

BATLEY DEWSBURY-





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The landscape of **Batley and Dewsbury** has evolved significantly. Mr. Fab endeavours to ignite the revitalisation of our local towns by envisioning the future development through the BD2030 Vision.

Situated strategically within the Northern Powerhouse region, between Manchester, Leeds, York, and Sheffield, **Batley and Dewsbury** are poised to leverage the opportunities within reach.

It reflects the aspirations of a local resident. aiming to enhance the lives of those who reside. work, operate businesses. and enjoy leisure in Batley and Dewsbury.

Through concerted efforts and strategic planning, we aspire to transform Batley and Dewsbury into thriving hubs that enrich the lives of all residents.

of Batley and Dewsbury towards the BD2030 Vision. e BD2030 Vision will establish a Transport Strategy to

This document serves

to start a discussion point.

outlining the framework

for the long-term physical

evolution and adaptation

facilitate seamless travel between the two towns. We urge the council to expand on the BD2030 Vision, delving into housing, employment, and commercial development to effectively realize its potential.

> Batley and Dewsbury's economic growth will be realised, enhancing North Kirklees as a desirable place to reside.

The council must also prioritize the creation of plans and ensure progress in addressing critical issues such as:

- Health
- · Education and Skills
- Community cohesion, unity, and safety
- · Child Poverty
- Homelessness
- · Quality of Life



The primary aim of the BD2030 Vision encompasses economic, social, and environmental facets:

Empowering people with opportunities and achieving their potential

Enhancing Conditions for Life, Work, and Leisure

Achieving and Sustaining Environmental Assets

Elevating Designs and Development Standards of Buildings

Providing a Wider Array of High-Quality Housing Options

Thriving and Vibrant economy

Strong and resilient communities.

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Transforming Batley and Dewsbury into Premier Business & Residential Hubs

Batley and Dewsbury aims to reclaim their status as vibrant centres of commerce and community within North Kirklees. Despite years of neglect due to poor planning, management, and a lack of focus, our towns harbour immense potential for growth and revitalisation.

The BD2030 Vision sets forth a clear agenda to reinvigorate our communities by:

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Fostering Economic Growth:

Creating opportunities for local businesses to thrive, attracting investment, and stimulating economic activity.

Enhancing Quality of Life:

Cultivating vibrant, attractive town centres that cater to the needs and aspirations of residents.

Providing Housing Solutions:

Ensuring housing options for all, including affordable housing, to support a diverse and inclusive community.

Building Sustainable Infrastructure:

Connecting our towns through sustainable infrastructure to foster cohesive and resilient communities.

Preserving Cultural Identity

Respecting and celebrating our cultural heritage as an integral part of our identity and community fabric.

To achieve these objectives, we must adapt and modernise our planning strategies, including exploring measures such as Compulsory Purchase, and updating planning requirements to align with the BD2030 Vision.

This entails revisiting existing policies such as the UDP, Education sites DPD, and Core Strategy, while ensuring compatibility with environmental considerations, including European Designated sites, English Heritage sites, and Natural England guidelines.

While this document is an independent effort by Mr. Fab, it represents a call to action for all stakeholders to contribute to and realise the BD2030 Vision. With collaborative effort and a shared commitment to progress, we can transform Batley and Dewsbury into thriving, sustainable, and inclusive communities by 2030.



Batley and Dewsbury stand as the two primary towns within Kirklees Council, boasting a combined population of approximately 110,000 residents (ONS 2021) across 26.1 sq km.

Historically rooted in heavy woollen manufacturing, Batley and Dewsbury have undergone significant shifts in their economic landscapes. The decline of traditional industries has necessitated adaptation among residents, who now find themselves navigating new avenues of employment and lifestyle.

Once thriving with local mill jobs, the towns have seen a shift towards employment opportunities located farther afield. Unfortunately, the infrastructure, particularly road and transportation networks, has not kept pace with these changes. Consequently, residents face increased challenges in commuting and accessing essential services. The local transport system, in its current state, is fragmented and lacks cohesion.

