

Cabinet
Date: 22nd January 2019
Title of report: Dewsbury Town Centre; Strategic Development Framework & Delivery Programme
Purpose of report

To seek Cabinet approval for

- (i) a Strategic Development Framework to guide the long term development of Dewsbury Town Centre and a Delivery Programme which sets out a broad range of actions that will progress the regeneration of the town centre over the next three years; and
- (ii) £525,000 to be spent on programme of public realm works

Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	Yes
Key Decision	Yes it involves spend of over £250k
The Decision - Is it eligible for "call in" by Scrutiny?	Yes
Date signed off by Strategic Director & name	Karl Battersby - 10.01.2019
Is it also signed off by the Service Director - Finance (S151 officer)	Eamonn Croston - 08.01.2019
Is it also signed off by the Service Director - Legal Governance and Commissioning?	Julie Muscroft - 10.01.2019
Cabinet member portfolio	Cllr Peter McBride

Electoral wards affected: Dewsbury East
Ward councillors consulted: Dewsbury East, Dewsbury West, Dewsbury South
Public or private: Public
GDPR – no personal or sensitive data; or other information covered by GDPR is included in this report

1 Summary

Purpose of the report

- 1.1 This report seeks Cabinet approval of the Dewsbury Town Centre Strategic Development Framework and the associated Delivery Programme and secondly the approval of £525,000 of expenditure on a programme of works to improve the appearance of the town centre.

2 Information required to take a decision

Background

- 2.1 During 2010 the Council and its partners, with the support of the regional Development Agency undertook a major programme of public engagement that looked at the future of Dewsbury Town Centre. This drew upon the expertise of a range of consultants and cumulated in November 2010 in the production of a document entitled 'Dewsbury – Strategic Development Framework'. The document contained a 25 year vision to 2035 and more detailed strategy.
- 2.2 The Strategic Development Framework (SDF) was reviewed in 2015 by consultants. The review confirmed many of the issues and solutions in the SDF were still relevant and crucially make a series of recommendations that covered both strategic and more detailed issues. The SDF Refresh recommended that 'An integrated approach should be taken to growth and renewal – through a single overall investment and development programme for Dewsbury, with an associated delivery plan.'
- 2.3 Part of the approach recommended that Dewsbury as a whole needed to be strategically positioned as an area of significance in the Leeds City Region. The response to this was the creation of the North Kirklees Growth Zone and on the 17th November 2015 the Council approved the initial report setting out the rationale and next steps for the North Kirklees Growth Zone (NKGZ). The NKGZ is in line with the two strategic drivers for the district, the Kirklees Economic Strategy and the Kirklees Health and Well-being Strategy. A series of recommendations designed to bring about long term sustainable change for North Kirklees were agreed, with a clear vision statement underpinned by 4 broad objectives.
- 2.4 The vision recognised the role Dewsbury and its hinterland could play within the wider Northern region - "To have a thriving living town, tapping into the potential of its people, and maximising its role as a key transport and economic location".
- 2.5 The 4 broad objectives at the heart of the NKGZ vision are:-
 - The area could be a focus for housing and economic growth;

- The area could be seen as a key strategic employment location within the Leeds City Region;
 - A key transport node for both road and rail (connecting to HS2, Leeds and the wider north of England); and
 - Dewsbury as the primary economic and service centre, with a town centre that is fully occupied through increased housing and leisure provision, with a consolidated retail and commercial core.
- 2.6 These broad objectives are focussed geographically on 4 main areas, the 3 strategic development sites at Dewsbury Riverside, Chidswell and Soothill; and Dewsbury Town Centre. Although this report focuses on the town centre it needs to be seen in the context of the wider NKGZ and the potential benefits that will flow from the development of the 3 sites that could deliver 3,000 homes over the 15 year period of the Local Plan and a further 2,000 thereafter.
- 2.7 The review in 2015 recommended a slighted adapted masterplan based on 5 objectives as follows:-
- A lived in Town Centre – two quarters, one based on Daisy Hill (medium term) and another the Minster/River arc (longer term)
 - A vibrant Retail Circuit – focus on street vitality on Long Causeway and contiguous streets
 - New Destination Spaces – new amenity spaces across the town centre, creating a green route between the Station and the river
 - Spreading the Market Area benefits – use this anchor as a catalyst to bring new commerce into the town
 - Piazza style crossing points – greater precedence to given to pedestrian in ‘urban shared areas’ around the ring road
- 2.8 Many elements of the SDF 2010 and the 2015 review have been incorporated into the SDF 2018.

