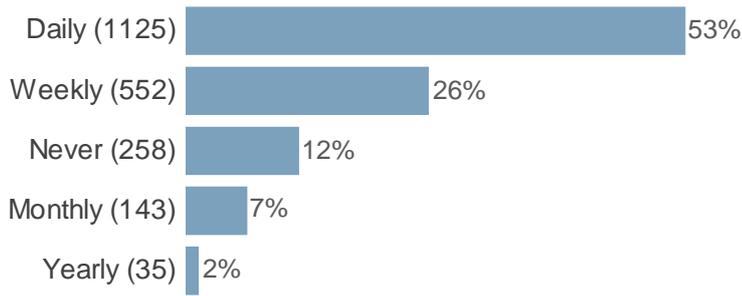
To what extent do you agree or disagree with the 5 objectives included in the draft transport strategy (4. Transformed public transport that strengthens links with the district and beyond )



To what extent do you agree or disagree with the 5 objectives included in the draft transport strategy (5. Inclusive places with better connections which are accessible and affordable for all)



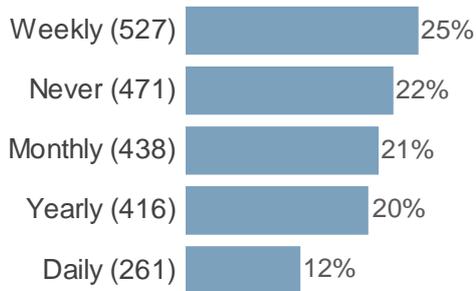
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Walk/Wheel)



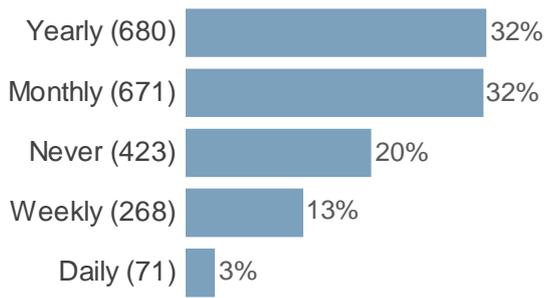
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Cycle (Bike / E.Bike/Adapted Cycle))



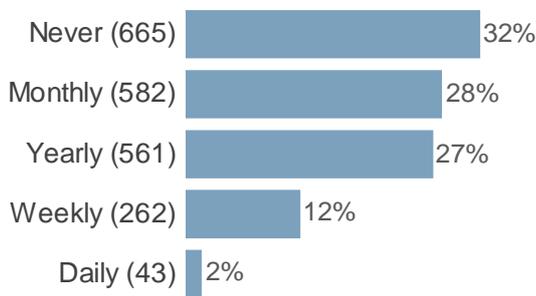
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Bus)



How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Rail)



How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Taxi)



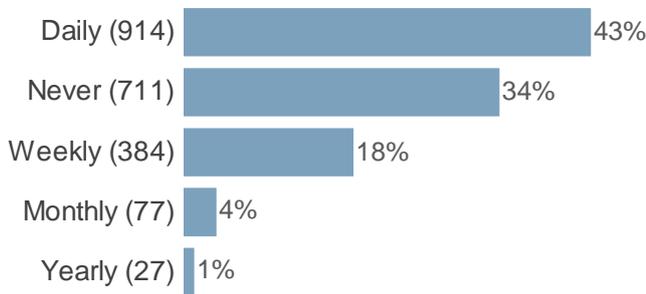
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Motorbike)



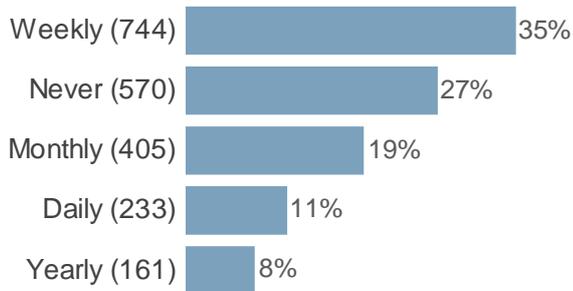
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Scooter/E-scooter)



How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Petrol/Diesel Car or van (as driver))



How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Petrol/Diesel Car or van (as a passenger))



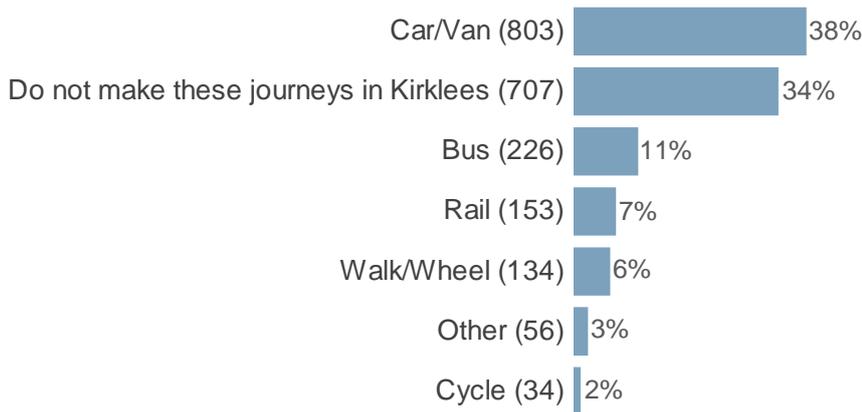
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Electric/hybrid vehicle (as a driver))



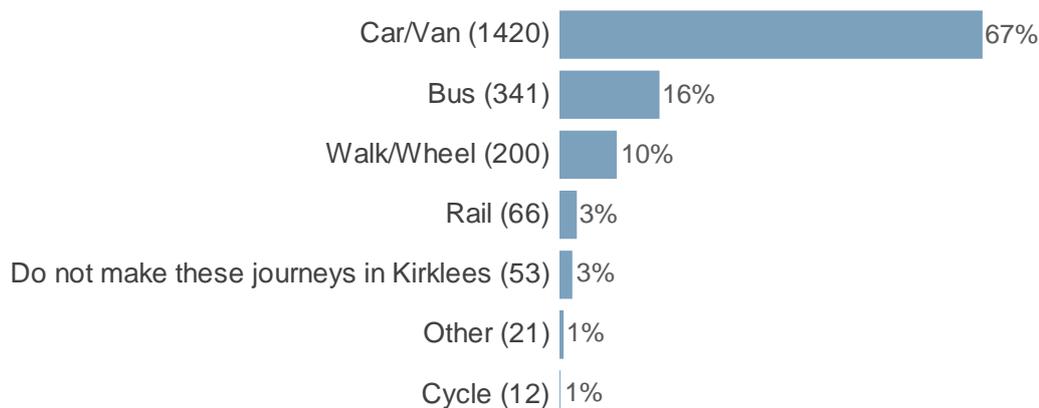
How often, if at all, do you travel by the following forms of transport to or within Kirklees? (Electric/hybrid vehicle (as a passenger))



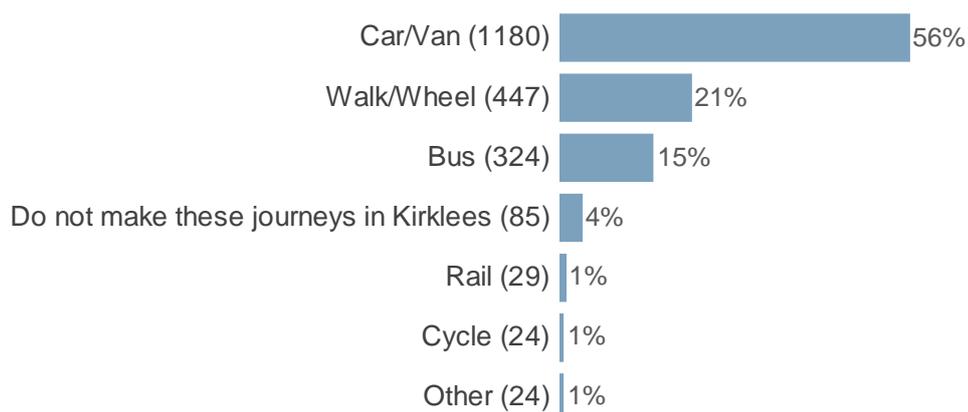
When travelling to or within kirklees, which, if any, of the following types of transport do you mainly take when making the following journeys? (please select only one for each) (Travelling to/during work)



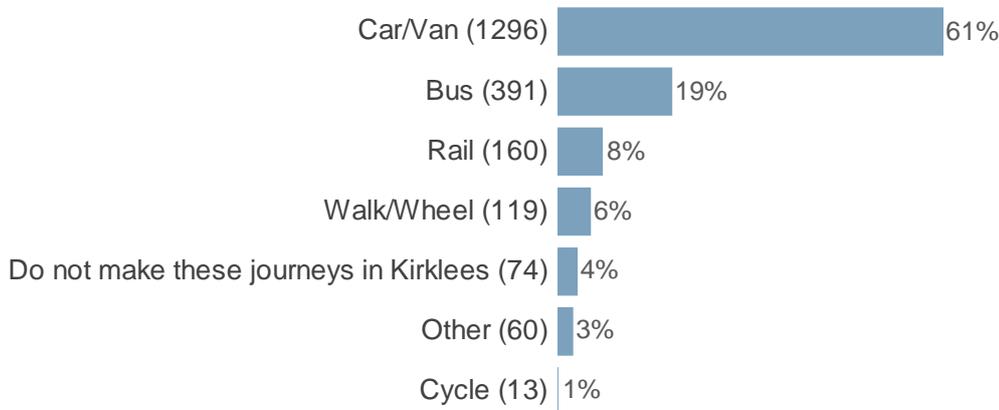
When travelling to or within kirklees, which, if any, of the following types of transport do you mainly take when making the following journeys? (please select only one for each) (Shopping trips)



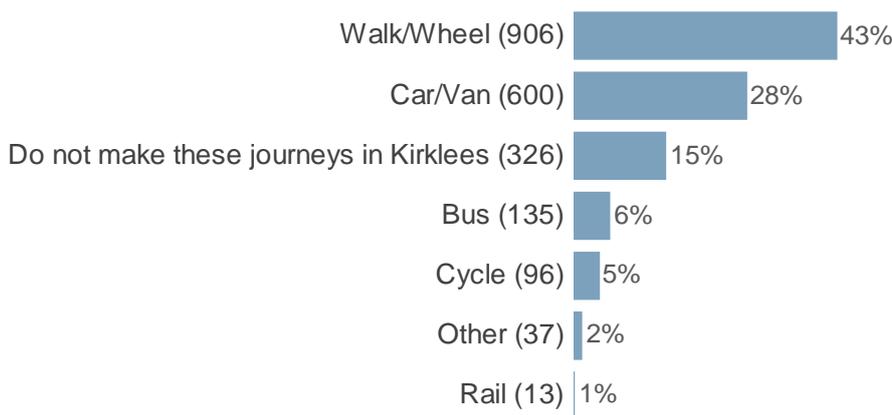
When travelling to or within kirklees, which, if any, of the following types of transport do you mainly take when making the following journeys? (please select only one for each) (Travelling on personal business (e.g banking, doctors, gym etc))



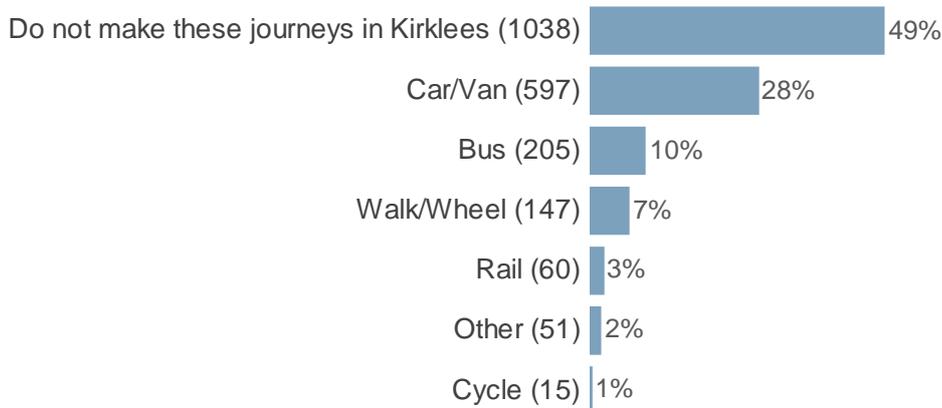
When travelling to or within kirklees, which, if any, of the following types of transport do you mainly take when making the following journeys? (please select only one for each) (Travelling for leisure (e.g.visiting friends, meals out. cinema, venues etc))



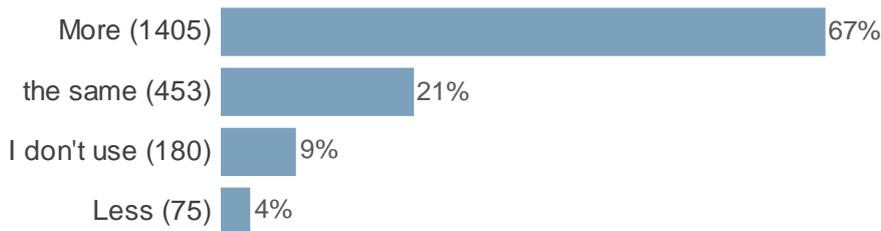
When travelling to or within kirklees, which, if any, of the following types of transport do you mainly take when making the following journeys? (please select only one for each) (Travelling solely to exercise/health and wellbeing reasons)



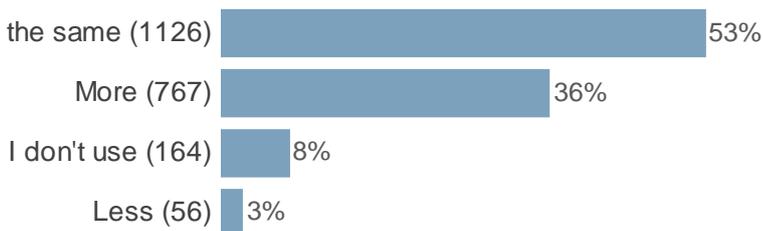
When travelling to or within Kirklees, which, if any, of the following types of transport do you mainly take when making the following journeys? (please select only one for each) (Travelling for yourself/others place of education)



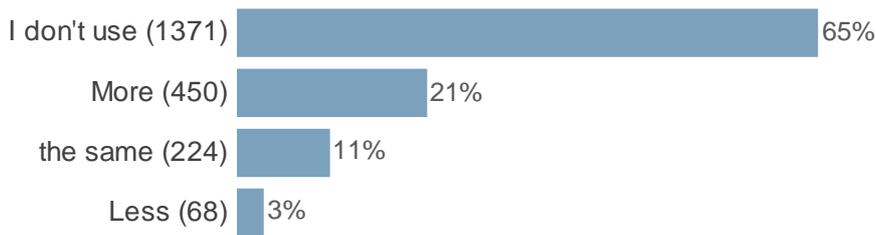
Please tell us if you would like to use the following modes of transport more, less or the same as you currently do when travelling in Kirklees (Public transport (bus/train))



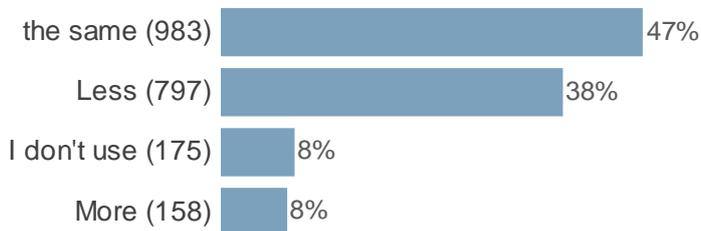
Please tell us if you would like to use the following modes of transport more, less or the same as you currently do when travelling in Kirklees (Walking/wheeling)



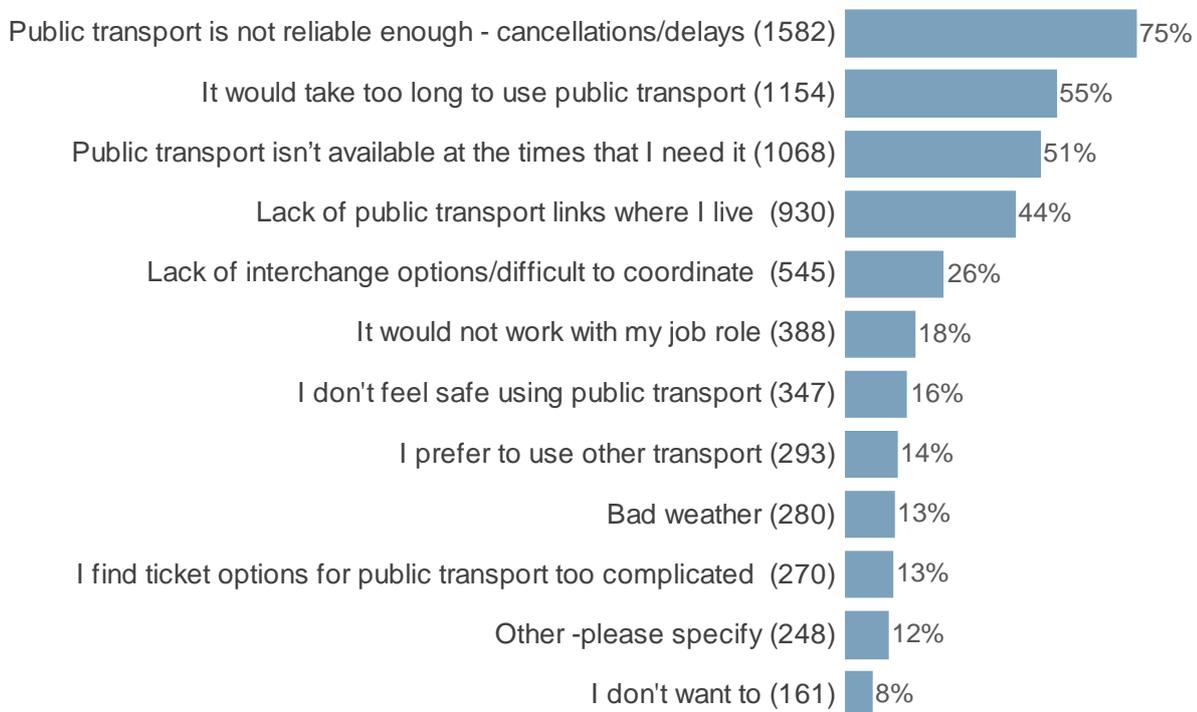
Please tell us if you would like to use the following modes of transport more, less or the same as you currently do when travelling in Kirklees (Cycling)



Please tell us if you would like to use the following modes of transport more, less or the same as you currently do when travelling in Kirklees (Car or van)



Which, if any, of the following are reasons you don't use public transport more in Kirklees? (select as many as apply)



## please specify

Too expensive

Just doesnt go where I need to do so

Cost to much

Reliability and frequency of services(hourly!?! ) is very poor

Car

Lack of railway station. Reopen the greenway as a rsilway

Taking elderly friends or dependents to places with varying abilities or inconvenient locations

Trains are too infrequent

I find the Bus Fares Expensive.

Not enough public transport.

Public transport is a total joke

Transpennine express route is constantly out of action

Less convenient than travelling in own vehicle

I feel so much safer in MY OWN VEHICLE

so much easier and convenient to get in a car whenever you need to, no planning.

cost

i use a mobility scooter so can not get on a bus.

Car is just so conveyient

I don't feel safe waiting for public transport particularly in winter when it's dark, as a woman

Too infrequent service in the Holme valley

Csr or van

Bus and train tickets are too expensive

PRICES OF PUBLIC TRANSPORT

Expensive

Since buses no longer run on the estate where I live I cannot catch a bus as the closest stop is further than I can walk

Due to longer covid my mobility isn't very good

Cost too high

Buses are a joke where I live, always being cancelled, re routed, rude and unhelpful drivers (a few good ones only) internet not updated, need I go on. If I had a car I wouldn't even get on a bus!

Car

Dirty old and not environmentally friendly, being robbed or assaulted, very expensive

Too expensive

Buses don't turn up when they should..

Buses are disgusting

A bus trip to my volunteer job takes 2 buses and approx 1 hour the connection avoiding town centre takes 10 mins .It got cancelled. Also it counts as 2 jouneys so pay twice

I only travel in Kirklees monthly to work in an office, otherwise I live away from the area

It is cheaper to drive

Car

Tickets are expensive

Feel safer in my car alone than public transport

## please specify

Tickets are extremely overpriced for the service, the trains moreso.

Cost

To expensive

It is cheaper to drive.

Too expensive

Costs too much

Everything goes via Huddersfield

I rely on my husband to take me anywhere because i have mobility issues that my doctors wont do anything about so i am unable to go anywhere alone without his assistance.

Not explicitly too long but a combination of connections and poor reliability means the choice between a 15 minute car journey on average to over an hour using buses which means I tend to use my car

bus terminals don't feel safe

too expensive

hae to use multiple bus companies with different ticket options making it costly to commute

Often unruly behaviour found on public transport

Rail replacement services are not suitable

Car

Buses are always too busy

I cycle to work unless I am carrying heavy or bulky items, so public transport doesn't meet my needs

New build estate, which bus passes by but no bus stop, nearest is up an incline and difficult for someone infirm

too expensive

I have a young family, takes too long to commute to work via public transport, I sometimes cylce when I have energy/weather permits

Cost, dirty, being preached at.

just as you get used to a bus, the service is taken off.

Travel sickness

Frequency of services

Trains are NOT reliable, also too expensive for the service they provide!

Expensive

It is a fair way for me to go to catch the relevent bus , and more often than not take the car.

The prices are getting expensive

It has become too expensive, lack of public toilets

It costs me more to travel to work on the other side of Huddersfield by bus (2 bus companies) then catch a bus to Bradford (single bus company). It's not right or economical + it's almost as fast to walk the whole 4 mile distance if you include the waiting times for connections..

Too expensive, especially when going out as a couple/family.

Cleanliness and anti social behaviour

Long walk to catch the bus & I don't feel safe in the bus station at night

I use a mobility scooter and i either need to get lots of separate id cards for each bus company i use or risk being refused entry. Also if there is s pushchair in the wheelchair space, most drivers refuse to ask them to fold the push chair

Lack of flexibility to put my bicycle on bus

## please specify

cycling is quicker for up to 5 miles

Affordability was good at £2

Expensive

It costs me £2.50 for a 1.5 mile bus ride!!

Not cost effective always

Expensive

If carrying shopping etc, prefer to drive

Too expensive

Own car

Non Direct routes

Very expensive for short journeys

Hard to complete as an organisation (which is what I'm trying to do here!). Members say that public transport not accessible for them due to eg wheelchair or have issues which are not compatible with public transport (anxiety, autism etc). Some report that the bus station is not safe for their children to use. Others that public transport does not go from where they live to where they need to go. Others that the journey is too complex to manage (change of buses) for their disability.

cost

No bus route without having to drive to a bus stop

Unpredictability about whether you can get a bike on a train - not always room despite booking a space.