Against this backdrop, the Northern Powerhouse initiative emerges as a beacon of hope for regional economic resurgence. Centred around the "Core Cities" of Manchester, Liverpool, Leeds, Sheffield, and Newcastle, the proposal aims to bolster economic growth in the North of England. Emphasizing urban agglomeration, the initiative seeks to rebalance the UK economy away from its traditional focus on London and the South East.

Leeds City Region stands as the largest city region outside of London, contributing significantly to the national economy with an impressive economic output of £55 billion, constituting 5% of England's total.

Guided by the LCR Strategic Economic Plan, the region has set ambitious targets to further bolster its economic prowess. The plan aims to deliver an additional £3.7 billion in economic output and create extra 35,700 jobs by the year 2036.

To realize these growth aspirations, Leeds City Region will focus on nurturing key sectors, including:

- Financial & Professional Services
- Health & Life Sciences
- Innovative Manufacturing
- Creative & Digital Industries
- Food & Drink
- Low Carbon & Environmental Initiatives

By strategically investing in and promoting these sectors, the region aims to cultivate innovation, attract investment, and drive sustainable economic growth for the benefit of its residents and businesses alike.

CONTEXT

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Invest in infrastructure Attract inward investment

Batley and Dewsbury Town Centres

Grow
Existing
Businesses

5 Encourage local start-ups

Develop
Tourism
Opportunities

D2030 VISION'S CTION PLAN

Enhance Digital Connectivity Foster
Education
and Skills
Development

Promote
Sustainability
and
Environmental
Stewardship

Enhance
Community
Engagement
and
Participation

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Ensure that all future developments prioritise reducing the need for travel and enhancing accessibility, thereby mitigating disparities in accessing services and minimizing environmental impact.

Meet the demand for new housing within the planned timeframe, ensuring adequate supply to accommodate the growing population.

Develop Batley and Dewsbury in a manner that aligns with local needs and fosters opportunities for employment within the community. Create high-quality job opportunities both within and outside of Batley and Dewsbury, promoting economic growth and prosperity.

Cultivate an appealing environment to attract local investment, fostering economic development and revitalisation.

Promote tourism and enrich cultural offerings to enhance the appeal and vibrancy of Batley and Dewsbury.

Encourage businesses in the office sector to establish themselves in town centre locations, contributing to the vitality and diversity of the area Address competition from neighbouring centres and online shopping by innovating and offering unique experiences and services.

Overcome barriers posed by heavily trafficked roads encircling Dewsbury's town centre, facilitating pedestrian and cyclist access to enhance connectivity.

Address concerns regarding insufficient long-term parking availability near town centres, ensuring convenience for visitors and residents.

Improve the visual appeal of public spaces and streetscapes, addressing out-dated infrastructure and enhancing amenities such as seating and signage.

Provide family-friendly facilities and activities to cater to younger residents, fostering a sense of community and engagement.

Counteract the decline in residential housing and green spaces in town centres, preserving the liveability and attractiveness of the area.

Expand early evening offerings to enrich the social and cultural experiences available to residents and visitors alike.

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PUBLIC SPACE

LANDMARK BUILDINGS

LATE NIGHT USE

CYCLING

GREENERY

ACTION

Based on my assessment, Dewsbury boasts an estimated 350 shops, occupying approximately 43,000 sqft of retail space.

Meanwhile, Batley features over 300 shops, covering a total retail area of around 35,000 sqft

However, the current assortment and calibre of shops in both towns fall short of meeting the community's needs. Notably, Batley has seen significant growth in its culinary offerings, with the opening of Batley Plaza contributing to increased occupancy and dining options.

Dewsbury Market offers space for approximately 300 stalls, whereas Batley's market space has dwindled to only few stalls.

Notable landmarks in the area include Batley and Dewsbury Town Hall.

