

The logo for Brigantia, featuring the word "BRIGANTIA" in a bold, black, sans-serif font. The text is centered within a white rectangular area that is itself set against a larger yellow rectangular background.

Creative Scene Delivery Plan April 2022 – March 2025

Place Based Needs Assessment

FIRST PUBLISHED MAY 2022, EDITED VERSION PUBLISHED FEBRUARY 2024.

Table of Contents

1. Context: Our People & Place	3
2. Arts & Cultural Activity: what's happening in the area currently?	5
3. Formal provision of arts and cultural opportunities	5
4. Inward Investment	6
5. Identification of challenges and barriers to participation	6
6. How we identify audiences and participants	8
7. Audience Spectrum	8
8. Creative Scene Data Collection- Analysis and Insights 2021-22	9
9. Community Consultation & Mapping: Hidden Gems	10
10. Place based SWOT analysis.	10
11. Audience and Participant Targets 2022-2025	11
12. Our Key Target groups	12
13. Audience Development planning	13

Appendix 1: Place Based Needs Assessment

1. Context: Our People & Place

Kirklees has a distinct history and heritage born out of the textiles industry and that was once the main source of employment. Here vibrant cultural traditions from around the world combine to create a fantastically rich landscape in which to make art a part of everyday life. With its 'centre' in Huddersfield, Kirklees sits between the M62 to the west and the M1 to the south and east. Neighbouring areas of Wakefield, Calderdale and Bradford, are all within a 15-mile radius.

Handsome former industrial towns, historic villages and newer suburbs – you will find that parts of Kirklees are semi-rural, and some decidedly urban. It has the strong character of Pennine Yorkshire, with warm stone building, steep hills, canals and rivers. The North Kirklees towns of Batley and Dewsbury are often known as 'the Heavy Woollen District', and form part of the Leeds City region.

Kirklees is one of the larger local authority districts in England ranking 11th out of 348 Districts. It is home to 439,787¹ people made up of predominately 45–65 year-olds (25.8% of the population) and 25-45 year olds (25.3%). Yet this area can feel like a 'hinterland' to the bigger cities. The larger and more densely populated towns of Batley and Dewsbury have more than their share of social and economic disadvantage (average household incomes are 20% lower than England as a whole).

The Index of Deprivation 2019 (which uses a variety of indicators around income, employment, health, education and skills, housing and access to services, crime, and living environment) highlighted that in Kirklees 12.2% of the population live within Lower Super Output Areas which rank within the worst 10% in England; this is higher than the average for England where 9.9% of the population are within the worst 10% LSOAs. Children living in low income families are significantly above the GB average² with those in absolute low income³ families standing at 22.9% versus 15.1% GB average. As such, initiatives that seek to address inequalities and for many public and third sector agencies.

Whilst Creative Scene will connect with communities and promote its activity across Kirklees, North Kirklees will remain a Priority Area for our place-based activity, as this is where there is least engagement and opportunity. At present the majority of cultural activity (professional and amateur) still occurs in Huddersfield and to the South of Kirklees, and is serving a more affluent and more engaged part of the Kirklees population. Audience Spectrum modelling highlights that North Kirklees areas continue to be more densely populated and are more reflective of the profile of people who are 'lesser engaged' in arts and culture – hence our particular focus in these areas.

Our area is rich in diversity and cultures. Kirklees has significantly above average population representation of Asian/Asian British: Indian who make up 4.9% of the population (cf. 2.5% of England and Wales) and Asian/Asian British: Pakistani who make up 9.9% of the Kirklees population compared to 2.0% England/ Wales average.⁴

¹ Source: ONS Mid Year 2019 Estimate Crown Copyright 2020.

² Source: Kirklees Factsheets 2020 – Intelligence and Performance (2018/19 data)

³ Absolute low-income is defined as a family whose equivalised income is below 60 per cent of the 2010/11 median income adjusted for inflation

⁴ ONS Census data 2011

Appendix 1: Place Based Needs Assessment

In North Kirklees, Batley and Dewsbury and are highly ethnically diverse with 14% of households of Pakistani heritage (10 times the rate across England) and 13% of Indian heritage (six times the England rate). These are predominantly Muslim South Asian communities, with distinct cultural traditions and expressions, some of which are not recognised within current funding structures.

The North Kirklees population is relatively young - the under-30 population rate is 25% higher in Dewsbury and Batley; 13% higher throughout North Kirklees, than in England as a whole. However, there are very limited spaces or facilities available for young people to meet, either as audiences or creators. The new Kirklees College 'Pioneer Centre' campus in Dewsbury, presents new opportunities to engage with young people.

Batley and Dewsbury towns are currently seeing major regeneration initiatives to address a decline in the town centres. Smaller towns Cleckheaton, Heckmondwike, Birstall, and their suburbs are often over-looked and can struggle for attention and investment. There are some significant pockets of deprivation, where people experience multiple barriers to participation, including low income and unemployment.

There is a focus on inward investment to Kirklees at a Governmental level. It is one of the 100 Local Authorities identified as a focus for Levelling Up funds for Culture and one of the 54 Priority Areas for Arts Council England which will attract increased staff time and investment across a range of funds in order to track the impact of activity. Transpeninne rail upgrades are being planned over the next five years which will aim to create a more resilient and reliable railway, improved journey times and increased frequency of trains.

Devolution has resulted in a new elected Mayor for West Yorkshire Tracey Brabin (May 2021) who was born in Batley and held the seat for Batley and Spennings Dale from 2016-2021. It has also seen control over at least £1.8 billion of funding devolved to be spent on the things that matter to the people of West Yorkshire.

Dewsbury sits at the heart of the North Kirklees Growth Zone, a long-term regeneration programme that will promote transformational change in the town through increased housing and leisure provision and a consolidated retail and commercial core. The Dewsbury Blueprint is a ten-year vision plan that seeks to honour the heritage of this beautiful town and build on recent investments. It aims to bring more activity into the town centre, make it more attractive and improve accessibility. The town is in the middle of an ambitious period of investment and regeneration; the government funded Dewsbury Town Investment Plan (TIP) presents nine projects that the Town Deal Board has selected and represent a programme designed to deliver a vision for Dewsbury as a connected, accessible, diverse and vibrant place offering opportunities for all.

Within this sits the proposal for a new 'Creative Hub' - Union - a centre for creative social enterprise and arts and cultural production with a year-round programme of cultural activities and events to animate the town and bring communities together. The proposal for Union is being led by Brigantia Creative and the business case will be submitted for approval in June 2022, with the project anticipated to be completed

Appendix 1: Place Based Needs Assessment

in 2025. It will be home to the Creative Scene Team and will represent an important new facility in the town, strengthening the cultural infrastructure. It will be programmed with and by local artists and communities, inspired by and celebrating the many voices, cultures and people of Kirklees.

2. Arts & Cultural Activity: what's happening in the area currently?

The majority of our staff team have been brought up and live within Kirklees, having worked in the sector and so have excellent knowledge to determine existing opportunities to attend and participate in the arts, and of artists and creatives working in the region.

In April 2022 we completed a review of the Creative Kirklees database which is a listing site for creative arts and cultural activities. The largest cultural offer in Kirklees is within the Huddersfield and Colne Valley area, to the South of the district, with North Kirklees less well served.

A review of the listings against our local knowledge highlighted that many opportunities are no longer in existence or were one-offs; and that the majority of amateur and voluntary groups and opportunities to participate are in South Kirklees rather than North Kirklees.

North Kirklees has a voluntary and amateur arts scene; however, many of these are now struggling to survive against funding cuts, the increased costs of producing their activities, the need to renew membership, and address an ageing demographic of active members and volunteers.

3. Formal provision of arts and cultural opportunities

We have carried out a review of Arts Council England funded arts and cultural organisations within West Yorkshire; whilst the region is home to many major arts and cultural organisations - Yorkshire Sculpture Park, Leeds Playhouse, Opera North, The Piece Hall, the geography of our District and poor transport connections, means that these opportunities are not accessible to many.