The Dewsbury Strategic Development Framework 2018

- 2.9 The Dewsbury SDF 2018 draws upon both the original SDF of 2010 and the 2015 refresh. The vision is
- “To be a thriving market town, that is a great place to live, which taps in to the potential capacity of its people and maximises the benefits of its role as a key transport and economic location.”
- 2.10 The Dewsbury SDF 2018 (attached at Appendix One) vision goes to 2035; and is summarised below. It has three key aims and each has more detailed objectives as described below :-

1. Increasing activity in the town

There is a need for more activity into the town centre. This will be addressed in part by introducing new uses e.g. residential and

educational uses into the centre, consolidating and improving the existing Market

Objectives

- Bringing back vacant buildings into active use, particularly for residential and educational uses
- Getting more people living in the town centre, particularly those with higher disposable incomes
- Consolidating and improving the market
- Supporting business growth, including the creative and cultural sector

2. Making the town centre more attractive

The town needs to be a place that looks good and is pleasant to spend time in. People need to feel safe and welcome in the town. Attention will be focussed on making most of the town's heritage assets and ensuring the public realm is in good condition and improved/extended where possible. Working alongside these actions there is a need to ensure that the place feels safe and welcoming for all and that Dewsbury people and potential visitors feel more positive about the town centre.

Objectives

- Improving, creating & extending the public realm
- Improving the appearance of buildings
- Ensuring the town centre is welcoming (addressing issues around anti-social behaviour and crime)
- Improving perceptions

