



# UKREiif 2026

Advocacy toolkit - For partners,  
developers, businesses & stakeholders  
supporting Kirklees at UKREiif

## Introduction

This toolkit gives you simple, ready-to-use content to help promote Kirklees' activity, investment opportunities and presence at UKREiif 2026.

## Key Messages

- Kirklees Council is part of a strong, collaborative West Yorkshire presence at UKREiif, showcasing the region as 'Where Opportunity Lives'.
- Together with partners, we are highlighting the regeneration, housing, culture, innovation, and infrastructure projects shaping the region's future.
- Kirklees Council is delivering major regeneration across the district, breathing new life into town centres and cultural assets.
- We are bringing forward investment-ready sites including commercial space, strategic employment locations, and mixed-use development opportunities.
- The district has a vibrant business community, particularly in advanced manufacturing, precision engineering, health and life science and technical textiles.
- Kirklees Council is committed to long-term partnerships with developers, investors and businesses that share our ambition for sustainable, inclusive growth.
- UKREiif is an opportunity for partners to connect with our team, explore opportunities, and help shape the district's next phase of transformation.

## Headline Facts

- £9.7bn economy
- 15,000 businesses
- 93% gigabit-capable premises
- Unparalleled connectivity to Leeds, Manchester and Sheffield: at the centre of North's M1 and M62 road and rail network
- 1.3 million West Yorkshire workforce



For investment opportunities, events and support, visit: [businesskirklees.com/ukreiiif-2026](https://businesskirklees.com/ukreiiif-2026)

Find us at the West Yorkshire Pavilion, Dockside & Dockwater (Pink Zone).

## Priority Projects

Together, these projects represent a coordinated pipeline of infrastructure-led, innovation-driven and culture-backed investment opportunities – all supported by an experienced public sector partner committed to delivery.

### Station to Stadium Enterprise Corridor

Building on the investment from the Transpennine Rail Upgrade and The University of Huddersfield's National Health Innovation Campus (NHIC), we are investing in this key part of the town from the Huddersfield train station to the Accu Stadium and beyond, towards Syngenta. Our vision is to create a thriving, connected and enterprising district advancing well-being and prosperity through investment in health innovation, clean growth, and green networks.

- A multi-million connectivity and innovation corridor anchoring health innovation, advanced manufacturing and clean growth.
- Investment-ready and upcoming sites within this West Yorkshire Investment Zone, offer co-location with research, skills and advanced manufacturing clusters.
- An internationally significant destination where world-class health innovation, research capability, clinical education, NHS facilities, advanced manufacturing and creative industries converge within a two-minute walk of Huddersfield Station and the rapidly evolving town centre.

### Gasworks Street site

The council-owned site sits in a key location within the Station to Stadium Enterprise Corridor and West Yorkshire Investment Zone. The plans will see the site transformed into a new employment hub focused on health innovation, life sciences and advanced manufacturing. The site lies next to the University of

Huddersfield's NHIC, creating a strong opportunity for the co-location of businesses alongside research and innovation expertise.

- 2.75 hectare strategic site at the heart of an emerging innovation district.
- Health-innovation-focused advanced manufacturing and R&D facilities, including lab, grow-on and supporting space.
- Joint venture development partner sought; immediate opportunity.



## Transpennine Route Upgrade

The £11bn Transpennine Route Upgrade (TRU) is a major programme of railway improvements improving journeys between Manchester, Leeds and York. Huddersfield is a key point on the TRU route, and one of several stations in Kirklees to undergo significant improvement as part of the work. Through the TRU, billions are being invested to better connect towns and cities across the north of England.

It'll mean more frequent, faster trains and a cleaner, greener railway – tying in with our goals to improve the connectedness of our local towns and villages with the rest of the north and beyond.

- Accelerating investment, increasing development value and shifting land use towards higher value activity around Huddersfield Station.
- Over a ten-year period, the gross direct economic impacts include £1.9bn of gross value added, 4,902 FTE new jobs and 1,187 new homes in Huddersfield town centre and its environs.

## Our Cultural Heart

The ambitious regeneration programme at the heart of the Huddersfield blueprint will breathe new life into the town centre, creating a new hive of culture and deliver a surprising, inclusive and social destination for all.

This first phase of the development is focused on transforming the site of the former Queensgate Market into a lively space for everyone to enjoy – with a brand-new library, a buzzing food hall, and a welcoming public square.

