

Dewsbury Neighbourhood Board

18th June 2026

Title of report: Pride in Place Update

Purpose of report:

To update the Board on the latest position of the Pride in Place programme, to outline progress with the working groups, interventions and KPI's and recommendations for the Board to support delivery.

Officer recommendation and reasons:

Recommendation:

The Board is asked to:

1. Note the update
2. Endorse the recommendations and KPI's from each of the working groups.

Public or private: Public

Has GDPR been considered? Yes

2. Background

In September 2023, the UK government launched the *Long-term Plan for Towns*, naming Dewsbury as one of the towns to receive £20 million over ten years. Following the release of initial guidance in December 2023, Dewsbury's Town Deal Board evolved into a new Town Board, which began community engagement to shape investment priorities.

Progress paused during the 2024 general election and spending review, but the Budget confirmed the programme's continuation. In March 2025, the programme was rebranded as the *Plan for Neighbourhoods (PfN)*, with updated guidance issued. Subsequently in September 2025 Ministry of Housing, Communities & Local Government (MHCLG) renamed this to Pride in Place, which is now the name for the 10-year programme.

3. Working Groups

3.1 Update

The working groups have now convened to review the interventions, associated outputs, and key performance indicators (KPIs), and have developed a set of recommendations for the Board’s consideration, as outlined below. The current structure comprises three established groups:

Safety and Security, led by Jim Griffiths; Engagement and Communications, led by Helen Rose; and Place, led by Peter Mason. Each group is progressing its respective priorities and contributing to the overall programme objectives.

All groups have met multiple times in March and April to progress recommendations to Board.

3.2 Safety and Security Working Group

- The pre-approved intervention to fund a Police Sergeant is now underway, which has already unlocked additional dedicated policing capacity for Dewsbury town centre. Budget of £80k will be drawn from the Improving Safety and Security revenue budget.
- Recruitment for a second pre-approved post, a Multi-Disciplinary Enforcement Officer, has been agreed by the working group and will shortly be advertised. Budget of £80k will be drawn from the Improving Safety and Security revenue budget.
- Funding will also support the introduction of a town centre radio system, linking local businesses and organisations to enhance communication and improve safety and security coordination. Funding of £10k will be drawn from the Multi-Enforcement Officer Improving Safety and Security revenue budget.
- Capital investment is to be directed towards improving safety measures, including securing buildings and implementing artwork on parts of these security measures such as hoardings. Community engagement, particularly with young people, will play a key role in shaping these interventions and influencing delivery.
- Further capital project ideas and proposals will continue to be developed and progressed through the Safety and Security Working Group.

Safety & Security Funding (Year 1)

Total Revenue	Total Capital	Total Investment
£160,000	£60,000	£220,000

Safety & Security KPIs (Year 1)

Area	Measure	What it Tracks
On-Street Presence	Footfall time for Police officers	Time Police officers spend actively present in the town centre

Area	Measure	What it Tracks
Public Perception	Town centre Perception Survey (Zencity baseline)	How safe and secure residents and visitors feel
Environmental Crime	Fly-tipping incidents	Number of incidents and response time (in days)
Cleanliness	Street cleansing audit scores (Keep Britain Tidy methodology)	Independent assessment of street cleanliness
Waste Management	Overflowing bins tackled	Number of reported and resolved overflowing bins
Enforcement Activity	CPWs, CPNs, FPNs, prosecutions	Formal enforcement actions taken to address issues

3.3 Recommendation:

To:

- Note the continued delivery of the agreed Police Sergeant and Multi-Disciplinary Enforcement Officer programme roles.
- Approve the implementation of a town centre radio system to support coordination and safety. Budget of £10k will be drawn from the Multi-Disciplinary Enforcement Officer Improving Safety and Security revenue budget.
- Note the Safety and Security working group will progress priority safety and security measures through capital investment and will continue planning for delivery in subsequent years.

3.4 Engagement, Events & Communications Working Group.

The Engagement, Events and Communications Working Group met three times between March and April to work through the proposed interventions, outputs and KPIs. These discussions have directly shaped the recommendations set out in this report. Alongside this, wider engagement has taken place with members of the public, whose input has helped inform and strengthen the development of the work to this point.

To support engagement, creativity, and community connections, three key interventions will be delivered in year one:

1. Creative Programme Manager (Temporary Role £23k)

A temporary Creative Programme Manager has been appointed for an initial period of six months.

- This role will help coordinate engagement activities and support the delivery of creative programmes initially.
- During this period, a sub-group of the working group will develop a detailed job description prior to the role being appointed for the remaining investment period.

2. Funding to Support Larger Grant Applications (£14k)

Funding will be available to help unlock additional investment into Dewsbury.

- This funding will support the development of strong grant applications.

- It will help bring in additional funding and external support from other organisations.
- The aim is to secure larger-scale investment that will deliver long-term benefits for Dewsbury.

3. Community Small Grants Fund (£3k)

A small grant pot of £3k will be available in the first year to support local activities.