Educational facilities include Dewsbury College, which is located at Pioneer and Springfield Sixth Form

While there are a few pubs scattered between Batley and Dewsbury, Dewsbury lacks sufficient restaurants to cater to diverse tastes and preferences.

As for office accommodations, Dewsbury relies on the Empire building as its primary office space, although other available spaces may not fully meet modern business requirements.



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It's imperative to foster a diverse array of activities within town centres, not only during the daytime but also extending into the early and late evening hours. This policy aims to cultivate a robust evening and night time economy characterised by offerings appealing to various social and age groups, thus accommodating a spectrum of leisure, cultural, and tourism pursuits.

These may include cinemas, galleries, exhibitions, theatres, restaurants, pubs, bars, nightclubs, leisure activities, and cafes.

Priority should be accorded to establishments such as restaurants, cafes, and night-time entertainment venues, which are pivotal in enriching the town centres' after-hours ambiance.

These establishmer

Cater to a broad customer base, ensuring family-friendly environments that cater to diverse demographics.

Maintain operational hours spanning from daytime to evening, catering to varying schedules and preferences.

Offer food services that complement other leisure activities, fostering a holistic entertainment experience.

Provide outdoor seating areas, enhancing the alfresco dining and socialising atmosphere.

Facilitate improved pedestrian spaces, promoting walkability and enhancing

the overall urban experience.

Contribute to the creation of distinctive new landmarks within the town centres. serving as focal points for community gatherings and events.

Harford's Security

Address parking concerns by either enhancing existing facilities or exploring the feasibility of constructing underground parking structures, ensuring convenient access for visitors and patrons.

By prioritizing these elements, town centres can evolve into vibrant hubs of activity, fostering social interaction, cultural enrichment, and economic vitality throughout the day and into the evening hours.

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BD2030 VISION

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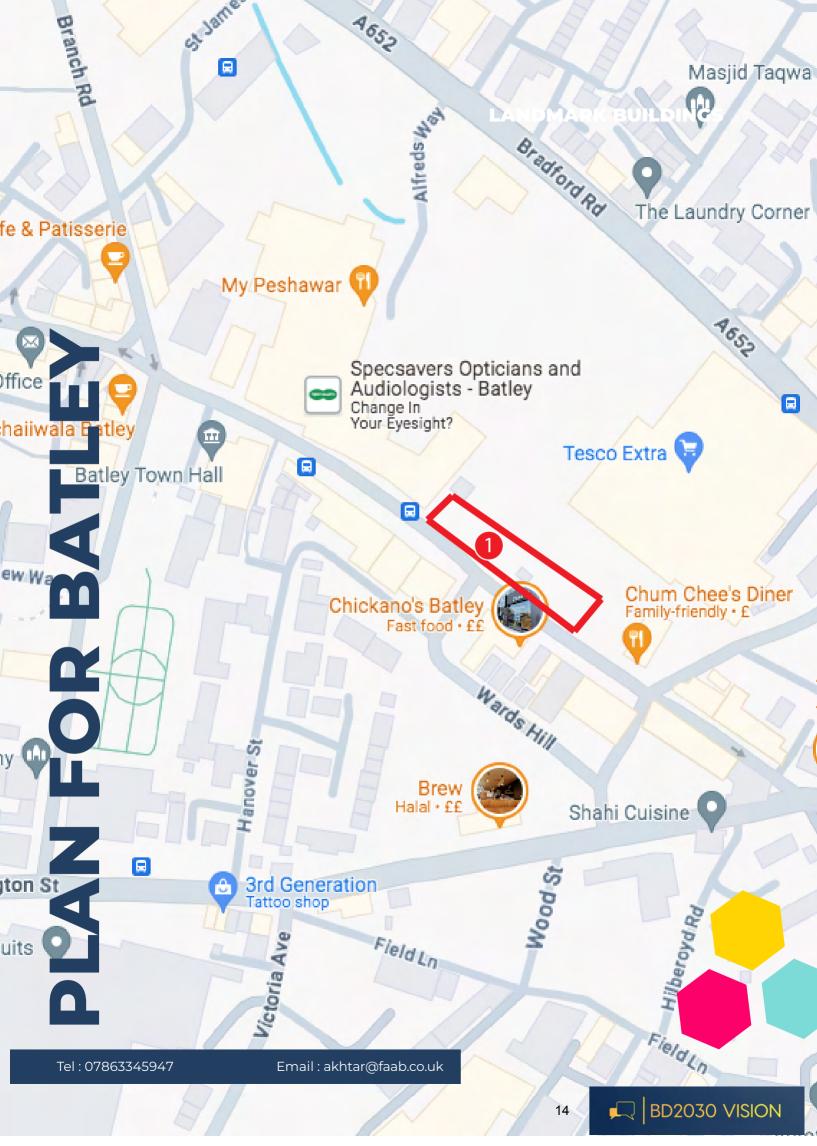


