

The
Huddersfield
Blueprint

A decade of ambition



our
ten-year
vision

#HuddersfieldBlueprint

 Kirklees
COUNCIL





Huddersfield: a view to the west

Huddersfield Town Centre Blueprint Supplementary Planning Document (SPD) Kirklees Council 2020- 2031

January 2020

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**The purpose of
the Town Centre
Blueprint SPD**

01

01. The purpose of the Town Centre Blueprint SPD

The Huddersfield Town Centre Blueprint SPD sets out the vision and ambitions for the future of Huddersfield Town Centre for the period to 2031. The SPD sets a framework to capitalise and build on the unique aspects and character of Huddersfield to promote its regeneration and bring forward new uses which reflect the changing nature of our town centres.

Objectives of the SPD are:

To help delivery certainty

We recognise that the role of Huddersfield town centre is changing. The key to responding to this change is a strong framework for regeneration, revitalisation and investment based on an agreed vision. This Blueprint SPD seeks to promote and guide growth to create a vibrant, high quality environment where people want to live, do business, shop and visit. Early engagement with key stakeholders supported this aim and the SPD brings together this shared commitment to provide a clear, robust strategy, offering certainty to our residents and to potential investors.

To capitalise on asset and funding opportunities

We have a real opportunity to capitalise on emerging trends and changes to our social and retail landscape, and steer the direction of Huddersfield's development. As the largest land owner in the town centre, we have a real and vested interest in ensuring a vibrant future. Times are changing for traditional town centres and we want to co-ordinate the energy and opportunities in and around Huddersfield with overarching thinking and a clear direction of travel. Beyond this, we intend to leverage resources and funding against initiatives which offer the best development benefit and value, whilst promoting the town to investors and businesses as a dynamic place to locate.

To support our cultural and commercial communities

We must make the most of our existing cultural and commercial communities. Our first class arts organisations and events promoters deserve space to be celebrated within the heart of the town. The Blueprint SPD outlines opportunities which can support and promote a range of independent retailers and a growing creative industries sector.

Building on innovation and entrepreneurial strengths

Many towns are underpinned by successful businesses. Huddersfield is no exception with high performing companies including furniture & clothing designers, financial services, pharmaceutical and engineering firms. Today's market place is shaped by agile services and skilled businesses, e-commerce and tech companies. In this landscape the University of Huddersfield is positioning itself to provide the best graduates in these fields and to incubate and grow research led businesses. We must fulfil this ambition and create places and communities within the town centre to attract and retain this talent.

To develop a package of tangible opportunities

Having a Blueprint SPD provides us with a framework to coordinate future development backed by viability and delivery advice. This will help us to work with developers, investors and the other public sector organisations to deliver these key opportunities.

What else you should read with our plan

The Blueprint SPD should not be considered in isolation, but rather as one element within a string of documents which help to cast light on the current Huddersfield context and its vision for the future. Our Corporate Plan, the Joint Health and Wellbeing Strategy and the Kirklees Economic Strategy contain ambitions for the town centre which are embedded into the Blueprint SPD.

Alongside the Blueprint SPD we have or will produce further guidance or plans such as the Huddersfield Town Centre Design Framework to help deliver specific projects. Where required we will also undertake consultation on specific projects to shape their design and how they are delivered.

The Blueprint SPD will form the framework for the development of a town centre Area Action Plan (AAP). The AAP is a planning document and is used in the determination of planning applications providing us with another tool to secure regeneration aims.

Key messages from the consultation was that while there was a high level of support for the ambitions of the Blueprint, there needed to be a focus on getting the basics right such as better maintenance of our town centre, cleaner streets and increased perception of safety. These issues will be addressed as part of a Town centre Operational Plan. Improved signage and lighting within the town will also be considered to enhance the look and perception of safety within the town centre.

The council declared a Climate Emergency in January 2019. The council set out its initial approach to addressing the climate emergency in a report to its cabinet in November 2019. A more detailed plan is being developed to be issued late 2020. A key measure includes the adoption of a target of 2038 for the district to achieve net zero carbon emissions, in association with a carbon budget produced by the Tyndall Centre for Climate Change Research.

The council is working on a number of studies to take forward the detail of the SPD including a suite of planning guidance, a Digital Strategy and links to Smart Cities and Towns Approach and Movement Strategy.

The Newsome Community Forum are currently developing a Neighbourhood Development Plan for the Newsome area which adjoins the town centre in parts. We will continue to work closely with the Forum to ensure consistency of approach when looking at the town centre.

How the plan is structured

Vision

This sets out a proposed vision for the town centre based on our early engagement so far.

Big Moves

We show the strategic ambitions and the overarching intentions of our Blueprint SPD.

Area of Study

We define our area of study, differentiating between the 'area of opportunity' and the 'areas of influence'. The areas of opportunity predominantly lie within the ring road and have the potential to transform our town centre. The areas of influence lie outside of the ring road and are not subject to any proposed schemes but need to be carefully considered in the light of the big moves and their potential to shape or impact on the town centre.

Where we are today

This chapter brings together a number of themes relevant to Huddersfield today and the context for change.

Site Availability

We define the key sites and opportunities for change within our Blueprint SPD and their availability.

Six Focus Areas

We have defined six focus areas in which our key sites and opportunities are located and explore the relationship between them to shape the transformation of the town centre.

Delivery

The Blueprint SPD is supported by delivery information and an initial timeline for delivery. This information will act as another tool to assist regeneration.



Half Rhoades

Half Rhoades

Half Rhoades

Bar

LEPHYR
BAR AND KITCHEN

NEAVERION

Authentic Beer and Wine
Specializing in
All Day Breakfast 10
Monday - Friday 10am - 4pm
Our Garden Hotel 10
The Garden Hotel 10
The Garden Hotel 10
The Garden Hotel 10



Policy Context

02

02. Policy Context

National Planning Policy Framework (NPPF)

The NPPF endorses local policies that support the vitality and viability of the town centre. Paragraph 85 of the NPPF aims to support the role of town centres by taking a positive approach to their growth, management and adaptation.

National Planning Policy Guidance (NPPG) Planning for town centre vitality and viability

The NPPG is statutory guidance which underpins NPPF. NPPG states that Local Planning Authorities (LPAs) can take a leading role in promoting a positive vision for town centres, bringing together stakeholders and supporting sustainable economic and employment growth. It further states that LPAs need to consider structural changes in the economy, in particular changes in shopping and leisure patterns and formats, the impacts these are likely to have on individual town centres, and how planning tools available to them can support necessary adaptation and change.

Regional Context

Huddersfield is identified as an Urban Growth Centre Spatial Priority Area in the Leeds City Region Strategic Economic Plan. Priorities include supporting mixed use growth through the development of key infrastructure including employment, commercial and residential opportunities.

Local Policy

Kirklees Local Plan Strategy and Policies (February 2019)

The Local Plan sets out a vision and objectives for the district which shape the framework for Huddersfield Town centre. The relevant objectives which impact on the town centre are:

- Objective 1: Support the growth and diversification of the economy, to increase skill levels and employment opportunities including the provision of a high quality communication infrastructure.
- Objective 2: Strengthen the role of town centres, particularly Huddersfield, Dewsbury and Batley to support their vitality and viability.
- Objective 3: Improve the transport links within and between Kirklees towns and the neighbouring towns and cities, giving priority to public transport, and to cycling and walking, providing an efficient highway network which supports the district's economy.
- Objective 7: promote development that helps to reduce and mitigate climate change, and development which is adapted so that the potential impact from climate change is reduced and to help the transition towards a low carbon economy.
- Objective 8: protect and enhance the characteristics of the built, natural and historic environment and local distinctiveness which contribute to the character of Kirklees.
- Objective 9: Promote the re-use of existing buildings and the use of brownfield land to meet development needs and support the regeneration of areas.

This Blueprint SPD will supplement Local Plan Policy LP 17 Huddersfield Town Centre which sets out the focus for new development. The Blueprint SPD vision reflects the strategic framework set by the Local Plan. Other relevant Local Plan policies are: LP13 Town centre uses, LP15 Residential use in town centres and LP16 Food and drink uses in the evening economy.

The council is also preparing a Huddersfield Area Action Plan which will provide further policy guidance for the town centre.

Local Context

The Blueprint SPD recognises the changing role of town centres nationally and the impact of these changes on Huddersfield Town Centre. The traditional shopping streets of Huddersfield have struggled in recent years with the challenge of internet shopping and the changing role of town centres resulting in higher vacancies and a higher proliferation of “discount” retailers. The Blueprint SPD recognises these changes and that citizens are seeking experiences through leisure and culture and provides a framework for our ambitions for the future of Huddersfield.

The Huddersfield Blueprint was first launched in June 2019 following extensive early engagement with key stakeholders, internal council services and council members. The Blueprint was then subject to a 12 week period of engagement which involved nearly 1,000 face to face interviews with Huddersfield citizens, focus groups, a staffed exhibition in the Piazza, Huddersfield and an on-line Blueprint questionnaire. The outcomes of the engagement are set out in the following documents which have been used to shape this document which is now subject to a further 4 week consultation:

- Huddersfield Town Centre Blueprint SPD Consultation Statement
- <https://howgoodisourplace.org.uk/2019/11/20/how-do-you-feel-about-huddersfield-results/>
- Blueprint on-line questionnaire feedback

These documents are available as part of the consultation.







Vision

03



The facade of the Queensgate Market

03. Vision

Our Vision for Huddersfield...

A place which weaves the old with the new to ensure that the town is family friendly, future focused, resilient and flexible to change. We will do this by developing and promoting Huddersfield town centre as a place which celebrates its heritage set within attractive, safe, high quality, functional public realm, linked by active and vibrant streets and improved connections linking people and places through new pedestrian/cyclist friendly transport hubs. Huddersfield will be recognised as an exemplar of urban renaissance and a town that is attractive to all, including families, visitors, residents and businesses. We will promote town centre living and creative industries which will intertwine with an all year round cultural and leisure offer, and a dynamic retail mix including a thriving independent sector and a destination market. There are increased opportunities for innovation and entrepreneurship supported by high quality digital technology and an emphasis on reducing the town's carbon footprint through climate change measures.

We want Huddersfield to be...

A home for all

We want a town that is inclusive, family friendly, safe and welcoming for all. We want quality, affordable, intergenerational homes in pleasant and convenient areas at the centre of our town. Building strong and healthy communities is at the heart of everything we do, and we believe that homes within the town centre can help locals easily access their jobs and support enjoyable lifestyles. In particular, we will encourage more town centre living to bring an energy to the town centre. We want to celebrate our rich diversity and see Huddersfield as a shared home which is welcoming to all.

A heart for culture, art and music

We have a thriving arts, music and cultural community in Huddersfield. To provide a fresh and memorable experience, we believe we need to weave together leisure and cultural opportunities and find a home where events of national acclaim can be staged. We want to support free thinking, experimentation and innovation.

A place that celebrates its heritage

We have a wealth of heritage assets that add to the character and beauty of our town centre. We are proud of our heritage and want to celebrate this as part of our regeneration plans. The Blueprint SPD provides us with opportunities to promote and reuse our historic buildings to meet future needs whilst protecting those elements that make Huddersfield special.



A regional hub

The Transport for the North Strategic Transport Plan, (January, 2019) maps Huddersfield as having faster links between Manchester, Bradford and Leeds and recognises the town as a significant destination between major cities. This strategic plan will see upgrades to the Transpennine route releasing capacity on existing lines elsewhere.

Our vision includes an improved station facility opening into a bright internal space which embraces new commercial provision. We want the station and surrounding public realm to provide the first class experience our people and businesses expect.

Open for longer

Leisure time is precious and when we have it, we want to make it as special as we can. We would like Huddersfield to offer a kaleidoscope of leisure choices in a safe and welcoming environment which is open for longer. We will build on our already thriving restaurant offer and support a range of new uses to complement this and bring new uses into the town centre. This will include cinemas, food and drink outlets, music venues, and a variety of programmed art and cultural events from morning to evening. We want to encourage family friendly events and open spaces which invite people to stay and enjoy their town. There are already some vibrant areas around the town centre such as Wood Street and the Lawrence Batley Theatre which can be the catalyst to grow a dynamic and modern evening economy.

An integrated and optimistic town

We recognise in our vision the need to ensure that the town is future focused, resilient and flexible to change. Not only do we need to look at new uses for our town but improve the way these uses are connected and supported. Working with a range of partners the focus of the Blueprint SPD will help us to achieve this.

A recognisable brand

We want to develop a strong, identifiable, cohesive brand for Huddersfield to support our regeneration plans and those of other town centre partners.

Open for business

We want to encourage more companies to locate in Huddersfield. We will look to attract large employers and provide a framework for grass roots business to grow.

We have some excellent step up support for businesses including the Media Centre. Huddersfield must capitalise on the skills and innovation it has, either by the development of new centres of excellence for business and learning, or by providing additional support. We want to be a place for talented and innovative people.

We want a better platform to do business, so want to see delivery of a hotel and conferencing facilities in the town offering first class meeting accommodation.

City Fibre is already undertaking work to ensure Huddersfield is the first gigabyte town in the country and we support this, along with better mobile network coverage across the whole of the town. We will support our people having access to good local jobs.

Supporting tomorrow's professionals and businesses

We already have some of the finest academic establishments in the country which offer both learning and research across a broad academic prospectus.

The success of the University of Huddersfield is centred on 'inspiring thousands of tomorrow's professionals' in a global market. We want to see the alumni make a home of Huddersfield and be an integral part of what the town is and has to offer through better links between the areas and an enhanced living and working offer.

A quality environment with fewer vehicles

We are serious about reducing the impact of vehicles and delivering pedestrian friendly places to encourage walking and cycling and to reduce air pollution. We want a well connected and attractive environment that encourages this. We will explore other ways of reducing the impact of vehicles including the provision of electric charging points. Our public transport will be key to bringing people into the town and we will work with transport providers to make it as attractive as possible.



The Northumberland Street Post Office and listed phone boxes

A well-defined and convenient retail area

We want our citizens to have a selection of the best high street and independent retailers and believe a town like ours should have a range of options for shoppers. Acknowledging that consumer trends are moving away from the high street, we believe there should be a recognisable, quality retail area where we can target improvements and events to create an attractive destination.

A vibrant market

Huddersfield has always had a strong market presence which we will seek to retain. The energy and vitality of a strong market culture should complement the more traditional high street shops. We want to create a vision for the market - a social space which offers a unique, personal, ethical shopping experience alongside opportunities to test ideas, eat, learn and be entertained.

A place to linger

We will protect and enhance the public space we have and promote more public space and greening of our town centre for the enjoyment of all. Our public spaces will be pleasant and inviting and will be designed to meet the needs of the location, be it quiet green spaces or within our busy shopping areas.

A platform for creative vision

We will support the creative and innovative use of our buildings which helps to bring them back into use and bring new uses and life into our town centre.

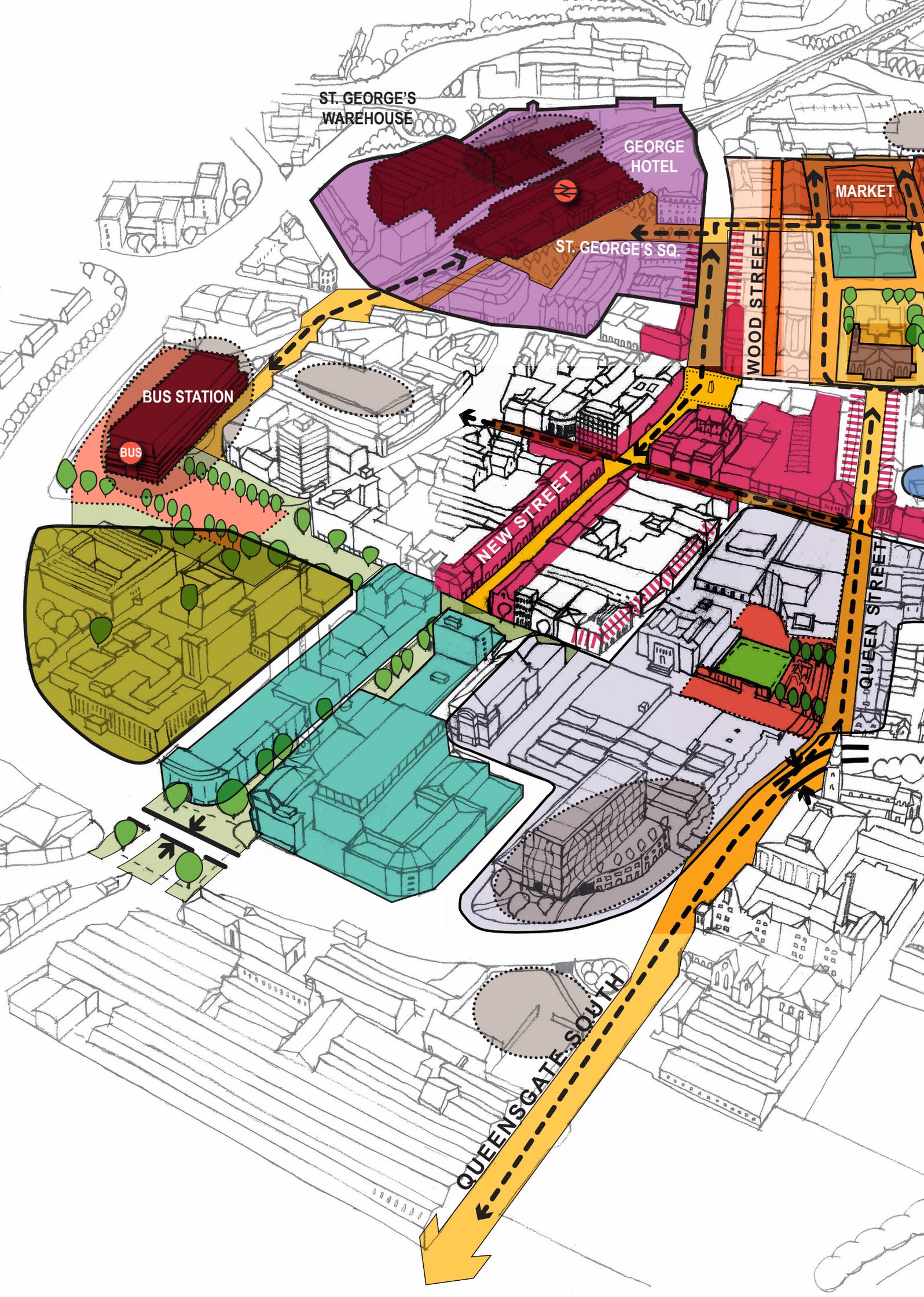


The Town Centre Today
Aerial Photography of the Town Centre in 2018



The Big Moves

04



ST. GEORGE'S
WAREHOUSE

GEORGE
HOTEL

MARKET

ST. GEORGE'S SQ.

BUS STATION

BUS

NEW STREET

WOOD STREET

QUEEN STREET

QUEENSGATE SOUTH

04. The Big Moves

2031 Transformational Plan

The big moves plan shown in Figure 1 identifies the overarching ambitions to deliver our vision and transform our town centre. These have been identified within broad areas with key linkages between them which we believe need to be strengthened to ensure that the vision for the town centre works as a whole.

In response to all of the above, our plan sets out a co-ordinated framework of key sites and opportunities. These are established within identified focus areas. The key sites and opportunities backed by viability and delivery advice, help us to bring forward this holistic transformational plan.

We have undertaken early engagement with external stakeholders to produce this document and consultation on this document seeks to continue this dialogue in order to make these interventions a reality and to seek wider views on the Blueprint SPD.

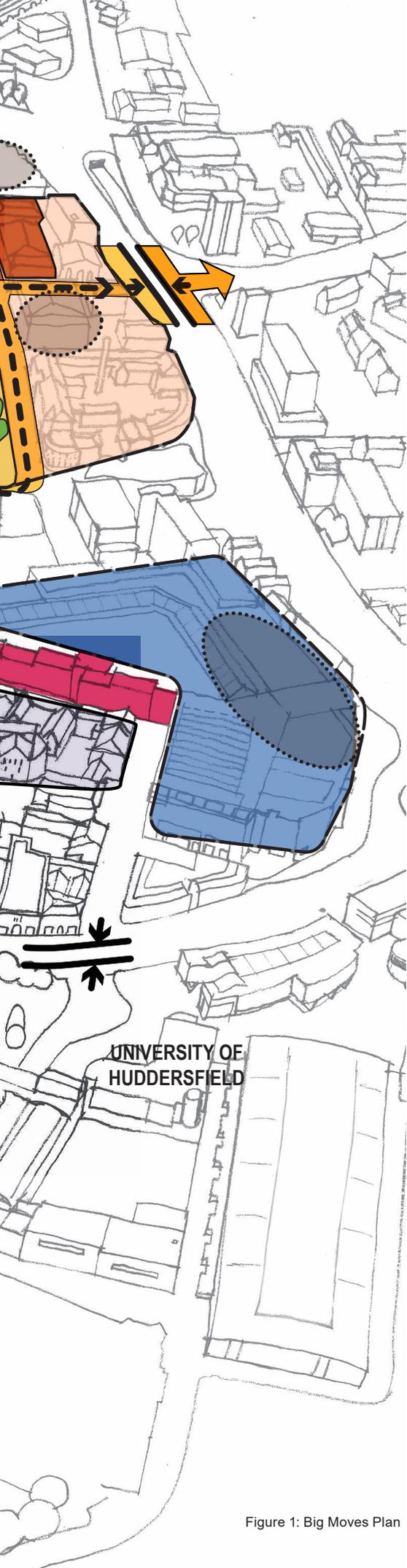


Figure 1: Big Moves Plan

Improving the public realm

-  New Street Improvements
-  Redefined routes with upgraded pedestrian and cycle infrastructure
-  Revitalised Public Realm
-  Proposed pedestrian upgrades
-  Parks and Gardens
-  Proposed Landscaping
-  Proposed redefined space addressing key buildings
-  Garden Streets
-  Linking Influential Uses
-  Key Arrival Gateways
-  Parking Network (parking linked by strategic routes)
-  Downgrading Ring-road Infrastructure

Improving the built environment

-  Market Supporting Development
-  Compact Retail Focus
-  Secondary Retail Area
-  Enhanced Transport Hub
-  Mixed-use retail led offer
-  'Grass Roots' Commercial Opportunities
-  Long term area of change: Residential Focus
-  Mixed-use commercial opportunity to support Station
-  Cultural heart
-  Reimagined Civic Quarter

Strategic Ambitions

Improving the built environment

We want high quality design and will support innovation particularly where it supports climate change measures. We have amazing buildings in our town centre which we want to celebrate and re-use, set alongside innovative modern development set in an improved public realm.