3. Improving Accessibility

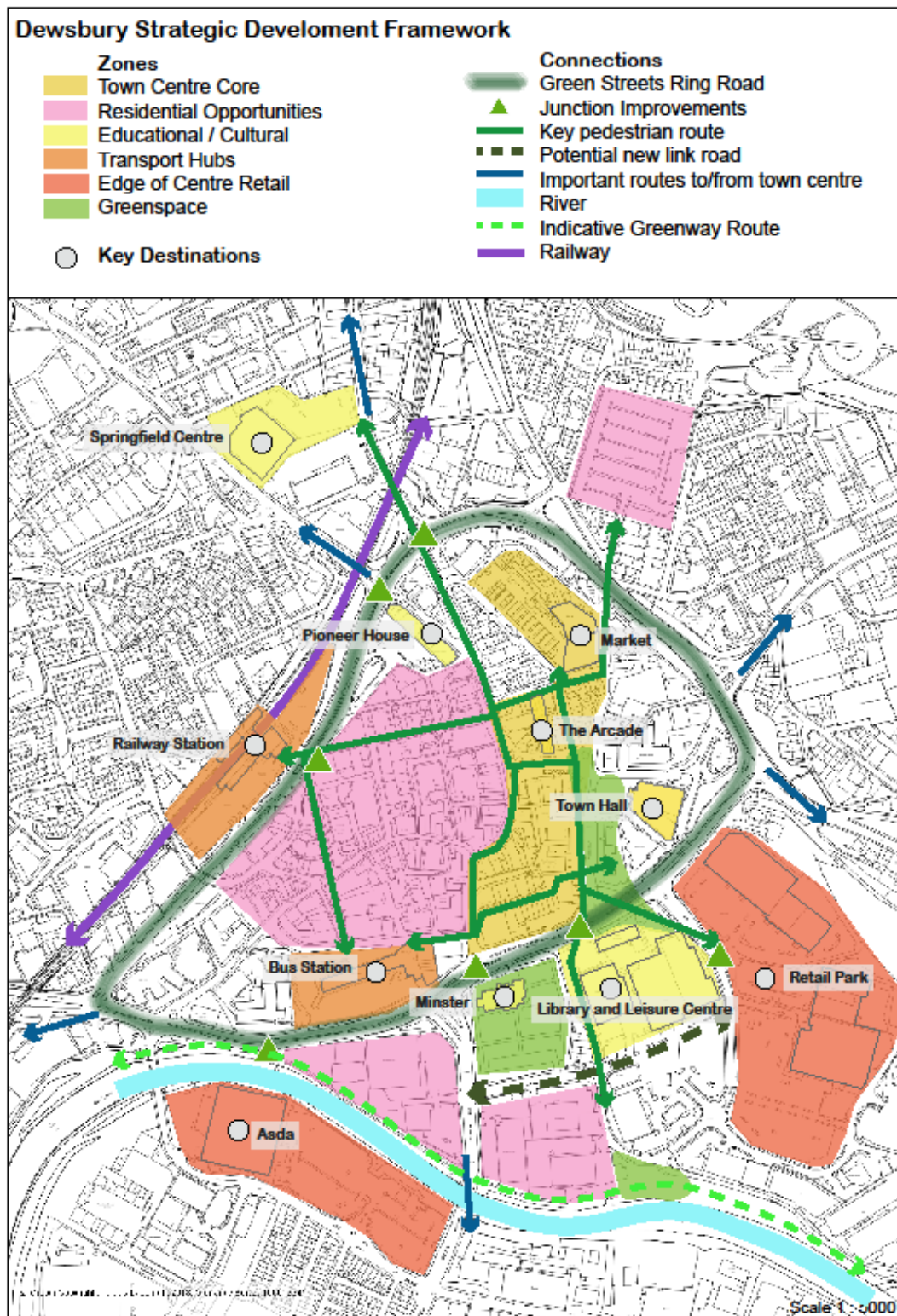
Adopt an integrated approach to sustainable transport in the town centre ensuring, in particular, that it is easy for sustainable modes to get in and around the town centre and that the town is 'open for business'.

Objectives

- Improving pedestrian gateways to town centre, reducing the barrier effect of the ring road
- Improving pedestrian and cycle routes
- Improving key ring road junctions and vehicular routes
- Ensure car parking provision is appropriate

2.11 The spatial expression of the SDF 2018 is shown in Plan One below. The SDF 2018 includes much of the elements of the 2010 SDF and the refresh of 2015. The most significant elements are substantial increase in residential accommodation the town centre; in the medium term around Daisy Hill area and in the longer term in areas to the south and along the river Calder. In practical terms the SDF 2018 acknowledges that the spatial extent and amount of retail space in the core town centre will reduce. Retail activity therefore needs to focussed on a reduced number of streets and a retail circuit encompassing, Prince Wales precinct, Longcauseway, Market Place, Foundry St, The Market, Corporation Street, Northgate and Westgate.

Plan One: Dewsbury Town Centre Strategic Development Framework



2.12 Ultimately economic forces will heavily influence the extent to which the above area remains viable for retail and therefore the degree to which other commercial and complementary uses will need to be encouraged. The Arcade, which is currently vacant, is at the centre of this area will need to be an early focus of attention. Daisy Hill will continue the existing trend of a reduction in retail and growth in alternative uses, particularly residential.

2.13 The NKGZ requires an integrated approach to growth and renewal – through a single overall investment and development programme for Dewsbury, with an associated delivery plan.’ The Delivery Plan described below follows on from this recommendation.

Dewsbury Town Centre Revival - Delivery Programme

2.14 The Delivery Programme included in Appendix One sets out in more detail the how the aims and objectives of the SDF 2018 will be progressed; setting out how the key projects and interventions will be pursued over the next 3- 5 years. Some of these projects are already happening and are described in paragraphs 2.18- 2.20 below.