Taxis

The general public in general

Buses less frequent in HD7

Live outside Denby Dale, buses irregular and stop of an evening

I am mental illness enhanced disabled I use bus

Prices are getting a lot

isn't welcoming and have seen poor driving, too often hard breaking

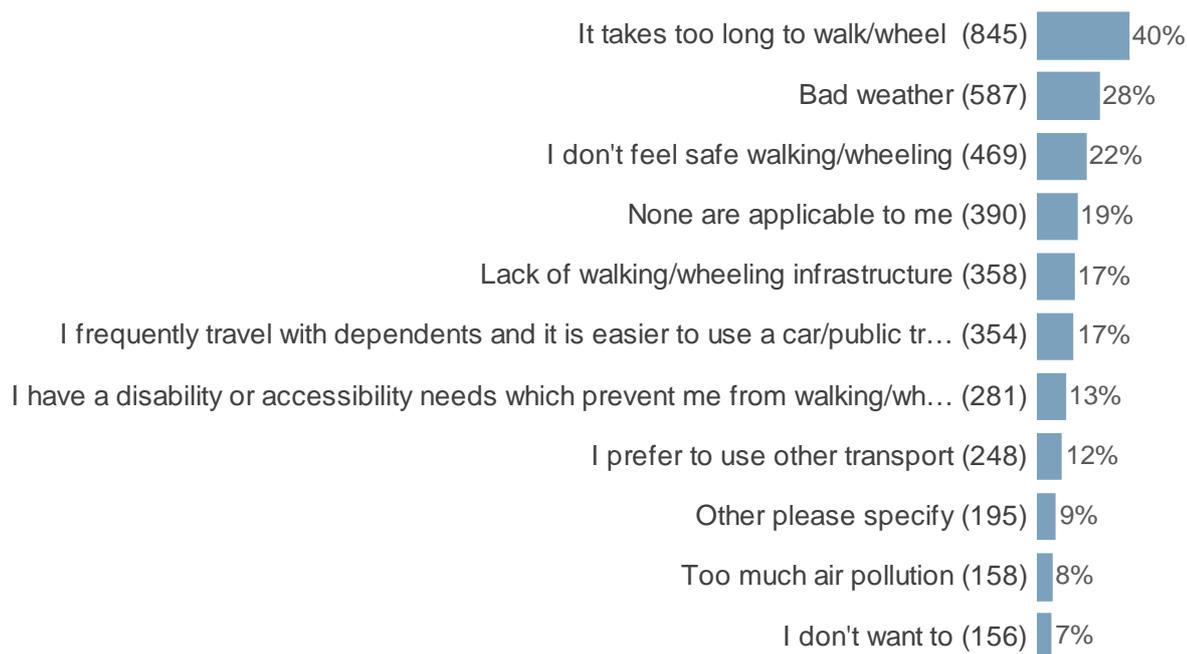
Poor waiting environment - stops, stations and shelters

cost too high in comparison to petrol for the car which i own

No ublic transport at 3 am in morning when I go to work

aswel as the bus service being not reliable (cancellations) the cost is quite expensive when you have a family to pay for

Which, if any, of the following are reasons you don't walk/wheel more in Kirklees?  
(select as many as apply)



please specify

I need a car for my job

Wheelie bins and vehicles parked on pavements. Walking in the rds. Make me feel unsafe lack of space.

Not capable of walking too far

Shopping might need to be in fridge quicker than walking time makes practical.

Car

I'm too old to walk more

Tranporting stuff

Irresponsible and selfish car users - parking on pavements, aggressive driving.

What walking routes exist are unkempt

I walk my dog, but I like to visit places to do that and I drive

I do try and walk but have a knee problem

Takes too much time which I do not currently have and is better spent in a more productive manner

30 mins walk to village. No buses

Time

Uneven and unmaintained footways

My illness prevents me walking long distances

Busy

Because you waste too much tax payers money on shit projects like the green cycle lane outside town hall that is just a trip hazard. Cost several thousand pounds and I have never seen one cyclist.

I do walk, lots

Parking in town centre is very expensive but I need to be near shops so use a car

Unhygienic littered public paths, greenways

## please specify

The traffic free route on the canal towpath is often very muddy

I have a car

Have you seen the hills in the Holme valley? Also no pavements

Unsafe road crossings in Mirfield

You live in Kirklees just look at the state of the roads - developing country standard and worse

Parking on pavements makes walking places difficult and dangerous

Not enough space on many roads for a push chair. Like the bus it's easy to taxi to get my child around then walk or get public transport.

Difficult to go up hills alongside traffic

I cannot walk far due to disabilities

Time is money.

I need to be in multiple places

Too narrow roadside footpaths. Don't feel safe walking right next to road.

No disability but age limits mobility. You didnt ask about older residents!

The street lighting is terrible by me. Lots of shadows and dark araeas with the LEDs

Journey length (17+ miles each way) too great, so only walk last few meters of journey.

Laziness

Lack of available toilet facilities

I walk to work daily

Car

i walk daily

Use a bus as got a child with disabilities but there not reliable

Sometimes just not in the mood

Don't like shipping so when i do i vary where i shop and do bulk shopping so either i need to shop now often or limit shopping at small traders

Can't walk round holmfirth you've closed all crossings and pavenents for months on end

The greenway/ringwayshould include the walkley lane railway cutting to link it up properly

No bus comes near me cannot walk uphill wf12 8qa

Because the council have neglected for decades, ready for use infrastructures like canal towpaths etc

Usually travel with equipment

dangerous narrow roads, inconsiderate drivers, bad potholes

user mobility scooter

Footpaths aren't always cleared

Can you flatten the hills around Holmfirth?

There aren't a lot of things that are walking distance

Travelling on a mobility scooter there's not always dropped curbs to cross

Mobility problems due to long covid

Unable to do my job without a car

Age and mobility issues

Too hilly in Huddersfield.I am 75 and wearing out. Downhill ok

i only work in Kirklees, travelling to and from by car, it would take too long to travel by public transport. When at work, I use my car, again it would take too long to use public transport and cost too much.

## please specify

There are too many hills

Too far to get to places

Car

For being lazy

You can only walk so much or so long

I walk if the distances allows it.

The Hills!!

I have a toddler

To far to walk to work

Steep inclines walking to some areas

only do it for light exercise, plus very hilly where i live

Walking in dark hours don't feel safe at all, especially in the city centre. I get approach by people offering drugs on a regular basis when I go in the city center in the evening, so I stopped doing that.

Age

I walk all journeys under 2 miles, or run or cycle

too far

safety concerns from vehicles cycling from Holmfirth to Huddersfield. My wife fears me cycling

Current main form of transport

I don't want to get somewhere all dusty, hot and sweaty.

Train

Lack of public toilets

hills

I travel in my wheelchair as much as I can, however the pavements are in such a bad state of Repair and the pavements do not have suitable dropped curbs to allow me to cross the roads. This means that I have to use my WAV to get around. This is such a massive shame. Unfortunately, disabled people are not considered within our society very well, although I love how you have included wheelers in this survey. Thank you.

Steep hills

Poor surfacing on paths and pavements

Supermarkets too far away to do shopping on foot

Pathways not maintained or signed

Too hilly for cycling

Littered streets everywhere in Huddersfield makes it an increasingly off-putting to walk, especially in Marsh.

Shopping too heavy

Own car

To many bloody hills

I walk daily for pleasure

Again hard to complete for an organisation but main reason can be that walking is difficult for some with disaibliies, that if one child has a disability and the other children do not, it is very much easier to take them all in the car together rather than try to cope walking etc. Others report feeling unsafe as a disabled person in some environments eg bus station and sometimes around town certain times.

Busy roads make cycling unpleasant.

I walk whenever I can

please specify

Cyclist create traffic hold ups creating more pollution

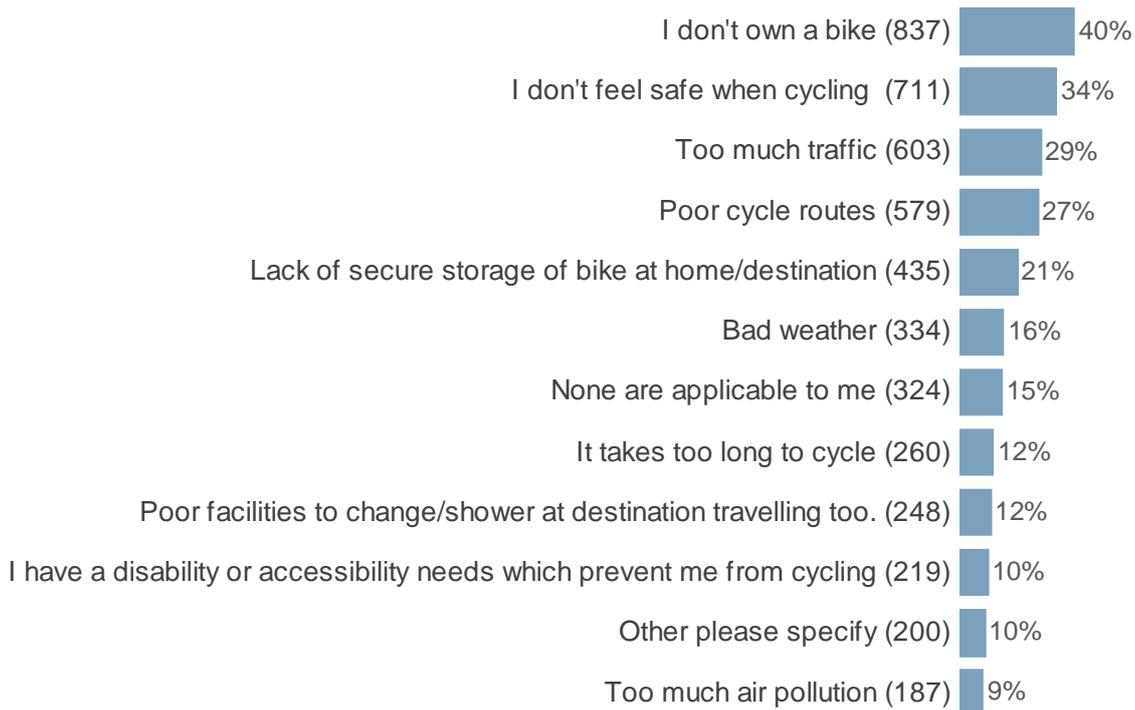
Topography in the Holme Valley (Topography should be an option presented in the survey)

Too old

Need to carry shopping

Road are dangerous and driver generally unpleasant

Which, if any, of the following are reasons you don't cycle more in Kirklees?  
(select as many as apply)



please specify

I have a car

I don't have the time to cycle more. And I am not fit enough any more.

Geography

I'm not that fit!

Havent got a bike .far too hilly and the step from a bike i cannot manage anymore.

Too much theft

Dont want a bike

too hilly round here.

It's a ridiculous form of transport. Bicycles are toys and not a serious method of travel

Hills

Scared

The hills.

I can't take my dog on a bike

not fit enough

## please specify

I don't want to

I dislike cycling

Hills haha

Usually travelling with children so it wouldnt be suitable

Drivers in the area are reckless and I feel unsafe in a car let alone on a bike

Feel unsafe on the roads

Road conditions are shocking

No cycle lanes properly separated from traffic

Because you cant get all your shopping on a bloody push bike

I don't want to

I don't want to

Secure storage is a huge concern that stops me cycling to work meetings

Additionally, I live in thornhill, on the mountains, and with the incline it would make it harder to go home.

Driver behaviour

Slopes and hills not conducive for cycling

There is little/no cycling provision in Huddersfield and the Colne Valley. It is dangerous to cycle on the A62. There are some short sections of cycle lanes but oftentimes there are cars parked in them, which is so dangerous as it forces the cyclist into the road and into the flow of traffic. There are so many large trucks and buses on the A62 travelling at speed, with little passing space. I feel incredibly vulnerable when I cycle on the A62

I have a car

To many hills in the Holme valley

No cycle network whatsoever. Cars parked in cycle lanes.

Far too hilly

I'm too old

State of the roads, tarmac is awful and only cheese has less holes

I dont want to cycle

Too old

Too hilly in the Holme valley

Huddersfield is too hilly. Too much traffic

Too slow, too many hills.This is a pennine town.

It is too hilly

Journey distance to Kirklees is 17+ miles each way so can only see cycling as the tail end of the trip and cycle hire unavailable.

Topography - too hilly for older people

I don't want to.

I moved to Almondbury having been misled into expecting a really safe cycle route was soon to be provided along Wakefield Road. I can cycle safely and quickly into Huddersfield. But cycling uphill along Wakefield Road away from the town centre is terrifying, with drivers trying to force me off the road.

Can't stick my Mum on the back

The greenway/ringway should include the walkley lane railway cutting to give a better safer cycling experience.

## please specify

I don't want to

Recently (7 months ago) and not got back into cycling. Walk more here. It's very hilly !

Road surfaces are beyond shocking

dangerous narrow roads, lots of potholes, inconsiderate drivers

I am a foster carer so have children with me at all times.

Haven't cycled for over 50 years.

Some of the cycle lanes are a joke going through Ravensthorpe is a case in point after Huddersfield rd was altered the rd was slimed down with the parking bays put in then the cycle lanes were put in as an after thought

Roads are too narrow and vehicle drivers are in too much of a rush

Cars are better

I do not want to cycle

Waste of time

Too many hills

Too many hills in Huddersfield. Cannot carry shopping on a pushbike.

Risk of Theft of leaving bike in Kirklees

Kirklees is very hilly... cycling is utterly impractical for the average person in Huddersfield.

Too old

I don't want to die.

There's nowhere safe to put the bike when I get to my destination.

Road surface condition is poor. Only 2 punctures this month!

Our bicycles were stolen and I refuse to replace things when the police do nothing to find the stolen items.

Poor quality roads

Worry bike would get stolen

Can't carry your shopping on a bike

Requires lifestyle changes & greater planning. Often can't just call at unplanned place on way home.

Too hilly

Completely impractical in Kirklees. Lack of cycling lanes and too many hills. A white line on the edge of a road is not safe

I'm too old to be riding a bike and would be a danger to others and myself

Too hilly

I used to cycle but A) roads were not great for cycling along, and B) cycle facilities ie Spen Valley Greenway are not good in winter or at night and are often "taken over" for civil engineering work

I don't like cycling

Secure cycle parking in own centre is a concern + cycling back up the hill with heavy load after shopping can be challenging. I ticked safety mostly in relation to scared of accidents, drivers not looking out for cyclists and very few segregated safe routes..

I am too old

Lack of flexibility regarding combining cycling with public transport

absence of dedicated cycle routes on main arteries (A62 Marsden, A629 Wakefield and Halifax)

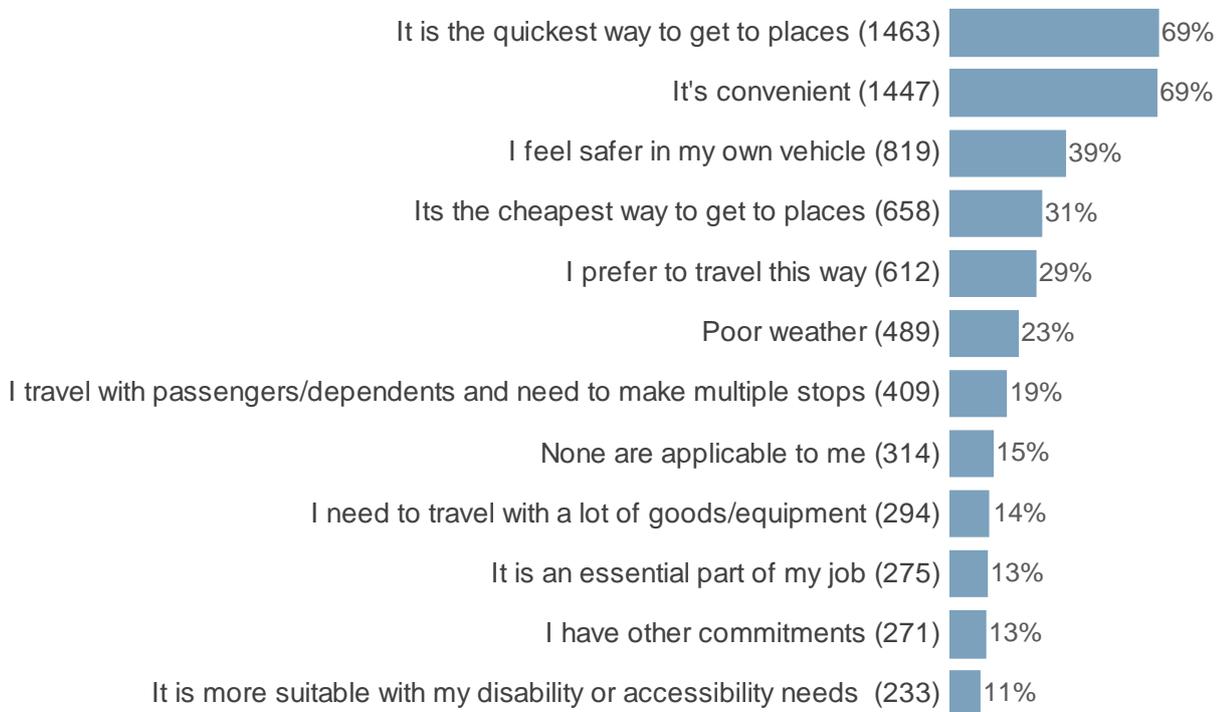
Too old, too many hills

I have a weak heart

please specify

- Too hilly
- Too old
- Danger of falls
- Roads in dangerous condition
- I don't want to
- Hard to complete on behalf of an organisation. Main issue is either disability means cycling is impossible - and if one person in the family cannot cycle then often no-one can as cannot travel together. Also disability adapted bikes are expensive.
- Cycle lanes keep disappearing or no there in the first place so end up having to ride in peak time traffic which is terrifying at times.
- Motivation
- Cycling create to much pollution creating hold ups
- Police driving pass too fast
- Topography (why is this not an option presented?)
- Unable to transport what I need for work
- Bike theft
- Too old
- Two many hills
- Cycle routes closed around Kirklees and lack of joined up infrastructure for cycles

Which, if any, of the following are reasons why you regularly drive in or through Kirklees? (Select as many as apply)



## please specify

Unable to drive any more as partially sighted

Travelling long distances

Parking costs £5 and the bus costs £5. It's a no brainer.

We have only one bus every 2-3 hours Monday to Saturday. These are only up to 7:30 in the evening. Sundays and Bank Holidays we have no buses at all.

More suitable due to disability

Poor connectivity. Virtually to get from Spen Valley to the Holme Valley

Public transport is not easily available for my journey

Easier to travel with my dog

Partner has car and disability

no transport for the time I go to work

Weeklyshop.

I no longer drive

Lack of public transport options especially on an evening

Heavy shopping

Public transport doesn't go to some of the places I would go. Also if I tried to commute to work on the bus it would take me 2 hours to do a 4 mile journey. I'd have to go into Huddersfield and back out again.

My biweekly commute is a school run to Bradford. It takes 90 minutes by car. probably 3 hours and two changes by bus.

Lack of availability of public transport in my village

It's the only way to get to some places without using 2 or more buses any in taking over 2 hours, eg hospital appointments

I am a passenger not driver; usually for shopping.

To do grocery shopping

I also work weekends that takes me outside Kirklees. The commute is impractical.

After paying fifty thousand to travel in luxury, I'm going to use my car all the time

Lack of public transport and the costs

Have you ever waited for a bus that never comes? You don't do it again if you can

I can travel where and when I want.

Poor ill-thought through bus routes

I don't drive

Most efficient use of time

No other option

Food shopping

Lack of public transport links, to go to Leeds I have to wait for a bus that might not turn up, walk up the hill and get on trains that are late or delayed, I recently set off from Thornhill at 7.20am and didn't arrive in Leeds until 10pm.

There is not a climate emergency

Cant drive

More reliable than public transport

Because I like to live life on the edge avoiding all the potholes Who the hell would want a bike.

I'm always a passenger

## please specify

While I have an electric car, I'd like to reduce car use as much as possible

It's reliable

As a passenger, when it would be quicker and cheaper than public transport also when needing to load grocery shopping into the car

Weekly shops, doctors visit during work hours not possible without own transportation

Its private, at my temperature and leaves when I need it to.

It's so much easier and I didn't buy a car not to use it. I drive safe unlike taxis

Currently Kirklees is only really set up for car travel

Living rural it's the only choice

Freedom. When you want where you want

Lack of reliable public transport

This is a Penine town full of hills.

I can listen to music, I enjoy driving, it is how I de-stress and have my own space, plus I love cars

Roads are in a disgusting state - it needs sorting!!

I can't drive but my friends do if I go out with them.

Shopping

I do not drive

No railway.

I cycle to Huddersfield Station (for onward travel) and town centre frequently. But in wet or cold weather I prefer not to. After about 6pm the bus services to my home are very infrequent, so I drive.

I take trips with more than one purpose

I travel 34 miles to work and back each day

How would I get to supermarkets, gyms, volunteering placement etc

Keep the children safe, correct car seats etc

It's the only mode of transport possible. Can we get a Greenfield to Holmfirth/ Honley bus THERE'S SO MANY STUDENTS WHICH TRAVEL FROM MCR TO HUDDERSFIELD AND ITS SO MUCH CHEAPER AND QUICKER TO GO TO GREENFIELD BUT NEED TO GET PICKED UP TO DO THIS

I will give my own private transport up when everyone else has but NOT UNTILL

Goes direct to destination without additional hassle

no need to plan ahead or book tickets, more reliable than the trains

I don't drive. I clicked I don't drive in Kirklees!

My teenage children use public transport & it is shocking, unreliable, lack of access, they often miss appointments due to cancelled or ghost buses etc

I don't drive but sometimes there just isn't a bus which will get me there on time so I rely on a lift from someone.

Buses aren't reliable as they don't turn up and the service in Kirkheaton has been greatly reduced.

Travelling by car means less time standing and less risk of being bedridden for days afterwards

Meets the needs of the disabled person I travel with

Can't rely in buses.

Carrying shopping

A desire to avoid the public as much as possible.

Young grandchildren

I can't drive

## please specify

I am guaranteed to be on time if using my own vehicle.

Most reliable

Driving is the only viable option

I enjoy the process of driving

enjoy owning a car

I often give my grandchildren and daughter in law lifts

If I need to buy bulk items.