Market supporting development

We want to provide a climate where our markets can thrive and evolve whether this is through introducing new uses or through supporting development such as pop up stalls, event space or improved public realm.

Compact retail focus

It is our ambition to focus opportunities on a well connected core around New Street (north), Market Place, King Street and Kingsgate, to ring fence and defend an area of shopping at the heart of our town. This will provide a distinct area which includes retail units of varying scale.

Enhanced transport hubs, with mixed-use opportunities

The upgrades to the Transpennine railway network provide a key opportunity for enhanced facilities around the bus and rail stations. This will include opportunities to make better use of the buildings surrounding the railway, including St George's Warehouse and the George Hotel. We support the refurbishment of the bus station and improved car parking to create an inspirational arrival point.

Residential focus

The post office and sorting depot are located in the heart of St Peter's area and it is considered likely that both could come forward for future residential development. When combined with the area of the sorting office there is a development site which offers the unique opportunity to provide contemporary living in the short to medium term. This is beginning already with the conversion of the old Co-op building.

A cultural heart

This Blueprint SPD is promoting a consolidated leisure, music, arts and cultural heart focused in the Queensgate and Piazza area. Key to the success of this ambition is the provision of an art gallery, library, a museum, and sound space as well as high quality public realm in which events can take place, supported by food and drink outlets. We particularly want this to be an area where all our citizens can visit and enjoy the town centre experience. By offering more for families to do, we hope to attract more visitors who stay longer and create an environment where parts of the town are vibrant and feel safe.

Re-imagined Civic Quarter and bus station improvements

In the short-term the role of the Civic Centre buildings will not change but in the long-term we have considered the opportunity for residential development which would link with our other ambitions for housing within the town centre. The main focus will be on improvements to the bus station and car park and links to the railway station.

Improving the public realm

While we have some very attractive streets the quality is not uniform across the whole town centre. There are a number of specific opportunities where we feel enhancement would benefit vibrancy. These streets and spaces will form a network of attractive public areas designed as one, but with individual uses and identities.

New Street, Town Park and Garden Streets and St Peter's Square

Huddersfield is surrounded by beautiful countryside but has very little public green space and nature in the town centre. There is a direct correlation between access to nature and a natural environment, and health and wellbeing.

Public realm improvements to New Street will create wider links throughout the town centre, act as a catalyst for future investment in the area and generally improve the overall quality and potential of this important space. Our overall ambition is to create enhanced public realm and green spaces within a flexible, multi-functional space that is family friendly where people can linger, enjoy the town centre or use for events.

We want to create a town park linked to our ambitions for a cultural heart at Queensgate to complement existing and new cultural uses and to bring people into our new cultural heart. The development of Garden Streets will green our town centre, linking high quality, functional and accessible 'green space' in the town centre. We will support the enhancement of St. Peter's Gardens to increase its use as an open space and as a community and events space.

A new network of walking and cycling opportunities

Connecting Huddersfield to the wider area by offering better walking, running and cycling options is part of our short to medium term vision for the town centre. We have already seen approval and funding for schemes to create the multi modal A62 SMART corridor and improvements to the ring road.

The improvements to the Queen Street corridor seek to provide another comfortable and attractive north-south route for pedestrian and cycle use, connecting the strategic cycle route along the Narrow Canal tow path in the south through to Northumberland Street and connection to the SMART corridor in the north. This will be supported by a linked network of designated cycle routes. Our major new space and facilities at Queensgate and rejuvenated public gardens and activity in the area surrounding St Peter's Church are located off this route offering stopping points supported by well integrated cycle facilities for visitors.

The combination of a bus station and rail station link and the Northumberland Street improvements will create another strong east-west cross town strategic route, connecting to the A62 SMART corridor. Within the town centre we are proposing to strengthen the pedestrian and cycle connections between the bus and train stations and New Street / Market Place. This may include in the future the pedestrianisation of Market Place and the top of New Street.

Linking influential uses

The university campus is seen as a significant area of influence in the Blueprint SPD. By supporting vibrant uses in a new cultural heart in the Queensgate and Piazza area, including new public open space and downgrading the traffic impact of the ring road to aid better crossing, we wish to integrate the University more closely with the town centre.

Key arrival gateways: the bus station and connections to the railway: The Station Link

Huddersfield bus station is the busiest in West Yorkshire, but the space around the bus station is well worn and past its best. With the predicted enhancement and facilities at the railway station, significant benefits might be made by improving the environment around the bus station/car parking and creating a 'Better Connected Stations' link between bus and rail hubs along St George's Street and Upperhead Row, and redefining better spaces around the bus station. This will make better use of capture car parks to take vehicles out of the town centre network early, and allow people to access destinations and public transport better.

Parking network and strategy

We have commissioned a study to look at the links between and distribution of our current car parks and on-street spaces and facilities for cycle parking so that we can use them more efficiently. We also want to improve the quality of parking so that it is convenient, safe and secure alongside measures to promote accessibility for pedestrians and cyclists.

We will promote the use of new technology to help support efficient use of our town centre and traffic management . The use of App-based smart technology to manage traffic around the town, better pricing of our car parking and the introduction of electric vehicle charging points will be key considerations in enhancing the attractiveness of the town centre.

The study will lead to the production of a town centre parking strategy and delivery plan for cars, motorcycles and cycles that would seek to strike an appropriate balance between economic, environmental and social objectives. The strategy and plan will also reflect the needs of different town centre user groups, including shoppers, leisure visitors, commuters working in the town centre, users of park and ride from the railway station, town centre residents and educational users.

Downgrading the ring-road

Our ambition is to reduce the impact of the ring -road as a barrier to our citizens visiting and using our town centre. We will provide enhanced crossing points suitable for pedestrians and cyclists, while seeking to introduce traffic management measures to reduce the level of traffic on the ring road as a whole through App technology to assist car parking management.





Area of Study

05

FORMER KIRKLEES COLLEGE SITE

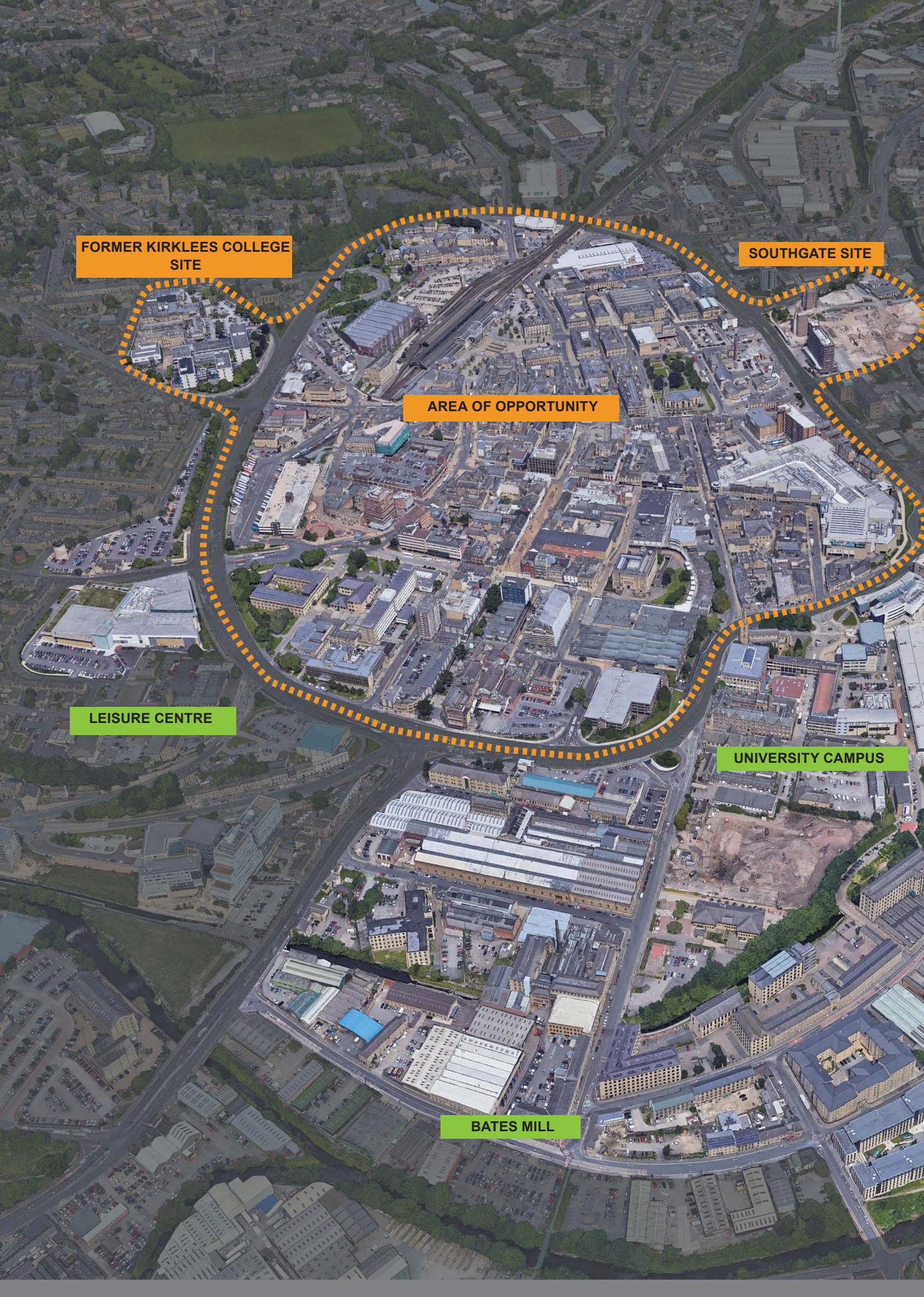
SOUTHGATE SITE

AREA OF OPPORTUNITY

LEISURE CENTRE

UNIVERSITY CAMPUS

BATES MILL



HD ONE

05. Area of Study

Area of Opportunity

The town centre Area of Opportunity includes all activity within the ring road, which is the area typically recognisable as 'the centre'. It is appreciated that there are a number of components which sit outside this zone and have a symbiotic relationship to the centre, not least the former Kirklees College site and Southgate site. Given the availability of these sites for development, they have also been included within the Area of Opportunity.

Areas of Influence

Other areas have also been identified, given the power of influence they have on the centre. We have called these the Areas of Influence and, while they are not subject to any proposed interventions directly, they are recognised as important forces in shaping the town. These include the HD One site, the University of Huddersfield campus and student accommodation facilities, Bates Mill and the Leisure Centre.

Together, the Areas of Opportunity and Influence form the extent for our Blueprint SPD, as shown in **Figure 2**.

- Area of Opportunity
- Areas of Influence

Figure 2: The Area of Opportunity and the Areas of Influence





Where we are today

06



Bates Mill Chimney



06. Where we are today

Eight Themes

We have identified eight themes for the Blueprint SPD to address through the key sites and opportunities. These allow us to consider what is important to the town centre and how our transformation plans contribute towards these themes. We want the Blueprint SPD to be a framework which brings about positive change and have set out key performance headlines to measure our success. Where these are encouraged as part of the suggested opportunities later in the document, the thematic icon is shown.

Culture and Special Places

Heritage

Huddersfield's Victorian architecture is preserved to an enviable standard and provides an impressive backdrop against which the life of the town plays out. The vast majority of the town centre is designated as a Conservation Area and has 358 listed buildings, one of the highest of a town nationally. We want to celebrate and promote our heritage as part of our town centre regeneration plans. The wealth of historic buildings provides opportunities to promote new uses and for sympathetic renovation to provide good quality low-carbon living or working environments. As one of Huddersfield's most defining traits, this rich urban fabric is an asset which should be celebrated and showcased further.

Over the last decade, the addition of iconic architecture has shown the potential of complementary modern architecture to the town's evolving identity demonstrating the successful relationship between modern and traditional buildings.

Our Blueprint SPD provides an opportunity to consider the wider setting of the listed buildings to improve the quality of the town centre. Our Grade I listed railway station is in the top ten of the nation's best railway stations, the Grade II* listed George Hotel, Britannia Buildings, Lion Arcade and their relationship to St George's Square as a key gateway to our town adds to the quality of our historic environment. Similarly, the relationship of St Peter's Parish Church and the wider open space is an area which provides opportunities to enhance the public realm and the uses in the area. The Grade II* Lawrence Batley Theatre and the Grade II listed Town Hall and Library/Art Gallery will also benefit from the creation of open space.

The setting and appearance of our heritage assets is important and we have a programme of heritage led regeneration to address the condition and appearance of shop fronts and buildings within the Conservation Area. Further grant aid programmes are being considered for long term investment.

Another feature of our town centre is its 16 historic yards which date back to the development of the town in the 18th century. These include: Temple Close, Byram Court, Tomlinson's Yard, Hammond's Yard, Goldthorpe's Yard, Wormald's Yard, Rear Queen Street, Lockwood's Yard, Queen Tap Yard, Chancery Close, Union Bank Yard, Hawksby Court, Battye's Yard, Fleece Yard, Albert Yard and Brook's Yard.

Our Blueprint SPD provides a framework to consider how the yards could be utilised to attract visitors to the town centre. This could include consideration as to the potential to encourage niche retailers, specialist or craft businesses, wine bars, restaurants and cafés or enhancing the links between them to draw visitors through the town.

The beauty of the buildings fronting St George's Square extends along the north of the town, where the Victorian gridded street pattern remains.

Queensgate Market to the south of the town centre also contributes to the town's iconic architecture. The unique concrete market columns, use of patent glazing and ceramic facade have secured Grade II listing for the building and are fine examples of post-war development style.

We want to create a new cultural heart which contains a museum, library, archive and art gallery, sound space, event space and enhanced public realm. Options to deliver a museum, library, art gallery and archive facility include refurbishing the existing library and art gallery and an extension, relocating all activities to a single site or dispersed across various sites and buildings.

A National Lottery Heritage Fund (NLHF) bid is being prepared for long term investment in a resilient heritage programme for Huddersfield and the wider area.





Creativity

The creative scene is thriving in Huddersfield. The Temporary Contemporary initiative offers an engaging use of vacant space within the indoor market and on the Piazza and maintains some short term momentum behind the arts and cultural scene by enlivening our town with art opportunities. We will support further initiatives as part of our Blueprint SPD opportunities.

Mill facilities are recognised as having unrealised potential for creative industries. Bates Mill at Queen Street South offers office spaces for both start-ups and established businesses, a business incubator with desk spaces, art space and studios, a photography studio and flexible event spaces. It is an example of a creative use which could be replicated within the town centre.

Music

Our music industry is recognised as an important contributor to the regional and local economy. HCMF/-Huddersfield Contemporary Music Festival is the UK's largest international festival of new and experimental music and is held in the town centre in November each year. The University of Huddersfield has one of the most comprehensive prospectus of undergraduate music courses in the UK and is ranked 25th globally for its performing arts courses. Huddersfield is also recognised nationally for its choral music and the annual Mrs Sunderland festival.

The ambition is to deliver strategies to support new music talent and connect the town and its organisations more strongly with national music development organisations such as the Performing Rights Society (PRS) Foundation, UK Music.

Our ambition is to deliver a dedicated sound and live music space within the town centre for our citizens, to attract visitors and to nurture and attract talent.

Performance headlines: Culture and Special Places

The Blueprint SPD aims to...

- Celebrate the rich historical legacy of Huddersfield;
- Create places which reinforce local identity;
- Provide venues and event space for social, cultural, music and arts activities;
- Deliver high quality design which enhances the townscape;
- Offer a year-round events programme of culture, music and arts; and
- Capture Huddersfield's tourism and visitor potential.



Northumberland Street



Resilience and Climate Emergency

The council declared a Climate Emergency in January 2019. The council set out its initial approach to addressing the climate emergency in a report to its cabinet in November 2019. A more detailed plan is being developed to be issued late 2020. A key measure includes the adoption of a target of 2038 for the district to achieve net zero carbon emissions, in association with a carbon budget produced by the Tyndall Centre for Climate Change Research.

We recognise that the role of town centres is changing and we want to ensure that we have the building blocks in place to adapt and be more resilient to change. Our vision and big moves will help us to do this together with a future focused outlook, joint working and partnership. Central to our vision is to create a more sustainable town centre with a focus on initiatives which build on our commitment to tackle climate change and provide high quality digital technology.

The Kirklees A62 Smart Corridor programme recognises the various interventions currently underway between Huddersfield and Dewsbury. Part of the strategy is to ensure long term investment in the town by upgrading transport networks to support the growth of businesses,

We are supporting investment in 21st century infrastructure through City Fibre who are investing £30m in digital technology and town-wide gigabit coverage. The council is also progressing plans for the ambitious Huddersfield Heat Network, a key infrastructure project which is intended to harness low carbon heat and power from the Town's Energy from Waste plant to supply key premises in the town centre. We will work with partners to facilitate connections where technically possible, as the network develops, and the Council encourages external partners to consider connecting to the network in future, where possible to do so.

We want to enhance the town's sustainability through green infrastructure designed to Green Streets principles, as initiated through collaboration between the West Yorkshire Combined Authority, the West Yorkshire Local Nature Partnership. and the White Rose Forest Partnership. The Green Streets project enhances green infrastructure, tree planting and provides the incorporation of cycle lanes into the town and attractive links between development sites. The benefits of green infrastructure include: biodiversity, flood mitigation, air quality and CO₂ absorption.

The Huddersfield Town Centre Design Framework will help to create a high quality, well designed public realm which is inclusive for all and will encourage these green links. The Framework provides an opportunity to consider the greening of buildings, street furniture and street trees.

Within the wider public realm the provision of waste recycling options will be considered in line with the council's emerging Waste Resource Strategy.

Performance headlines: Resilience and Climate Emergency

The Blueprint SPD aims to...

- Re-use and refurbish the existing building stock;
- Make Huddersfield one of the first Gigabit towns in the country;
- Incorporate comprehensive energy efficiency measures to drive ambition towards our net zero ambition of 2038;
- Increase provision of trees and green space;
- Increase resilience to future environmental changes;
- Better integrate and connect places and uses; and
- Support climate change emergency



UNIVERSITY OF
HUDDERSFIELD
Leeds side
School of Business and Professional
Development
School of Computing & Engineering
Centre for Research Technology

Mill Tarn Path
Access
Prohibited to all
vehicles and
motorcycles



Wellbeing and Social Integration and Family Friendly

The regeneration of Huddersfield town centre provides an opportunity to influence and impact upon the physical and mental health of people visiting, working or living within the town. There will be a focus on high quality, inclusive design ensuring that streets and spaces consider those with disabilities and people from all backgrounds and age groups. The SPD will be supported by detailed design guidance for the town centre and provides an opportunity to consider issues such as designing out crime, access to WCs and drinking water fountains which are important for all. An opportunity to build civic pride is important and a range of factors need to be considered much of which crosses over to other themes.

- Ensuring that walking and cycling is easy and accessible throughout the town;
- Ensuring easy access to public transport;
- Ensuring that roads are easy to cross;
- Providing adequate and pleasant places to rest; and
- Ensuring there is plenty of green space and opportunities for children to play in a car free environment.

Performance headlines: Family Friendly

The Blueprint SPD aims to...

- Establish Huddersfield as an inclusive, family friendly town including the introduction of a range of spaces/ facilities for safe play;
- Create spaces for people to meet and mix;
- Enhance access to green space and green/ blue infrastructure; and
- Improve access to local services.





Living in the Town Centre

We want to explore all opportunities to increase living in the town centre including the use of upper floors and the reuse of the town's heritage stock. Opportunities to appeal to the creative industries are also being explored. Virtual offices associated with the Media Centre support 70 businesses off-site, while 21 live-work units called 'Creative Lofts' are housed in the former Mechanics Institute building which is managed by The Media Centre for Places for People Group.

Our residential market has been primarily led by the delivery of student accommodation in recent years. The University of Huddersfield is consistently increasing its student numbers and students often wish to be accommodated close to the university campus, rather than in out of town locations such as Storthes Hall. As a result, there are a significant and noticeable number of applications being submitted by developers specifically for student housing within Huddersfield. We will continue to monitor this trend going forward. We want to encourage opportunities to deliver housing aimed at the young professionals so that we can retain our graduates and capture this potential skilled workforce.

Although untested at present, we think there is a potential opportunity to grow Huddersfield's competitiveness as an affordable but well-connected alternative to Leeds and Manchester, and create a market for young professionals wishing to commute to larger neighbouring centres.

Performance headlines: Living in the Town Centre

The Blueprint SPD aims to...

- Increase residential opportunities within the town centre by re-using our heritage stock;
- Diversify the local housing tenure;
- Improve the public realm and townscape environment;
- Increase permeability across the town centre;
- Promote the delivery of and access to services to support town centre living;
- Increase the attractiveness of Huddersfield to buyers; and
- Deliver affordable homes.



xtg
HAIRDRESSING

SMITHS

Fire exit

Inside the Byram Arcade



Retail and Leisure

We recognise that our town centre is changing and want to build on the success of our independent retailers with an improved market offer supported by a range of leisure and cultural activities, music and the arts. We want to be an inclusive town with family friendly attractions that encourage more people to use our town centre.

Given the difficulties facing high street retailers in town centres across the country, it is likely that our primary retail core will contract in the coming years. Currently, the town centre presents a typical variety of retail units and occupiers for settlements of this size, with retail primarily located along the New Street and King Street axis. A significant proportion of retailing in the town centre is located in shopping centres and precincts, including:

- **Kingsgate Shopping Centre:** opened in 2002, shops here include a mix of high street retailers;
- **Piazza Centre:** mostly built between 1970 and 1974, the shops here include high street retailers;
- **Packhorse Centre:** opened in 1971 and now featuring small shops, medium-sized department store and a food court;
- **Queensgate Market:** this market hall is home to over 65 independent stall holders and has space for over 180 small stalls and nearly 30 shops; and
- **Open Market :** this comprises a restored Grade II* listed cast iron and glass building (1887-9) and outdoor stalls, with general markets held each Monday, Thursday and Saturday, second-hand markets on Tuesday and Saturday and occasional Sunday Upmarkets.

In addition, Huddersfield is strengthened by smaller arcades, historic yards and individual units, often in historic buildings which support independent retailers and contribute to a more personal shopping experience.