- **Block Cloth Hall Street:** Creation of unique covered outdoor seating areas to serve as landmarks and enhance the street's aesthetic appeal.
- Block Whitehall Way: Implement initiatives to enhance Whitehall Way, fostering a welcoming environment for pedestrians and promoting vibrant street life.
- **Redevelopment of Small Arcade Buildings**: Convert the buildings currently housing Imsons and QPS into a dynamic food court, attracting visitors and adding to the culinary diversity of the town centre.
- **Market Stall Revamp:** Undertake a complete overhaul of the market stalls, raising roof heights to create spacious and elegant spaces that accommodate a variety of vendors and attract shoppers. Integrate with Cloth Hall Street and Whitehall Way.
- **Revamp of Arcade**: Refurbish the arcade to accommodate independent shops, contributing to the vibrancy and character of the town centre's retail landscape.
- Foundry Street Enhancement: Create a shaded area and seating space along Foundry Street, providing residents and visitors with a comfortable and inviting outdoor space to relax and socialise.
 - Crackenedge Lane Redevelopment: Utilize Compulsory Purchase Orders (CPOs) to acquire units along Crackenedge Lane Barclays Bank up-to A Dog House, allowing for the creation of a multi-purpose structure that serves the needs of the community.
 - **Market Place Transformation**: Introduce unique outdoor seating and play areas for children in the Market Place, c onnecting different areas of the town centre and fostering a sense of community right middle of the Town.
 - **Revival of Old Cinema**: Restore and reopen the old cinema as a modern entertainment venue, offering a diverse range of films and cultural events to residents and visitors alike.
 - **Promotion of Independent Shops**: Encourage the continued presence of independent shops along Westgate, Church Street, Long Causeway, Princess of Wales precinct, and other key areas of the town centre, preserving the area's unique character and charm.

- **Revamp of Empire Building**: Consider refurbishing or rebuilding the Empire building to accommodate modern office spaces, in conjunction with the redevelopment of adjacent properties on Crackenedge Lane, creating a cohesive and attractive large development site.
- Leisure Area Development: Transform the area currently occupied by Kirklees Adult Service into a leisure area featuring amenities such as a ten-pin bowling alley, catering to the recreational needs of residents.
- Expansion of Cafes and Local Businesses: Utilize spaces around Union Street, Bond Street, Prince Street, Daisy Hill, and other areas to accommodate a variety of cafes and local businesses, enriching the town centre's dining and retail offerings.
- **Open Air Events**: Organize regular open-air events, including pop-up shops and cafes, to activate public spaces and attract visitors to the town centre.
 - Revitalisation of River Calder Areas: Enhance the River Calder areas with walking pathways, cycle lanes, and recreational facilities accessible from multiple points, promoting outdoor recreation and leisure activities.
 - **Incorporation of Street Art**: Introduce colourful frontages and street art throughout the town centre, adding vibrancy and character to the urban landscape.