2.15 It is proposed to commence works this year that will make the centre more attractive (Aim 2 of the SDF). This report seeks approval to undertake a range of works during 2019 to improve the public realm, which comprise enhanced maintenance and repair and a small number of new projects (see Appendix 2). All the work will be targeted on those areas and types of work that will bring about the most impact.

Dewsbury Spring Clean

2.16 The maintenance and cleansing will be a focused on key pedestrian routes as defined in the SDF; on painting/improving street furniture, green infrastructure, cleansing; as well as improvements to areas of roadway and footways in need of attention. Some of the work, covered by the current budget provisions, has recently been completed e.g. Gazebos and it is proposed to roll out the rest of the works during 2019. .

Better Spaces Year One Projects

2.17 In addition to the Spring Clean it is a proposed to carry out a small number of new projects e.g. lighting that will bring about an improvement in the appearance of the town centre and new electrical provision that will make putting on events easier.

2.18 Completion of the full programme of work will bring about a significant improvement in the appearance of the town centre and complement other investment in the town centre.

Medium and Long term Projects

2.19 Other projects in the Delivery Programme are at differing stages of scoping, feasibility and planning. Key projects in this category will include

- The Market – consolidating and transforming the Market
- The Urban/Town Park ,
- Daisy Hill/Bond Street area - a new residential neighbourhood for this area
- Heritage Action Zone – Repurposing Buildings
- Transport and accessibility improvements

Timescales - Progress to date

2.20 There is currently a number of projects ongoing and proposed within central Dewsbury that will help improve the heart of the town.

- The Dewsbury Learning Quarter, phase 1 (Springfield Centre) opened in September 2018.
- The enveloping works on Phase 2, the Pioneer building, are due to complete by the end of January 2019,
- Work on the successful Townscape Heritage Initiative (THI) has continued with recent completions of schemes at 28-30 Northgate and 19, Corporation Street and start of refurbishment of the former Black Bull Pub.
- Work on the Station Gateway scheme is due to complete this month.

2.21 Cabinet approved the Heritage Action Zone (20th March 2018 & 21 August 2018) and officers are progressing this.

Timescales – next six months

2.22 In the next six months it is anticipated the following will occur:-

- Pioneer – completion of the Councils works and hand over to the College
- ‘Spring Clean’ - subject to funding approval, further works to be undertaken during spring through into the summer 2019
- Eyesores – addressing a number of eyesores e.g. empty shop fronts,
- Implementation of public realm works on Northgate
- Opening of refurbished Black Bull PH
- Subject to Cabinet approval, commencement of the refurbishment of the former Baileys building (9, Market Place)
- HAZ/Daisy Hill
Submission of planning application for conversion of Fieldhouse into Café, restaurant and apartments
- The Market – development of Business Plan for the preferred open market option and working up proposals for the Market Hall
- Development, feasibility & preparatory work for a range of projects including
 - Town park
 - Phase 2 public realm works for implementation in 2020
- Submission of Expression of Interest to WYCA including for a package of highway related works in Dewsbury Town Centre and ring road

Outcomes

2.23 The successful delivery of the SDF and partner activity will have the following positive outcomes on Dewsbury Town Centre :-

More activity

- More people living in and using the town centre – for learning, leisure, shopping
- A vibrant & improved Market

- Better range of businesses creating a more attractive 'offer'
- Fewer empty premises
- Job creation

A more attractive centre

- A centre that looks better and brighter
- Better quality and extended public realm
- Reduced number of 'eyesores'
- Heritage buildings refurbished and reoccupied
- Lower levels of ASB & crime
- Improved perceptions of town centre

Improved accessibility

- Improved public transport facilities & services
- Pedestrian & cycle improvements
- Transport benefits

Evaluation

2.24 Information will be gathered on a regular basis to assess progress is being made on outcomes described above.

Sustainability

2.25 The regeneration of the town centre will contribute to sustainability by making use of existing assets and resources already present within a highly accessible location.