Improved leisure, culture, music and arts activities will offer us an opportunity to draw more people into our town centre bringing a new dynamic and vitality to the area. There is an emerging craft beer and brewing scene which is well regarded and attracts visitors to the town from surrounding cities. Supporting this are cultural and leisure facilities, such as the Lawrence Batley Theatre on Queen Street, the Town Hall which hosts a number of events, the Leisure Centre adjacent to the ring road and there is planning permission for a cinema at the Kingsgate Shopping Centre.

We will support opportunities for hotel development within the town centre where there is an identified need and it supports our vision.

Performance headlines: Retail and Leisure

The Blueprint SPD aims to...

- Contribute to a resilient retail environment;
- Increase the offering of leisure facilities;
- Grow the independent retail sector and the role of Yards;
- Celebrate and enhance our market spaces;
- Attract multi-national retailers;
- Enhance shop-frontages and retail environment; and
- Increase hotel accommodation.



Huddersfield Railway Station



Transport

Regional connections

Huddersfield is on the Transpennine rail line, just 20 minutes by train to Leeds and 35 minutes to Manchester. The Transpennine Route Upgrade will enable us to improve connection times and deliver an enhanced passenger environment.

We will support plans to open up the railway station and provide better access to our town centre. St George's Warehouse located adjacent to the station, offers a significant regeneration opportunity given its size and prominence along the rail line.

The West Yorkshire Low Emissions Strategy demonstrates the commitment of the West Yorkshire local authorities, the West Yorkshire Combined Authorities and other key stakeholders to improve air quality for the benefit of the region. A focus on sustainable transport modes will support this strategy.

Local connections

We recognise that improving connections to and from Huddersfield and within our town centre helps us to attract more people to live, work and visit. Linking people and places through new or improved pedestrian/cyclist friendly transport hubs enhances our public realm and attractiveness of our town centre and supports health and well-being aims.

The ring road around the town is a significant characteristic of the local transport network and is a design of its time. The route is six lanes wide for almost the entirety of its length, with a section along Queensgate which narrows to four lanes. Cycle routes are marked within the highway around the northern sections. The pedestrian and cyclist experience navigating or crossing this route is unattractive and the ring road is a barrier to movement to and from the town centre.

The bus station is located within the ring -road, to the west of the town centre and serves a wide range of routes across Kirklees and beyond. We support the refurbishment of the bus station and car park and enhanced public space to improve the attractiveness of this area.

There are a number of large public car parks around the ring road, while shops provide customer parking at Sainsbury's Market Street and Shore Head sites in the west and south-east respectively, Tescos at Viaduct Street (north-east and Kingsgate (east). A number of other private sites currently provide temporary parking pending re-development.

Huddersfield railway station is a cyclists' gateway to explore the region. Whilst some cycle infrastructure exists at the station, this could be enhanced.

Arrival and dwell time in Huddersfield Town Centre.

At present, the links between the bus station, the rail station and the town centre are unclear or difficult to navigate and are being addressed through the Better Connected Stations link. We will support enhanced public transport and walking and cycling opportunities to access our town centre alongside a review of our town centre car parks.

Performance headlines: Transport

The blueprint aims to...

- Increase the accessibility to transport links;
- Increase modal choice into and around the town centre;
- Provide active travel infrastructure and networks;
- Complement a new parking strategy for the town centre;
- Relieve pressure on the road network;
- Encourage walking and cycling within the town centre;
- Strengthen the arrival experience into Huddersfield; and
- Enhance the rail and bus station facilities.



The Media Centre



Skills and Commerce

Huddersfield has access to a high skills base through association with the university and several advanced manufacturing companies. Out of the 19,000 students who study at the University of Huddersfield, 11,700 are a Kirklees domicile and around 76% of graduates move on into local employment. Huddersfield also has a strong manufacturing history. The industrial and manufacturing districts are located predominantly on the Leeds Road and St Andrew's Road corridors. Kirklees itself is renowned for its advanced manufacturing credentials, given the presence of companies such as Syngenta (now part of ChemChina, and US-owned Cummins Turbo Technologies). The potential to strengthen the identity of these areas as an advanced technology/ innovation hub for skills and employment is supported through their designation as a Priority Employment Area within the Local Plan.

The textile industry has a strong presence in our town, from both a heritage and architectural perspective. In addition to this, independent designers and makers are beginning to emerge in the town, and this could be significantly developed and celebrated.

Our town centre office market is relatively small with low levels of activity, and demand primarily stems from Small, Medium Enterprise (SME) local occupiers. With some vacant retail units, there is a potential opportunity for small scale commerce and businesses to move into these emerging spaces. Given that office functions are dispersed across the town, there is also potential to relocate certain functions to make more effective use of space. This opportunity is reflected in the Kirklees Economic Strategy 2019 which sets an ambition for Huddersfield to deliver a sustainable, healthy and high quality centre. Key to that will be the inclusion of a rationalised but high quality office provision whilst capturing new uses for unsuitable stock to deliver more creative spaces and opportunities for town centre living.

There have been some examples of properties converted into modern office use, and the Grade II* listed Folly Hall Mills converted in 2011 now provides 60,000 sq. ft of modern space, with LV= and the NHS amongst its tenants. This demonstrates the potential if the offer is right.

There is a growing creative industry sector in Huddersfield demonstrated by the presence of internationally recognised designers, gaming industries and other creative industries which we want to support so that we can capitalise on these high skilled creative jobs and encourage further people to live, work and study in the town.

The Media Centre opened in 1995 and now provides 62,000 sq ft of managed offices, meeting and exhibition space across three buildings at Northumberland Street, accommodating around 500 people in 120 small businesses.

There has been some successful activity to stimulate the entrepreneurial skills of young people that has been undertaken with pilot projects related to creating youth markets, called Alternative Markets, and pop-up shops. In addition, work has also been undertaken to stimulate demand for apprenticeships from the market traders, through the pilot project by Kirklees Apprenticeship Hub.

The creative and digital economy holds a lot of growth potential within Kirklees. We are proud to have attracted and supported the roll out of £30million commercial investment, which will bring gigabit broadband speeds to over 50,000 homes and businesses across 9 ward areas in the district. Digital connectivity is integral to business opportunity, productivity and a skilled and inclusive society. Excellent telecoms infrastructure, above ground and below, is vital to both our busiest towns and our most rural communities and underpins every aspect of our ambitious economic strategy. Digital connectivity will provide the backbone to support entrepreneurship and investment, will help to retain wealth within Kirklees, and will help to create smarter and more vibrant community destinations. It will help to future proof the town, and ensure smart town development. The council is producing a Digital Strategy.

Kirklees has a long history of investment in careers education and one of the first Careers Hubs which supports skills development in our area.

Performance headlines: Skills and Commerce

The Blueprint SPD aims to...

- Increase opportunities for employment and graduate retention including those arising from the Transpennine Route Upgrade;
- Deliver offices, co-working and commercial spaces to support start-up businesses and attract new businesses; and
- Deliver infrastructure which supports commercial development.



"We are more alike, my friends,
than we are unalike"
Dr. Maya Angelou

Student Central

DISNEY
THE IDEA
HERE AND
CONNECT
UNIVERSITY SQUARE



A Town for growing talent

We want to create opportunities to grow our talent and skills and to retain our graduates within the area to support our economic ambitions. Increasing connectivity between our educational centres and the town is a key aim together with enhanced employment and housing opportunities.

The University of Huddersfield

The University, with around 19,000 students and 1,000 academic staff, is considered to be one of Huddersfield's main assets, and has a strong physical presence at its Queensgate site. Between 2008 and 2013 approximately 50% of the University estate was rebuilt or refurbished, creating a modern and highly attractive campus. A new western campus is now starting to extend towards Queen Street South. However, there is a physical and perceived separation between the students and the town centre due to the presence of the ring road.

Kirklees College

Around 18,000 students attend Kirklees College. The college building itself represents a strong gateway feature on the south-western approach to the town, and is iconic within the Waterfront development site. With both the College and University present to the south of the town centre, we will support enhanced walking and cycling links to draw students to the town centre. The College also has an Engineering Centre at Turnbridge Road within the industrial corridor to the east of the town centre.

Greenhead College

Greenhead College is recognised as one of the best Sixth Form Colleges in the country, and has over 2,300 students. Its site is located to the west of the town centre, and has good links to both the bus and the railway station. We will support enhancements to the ring road which makes access to and from the college and the town easier.

Student Demographic

Our ambition is to retain post-graduate talent to enhance our skills to support our economy. In addition to this, up-skilling the existing workforce is vitally important to raising the district's productivity levels, and both the University, Kirklees College and Greenhead College have a strong role to play. We will support opportunities to create maker spaces where people can bring their ideas together and develop business ideas.

Performance headlines: A Town to Grow

The Blueprint SPD aims to...

- Enhance the post-graduate opportunities within the town;
- Integrate educational institutions into the town centre;
- Create maker-spaces which are places where people can bring their ideas together; and
- Provide more opportunities for living and working to retain graduates.



Shortlisted development focus sites: Extracted from Huddersfield Renaissance Plan 2018 and discussion with town centre stakeholders



Figure 3: Site Availability within the Area of Opportunity

— Area of Opportunity

■ Key Sites and Opportunities for Change

- A) St George's Warehouse
- B) The George Hotel
- C) Estate Building
- D) Southgate
- E) Former Kirklees College Site
- F) Open Market
- G) Post Office & Car Park
- H) Queensgate Area

Key Sites and Opportunities

07



07. Key Sites and Opportunities

As part of the masterplanning process over sixty sites with development potential were identified with a number of key sites being identified to support the vision for the town centre. Through the process of early engagement, we reduced these to a number of key sites which could be delivered during the Blueprint SPD period. The location of these sites within the Area of Opportunity is shown in Figure 3.

We have a significant land holding within the town centre. Whilst there are some important opportunity sites which we don't have control over, we are looking to work closely with owners and developers to deliver transformational change in these spaces.

Key Sites and Opportunities for Change:

A) St George's Warehouse

This is a major development opportunity and comprising the largely vacant Grade II listed former London & North Western goods warehouse (1885, a listed accumulator tower and engine house, and an unmarked surface car park on the site of the station goods yard. The property could be suited to mixed use, comprising offices, complementary commercial use and car parking, due to its scale and proximity to the railway station. Improving the physical connections between this employment site, the station and the town centre would turn this into a regeneration scheme benefitting the wider area.

B) The George Hotel

The George Hotel is in a highly prominent location with frontage on to St George's Square and adjacent to Huddersfield Railway Station. The building also has historic significance as the birthplace of rugby league and is Grade II* listed. The building is currently vacant and presents a prime opportunity for redevelopment to provide hotel and/or residential and /or office use with the potential for ground floor food and drink provision and other uses which support the vibrancy of the town centre.

C) Estate Buildings

The Estate Buildings provides a significant opportunity to deliver a long term viable use for this Grade II listed, publicly owned building in a key arrival location, opposite Huddersfield Railway Station and adjacent to St. George's Square. The preferred use for Estate Buildings is office or mixed-use office and residential conversion with the potential for some ground floor ancillary retail (A1/A3) uses.

D) Southgate

Southgate is a cleared site which provides a considerable opportunity for major mixed use (potential residential/ educational/ commercial use development with car

parking). It is well located with good access to the town centre and links to wider road networks via the Huddersfield ring road, and is a key priority for redevelopment in the short to medium term.

E) Former Kirklees College Site

This site provides an opportunity for mixed use development including the delivery of residential units alongside A1 retail space and A3 restaurant and cafe space and an amount of office floorspace.

F) Open Market

Huddersfield cannot sustain two markets and so it is proposed to combine the indoor and outdoor markets on the existing outdoor market site. We want to work with local traders to reinvigorate the market; increase footfall, extend the daytime offer into the evening and create a more social and cultural space alongside an interesting retail experience. There is currently a limited food and drink offer and there is thought to be an opportunity to improve this offer by providing small units within the market itself elongating the potential opening hours and tying into the evening economy around Wood Street.

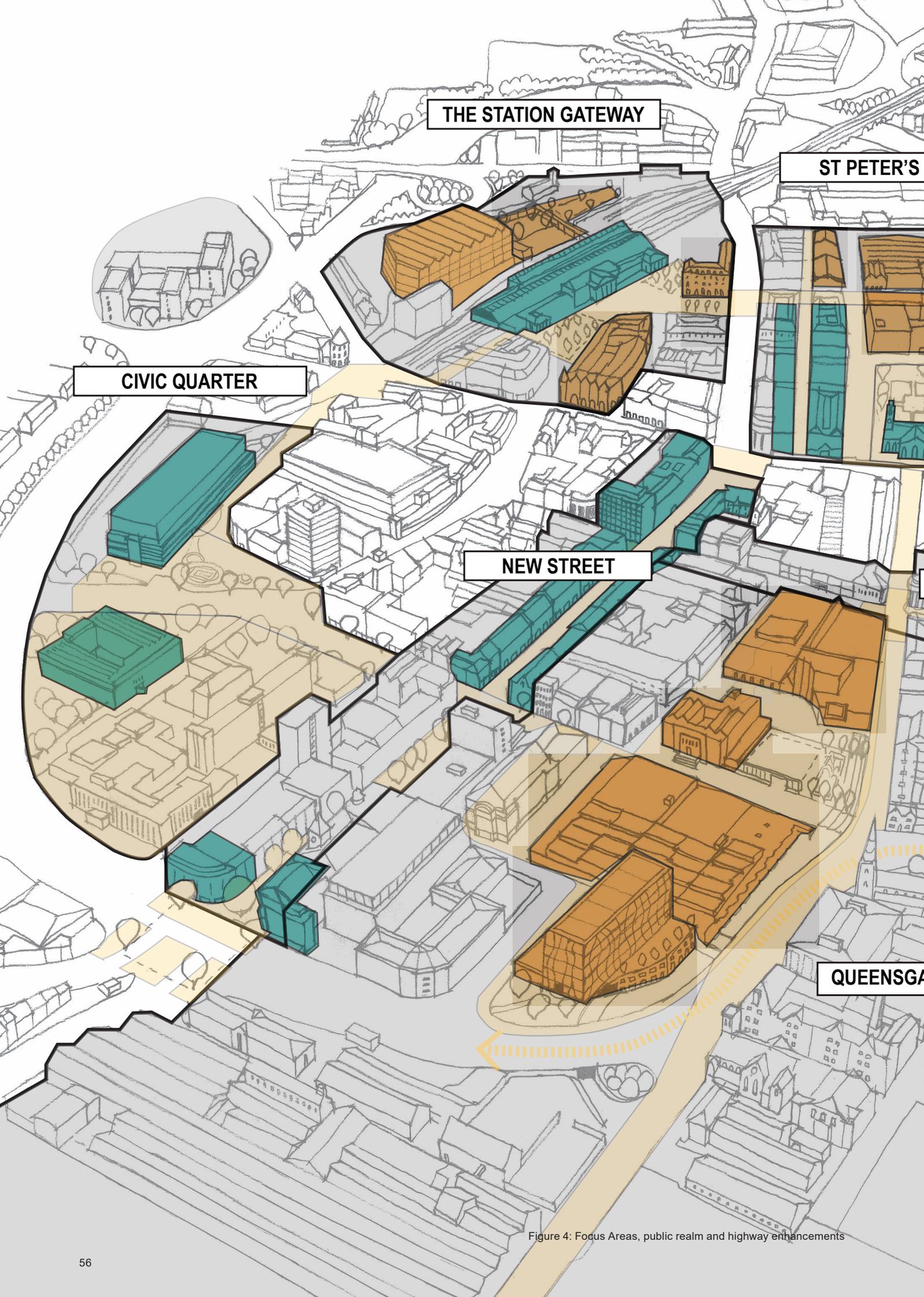
G) Post Office & Car Park

This site currently comprises the recently closed Post Office, operational Royal Mail sorting office and depot, and adjacent privately-operated surface car park. With the relocation of current occupiers, the site will become available for new uses. It is in a well connected location within the town centre and is situated in an area which is gaining a reputation for high quality independent A1/A3 retail. As such, the site could be suited to a mix of uses including residential, commercial and ancillary retail/leisure uses.

The adjacent surface car park in Lord Street currently supports people working at or visiting the Open Market, The Media Centre, Parish Church and other businesses in the quarter. Parking here could also support redevelopment of the Post Office and sorting office. The retention of parking on the Lord Street site will therefore be an important ingredient in helping to regenerate the St Peter's Quarter.

H) Queensgate Neighbourhood

The Queensgate neighbourhood currently comprises Queensgate Indoor market, Market Hall car park, the Piazza shopping centre and Huddersfield library and art gallery. There is an opportunity to regenerate this area with a focus on creating a cultural heart for the town centre.



THE STATION GATEWAY

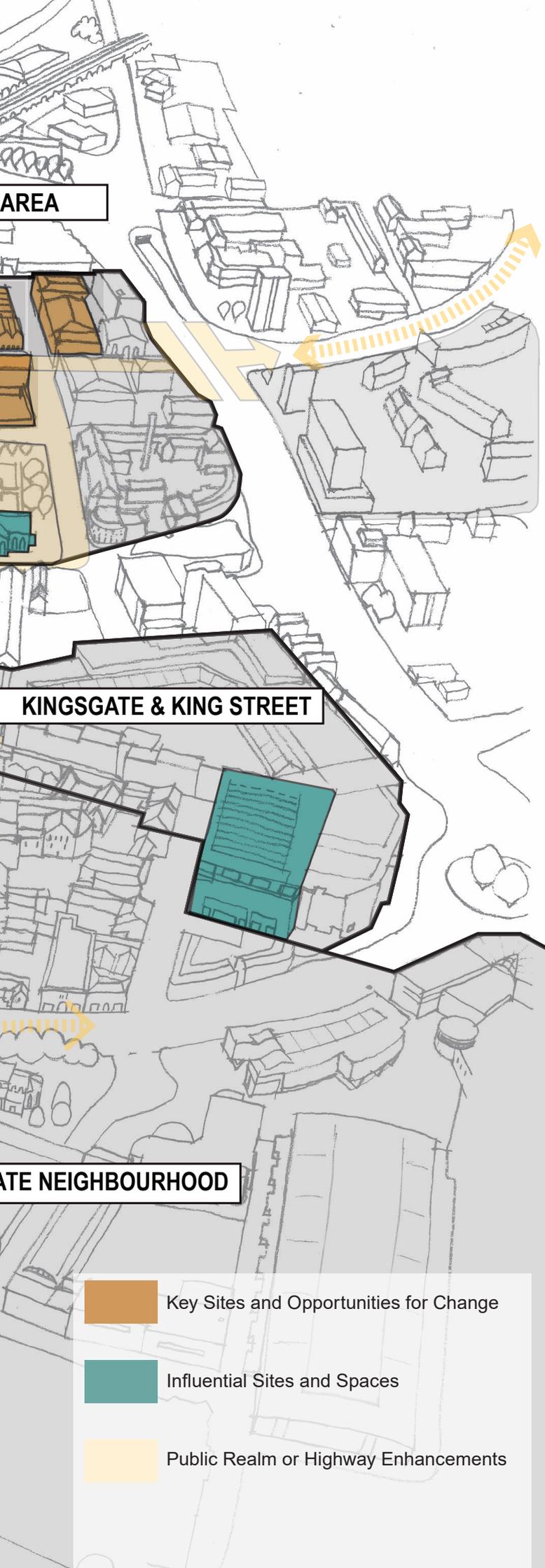
ST PETER'S

CIVIC QUARTER

NEW STREET

QUEENSGA

Figure 4: Focus Areas, public realm and highway enhancements



Six Focus Areas

08

-  Key Sites and Opportunities for Change
-  Influential Sites and Spaces
-  Public Realm or Highway Enhancements



Narrow Canal tow path

08. Six Focus Areas

Focus Areas

Through our analysis of Huddersfield, we believe there are six recognisable focus areas within the town centre, as listed below:

- The Station Gateway
- St Peter's and the surrounding areas
- New Street
- Queensgate Neighbourhood
- Civic Quarter
- Kingsgate

We want to engage with the key sites as identified in Section 6 in a way which helps to strengthen the character and purpose of these focus areas. However, we also recognise that there are some opportunities and influences which are not clearly defined by a site boundary, but are important in helping to achieve change. We have called these Influential Sites and Spaces, and they are also important in achieving our vision of Huddersfield. Likewise, we have identified some areas for public realm or highway enhancement, which will weave the spaces of the town together. All these opportunities, and how they relate to the focus areas, are shown in **Figure 4** and **Figure 5**.

Why have focus areas?

We are promoting a place-first approach and are setting all our key sites and opportunities in their recognisable surroundings which we describe as focus areas. The purpose of this is to retain the Huddersfield context and allow the flexibility for clever thinking and development, which will positively transform our future.

For each of the six identified focus areas, we set out:

- The narrative for each of the focus areas;
- The area objectives, setting out what the Blueprint SPD seeks to achieve in each; and
- The opportunities identified within each focus area. Icons on these pages suggest which of the themes we are seeking to meet.

We intend to use the stories and the objectives to benchmark character and quality; as long as new development responds to achieve the aspiration for each this should support the essence of our plan.

Themes of the Blueprint SPD



Culture and Special Places



Resilience and Sustainability



Wellbeing and Social Integration and Family Friendly



Living in the Town Centre



Retail and Leisure



Transport



Skills and Commerce



A Town for Growing Talent

Opportunities Summary

Each of the Opportunities are shown in **Figure 5**. These include all proposed interventions at Key Sites, Influential Sites and Spaces, and Public Realm or Highways Enhancements. Below, these are divided into the relevant focus areas.