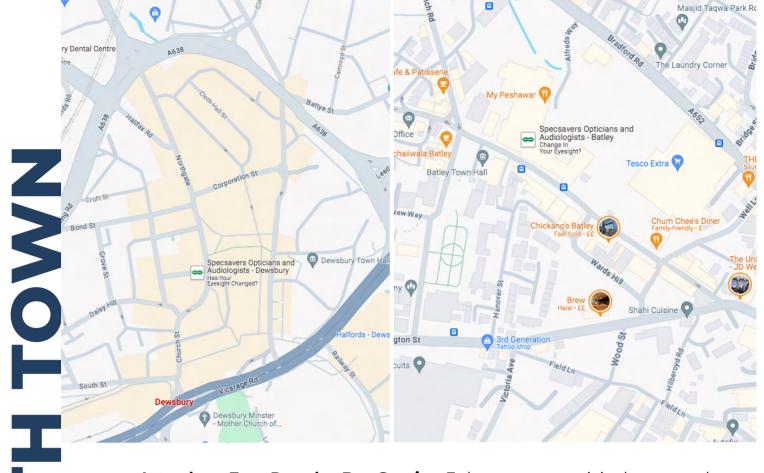
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- Shopping Plaza on Commercial Street: Develop a dynamic shopping plaza at street level on Commercial Street, situated opposite Chickanos. This plaza will serve as a hub for retail activity, offering a diverse range of shops and boutiques to cater to residents and visitors alike. Implementing innovative design elements and modern amenities will create an inviting and attractive shopping destination.
- **Vibrant Seating Area:** Establish a vibrant seating area within the town centre to provide residents and visitors with a comfortable and inviting space to relax, socialise, and enjoy the surrounding atmosphere. Incorporating stylish furniture, greenery, and interactive features will enhance the appeal of the seating area and encourage community engagement.
- Closure of Cambridge Street: Implement the closure of Cambridge Street at the junction of New Way to create a vibrant pedestrian-friendly area outside the Town Hall and Batley Library. This initiative will transform the space into a lively hub for cultural events, markets, and community gatherings. By prioritising pedestrian access and safety, the area will become a focal point for social interaction and civic engagement.
- Colourful Frontage and Street Art: Enhance the visual appeal of Commercial Street and other key thoroughfares by introducing colourful frontages and street art installations. This creative approach will add vibrancy and character to the town centres, reflecting the diversity and cultural richness of the local community. Collaborating with local artists and community groups will ensure that the street art reflects the unique identity of Batley and Dewsbury.
 - Activation of Public Spaces: Activate underutilised public spaces within the town centres by hosting events, performances, and interactive installations. These initiatives will enliven the urban environment, foster a sense of belonging, and attract visitors from across the region. By promoting community engagement and participation, these public spaces will become vibrant hubs of activity and creativity.
 - Integration of Green Spaces: Integrate green spaces and landscaping features into the urban fabric of the town centres to enhance the quality of the built environment and promote environmental sustainability. By incorporating pocket parks, community gardens, and green corridors, the town centres will become more resilient, healthy, and liveable for residents and visitors alike.
 - Accessible and Inclusive Design: Ensure that all new developments and public spaces within the town centres are designed to be accessible and inclusive for people of all ages and abilities. Implementing universal design principles and prioritizing accessibility features such as ramps, tactile paving, and seating areas will create welcoming and inclusive environments that cater to the diverse needs of the community.

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Introduce Free Regular Bus Service: Enhance connectivity between the two towns by implementing a free regular bus service along Bradford Road. This initiative will provide residents with convenient and accessible transportation options, fostering greater mobility and connectivity within the region.

Rates Exemption for New Businesses: Support the growth of local entrepreneurship by offering a rate exemption for the first 18 months to completely new businesses. This incentive will encourage the establishment of new ventures, stimulating economic activity and diversity within the town centres.