Our focus group research into cultural preferences of South Asian communities revealed that many connect to Bradford cultural offer. A key strategy of ours will be to continue to build partnership with organisations in Bradford, such as Bradford Literature Festival, Commonwealth and Theatre in the Mill.

Kirklees itself is an area of limited arts infrastructure. Only 5⁵ of the 48 NPOs in West Yorkshire are based in Kirklees with only one (West Yorkshire Print Workshop) based in North Kirklees. The arts charity, 6Million+, although not NPO's- deliver professional artistic work across Kirklees. We are developing relationships with West Yorkshire Print and 6million + and will continue to communicate with other cultural organisations through our membership of the Kirklees Cultural Leaders Groups.

A big gap in infrastructure is the lack of professional arts venues. There are some local authority run venues - Town Halls in Cleckheaton, Batley, Dewsbury, 4 Libraries

⁵ (Hoot Creative Arts, Huddersfield Contemporary Music Festival, Kirklees Theatre Trust, Mikron Theatre Company West Yorkshire Print Workshop)

Appendix 1: Place Based Needs Assessment

and 2 museums, Oakwell Hall and Bagshaw Museum, that do present opportunities as spaces for arts presentation.

As such there are few opportunities for progressing arts involvement from first engagement to regular practice. To counter this, Creative Scene offers workshop and studio spaces, at its base - Union Street, and it's rented making space, 'Brigantia Studios'. These are temporary spaces from which we are piloting activities- from exhibitions, artists talks, participatory arts workshops, rehearsal space - which will inform the development of a longer term ambition for a capital project to develop a new 'Creative Hub' in Dewsbury, led by Brigantia and supported as part of the own Investment Plan.

4. Inward Investment

Dewsbury is the focus of the Kirklees Council led 'Dewsbury Taking the Lead' cultural programme which is a £770+000+ investment over 3 years, 2022-2025.

This will see a series of activity that comes together in major public events and enable the community and existing creative infrastructure already active in textiles and music, to develop a shared programme and engage 33,700 visitors:

- **WOVEN** in Kirklees recognises the town's textile heritage and aims to change perceptions of the industry
- **Year of Music 2023**, Kirklees' contribution to the Leeds City Region Cultural Programme, which includes activity across the district
- **Festival of Conversations** led by Manasimitra, will bring different groups together, building bridges to tackle inequalities
- **Temporary Contemporary** with the University of Huddersfield to engage landlords in supporting meanwhile and pop-up creative activity.

With this investment already earmarked our strategy is about not duplicating opportunity or stretching audience potential in the centre of Dewsbury. We will focus our projects on neighbourhoods and towns which are less well served and where we know there are lower levels of engagement, creating a neighbourhood-led approach to delivery.

5. Identification of challenges and barriers to participation

The specific research with our community groups further identifies specific barriers for specific communities. The common thread is still about lack of relevance and lack of access to opportunity Examples include:

- **Asian families** - The perception that 'arts and culture' is not for Muslims is a major barrier, with specific concerns cited around music, alcohol, immodesty and inappropriate themes.
- **Healy mums** - Arts and culture is perceived boring and uninteresting. The majority have had no childhood experience of going to shows, galleries or museums. Whilst cost and transport are barriers to any family outings, it is the negative perception of the arts, and the people who attend the arts, that presents the most salient barriers to arts attendance.

Appendix 1: Place Based Needs Assessment

- **Hey Days – Inactive versus active** - Their associations around the word 'arts and culture' are extremely limited. The most significant perceptual barrier to arts attendance is that 'it's not for them'. In addition, the oldest in the group feel they don't have the 'get up and go' to try new things. In practical terms, cost and access to transport are the biggest barriers.
- **Young People (16-24)** - The word 'art' held limited associations. The performing arts were not mentioned at all. 'Culture' is positively associated with faith, world culture, language, religion. Access to pay-for leisure options are not an option for many of these cash strapped students. Too young to drive and dependent on public transport, they stay local.

In addition, our Hidden Gems research has highlighted further issues and barriers including:

Lack of Kirklees Identity: Places and Communities

- Kirklees vs. Wider West Yorkshire: How much of an identity does Kirklees have? Many people we spoke to felt connected to their hyper local area, but not Kirklees as a whole.
- There are lots of new-build housing estates, and a big selling point is how close they are to the motorway and ease of access to Leeds, Wakefield and Manchester. What is their connection to the towns of Kirklees?
- Populations connect with the rest of West Yorkshire for specific purposes: children who live in Kirklees go to school in Morley, South Leeds; people who live in Dewsbury are referred to hospital in Wakefield; young people in Ravensthorpe go to college in Leeds; south Asian families from Heckmondwike go to Bradford for shopping and entertainment.

Travel & Transport Hubs

- Bus users on routes into Kirklees were visiting for work purposes
- Bus users on routes out of Kirklees were leaving for leisure purposes
- Many people leave Kirklees in the day to go to work, school or college, return in the evening and choose to socialize outside of the area.
- Young people use these spaces as a 'hangout' place, as they 'had nowhere else to go', and it was dry and provided a roof.

Spaces and Places

- The town parks of Heckmondwike and Cleckheaton had few visitors throughout the day, with most using the parks as through routes
- Many outdoor spaces including estate green feel empty, dark and uninviting.
- Customers in cafes in the local area were quite sparse, however Morrisons cafe was busy, it seemed to be a multi-generational, multicultural, warm and safe environment and meeting point for many families and friends.
- Similarly, Krispy Kreme at the out-of-town shopping centre, Junction J27 Birstall, generated a large crowd of families sitting in and spending time together as well as professionals in the area; many used this spot as it was on their route home and convenient for them to stop.
- Town libraries were very empty, those using the space were predominantly students after school
- Voluntary groups need affordable or free space to meet, which is accessible outside of 9am - 5pm. It needs to be safe, well-lit and have plenty of parking.

6. How we identify audiences and participants

We utilise a number of data sources including:

- Area Profile Reports ⁶– which present overview statistics for the area including cultural engagement levels drawn from 2011 Census data and Taking Part Survey data.
- Mosaic Profiles against sample data collected from surveys at events
- Audience Spectrum Profiles ⁷against sample data collected from surveys at events.
- Kirklees Observatory data and updated Kirklees Factsheet data collated by the Council Intelligence and Statistics unit from 2020
- Anecdotal feedback from activities and events we deliver
- Google Analytics, Facebook Analytics, Twitter Analytics and Instagram Insights, measuring our followers, levels of engagement with and evaluating our online marketing activity to enable the growth of our online audience
- Analytics for online engagement for our web site traffic and creative content (short films, tutorials and articles), looking at impressions, reach and engagement - as well as any conversation that emerges due to the content through comments

We continue to analyse our year-on year data provided in our Annual Data reports from The Audience Agency. This audience data is hugely valuable as an Action Research project because it allows us to track the impact of a changing programme or arts and cultural events and creative participation opportunities and who is motivated to attend – depending on what the offer is.

Creative Scene will receive an updated Audience Spectrum Profile in Summer 2022.

We are also planning resources to analyse and compare new data sets from the 2021 Census which will be published over 2022-2023.

7. Audience Spectrum

Audience Spectrum Key Findings 2021-22

The Area Profile Plus (copy available on request) shows:

- areas with greatest ethnic mix and lowest arts engagement, affluence/social grade and qualification levels
- wards most likely to have households with dependent children:

Batley East	Batley West	
Dewsbury South	Dewsbury East	Dewsbury West

- 51% of our audience are coming from the lower-engaged Audience Spectrum segments.

⁶ It is a requirement of our funding agreement with Arts Council England that we do this, and we report this on an annual basis to the Audience Agency who analyse it against our Audience Agency Spectrum Profile.

⁷ We are aware of the changes in Audience Spectrum segmentation categories – naming and sub segments and will review this accordingly for our forward planning.

Appendix 1: Place Based Needs Assessment

- Facebook Families: our most populous segment, is slightly under-represented in our audience and participation rates.
- Hey Days: we have over-penetrated this segment. We believe this is because of targeted engagement with older communities during Covid.
- Dormitory Dependables: we have over-penetrated this segment. We believe this is because of online creative workshops and webinars which we ran during Covid-19, which attracted creatives and arts professionals .