Services and Agencies Involved

2.26 The majority of the actions within the delivery programme will need to be delivered by the Council and will involve a wide range of services involved in development, business support and maintenance of the public realm. Key agencies and partners include; Kirklees College, Historic England, Heritage Lottery and West Yorkshire Police.

3 Implications for the Council

Working with People

3.1 The SDF builds upon the substantial community engagement work undertaken in 2010 which shaped the plans proposed at that time. The key elements have been carried forward into this framework. As the programme and individual projects develop there will be further opportunities for the communities & stakeholders to comment at different stages of project development. An initial screening for an Equality Impact Assessment has been undertaken and it is felt that any issues can best be considered in the delivery phase.

Working with Partners

3.2 Partners will be crucial in delivering some of the objectives e.g. community safety, events within the programme. Although the Delivery Programme is reliant on the Council taking the initiative on many of the projects, it requires the support of partners to maximise impact. It is proposed to work collaboratively with partners where this can be effective and there will be

opportunities for partners to play an important part in delivering a number of the initiatives and individual projects.

Place Based Working

- 3.3 The SDF builds upon the substantial community engagement work undertaken in 2010 which shaped the plans proposed at that time. The key elements have been carried forward into this framework and Councillors in the 3 Dewsbury wards have confirmed the desire to see efforts focussed on improving Dewsbury Town Centre.

Improving Outcomes for Children

- 3.4 Work is ongoing with Kirklees College to deliver the new Dewsbury Learning Quarter and opportunities for linking training and apprenticeships into the NKGZ programme are continuing.

Other Implications (e.g. Financial, Legal, HR, IT, planning)

Financial

- 3.5 The total capital cost of the Delivery Programme has not been fully costed as a number of projects need to be further advanced through the project development before budget figures are produced
- 3.6 The Council has allocated £15 Million in the capital plan under the line 'Strategic Regeneration of Town Centres – Dewsbury'. £2 Million and £188,000 of the £15 Million has been allocated as the Council contribution to Heritage Action Zone and Northgate public realm works respectively. This leaves £12.812 Million available to fund other projects from within the Delivery Programme.
- 3.7 The financial picture for the proposed Better Spaces work is shown in the table below. More details can be found in Appendix 2. The overall programme is costed at £765,000, of which £240,000 is from existing approved budgets, requiring approval of a further £525,000 of funds.

DEWSBURY BETTER SPACES - YEAR ONE PROJECT BUDGETS			
	Est Cost (£)	Budget Provision	Additional Budget Required
ITEM			
(A) BETTER SPACES - SPRING CLEAN & REFRESH	614,000	240,000	374,000
(b) BETTER SPACES - NEW PROJECTS	151,000	0	151,000
TOTAL (a + b)	765,000	240,000	525,000
Footnote: Figures are rounded. The £240,000 is from existing revenue budgets.			

- 3.8 It is proposed that the £525,000 of works be funded from the capital plan allocation for 'Strategic Regeneration of Town Centres – Dewsbury'. This would leave £12.287 Million available to fund other projects. Further reports detailing individual projects and the resources required for other parts of the Delivery Programme, will be brought to Cabinet in due course.

4 Consultees and their opinions

- 4.1 Finance – comments from Finance are reflected in paragraph 3.5- 3.8 above.
- 4.2 Legal – comments from the Service Director – Legal Governance and Monitoring are reflected in this report
- 4.3 Dewsbury Chamber of Trade and Dewsbury Forward were consulted on the draft Strategic Development Framework on 4th December 2018 and there was broad support for the proposals.

5 Next steps

- 5.1 The Delivery Programme has a 3–5 year timescale and appropriate governance arrangements will be established to oversee the programme and the individual projects. It is proposed to progress the projects outlined in the Delivery programme and undertake feasibility and development of other projects that will help deliver the SDF aims and objectives.
- 5.2 Following the adoption of the Local Plan it is proposed to produce an Area Action Plan for Dewsbury Town Centre and this will take into consideration the SDF 2018 and related Delivery Programme as the Area Action Plan evolves.