Foster Local Entrepreneurship: Promote the "Shop Local, Keep Local" concept to encourage residents to support local businesses and entrepreneurs. By highlighting the value of patronising local establishments, residents can contribute to the vitality and sustainability of the local economy.

Offer Free Parking: Enhance accessibility and convenience for shoppers by providing free parking for up to three hours. This initiative will remove barriers to accessing town centre amenities and encourage more people to visit and support local businesses.

Streamlined Planning Applications: Simplify and expedite the planning application process for converting top floors of commercial buildings into residential units. By facilitating quick and easy conversions, the town centres can address housing needs while revitalizing underutilised spaces.

BUSINES EVITALISING OFFICE

Business Incubator Programs: Establish programs to support aspiring entrepreneurs by providing them with resources, mentorship, and affordable workspace to kick-start their ventures.

Financial Assistance: Offer grants, loans, or tax incentives to small businesses to help them with start-up costs, expansion, or renovation efforts including Rate rebate for 18 months.

Promotional Campaigns: Launch marketing campaigns to promote local businesses, highlighting their unique offerings and encouraging residents to shop locally.

Collaborative Events: Organise community events such as street fairs, markets, or festivals that showcase local businesses and attract foot traffic to the town centres.

Business Networking Opportunities: Facilitate networking events or business mixers where entrepreneurs can connect, share ideas, and form partnerships to strengthen the local business ecosystem.

Revitalizing Vacant Spaces: Encourage the renovation and occupation of vacant storefronts by offering incentives to businesses willing to revitalize these spaces, thereby reducing blight and attracting customers.

Supportive Policies: Advocate for policies that support local businesses, such as streamlined permitting processes, zoning regulations that encourage commercial activity, and fair competition policies.

Technology Adoption: Encourage businesses to embrace technology, such as online sales platforms, digital marketing tools, and contactless payment systems, to adapt to changing consumer preferences and enhance competitiveness.

Training and Development: Provide training programs or workshops to help business owners improve their skills in areas such as marketing, financial management, and customer service.

Community Partnerships: Foster partnerships between local businesses, schools, and community organisations to create mutually beneficial initiatives that support both economic growth and community development.

STALLS **EVITALISING MARKET**

Market Infrastructure Improvement: Enhance the physical infrastructure of the market town, including stalls, seating areas, signage, and lighting, to create an attractive and inviting environment for visitors and shoppers.

Market Diversification: Introduce a diverse range of market stalls and vendors offering a variety of goods and services, including fresh produce, artisanal crafts, local artwork, and international cuisine, to appeal to a broader audience and attract visitors from neighbouring areas.

Events and Festivals: Organise regular events and festivals in the market town, such as food fairs, cultural celebrations, music concerts, and seasonal markets, to create excitement and draw crowds to the area.

Entertainment and Activities: Provide entertainment and activities for visitors of all ages, such as street performers, live music performances, children's play areas, and interactive workshops, to enhance the overall experience and encourage longer stays.

Promotion and Marketing: Launch marketing campaigns to promote the market town as a destination for shopping, dining, and leisure activities, utilising digital marketing channels, social media platforms, and local media outlets to reach target audiences effectively.

Collaboration with Local Businesses: Forge partnerships with local businesses, restaurants, cafes, and hotels to offer special promotions, discounts, and packages that encourage visitors to explore the market town and support local merchants.

Heritage Preservation: Preserve and celebrate the historic and cultural heritage of the market town by showcasing its unique architectural landmarks, historical sites, and traditional customs through guided tours, heritage trails, and interpretive signage.

Accessibility and Connectivity: Improve accessibility and connectivity to the market town by enhancing public transportation options, parking facilities, pedestrian walkways, and cycling routes, making it easier for visitors to access and navigate the area.

Community Engagement: Involve the local community in the revitalisation efforts by soliciting feedback, ideas, and suggestions from residents, business owners, community groups, and stakeholders through public forums, surveys, and workshops.