No buses at time of commute

li drive if it suits the journey more than cycling or walking

Caring responsibilities

Unreliable bus service

I don't drive but am a passenger or taxi user.

Personal fitness.

Irs easier due to my disability

I can't drive

Shopping by bike only works for smaller quantities

I do not own a car and can't drive

I can't depend on public transport to get to work

Public transport does not always provide for my needs

Lack of buses where I live

My job times dictate this

Hard to answer for an organisation but all the above have been mentioned. Disabled people often have more equipment to cart about and using a car (often through Motability) is the most convenient and often only realistic option for families. Its not a question of a car being "more suitable" is is often the ONLY option - especially if the car has been adapted. There seems to be an underlying assumption here that using a mutability car is somehow optional! Even if the person does not have such a car, if you are a family with a child with additional needs it is usually very much easier to travel in. car together - some children can be very difficult to travel with on public transport - but getting DLA or PIP takes a while.

When not working, public transport can't be relied upon to turn up and that makes me feel vulnerable at night.

Do not drive anymore

The bus services have been reduced and I have to walk 30 mins from my house to get a bus to Leeds, Huddersfield, or catch more than 1 bus as services cancelled meaning it's not cost effective paying for 2 or 3 buses to get to say cleckheaton which is 15 minutes in the car

Buses aren't reliable

Car sharing hasn't been set up locally

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---

Concentrate on fixing roads and making buses more frequently in/ around rural locations.

---

More electric buses, more buses in evenings and on Sundays, more buses travelling across region rather than having to go into Huddersfield and out again on another bus.

---

How about educating drivers (and cyclists) on driving/riding safely and sharing the road instead of creating inconsistent cycle ways.

---

Be more connected to outlying districts, towns and cities.

---

The price, reliability and frequency of public transport to Scholes and also school bus transport is unacceptable and makes it impossible to rely on it.

---

Cycling routes in come valley would be good, also more reliable buses and trains would be a great addition

---

Frequent, reliable, cheap public transport, and improve facilities for cycling.

---

Need an integrated transport system - bus and rail. Proper and reliable rail connection to Manchester ,Leeds, York. Descent easy to understand price structure for tickets, which are not outrageous in price. Conditions of the roads need addressing asap.

---

I would like to be able to rely on public transport to get to work and for changes to meet up. I would like public transport to provide enough seats to travel comfortably and with dignity. I would like a better timetable for public transport to allow me to get home after a night out, and to get to Church on a Sunday morning. I would like better public transport links to other areas in Kirklees.

---

Good, clean, reliable, punctual transport needed. when abroad it is so simple and one very reasonably priced ticked enables you to travel on good transport and within walking distance to a local depot. Abroad I would not consider driving - here, I am lucky to see a bus!

---

The bus station feels dangerous at times now travelling as a single woman. The bus service in Kirklees like other areas in the UK often suffers cancelled buses.

---

Improved train and bus support is essential. As a Marsden resident, it is infuriating that the faster 185 has been replaced by the slower 383 (previously 183), and it's regularity (and the regularity of the 184) is really poor, bus service to Marsden needs improving. In addition, the lack of a direct service to Leeds (which ur has previously had) is incredibly frustrating, as it increases my commute by around 15 minutes one way, which is 30 minutes a day and several hours a week. Marsden and Slaithwaite are big places, and deserve a direct link with Leeds.

---

Good infrastructure for E bikes and scooters could eliminate much of the damage that cars contribute to climate change by replacing cars for short commuter and retail journeys.

---

I use buses first thing in a morning,i have a good 20 mins walk to catch the first bus in a morning,which for a lady isnt good at 05.15 in a morning when its pitch black. I also want to mention that i finish work at 8am and almost every morning im stood at bus stop in Lockwood with all the buses going past full with all the students on them,its ridiculous,there either needs to be more buses for the workers or school buses put on just for the students Sometimes im waiting a good 20 mins plus before i can get on a bus or i have to walk into town.They're all crammed in with there faces squashed against the doorwhich has to be a safety risk surely.

---

More reliable bus times and to run longer in the evening

---

The pressure to get everyone cycling does not account for people with babies and children and old people who are not fit enough to cycle quite a large proportion of the population

---

Public transport that actually works

---

I don't believe the rise in speed bumps do much for the environment. Bike theft is huge. There is not enough bike storage in Huddersfield centre to risk cycling to and from there.

---

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---

Direct bus to Wakefield via Shelley. More frequent buses from Shelley to Huddersfield

---

I would just like services to run according to the timetable. I take the train from Marsden to Manchester most weekdays for work and it is almost always late arriving in Manchester and often late arriving in Marsden. It would be great if the timetable could be relied on. Also if trains ran later at night and if Marsden station was accessible for the disabled/people carrying heavy suitcases.

---

We need a regular bus service. I live in Hunsworth and the bus service is nonexistent. To get a bus to Leeds for example I either have to catch a bus to Cleckheaton and change there or walk over a mile to Birkenshaw.

---

Make the flow of traffic better if possible. To encourage other forms of travel apart from cars to ease congestion and pollution

---

Better Transport Links to Neighbouring cities, more frequent and reliable. Better train services so it doesn't take twice as long travelling to places compared to using a Car.

---

Where I live the buses are infrequent and at times unreliable. I am partially sighted and am reliant for reliable buses to get to NHS appointments and I have been let down by missed / late buses. We need more frequent and reliable buses certainly serving Honley village where I live.

---

Improved reliable well connected public transport. Less congestion and better roads.

---

First world quality of roads instead of decades of neglect. Public transport is rammed down taxpayers throats and continually fails to deliver.

---

Quick, frequent train connections around West Yorkshire, into Manchester and South Yorkshire.

---

I would like more buses in places like Outlane which has one bus an hour, always late and often doesn't turn up. You can't go anywhere really due to the lack of service. Disabled people and people who work outside of Kirklees NEED to use a car. Don't assume everyone can use public transport!

---

To keep fare prices as low as reasonably possible.

---

Many side roads in my area are in atrocious condition

---

too much talk not enough action

---

It would be great to see more cycle lanes for young people and people like me who are too scared to ride bikes on the busy roads. It would also be good if cycle parking were near to the main shopping areas and there were more places to park bikes so that you can make trips to multiple stops and keep your bike close.

---

As many options as possible

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Fairer access to buses from the WYCA and not providing a monopoly to private bus companies to transport children to school in Halifax grammar schools from the Huddersfield area.

---

One off roaming charge to travel anywhere all day every day 7 days a week

---

Public transport needs to be cheaper, more reliable and have better information and updates. The recent rail upgrades have caused many people to go back to using the car because it's just been an unreliable mess.

---

No, my feedback won't, because you've already made your decision. We live on the edge of the Pennines, with massive hills and you think cycling is the way forward. We sold off the transport system. Ever since then it's been run down and asset stripped. Stop throwing money down the drain. Nationalise it and we will have the type of service I remember once again.

---

Get public transport to work for all and stop the poor service.

---

Buses and trains running on time - with zero cancellations. Permit use of senior bus passes prior to 9.30am and remove all other use restrictions, for both bus and train travel - thereby combatting loneliness and isolation and better promoting social connection opportunities.

---

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Trains and stations need to be more accessible for those with disabilities and families with prams. To encourage commuting by train free and plentiful parking should be offered at stations.

---

Better integrated rail bus routes. More flexible use of smaller minibuses. Most bus routes transport fresh air for most of the day. Shorter bus routes say Dewsbury to Leeds would have two sections. Dewsbury to white rose then White Rose to Leeds

---

Make it easier to get to places by car without endless road closures/road works and diversions not to mention potholes. Also make more parking available in town center

---

Make it safer for people to get from one place to another without having near misses with traffic going through lights at red. Get the buses to be on time abs don't make excuses. People's livelihoods depend on public transport being reliable. I would consider taking a bus but feel unsafe in even standing at a bus stop these days and with heavy delays or cancellations on top of that we are all vulnerable in a situation that isn't out doing.

---

Better roads and infrastructure, more thought about car drivers and the state of the roads we use. The fact that some people like to travel alone in a car and don't want to more flexibility that cars give them. The transport network in the uk is atrocious compared to Europe and other countries. It is unreliable, and expensive, this is not something that Kirklees can change it needs a uk wide overhaul, significant government investment and time spent engaging with the people that use it.

---

There os no direct bus rout from mirfield to brighthouse, cleckheaton or wakefield. Cycling inferstructure is very poor, and pavments are not all well maintained. I work in brighthouse and cycle the longway dude to lack of safe routs. I would like a path along the canal to run through to brighthouse and the path along wakefield road to be cleared as it is too full of debry to safely walk.

---

A service which concentrates on the areas of North Kirklees which is reliable and and more extensive.

---

There does not seem a belief that for disabled people, the only way to get around and be independent is using their own car (especially when this is through Motability due to their disability). Moving to a hierarchy as you describe that pushes car use down to the bottom suggests that disabled people are somehow "at fault" for their choices. Secondly there is absolutely no mention of school transport which is used to transport many disabled children to school. Is this now considered "not green" and should not be supported? It is next to impossible to transport many disabled children otherwise. Council's own post 16 transport policy regarding children with SEN gives a personal budget which means many extra car journeys are now being made - doesn't seem to sit sensibly with this policy. This is not to say that better more accessible public transport would not be welcomed - we have members who do not drive and having better transport and better pavements with dropped kerbs etc in the right place is important. Members also report having appointments at hospitals when they could be more local to them - are you working with health on this aspect? Finally members whose disabled children do use the bus services do worry about anti-social behaviour at the bus station (Huddersfield) and very rowdy behaviour on public buses at school times. And this survey is impossible to complete as a group - including the age/sex questions as I'm not completing this as an individual

---

Bus service less last minute cancellations,whemy it works it's good

---

Fix the rail system, its horrendous. Never known anything like it, can NEVER rely on it and truly can't remember the last time a journey played out as originally planned. ALWAYS delayed or cancelled. Its an embarrassment

---

Accessibility and availability for my family to use. I am disabled and my son has autism, the extended journey times on buses make them too difficult to cope with as a family.

---

Heckmondwike need more buses on time, and not just leaving passengers standing several times a week.

---

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---

Size of population in local area within Kirklees have increase with new housing and the roads are being made narrower, this is making congestion worse. Road infrastructure should be part of any new housing development along with schools, doctors and dentist. Increasing the wide of pavements and reducing the size of the road is not the solution. Having more parking spaces where shops are would reduce the amount of street parking. Speed calming measures also need looking at, due to the size of some of the 'road humps' are damaging personnel vehicles and bikes.

---

Hunsworth has no bus route anywhere after the first run. We have to walk / drive to Cleckheaton bus station or to Birkenshaw to get anywhere. Not acceptable when you are 84

---

Safer cycle routes that join up and don't disappear on the road. People don't want to ride on the road as it can be terrifying and I am a seasoned cyclist and instructor. Our participants won't ride on the road alone because they are scared. Cycle paths must be planned to get people to the main roads so that cycling can be a method of transport that can replace the car. Routes close and stay closed for years with no viable alternative. This would never happen if a road was closed to motor vehicles. Thought is needed as to how other forms, eg., scooters are going to work with all means of transport. Where is it safe to scoot? On-road, on pavements or in cycle paths? Not an easy issue, but scooters in cycle paths could push cyclists out on to the road when overtaking and could be an issue. On paths - reasons for not having them there are obvious. On roads - could be collisions as scooters already seem to come out of nowhere. Transport of the future needs to be able to cater for all forms of transport and that might mean taking space away from motor vehicles or making more less used paths multi use - for bikes and scooters if there is room.

---

Better public transport infrastructure rail bus routes or local tram service that is cheaper and reliable

---

More frequent evening services. Flat fare.

---

Make it easier for these with additional needs to travel safely.

---

Regular busses running on time.

---

For walking & cycling to be seen as normal things that everyone should do

---

Many forms of transport do not integrate with each other. Eg buses don't connect with train arrivals and departures. There are still examples of train stations which are not accessible to several groups (people with disabilities/mobility issues, parents with pushchairs) who thus cannot access rail services.

---

Support for disabilities

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Restored bus service from Hunsworth to Leeds. Traffic free cycle route from Spen Valley into Leeds.

---

Improving all of the cycle routes, greenway links and noting areas of which there are steeper inclines, families are less likely to use as children struggle. Public footpaths that could become multiple use would help navigate away from busy routes. Family friendly routes like transpenine trail we drive to for safer enjoyable family cycling. Some areas of greenway modified but more needed for families to enjoy. There is no safe cycle bike hub in the town centre that we feel is secure enough to warrant leaving bikes to spend time using town centre amenities. Manchester and Leeds have secure hubs. Chaining out in open doesn't feel safe enough. Public transport bus system less frequent in rural areas. Unreliable at times. Local train network is good as long as can travel to local station such as mirfield and park car. Again no bus service where I live to commute to train station without heading to Huddersfield centre adding to journey time

---

Cheaper public transport

---

Traffic through ravensthorpe and dewsbury are always bad and not even just through rush hour. Too many people pulling up at the side of the road to use shops and many side streets just causes a lot of traffic. Obviously it's then worse during rush hour as the traffic can only be directed one way to get to mirfield. Traffic routes out of mirfield are very congested during rush hour which makes it difficult for commuters especially travelling to Leeds.

---

Please use this box to tell us what you would like the Kirklees Transport Strategy to achieve for you, your family and your community. You can also use this box to comment on specific elements of the draft strategy, such as policy areas or the policies themselves. Your feedback will help to directly influence the final version of the Kirklees Transport Strategy.

I think if you want people to use public transport you need to put services back on. I used to be able to get a bus to Halifax from Batley when I moved here. I regularly used to use this service. Now I have to get a bus to Heckmondwike then a bus to Cleckheaton to get a bus to Halifax.

Poorly planned roadworks is what causes traffic and pollution. Roads are littered with illegally parked vehicles on double yellow lines all around Kirklees, not the centre but no one enforcing these rules or fining them. Parking on double yellows causes bottlenecks and congestion which again, causes more pollution. Auto electrical lab on the corner of Thistle Street are ridiculous. Shama and Rajas litter Flint Street, the Kurdish corner, Woodhouse Hill, the list is endless.

We need reliable public transport. We don't use it because it's so bad and we no longer have a bus to get us to the bus station. We used to drive to Cleckheaton and pick up a bus to Leeds or Bradford for onward travel but parking charges have stopped us doing this. Driving is also a nightmare due to traffic congestion in West Yorkshire. There is too much emphasis on trying to get people cycling. We have an aging population and cycling is not an option if you're trying to get children to school etc.

We need more regular and reliable bus services. Some of us may be old but we still like to get out and about and know that we can get back.

For me as a pensioner, I would like the reinstatement of the 342 bus in the afternoons. This service stops at 2.00pm which is ludicrous. There are lots of older people like myself who would use this service if available.

Behaviour change - influence leaders and general public e.g. the standard response to mentions of places is "There's nowhere to park". Influence businesses/planning applications to make travel plans and to implement them.

Better buses more reliable more buses early in the morning. We are a village with only one bus an hour not good enough and they are not reliable it's disgusting how Arriva gets away with how they run this service

Make bus travel more reliable with less cancellations and better routes

I am over 60 and when I eventually get a bus pass more likely to use public transport more. So bring the age of bus pass down.

When the bus "disappears" from the display in Huddersfield bus station there is no apology or explanation. Sometimes it then randomly DOES turn up, sometimes not. But the passengers are just left to hope/guess as there is no info or help. Improve the departure displays. If First Bus just decide not to run a scheduled service then Metro should be making damn sure they get penalised for that - currently no-one seems to care so they get away with it.

I just quite simply want the bus to turn up, I don't drive, so I rely on public transport to get about, stop making excuses about not having drivers, Tracy Brabin needs to start working for her extortionate salary.

Please do something for me I am rebirth of Dewsbury 28101985 I support rebirth was Dewsbury I am mental illness enhanced disabled who is with autistic I am using bus all my xp for 40 years

Increased bus services in the evenings and weekends

Please provide more local bus services between our various villages. From Meltham, bus routes have been withdrawn. They need to be reinstated and more provided.

Stop hating car users! I avoid Huddersfield town centre thanks to the car hating system in place.

To get the buses running on time

More links to other local villages. Better buses. Seven days a week services.

Please use this box to tell us what you would like the Kirklees Transport Strategy to achieve for you, your family and your community. You can also use this box to comment on specific elements of the draft strategy, such as policy areas or the policies themselves. Your feedback will help to directly influence the final version of the Kirklees Transport Strategy.

---

Put a reliable bus service that passes Hunsworth that goes to Leeds, Bradford and Halifax

---

I do not want to be ostracised for choosing my own transport or fitting political decisions or agendas.

---

When you live in the Pennines, unless you are an athlete, regular cycling (even if infrastructure exists) is impossible with a normal bike. Buses to rural villages are infrequent and limited hours which makes them difficult to use regularly. TransPennine train reliability is appalling so I've stopped using train and drive instead. These problems need fixing before I'll consider using more sustainable modes.

---

I would like to see bus conductors on buses again to support passengers, the driver and to promote the service making the journey an enjoyable experience rather than something to be endured.

---

To get the buses to run to time table they either dont show up or there very late

---

The bus service 200 and 254. Aps says bus on time , then bus dosnt show cancelled buses sometimes back to back

---

I'm pleased to see joined up thinking in the plan like car clubs at transport hubs. Better links between valleys would be invaluable, we only have a minibus service to the Holme valley a few times a day which means for trips to the supermarket or dentist etc, we have to drive

---

Cheaper fares

---

Reduce carbon emissions, Improve air quality, Increase active travel. Dedicated cycle lanes (separate from traffic). Increase public transport use (more available, lower cost, safer, better information - real time info at stops, and better waiting environments that protect you from the elements and have safety features). Discourage single occupancy car use on ICEs (don't give away free parking and make it more attractive to drive - reward the wrong thing). Provide more support for EVs - charging points, discounted parking, priority parking etc so that if people do have to drive they can pick an EV. Provide support for people that do need to drive - I don't want to see car travel promoted but I do want to see people with disabilities or no other option to be supported. Encourage remote working, flexible working hrs, working from home to reduce car travel in peak hrs (people do not need to drive miles, creating pollution and congestion, to sit behind a screen they can sit behind at home).

---

I would like fewer cycle lanes. Very rarely do cyclists use them.

---

New electric buses like other cities in the UK

---

Make bus lanes available to hgvs as there on timed deliveries and have more road sense than car drivers and have. More patience than car driver,

---

If buses more regular and on time, maybe use them more, at present nearest bus stops quite a distance from my home I do use trains for longer trips

---

Improved timetabling to link Denby Dale buses to the station e.g. so you can catch the bus to go to the station then into South Yorkshire. More bus routes to better connect local towns. An bi-hourly bus service is almost pointless. Cheaper fares for trains too expensive for a rubbish service.

---

More direct and quicker public transport links.

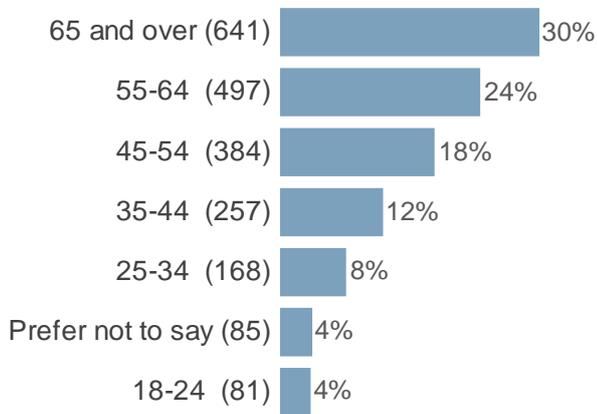
---

id like the bus services to and from Heckmondwike in particular the services 201 and 229 to be more consistent and and not cancel all the time. the amount of money i have had to spend on taxis getting to and from work in the last year because of buses cancelling is ridiculous and i really cant afford it!! bus fares also bus fares need to be realistic and affordable! i pay 2.50 on a short single journey that is about a mile (heckmondwike to Batley for work) and its the same price to travel about 10 miles (from heckmondwike to leeds) on the same bus it makes no sense to pay so much for such short journeys!

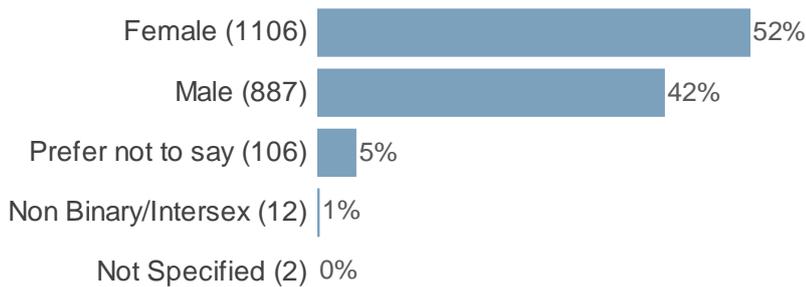
Please use this box to tell us what you would like the Kirklees Transport Strategy to achieve for you, your family and your community. You can also use this box to comment on specific elements of the draft strategy, such as policy areas or the policies themselves. Your feedback will help to directly influence the final version of the Kirklees Transport Strategy.

As someone who regularly used the rail infrastructure I am excited about the TRU. However, there needs to be three electrified lines through from Marsden to Huddersfield to give Marsden and Slaithwaite at least half hourly services during the day. Having an hour wait between services reduces people's desire to use the train, especially if there have been cancellations. Stations also need to become fully DDA compliant as neither Marsden or Slaithwaite are suitable for the modern world. The cycling infrastructure within Kirklees is very poor compared to nearby areas such as Leeds or Manchester or even Wakefield. The routes do not join up properly, and just throw you out onto roads. This is not just due to the TRU impacting one of the routes at Deighton. I suspect that the people who design these cycle routes have never used them and do not understand the difficulties of being a cyclist in an urban environment.

### How old are you?



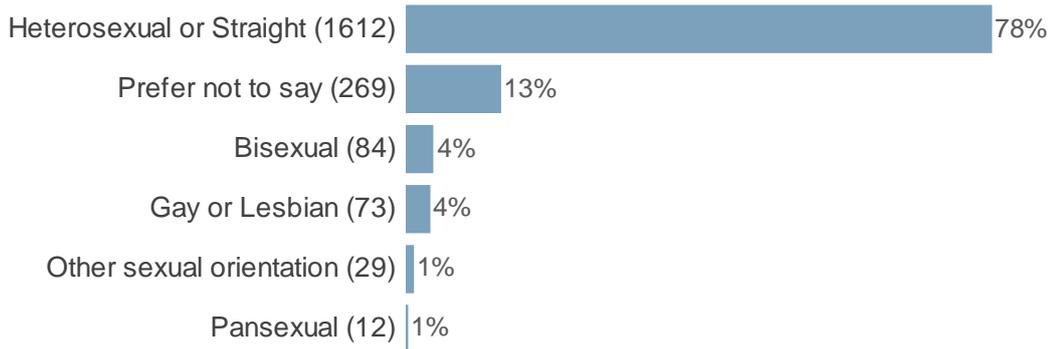
### How would you describe your gender?