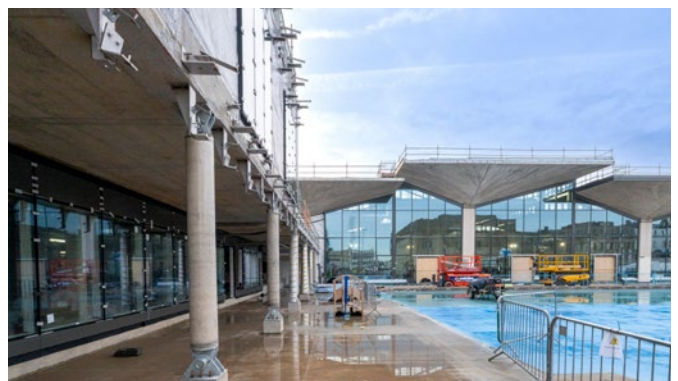
The second phase of the masterplan will see the old library and art gallery building on Princess Alexandra Walk refurbished and brought back to life as a major new museum and gallery for the region.

- Library hub and square due to open in summer 2026
- Food hall due to open spring 2027

## North Kirklees Investment

Anchored by Dewsbury, the area offers a rare opportunity - strategic connectivity, significant market gaps, strong demand, low entry costs, and a public sector committed to de-risking development. Vacant buildings and underused sites present opportunities for residential, commercial, cultural and mixed-use schemes – supported by grants, partnership models and long-term stewardship – provide a unique opportunity to shape a thriving, sustainable future for the towns of North Kirklees.

- £1.3bn public investment
- 10 year vision with delivery plan
- Strategic growth sites include Dewsbury Riverside c.3000 homes, and Chidswell c.1500 homes and 35 hectares of employment land.



## Social Media posts

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### General/Pre-event post

We're proud to support Kirklees Council and Business Kirklees as they showcase major regeneration programmes, investment-ready sites and business strengths at UKREiiF 2026.

Kirklees is delivering ambitious town centre transformations, culture-led regeneration and strategic employment sites that are opening new doors for investment and partnership.

Meet the Kirklees team at the West Yorkshire Pavilion and discover why the district is one of the most exciting places in the UK for growth and innovation.

**#WhereOpportunityLives | UKREiiF2026 | InvestInKirklees / Huddersfield / Dewsbury**

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Proud to support Kirklees at UKREiiF 2026 – showcasing regeneration, strategic sites and business innovation across the district.

See the team at the West Yorkshire Pavilion.

**#WhereOpportunityLives | UKREiiF2026 | InvestInKirklees / Huddersfield / Dewsbury**

### During the event

Great to meet xxx and see the scale of ambition from Kirklees Council at UKREiiF2026.

Regeneration, culture, innovation and investment-ready projects are transforming the district.

Find the team at the West Yorkshire Pavilion.

**#WhereOpportunityLives | UKREiiF2026 | InvestInKirklees / Huddersfield / Dewsbury**

### Post event

Fantastic to support Kirklees at UKREiiF2026.

The district is delivering major regeneration, new development opportunities and strong partnerships that will fuel growth across West Yorkshire.

Looking forward to continued collaboration.

**#WhereOpportunityLives | UKREiiF2026 | InvestInKirklees / Huddersfield / Dewsbury**

## Newsletter Paragraphs

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**Short version** - Kirklees will be showcasing its major regeneration projects, investment-ready sites and business strengths at UKREiiF 2026. Representatives from the council and Business Kirklees will be at the West Yorkshire Pavilion throughout the event, connecting with investors, developers and partners. Learn more about the opportunities across the district at [businesskirklees.com/ukreiiF-2026](https://businesskirklees.com/ukreiiF-2026)

**Long version** - Kirklees is joining partners across West Yorkshire at UKREiiF 2026 to present the district's ambitious regeneration, investment and development opportunities. From significant town centre projects in Huddersfield and Dewsbury to major employment sites and innovation-led sectors, the district is undergoing transformational change.