Sustainability Practices: Incorporate sustainable practices into the operations and management of the market town, such as waste reduction, recycling, energy efficiency, and green infrastructure, to minimize environmental impact and promote long-term sustainability.

EVITALISING HEALTH MANAGEMENT

Health Promotion Campaigns: Launch public health campaigns to raise awareness about key health issues affecting the community, such as obesity, smoking, mental health, and chronic diseases.

Access to Healthcare Services: Ensure that residents have access to affordable and quality healthcare services by supporting local clinics, hospitals, and healthcare providers. Consider establishing mobile clinics or telemedicine services to reach underserved populations.

•Preventive Care Programs: Implement preventive care programs and screenings for common health conditions, such as diabetes, hypertension, and cancer, to detect and manage health problems early.

Mental Health Support: Increase access to mental health services and resources, including counselling, therapy, and support groups, to address the mental health

Physical Activity Promotion: Promote physical activity and active lifestyles by creating safe and accessible spaces for walking, jogging, cycling, and other recreational activities. Consider installing outdoor fitness equipment or developing walking trails in local parks.

Healthy Eating Initiatives: Encourage healthy eating habits by supporting farmers markets, community gardens, and initiatives that provide access to fresh and nutritious foods. Offer nutrition education programs and cooking classes to teach residents how to prepare healthy meals on a budget.

Smoke-Free Policies: Implement smoke-free policies in public spaces, including parks, playgrounds, and outdoors seating areas, to reduce exposure to second-hand smoke and promote a smoke-free environment.

Substance Abuse Prevention: Address substance abuse issues by providing education, prevention programs, and treatment services for individuals struggling with addiction to drugs or alcohol.

Community Safety Initiatives: Collaborate with local law enforcement agencies and community organisations to address safety concerns and promote crime prevention strategies that contribute to overall community well being.

Health Equity and Social Determinants of Health: Address health disparities by addressing social determinants of health, such as poverty, housing instability, and access to education and employment opportunities, which can have a significant impact on health outcomes.

EVITALISING WASTE MANAGEMENT

Recycling Initiatives: Implement comprehensive recycling programs for businesses and residents, including separate collection bins for paper, plastics, glass, and metals.

Waste Reduction Campaigns: Launch public awareness campaigns to educate the community about the importance of waste reduction, reuse, and recycling, emphasising the benefits for both the environment and the local economy.

Composting Programs: Introduce community-composting initiatives to divert organic waste from landfills and produce nutrient-rich compost for use in local gardens and landscaping projects.

Public Space Clean-Up Events: Organise regular clean-up events where volunteers can come together to collect litter and debris from public spaces such as parks, streets, and waterways.

Business Recycling Incentives: Offer incentives or recognition programs for businesses that demonstrate exemplary waste reduction and recycling practices, encouraging others to follow suit.

Waste Audits: Conduct waste audits for businesses and public facilities to identify opportunities for waste reduction, recycling, and cost savings through improved waste management practices.

Illegal Dumping Prevention: Implement measures to prevent illegal dumping, such as increased surveillance, public awareness campaigns, and penalties for offenders.

Plastic-Free Initiatives: Encourage businesses to reduce their use of single-use plastics by providing alternatives such as reusable containers, biodegradable packaging, and water refill stations.

Collaboration with Local Authorities: Work closely with local government agencies to ensure that waste management policies and practices are a ligned with regional and national regulations, and to leverage resources for infrastructure improvements and waste collection services.

Education and Outreach: Offer educational programs and workshops for residents, businesses, and schools on topics such as waste reduction, recycling best practices, and proper disposal of hazardous materials.



BATLEY DEWSBURY



VISION

To sum up, the plan for Batley and Dewsbury Town Centres' revival is all about boosting the economy, making it easier to get around, and helping local businesses thrive. By putting forward practical solutions and making the towns more vibrant, the aim is to meet the needs of everyone who lives, works, and visits here, ensuring a bright future for both town centres.