- The application process will be simple and accessible.
- Funding will support small, community-led activities that bring people together.
- Projects may focus on issues such as reducing loneliness, improving wellbeing, and strengthening community connections.

These three interventions work together to build capacity, attract further funding, and support grassroots activity across Dewsbury.

Engagement, Events & Communications (Year 1)

Total Revenue	Total Capital	Total Investment
£40,000	£0	£40,000

Engagement, Events & Communications – KPIs (Year 1)

Area	Measure	What it Tracks
Stakeholder Engagement	Number of Creative & Cultural stakeholders engaged	The number of organisations, groups, and individuals involved in creative and cultural activity
Communications	Communication reach and visibility (digital and in-person)	The reach and visibility of communications across online channels and face-to-face engagement
Community Participation	Participation in small/local activities	The number of people taking part in community-led events and activities
Wellbeing	Loneliness-related outcomes	Impact of activities on reducing loneliness and improving social connection
Funding Leverage	Additional grant funding secured	Amount of external funding successfully brought into Dewsbury

3.5 Recommendation:

To:

- Note the Chair has approved the continued delivery of the Creative Programme Manager role to ensure continuity during procurement phase, for 6 months. Budget of £23k will be drawn from the Creative and Cultural Events revenue budget.
- Approve the implementation of the small grants programme to support community-led activities that bring people together and reduce loneliness. Budget of £3k will be drawn from the Creative and Cultural Events revenue budget.

- Approve the use of funding to leverage additional external funding and support further investment into Dewsbury through Programme Manager. Maximum budget of £14k will be drawn from the Creative and Cultural Events revenue budget.
- Note the working group will continue planning for delivery in subsequent years, informed by Year 1 activity and outcomes.

3.6 Place Working Group

The Place Working Group is progressing two priority pieces of work that have already been agreed and approved by the Board. These activities are essential to ensure the programme is underpinned by a strong evidence base and can move forward in a timely and coordinated way.

3.7 Vacant Units and Buildings – Evidence and Options Study

The priority is to develop a clear and robust understanding of vacant shops and buildings across the town centre. This will involve procuring specialist expertise to assess current usage, identify opportunities, and provide practical recommendations for future uses.

Drawing on best practice from other towns and cities, this work will establish a strong evidence base to inform decision-making and enable the programme to take forward the reactivation of vacant units with confidence. Progressing this work at pace is critical to unlocking early opportunities and ensuring delivery can move forward without delay. A procurement exercise will be undertaken, inviting Expressions of Interest from suitably experienced providers. The Estimated cost for this work is £10k for a year of support, to be drawn from the revenue budget.

3.8 Strategic Masterplanning

A critical next step for Dewsbury is the preparation of a new strategic masterplan to provide a clear, evidence-led vision and delivery framework for the town centre. Building on the Blueprint, previous studies, the Regeneration Plan submission and the forthcoming vacant buildings analysis (as per 3.7 above), the masterplan will bring these strands together into a coherent plan that prioritises interventions, aligns investment, and provides confidence to partners and funders. Commissioned specialist expertise will ensure a robust assessment of the town's economic, spatial and market context, a review of existing plans, and the identification of a focused pipeline of projects that maximise impact.

Importantly, this approach reflects recognised best practice in place-based regeneration, moving from a series of individual projects to a coordinated programme with a defined long-term direction, underpinned by a clear narrative for change. The recent success of the Marsden Masterplan, co-developed with the Community Partnership, demonstrates the value of combining professional capacity with strong local insight to shape credible and supported proposals. Applying this model in Dewsbury will help to secure stakeholder buy-in, strengthen the investment case, and ensure that future proposals are grounded in both evidence and community priorities.

Investing in this work now, through the procurement of an experienced masterplanning team with an anticipated £100k revenue allocation, will position Dewsbury to move at pace, respond to future funding opportunities, and make informed decisions about where the PiP funding can have the greatest catalytic effect. Without this strategic framework, there is a

risk of fragmented delivery and missed opportunities; with it, the Board can set a clear course for sustainable regeneration and long-term town centre revitalisation.

3.9 Strategic Property Restoration – 27 Market Place

At the Extraordinary meeting of Dewsbury Neighbourhood Board, 26th March 2025 approval was given to purchase and refurbish 27 Market Place to safeguard both the investment in the Arcade Building and the wider ambitions for the town.

A capital budget of £275k was approved from the Building Revival scheme to purchase and make the building wind and watertight. A revenue budget of £5k per year for a total of 5 years, from the Pride in Place Redevelop Underused Sites revenue budget, was approved to cover holding costs.

The Appendix details the work undertaken so far and the request for additional funds to complete the wind and watertight works. A further £131k is required to complete the work with the source of funds coming from the Redevelop Underused Sites capital budget and take the total investment to £361k.