The Station Gateway

1. Enhanced Station
2. St George's Warehouse including Station Square
3. The George Hotel inc. St George's Square
4. Northumberland St. to A62 SMART Corridor
5. The Estate Buildings and commercial buildings
6. Southgate Site
7. The Former Kirklees College Site

St Peter's

8. Market improvement area
9. Co-working spaces
10. St Peter's Gardens
11. The Post Office
12. Wood Street

New Street

13. New Street (North) upgrade
14. Identified improvement zone
15. New possibilities for living in the town centre
16. New Street (South)- Garden Streets Programme

Queensgate neighbourhood

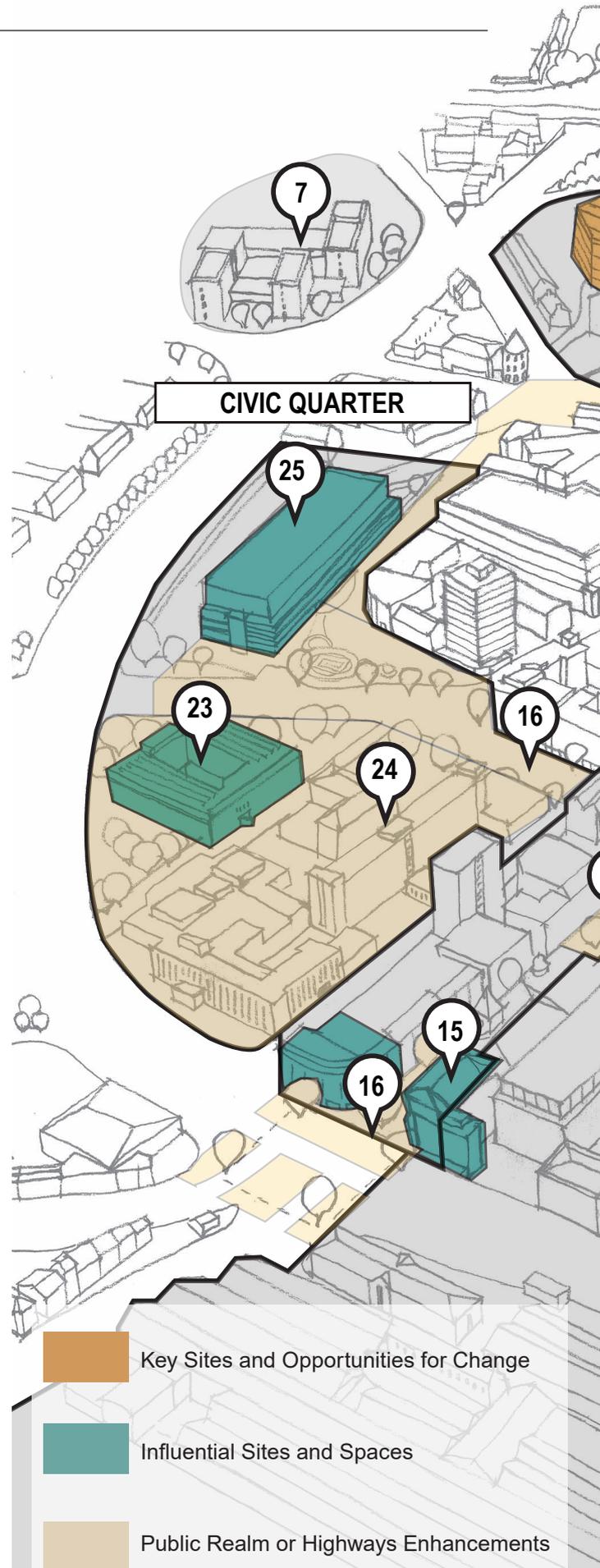
17. The Piazza
18. Queen Street Corridor
19. Market Hall Gateway
20. Queensgate Market
21. Heart of the Queensgate Neighbourhood
22. Re-thinking the Ring Road

Civic Quarter

23. Co-located offices
24. Residential possibilities
25. Improving the bus station

Kingsgate

26. Leisure offer & car parking
27. Public realm improvement at Cross Church St junction





THE STATION GATEWAY

ST PETER'S AREA

NEW STREET

KINGSGATE & KING STREET

QUEENSGATE NEIGHBOURHOOD

Figure 5: Key sites, opportunities and focus Areas

Focus Area: The Station Gateway



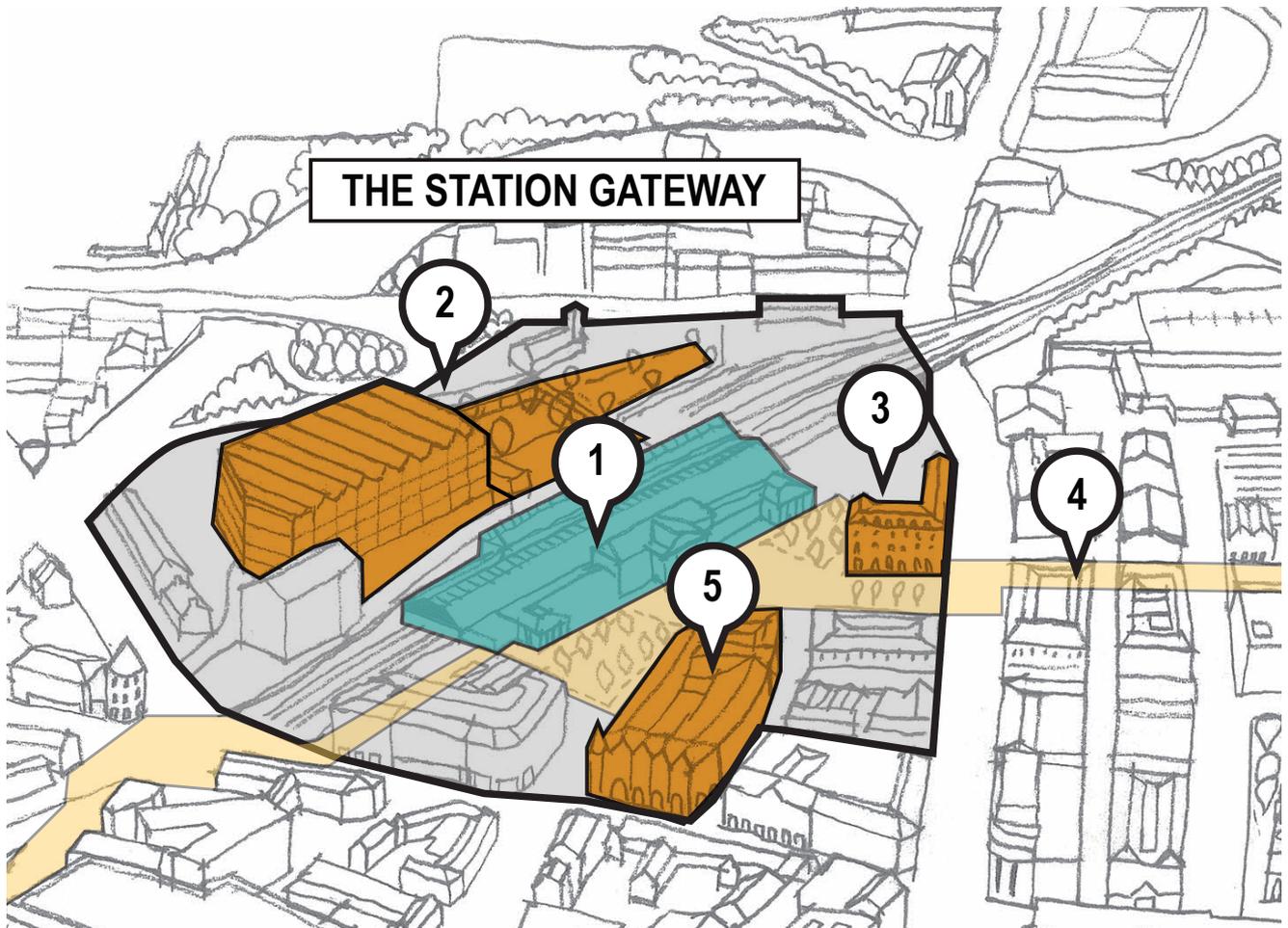
Visualisation of potential Station Gateway

A story of #WelcometoHuddersfield

Our station has historically been a key point of transport communication and a focus of wealth and good fortune, bringing the great and good to and from Huddersfield. When first constructed the station building and the surrounding offices, shops and the George Hotel were seen as the most elegant of destinations. The birth place of Rugby League and the location of the Ramsden Estate office, the story of this area is of big decisions being made. These proud buildings and history remain but time has moved on and we want to bring new and improved uses to the area.

Today we look to revive the energy, convenience and purpose of the station through better connections to the rest of the town centre, with a 'Huddersfield offer' for business, culture and living. The Transpennine Route Upgrade expected for delivery in 2024 will support this. We envisage an upgrade which goes beyond just transport function and incorporates other uses to elevate the journey experience.

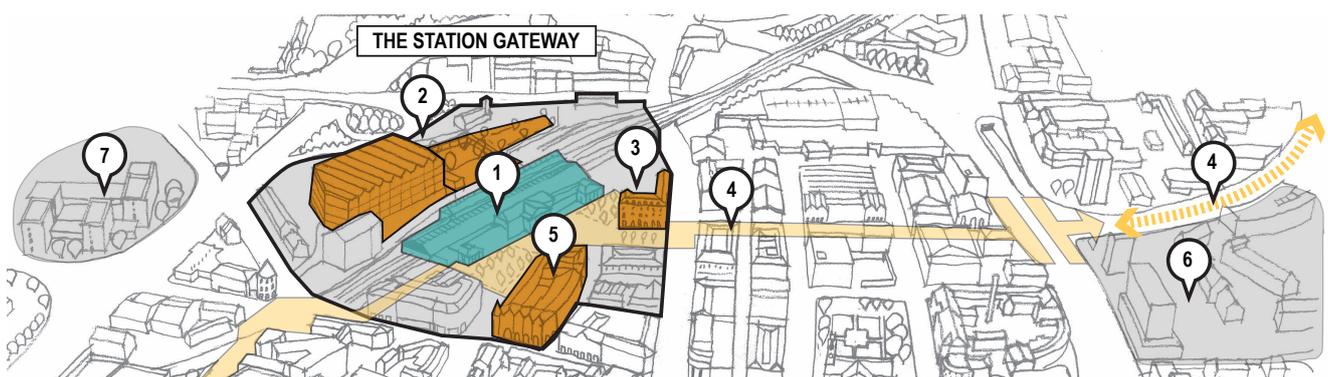
We expect more visitors to the town as this route becomes more convenient. The first impression of our town will be of high quality space and architecture; inviting visitors to stop and stay. The streets around this area are pleasantly busy and well laid out, holding the promise of a welcoming visit. We want that social media memory #WelcometoHuddersfield.



Station Gateway Focus Area

The Station Gateway Focus Area encapsulates the area around the station and St George's Square and St George's Warehouse to the west. It is also heavily influenced by Northumberland Street. Although not immediately within the vicinity, development of the Southgate site and former Kirklees College site will have a considerable impact on the footfall of the Station Gateway, and as such have been considered within this section.

- Key Sites and Opportunities for Change
- Influential Sites and Spaces
- Public Realm or Highways Enhancements



Relationship of the Station Gateway with the former Kirklees College Site (7) and the Southgate Site (6)

Area Objectives: The Station Gateway

Objective 1: A welcome to Huddersfield

The journey into Huddersfield by train involves passing through the attractive Yorkshire landscape. Arrival into the Station Gateway will complement this railway experience, with a world renowned public space ready to welcome people into the town.

This area has significant potential to attract investment into Huddersfield, by establishing an attractive and memorable first impression of the town. A well considered response, including soft landscaping, quality street furniture, or less permanent fixtures such as temporary art / market or event installations, could help to capture the footfall of people within this area. This space is a platform to showcase Huddersfield and everything it has to offer, and its importance in setting the tone of the town centre should not be underestimated.

Objective 2: A vibrant modern station facility

We want the station to be an innovative, quality, multi-modal facility which is well integrated into the fabric of the town centre. It should be easily accessible with various route options in and out, and have clear connections to other transport facilities. The planned Trans Pennine Upgrade provides a real opportunity to achieve this.



Objective 3: A strong commercial offer

Many of the buildings fronting St George's Square are either inactive or vacant, undermining the functionality and sense of place in this area. Lively commercial activity on both sides of the station is desired to present a strong commercial offer on arrival by train. As one of the most accessible locations within the town, there is an opportunity to build a hub around the station which better links to other parts of our town.

St George's Warehouse to the west of the station represents a significant opportunity for potential office and commercial use, which could capitalise on the footfall and pedestrian traffic through the railway station, with car parking to serve the development, the station and the town centre.

01 Chicago 'Bean'
Instantly recognisable

#Chicago

02 Liverpool
Superlambanana
Iconic to the Liverpool
landscape

03 Excellent links to
capture car parking
Station Exchange
Stockport

04 First Street,
Manchester
High quality parking
facilities

05 Commercial offer
Commercial uses at
London Bridge Station
utilising the historic
structure

06 Clapham Old Town
Regeneration
New public realm in
busy location can still
feel personal.

Objective 4: A multi-modal hub

We are seeking to support a multi-modal movement hub through clear links to the bus station, and enhanced car parking facilities. The facilities at the bus station need attention and the route between the bus and railway train station (Station Link) is not easy to find and could benefit from improved design and wayfinding.

To the west of the railway line, better connections and improved car parking need to be considered. The railway station is the second busiest in West Yorkshire but has only around 50 dedicated car parking spaces to the east off St George's Square. The surface car park on the other side of the tracks at the privately-owned St George's Warehouse provides another 200 spaces for rail and town centre uses, but only on a temporary basis pending development of the building.

Opportunities: Station Gateway

Themes supported by this intervention:



Huddersfield Railway Station



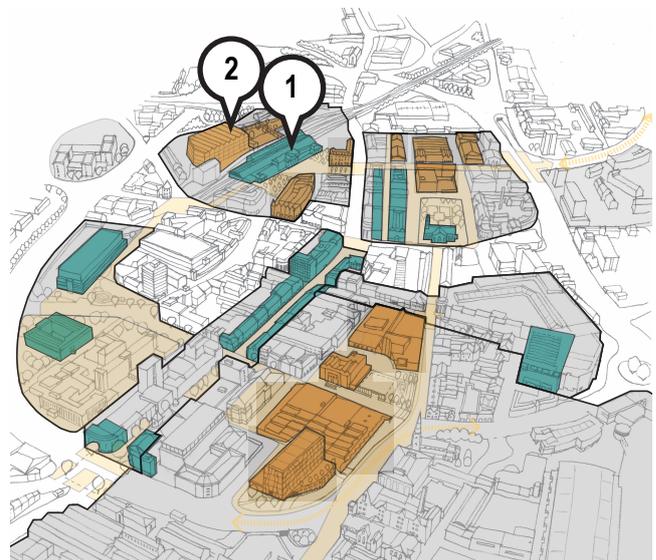
1. The Railway Station

With the expected Transpennine Route Upgrade, we are seeking improvements to the railway station to raise the profile of Huddersfield as a destination on this line. We have the following aspirations for the station:

- A new iconic western entrance;
- A new platform;
- Better circulation; and
- Connections between the town; and
- In the longer term, to connect the warehouse with St George's Square.

To compete with other regional destinations, our station will provide a comfortable environment for travellers, and include good quality waiting areas and a choice of eating, drinking and convenience shopping to align with consumer expectations.

We imagine the station to be served by two distinctive public spaces; St George's Square to the east and a new 'Station Square' to the west, adjacent to St George's Warehouse. Based on our early feasibility work, proposed movement will be encouraged from the station in to these two spaces.



Themes supported by this intervention:



St George's Warehouse

2. St George's Warehouse including Station Square

The Grade II listed warehouse represents the biggest empty building in the town centre, and there are definitely challenges around viability and the re-use of such a large structure, while respecting its heritage value and the setting of the neighbouring Grade I railway station and the Conservation Area within which both are located.

The warehouse has two unique selling points, one is its large floorplates which are much wider than in the textile mills typical of the area, and the other is significant space for on-site parking in a town centre location. The plan is to bring the three upper floors into use for offices and ancillary commercial activities, with a sensitively designed central lightwell serving characterful new commercial spaces with natural light and ventilation. Pedestrian access would be from the courtyard off New North Parade. The derelict former engine house adjoining the listed accumulator tower would be brought into complementary commercial or leisure use. It is likely that occupiers would be attracted by high quality modern accommodation in a historic setting, with proximity to car parking improved connectivity to the station and town centre.

One option for permanent parking to serve the development, park and ride for the station, and the town centre could be to build a multi-storey car park alongside the warehouse. However, this would impact on heritage and be costly to construct. A better option would be to convert the lower levels of the warehouse, below New North Parade, into decked parking alongside surface parking, all accessed off Fitzwilliam Street. In this way, parking for up to 400 cars, together with motorcycles and cycles, could be delivered. The site would be connected to the railway station by extending the existing pedestrian subway and creating a new western station entrance. A new 'Station Square' to provide an arrival space with drop off/pick up and taxi parking, will be designed to link to the new accommodation in the warehouse and the engine house.

A lift and stair tower next to the warehouse help create a walking route for non-rail users between the parking and Trinity Street-Westgate. There is also an ambition to create a direct link between the site and St George's Square, without compromising station security and revenue protection.

Themes supported by this intervention:

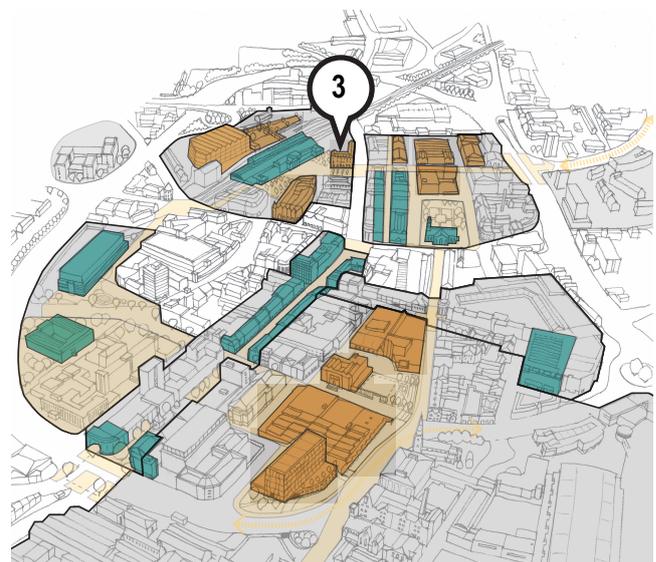


The George Hotel

3. The George Hotel & St George's Square

The council has acquired the George Hotel and two options have been tested for the site. Both include A3 food and drink on the ground floor. It is considered important to bring activity onto St George's Square and the welcome to Huddersfield. On the floors above, offices and a refurbished 60 bed hotel have been considered together with other activities that support the vibrancy of the town centre.

St George's Square could be enhanced to host events supported by improved pedestrian/cyclist access and additional parking at St George's Warehouse.



Themes supported by this intervention:

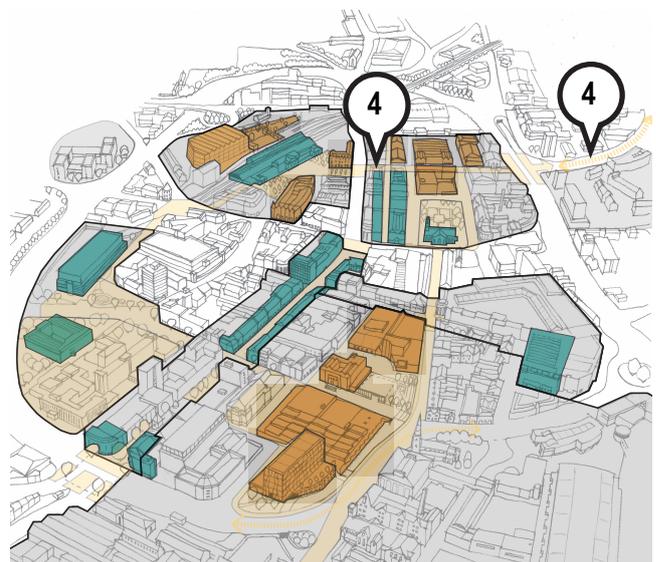


Northumberland Street

4. Northumberland Street to the A62 SMART corridor

Environmental improvements, including reducing the visual impact of the carriageway and creating better spaces for pedestrians, are an important part of any upgrades to Northumberland Street and will help to raise the profile of this crucial, primary route. The architecture of the street will take precedence and lead the design character of this area. Detailed plans for the SMART corridor include part of Northumberland Street and seek to meet the objective of enhancing pedestrian movement. As part of the A62 SMART corridor this area is already defined as one of the priority public realm schemes and sets a benchmark for further street improvements around the St Peter's area.

The junction across Southgate is particularly significant and the treatment of the road here will be part of attractive improvements linking to the A62 SMART corridor.



Themes supported by this intervention:

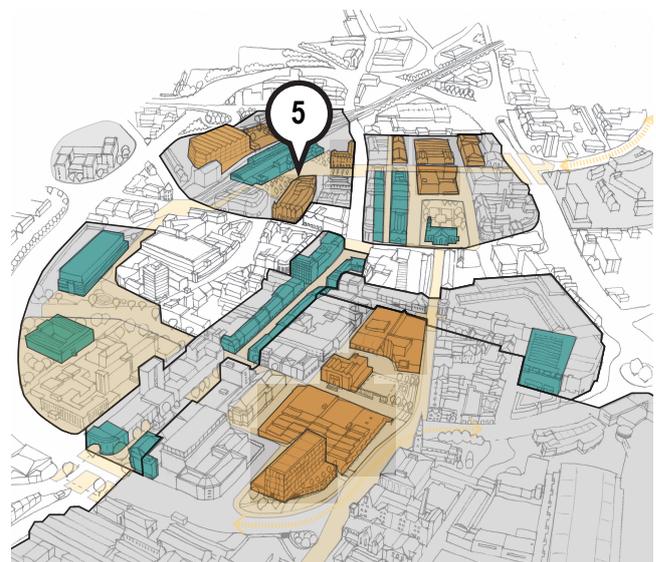


The Estate Building

5. The Estate Buildings and commercial buildings

There is a significant opportunity to conserve and reuse this publicly owned Grade II listed building in a highly prominent location, opposite Huddersfield railway station and adjacent to St. George's Square.

The preferred use for Estate Buildings is office development. Where it can be justified, mixed-use office and residential conversion with the potential for some ground floor ancillary retail (A1/A3) uses will be considered.