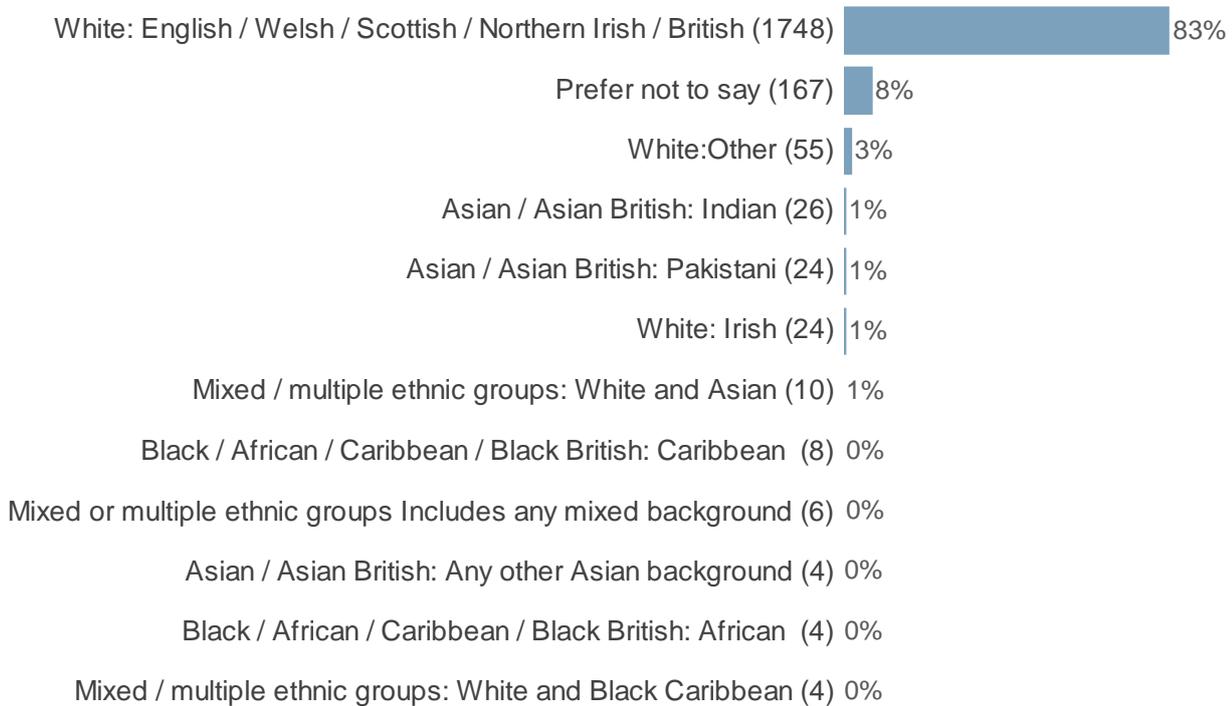
### Is your gender identity the same sex as you were registered at birth?



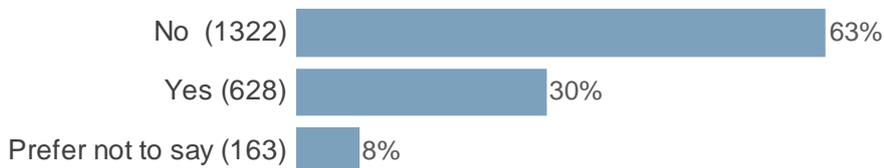
## Which of the following best describes your sexual orientation?



## What is your ethnic group?



## Do you consider yourself to have a disability and/or long-term health condition?



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## Campaign Evaluation- Transport Survey 2025

### Channels:

Paid for advertising? If yes, please tick below.

Facebook ads	Linkedin Ads	Google keyword	Google display ads	Instagram	Spotify
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Organic results

#### Preview:

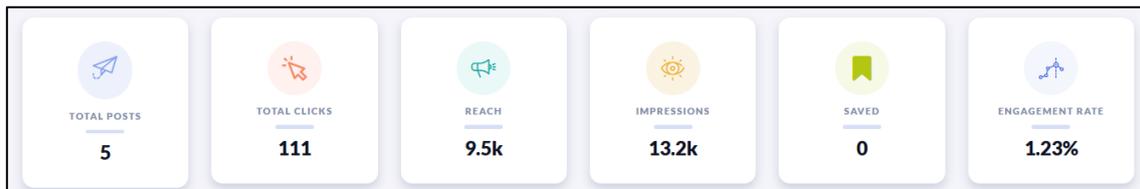
**Be the spokesperson for change**

Complete our transport survey  
3 March to 27 April 2025

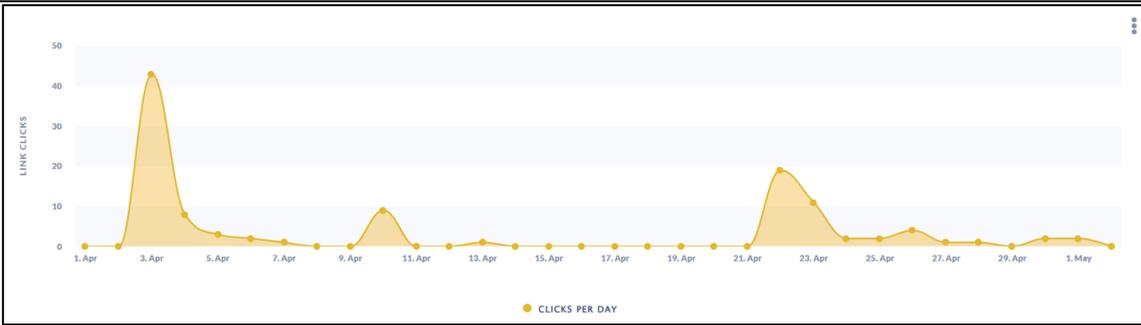
**How do you get about?**

Complete our transport survey  
3 March to 27 April 2025

#### Results Overview from Orlo:



#### Link clicks:



**Impressions: 13,202**

**Reach: 9,499**

**Engagements:**



**Inbound comments:**

**Aoife Purple**  
Gordon Street in Slawit is one big pot hole, I had a look at reporting it, but the form is un-necessarily over complicated, if I need to put that much effort into reporting each one it'd take me all year. Much of the road is sunken, there's patches on... [See more](#)

4w Like Reply Hide

View 1 reply

**Matthew Keiren Ewan-Denniss**  
Whats the point!  
No-one in Kirklees listens or actually cares what people want or NEED

4w Like Reply Hide 9

**Jackie Bates**  
B4 you start throwing money away on the bus station a proper bus service would be a bonus

4w Like Reply Hide 4

View 1 reply

**Mark Harrison**  
Simple answer. All your shocking roads need fixing. Then everyone can think about transport after that.

4w Like Reply Hide 2

**Marcus**  
The Council really should get the BASICS right before embarking on other transport projects. For example, Wellington Street in Batley, the full length has no road marking. They are completely invisible. Some pot hole have been patched over but since th... [See more](#)

4w Like Reply Hide 2

**Nick Lawton**  
I use nearly every road in Hudds 6 days a week delivering skips so i have A couple of questions ...

1 - why do you the council not care 1 bit about the absolute shocking state of our roads ( roads we pay to drive on ) ..... [See more](#)

4w Like Reply Hide 2

**Kirklees**  
Here's how to report them online. Any reports are logged and checked <https://www.kirklees.gov.uk/.../report-a-.../form.aspx...>

**Kirklees COUNCIL**  
KIRKLEES.GOV.UK  
Report other road and highway problems | Kirklees Council

4w Like Reply Remove Preview

**Kirklees**  
Hi Nick. Please tell us the locations of the signage that has slipped down the poles and they can be reported. Thanks ^LJB

4w Like Reply

View 1 reply

**Michael Blake**  
**Nick Lawton** In reply to your first point, the short answer is that they do. No one on the council stood for election with the aspiration that they could deliver sub standard services, but the reality is that road repairs are funded by central goverme... [See more](#)

3w Like Reply Hide Edited

**Kirklees together views: 1,126**

### Kirklees Transport Strategy consultation on track for spring

Posted on [January 15, 2025](#) | by [EliseKirklees](#) | [Edit Post](#)



We will be asking residents, businesses and community groups to share their thoughts on their daily journeys, their priorities when they travel and how they envisage the future of transport and travel in Kirklees.

#### Overview and results:

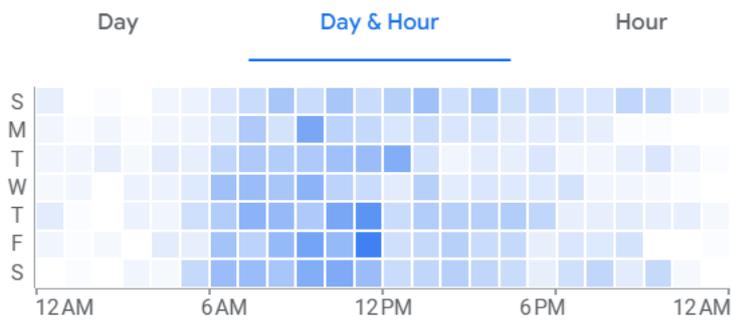
- [Results:](#)
- [Overview](#)



### Performance times

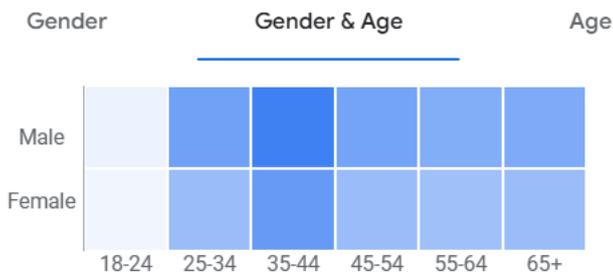
🕒 Day & hour Clicks ▾ ⋮

Your performance by day of week and time of day



### Demographics

Summary of the demographic groups your ads are reaching by age and gender



Based on the 79% of your clicks with known gender and age. ⓘ

[Demographics](#)

## Locations

<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Heckmondwike, England,...	–	208	1,637	12.71%	£0.28	£57.89
<input type="checkbox"/> Mirfield, England, United ...	–	30	483	6.21%	£0.18	£5.47
<input type="checkbox"/> Batley, England, United K...	–	29	281	10.32%	£0.21	£6.13
<input type="checkbox"/> Dewsbury, England, Unit...	–	25	425	5.88%	£0.23	£5.86
<input type="checkbox"/> Cleckheaton, England, U...	–	12	169	7.10%	£0.29	£3.54
<input type="checkbox"/> Liversedge, England, Unit...	–	12	121	9.92%	£0.20	£2.34
<input type="checkbox"/> Birstall, England, United ...	–	4	432	0.93%	£0.06	£0.25
<input type="checkbox"/> Gomersal, England, Unite...	–	3	41	7.32%	£0.27	£0.80
Total: Locations <sup>?</sup>		323	3,589	9.00%	£0.25	£82.27
^ Total: Campaign <sup>?</sup>		1,569	81,278	1.93%	£0.26	£402.29
Total: Other Locations <sup>?</sup>		1,246	77,689	1.60%	£0.26	£320.01

## Top searches

Sort by: Clicks ▾
⋮

Top searches and words within searches where people saw your ads

Searches

Words

kirklees council

kirklees

kirklees gov uk

kirklees council jobs

kirklees jobs

www kirklees gov uk

kirklees council uk

kirklees website

my kirklees

kirklees transport services

contact kirklees council

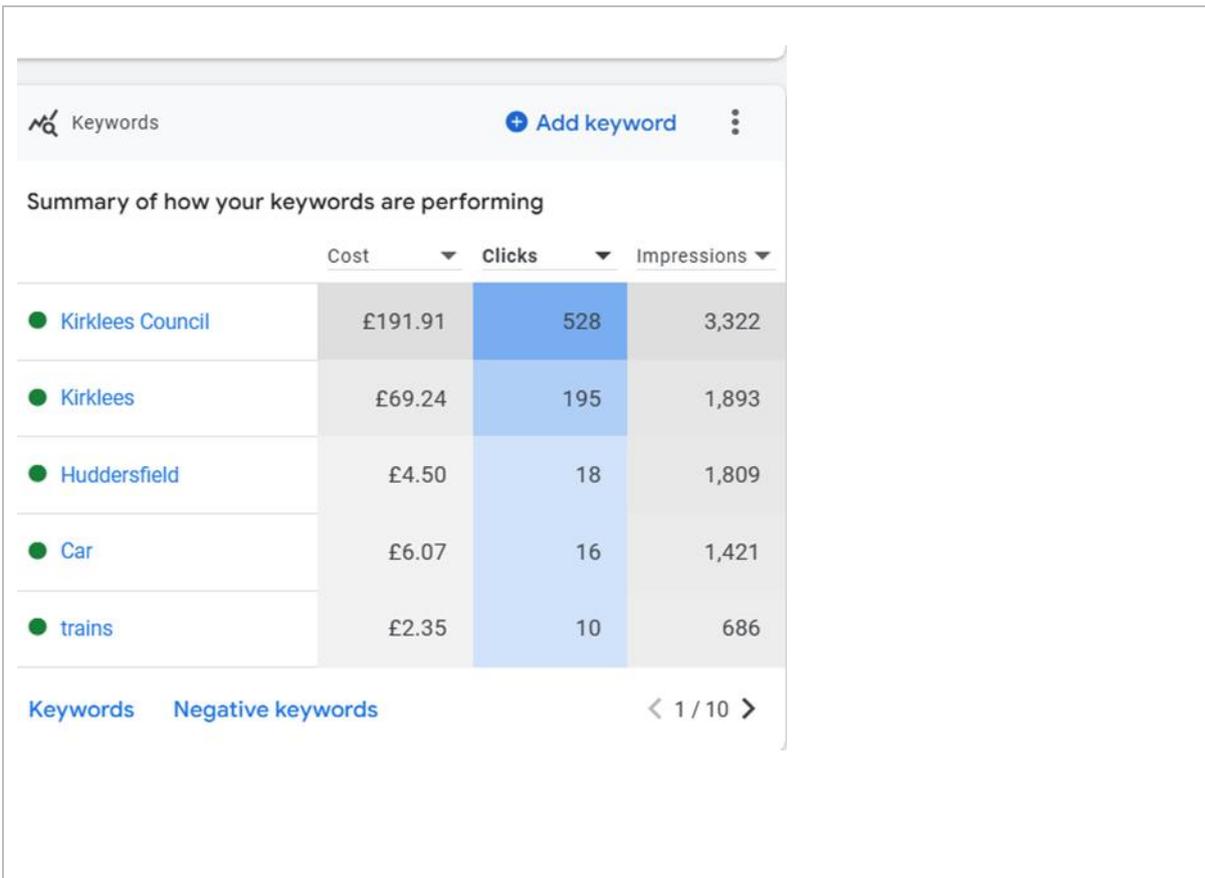
jobs at kirklees council

jobs for kirklees council

jobs in kirklees

kirklees building control

## Keywords



Keywords + Add keyword

Summary of how your keywords are performing

	Cost	Clicks	Impressions
Kirklees Council	£191.91	528	3,322
Kirklees	£69.24	195	1,893
Huddersfield	£4.50	18	1,809
Car	£6.07	16	1,421
trains	£2.35	10	686

Keywords Negative keywords < 1 / 10 >

**Notes**

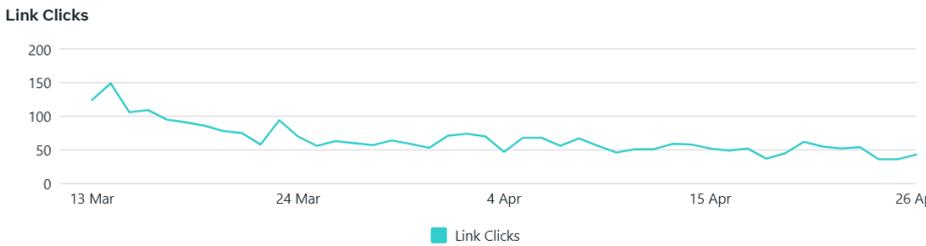
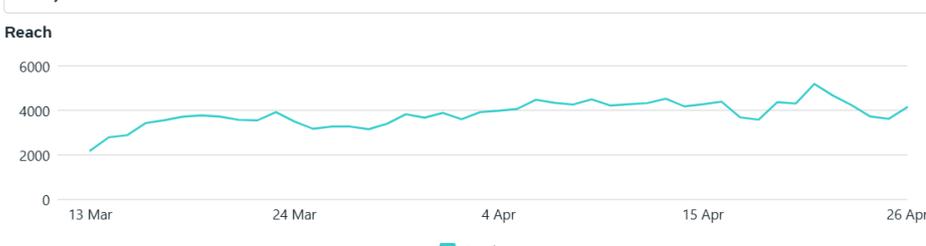
The campaign delivered 1,570 clicks and a total of 81,300 impressions, resulting in a total spend of £402 and an average cost-per-click (CPC) of £0.26. Performance peaked mid-month before experiencing a noticeable decline in both clicks and impressions toward the end of the month, suggesting a potential drop in audience interest or ad visibility. Analysis of time-based performance revealed that weekday mornings—particularly from Wednesday to Friday between 6 AM and 1 PM—were the most effective for generating clicks, while engagement dropped off significantly during weekends and after 6 PM, pointing to a clear pattern in user availability and responsiveness.

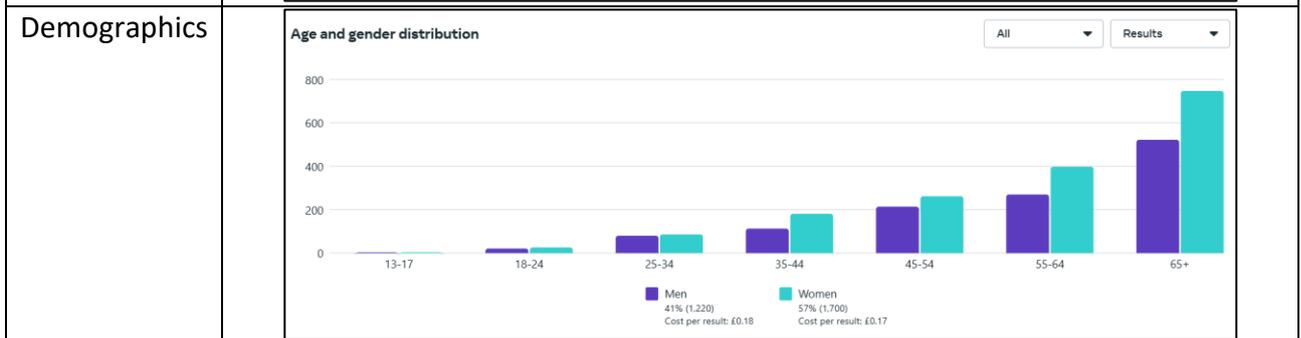
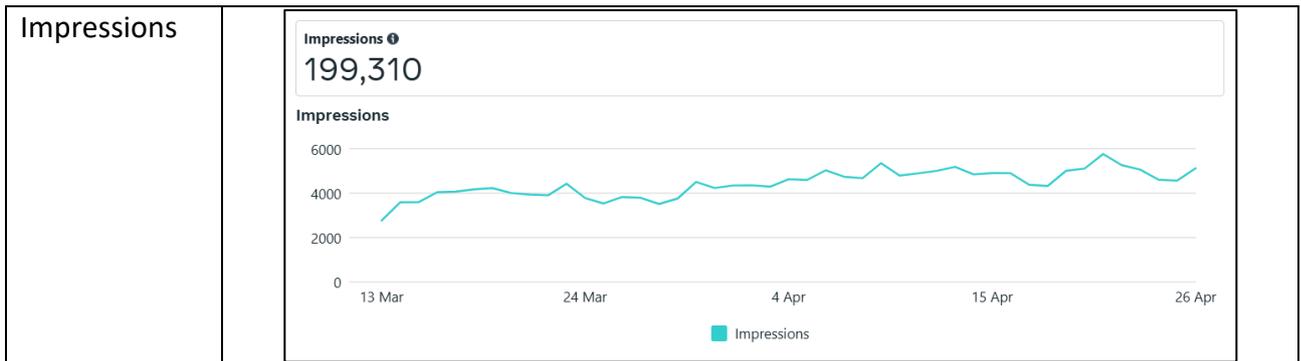
Audience segmentation showed that males aged 35–44 had the highest click-through rates, a standout finding considering past difficulties in engaging this group. Additionally, both male and female users aged 25–64 responded reasonably well to the campaign, whereas younger audiences (18–24) and seniors (65+) remained less engaged. Retargeting efforts in geographic locations with previously low response rates contributed an additional 323 clicks to the campaign’s survey component, showing success in refining the campaign strategy.

Keyword performance also offered valuable insights. The majority of searches where ads were shown included the word “Kirklees,” highlighting strong regional relevance. The most effective keywords were associated with “Kirklees,” followed by terms such as “car,”

“trains,” and “Huddersfield,” indicating that transportation and local geography were dominant themes driving visibility.

## Facebook/Insta Ad

Facebook ads						
Objective	Traffic <input type="checkbox"/>	Awareness <input type="checkbox"/>	Engagement <input checked="" type="checkbox"/>	Leads <input type="checkbox"/>	Conversions <input type="checkbox"/>	Video Views <input type="checkbox"/>
Preview						
Link clicks	<div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Link Clicks</b> 2,962</p> <p>Link Clicks</p>  </div>					
Reach	<div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Reach</b> 43,779</p> <p>Reach</p>  </div>					



**Overview:**

The daily spend for this ad remained fairly steady throughout the campaign, hovering around £10-£11. Overall, this ad generated 2,962 link clicks. Given the budget and localised nature of a transport survey, I believe this is a solid number for the campaign. However, there’s a noticeable downward trend in daily link clicks from the 24<sup>th</sup> March onwards. It previously hovered around 100 link clicks and then tapered off to around 50-60 by late April. Throughout the campaign impressions remained fairly consistent, landing between 4,000 to 6,000 for the majority of the campaign. The consistency here contrasts the decline in link clicks, suggesting potential ad fatigue or diminishing relevance throughout the campaign.