8. Creative Scene Data Collection- Analysis and Insights 2021-22

(a full breakdown of audiences and participants per event in 2021-22 available on request)

1. Of those who gave their postcode data⁸, 94% of respondents were from Kirklees, with 75.9% from North Kirklees.
2. We drew audiences and participants from Huddersfield, Leeds and Wakefield
3. Those travelling to North Kirklees from Huddersfield and Leeds were mainly refugees, asylum seekers and international students, who participate in workshops with and for this community.
4. In North Kirklees, of those who gave their postcode data, respondents were from:

Batley – 14.7%	Dewsbury – 13.6%	Mirfield – 2.7%
Birstall& Birkenshaw – 5.1%	Heckmondwike – 1.3%	Gomersal – 0.8%
Liversedge – 1.9%	Cleckheaton – 35.8% ⁹	

5. Of those who gave their demographic data

51% are White British

20% are Asian/Asian British

29% are from 'Other' backgrounds.¹⁰

⁸ With a total audience and participants figure of 11,002, a total of 372 responses would be needed to ensure 95% confidence that any survey results are within +/-5 of the likely true figure for the overall audience. This is the standard benchmark for reliable data. Creative Scene collected 374 postcodes in 2021-22.

⁹ We have a high percentage of postcode data in Cleckheaton due to a long-running engagement with Whitcliffe Mount School in Cleckheaton, in which 128 students engaged with Our Place workshops.

¹⁰ Of those who offered further details, 'Other' backgrounds included people who specified their background as Kurdish, Bosnian and Syrian

9. Community Consultation & Mapping: Hidden Gems

In March 2022 we commissioned new artist led creative mapping to explore the area in more depth, refine our knowledge and understanding about target communities and areas:

- a) Hidden Gems – artistic eavesdropping and conversations
- b) Mapping this information against local knowledge of the team that highlights what we know from working on the ground over the last seven years.

The process of ‘artistic eavesdropping’ involved spending time in areas such as local train stations, bus stations/routes, cafes, community gardens, schools, town parks, libraries, on the streets and in retail parks. Throughout the process the artists – both whom have been brought up in Kirklees - also followed online groups on social media - listening to what people were doing, the events they were hosting, what they were complaining about, what they were happy about.

This uncovered new information about groups and activities happening in the area, and also how people were feeling about using public spaces and returning to in-person groups post-Covid. We will use this as a starting point, to back up the data provided in our audience reports, and to identify ‘on the ground’ hot spots and cold spots, gaps in provision, where there is ambition and energy to collaborate.

See our AUDIENCE INSIGHTS MAP at the end of this document, for an example of how we are over-laying Audience Spectrum information, hidden gems insights and our own local knowledge to create our own bespoke audience insight database AND how we map local research into postcodes using google maps
<https://www.google.com/maps/d/viewer?mid=1W47fIFd9uz6Wyv6WUmJWdjwllbZimDI7&ll=53.7050512498805%2C-1.6332806550781243&z=13>

10. Place based SWOT analysis.

Taking this all into consideration the following outlines our SWOT analysis for Kirklees. *(note- this SWOT to be developed further with team/Partnership)*

Strengths	Weaknesses
<p>Creative Scene’s ACE NPO status and investment</p> <p>Knowledge and hyperlocal insights about our communities</p> <p>Union Street – Brigantia Studio – spaces and places/ambition</p> <p>Programming and producing expertise within the Creative Scene team</p>	<p>Travel times and costs</p> <p>Other access issues limit the opportunity for many potential audiences to travel further afield to access arts and culture</p> <p>Few community venues that can provide a high quality and accessible environment for events and activity.</p> <p>Perceived lack of relevance of offer</p> <p>understanding by cultural providers about what our core communities are interested in attending or participating in</p> <p>Lower disposable income available</p>

Appendix 1: Place Based Needs Assessment

Opportunities	Threats
Designated Priority Area and Levelling Up for Culture Fund.	Changes in local government or national government leadership
Potential new cohort of NPOs from 2023-2026	Local Authority investment priorities focused on specific areas/initiatives
Dewsbury Town Centre investment/ Union for new arts space being developed	Arts and cultural provision not joined up/ shared leadership
Extension of our Hidden Gems research into micro-commissions to build activity	Smaller scale of project grants available creates unrealistic expectations
Collaboration with other organisations in the region to develop activities and to share audience development approaches.	Decreasing capacity of community groups
Co-created and co-led approach of Creative Scene to developing cultural product informed by the lesser engaged communities	Low level of volunteers
Collaboration with Leeds Arts University Knowledge exchange	Gaps in local creative workforce

11. Audience and Participant Targets 2022-2025

Our last three years shows a strong track record for our delivery and audience engagement:

- combined audience, participation & digital figures of at least 20,000 per year despite the restrictions caused by COVID in the final 12 months of the programme
- 2019-20- achieved a net increase in participant numbers
- working with third sector & community partners inc. youth, community & children's centres, voluntary and community events, welfare societies with knowledge of working with excluded people, organisations who work with under-represented sectors of the community.

Year	2022-3	2023-4	2024-5	NEXT PHASE	
				TOTAL	
Audience	15,000	16,725	15,000		46,725
Participants	2,500	2,750	3,025		8,275
Digital	10,000	15,000	20,000		45,000
TOTAL	27,500	34,475	38,025		100,000

Appendix 1: Place Based Needs Assessment

Data and trends from previous years analysis has 2018-2021 activity has informed our top level targets for lesser engaged groups with a proposed split of

- 80% of audience coming from Kirklees and within this, 60% from North Kirklees wards of Dewsbury and Batley & Spen
- 60% from the lower-engaged Audience Spectrum segments. (42% in last phase)
- 40 % from medium engaged segments

We also keep in mind that 'highly engaged equates to in general a person attending an arts or cultural event 3+ times per year.

In summary we will

- Deliver combined audiences and participants of 100,000 over the 3-year programme
- Achieve minimum total of audiences and participants of 27,000 per year
- Deliver a substantial increase in our participation activities, from 2,500 in year 1, with a steady increase at 10% in years 2 +3.
- Sustain live audiences of a minimum 15,000 per year
- Add additional live audiences in year 2 and 3 of 725
- Secure digital audiences to 20,000 per year by year 3

12. Our Key Target groups

Throughout 2022-2025 our segmentation focus will remain with the four lesser engaged segments. Although we will look to connect with people across all segments our programme leans towards working with:

- a) Front Line Families (with a South Asian focus for us) - Frugal, semi-urban renting families, light on arts and culture but heavy on community.

Additionally sub-segmented down into:

- Frontline Families - F1 - older families, getting by despite financial challenges
 - Frontline Families - F2 - Younger, cash-strapped families and couples starting out.
- b) Young People – aged 16-24 – cuts across a variety of Audience Spectrum segments
 - c) Supported Communities - Culturally low engaged, health poor, craft circle and church group seniors and youths

Additionally sub-segmented down into:

- Supporting Communities - S1 - Young, immobile and hard-up, often relying on welfare to get by.
- Supporting Communities - S2 - Elderly residents of sheltered housing with declining health.

We also continue to promote and aim to attract the additional two lesser engaged groups to our programme taking into account relevance, barrier and motivations.

Appendix 1: Place Based Needs Assessment

- d) Kaleidoscope Creativity - Mixed age urban low engagers preferring free, local, culturally specific arts and festivals. Includes Settled and diverse urban communities and /or Hard-pressed singles in city tower blocks.
- e) Up our Street - Sociable retirees looking for inexpensive, mainstream, local leisure opportunities. Middle-aged inhabitants of semis on the edge of town and /or older residents of terraces and flats in built up areas.

Our audience insight database which provides a more detailed overview of our target postcodes alongside hyperlocal intelligence about community profiles and key characteristics of these areas will also be a vital tool. We will continue to build on this and use it to inform our audience activity and programming.