Themes supported by this intervention:

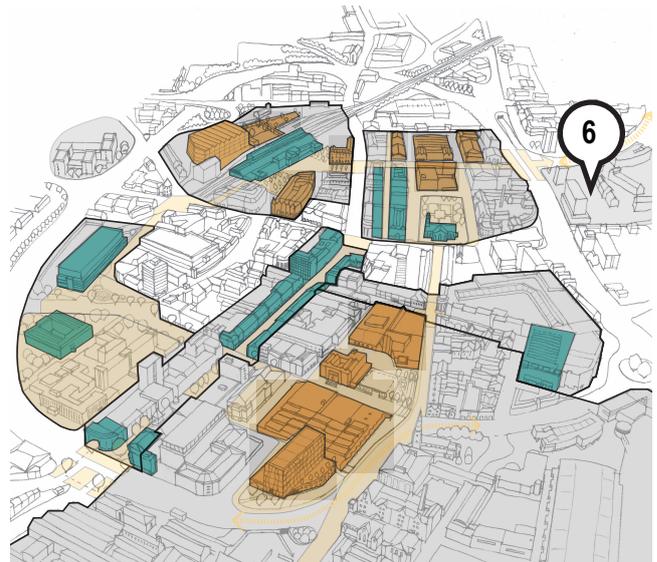


6. Southgate Site

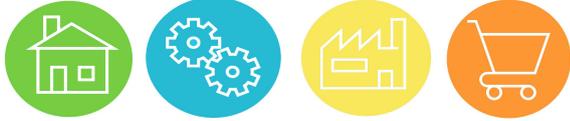
Although not directly located within the Station Gateway focus area, the Southgate site is considered to be a key influencer on the town centre and as such has been considered in this section of the Blueprint SPD.

The Southgate site is well connected and will come forward for a number of uses, which could include residential although commercial uses including research and development is an early preference. There is also potential, as part of any redevelopment, to include public parking to serve the nearby St Peter's Creative Quarter if existing parking elsewhere is lost to redevelopment.

Given its key location at the Northumberland Street/ A62 corridor, development will have a significant impact on the vitality of the town centre. Development of this site must be cognisant of aspirations to reinforce a strong physical relationship to the town centre, and respond well to the intersection of Southgate and the A62. It is expected that pedestrian routes through the site will improve the area's permeability to other destinations such as the stadium.

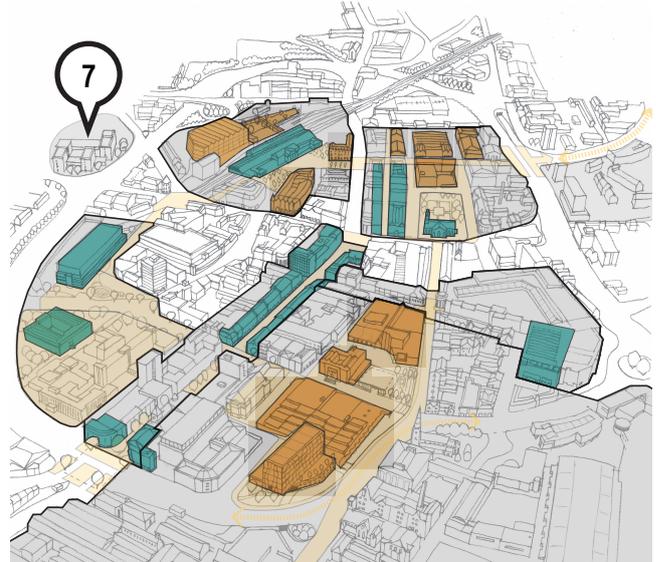


Themes supported by this intervention:



7. The Former Kirklees College Site

To the west of the town centre, the former Kirklees College site offers a commercial opportunity close to the railway and bus stations. At the core of the site is the Grade 2* listed former infirmary and associated ward and nurse's buildings. The site offers opportunities for the conversion of the historic buildings along with uses across the site that could offer mixed use development. This could include residential, retail, food and drink along with commercial office space.



Focus Area: St Peter's Area



St Peter's Focus Area

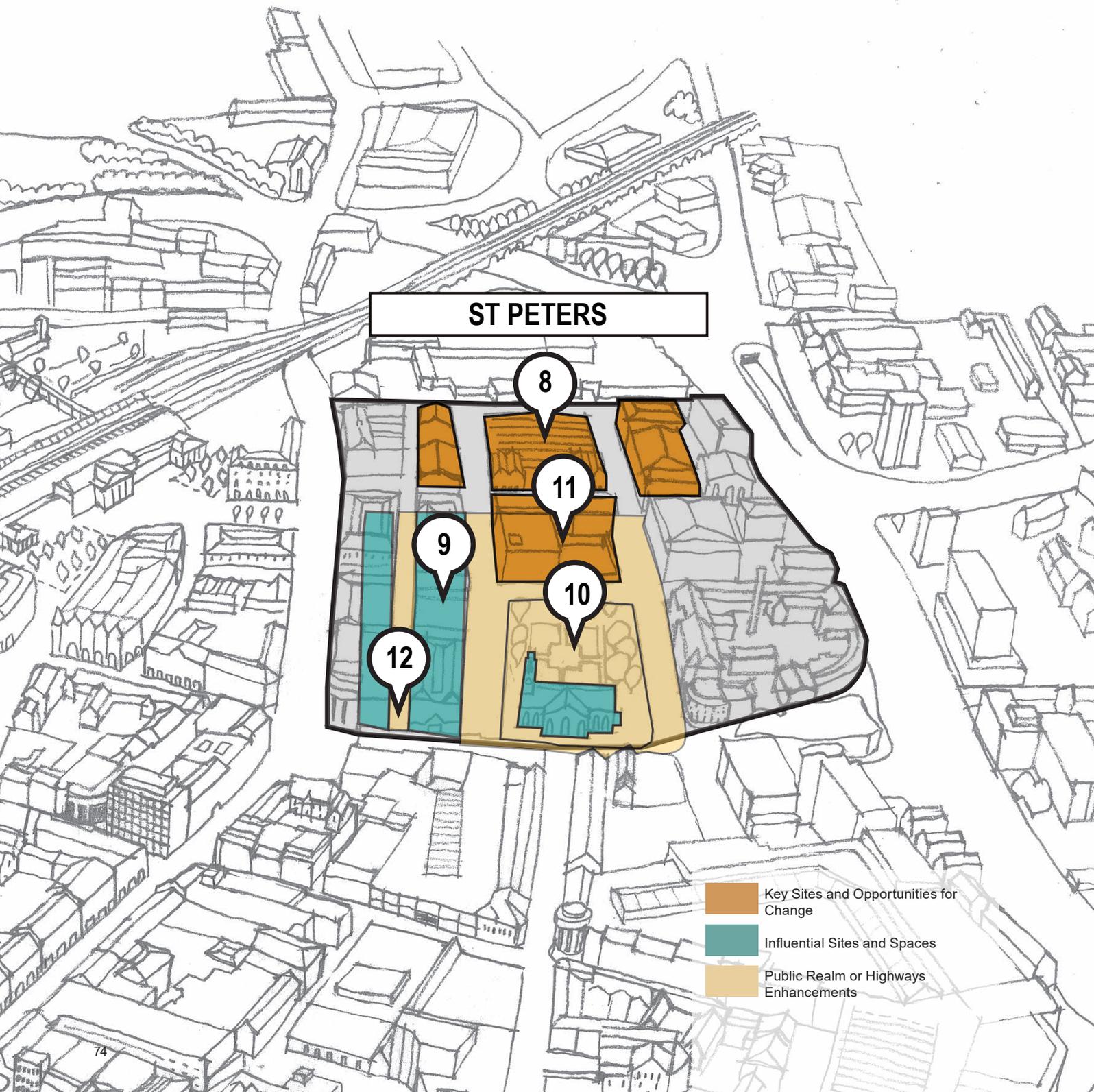
A story of creative people

The area surrounding St Peter's church is where the 19th century grid layout and architecture of Huddersfield is most preserved and apparent. Independent retail units are dispersed along Wood Street, whilst cafés and restaurants spill out onto the street. The open market has a traditional appeal and the detailing and architecture in the area is one of a gentile and pleasant neighbourhood. The area is already a favourite of creatives due to the unspoilt nature of the buildings and small community feel of the area. With some thoughtful public realm improvements to enhance the historic charm, this place could thrive as a town centre neighbourhood.

St Peter's church gardens provide one of the few open spaces within the ring road, with the gardens enclosed by attractive Victorian buildings. The proportions of the square, architectural surroundings and the open green space that is so unique in the town centre will be a draw for residential or commercial opportunities.

St Peter's Focus Area

We have considered the St Peter's focus area to incorporate the north east of the town centre within the ring road, capturing the gridded street pattern and fine urban grain. It is bound by Brook Street in the north, Kirkgate to the south, John William Street to the west and Southgate to the east.



Area Objectives: St Peter's Area

Objective 1: A focus on a creative economy

There is an abundance of creative energy around our town and this is already apparent in the St Peter's area. This will be supported and developed by promoting co-working spaces (where people from different work places come together to share ideas, space or equipment), studios and flexible working units. Much of the current building stock is considered to be unsuitable for the needs of modern office occupiers, but could be redeveloped to invite more creative uses into the town centre.

The creative lofts project and proximity to the Media Centre is already a platform for this economy.

Objective 2: Protect and support the outdoor market

A new market experience to be developed on the site of the existing outdoor market which retains the social value and character of our markets. A focal point for both daytime and evening economies, the market will offer unique, personal, ethical shopping experience alongside opportunities to test ideas, eat, learn and be entertained. The site will comprise a food hall, street food traders; spaces for dining, drinking and cultural activities and stalls selling a wide range of vintage and new goods.

The architecture and aesthetic of this Grade II* market canopy should be respected. The extended pedestrianised space along Byram Street and Brook Street can allow activities to spill out and encourage movement up to the north of the town.



A platform for creativity, expression and co-working. A place where people can live, work and play.

Objective 3: Offer flexibility

Short term and affordable leases should invite start-up businesses to this part of the town, reducing the risk sometimes associated with committing to a town centre location. The Blueprint SPD will support small flexible spaces for start-ups and independent traders within this area.

We want to market the unique heritage building stock as being an attractive feature to small businesses, which may be more willing to occupy these less standardised spaces.

Objective 4: Offer the best in small business infrastructure

The Blueprint SPD promotes the delivery and application of 21st century infrastructure to support small businesses within St Peter's. There are already ambitions to establish Huddersfield as one of the UK's first gigabyte towns which will support this objective.

Objective 5: St Peter's churchyard improvements

The role of St Peters church extends beyond its ecclesiastical activities being a place of Christian worship as well as open to all people of all faiths and of none. The church provides a venue for community groups to meet and for artistic and musical events. Works are to commence on making the church fully disability accessible which includes improvements to the churchyard immediately adjacent to the church itself. Through the Cornerstone Project it is anticipated that the community use and events will 'spill out' into the churchyard, making it an inspiring and well used place.



A place for ideas and socialising

Objective 6: Celebrate the architectural quality

St Peter's area showcases the best preserved and attractive Victorian architecture of Huddersfield. Our objective is to promote the value of this architecture through re-use and enhancement recognising the truly special façades in the regeneration of this area.

Objective 7: Encourage exceptional, one off residential development

We have few opportunities to deliver new build residential units in the town centre as the centre itself is compact. Where opportunities do arise, we shall seek unique residential developments with thoughtful and character-led responses to their setting. There is distinct opportunity to generate the residential buyer and rental interest in Huddersfield.



A place where Huddersfield's character is celebrated and engaged with, a place where people are brought together.

Opportunities: St Peter's Area

Themes supported by this intervention:



Huddersfield Open Market and surrounding area

8. Market improvement area

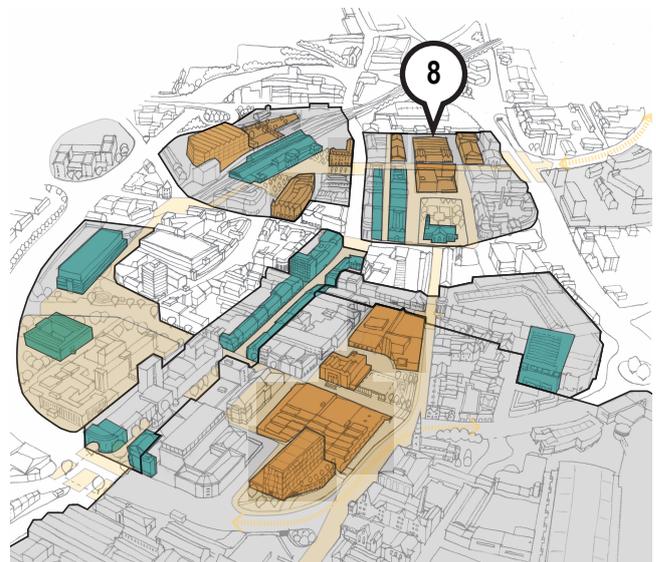
The Grade II* Open Market is one of the gems of the town centre. It already trades strongly, and is seen as having potential to further increase its attraction as a destination market and evening offer. The surrounding buildings and spaces provide an opportunity to support this.

The undercover retail space is approximately 26,587 sqft with external space on the quiet street and small area of hard standing to the north of the structure. The market holds large regular markets and speciality market days.

Looking to maximise any opportunities, consideration would be given to the addition of a stand alone pavilion under the canopy which could accommodate restaurants and cafés and evening uses. One opportunity might be to take a space along the southern edge of the market. This could provide in the region of 4,450sqft of leasable space.

The area of hard standing to the north of the main market building could be used in a number of ways to support the viability of the market. This can include pop up stalls, or a

semi-permanent food/drink/maker units. There is parking nearby, and the market scheme should take into account the future needs of shoppers for short-stay car parking, and traders for long stay van parking.



Themes supported by this intervention:



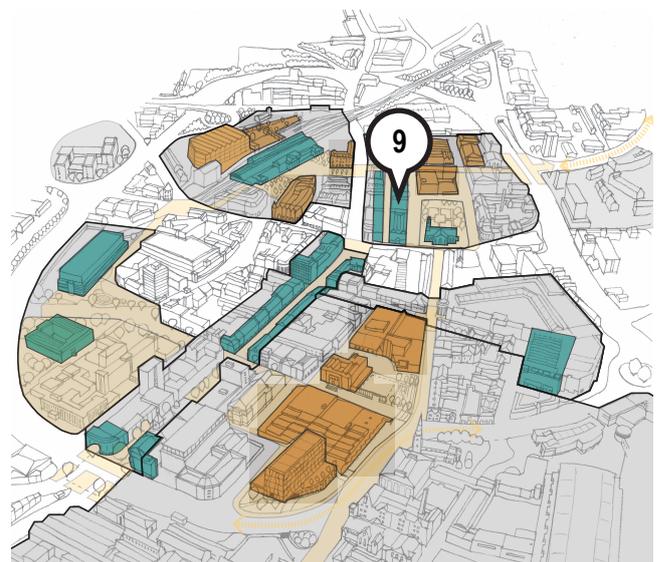
Modern and attractive co-working spaces

9. Co-working spaces

The rise of co-working is driven by larger numbers of individuals who are looking for a model of self-directed and collaborative working. These agile businesses typically want flexible space with a 'genuine and personal vibe', mirroring their brand. As one of the most preserved and attractive spaces in the town, St Peter's and the surrounding area represents an obvious opportunity to create a dynamic neighbourhood.

We would hope to celebrate the traditional architectural merits of the cellular buildings in this area as its unique selling point, and encourage the conversion of these spaces for more modern uses. Many of the buildings could deliver modern co-working spaces, either under the council's management or under agreement to third-party management companies specialising in this type of occupier. This is generally seen as a softer commercial approach to regeneration, but can establish a critical mass of people, interest and investment, after which more traditional regeneration takes hold. Initial interest in these spaces in St Peter's would help to catalyse investment by introducing new residents and jobs to the area. We will

support the re-purposing of our underused buildings in this original Huddersfield neighbourhood, and will work proactively with co-worker providers.



Themes supported by this intervention:



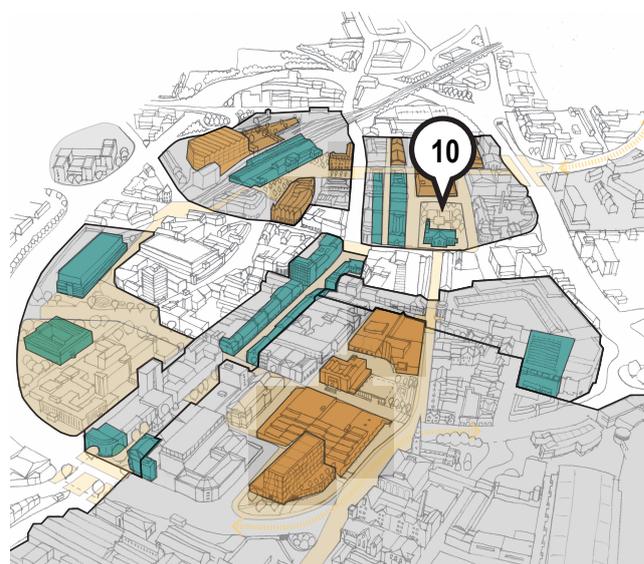
St Peter's Gardens and the surrounding area

10. St Peter's Gardens

St Peter's churchyard and gardens is one of only a handful of locally accessible green spaces in the town centre and work is already being undertaken by the church to enhance this area.

In the longer term, the streetscape materials should be upgraded as part of a package of works associated with Wood Street (as discussed in Opportunity 12).

In consultation with the church, it may be possible to celebrate this building as a key landmark, through the implementation of bold architectural lighting.



Themes supported by this intervention:

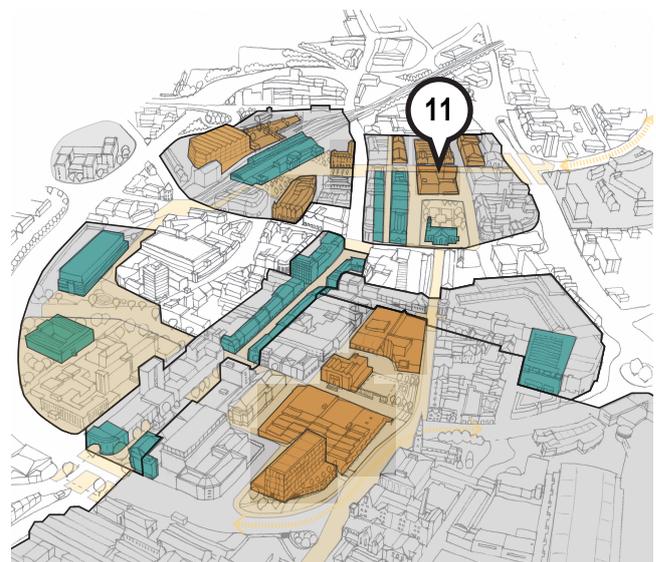


Post Office and Sorting Office

11. The Post Office and sorting office

The Post Office and sorting office in St Peter's could provide the opportunity to deliver bespoke new residential development. The Post Office counter has recently moved to New Street, and the old building on its own could deliver in the region of 60 one and two bed apartments. If the sorting office is also vacated, this could provide around a further 60 units and offer a rare opportunity to create a new artisan living space. The Post office occupies a prominent position on Northumberland Street. The frontage and sides of the building should be retained as a conversion with new build on the sorting office site.

It should be noted that although the location is relatively close to the railway station, any new residential development could increase the demand for parking in the area.



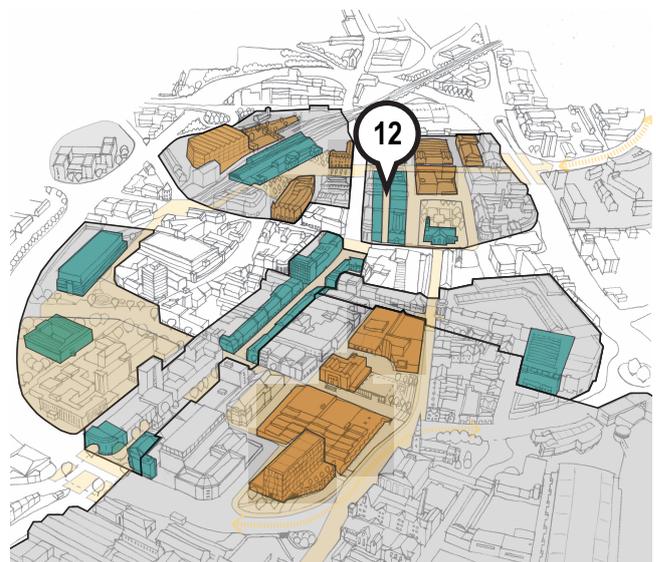
Themes supported by this intervention:



Neale's Yard a small alley in London's Covent Garden, which promotes a and edgy character with sympathetic public realm treatments

12. Wood Street

The most interesting food and drink offer in the town centre is located along Wood Street, where a stronghold of independent units faces this 'hidden' space. Wood Street provides an unexpected layer to the town, beyond the typical commercial experience, and these spaces should be supported and nurtured. Though the street has an interesting quality, some environmental improvements in keeping with the character of the conservation area could elevate the quality of the architecture and de-clutter some of the less desirable elements such as bin storage and litter. This project could be brought forward in isolation but should be considered as part of a larger public realm intervention with St Peter's churchyard and surrounding streets (Opportunity 10).



Focus Area: New Street



Pop up market stalls

A story of a modern high street

The high street needs to adapt in the light of changing shopping trends.

The shops in our town are located largely along New Street, King Street and the various shopping centres. Our objectives signal the focus on a more compact retail core, which will undoubtedly evolve over time.