**Ad fatigue:** The decline in clicks while impressions stayed stable points towards potential ad fatigue. I would suggest in future either changing the ad creative after 3-4 weeks or run a range of shorter ads (3-4) weeks with slightly different creative options.

**Cost efficiency:** While not drastically different, the cost per click for this ad was slightly higher than similar campaigns we have run. This suggests minor inefficiencies in the targeting or creative. However, this could be linked to the ad fatigue previously mentioned, which would have drastically increased the CPC. Again, I would recommend either running shorter ads or changing the creative to attempt to improve this in future campaigns.

**Spending efficiency:** The budget allocation stayed fairly consistent throughout this campaign, but the performance of the ads declined throughout. This would suggest an opportunity for a dynamic budget in future campaigns, shifting spending towards different audiences or new copy/creative once we see a decline in a future campaign.

**Recommendations:**

**Rotate creative/ run shorter ads:** As mentioned above, I would recommend either tweaking the copy and visuals for future campaigns every 2-3 weeks. Or run them as separate ads that run for the same

period. This would help us combat ad fatigue and hopefully maintain engagement for longer within campaigns.

**Use frequency capping:** Another recommendation would be to use frequency capping for future campaigns of a similar length in which the ad is likely to be shown to the same account multiple times. I would suggest using a cap of 3-5 for an account. This could help us keep the total spend and the CPC lower, allowing us to be more efficient with our budgets.

**Test on various audience segments:** For a similar future campaign in which we have a range of invested target audiences (Cyclists, drivers, public transport, walkers...etc). I would suggest using the targeting options with Facebook to tailor the ad creative to reach and engage these specific audiences. This could also allow us to see which audience is more responsive to the campaign, allowing us to switch creatives and budgets to ensure we are getting an optimised campaign.

**Optimise after early success:** Another potential recommendation would be to optimise the ad after the first 2 weeks. Analysing what placements, demographics and time of day are working best and then shifting budgets to target these more rather than keeping the spending flat.

**Change CTA/headlines:** Similar to rotating the ad creatives above, tweaking headlines or the CTA could enable us to improve the CTR and reduce the CPC. This would also allow us to test what copies work best so we can more aggressively target these in future campaigns. Eg. ("Have your say on local transport" or "Tell us how to improve your commute")

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# Kirklees Transport Strategy, 2025

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Welcome to the Kirklees Transport Strategy. The purpose of this document is to deliver a cohesive framework, which will help to realise the ambitions we are working towards as a district and ultimately deliver better, greener and healthier transport for everyone who lives and works in Kirklees.

This is an exciting time for the development of transport in Kirklees. We are at the centre of several transformational schemes like Mass Transit, Bus Franchising and the Transpennine Upgrade, which will bring great benefits to all. I want to capitalise on the benefits these will bring and continue to develop how people move around our district for the better.

Historically, transport strategy and policy in Kirklees has been directed by the West Yorkshire Combined Authority, through the West Yorkshire Local Travel Plan. We will always play a key role at the heart of West Yorkshire, but as a district, we want to go further. There are many aspects of Kirklees which are unique, requiring specific strategy and policy, developed for our district. We also understand that Kirklees faces its own challenges, which can be better tackled through the development of our own Transport Strategy. We will continue to adhere to the West Yorkshire Local Transport Plan, and to work closely with WYCA to achieve our joint ambitions, but the development of our own strategy will allow us to address needs that are specific to Kirklees as a district.

As a council, we have many linked ambitions. If we are to tackle the climate emergency and achieve Net Zero by 2038, we need to take action now. Many of the policies set out in this strategy aim to minimise the impact that transport can have on our environment, through the reduction of harmful emissions and the protection and development of our green spaces. We also know that there are strong links between good public transport, economic prosperity, health and wellbeing.

Reliable, affordable and safe public transport leads to greater opportunities for all, it makes jobs, education and training accessible to many. These benefits are also reflected in communities. Access to good public transport keeps our communities connected and allows us to access the things which are important to us.

As part of its development, the Kirklees Transport Strategy has been shaped by the priorities and opinions of the people who live, work and do business here. Our public consultation received an overwhelming response, with many respondents voicing what they would like the Strategy to achieve for the future of transport in Kirklees. These priorities and opinions have been incorporated into this document, as we believe this strategy should aim to achieve what you feel is important for your district.

Delivery of this strategy will take time and is not something the Council can achieve alone. The strategy provides a clear ambition for what we want to achieve. We will work in partnership with numerous other organisations to lobby, bid for funding or influence investments in order to deliver the actions necessary to realise that ambition.



Cllr Moses Crook – Kirklees Council  
Portfolio Holder – Transport

Our Transport Strategy sets out a shared vision for transport in Kirklees and a policy framework to deliver a more inclusive and sustainable transport network, trans-forming travel options for all.

The development of our Kirklees Transport Strategy is an important moment for our district. The Strategy builds upon the West Yorkshire Mayoral and Combined Authority (WYCA) ambitions to improve transport in our wider city region. The document follows the commitment in our Climate Change Action Plan to produce a district-wide transport strategy to help meet ambitious Council targets to achieve Net Zero by 2038. The policies within this strategy have been derived from consultation and engagement exercises undertaken by the Council, WYCA and specialist organisations on transport and other relevant topics.

The Strategy will be instrumental in realising the Council Vision, enabling the development of sustainable transport schemes and meeting our ambitions for Net Zero to tackle the climate emergency. The Transport Strategy sets out our position on transport policy and supports the development, investment and implementation of transport schemes, rather than define individual scheme details. It adheres to national, regional and local policies, including policy objectives and targets contained within the current West Yorkshire Local Transport Strategy and the upcoming West Yorkshire Local Transport Plan (LTP). The strategy's policies will support Kirklees to deliver these West Yorkshire-wide targets within our district.

**Our vision is for travel in Kirklees to be sustainable, healthy and accessible to all, creating safe, thriving places and connected communities.**

This strategy has been informed by analysis of an evidence base and views collected during our consultation on the draft strategy.

We want to develop a joined-up network that puts active travel and public transport at its heart. We want you to be able to choose what you consider is the most suitable mode of travel for your journey and have multiple transport choices over and above the private car. If you need to go to the local shop, we want you to have the option to be able to walk or cycle in a safe and pleasant environment. If you need to get from your home to work, we want to ensure that you have reliable, affordable and well-integrated public transport which gets you to where you need to go on time and in comfort. The availability of different travel options is the key to improving connectivity and accessibility across Kirklees.

Success of the strategy will be determined by the implementation of these policies in our decision making, investment pipeline planning and scheme delivery.



Healthy, affordable and sustainable travel should be an easy choice, with inclusive transport accessible and available to everyone.

We want to ensure that everyone has access to a range of travel options, so they can safely access goods and services, in a way that suits their lifestyle and budget.

The ability for people to access jobs, services, leisure facilities, open spaces, education or visit family or friends should not be determined by their economic status or whether their household owns a car. We want to improve connectivity in Kirklees, so you can get where you need to be easily. Relieving the pressure on our roads can make our streets safer and more oriented to people, whilst improving journeys for those who do need to drive, reducing congestion and improving local air quality.

This includes improving the environment, streets and spaces in our district, improving daily life for Kirklees residents, businesses and communities.



# Where we are now



Our Transport Strategy sits alongside existing local, regional and national priorities and plans. The Strategy meets the needs of local people whilst reflecting ambitions for the region and country more widely. We have worked with partners to produce objectives and policies with shared ambitions.

Kirklees is one of five local authorities which form the West Yorkshire Combined Authority (WYCA). WYCA has a set of statutory duties for public transport, operates a number of transport facilities and services, delivers capital transport programmes' and works with the districts on the delivery of capital transport programmes. This includes actively seeking investment from the government and other sources to fund transport projects such as bus, rail, active travel and highways. Our transport strategy must work in tandem with the policy and strategy of WYCA, helping to achieve our shared ambitions.

Our wider Council Vision guides our strategic planning and decision making, and the shared outcomes describe the impact we want our plans and actions to have. In supporting our shared outcomes and vision for Kirklees, we have four partnership strategies which complement each other and [our Council Plan](#), covering the environment, economy, health and wellbeing, and inclusive communities. Our Transport Strategy will help us deliver the council plan by giving decision-makers a defined policy position on transport matters, helping influence future investment decisions, and delivering schemes on the ground.

 Kirklees Council Local Plan (2019)  
Kirklees Council Priorities (2023)  
Kirklees Council's four partnership strategies: Kirklees Health and Wellbeing Strategy, Inclusive Communities Framework, Inclusive Economy Strategy and Environment Strategy

 Climate Change Act (2008)  
The Sixth Carbon Budget (2020)  
Decarbonising Transport (2021)  
Kirklees Climate Change Action Plan (2022)

 Connecting People: A Strategic Vision for Rail (2017)  
Long Term Rail Strategy (2018)  
The Integrated Rail Plan for the North and Midlands (2021)  
West Yorkshire Rail Strategy (2024)  
Yorkshire's Plan for Rail (2025)

 West Yorkshire Transport Strategy (2017)  
TfN Strategic Transport Plan (2020)  
West Yorkshire Connectivity Plan (2021)  
Connecting Communities: The Socially Inclusive Transport Strategy for the North of England (2023)

 Taking Charge: The Electric Vehicle Charging Strategy (2021)

 Bus Back Better: National Bus Strategy for England (2021)  
West Yorkshire Bus Service Improvement Plan (2024)  
National Bus Strategy: Bus Service Improvement Plans (2024)  
The West Yorkshire Franchising Scheme for Buses (2024)

 Kirklees Local Cycling and Walking Infrastructure Plan (2019)  
Gear Change (2020)  
The Second Cycling and Walking Investment Strategy (2023)

## Council Vision

For Kirklees to be a district which combines a strong, sustainable economy with a great quality of life – leading to thriving communities, growing businesses, high prosperity and low inequality where people enjoy better health throughout their lives.

## Council shared outcomes



Well



Best start



Independent



Aspire and achieve



Sustainable economy



Shaped by people



Safe and cohesive



Clean and green

## We have developed a Transport Strategy that:



Is informed by an evidence base and designed to address our challenges and maximise the opportunities in our region.



Is collaborative and engaged multi-disciplinary teams across the council. We will continue to work with Council staff and partners on the ambitions set out within the Transport Strategy, and how they can help contribute to its delivery.



Is shaped by residents, businesses and visitors, we have taken on-board views and insights from the public and stakeholders in our 2025 public consultation on the Draft Transport Strategy.



Is championed by decision makers, through statutory political process for formal adoption of strategy at Cabinet.



Places people first by prioritising the needs of accessible and safe movement of people around our district and beyond.



Will shape decision-making across the Council, helping to develop, prioritise and implement policy change, infrastructure schemes and bring forward new programmes of work.



Provides a platform for funding to help Kirklees to attract the resources and funding that we need when working with local, regional and national partners.



Holds us accountable - up-to-date information on progress, schemes and priority areas can be found on the Connecting Kirklees webpage, our dedicated transport information channel.

# Where are we at?: Key Kirklees Statistics



Almost a quarter of Kirklees households do not own or have access to a car. In areas such as central Batley and Dewsbury more than half of households don't own a car<sup>3</sup>



We have an extensive network of greenways that span our district, 1,100 km of Public Rights of Way and 4 routes on the National Cycle Network

In 2024, WYCA announced its plan to franchise the Bus Network across West Yorkshire, with Kirklees set to receive a franchised service from 2027.



There are 15 rail stations across Kirklees, 9 are step free<sup>2</sup>

60% addresses in Kirklees are within 400 meters of a bus stop which serves high-frequency services<sup>5</sup>



36% do not chose to walk for travel at all during a week<sup>1</sup>

1) Currently Living in Kirklees (CLiK) Survey 2021  
 2) West Yorkshire Rail Strategy  
 3) ONS Census 2021 (travel to work information for this period was affected by the COVID-19 pandemic and associated changing travel patterns)  
 4) bus-service-improvement-plan.pdf (westyorks-ca.gov.uk)  
 5) 2019 Journey Time Statistics - Department for Transport  
 6) https://maps.dft.gov.uk/ev-charging-map/index.html  
 7) GOV.UK: Road traffic estimates, Great Britain, TRA8906 and TRA8904: Motor vehicle traffic (vehicle kilometres) by local authority in England, annual(2022).



63% of vehicle distance travelled in Kirklees is not on the motorway<sup>7</sup>



We have 27.5 electric vehicle charging devices per 100,000 people<sup>6</sup>



On average residents of Kirklees have slightly shorter journeys to work than the England average. 20% of commuting journeys are under 2km<sup>3</sup>



More people commute out of Kirklees to centres such as Leeds, Bradford, Wakefield and Calderdale than commute into Kirklees<sup>4</sup>

% of car trips to work that are under 10km<sup>3</sup>



Kirklees 51%



England 45%

53% Drive to work<sup>3</sup>



Kirklees

Minimum journey time to 8 key services<sup>5</sup>



10 minutes by car



14 minutes by bike



17 minutes by bus

Kirklees is centrally located between Manchester, Leeds, and Sheffield. All are located within 15 miles of our district boundary.

The current connectivity between Kirklees and these nearby towns and cities is shown in the map on the right. The North's main east-west route, the North Transpennine Line, connects Huddersfield and Dewsbury to major cities such as Manchester, Leeds, Liverpool and York. Less frequent services link Mirfield to Bradford and London; and Huddersfield to Bradford, Halifax, Wakefield, Barnsley and Sheffield.

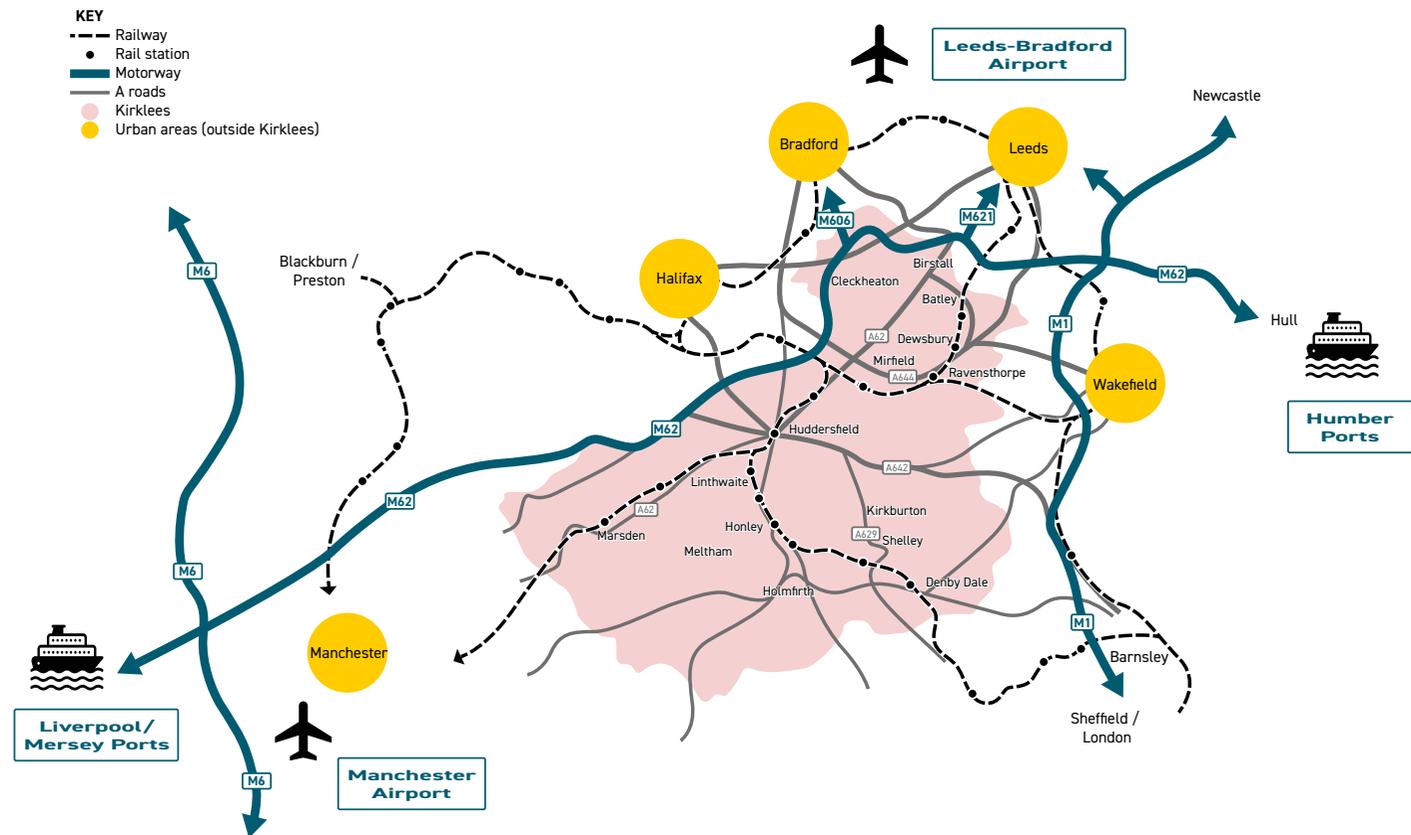
Kirklees is served by several major roads, including the M62 motorway, which runs east-west and connects the area to key destinations like Leeds, Manchester, Hull and Liverpool. The M1/A1(M) motorways, running, provides links towards Sheffield, London and the North East.

Key A-roads such as the A62, A629, and A642 facilitate local and regional travel, ensuring connectivity within Kirklees and to nearby towns.

Kirklees's location at the heart of North's transport network presents opportunities, through proximity to economic hubs, ports, airports and employment markets.

This proximity can support businesses in Kirklees to tap into larger markets. Our location should mean that we can support a diverse labour market with commuting to, from and around Kirklees.

It is crucial that district partners and businesses make the most of these existing links, ensuring that people and goods can move between Kirklees and our neighbouring regions.





# Opportunities for change



We have much to be proud of in Kirklees. We know there are areas where we need to continue to work hard and improve the quality of life for all. Kirklees's location presents massive opportunities. Transport has an important role to play in making Kirklees an even more desirable and attractive place to live, work, do business, study and spend leisure time.

Doing things differently can improve our environment, health, economic prospects and the strength of our communities. It is against this background that we need to develop a way forward for transport in Kirklees. Travel behaviours can change. Recent examples include altered rail service patterns, or the impact of COVID-19 on home working or local retail.

Develop our transport network to widen access to opportunities, whether that be jobs or education facilities to help people thrive

Kirklees has the potential to maximise how residents and businesses benefit from Kirklees's accessible road and rail connections and local bus links. Despite this, 20% of Kirklees residents live in areas at high risk of Transport Related Social Exclusion (TRSE). TRSE means access to jobs and services is limited. It can disproportionately affect young people and those with long-term health conditions and disabilities. Connecting people to employment and training opportunities inside and outside of the district will be key to improving economic participation<sup>1</sup>.

Support the Net Zero and Climate Ready Kirklees by 2038 target by reducing harmful emissions from transport and planning resilient, decarbonised networks

If we continue to approach transport as we do now, relying on cars for most journeys regardless of distance, it will not be possible to achieve our net zero target by 2038. Relying on advances in vehicle technology and increased uptake of electric vehicles isn't enough, nor will it help to minimise the forecast future traffic congestion on our roads. We need to make positive and sustainable changes to our travel choices, while understanding that different people and businesses have different needs and requirements. This means taking the bus, train or bike more often, or walking if possible for shorter trips.

Create streets and spaces where people feel safe, happy and healthy travelling around Kirklees

We know that there is a clear link between a person's health and wellbeing and our levels of physical activity. There are many ways we can increase our physical activity levels, and one is rethinking how we travel in our day-to-day lives. An uptake in active travel contributes to a decrease in emissions linked to car use, which can improve air quality across the district. Poor air quality is directly linked to many diseases and lower life expectancy; working to reduce our emissions means we are working for a healthier environment for all.

Capitalise on existing local and regional investment to maximise their impact and ensure more people benefit

The levels of public satisfaction with the transport offer in Kirklees are not as high as they should be; we need to do better. Better public transport and connectivity across the district can strengthen our communities, improving quality of life, and making Kirklees a better place to be.



Sources:

1) [Transport-related-social-exclusion-in-the-North-of-England.pdf \(transportforthenorth.com\)](https://transportforthenorth.com)



Economy

Kirklees has much to offer, with excellent educational opportunities, good strategic connections to employment centres, and a strong leisure offer – but its potential is not being reached.

Our unemployment rate is slightly higher than the regional and national averages. The average economic value (GVA) of our jobs is also lower than the national average<sup>1</sup>.

We know that the current public transport offer can limit the opportunities available to some of our residents. A more connected and frequent public transport system, which gets people where they need to be, for a fair price and on time, will provide benefits for all.

We want to bring people closer to opportunities, whether that be jobs or education facilities. By doing this we can help tackle inequalities, creating a fairer more prosperous Kirklees.

Link to Council Plan Priority: Continue to invest and regenerate our towns and villages to support our diverse places and communities to flourish.

Employment rate (Dec 2023)<sup>1</sup>



Kirklees

74%



England

76%

Average weekly earnings (Apr 2021)<sup>2</sup>



Kirklees

£450



England

£493

Drive to work



53%

Kirklees (2021)<sup>3</sup>  
Compared to 45% nationally

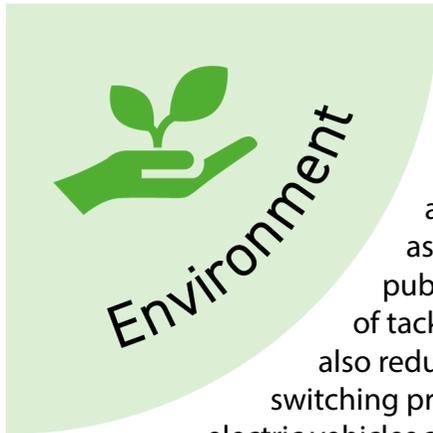
Sources:

1) <https://www.ons.gov.uk/economy/economicoutputandproductivity/publicservicesproductivity/articles/productivityintownsandtraveltoworkareasuk/2019>

2) [https://observatory.kirklees.gov.uk/economy-and-employment/#/view-report/9e93e3faae-4c449084e459fcd86e88d0/\\_iaFirstFeature/G3](https://observatory.kirklees.gov.uk/economy-and-employment/#/view-report/9e93e3faae-4c449084e459fcd86e88d0/_iaFirstFeature/G3)

3) Kirklees Council: Kirklees Factsheets 2021

4) <https://www.ons.gov.uk/census>



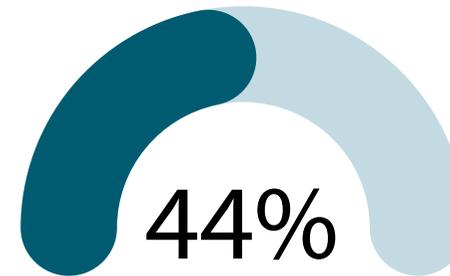
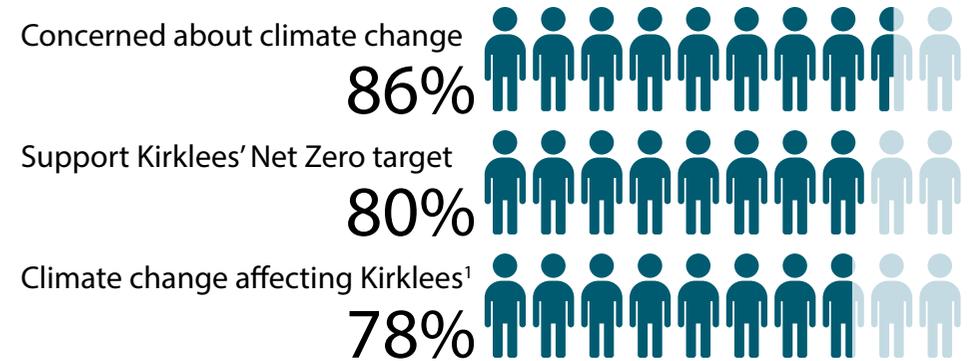
Kirklees Council declared a climate emergency in 2019 and our vision is for a Net Zero and Climate Ready Kirklees by 2038. Residents' surveys have shown high levels of concern about the impacts of climate change as well as support for improvements to public transport and active travel as a way of tackling local air quality issues. We can also reduce our greenhouse gas emissions by switching private vehicles to greener fuels such as electric vehicles and supporting the charging network.