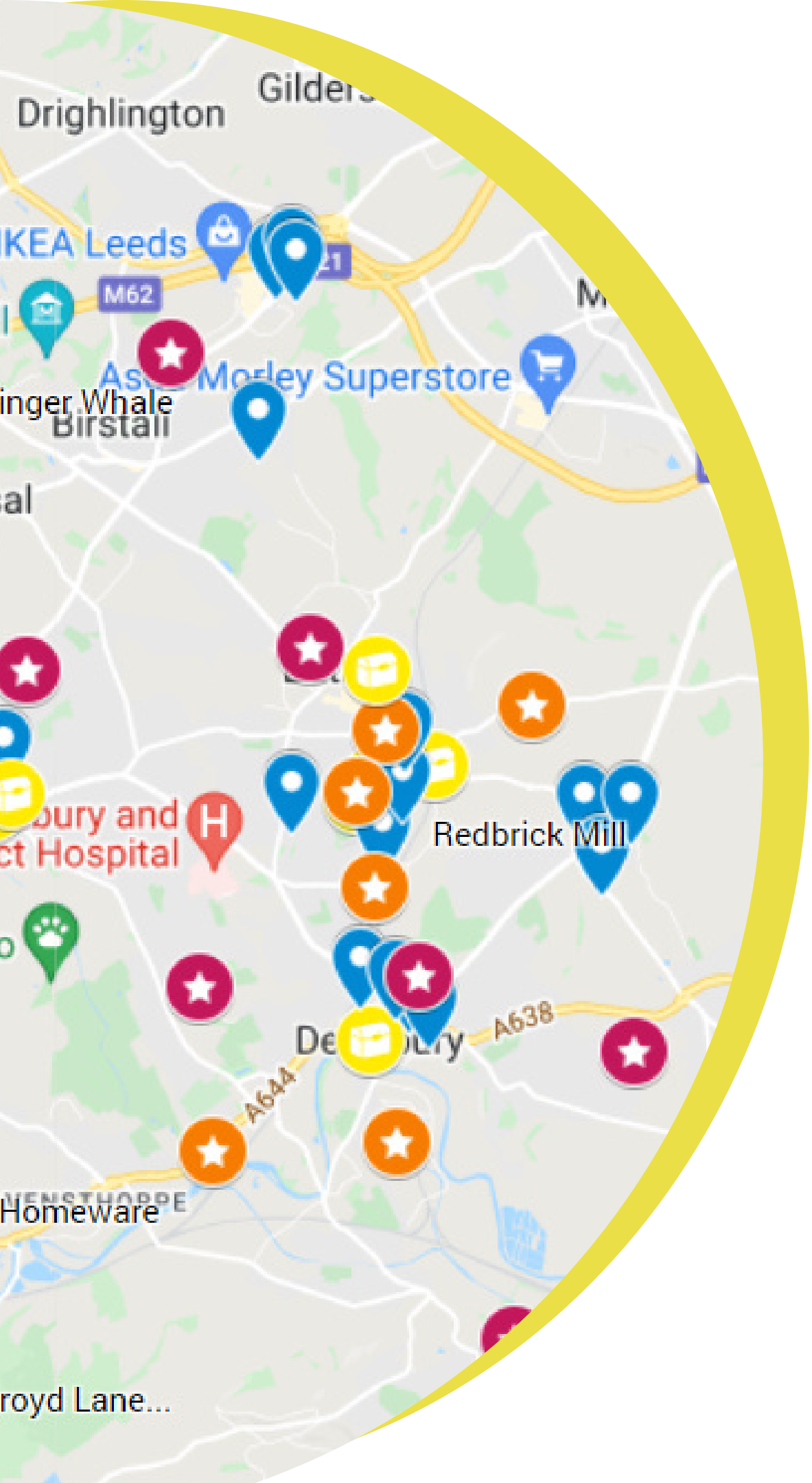
13. Audience Development planning

For each project we will utilise our current audience focused planning approach. This involves using our understanding our local demographics and communities, then using a template based on Audience Agency audience development plan principals, to set targets and a plan for each project.

This involves creating an audience engagement plan with specific SMART targets for each project, identification of key target groups and where we will find them, barriers and motivations and direct activity to address this, project scope and activity.

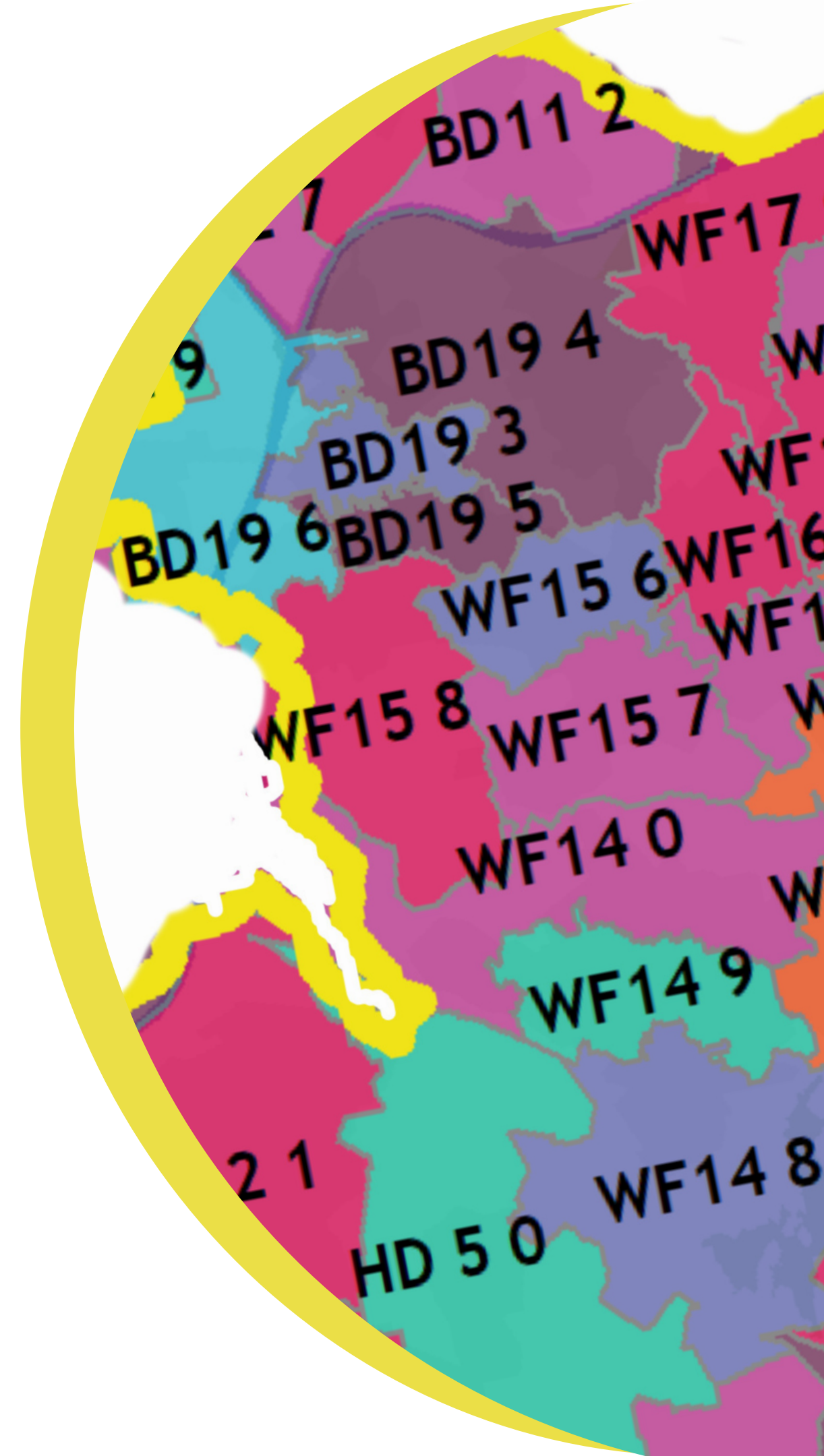
At the end of each project we then will collect consistent data and evaluation insights in order to evaluate success against ACE investment principals and our own project targets for engagement.

An example of our Audience Development planning tool is available on request.