New Street is already split into two distinct halves, not just physically but also economically. New Street (north) has a typical pedestrian public realm and a variety of small to medium shops. New Street (south) is fronted by larger, more monolithic elevations, but is more enclosed with trees and planters, and is already a more 'green' street

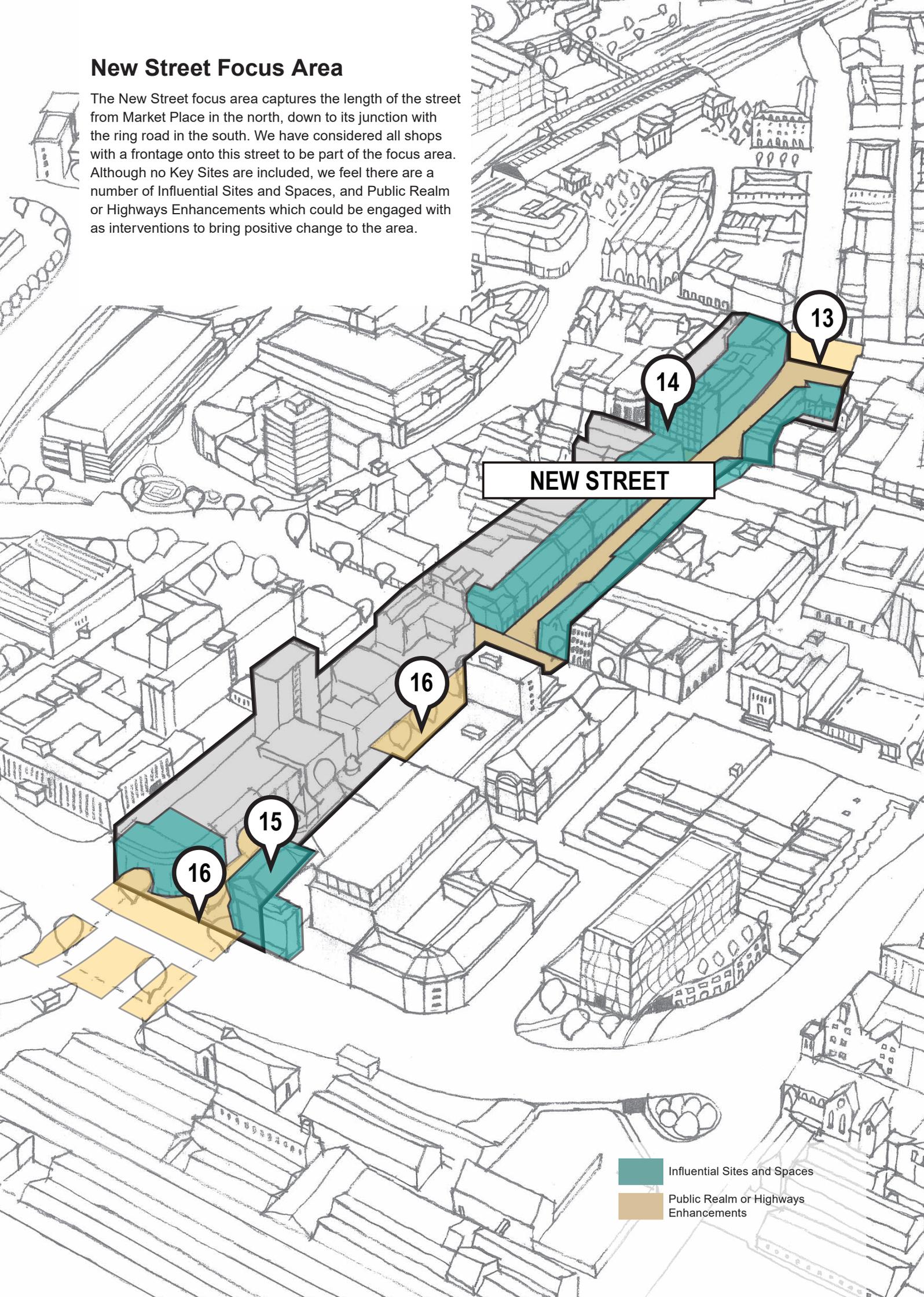
We believe the future of these areas is in the elevation of their current character and investment to support better public realm in line with their likely future uses. Therefore, New Street (south) will be leafy and green, with pleasant spots to stop and enjoy the fresh air. Long views to the open countryside will be respected from the street and a

comfortable and convivial evening space, with cafés and communal areas for local residents.

As the heart of the retail core, New Street (north) must support good trading for our shops. Here, the character of the street will be of a polished commercial environment with well laid out paving, uniform lighting and planting and well maintained finishes and furniture. This appearance should flow along King Street and link into Cloth Hall Street, tying these streets closely together as a clearly defined shopping area. New Street (north) will remain free from clutter, and the wide linear space will permit access to shops and arcades. At certain points, this street should be the focus for events and special markets. The width of the street allows both retail and event functions to exist in the same space. Some thought is given to the introduction of some pavilions close to Market Place which could house permanent activities, retail or food and drink.

New Street Focus Area

The New Street focus area captures the length of the street from Market Place in the north, down to its junction with the ring road in the south. We have considered all shops with a frontage onto this street to be part of the focus area. Although no Key Sites are included, we feel there are a number of Influential Sites and Spaces, and Public Realm or Highways Enhancements which could be engaged with as interventions to bring positive change to the area.



NEW STREET

13

14

16

15

16

-  Influential Sites and Spaces
-  Public Realm or Highways Enhancements

Area Objectives: New Street

Objective 1: Opportunities for New Street

New Street (north) needs to make itself resilient to changing consumer trends. We are seeking a space which can quickly adapt to local needs and demands. One of the best ways to ensure this is by developing a platform for events, cultural activities and occasional specialist markets which is flexible and able to be adapted for different uses. This will help to invite people into the stores and will bring an energy which is currently lacking along this struggling high street space.

Objective 2: A focused shopping area

The number of empty shops in Huddersfield suggests that our retail area is spread too widely. It is our intention to target interventions on a well-connected core around New Street (north), Market Place and Kingsgate to try and ring fence and defend an area at the heart of our town. There is a key role for retail activity along the high street, albeit in a slightly different form to that which currently exists. Shrinking the shopping area could strengthen the commercial identity of New Street, showcase the character and identity of the historic yards, and support town centre retailing.



A shopping experience on a human scale, where temporary art or markets bring life to public space. A place where the retail core is clearly defined, and pop-up shops reduce vacancy and retain footfall.

Objective 3: Alternative uses for New Street south

Despite the presence of larger shops, the southern stretch of New Street between High Street/ Ramsden Street and the ring road weakens and fades out, with little definition or focus. Rather than allowing retail uses to trail out, it could become enlivened with new functions and purpose, whether it be civic or residential. With the development of 103 New Street as high end student accommodation, the signs are pointing towards a more residential focus here, located close to local amenities. The direction of this Blueprint SPD is to look to further long term residential development in this area, creating footfall and vibrancy in the town centre.

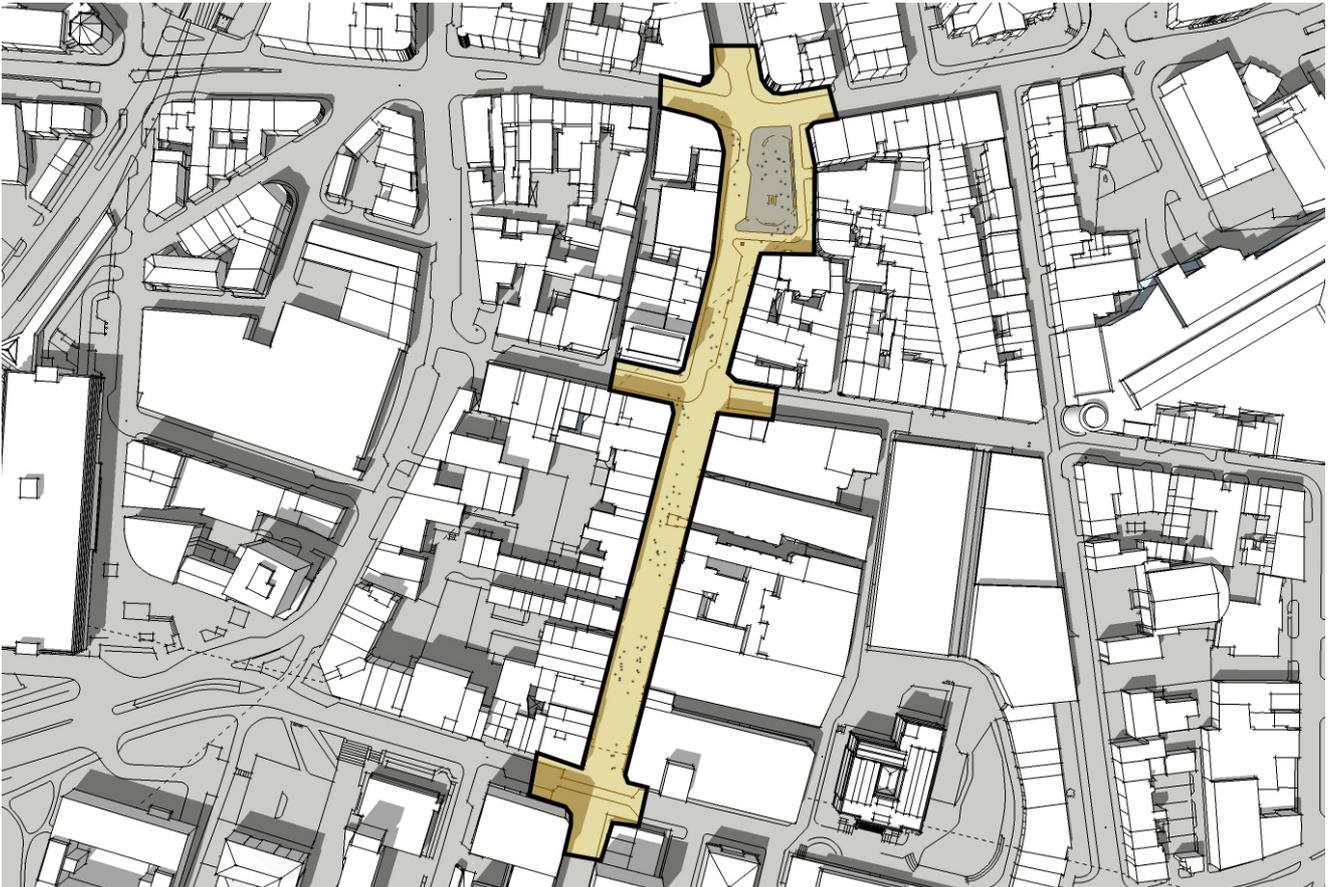
Objective 4: Improved dwell time

The retail and supporting uses on New Street should seek to capture the interest of those walking across the town centre. As a key pedestrian route, it should entice locals and visitors along with an active social and commercial offer. It should be a place people want to stay rather than rush through, and should maintain north-south momentum across the town.



A place where people can have fun and dwell as they pass through the town centre.

Themes supported by this intervention:

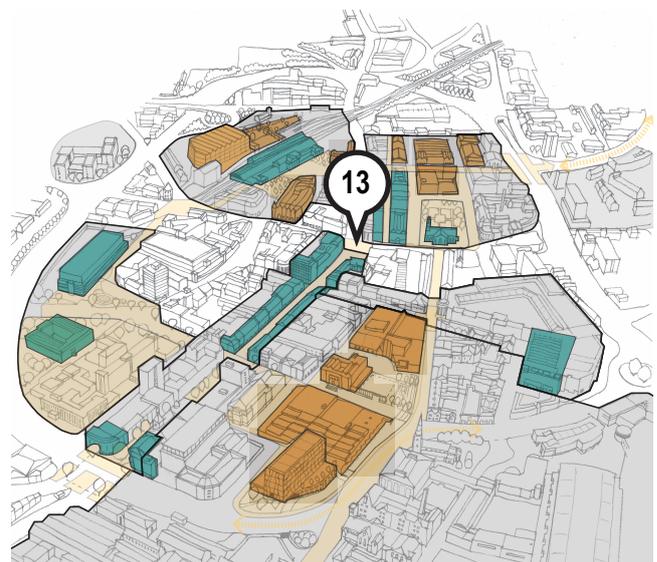


Extent of the New Street North opportunities

13. New Street north upgrade

It is no secret that our high streets are struggling and we have seen the impact of this in Huddersfield with some of the UK's best known brands looking to reduce their coverage. In response the government has launched a £675 million Future High Streets fund supporting redevelopment around high streets, and enabling housing and new workspaces to be created.

We benefit from a car free area for much of New Street. However, to improve the connections north and offer better shopper comfort, we envisage the downgrading of the carriageway at Market Place, along with a refresh of the already pedestrianised areas in New Street (north) and King Street. We intend to reduce street clutter, improve the environment through an upgrading of surface materials and planting, and create a more pleasant space. This will also help to provide space for the promotion of occasional markets and events.



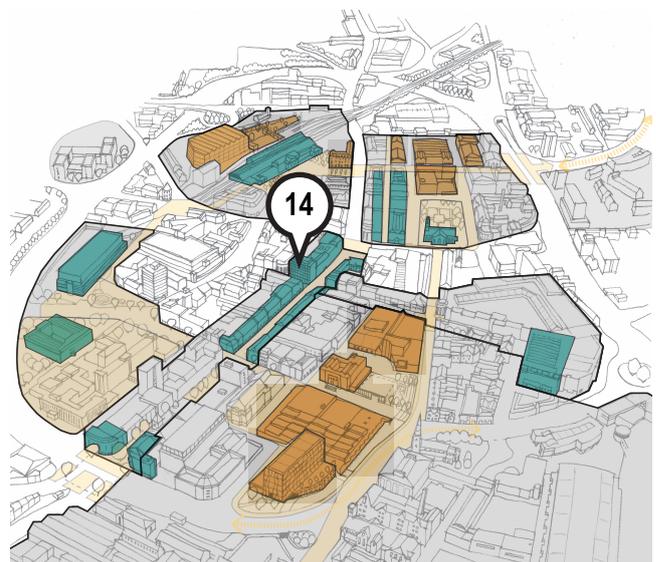
Themes supported by this intervention:



Potential New Street improvements

14. Identified improvement zone

Developing an improvement zone to sit within the identified Primary Shopping Area, could help to focus investment. This will help to generate an interest in a contained space, build a stronger retail identity, and help to bring some control to an otherwise sprawling retail landscape. This could come forward as a separate business-led consortia. Under the right governance, we will engage in opportunities to focus resource and funding on the betterment of the area.



Themes supported by this intervention:

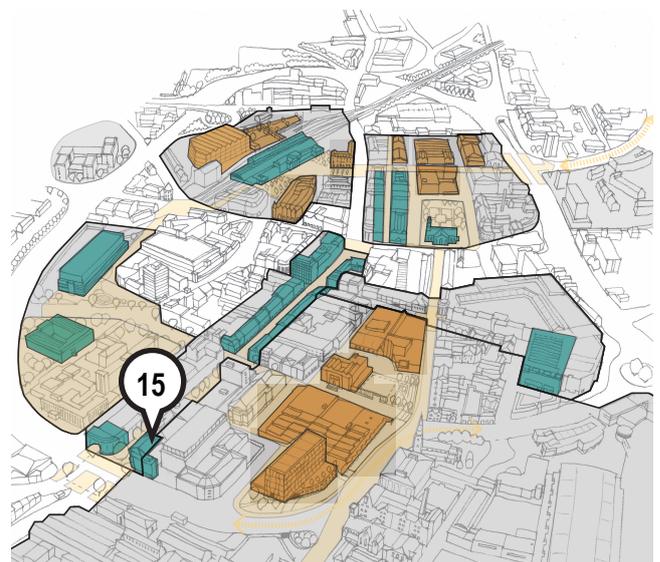


Residential 103 New Street

15. New possibilities for living in the town centre

We want to promote new residential offer on New Street (south). There are some 1970's buildings which, in the longer term, could provide an interesting split level residential development. On the eastern side of the street, the upper floors of the Wilko's building may lend themselves to a sensitive conversion in keeping with similar proposals to the adjoining 1930's Co-operative building at 103 New Street.

If both areas were brought forward for residential development, about 170, one and two bed apartments could be delivered.



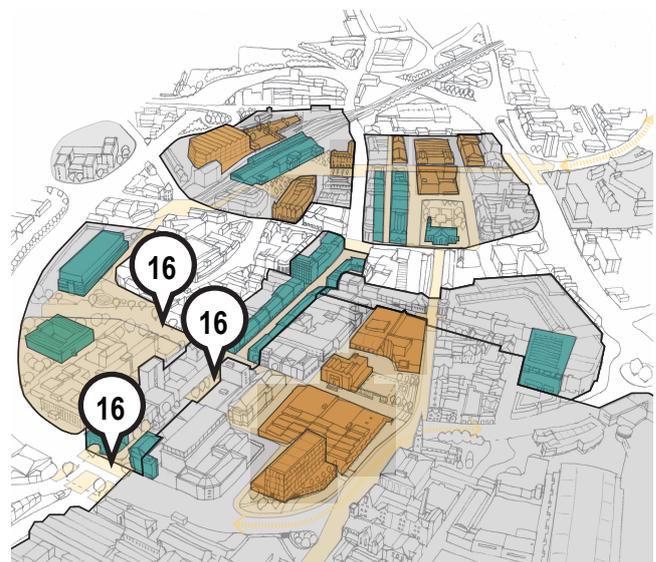
Themes supported by this intervention:



Pancras Plaza

16. Garden Streets Programme: Including New Street South

Further south on New Street the buildings become more monolithic in scale and the wide pedestrianised street opens out to long green views. In the longer term, with potential relocations of retail uses, it is expected that this area could come forward as a pleasant residential-led community, in close proximity to regional public transport and well connected to the road network. Development will undoubtedly rely on market interest but there are also opportunities here and in the surrounding side roads to introduce 'garden streets' with an attractive character; linear green spaces in the town centre. Our garden streets will be unique and memorable, incorporating art and capturing special views to the south across Huddersfield.



Focus Area: Queensgate Neighbourhood



The Lawrence Batley Theatre

A story of a collegiate community

The ring road has long since created a disconnect between the town centre and the University of Huddersfield exacerbated by the loading bay structure of the Piazza. With the development of a cultural heart there is an opportunity to draw the university into the town centre as well as being an improved space for our citizens and visitors to enjoy.

The promotion of culture and leisure should include family friendly cafés and bars, opportunities for music venues, and the platform for an array of leisure options.

The new cultural heart will be bright, well lit and welcoming. It will be visible from the ring road, yet positioned on the more quiet and convivial Queen Street. By undertaking such fundamental changes to the structure of the town open space will be provided. This will be a place to take time out, to enjoy watching the world go by, or to meet up with friends and colleagues.

Queensgate Neighbourhood Focus Area

This focus area is the most significant in size and captures a large area to the south-west of the town centre, both within and outside the ring road. It encapsulates the current Library and Art Gallery, Piazza, Queensgate Market and Market Hall car park. These are all considered to be Key Sites and Opportunities for Change.

The influence of the University of Huddersfield, Bates Mills and other surrounding retail and commercial units mean that these have also been included in the focus area boundary.



**QUEENSGATE AND THE
UNIVERSITY NEIGHBOURHOOD**

-  Key Sites and Opportunities for Change
-  Public Realm or Highways Enhancements

Area Objectives: Queensgate Neighbourhood

Objective 1: Create the ‘pull’ across Queensgate

We want to develop a cultural heart for the town centre where leisure, arts, music and events spill out into high quality spaces. By breaking down the physical and perceived separation experienced between Queensgate and the university together with opening up views of the Town Hall, improved links to the Lawrence Batley Theatre and to other parts of the town centre, we hope to bring a new energy to this area and to the town centre as a whole.

Objective 2: Reinvention of Queen Street

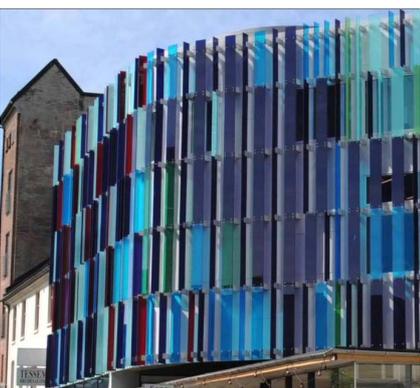
This is one of the most crucial routes of the Blueprint SPD; its transect connects with various town centre destinations such as Kingsgate Shopping Centre, the Lawrence Batley Theatre, Queensgate Market, St Paul’s and the University Buildings. This route should be reinvented, helping to link these important nodes and creating a lineage of cultural, commercial and social institutes and interest for those walking across the town.

Objective 3: A cultural and leisure focus

High vacancy proves that this area is not working efficiently for retail and a change of focus is needed. The Blueprint SPD hopes to bring this space into focus as the cultural heart of the town centre as a home to a museum, library and art gallery, archive facility, sound space, and events space.

Objective 4: The retail/leisure interface - The Piazza

The Piazza currently occupies a large space which could be reconfigured to accommodate many other uses in a variety of formats. The promotion of Queensgate as an area which should weave together a mixture of leisure and retail, and the space of the Piazza, could help to ensure resilience and activity including opportunities for an increased evening offer in the town. Changing this area will make Queensgate interesting and dynamic. It will help to ensure people use and enjoy the space and feel part of what Huddersfield has to offer.



A place of arts, culture and music, where people can be entertained. A place where the ring road can be easily crossed, and attractive façades define gateway features. A space which is connected to the University and Bates Mills, where creative talent is invited into the town centre.

Objective 5: Rethinking Queensgate Building

The Blueprint SPD looks to celebrate this asset, which is wholly unique to Huddersfield, and our objective is to reinforce its functionality and position as a key landmark building within the town centre. With reconfiguration, the building has the capacity to evolve its use and grandeur to bring transformational change to the town.

Our objective is to bring the building back into effective use through the re-thinking of the uses and function of the entire space, whilst supporting wider transformation plans for Queensgate itself.

Objective 6: Making the most of the existing key businesses

Bates Mill, along Queen Street South, is a sprawling, impressive structure which houses a collection of creative energies and influences. The social and creative capital captured within this space is enormous and could be a great asset to the energy of the town centre. We wish to improve the physical connections with the mill and support its integration with the town centre.

Objective 7: Gateway opportunities

Work in developing a Parking Strategy for the Town Centre shows the importance of the Market Hall car park at Queensgate/Alfred Street in both supporting existing facilities and supporting the proposals for a new Cultural Heart. The underpass at the top of Queens Street South site means the facility enjoys vehicle access from the ring road in either direction. However, the car park structure is 50 years old and approaching the end of its economic life. The site is at a key gateway on the ring road, and efforts should therefore be made to ensure that a replacement multi-storey car park is iconic and influential in its design.

The prime location lends itself to a building which demands a strong and high quality facade. This should be capitalised on, with development adopting a strong aesthetic and clear functionality, supporting the re-use of the Queensgate building and the wider Queensgate area.



KIRKLEES COLLEGE

Opportunities: Queensgate and the University Neighbourhood

Themes supported by this intervention:

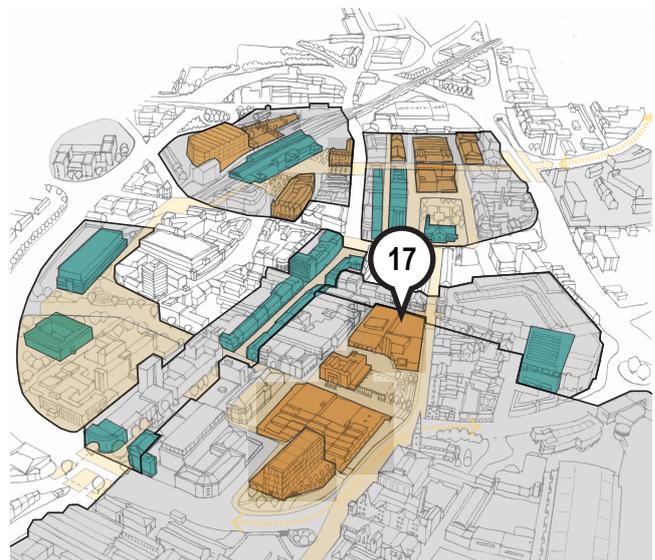


The Piazza as a new leisure destination

17. The Piazza

This development is well located close to the Lawrence Batley Theatre, as well as the proposed new cinema at Kingsgate and the proposed new cultural centre (incorporating a museum, gallery, library and archive centre). This promotes an opportunity to re-think this development, either via a refurbishment or with a new build as a leisure-led site to bring new visitors to our town and to support the vision of a family friendly town.