3.10 Recommendation:

To:

- Approve the procurement of specialist expertise to provide the vacant units and buildings evidence and an options study to develop a robust evidence base to inform the reactivation and future use of vacant shops and buildings. Budget of £10k will be drawn from the Growth Plans revenue budget.
- Approve the procurement of a strategic masterplanning team to establish a clear long-term vision and framework for the town centre. Budget of £100k will be drawn from the Growth Plans revenue budget.
- Note that both pieces of work must be delivered at pace to enable timely progression of the wider programme with input from working group members.
- Approve the use of £131k of additional funds for the refurbishment of 27 Market Place to a wind and watertight condition. Budget of £131k will be drawn from the Redevelop Underused Sites capital budget and take the total investment to £361k.

Growth Plans (Year 1)

Total Revenue	Total Capital	Total Investment
£150,000	£0	£307,000

Redeveloping Underused Sites (Year 1)

Total Revenue	Total Capital	Total Investment
£7,000	£300,000	£307,000

3.11 General Programme KPI's

The follow KPI's have been agreed for the overarching programme to measure success collectively in addition to theme specific measurements.

Area	Measure	What it Tracks
Town Centre Activity	Footfall levels	Number of people visiting the town centre
Visitor Behaviour	Dwell time	Length of time people spend in the town centre
Commercial Occupancy	Vacancy rates	Number and percentage of vacant premises
Community Confidence	Place perception survey	How residents and visitors feel about the town centre
Planning & Development	Planning application activity	Level of development and investment interest
Employment	Jobs created	Number of new jobs created within the programme area
Business Growth	Business occupancy	Number of occupied business premises
Investment	Public and private investment leveraged	Additional investment attracted to the area
Town Centre Usage	Daytime, evening and weekend activity	Changes in town centre activity across different periods
Community Engagement	Resident participation	Resident involvement in engagement and consultation activities

3.12 Business Support Working Group

A working group dedicated to managing the Business Support has not been set up yet as a chair hasn't volunteered for the role. Once this group is established, it will manage the Supporting Businesses intervention and will develop working group specific responsibilities and KPI's.

Supporting Businesses (Year 1)

Total Revenue	Total Capital	Total Investment
£25,000	£0	£25,000

3.13 Business Support – Area Based Account Manager

To ensure continuity and in the absence of a specific working group, a dedicated Business Support manager, specifically for Dewsbury has been recruited in place for an initial 12-month period whilst a Working Group can be established. Officers will continue to explore other funding opportunities and reallocate the funding for this role if possible.

This role will engage with businesses and create a network to allow training, skills development, advice and support for businesses in Dewsbury.

3.14 Recommendation:

To:

- Note that the Business Support Officer role has been recruited on an initial 12-month basis in lieu of the Working Group being set up. Budget of £25k will be drawn from the Supporting Businesses revenue budget.

4. Implications

4.1 Working with People

[Significant engagement has taken place](#), and further engagement will take place to shape the proposals that will be included in the Regeneration Plan. The projects and interventions that are to be delivered are being designed to reflect local priorities and create positive change for local people, including voices which are known to be harder to reach, such as young people, businesses and South Asian communities.

4.2 Working with Partners

Collaborative working with partners has formed a key element of development work to date to ensure we are achieving the best outcomes possible; and we will continue to engage with partners going forward.

4.3 Place Based Working

The development of the Regeneration Plan for Dewsbury will build on past engagements and be shaped by the community through further engagement to ensure it reflects local priorities and is tailored to the needs of Dewsbury to achieve the best outcomes for residents.

4.4 Climate Change and Air Quality

Interventions brought forward within the Plan will consider how they can help to tackle the climate emergency, reduce emissions and improve air quality.

4.5 Improving outcomes for children

The Plan will be part of helping to realise the ambition to improve our towns for all people, including children – and will help to create a long-lasting legacy that benefits the next and future generations.

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

The programme, to be identified within the Plan, will have a risk and opportunity register, which will be actively managed to mitigate potential risks. An Integrated Impact Assessment will be undertaken during the development of the projects if required to consider the potential effects of active.

5. Consultation/Engagement

Feedback from the Dewsbury Blueprint consultation, and the engagement undertaken during 2024 as part of the then 'Long-term Plan' has been reviewed, and additional engagement has taken place as part of developing the Regeneration Plan. Engagement is continual through DNB social platforms including its website and direct inbox. Ongoing engagement with communities and members of the public continue with additional lines of communication open through open question time before board meetings.

6. Contact officer

Andy Raleigh, Interim Strategic Lead, Town Centre Regeneration Service.

7. Background Papers and History of Decisions

<https://democracy.kirklees.gov.uk/documents/s63448/Plan%20for%20Neighbourhood%20update%20-%20010525.pdf>

<https://democracy.kirklees.gov.uk/documents/g8359/Printed%20minutes%2012th-Feb-2026%2016.00%20Dewsbury%20Neighbourhood%20Board.pdf?T=1>

8. Appendix:

Refurbishment of Strategic Property- 27 Market Place

9. Service Director responsible

David Wildman, Service Director for Skills and Regeneration.