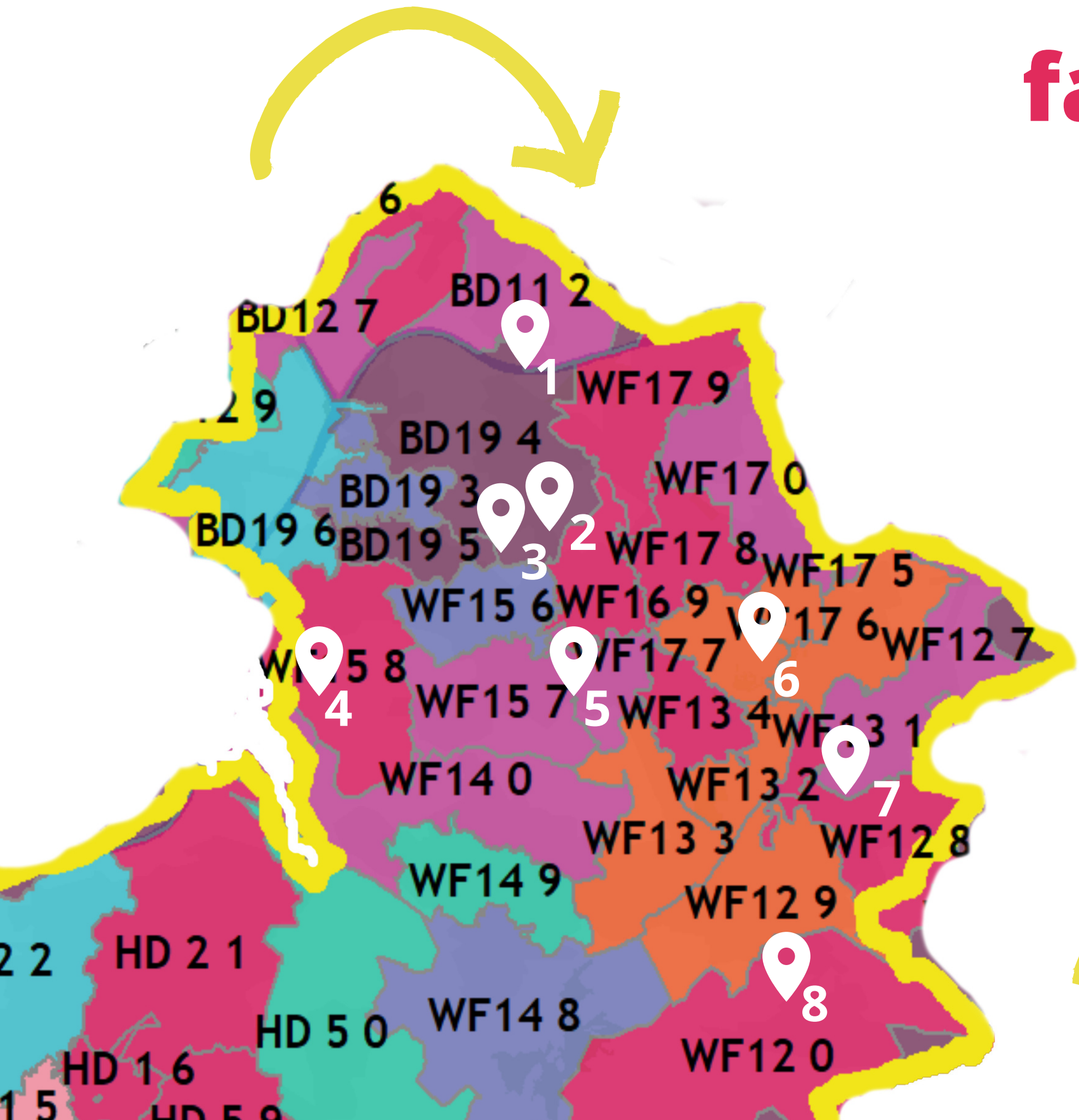


**OUR AREA
KNOWLEDGE
CROSS-REFERENCED
WITH AUDIENCE
DATA FINDING**

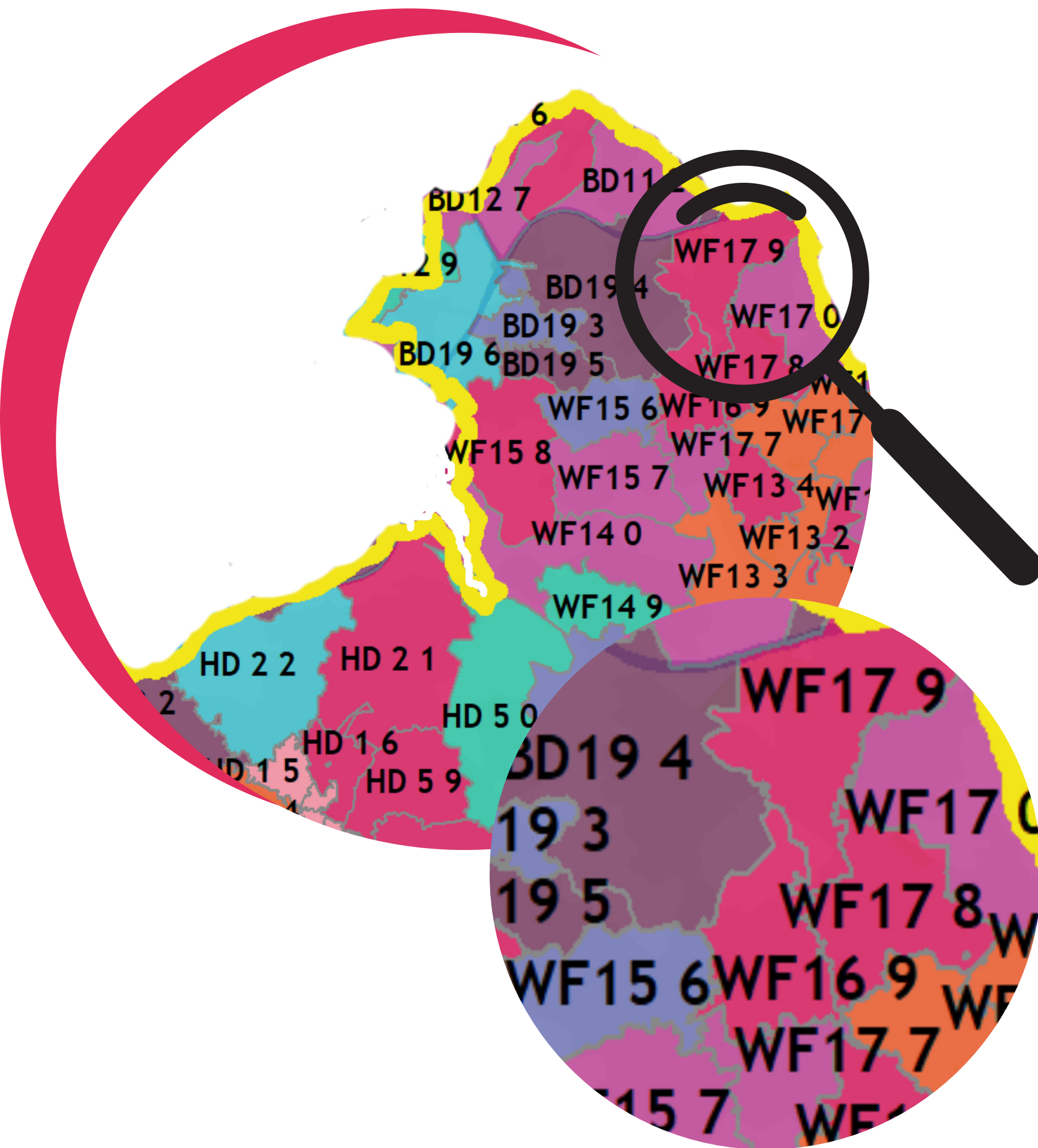
LET'S TAKE A CLOSER LOOK



facebook families



1. WF17 9 Birstall
2. WF17 8 Bradford Road Batley
3. WF16 9 Leeds Old Road, Heckmondwike
4. WF15 8 Liversedge (Hartshead, Hightown)
5. WF13 4 Dewsbury (Incl Staincliffe, Dewsbury Moor)
6. WF13 1 Dewsbury (Incl Crackenedge, Eastborough)
7. WF12 8 Dewsbury (Incl Earlsheaton, Chickenley)
8. WF12 0 Dewsbury (Incl Thornhill, Whitley)