Some bold interventions should be carefully evaluated to deliver this including opening up Queen Street through the removal of buildings and creating a better frontage and invitation to explore the wider area from the south.



Themes supported by this intervention:



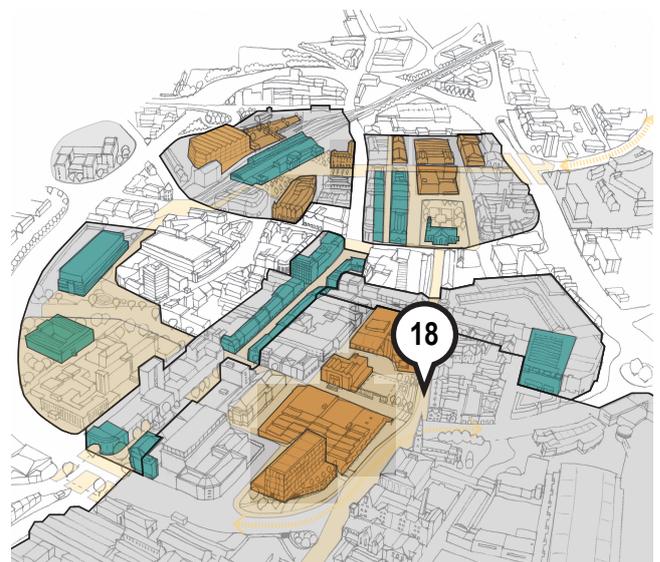
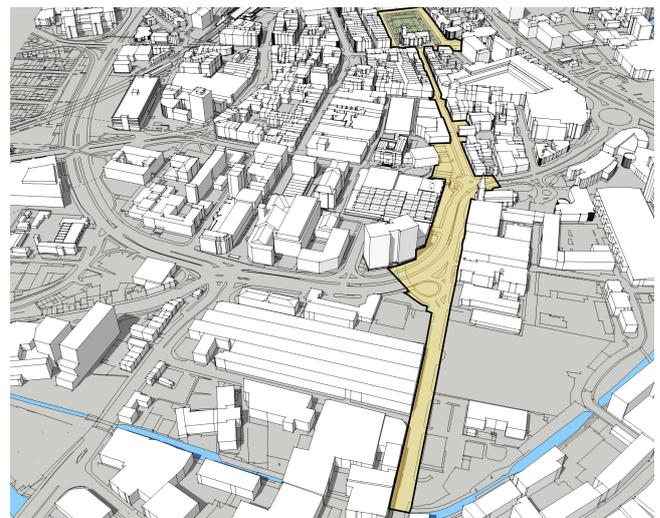
Artists impression of a new relationship between Queen Street and the area currently occupied by the Piazza

18. Queen Street Corridor

The old street pattern is very faint but there is an important north-south linear connection from Queens Mill Road and the river, all the way to St Peter's in the north which still exists. It follows the historic line of Queen Street and Cross Church Street and strikes out from the town centre across the ring road.

Elements of the corridor are coming forward in other opportunities, including the downgrading of the section of Queensgate in front of St Paul's Concert Hall and the cycle and footway improvements to Cross Church Street. It is important that these are connected to the overarching aspirations for the Queen Street linear space.

This street is re-imagined as one of the most iconic elements of the Blueprint SPD; a single, well-connected space with strong architecture and an inviting events programme taking in Kingsgate, Lawrence Batley Theatre, the university and Bates Mill. Traffic along this route will be managed to promote pedestrian and cyclist priority. Improvements to the streetscape will be vitally important and consideration will be given to ensuring uniform treatments.



Themes supported by this intervention:



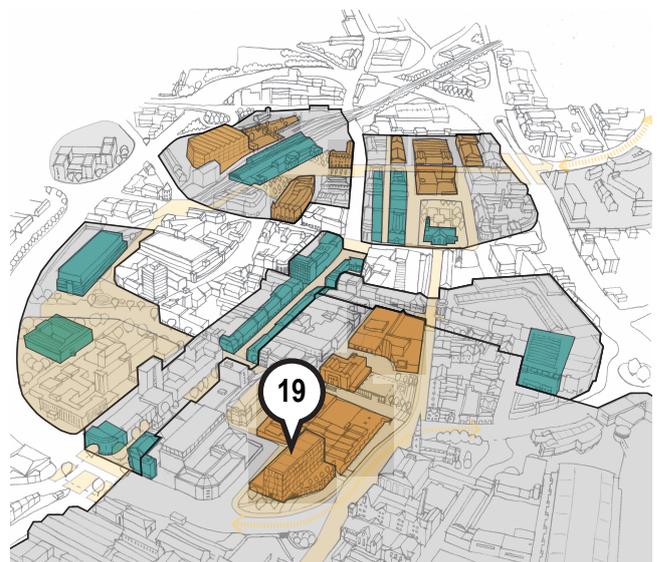
Artists impression of how the market hall car park could be developed into an iconic building

19. Market Hall Gateway

The structural deterioration of the Market Hall car park highlights the need to redevelop this site. As a gateway site which we can influence, we feel that a replacement multi-storey car park here should set a strategic direction for Queensgate in keeping with a bold vision.

The existing car park opened in 1970 with 588 spaces; a replacement facility of similar scale but designed to present day standards could provide around 550 spaces.

The proposal to continue parking use in a new facility on the site is well aligned with the cultural, arts and music opportunities for the Queensgate area. It could also continue to provide visitor parking to the university campus immediately opposite.



Themes supported by this intervention:



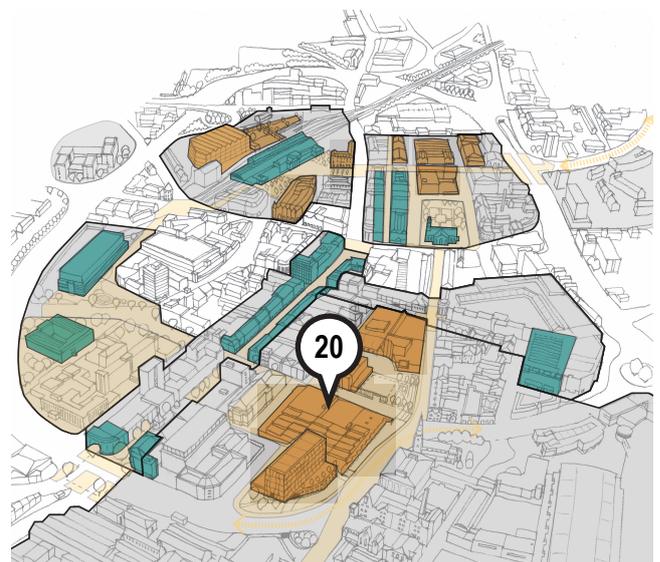
Spitalfields Market, London. A flexible place for corporate events and conferencing

20. Queensgate Building

The structure is listed and includes some fabulous mid twentieth century architecture. However, it is difficult to occupy such a large space with retail uses, particularly as the retail core is being focused at the northern end of New Street. Considered options include the creation of a new sound space as part of the overall ambition for the cultural heart.

Alternatively, space could be allocated for a re-located library, archive and art gallery and a new museum space in either extended or new build accommodation. There are concerns that the re-use of the existing library and art gallery building could prove problematic.

Other uses include the conversion of the building into an events space. Taking in the Piazza units adjoining the Queensgate building, this could provide in the region of 81,000sqft and is comparable to other large events space in the region. It might be that a mixed development accommodating either the art gallery or museum, combined with other events/conferencing space and bespoke retail space, might present a combined solution.



Themes supported by this intervention:

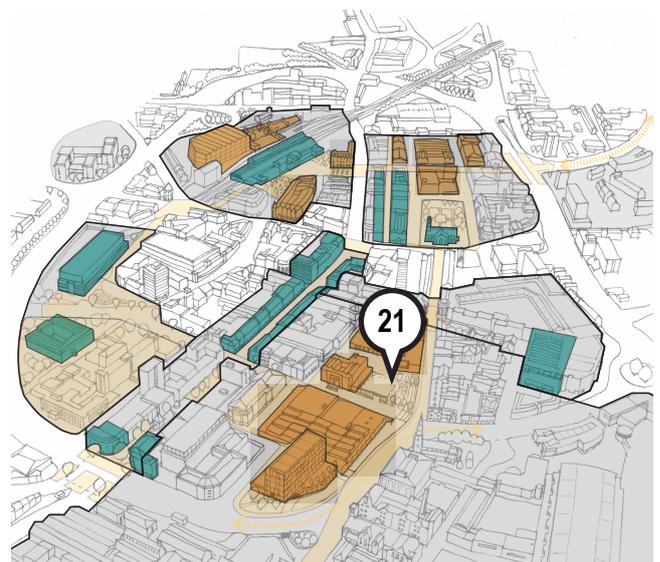


Artists impression of how the Piazza could be opened up

21. Heart of the Queensgate Neighbourhood

There is capacity here subject to relocation of some units for a small hotel, conference rooms and supporting food and drink offer. Further if the Piazza units can be removed, this would also provide a new public space for small events and festival activities as part of a new Town Park (Queensgate Lawns). This south-east facing space is a large terraced square including lawns, water features, TV screens and seating steps.

The library and art gallery lies at the heart of the Queensgate area and a reconfigured Piazza through the removal of units facing west into the space opens up a once in a lifetime opportunity to re-link these buildings, the university and the east of the town centre. Given the important location of the building, if this happens it is assumed that it should be retained and modernised for public use. Options to include a new extension and cafe have been considered.



Themes supported by this intervention:

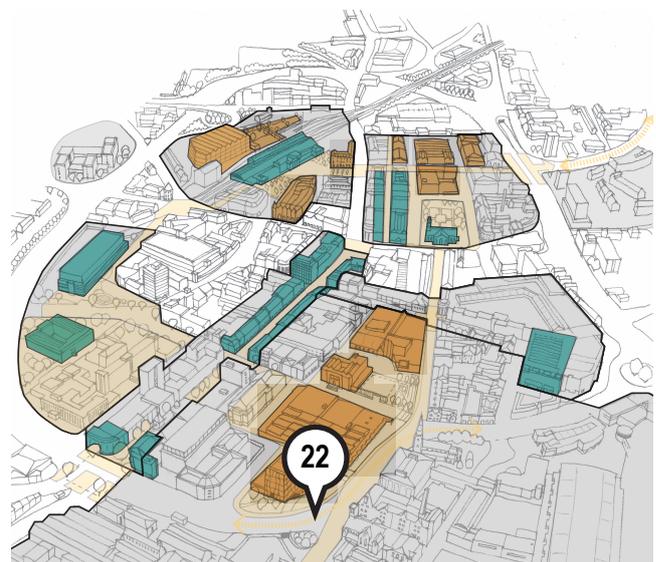


Improving the ring road

22. Re-thinking the Ring Road

To support movement along the Queen Street Corridor and particularly between the Queensgate Neighbourhood and the University there will need to be a better crossing in the form of road narrowing, an attractive central refuge and adding formal crossings. The treatment here is to be mindful of the connection with the place led design of the Queen Street Corridor and seek to 'downplay' highway treatments. A critical part of the redesign will also be in the incorporation of cycle paths and crossings.

A scheme to acquire funding for this work has been positively received for regional funding and is being brought forward.



Focus Area: The Civic Quarter



Trafford Town Hall: 5PlusArchitects

A story of local lives

In the 1960's Huddersfield underwent the biggest changes in redevelopment in recent history, with the introduction of a number of civic uses including the council and municipal buildings off Castlegate. Over the years, the site has been further developed, setting newer buildings in a mature setting. Though there are no current intentions to vacate or redevelop the site, in the long term it is acknowledged that site efficiencies could be made to bring forward land which could be used to deliver our housing agenda, alongside remodelled council buildings.

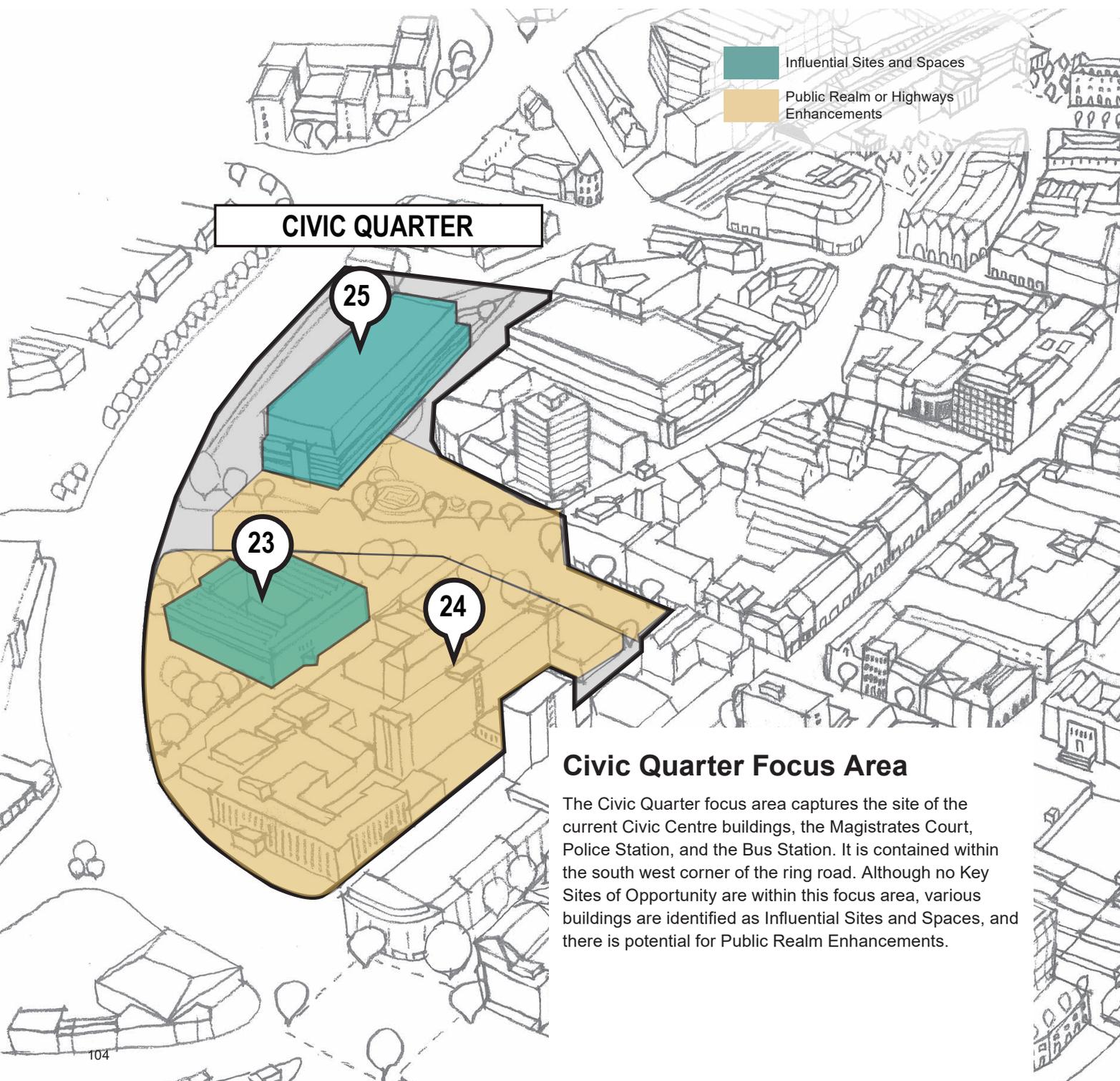
Area Objectives: The Civic Quarter

Objective 1: Balancing activity in the north of the town centre

Given the size of the Station Gateway and St Peter's focus areas, a considerable portion of the Blueprint SPD focuses on opportunities in the north of the town. Although not immediately available, it would be naïve to consider the long term development of the town centre without recognition of this south-west corner. This focus area needs to be considered holistically alongside the other focus areas, with its potential understood to ensure the sustainability of the Blueprint SPD.

Objective 2: Efficiency opportunities

There is potential to consider consolidation under One Public Estates, which is an established national programme that seeks to rationalise public assets into more efficient and effective structures. This could help to improve efficiencies both in land take but also working practices of the public sector. Streamlining the functioning of our Council offices could offer a more dynamic way of working in the 21st century and reflect a flexible and more resilient work place.



CIVIC QUARTER

25

23

24

Influential Sites and Spaces

Public Realm or Highways Enhancements

Civic Quarter Focus Area

The Civic Quarter focus area captures the site of the current Civic Centre buildings, the Magistrates Court, Police Station, and the Bus Station. It is contained within the south west corner of the ring road. Although no Key Sites of Opportunity are within this focus area, various buildings are identified as Influential Sites and Spaces, and there is potential for Public Realm Enhancements.

Opportunities: The Civic Quarter

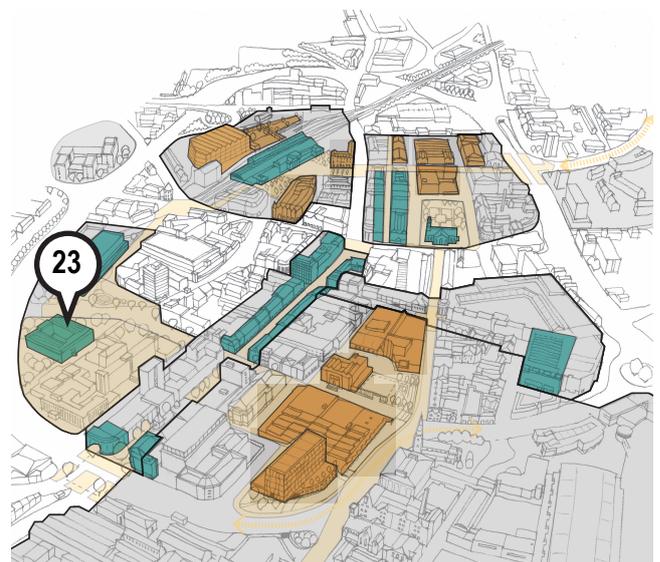
Themes supported by this intervention:



The existing Civic Centre building

23. Co-located offices

Long-term co-locating the offices into one public estate could help to capture a critical mass of all functions within a singular hub, whilst strategically releasing land within this key town centre location. Consolidation of uses at a higher density could allow for the Council to adopt more agile working spaces, and bring accumulative benefits by capturing services and functions in close proximity. It provides opportunity for this space and its public realm to be radically reconsidered.



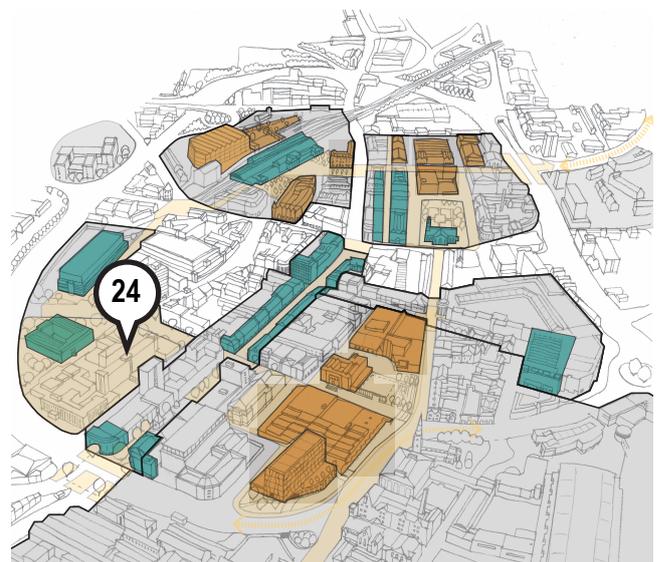
Themes supported by this intervention:



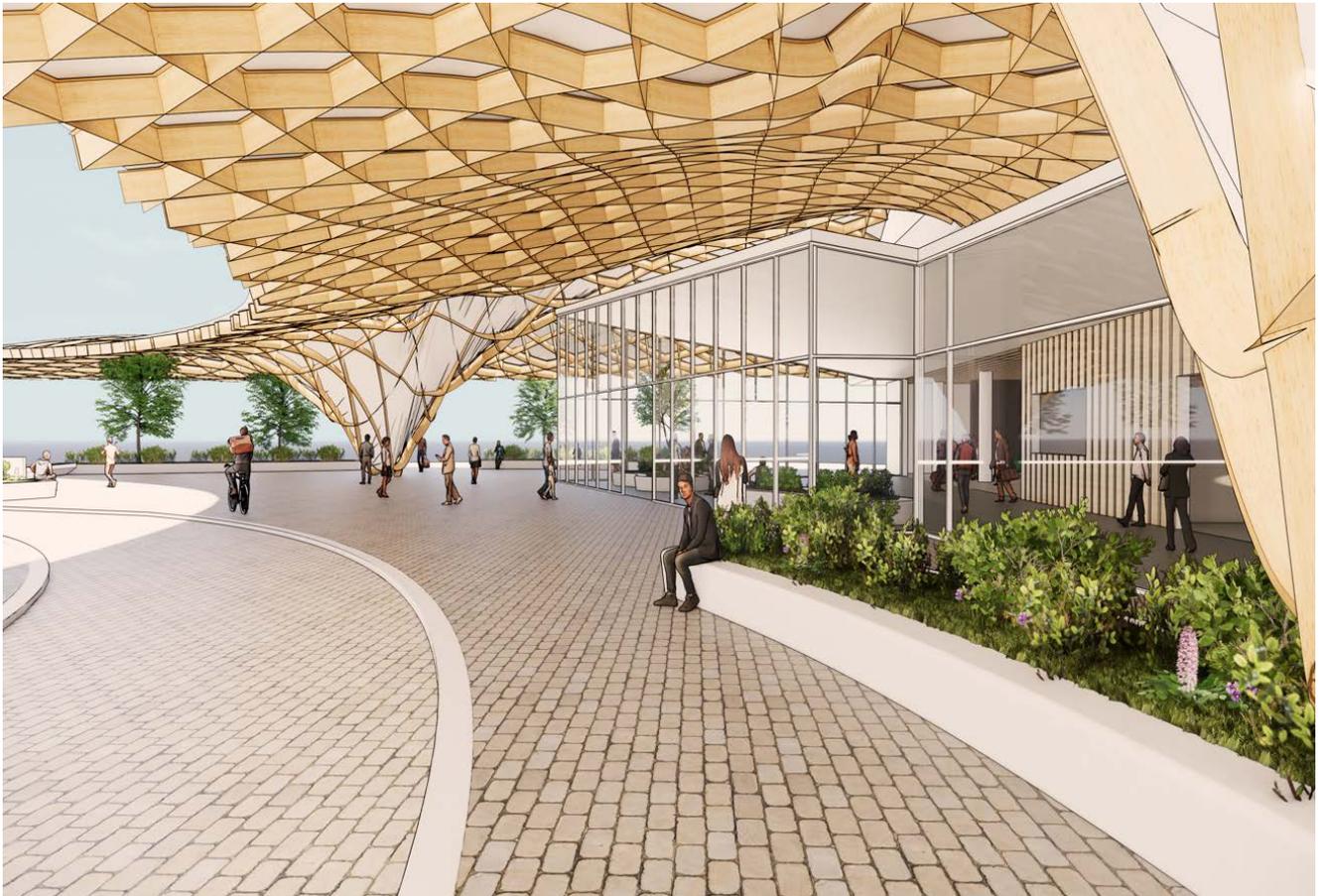
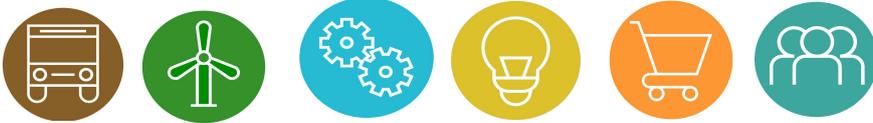
Kelham Island, Sheffield

24. Residential possibilities

The primary benefit of consolidating the civic quarter would be the volume of space which could be made readily available. This corner of the town centre could be re-imagined for residential purposes, delivering high density housing which is otherwise lacking within the ring road, and bringing a new energy. Residential occupation could provide a constant presence and footfall in the town, and ensure life and activity into the evening. It could help to vary the housing tenure, and also provide more open and green spaces as part of development proposals. Although long term, this ambitious alternative to the civic centre area has real potential to change the town centre and delivery against any unmet local needs, whether it be housing or other.