Our challenge is now to start to deliver on this support.

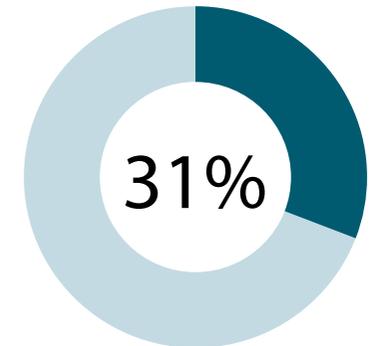
While we have reduced total emissions by 23% since 2013, there is a lot of work still to be done. We need to continue working towards cleaner air, particularly in our ten air quality management areas, and reducing the impacts of pollution on our people's health and wellbeing. We also need to do more to encourage our residents to use our parks and greenspaces, and to extend green infrastructure and biodiversity networks into our streets, spaces and places.

We want to deliver the Net Zero and Climate Ready Kirklees by 2038 target, as well as improve our air quality and increase our use of sustainable modes of transport.

Link to Council Plan Priority: Continue to deliver a greener, healthier Kirklees and address the challenges of climate change



local residents using local parks or green spaces at least once a week<sup>2</sup>



of our greenhouse gas emissions came from transport (2021)<sup>3</sup>

Data references:

1) <https://www.kirklees.gov.uk/beta/climate-emergency/pdf/appendix-d-resident-survey-output.pdf>

2) <https://public.tableau.com/app/profile/kirklees.intelligence.service/viz/CLiKSurvey2021/Home>

3) Department for Energy Security and Net Zero, UK local authority and regional greenhouse gas emissions national statistics: 2005-2021

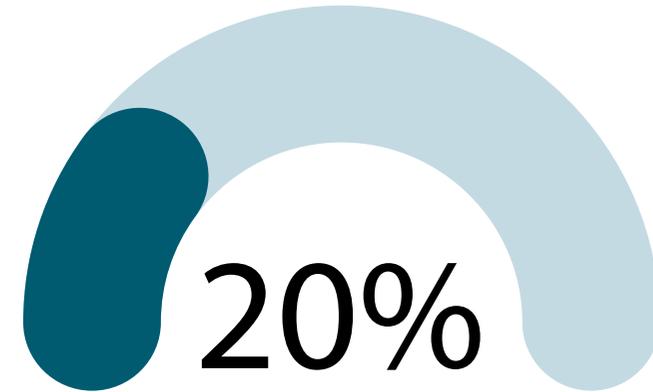


Parts of Kirklees represent some of the most deprived areas in England. The Indices of Multiple Deprivation is a combination of different factors, and our performance is worse in the quality of local environment, housing, air quality, road traffic collisions and crime.

People living in more deprived areas are more likely to experience poor levels of personal safety. Rates are also higher amongst women, residents aged 16-34 and disabled residents.

There are inequalities within Kirklees, with more low-income families (20% of our residents) at high risk of transport related social exclusion, limiting their quality of life and opportunities. Some parts of Kirklees are not currently accessible enough, nor provide a safe enough built environment, to encourage sustainable travel. Active travel routes between our communities don't always connect together seamlessly, forming a barrier to those who want to walk, wheel or cycle. These types of travel are low cost and can help reduce transport related social exclusion. We want to overcome transport as a barrier for accessing opportunities. No one should be limited by transport, nor should they have to own a car to be able to access work, education, local services, healthcare, leisure pursuits and social connections.

Our transport strategy sets out our commitment to help Kirklees to connect our communities, so that people who live in Kirklees have access to local services, social activities and experience spaces and places that improve wellbeing.



20% of Kirklees neighbourhoods have a high risk of Transport Related Social Exclusion<sup>1</sup>



Link to Council Plan Priority: Continue to invest and regenerate our towns and villages to support our diverse places and communities to flourish.

Data references:

1) <https://transportforthenorth.com/wp-content/uploads/Transport-related-social-exclusion-in-the-North-of-England.pdf>

2) <https://public.tableau.com/app/profile/kirklees.intelligence.service/viz/CLiKSurvey2021/Home>



Health

In Kirkles, our levels of physical activity are lower than the national average. If we can increase our levels of physical activity, there will be substantial health benefits to be gained. There are many ways we can increase our physical activity levels, and one is rethinking how we travel in our day-to-day lives. By travelling actively more we can lead healthier lives and prevent health issues arising.

The quality of public spaces and levels of vehicle traffic can have negative impacts on some of our settlements, with through traffic and major roads impacting mental health through noise and social issues and physical health through air quality or by making it harder to walk or cycle. Sustainable/active travel networks are not as widely available as they should be. The impacts of congestion and poor air quality are often felt in areas with the lowest car ownership, by communities that contribute least to the problem.

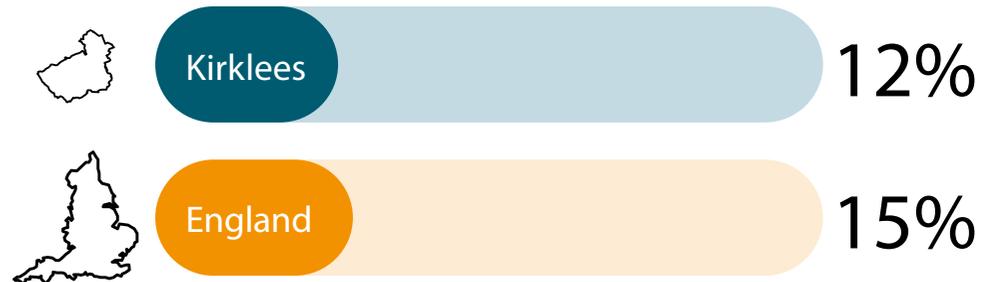
We want Kirkles to be more active, by helping everyone access and use our outdoor spaces more actively, by walking, cycling or wheeling. We want to make it easier to travel in ways which have positive benefits to our health and wellbeing.

Link to Council Plan Priority: Continue to deliver a greener, healthier Kirkles and address the challenges of climate change.

## Physically active adults<sup>1</sup>



## Adults who walk for travel at least once a week<sup>1</sup>



Sources:

1) Sport England. Percentage of physically active adults for Kirkles (2022/23). The indicator below is based on the number of respondents aged 19 and over, with valid responses to questions on physical activity, doing at least 150 moderate intensity equivalent (MIE) minutes physical activity per week in bouts of 10 minutes or more in the previous 28 days.

# How is transport starting to change in Kirklees?



## Sustainable Transport and Active Travel Schemes

Multi-million pound investment in major transport schemes that will deliver transformational walking, cycling and bus priority improvements to better connect towns and local centres including Dewsbury, Huddersfield, Batley, Holmfirth, Mirfield, Cleckheaton and Heckmondwike. Upgrades to canal towpaths for walking, wheeling and cycling, include planned improvement schemes in Mirfield and between Slaithwaite and Huddersfield. Many of these schemes are due to begin delivery in 2025 and 2026.



## Rail Upgrades

Major upgrades to Huddersfield, Deighton, Ravensthorpe, Slaithwaite, Marsden and Mirfield stations. More frequent, faster and more comfortable journeys across the Trans Pennine Route between Liverpool, Manchester, Huddersfield, Dewsbury Leeds, York and the North East. Work is ongoing to improve reliability on the Penistone Line.



## Bus Franchising Programme

West Yorkshire Combined Authority recently committed to bus franchising from 2024. Kirklees will be one of the first districts which will see local control over routes, frequencies, fares and bus standards. This will improve service frequency and reliability, create a more integrated bus network, introduce higher vehicle and bus stop standards.



## Bus Stations and Bus Priority

Other committed bus improvements using government funding include:

- Introducing bus priority and reliability on congested corridors in Kirklees to reduce bus journey times
- Introduction of a new bus hub in Heckmondwike. Revitalising Dewsbury and Huddersfield bus stations.



## Town and Local Centre Visions

Our regeneration blueprints are about improving towns and villages across Kirklees - creating more vibrant a varied, safe and sustainable centres that bring communities together. We have published or are developing plans for Huddersfield, Dewsbury, Batley, Cleckheaton, Heckmondwike, Holmfirth and Marsden. Many of these projects are starting to enter a delivery phase.



## Shared Transport Hubs

These aim to make journeys seamless – with improved facilities at key locations, including improved bus stops with real time information, better waiting environment, improved cycle parking, better drop off facilities, parking for electric vehicles, bike and car clubs.



## Developing Mass Transit Proposals

WYCA has plans to deliver a Mass Transit system in West Yorkshire. A line between White Rose and Dewsbury remains an ambition for both Kirklees and WYCA. Mass transit will provide an attractive alternative to car travel by improving connectivity and integration across West Yorkshire.



# How we achieve our vision



Having set our vision for travel in the district we need to define some clear objectives. These objectives set out what the Transport Policy seeks to achieve and will help steer future decision making.

These Objectives will be underpinned by and aligned with specific policies for the Council and our partners to work on in the future. Some of the policies might help contribute to one of the five Strategic Objectives, some might contribute to multiple, but overall, these policies are designed to meet these five objectives.

Policies have been developed with future council decision-making in mind. Policies are worded to be clear and direct, to help inform future decisions on development, investment, transport and regeneration.

The objectives are what we need to deliver to make the vision a reality.

-  Prioritising economic growth - attracting investment while increasing opportunities and life chances for all
-  Improving health and wellbeing, supporting safe and active lives for our communities
-  Protecting our environment with a transport network that is carbon net zero
-  Transformed public transport that strengthens links within the district and beyond
-  Inclusive places with better connections which are accessible and affordable for all

The vision is a big-picture aspiration for what travel and transport look like in the future.

Our vision is for travel in Kirklees to be sustainable, healthy and accessible to all, creating safe, thriving places and connected communities.

Policy areas set out the areas where we will take action. They will guide decision-making and ultimately realise the vision.

-      Alternative fuel vehicles
-      Safe and attractive places
-      Active travel
-      Freight
-      Public transport
-      Multi-modal interchange
-      Efficient network management
-      Travel demand management

Prioritising economic growth - attracting investment while increasing opportunities and life chances for all

- Freight
- Public transport
- Efficient network management
- Active travel

Transport allows us to travel to our jobs, to education, to healthcare, to leisure and retail opportunities and shouldn't be a barrier to opportunity. That's why making transport choices more affordable and available is key to our Transport Strategy. We know that increased access to opportunities is the best and most sustainable way for us to achieve strong regeneration and development, which can lead to a more prosperous Kirklees for all.

Across Kirklees there are significant levels of disparity in connectivity and travel times depending on the mode available where you live. Some parts of Kirklees have many transport options, with others being relatively more disconnected. This means that people in some areas, especially those who don't have access to a car have more limited options for work, training, education or leisure. This can be compounded when people have additional barriers to travel, such as accessibility issues. Access to employment opportunities in Kirklees should be improved to support employment and better prospects for our residents by attracting businesses and providing affordable connections to jobs and training.

By improving the options people can choose from to travel around Kirklees our residents will be better connected to a wider range of employment opportunities and education facilities, with transport no longer being a barrier to students developing the skills they need to succeed in life.

Integral to the regeneration of our towns and centres will be easy access by active travel and better bus, coach and rail services. Delivering improved connectivity will make Kirklees more attractive for businesses and visitors, as well as driving higher pedestrian footfall in our urban centres and on high streets. This will help to prioritise sustainable economic growth across our district.

Investment in all types of transport infrastructure will be vital, including improving highway networks, particularly where this facilitates easier movement of goods and freight across and through Kirklees. We will work with partners to develop more facilities for safe and efficient transport of road freight, particularly on our strategic road network. Increased capacity on the rail network will lead to opportunities for our partners to pursue the increased uptake of rail freight through the district.

#### Council Shared Outcomes

- ✓ Shaped by people
- ✓ Best start
- Well
- ✓ Independent
- ✓ Aspire and achieve
- ✓ Sustainable economy
- ✓ Safe and cohesive
- Clean and green

Improving health and wellbeing, supporting safe and active lives for our communities

- Safe and attractive places
- Active travel
- Travel demand management

Being active and more connected to the places around us is good for our health. People who are more physically active are typically healthier and suffer fewer of the chronic diseases that are becoming increasingly prevalent across the UK<sup>1</sup>. We want to create vibrant places and streets where people feel safe to be active, socialise and connect with their communities, opportunities and nature.

Our spaces should connect and cater for all age groups and levels of mobility. They should have cleaner air, be safe (and feel safe) for young people, encouraging active lives, providing attractive routes to school and places to play as well as enabling older people to be independent for longer. They should be inclusive and accessible to all, particularly for groups most likely to suffer exclusion such as women and girls, people with visible and non-visible disabilities. We will work to improve these networks and maintain and improve their condition.

Our aim for safer streets, called 'VISION ZERO' is to eliminate all traffic fatalities and severe injuries<sup>2</sup>. We will work to provide safer space for active travel on our existing streets and seek this in new developments.

Travel independence and affordability will be increased as people have more opportunities to make more trips by public transport and active travel. Social exclusion and isolation can be reduced as more people feel able to access their local communities and employment opportunities. Given that walking, cycling and wheeling are low cost, improvements to these networks can both alleviate transport cost pressures and bring more people into the local economy.

Encouraging active lives through improved and accessible walking, cycling or wheeling journeys, should be a core aim of our networks. In residential and neighbourhood areas streets should prioritise people over vehicles. Creating more active places can benefit other areas too; by being more environmentally friendly, lowering carbon emissions, improving air quality, promoting socially inclusion and are more economically productive<sup>1</sup>.

## Council Shared Outcomes

✓ Shaped by people

✓ Best start

✓ Well

✓ Independent

Aspire and achieve

Sustainable economy

✓ Safe and cohesive

✓ Clean and green

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linked strategies:

Kirklees Health and Wellbeing Strategy

Local Cycling and Walking Infrastructure Plan

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1) Active Design ([sportengland-production-files.s3.eu-west-2.amazonaws.com](https://sportengland-production-files.s3.eu-west-2.amazonaws.com))

2) What is Vision Zero? | Vision Zero Network <https://visionzeronetwork.org/about/what-is-vision-zero/>

Protecting our environment with a transport network that is carbon net zero

- Alternative fuel vehicles
- Safe and attractive places
- Active travel
- Public transport
- Efficient network management
- Travel demand management

Transport is one of the biggest contributors to our district's total carbon emissions. To reach Net Zero by 2038 we need to travel more by active and sustainable modes and less by petrol and diesel fuelled private vehicles. We will be unable to meet our net zero commitment without big changes to the way we travel.

#### Council Shared Outcomes

✓ Shaped by people

Best start

✓ Well

Independent

Aspire and achieve

Sustainable economy

✓ Safe and cohesive

✓ Clean and green

The biggest changes can be achieved by...

...reducing the need to drive as often or as far by improving access to day-to-day local services, improving digital connectivity and improving sustainable travel networks, we can support people making support people making fewer trips by private car.

...shifting some trips to more sustainable modes by switching away from the private car to alternatives. The more people we can encourage to walk, cycle, wheel, or use public transport, the cleaner our air will be. This will contribute to healthier lives in Kirklees. This will also reduce congestion for those trips where driving remains the best option.

...supporting the ownership of electric and low emission vehicles through the development of affordable charging networks. This will include working with partners to decarbonise our public transport network and freight transport.

...mitigating climate change impacts by ensuring new transport infrastructure and public realm improves biodiversity and ensuring our networks are resilient to climate impacts such as extreme heat and flooding.

Transformed public transport that strengthens links within the district and beyond

- Public transport
- Multi-modal interchange
- Efficient network management
- Travel demand management

Kirklees is well-located as a district, sitting between the centres of Leeds, Manchester and Sheffield, with a range of mixed rail and bus connections. However, access to these connections is not equal for everyone in Kirklees, and it can be difficult to make local journeys across the district.

Many people in Kirklees do not have access to a car and rely on alternative methods of travel to get around, and many drivers would also like to use their car less and public transport more. Where areas lack good public transport access, people can miss out on employment or training opportunities.

#### Council Shared Outcomes

- ✓ Shaped by people
- ✓ Best start
- ✓ Well
- ✓ Independent
- ✓ Aspire and achieve
- ✓ Sustainable economy
- ✓ Safe and cohesive
- ✓ Clean and green

Our consultation with the public on the Kirklees Transport Strategy demonstrated that public transport is the biggest area of dissatisfaction with the current transport offer in Kirklees. It is one of the biggest barriers to travelling more sustainably and one of the areas the public most wanted to see improvement in. The current public transport offer makes many people feel that the private car is the only viable option. We want people to feel they have access to a wide range of transport options, whatever their journey.

More reliable bus and rail services, with improved coverage and affordability will encourage more people to use sustainable modes such as bus and rail for medium and longer distance trips. For rail we will work hard to maximise the benefits of schemes such as the Transpennine Route Upgrade so that our residents and businesses beyond the transport corridors themselves. We will also be working closely with the West Yorkshire Combined Authority on plans for local rail (including the Penistone Line) bus and mass transit.

We will seek to improve coordination and interchange between bus and train services and improve the environment around stations and stops, to make it easier for all to travel. We will seek improvements to personal safety around stations and stops, especially during off-peak times. Developing integrated ticketing across modes will complement shared transport hubs with a range of options for accessibility needs, to make it easier to travel to stations, switch between modes and feel safer while doing so. We seek more and improved walking, wheeling and cycling routes to stations and stops, providing joined-up trips using bus and rail for part of the journey.

Inclusive places with better connections which are accessible and affordable for all

- Safe and attractive places
- Active travel
- Public transport
- Multi-modal interchange
- Travel demand management

Security, connection and belonging can help foster a sense of pride in the places we work, study, shop and call home. An inclusive community can reduce loneliness and isolation, improving health and wellbeing for our residents. We want children to feel safe walking, cycling or scooting to school and have safe streets to play in. The quality of our streets can also help develop a sense of connection and belonging between people and places, building on the quality and heritage of our built environment.

Transport's role in the development of inclusive communities is to provide the connectivity that all people need to go about their daily lives. No one should be excluded from travel because they don't have access to a car, a safe active travel route, access to public transport, or due to mobility or affordability. A network of shared transport hubs (sometimes referred to as mobility hubs), and better integration between public transport and active travel networks will help minimise these barriers to getting around.

Taxis and private hire vehicles fill a gap between private and public transport modes. We will work with partners to ensure well-designed pick-up and drop-off facilities are integrated at our main transport hubs and other key locations. We will work with partners to develop availability of accessible taxis and accessible shared transport.

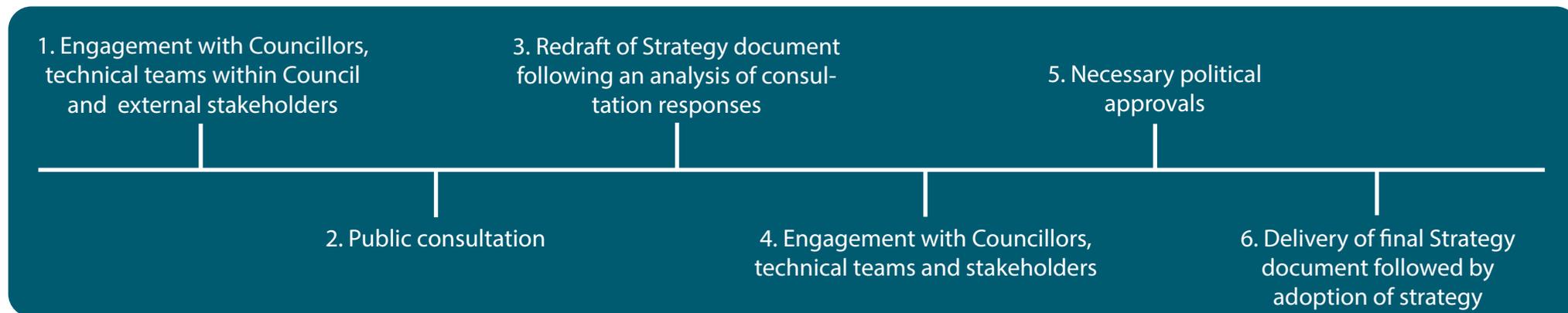
Places should be physically inclusive too. We will make our streets safer (and feel safer), reducing road traffic collisions, improving air quality and considering how lighting can improve safety. We will tackle the severance impacts of major roads and ring roads around our urban centres, physically cutting off communities from key destinations. We will work with partners to remove barriers to transport such as increasing the availability of accessible buses, trains, stations and stops.

We will provide behaviour change initiatives with our partners to support and encourage sustainable ways to travel. This might be through providing information, skills, or advice to help people use buses, trains or cycle routes more confidently and safely.

## Council Shared Outcomes

- ✓ Shaped by people
- ✓ Best start
- ✓ Well
- ✓ Independent
- ✓ Aspire and achieve
- ✓ Sustainable economy
- ✓ Safe and cohesive
- Clean and green

## Working to the Kirklees Transport Strategy



### The Public Consultation



Consultation ran from March to April



Social media campaign



16 in-person events



Multiple ads including bus backs, bus interiors, petrol pumps, radio and digital



2112 responses



Over 7000 leaflets and posters distributed across Kirklees



We received over 1500 comments from people who live and work in Kirklees on our draft strategy document.