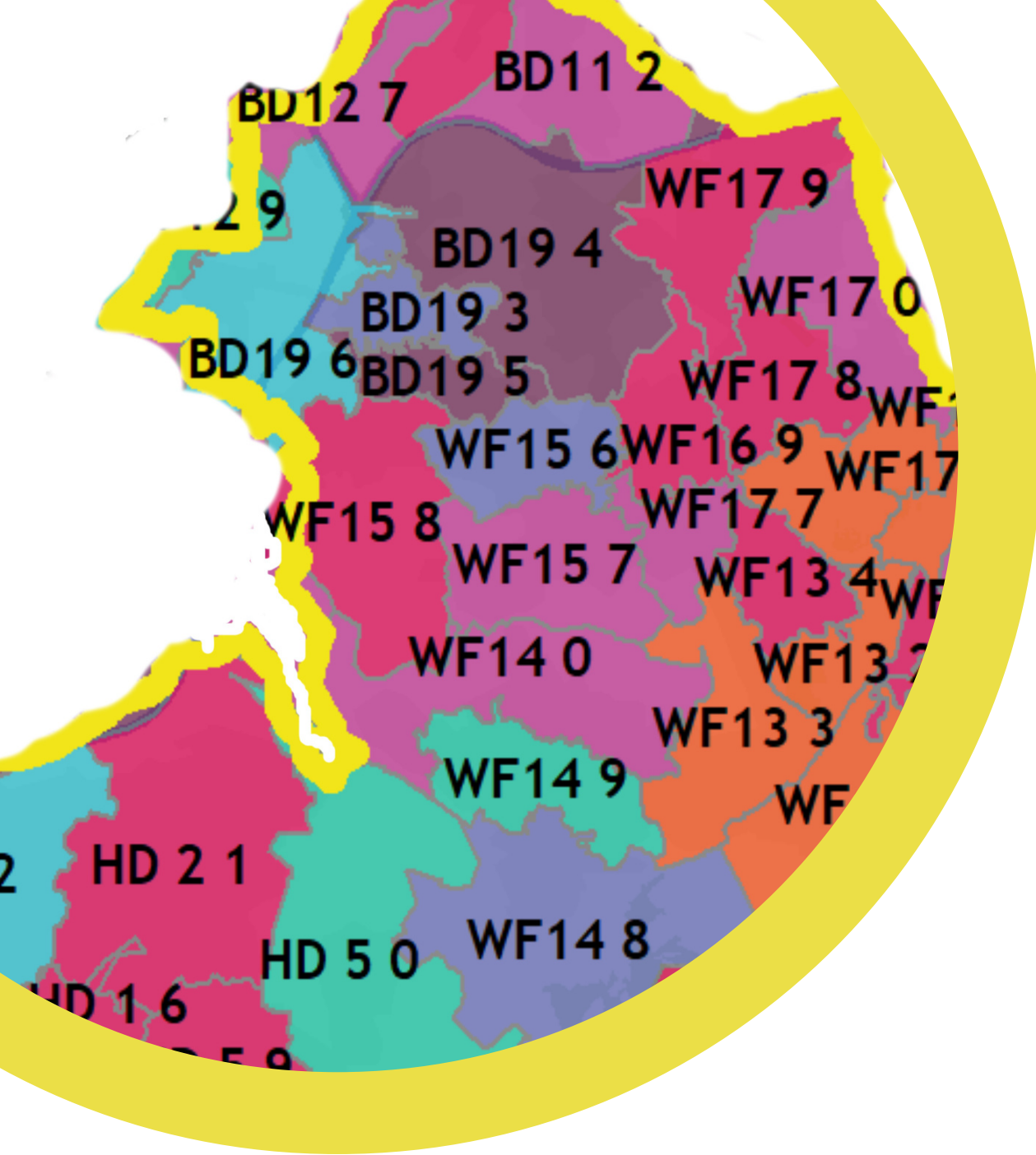


1

Birstall has a very busy town centre, however there is not much parking and it is not very accessible. This area is a predominantly white working class area. Birstall has a very active community centre and library as well as active community groups in the area such as Birstall in Bloom and Friends of Birstall Library. Birstall holds a weekly farmers market which draws a large crowd to the area. Birstall holds a yearly light switch which always draws a large group of visitors. Many groups that exist in this area were founded due to the Jo Cox tragedy; yearly events such as The Great Get Together showcase the town's culture rather than focusing on the past. The town centre does lack green spaces nearby and to be in nature you would have to commute to Oakwell Hall or Bagshaw museum. Due to its location the area is very busy with traffic as it is the main link for people from Gomersal, Heckmondwike, Dewsbury, Batley to travel to Leeds. There are not many places to eat and I believe this is due to the town's proximity to Junction 27 retail park. Just outside the town centre is a large council estate which is predominantly white working class families. The area is surrounded by factories such as PPG Leylands and lots of car garages.

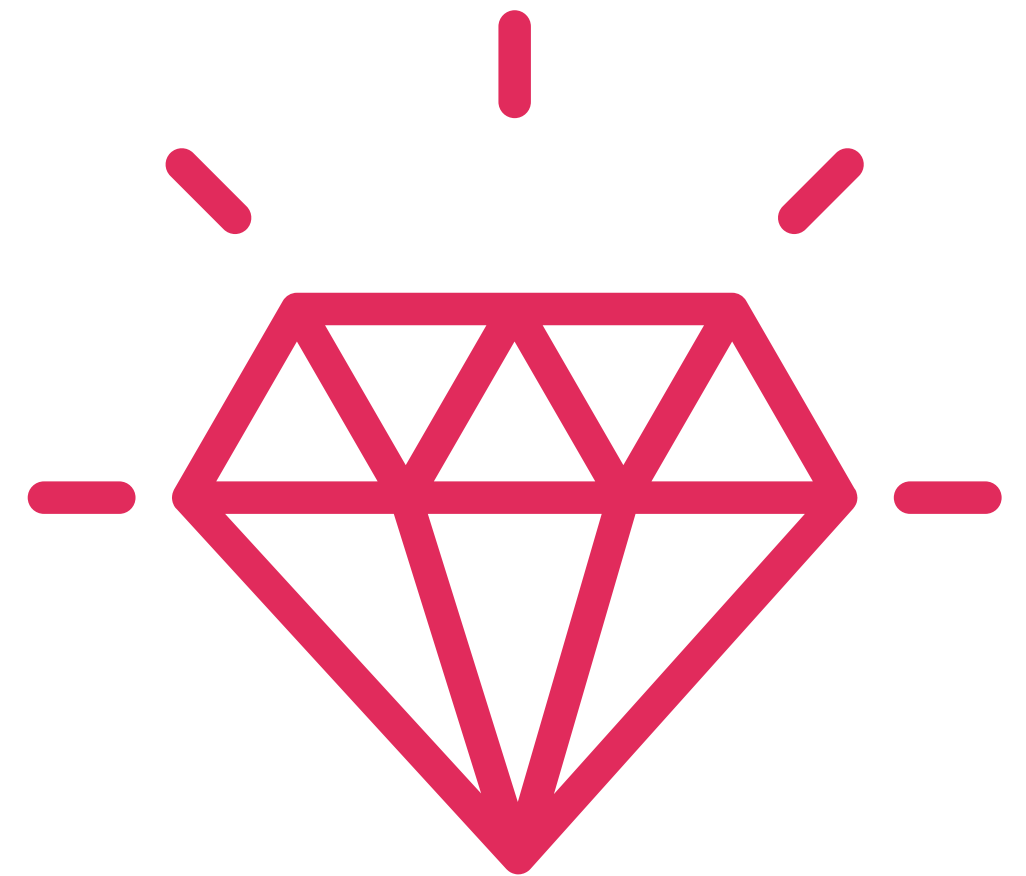
2

Bradford road is the main road connecting Dewsbury and Batley. The main road is populated by predominantly car garages, bed factories, converted mills such as Redbrick Mill and The Mill outlet. Coming off the main road you will find densely populated housing, home to a diverse group of people from working class backgrounds. There is no real community in this area as there are no hubs, art venues or libraries where residents can come together. The area is always extremely busy, due to the road providing access from Birkenshaw right through to Cleckheaton and as such not a very pleasant place to linger as you will always experience traffic. This area used to have a strong identity as a place to visit for the nightlife, including the frontier and Legends Bar, these places have now been converted and many chains have popped up in the area, including JD Gyms and Starbucks, leaving not many places to participate in art activity without needing to use transport.