6 Officer recommendations and reasons

6.1 That Cabinet:-

- 6.2 Approve the Dewsbury Town Centre Strategic Development Framework as described in this report

Reason: To provide a long term vision and framework for the development of Dewsbury Town Centre.

- 6.3 Approve the Delivery Programme as described in this report

Reason: To provide approval for a more detailed programme of work to progress delivery of the Strategic Development Framework

- 6.4 Authorise officers to progress feasibility and development work that will progress the aims and objectives contained in the SDF and Delivery Programme and that this be funded from the 'Aspirational Regeneration of Major Town Centres – Feasibility' part of the Capital Plan and any other relevant sources available.

Reason: To provide authority and funding certainty in order to progress the differing strands of work related to the Delivery Programme.

- 6.5 Approve the expenditure of £525,000 on a programme of works as described in the report that will improve the appearance of the town centre and that this be funded from the approved Capital Plan allocation for 'Strategic Regeneration of Town Centres – Dewsbury.

Reason: To provide funding to enable elements of the Delivery Programme to be delivered.

7 Cabinet portfolio holder recommendation

7.1 The Economy Portfolio Holder, Cllr Peter McBride supports the recommendations.

8. Contact officer

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9. Background Papers and History of Decisions

Dewsbury Strategic Development Framework (2010)
<http://www.kirklees.gov.uk/beta/regeneration-and-development/dewsbury-renaissance.aspx>

North Kirklees Growth Zone Next Steps – Cabinet report - October 2016

North Kirklees Growth Zone – Cabinet report 20th March 2018

Dewsbury Heritage Action Zone – Cabinet report 21st August 2018

10. Service Director responsible

Naz Parker – Service Director Housing & Growth

Appendices

1. Dewsbury Town Centre - SDF and Delivery Programme.
2. Table of Expenditure for Better Spaces – Spring Clean/Refresh and new projects

APPENDIX TWO: DEWSBURY BETTER SPACES: YEAR ONE PROJECTS

DEWSBURY TOWN CENTRE DELIVERY PROGRAMME: BETTER SPACES - YEAR ONE PROJECT BUDGETS			
(A) BETTER SPACES - SPRING CLEAN & REFRESH			
Breakdown of costs for each category	Total Estimated Cost	Budget Provision	Additional Budget Required
Street Lighting and power -painting c190 columns	46,140	0	46,140
Street Furniture -painting of posts, bollards, railings, seats	86,600	0	86,600
Market gates and bandstand - painting	8,133	8,133	0
Waste Bins - replacement of 50	10,950	0	10,950
Gazebos Market Place- repair and paint	16,500	16,500	0
Landscape - improve existing planting	25,000	13,000	12,000
Hanging Baskets, planters	6,080	2,983	3,097
Paving Repairs - 6 areas on key pedestrian routes	137,775	0	137,775
Longcauseway/Mkt Pl/Memorial gardens - repairs	7,150	0	7,150
Pioneer - Branch Road setts.	12,000	0	12,000
Road/junction work resurfacing - 4 worst areas	110,000	110,000	0
Cleaning of infrastructure - Kingsway and Queensway Arcades and alley ways	125,000	80,000	45,000
Shop Front / Panels Improvements	15,600	10,000	5,600
Interpretation/Map Panels - updating 4 boards	2,000	0	2,000
Total	613,928	240,616	373,312
(b) BETTER SPACES - NEW PROJECTS			
Power Infrastructure (for events)	80,000	0	80,000
Lighting Display (Subway & Church St Trees)	15,000	0	15,000
Artist Intervention Bus Station/Ring Road Wall	8,000	0	8,000
Green Streets Ph 1 (Semi Mature Trees)	28,000	0	28,000
New Planters – Movable	20,000	0	20,000
Total	151,000	0	151,000
TOTAL (a + b)	764,928	240,616	524,312