I've provided you with some solid ideas on how to make this happen. One key move is introducing a free bus service along Bradford Road. This will make it simpler for people to get from one town to the other, fostering a stronger sense of community and making it easier to explore both areas.

Supporting local businesses is another big focus. I am proposing to waive business rates for the first 18 months for any brand-new businesses setting up shop. This will give them a helping hand in those crucial early days and encourage more entrepreneurs to get involved. Plus, we're all about promoting the idea of shopping locally to support our home grown businesses, with free parking for three hours to sweeten the deal.

But it's not just about business. We want to create inviting spaces for everyone to enjoy. That means sprucing up areas like Commercial Street and Cambridge Street, adding colourful street art, and providing comfy seating areas where people can relax and soak up the atmosphere.

CONCLUSION

And let's not forget about culture and leisure. My plan is to revamp the old cinema, turning it into a buzzing entertainment spot once again. Plus, putting on regular events, like pop-up shops and outdoor concerts, to keep things lively.

Of course, none of this can happen without everyone pitching in. I need the council, councillors, local businesses, community groups, and residents all working together to make this vision a reality. With everyone pulling in the same direction, we can transform Batley and Dewsbury Town Centres into thriving hubs that we can all be proud of.

If you do have any suggestions or wish to share your ideas please feel free to contact me via Akhtar@faab.co.uk or call me on 07863345947.

> **DB2030** VISION



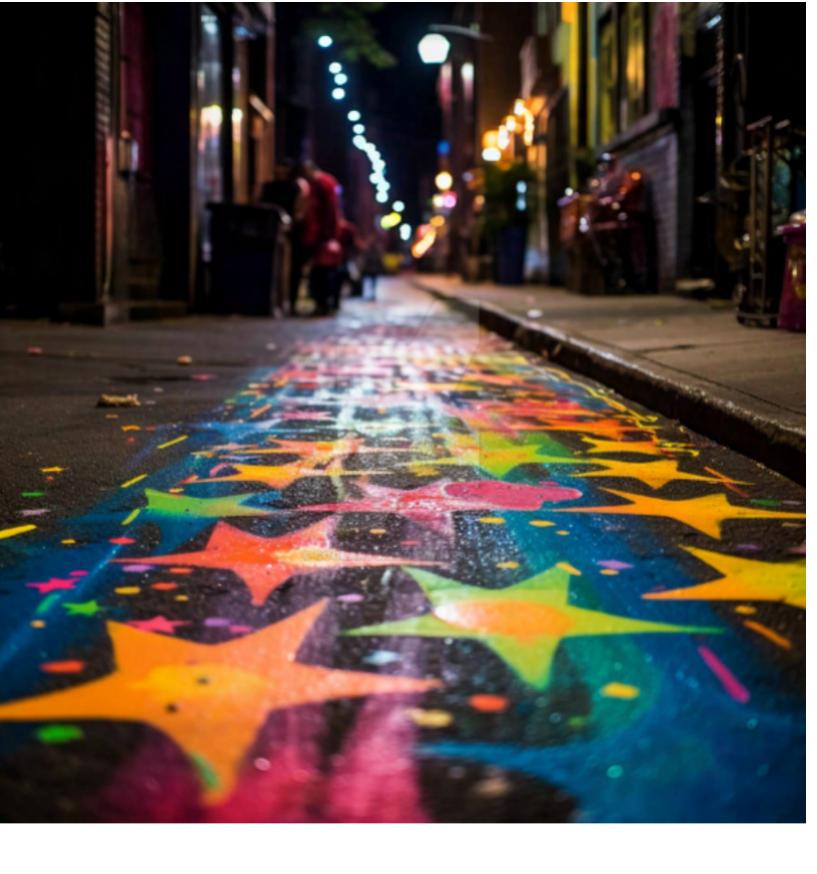












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