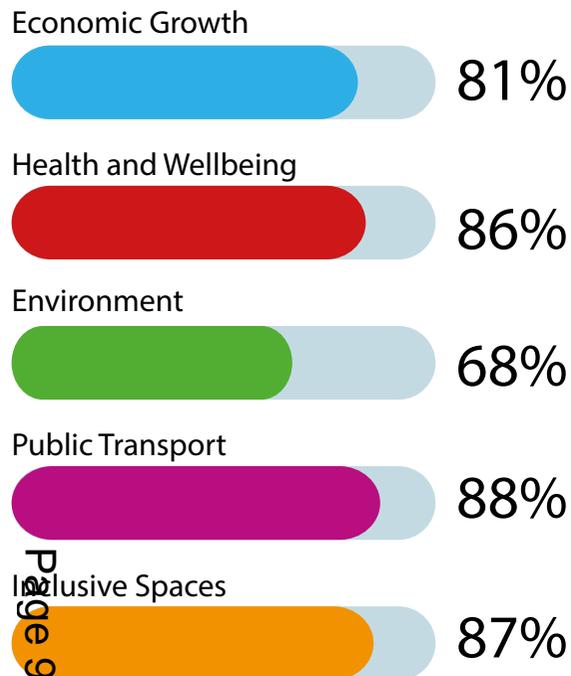
We heard residents' wishes to have their unique feedback understood and we have undertaken detailed analysis on this feedback.

This analysis has been used to strengthen the areas where people who live and work in Kirklees want to see change the most.

77% of respondents “agree” or “strongly agree” with the Transport Vision for Kirklees



To what extent do you agree with the 5 objectives? (strongly agree and agree)



“Better public transport would encourage me to leave the car at home”

“I would like it to be safer to walk my children up to school”



Locations where in-person consultation events were held

- Dewsbury Rail Station
- Denby Dale Rail Station
- Huddersfield Rail Station
- Mirfield Rail Station
- Slaithwaite Rail Station
- Marsden Rail Station
- Dewsbury Market
- Huddersfield Market
- Dewsbury Bus Station
- Huddersfield Bus Station
- Cleckheaton Bus Station
- Greenwood Centre, Ravensthorpe
- Mirfield Library
- Cleckheaton Library
- Honley Library
- Holmfirth Library
- Heckmondwike Library
- Dewsbury Library
- Huddersfield Library



“I’d like quieter and safer streets where I live”

“I want to cycle and walk more but need safer routes”



# The policies



Having set our vision and objectives for transport in Kirklees, we need to think about what this means for different modes of transport and how we manage our networks. The following pages consider our eight key policy areas and set out specific policies.

Each individual policy will address the strategy's objectives as shown below.

- Prioritising economic growth - attracting investment while increasing opportunities and life chances for all
- Improving health and wellbeing, supporting safe and active lives for our communities
- Protecting our environment with a transport network that is carbon net zero
- Transformed public transport that strengthens links within the district and beyond
- Inclusive places with better connections which are accessible and affordable for all

Each Objective is colour coded. Policies which aim to support these objectives are shown with each objective's colour beside them.

**Example Policy** ● ● ● ● ●

Integrate transport improvements with attractive green spaces to provide safe and enjoyable places for all people to be active. Explore opportunities to improve biodiversity through additional green infrastructure.



## WHY ACTIVE TRAVEL?

Active travel (such as walking, cycling and wheeling) is the most healthy, affordable and environmentally sustainable way to travel. We want to provide safe walking, cycling and wheeling routes throughout Kirklees.

Many of our local trips are short-distance, meaning there's potential for more of these types of journeys to be made by active modes. Safe, integrated active travel networks make people feel secure and comfortable travelling in this way. This helps to encourage more local trips by foot and bike, such as popping to the shops or doing the school run.

Active Travel infrastructure such as safer crossings or safe routes to school can provide a real choice for how people get around. Improvements in streetscapes and public space design can lead to more vibrant and attractive places - ones which feel safe to walk, wheel and cycle in.

Of the residents surveyed, 48% said that a lack of infrastructure to assist accessibility needs stopped them using sustainable transport, a further 33% had concerns over road safety<sup>1</sup>. We aim to provide more high-quality cycling routes and address barriers and gaps in our urban and rural networks for walking, wheeling and cycling. Transport projects should consider how people with mobility aids, pushchairs, wheelchairs and other accessibility needs access and use streets and spaces.

### KEY

-  Economic growth
-  Health and wellbeing
-  Environment
-  Public transport
-  Inclusive places

### Policy AT-1



Improve walking, wheeling and cycling connections to and from our towns and local centres where there is currently severance across junctions, ring roads and major roads to allow people safe and direct active journeys.

### Policy AT-2



Improve accessibility including the review and removal where possible of physical access barriers that prevent legitimate users such as pushchairs, wheelchairs, and mobility scooters.

### Policy AT-3



Develop a strategic cycling and walking network plan (Local Cycling and Walking Infrastructure Plan) that sets out a prioritised future network for Kirklees.

### Policy AT-4



Create and maintain safe, high quality and integrated active travel networks including traffic-free greenways and protected on-road routes. Our communities, including those with additional accessibility needs, will be able to walk, wheel and cycle for local and longer journeys.

1) <https://www.kirklees.gov.uk/beta/climate-emergency/pdf/appendix-d-resident-survey-output.pdf>

Active travel is often part of a longer journey, linking with public transport. We will therefore make improvements to walking and cycling routes to transport hubs like rail stations, and aim to make changing between modes easier (see interchange policies)

Secure bicycle parking at key destinations such as shops, schools, leisure facilities and healthcare play an important role in encouraging cycle use. These cater for more types of cycles, including children's bikes, trailers, cargo bikes and adapted bikes. Opportunities for charging of e-bikes should also be considered.

Parking areas should have adequate security measures such as adequate lighting and good visibility, so that people feel comfortable using them, especially after dark.

## HOW WILL IT BE DELIVERED?

We will develop a Kirklees-wide walking and cycling network plan, which will include the Local Cycling and Walking Infrastructure Plan (LCWIP) at its core. This will help us to secure funding and target investment in the right places.

This will build on the substantial programme of major transport schemes (funded by the Transforming Cities Fund (TCF), City Region Sustainable Transport Settlement (CRSTS), West Yorkshire plus Transport Fund, Levelling-up Fund (LUF) and Active Travel Fund (ATF)) that are already in development and delivery across Kirklees.

We will strive to implement best practice design, considering protecting cyclists from general traffic, pedestrian safety, accessibility, lighting, wayfinding and secure cycle parking as priorities.

We will develop a joined-up approach with our [Environment Strategy](#) and our town and local centres [regeneration blueprints](#), to maximise the benefits and target funding appropriately. We will work with local organisations and bodies such as Active Travel England to support us, and will consult with communities on new schemes.

### Policy AT-5



Prioritise active travel through the design of new developments, regeneration masterplans and blueprints to create attractive, healthy and active places.

### Policy AT-6



Provide more short and long stay cycle parking for all cycle types, mobility aids, mobility scooters and powered wheelchairs.



## WHY SAFE AND ACTIVE PLACES?

We can increase the success and vibrancy of our town and local centres by making them more attractive places to visit and spend time, by making them less dominated by moving traffic and parked cars, leaving narrow pavements and poor air quality.

Like many places, over the last few decades parts of our streetscapes, particularly pavements and verges, have become increasingly dedicated to parked vehicles and traffic. This impacts how pleasant and inclusive our neighbourhoods are – for meeting neighbours, children playing in the street, and for feeling safe.

By re-prioritising how our streets are used we can create safer and more pleasant residential streets, allowing our children to travel to school or the park safely and confidently by walking, cycling or scooting. Evidence from across the UK suggests that investing in public realm improvements so that more people walk, cycle and use public transport results in higher levels of footfall, reduced retail vacancy rates and improved road safety<sup>1</sup>. There is also evidence which suggests that those who travel to a local centre sustainably make more trips and spend more than those who travel by car<sup>2</sup>.

Making shifts in how we plan, design and use spaces can improve our air quality and links with the targets in our Air Quality Action Plan. We can also better integrate our green spaces with our safe and active travel network. This will also help deliver aims of the council's Greenspace Strategy.

### Policy S-1



Identify and deliver school road safety and air quality improvements such as School Streets to support safe, accessible and healthy routes to school.

### Policy S-2



Implement Vision Zero which seeks to eliminate all traffic fatalities and severe injuries.

### Policy S-3



Integrate transport improvements with attractive green spaces to provide safe and enjoyable places for all people to be active. Explore opportunities to improve biodiversity through additional green infrastructure.

<sup>1</sup> Active Design ([sportengland-production-files.s3.eu-west-2.amazonaws.com](https://sportengland-production-files.s3.eu-west-2.amazonaws.com))

<sup>2</sup> Walking and cycling: the economic benefits ([tfl.gov.uk](https://tfl.gov.uk)), pedestrian-pound-2018.pdf ([livingstreets.org.uk](https://livingstreets.org.uk))

Making our streets healthy isn't just about how we travel through them, it's also about how we spend time on them. Considering how we utilise streets can also play a part in how we design and maintain our streets and adapt to climate change.

## HOW WILL IT BE DELIVERED?

We will work towards the West Yorkshire Vision Zero Strategy including creating safer roads, particularly near schools, aiming to eliminate all traffic deaths and serious injuries, while increasing safe, healthy, equitable mobility.

By integrating active and sustainable travel into our exciting town and local centre regeneration schemes, including Dewsbury, Huddersfield, Batley, Holmfirth, Cleckheaton, Heckmondwike and Marsden, we will connect our places better with the communities that want to visit them.

We will ensure enjoyable, safe environments for all that encourage walking, cycling, and public transport by taking a Healthy Streets approach.



### Policy S-4



Integrate and deliver accessible walking, wheeling and cycling provision as part of high quality placemaking and public realm. Active travel users will be treated as a priority consideration in Highway Network Management and maintenance.

### Policy S-5



Work with partners to expand and improve the quality, safety, accessibility and routes to, from and along our traffic-free greenways.

### Policy S-6



Create safer, active and healthier neighbourhoods, town centres, and local centres featuring reduced speed limits and lower traffic volumes to prioritise people over vehicles. Priorities will be identified by working with local communities and stakeholders and be aligned with our regeneration ambitions.

## WHY TRAVEL DEMAND MANAGEMENT?

*“Travel Demand Management ‘TDM’ is an umbrella term for the application of strategies and policies to reduce travel demand, or to redistribute this demand in space, mode or in time”<sup>1</sup>*

By providing high-quality active travel and public transport options, as well as thoughtful management of vehicle access and parking controls we can widen travel choices, which can help alleviate traffic congestion and improve local air quality. Locating new communities developments and jobs in well-connected areas can help support and improve existing transport options, providing benefits to existing residents as well as new ones.

This approach to travel demand management will create safer, pedestrian-friendly streets, supporting sustainable economic growth and mitigating climate change impacts. Through this, Kirklees can help all communities integrate into a robust and resilient network that benefits both people and the environment.

By locating appropriate levels of parking at key transport hubs, such as railway stations, we can make car travel part of a longer journey rather than the whole journey, and alleviate traffic congestion in urban and rural centres by encouraging people to travel by public transport.

### Policy TD-1



Provide parking management measures across Kirklees that help promote more sustainable travel options than private cars, as well as Car Club locations, Electric Vehicle charging points and cycle parking.

### Policy TD-2



Support vehicle parking controls with suitable enforcement measures to make our pavements and streets safer for everyone. Review the potential for Controlled Parking Zones and pricing strategies to balance supply and demand, particularly in areas highly connected by sustainable modes.



<sup>1</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/72414/Dft-Travel-Demand-Management-Toolkit-March-2021-accessible.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/72414/Dft-Travel-Demand-Management-Toolkit-March-2021-accessible.pdf)

## HOW WILL IT BE DELIVERED?

We will aim to provide parking that meets people's travel needs equitably. Sustainable modes should be encouraged while being conscious of accessibility for people with limited mobility. Parking controls can also support charging of electric vehicles, protecting disabled parking spaces, cycle parking and integrating our car club provision.

To maximise the benefit of delivering infrastructure and services our communities need to be supported to use them. Programmes which enable and empower local residents, visitors and employees will allow people to choose to travel actively or by bus or rail more confidently and successfully.

This includes expanding cycle training, journey planning, walking groups, bike maintenance, route advice, and try an e-bike offers, already being delivered by our valuable local providers.

On a wider scale, we can ensure that new development in Kirklees is located, designed and built so that sustainable travel is the natural choice of travel for new residents. We will use the local plan making process to embed our vision early in the planning of new development and support it with targeting developer contributions towards sustainable transport measures.

We will work in alignment with our green and active places, securing contributions which also allow for opportunities for Biodiversity Net Gain.

### Policy TD-3



Continue to work with the Travel Plan Network, working with businesses, residents and organisations to develop effective travel plans and help people travel more sustainably.

### Policy TD-4



Continue to work with partners to deliver behaviour change initiatives that encourage and enable people to walk, wheel, cycle and use public transport safely and confidently.

### Policy TD-5



Use developer contributions to better support active travel networks and public transport.

### Policy TD-6



Develop a Local Plan that prioritises sustainable journeys to new developments. Promote development in areas which are better connected by active travel and public transport links.

## WHY PUBLIC TRANSPORT?

Reliable, high-quality, accessible and well-connected bus, coach and rail services are crucial in enabling all residents the opportunity to access education, employment and services. There are disparities in the level of public transport provision across Kirklees, which means some people are unable to rely on public transport.

The provision of appealing and reliable bus, coach and rail services in Kirklees is key to increasing public transport patronage. This will help to make services more financially sustainable, improve air quality and reduce congestion in our urban areas and ensure Kirklees reaches our Net Zero target.

The franchising of bus services across Kirklees and major rail upgrades, such as the multi-billion pound Transpennine Route Upgrade (TRU) and much needed improvements to the Penistone line, will help to make transformational change to our public transport coverage.

Developing better connections within and beyond Kirklees are crucial to ensure we capitalise on investment and improve regeneration opportunities for our area. We will work to support the development of these proposals and ensure benefits can be realised for people across Kirklees.

## HOW WILL IT BE DELIVERED?

Improvements to Kirklees' public transport services will be delivered by working with key partners, including West Yorkshire Combined Authority, bus and rail operators, and neighbouring authorities. We will support the refurbishment of our bus and rail stations, recruitment of staff to improve service reliability, and improvements to public transport safety. We will work with partners to see the delivery of a minimum half-hourly service on all routes. In March 2024, the decision

to franchise the bus network in West Yorkshire was announced, with Kirklees set to receive the first franchised services. This presents an opportunity for Kirklees to shape what the future of bus services will look like in our district.

We will work to provide a public transport network that connects more people, is more affordable and provides a safe, convenient and reliable service. We want an inclusive public transport network that extends better to our more rural areas and expands access to work and training opportunities.

### Policy P-1



Continue to work with WYCA and operators to implement the planned franchised bus service and deliver a more inclusive network, with better coverage, reliability, operating hours and frequency.

### Policy P-2



Support delivery of West Yorkshire Mass Transit within Kirklees.

### Policy P-3



Continue to work closely with industry partners and rail operators to support rail connectivity, capacity / rolling stock enhancements and frequency, such as on the Penistone Line and Transpennine Route Upgrade (TRU).

Where there are delays to bus services, we will encourage road network improvements which support better journey times and reliability through the implementation of bus priority.

To improve the public transport offer across Kirklees we will seek opportunities to utilise technology to deliver viable and sustainable services, particularly to our rural communities, or areas where topography creates a barrier for some. Flexible demand responsive services can provide rides where fixed service struggle to maintain a consistent service.

Making public transport journeys, stations and stops more attractive will encourage people to use the train and bus more often.

Having clear and up to date information on your travel gives you confidence and clarity for your journey.

We will work closely with public transport partners to deliver simpler and affordable public transport, including journeys which cross boundaries outside of West Yorkshire.

Simpler ticketing which is easy to understand is crucial for public transport passengers. Integrated tickets enable the use of different modes or operators and make your whole journey easier.

## Policy P-4



Prioritise local bus services over general traffic making journeys quicker, more reliable and punctual.

## Policy P-5



Work with partners to examine the feasibility and deliver Demand Responsive Transport services to enhance the public transport offer where conventional services are not feasible commercially or economically.

## Policy P-6



Work with partners to ensure that public transport vehicles support the travel of those with additional accessibility needs, such as increasing the number of available disabled spaces on-board and ensuring passenger information is inclusive.

## Policy P-7



Enhance passenger information with integrated 'real time' journey planning and live information at key locations and interchanges to offer a better user experience.

## Policy P-8



Work with the industry to support clear and simple ticketing that is fairly priced, with better integration across modes, operators and across boundaries, to promote a competitive public transport offer.

## WHY MULTI-MODAL INTERCHANGE?

Connections from our communities to interchange with bus and rail stations will be an important part of people's perceptions around public transport accessibility. At stations, transfer between different services will also be a key consideration. Making changes between modes smoother and more efficient will make our public transport system more attractive to use and reduce the need to for car travel in Kirklees.

We will work to improve the overall passenger experience, including comfort and accessibility of our stations and transport hubs for everyone. We want to improve accessibility at stations so people with limited mobility, as well as those with luggage, pushchairs and bikes can better access our public transport. We also want to expand the local services available at stations, to include facilities such as bike hire and secure parcel collection and drop off points.

Taxis and private hire vehicles (PHVs) play a valuable role in our transport system. They are particularly important for enabling travel for those with limited mobility, those with no access to a car and linking to our transport hubs. They can provide safe transport options at all times of the day, supporting shift workers and the night-time economy when public transport options are more limited.

We want to better integrate these services, providing drop-off / pick-up locations at key locations and will integrate into our town and local centres regeneration plans such as in Huddersfield Town Centre.

### Policy I-1



Enhance multi-modal interchange at key public transport hubs to make connections more user friendly, safer and highly integrated to other modes and the areas around them.

### Policy I-2



Deliver and maintain high quality and accessible stations and interchanges to ensure that all stations across the district meet accessibility standards by 2030.

### Policy I-3



Review and remove where possible physical barriers that prevent access to users such as pushchairs, wheelchairs, and mobility scooters.

### Policy I-4



Deliver safe and accessible pick-up/drop-off and parking areas for vehicles, cycles and taxis at key public transport hubs to enhance access options for public transport.

### Policy I-5



Work with taxi operators, local communities and special interest groups to ensure that taxis are affordable, accessible and well-located for a range of user groups, including vulnerable, disabled or isolated users.

We want to support a range of travel options to and from our transport hubs, including prioritising first and last mile walking, wheeling and cycling trips to rail and bus stations. We will strive to implement best practice guidance from those such as the DfT for taxi and PHVs, and CoMoUK for shared transport.

Including shared transport options at these transport hubs broadens the availability and range of travel options.

## HOW WILL IT BE DELIVERED?

We will improve key transport interchanges like rail stations to ensure easy onward travel by foot, with safe routes and clear wayfinding. Existing and new Shared Transport Hubs will be introduced combining public transport with shared transport options such as car clubs, cycle hire, and taxi services, safe pick-up/drop-off areas, along with facilities like toilet facilities, cafés, cycle repair locations and EV charging points where appropriate.

We will explore and embrace new emerging technologies and develop our transport network with flexibility to accommodate new trends in the future.

### Policy I-6



Deliver quality mobility hubs alongside improved active travel links and community facilities at key locations to enable seamless transition between transport modes.

### Policy I-7



Explore the feasibility of a shared micro-mobility offer with bikes and e-bikes at key locations to make 'first and last mile' travel easier and increase the attractiveness of sustainable travel options.

### Policy I-8



Support expansion of car club schemes that reduce the need to own a car.



## WHY FREIGHT?

Kirklees is close to several strategically important roads, including the M1 and M62 motorways, making us a hub for freight businesses. The rise in light vans and delivery vehicles during peak hours reflects evolving retail habits and technological advancements. There is a need for innovative solutions to manage commercial vehicle numbers with fewer, yet more efficient vehicles, while continuing to meet business and consumer needs.

By working with businesses, organisations and regional partners to consolidate freight and delivery operations we can adopt a bottom-up approach to reduce the number of vehicles on our roads.

Currently, the rail network is poorly utilised for freight due to network capacity constraints and operational challenges such as bridge height restrictions. We need to further explore the opportunities to shift freight from road to rail, thereby reducing emissions, improving air quality and easing traffic congestion.

We will work with local organisations and regional partners to consider opportunities for increase rail freight in line with the West Yorkshire based [Rail Freight Strategy](#).

### Policy F-1



Support opportunities for e-cargo bikes to deliver last mile goods, particularly in urban areas to reduce congestion and emissions in these areas.

### Policy F-2



Explore options for freight facilities around strategic road networks, including secure lorry parking and rest facilities.

### Policy F-3



Explore options for supporting delivery hubs, particularly in congested centres with poor air quality to minimise and combine the number of trips - reducing impacts of more vehicles on the road network.

### Policy F-4



Work with businesses, organisations and regional partners to consolidate freight and delivery operations, particularly in poor air quality and congested areas.

## HOW WILL IT BE DELIVERED?

Maximising load capacity for both outbound and return journeys, shifting deliveries away from peak hours, consolidating freight, uptake of sustainable technologies such as e-bikes for last-mile deliveries, and exploring options for rail freight and delivery hubs in congested areas can further reduce the environmental impact of freight.

Enhancing freight facilities with secure lorry parking and rest areas around the Strategic Road Networks is also key to improving freight conditions in Kirklees.



Policy F-5 ● ○ ○ ○ ○

Maintain the Key Route Network to allow for the movement of goods via road.

Policy F-6 ● ○ ● ● ○

Work with WYCA and other regional partners to identify opportunities for rail freight, including the use of existing passenger services to carry good and parcels.

Policy F-7 ● ○ ○ ○ ●

Incorporate loading and delivery spaces into the design of new streetscapes and developments to support freight loading and traffic movement.

## WHY EFFICIENT NETWORK MANAGEMENT?

Making sure our network operates as efficiently as possible means our residents and businesses get the maximum possible from our highways assets. Traditionally this meant a focus on highway capacity, however, to achieve the aspirations of the Council and Partners we will need to manage our network in a way that supports a range of transport modes. Schemes which relieve traffic issues in one area can bring more traffic to another route, leading to negative 'knock on' impacts in other areas.

Within urban areas that experience congestion, space will be used efficiently, to promote sustainable modes of travel. This means that for those who need to drive, such as those with accessibility needs or journeys to areas not served by public transport, journeys are made more resilient. Reduced congestion on our network will lead to better local air quality across our district, improving health and wellbeing.

