

Dewsbury Neighbourhood Board

Date: 1st May 2025

Title of report: Footfall Data, Dewsbury Town Centre

Purpose of report: To provide an update on footfall data in Dewsbury Town Centre.

Officer recommendations and reasons:

- Board to note the contents of this report.
- Board to agree to update their website to include footfall data and for information to be shared twice a year to ensure visibility of available data

Public or private: Public

Has GDPR been considered? Yes

1. Summary

A summary of pedestrian footfall data is presented in Appendix A to show the changes in levels over time and it is proposed that in the future a summary of footfall data is provided on the Board's website to increase visibility of the data.

2. Information required to take a decision

Dewsbury footfall has been in decline for many decades, outlined and evidenced in the [Dewsbury Town Investment Plan \(TIP\)](#). Key TIP projects are currently underway / under development and will help to increase footfall – and the ten-year Regeneration Plan will help to identify projects that can support increased activity in the town centre.

The Council has invested in a number of pedestrian footfall counters around Dewsbury and has been collecting full-year data since 2022. These cameras capture the total number of trips i.e. if someone walks past a camera 4 times, they will be counted 4 times - to provide an overview of total activity in the town and how that has changed over time and is affected by events. Appendix A summarises the pedestrian footfall data which demonstrates the fluctuation in footfall and the positive impact events can have.

It is recommended that for transparency, footfall data should be shared at least twice a year on the Board's website. This data will demonstrate how footfall is changing and can capture the impact of specific events in the town such as the Dewsbury 10k run or Food festival. A commitment to continually report back on movement figures for Dewsbury on both board platforms and appropriate reports, will ensure that communities are kept informed and updated.

3. Implications

3.1 Working with People

As part of the consultation for the former long-term plan for Dewsbury, a comprehensive engagement with the various communities in Dewsbury was undertaken. This included in person engagement activities, such as family fun days, shopping centres, directly engaging with businesses, religious organisations, schools, colleges and drop-in sessions at the Town Hall.

These engagement activities were planned to be as inclusive as possible and working with people as much as possible, listening, and ensuring those conversations were feeding into shaping the priority interventions that will eventually inform the regeneration plan.

For future engagement events in the town the footfall data can be analysed to assess the impact of selected events.

3.2 Working with Partners

Dewsbury Neighbourhood Board includes a wide of stakeholders from across the Dewsbury area including community, education, business, and development sectors as well as the Council and the local Member of Parliament.

3.3 Place Based Working

The Dewsbury Blueprint is based on the idea of working with local people and businesses to improve the town centre and this has been taken forward in subsequent projects. The Strategic Development Framework approved by Cabinet on the 22nd of January 2019 draws upon the earlier Strategic Development Framework produced in 2010. This was also a result of extensive public engagement and highlighted the importance local people place on having an attractive and vibrant town centre. The consultation carried out by the consultants 'Social' for the Dewsbury Town Deal in late 2020 provides further support to these conclusions.

3.4 Climate Change and Air Quality

The Council has declared a Climate Emergency and has adopted a 'net zero' carbon emissions target for 2038. As part of developing the Plan for Neighbourhoods, projects will ensure that they are contributing positively to tackle Climate Change & Air Quality and will feed into any design and development as these progress.

3.5 Improving outcomes for children

The regeneration of Dewsbury, particularly the town centre, has always had a family friendly emphasis. The stakeholder engagement has reconfirmed this. The projects reflect the need to encourage families back into the town. Projects such as the Town Park, and the Market have a significant focus on improving outcomes for children.

2.1 Other (e.g Legal, Finance, Risk, Integrated Impact Assessment or Human Resources)

The Council is currently responsible and accountable for the cameras and has allocated funds to ensure they remain in place for at least another 12-months. If changes are proposed, the Council will explore options and will communicate this to the Board.

4. Consultation/Engagement

Feedback from the Dewsbury Blueprint consultation, and the engagement undertaken during 2024 as part of the Long-term Plan has highlighted a desire to see increased levels of activity in the town centre. At the Neighbourhood Board in February 2025, a member of the public raised a question regarding footfall data and the Chair requested that a summary was provided at the Board meeting on 1st May 2025.

5. Options

It is recommended that a summary of footfall data (and other data as available) is summarised and uploaded to the Board website twice a year.

Alternative options would involve either presenting this data once a year or more regularly throughout the, however, these are not recommended as it is considered that sharing data twice a year provides a sufficient timeframe to analyse change and observe trends.

6. Next steps and timelines

Data to be published on Dewsbury Neighbourhood Board website in May/June 2025.

7. Contact officer

James Blamires, Project Officer, Town Centre Regeneration

8. Appendices (If applicable)

See Appendix A

9. Service Director responsible

Joanne Bartholomew - Service Director, Development