Representatives from Kirklees Council and Business Kirklees will be at the West Yorkshire Pavilion throughout the event, meeting investors, developers and potential partners. To discover the full range of opportunities and the vision for the district, visit [businesskirklees.com/ukreiiF-2026](https://businesskirklees.com/ukreiiF-2026)

## Join the conversation

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We'll be sharing from the following accounts:  
**@BusinessKirklees @KirkleesCouncil**

Don't forget to tag:

@WestYorkshireCA  
@WYBizandSkills  
@InvestWY  
@UKREiIF

X: @WestYorkshireCA | @mayorofwy |  
@WYBizAndSkills | @InvestWY

LinkedIn: West Yorkshire Combined Authority |  
Mayor of West Yorkshire | West Yorkshire Business  
and Skills | Invest West Yorkshire

#InvestinKirklees #InvestinHuddersfield  
#InvestinDewsbury #WhereOpportunityLives  
#UKREiIF

## Partnership endorsement lines

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- We're proud to be working with Kirklees on a district undergoing truly transformational change.
- Kirklees offers major opportunities for development and long-term strategic investment.
- The scale of regeneration in Huddersfield and Dewsbury positions the district as a major growth location in the North.
- We're excited to support Kirklees in showcasing these opportunities at UKREiIF 2026.
- Kirklees is a place where innovation, culture and investment come together.

## Stakeholder specific messages

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### Local businesses

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#### Short messages

- Kirklees has been the ideal place for us to grow. As a *[type of business]*, we've benefited from strong local networks, skilled people and room to expand.
- Basing our business in Kirklees has given us access to the talent, connectivity and support we need to keep scaling.
- Kirklees is a great place to invest and grow – we've been able to expand our operations and attract new customers from across the region.
- As a business rooted in Kirklees, we've seen first-hand the momentum building across the district. It's a brilliant place for ambitious companies.
- The support we've received through Business Kirklees has helped us unlock new opportunities and strengthen our long-term plans.

#### Long messages

- Since expanding our operations in *[location in Kirklees]*, we've seen real benefits – from access to skilled people to strong supply chains and great transport links. Kirklees is a place where businesses like ours can thrive.
- Being based in Kirklees has allowed *[Company Name]* to scale sustainably. The district offers the right balance of affordability, innovation, and collaboration for growing companies.
- Kirklees gives us space to innovate. Our work in *[sector]* has accelerated thanks to local partners, supportive networks and a business-friendly environment.

With major regeneration happening across the district, this is the right time for businesses to invest in Kirklees. It's a place with huge potential and real momentum.

Kirklees has been central to our growth journey. From the manufacturing heritage to the emerging digital and innovation sectors, it's a place where businesses of all sizes can succeed.

## Regeneration Partners

### Short messages

- We're proud to be working with Kirklees on the transformation of *[Project Name]*. It's a landmark scheme that will make a lasting impact on the district.
- Our work on *[Project Name]* reflects the ambition and confidence growing across Kirklees. It's a place ready for major investment.
- Kirklees is delivering regeneration at scale, and we're excited to play a part in shaping its future through *[Project Name]*.
- The partnership approach with Kirklees has been outstanding – together we're creating something genuinely special at *[Project Name]*.
- *[Project Name]* is a once-in-a-generation opportunity, and we're delighted to be collaborating with Kirklees Council to bring it to life.

### Long messages

- Our involvement in *[Project Name]* demonstrates Kirklees' commitment to high-quality, future-focused regeneration. This project will deliver new spaces, new opportunities and long-term value for the district.
- Working alongside Kirklees Council on *[Project Name]*, we've experienced a clear, collaborative vision for how the district is evolving. It's an exciting moment to invest in and deliver projects here.

- The ambition behind *[Project Name]* reflects a wider transformation happening across Huddersfield and Dewsbury. Kirklees is establishing itself as a major destination for culture, business and investment.
- As the *[role/organisation]*, we're proud to help bring forward *[Project Name]*, a development that will strengthen the local economy and enhance the district's cultural and commercial offer.
- Kirklees is delivering bold, place-shaping projects. Our work on *[Project Name]* highlights how strong partnership between the public and private sectors can unlock real impact.

## Supporting Information

See who is attending, explore the West Yorkshire pavilion programme and reasons to invest. Visit [businesskirklees.com/ukreiiif-2026](https://businesskirklees.com/ukreiiif-2026) for more.

### Download our Investment Guides

Investment guides provide detailed insights into opportunities, strategic sites, growth sectors and regeneration plans across the district.

[Invest in Huddersfield](#)

[Invest in Dewsbury and North Kirklees](#)

### Watch our Destination Videos

See the district's towns, landscapes, business clusters and development hotspots come to life through our short, high impact films.

[Business Kirklees - YouTube](#)

## Contact

To arrange a meeting with the Kirklees team at UKREiIF 2026, please email: [invest@kirklees.gov.uk](mailto:invest@kirklees.gov.uk)