We will work to maintain our networks and assets effectively. We will look at the available space within our roads and streets, seeking to integrate bus priority, active travel and accessibility enhancements as we roll-out maintenance programmes. By improving the network condition, we can improve its lifespan and minimise costly renewal interventions which have implications for the environment and cause disruption from roadworks. This includes roads, cycling infrastructure and pavements as well as areas of public realm.

We will also seek to design and maintain our streets to improve their resilience. This includes improving resilience to climate change and extreme weather events such as integrating more sustainable urban drainage systems to cope better with heavy volumes of rain. This relates to our Kirklees Climate Change Action Plan (2022) which set out the aims to develop all existing and future transport infrastructure and assets so that they are 'climate ready'.

### Policy N-1



Target capacity constraints and deliver high quality infrastructure to provide safer, quicker and more reliable journeys which integrates active travel and bus priority and improves air quality.

### Policy N-2



Work with partners to target road improvements that help deliver the wider policies in this strategy, such as interventions that tackle speeding, rat-running and illegal vehicle manoeuvres, as well as providing infrastructure, road layouts, enforcement and technologies that prioritise the movement of people over vehicles.

## HOW WILL IT BE DELIVERED?

We will work with public sector partners, businesses and organisations to identify key locations of opportunity to improve our road network that align with the objectives of this Strategy. We will continue to work with partners to deliver a programme of rail network improvements.



### Policy N-3



Ensure network resilience to climate impacts to mitigate higher maintenance / renewal costs in the longer term.

### Policy N-4



Maintain and improve our roads, cycle routes, pavements, public rights of way and traffic-free routes, including lobbying for more funding for them.

### Policy N-5



Rebalance road space to prioritise active travel and public transport, by improving junctions, key corridors and local roads with appropriate infrastructure or traffic filtering in select locations.

## WHY ALTERNATIVE FUELS?

While we want to make active travel modes and public transport easier and more convenient choices for our journeys, sometimes the private car is the most appropriate choice for some journeys. To address the impacts of car use on the environment and health, we need to embrace new technologies.

Alternative fuel vehicles offer reduced emissions compared to petrol and diesel counterparts and contribute to improved air quality and reduced greenhouse gas emissions. This is particularly important in our urban areas and where our air quality management areas monitor levels of particulate matter and nitrous oxide. This aligns with both our [Air Quality Action Plan](#) and our [Climate Change Action Plan](#) (2022) which sets out the need to urgently reduce carbon emissions from transport which includes the uptake of low/zero-carbon alternatives.

We need to ensure roll out of electric vehicle charging is accelerated across communities. This includes seeking range of opportunities for electric charging to support charging at residential locations, in shared transport hubs, rail and bus stations, in public car parks, businesses, and as part of new developments.

The transition to a sustainable and low-carbon transport system in Kirklees, is essential. The UK government's decision to phase out the sale of new petrol and diesel cars underscores the urgency of this transition.

This requires a comprehensive strategy encompassing infrastructure development for electric vehicles and emerging technologies, financial incentives, public awareness campaigns, and supportive policies to encourage the widespread adoption of alternative fuel vehicles.

This also applies to rail operations, freight and logistics vehicles as well

as buses and public sector fleets such as refuse vehicles. In 2021 only 2% of the West Yorkshire bus fleet were zero emission. The ambition set out in the West Yorkshire Bus Service Improvement Plan is to operate a zero-emission fleet by 2036.

## HOW WILL IT BE DELIVERED?

By working with businesses, residents and organisations, we will support in the development of infrastructure. We will foster a culture of preparedness and openness to alternative fuels and continue to work towards achieving a significant reduction in carbon emissions to be climate ready by 2038.

### Policy AF-1



Support the development of comprehensive electric charging networks to encourage a transition to low/zero emission vehicles.

### Policy AF-2



Support the movement to new technologies, including lower emission fuels to complement the electric vehicle network.

### Policy AF-3



Encourage the take up of low/zero emission public vehicles including buses and taxi services to work towards decarbonisation and local air quality targets.

### Policy AF-4



Support partners to deliver rolling stock and infrastructure upgrades such as electrification to limit harmful emissions from rail passenger and freight transport.

# What next?



The success of the Transport Strategy will be determined in a number of ways, including:



Improved communications and engagement with our communities



Incorporation of the Strategy's policies in decision-making and business-as-usual



Development and implementation of the new policies



Transport scheme delivery



Planning for future transport schemes



Continued alignment with external strategy partners as strategy is implemented

We will share information on transport schemes, policies, campaigns and engagement opportunities through Connecting Kirklees, our dedicated transport information channels. This will provide our residents, businesses and partners with up-to-date information on our progress and the contribution they can also make.

As the Transport Strategy becomes embedded in Council business, existing reporting streams will also incorporate updates to Scrutiny Committees and Cabinet including by Major Projects, Highways, Regeneration, Climate Change and Public Health services.

Targets around transport are set at a regional level in the West Yorkshire Local Transport Plan. Kirklees will continue to work closely with the Combined Authority and other districts to support and achieve these through implementation of our Transport Strategy.



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**SCRUTINY 11.8.25**

**OUR CULTURAL HEART  
UPDATE ON PROGRESS**

**Approved by: David Wildman, Service Director,  
Skills & Regeneration.**

**Cabinet member: Cllr Graham Turner, Finance  
and Regeneration Portfolio Holder.**

**Electoral ward: Newsome**

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Looking into the park from Kingsgate

# SUMMARY

- Huddersfield Blueprint launched in June 2019 to transform the town centre. Our Cultural Heart (OCH) is one of six target areas
- OCH delivers against one of the council's areas of focus, 'Investment and Place' and is a named programme
- The OCH Mobilisation Steering Group was established in Jan 2025 to work with all the services that have responsibilities as part of OCH to coordinate their pre and post opening budgets and preparations
- OCH reports monthly to programme board and Regen PHB
- To achieve other council capital project priorities Cabinet approvals have reallocated funding from the OCH construction budget



**Looking towards the food hall from the public square,  
town hall in the background**

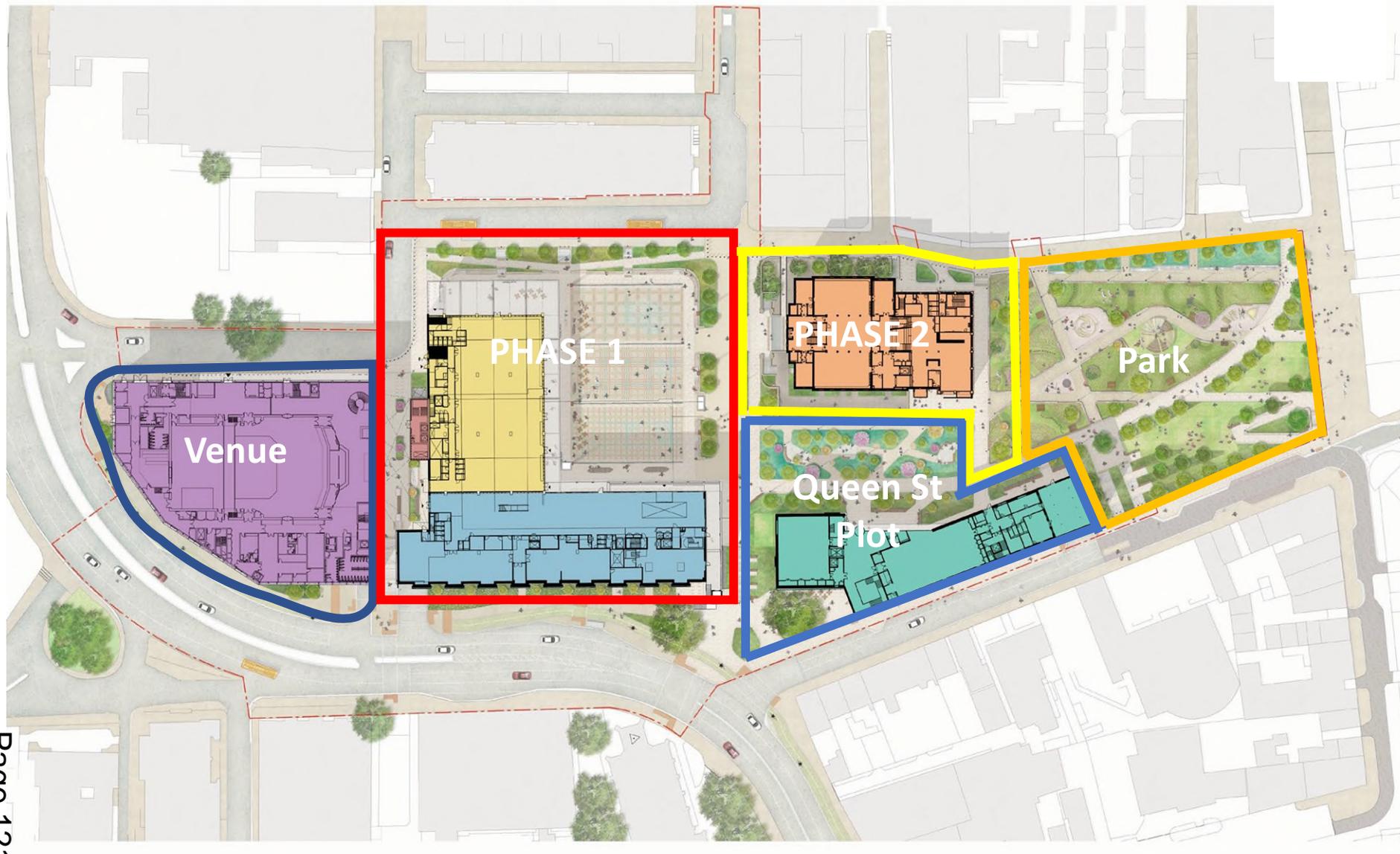
## SUMMARY continued

- Progress is regularly reviewed by Cabinet using the gateway process where issues influencing the council, and the programme can be factored into future strategy. Gateways will be repeated for each phase
- Phased approach provides the flexibility to accommodate future strategy
- The next Cabinet report target date is September 2025 with the main focus being the next steps in the delivery of the museum & gallery, Phase 2 Gateway 4
- The programme has also been to Scrutiny several times and was last considered in September 2024 when a site visit took place, a visit will also take place this time
- A link to the latest OCH newsletter is provided on the last slide of this update
- Scrutiny is invited to note the progress made in developing the programme and the next steps



**Looking towards the library from the public square**

# MASTER PLAN LAYOUT, FLEXIBILITY IN DELIVERY



-  LIBRARY
-  FOOD HALL
-  MUSEUM & GALLERY
-  QUEEN STREET PLOT
-  VENUE/MSCP
-  PUBLIC REALM/PARK

## **PHASE 2, GATEWAY 3, JANUARY 2025**

### **Cabinet approved or delegated the following**

1. Delegation to sign off the museum & gallery Phase 2 RIBA stage 3 design
2. Note the museum & gallery construction budget and approve the funding of Phase 2 to Gateway 4
3. The delegation of authority to award the Phase 2 Pre-Contract Services Agreement (PCSA) and the delegation of authority to instruct any enabling works prior to the contract sum being agreed
4. As part of the next stage of Phase 2 continue the appointment of the SDP, architect and engineer
5. Allocate council resources to support the construction programme if required
6. Drawdown a further £5.663m from the construction budget increasing the committed sum to £78.992m
7. Approve the reallocation of funding from the construction budget to the museum & gallery service for pre-opening capital costs subject to no other sources of funding being available (£14.48m)
8. Approve the reallocation of £421k from the construction budget to the Operational Services as set out in the report subject to no other sources of funding being available
9. The delegation of authority to explore ways of replenishing the construction budget following any reallocations of budget
10. The delegation of authority to undertake a review of the venue
11. The delegation of authority to deliver the programme to Phase 1 Gateway 5, Phase 2 Gateway 4 & develop the master plan
12. The delegation of authority to determine/conclude the operational services budgets for Phase 1 & Phase 2

## PHASE 1

- New library
- Public Square/Public Realm
- Food hall
- Basements

### DESIGN & BUILD CONTRACT

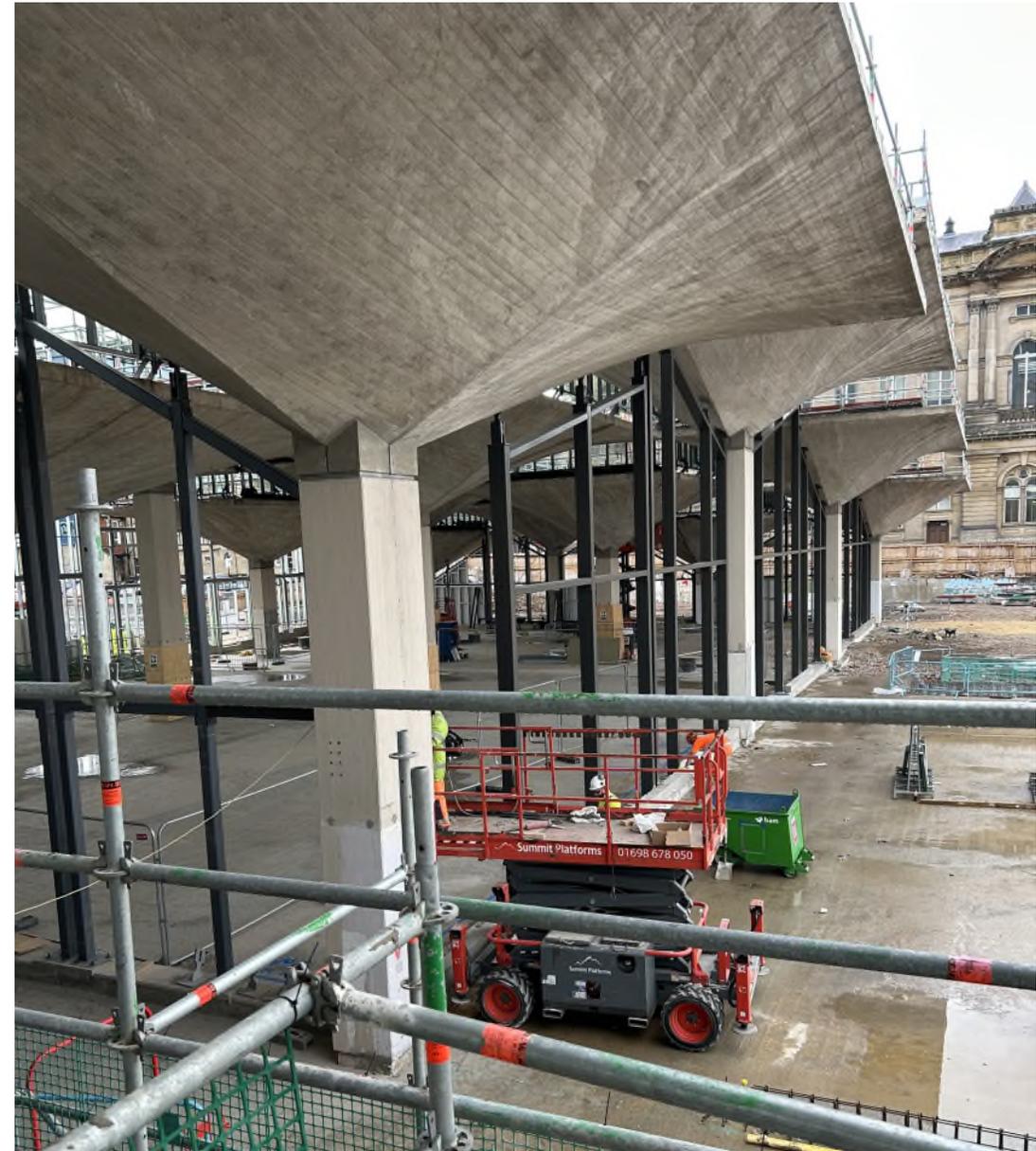
- BAM Construction Limited (BAM) have been carrying out works under the construction contract since August 2024. Initially the focus was on the demolition of the retail units and in the basement areas where there was more work than anticipated. These works are nearing completion, and activity has now moved on to replacing the concrete floors and installing the external glass and solid wall systems to the food hall. (see picture)

### FOOD HALL

- The property will be let to and operated by a third-party food hall tenant. Marketing commenced in Q1 2025 with a target of completing the letting by Q4 25.

### TIMLELINE

- Enabling works instructed under the PCSA, Asbestos removal & internal demolition March 24
- Planning/LBC revisions approved June 24
- Main contract commenced works. Construction compound on old car park plot. Contractor SV delivery begins. August 24
- Construction completion (Gateway 5) June 26
- Facilities operational Summer 26



**External glass system to the food hall facing on to the public square, town hall in the background**

## PHASE 2

- Museum & Gallery
- Public realm
- Basements

### **DESIGN & BUILD CONTRACT, 2 stage process**

Currently working with BAM in the pre-PCSA period and the museum & gallery team on the design review to incorporate cost savings. The other principal activity has been to de-risk the Grade II listed building ahead of the PCSA and construction periods. As part of this more asbestos was found than expected which is now being removed and is due to complete in November 2025.

**Stage 1.** Then under the PCSA, following the asbestos removal, work will include progressing the detailed design, further surveys as part of continuing the de-risking process, concluding the construction contract and agreeing the contract sum.

Revised Planning/LBC approvals will be required following the design review.

**Stage 2.** Subject to the outcome of Stage 1 the construction contract would then be awarded to BAM.

### TIMLELINE

- |  |        |             |
|--|--------|-------------|
| • Phase 2, Gateway 3                   |        | Jan 25      |
| • Phase 2, Gateway 4                   | Target | Q2 26       |
| • Commence construction on site        |        |             |
| • Construction completion (Gateway 5), | Target | Q4 27/Q1 28 |
| • Facilities operational               |        | Q1/Q2 29    |



**Looking towards the museum & gallery from King Street**

# MASTER PLAN DELIVERY

## FUTURE PHASES

### PLANNING

- Planning & listed building consents for the whole master plan were approved at the Strategic Planning Committee on the 2<sup>nd</sup> March 2023

### VENUE

- A review of the venue proposals and strength of the market is ongoing including soft market testing to gauge the demand from potential tenants/operators. The review is due to complete in Q4 2025.

### QUEEN ST PLOT

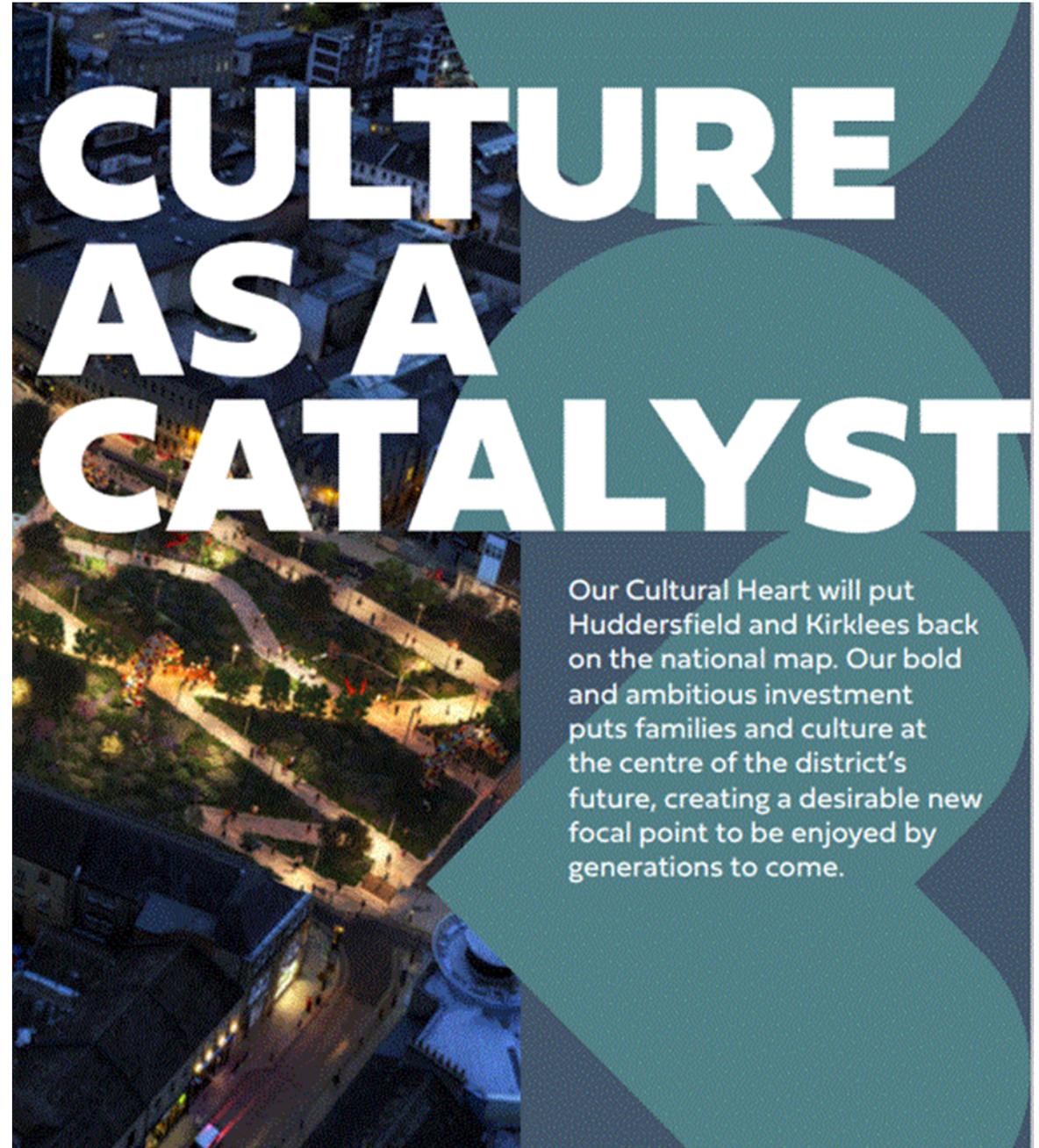
- Future developer opportunities on the plot include a hotel, residential and office, other uses also continue to be investigated. All the option appraisals require gap funding.

### PHASING

- In parallel with the work on the venue a strategic review of the phasing delivery of the remaining assets is being concluded

### VACANT POSSESSION

- Vacant possession of all the remaining units within the Piazza area of the master plan is deliverable to comply with phasing options





## AERIAL VIEW OF OUR CULTURAL HEART, MASTER PLAN

# QUESTIONS & DISCUSSION

[OUR CULTURAL HEART NEWSLETTER, SUMMER 2025](#)

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