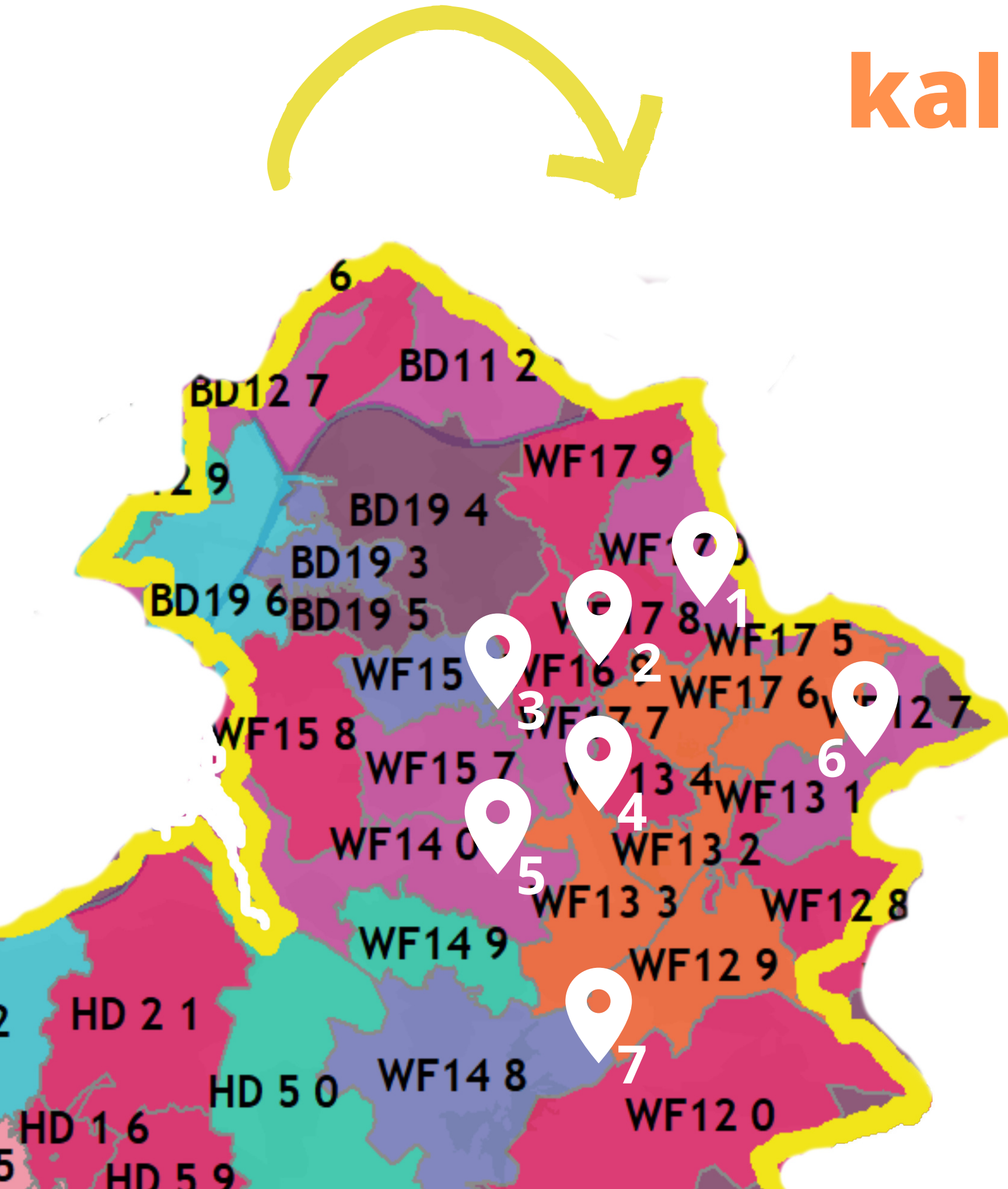


hidden gems findings

Birstall Community Centre
Oakwell Art Group
Practical Painting & Drawing



kaleidoscope creative



1. WF17 5 Commercial Street, Batley

2. WF17 6 Batley (Incl Hanging Heaton, Soothill)

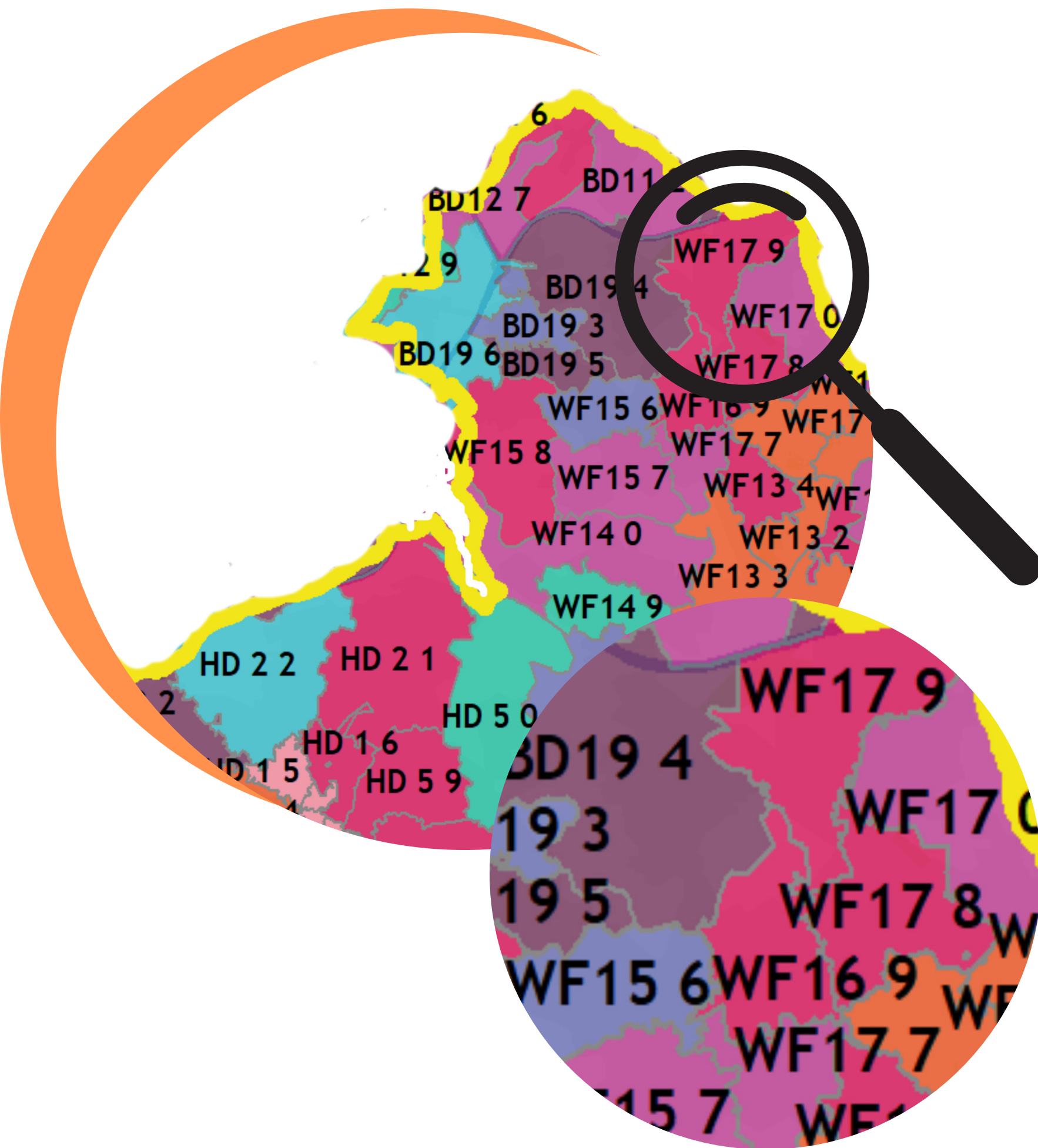
3. WF17 7 Batley (Incl Staincliffe, Mount Pleasant)

4.