Themes supported by this intervention:



How Huddersfield Bus station could look

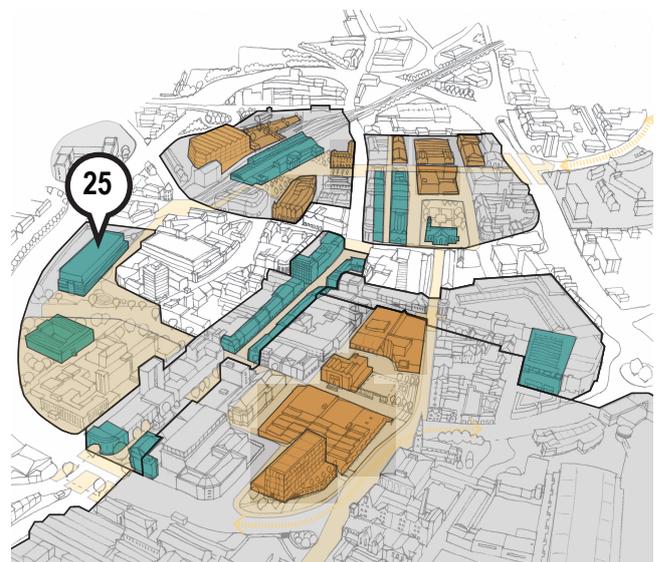
25. Improving the bus station

The bus station is well located in the town centre but it is recognised that the facilities lack comfort and the building and space surrounding the area is defined by dated design and tired materials.

The pedestrian experience is poor and the walk between the station and the bus station is dominated by vehicular traffic. To improve the connection to the rail station, an upgraded pedestrian route is in development and will form part of the Station Link.

We will help to make this a comfortable and pedestrian friendly interchange which is well integrated to the town and makes public transport more attractive. The bus station also includes, on the upper decks, town centre parking that is reasonably close to the rail station. An upgrade would improve bus passenger and parking experiences, and introduce new commercial opportunities.

It is important to see the investment complemented by public realm well connected to other parts of the town centre, particularly through the proposed stations link.



Focus Area: Kingsgate and King Street



Kingsgate and King Street

A story of protecting a traditional town centre offer

King Street offers different retail terrain to New Street. Rather than independent, local retail units, King Street and Kingsgate attracts the multi-national, traditional high street offer. In this sense, it is more resilient to the changing economic climate than New Street. However, its security should not be assumed.

Kingsgate Shopping Centre is a strong retail anchor point and King Street has a wealth of food and drink outlets and shops. We want to support retail, leisure and evening economy activities in this area and the potential to link this area to the new cultural heart has been fully explored.

Area Objectives: Kingsgate and King Street

Objective 1: Retaining the multinational retail offer

We are fully supportive of protecting the multi-national offer in Kingsgate and see that the introduction of leisure opportunities in the vicinity can increase footfall for the shops.

Objective 2: Operating diversity

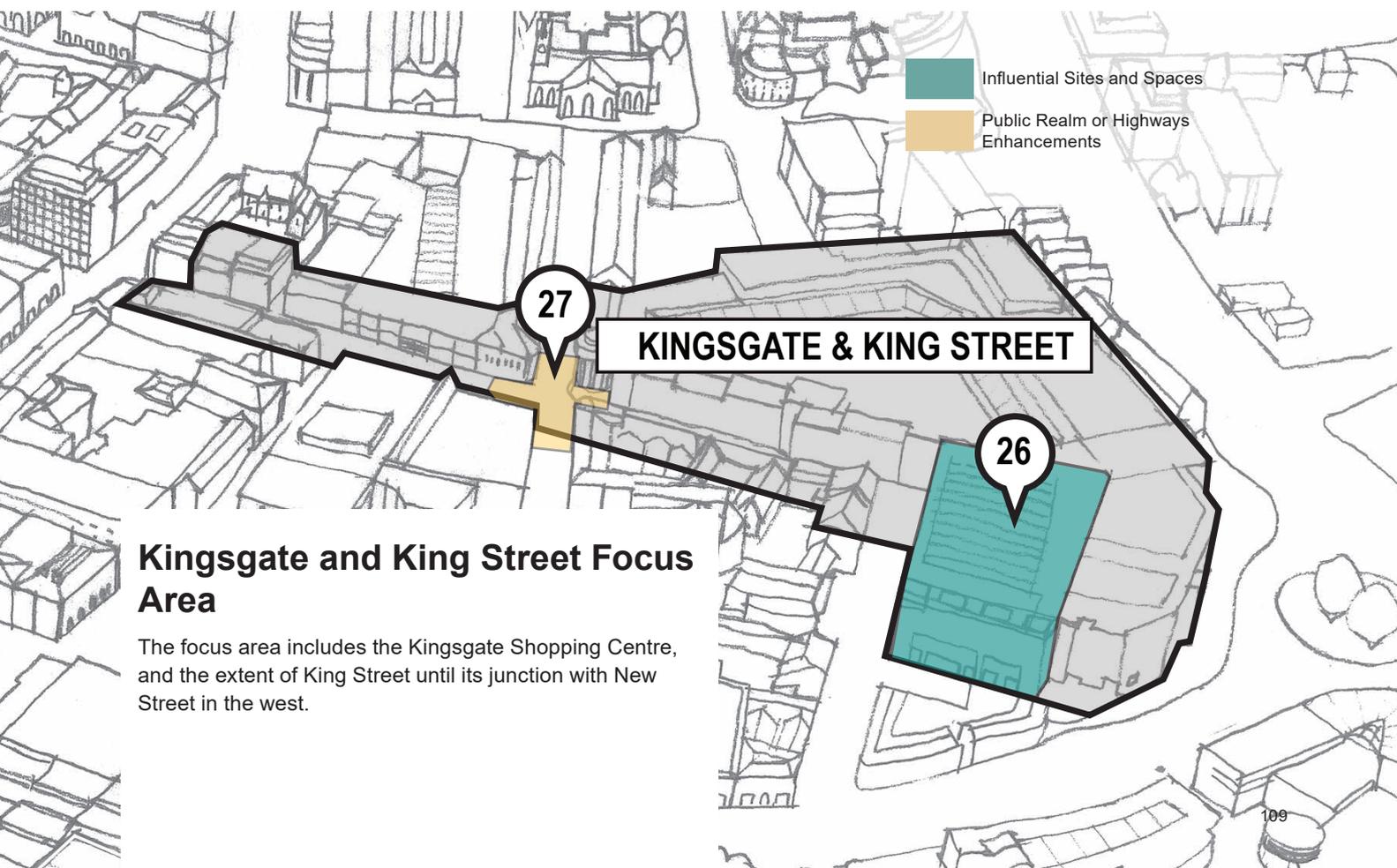
There are opportunities within Kingsgate to diversify the current offer. With emerging plans for additional leisure uses within Kingsgate Shopping Centre, and potential to promote the evening economy along King Street, parking in the area is critical and should be optimised for 24 hour use.

Objective 3: Complementing other town centre retail

New Street is a flexible, independent version of retailing compared to the offer along King Street, where the strength is in the delivery of known brands, styles and products. Kingsgate shouldn't seek to detract from New Street, but should instead complement it as a different retail experience within the town centre. Connections to the Packhorse Shopping Centre and Market Walk should be retained as important second tier spaces to explore, anchored by the functioning and footfall of King Street.



A contained, attractive multi-national offer, with lighting to add robustness to the space in the evening.



Kingsgate and King Street Focus Area

The focus area includes the Kingsgate Shopping Centre, and the extent of King Street until its junction with New Street in the west.

Opportunities: Kingsgate and King Street

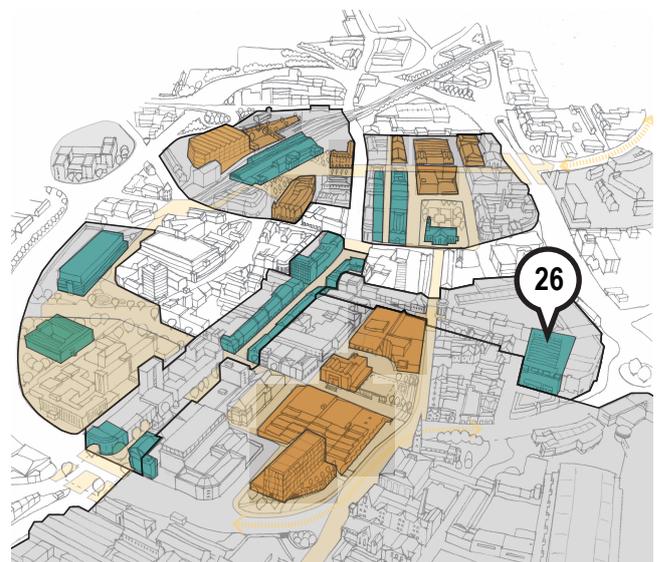
Themes supported by this intervention:



Curzon Cinema Interior

26. Leisure offer & car parking.

The Kingsgate Centre is changing, with plans to develop a cinema and leisure extension. New of uses would help to strengthen the Centre beyond its retail dependence, but it also offers an opportunity to reconsider the current parking provision. Increasing leisure uses across Cross Church St/ Queen Street would locate the Kingsgate parking facilities centrally to these functions.



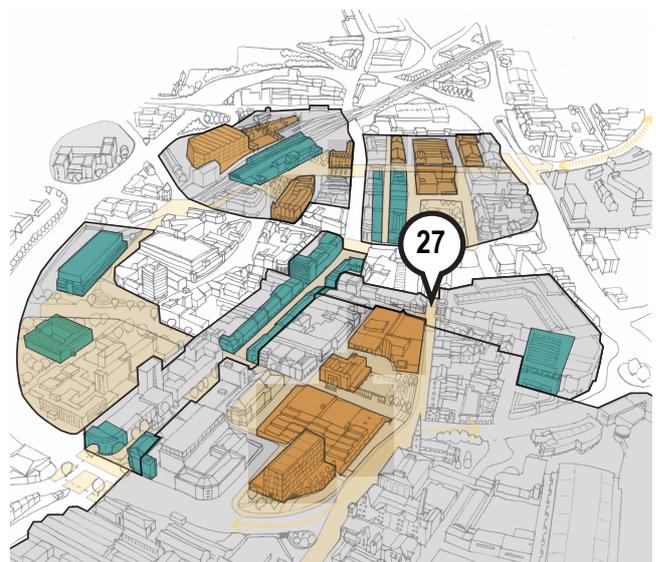
Themes supported by this intervention:



The view north along Cross Church Street

27. Public realm improvement at Cross Church Street Junction

The junction of King Street with Cross Church Street/ Queen Street is a crucial point; it forms the primary retail entrance into Kingsgate shopping centre, has views to St Peter's Church at one end and St Paul's at the other and also marks an important corner in terms of Huddersfield's evening entertainment and leisure offer. The ambitions for the Cultural heart will make this an even more important corner for leisure and cultural uses. Enhanced building design a high quality, uncluttered public realm which acts as a fitting platform for these landmark corners, and which encourages pedestrian movement down the adjoining streets will be a key aim.





TELEPHONE



Delivery

09

09. How are we going to make this happen?

A guide to future growth

This document puts in place a vision for the town for the next twelve years and just as importantly, how it aims to achieve these goals. The implementation of the Local Plan has started the process and this has been supported by the Huddersfield Town Centre Design Framework which was approved by Cabinet in September 2018 and the first localised public realm schemes are due to start in 2019.

The Blueprint SPD itself is intended to be a strategic guide to the future delivery of growth and regeneration in Huddersfield Town Centre it is acknowledged that circumstances will change over time which will necessitate a flexible approach. Its purpose is to galvanise action in pursuit of the stated vision. Specifically it will:

- Act as an investment framework and to coordinate resources in support of identified projects and interventions that can be made by the Council and other public and private organisations.
- Support the Planning Framework, to guide planning policy, including the emerging Area Action Plan and decisions in the town centre so that development accords with the vision and principles we've set out

Critical to the success of the Blueprint SPD is successful engagement and consultation and initial discussions and workshops were held with key stakeholders as part of this initial process, the next stage will be a full public engagement which will involve all interested parties including residents, businesses, visitors and generally, all other users of the town's amenities. Once we have engaged further we will re-evaluate our plan and once adopted use it to guide future investment and planning decisions.

Priority Projects and Programmes

Our investment framework focuses on the project specific actions required to bring forward each scheme. The key priorities for the council stand out as:

- The Cultural Heart; and
- Station Gateway.

These are key locations where the council has the ability to exert control and can underpin growth and regeneration in the town centre.

In terms of the Cultural Heart, the strategy for this area is to reinvent it into a cultural and visitor based economy centred on the re-purposed Queensgate and Library buildings. The removal of existing Piazza buildings will create a high quality public/park space that links better to the University across Queensgate and to the Lawrence Batley Theatre. To develop this concept further, this project was the basis of the council's Future High Street Fund bid made earlier in the year. Land assembly has been a priority for the council so far. Completion of this element of the project will be followed by detailed feasibility that will:

- Consider the market for cultural/visitor/sound facilities and identify a shortlist of potential options based on gap analysis.
- Consult prospective partners who will be interested in investing in such a facility to determine requirements.
- Produce a preliminary design and technical study to determine the constraints and re-usability of the Queensgate building.
- Produce an options appraisal to determine the preferred use.

The Station Gateway will be shaped in the medium term by the aspirations for the Transpennine Route Upgrade. This project presents opportunities for a remodelled station, with entrances facing to the west as well as east on to St George's Square. Development of St George's Warehouse, connecting the site with the town, and providing parking will provide an opportunity to regenerate the area significantly. With respect to the Warehouse, the council already has an ongoing dialogue with the owners of the site to discuss the various routes and mechanisms for delivery. This will lead to a robust delivery plan that will realise the re-purposing of this important asset. The council has already appointed a property advisor and procured further technical studies and preparation of business cases to pursue external funding.

A Funding and Delivery Programme

The plan has identified a range of interventions that can be delivered over the next decade or so. However, it is our ambition to bring forward projects as soon as possible and we have already started to put funding into place to deliver elements. The programme for delivery can be seen in the tables below. These summarise delivery into:

- Early Delivery – 1 to 2 years
- Medium Term 3 to 5 years
- Long Term and Transitional Projects

Each of the tables below set out ambitions for delivery. However, the programme will evolve over time and be influenced by funding availability and opportunities. It will be the council's role to keep this up to date and communicate progress.

In terms of funding the Council is already committing a proportion of capital to support town centre regeneration. Currently the resources available for Huddersfield and Dewsbury is around £45m. There is also a further loan facility – the Property Investment Fund – aimed at unlocking more difficult sites – this is valued at £25m.

To supplement this the Council are also looking at other external sources. The West Yorkshire Transport Fund is one such source and is key to delivering a number of transport projects. The Council has also bid into the Future High Streets Fund to support the development of the Cultural Heart. This may realise up to £25m. This has also been supplemented by a heritage element to the Fund which will net up to £1m for projects around St George's Square.

The Council is also very active in pursuing Transforming Cities Funds a potential £200m to £300m funding stream available to City Regions. An early win project – Station to Station – has been granted almost £2m in funding already. As part of a larger bid it is hoped to secure funds for other works around the town centre including the refurbishment of Huddersfield Bus Station. The Kirklees element will bring forward up to £66m in funding across Huddersfield and Dewsbury.

As funding opportunities become available the council will make bids to deliver its programme.

Early Delivery – Estimated Delivery in up to 2 years

Projects in this category have funding identified and at an advanced stage of development

Project	Project Description	Indicative Timeframe	Progress to Date	Estimated Cost
Kings Street	Re-laid street blockwork	2018	Completed	N/A
General Town Centre repairs and Maintenance	Programme of repairs and maintenance to local streets	2019	Started	£2.5m
Digital roll out – City Fibre	Introduction of fibre into Town centre – Start of Gigabit town	2019 - onwards	Started	£30m
Heritage Led Regeneration Project	Grant Scheme for Shopfronts and Property fit out	May 2019 onwards	Started	£1.2m
Rail Station to Bus Station Improvements	Better Public Realm and pedestrian facilities between rail and bus station	2019-2020	Funding Secured	£1.7m
Southgate Disposal	Employment - Land disposal process advanced – preferred bidder.	2020	Disposal Stage	N/A
Estate Building Disposal	Mixed Use - Land disposal process advanced – preferred bidder highlighted	2020	Disposal Stage	N/A
Town Centre Parking Strategy	Review of parking in Town Centre – location, quality and quantum.	2019	Underway	N/A
103 New Street Redevelopment	Redevelopment of former Co-op site for student accommodation	2020	On site	N/A
A62 Smart Corridor	Phase 1 includes improvement works to junctions along the A62 Leeds Road Corridor (approx. 2km in length) and will aim to reduce congestion and improve travel times. Kirklees 'Grey to Green' is an urban greenspace, sustainable drainage initiative. Regeneration benefits for Southgate.	2020-21	In development	£8.8m

Medium Term Projects – 3 to 5 years

Whilst some projects have funding attached to them projects in this category will start their development in earlier, including engagement, but are likely to be completed in the medium due to their scale and complexity.

Project	Project Description	Indicative Timeframe	Progress to Date	Estimated Cost
Kingsgate Cinema	Delivery of latest planning approval	2021	Planning permission Granted	
Queensgate Improvements	Better Public Realm and pedestrian facilities between university and town	2021	Scheme in Design	see Southern Corridors below
Cross Church Street Public Realm	Improved streetscape, walking and cycling Scheme	2021	Scheme in design	£2m
New Market Refurbishment	Procurement of market refurb required	2021 onwards	Design stage	N/A
Sound Venue	Delivery of Music venue	2023 onwards	Concept Stage	N/A
New Street Garden Street	Design for New Street North and South – Links to Market Place project above.	2021 onwards	Preliminary deigns complete – details to be procured	N/A
George Hotel	Help to deliver the approved scheme.	2021-22	Started	N/A
Huddersfield Bus Station	Refurbishment of Station and upgraded public realm	2023	In development	Funding likely from Transforming Cities Fund
Estate Buildings	Assist in bringing forward mixed use development	2021 - onwards	In development	FHSF-HAZ
A629 Phase 5	The A629 corridor is a scheme program which is being jointly delivered by Kirklees and Calderdale. Phase 5 is the Kirklees element of works, from Huddersfield Ring Road through to Ainley Top. It aims to ease congestion, reduce journey times and create capacity on the corridor.	2021 -22	In development	£12m
Huddersfield Southern Corridors	The project will deliver highway / urban realm / regeneration improvements at Lockwood Bar, Longroyd Lane, Folly Hall and Queensgate.	2021-22	In development	£8.2m

Long Term and Transitional Projects

These are complex projects that require additional funding and third parties to deliver. The Council will ensure that milestones and changes are communicated to show progressive delivery.

Project	Project Description	Indicative Timeframe	Progress to Date	Estimated Cost
Transpennine Upgrade	Major refurbishment of Huddersfield Railway Station	2022-2025	Engagement by Network Rail	
St George's Warehouse	Various work to warehouse land and station west entrance – Mixed use development	2022	Bidding Stage	In part through - WYTF
Cultural Heart	Start of design process for new cultural Quarter	2019 - 2025	See below	Internal
Key Cultural Heart steps to date <ul style="list-style-type: none"> - Cultural Offer Development - Music Offer - Review of Council's music offer - Land Assembly and Site Acquisition 		2019	Underway	N/A
Post Office Redevelopment	Promote site for new residential offer			
New Street South – Residential	Build on conversion of 103 New Street to encourage long term change to residential			
Old College Site	Promote edge of town centre site for mixed use development			
Southgate	Following Disposal work towards key mixed use development that links to town and A62 SMART corridor.			
St. Peters Creative Spaces	Promote change of use of existing buildings to create co-working spaces – potential for grant aid			

The
Huddersfield
Blueprint

A decade of ambition