5.

6.

7.



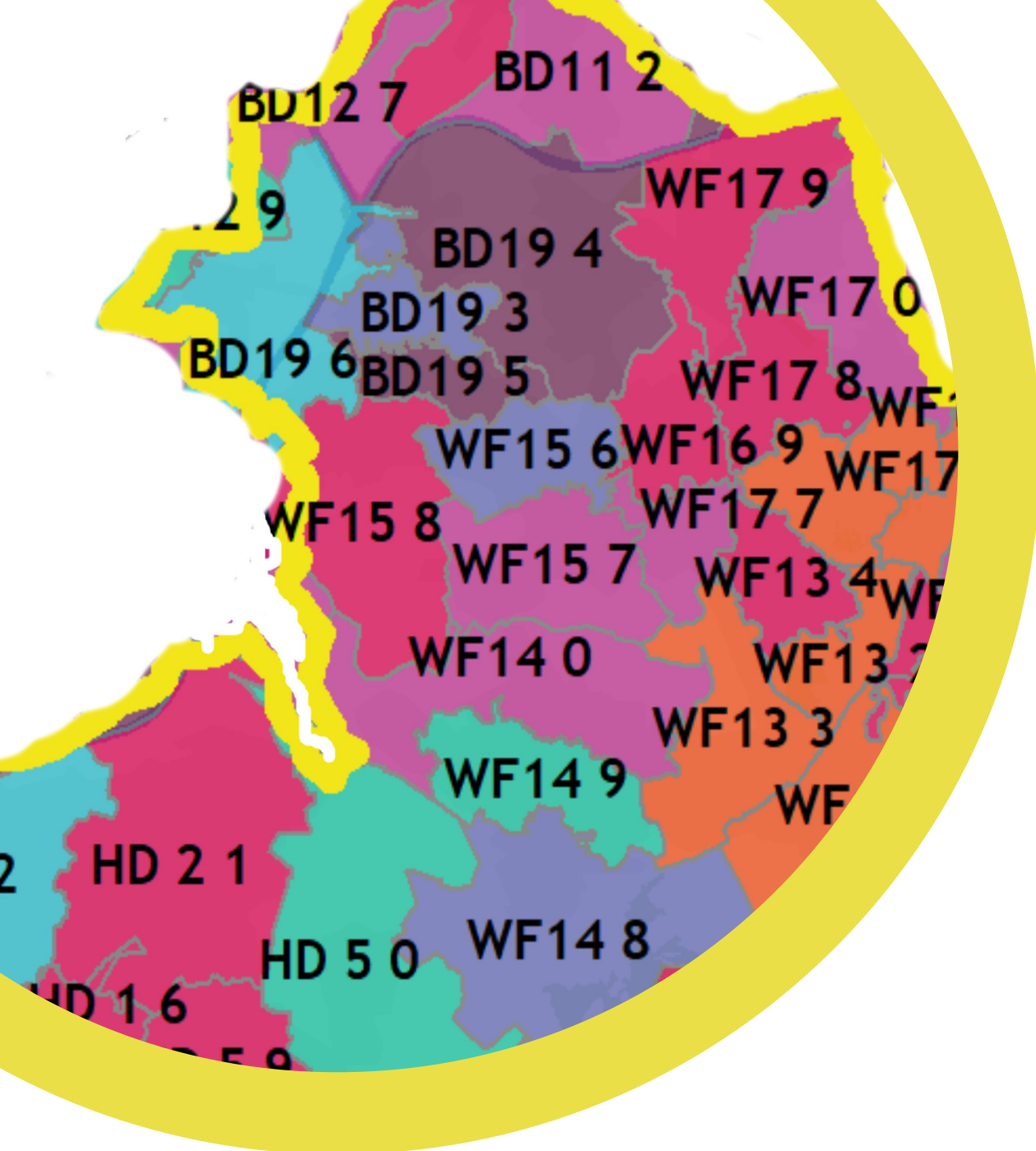
1

New Batley Plaza shopping centre, this has brought a regular crowd to Batley on an evening and created a place for young people and families to gather and relax on an evening to enjoy an affordable meal. Access to the town is frequent as the bus station is nearby and the train station is a 10 minute walk away. There is a library in town centre but has limited opening times, meaning students or full time workers can not use the space. Jo Cox house is based within the town centre which offers a wide variety of classes, workshops and groups to the local community, as well as space to hire. The town also hosts a year festival - Batley Festival. Many shop fronts are empty along the highstreet, bringing down the rest of the good that is happening in the town. Outside of the highstreet, the houses are not very really looked after and often very tightly packed into a small area, streets are crammed with cars. There is an abundance of abandoned historical buildings falling into disrepair. There is plenty of parking in the area, on the highstreet, next to the library and the Tesco car park and more. The foundations are set for the area and it is definitely on an upwards trajectory, however the community within Batley is still heavily divided and with residents struggling to celebrate and embrace one another's culture. Very little space in this area to be around nature, it is very much a concrete juggle. The art gallery which used to be run by the library has recently closed due to lack of funding to staff the venue and no volunteer to take the post. Leaving very little space for arts to be apart of the town centre. If any.

2

This area is a diverse area, it has crowded housing on a main road and is surrounded by factories and transport bases. The train station is in this area which gives residents easy access to Leeds and Huddersfield. The area is also directly linked to a main road that takes you to the motorway or straight to Wakefield. This area has a lot of abandoned historic buildings that are deteriorating rapidly with no care. Organisations are present in the area such as Creative Scenes work at the train station and companies such as Sarah Taylor Dance Studio.

hidden gems findings



Sara Javid set up Grassroots Batley and previously set up Happy Moments (which she's now handed over to the community).

Sara is motivated by a deep desire to help others in the community - Happy Moments was set up when she had her first child and felt there was a lack of opportunities for new parents to come together with their children in a relaxing and creative environment.

Julia used to teach catering at Kirklees College in Dewsbury and around schools in North Kirklees. When she retired she still wanted to teach - but on her own terms. She decided to offer lessons to people, for cake decorating or basic cooking.

Julia runs her own small business, Julia Cake Designs, where she runs intimate cake decorating courses and classes. She also runs one-off classes for families and children and at the Howlands Centre in Dewsbury.

Due to the cost of hiring spaces in the local area, Julia runs these in her own kitchen at home - due to the size of her kitchen, she only has capacity for five students per class. But she really enjoys welcoming people into her home and teaching them how to bake and decorate cakes.

Over the years, the people who Julia has taught have gone on to set up their own side hustles in cake decorating and cake making - and they run their businesses entirely through Instagram. Gardening Clubs

The Field Lane gardening club has been operating for several years under the careful guidance of Liam Clarke (a professional landscaper/gardener/artist) and Sally Cooper (Teacher).

The gardening Club is open to all members of the community and specifically the families of the children of Field Lane. Locals tend to drop by to pitch in for a short while and then leave to go about their day.

They have succeeded in transforming a local unused plot of land into a vast and plentiful community garden. They grow an array of fruits and vegetables ranging from pears and pumpkins to potatoes and rhubarb. All planted by the local community, for the local community.

When It comes time to harvest the fruits of their labors, it is a community event. Everyone has the opportunity to come and help harvest the fruits and vegetables and then enjoy a portion of the spoils in the form of campfire baked potatoes and fruit salads.

The focus of the club is to educate the local community about proper nutrition and homegrown healthy foods Whilst also bringing people together to work towards a common and constructive goal.

