

Marsden

Investing in the future

February 24



Why Marsden

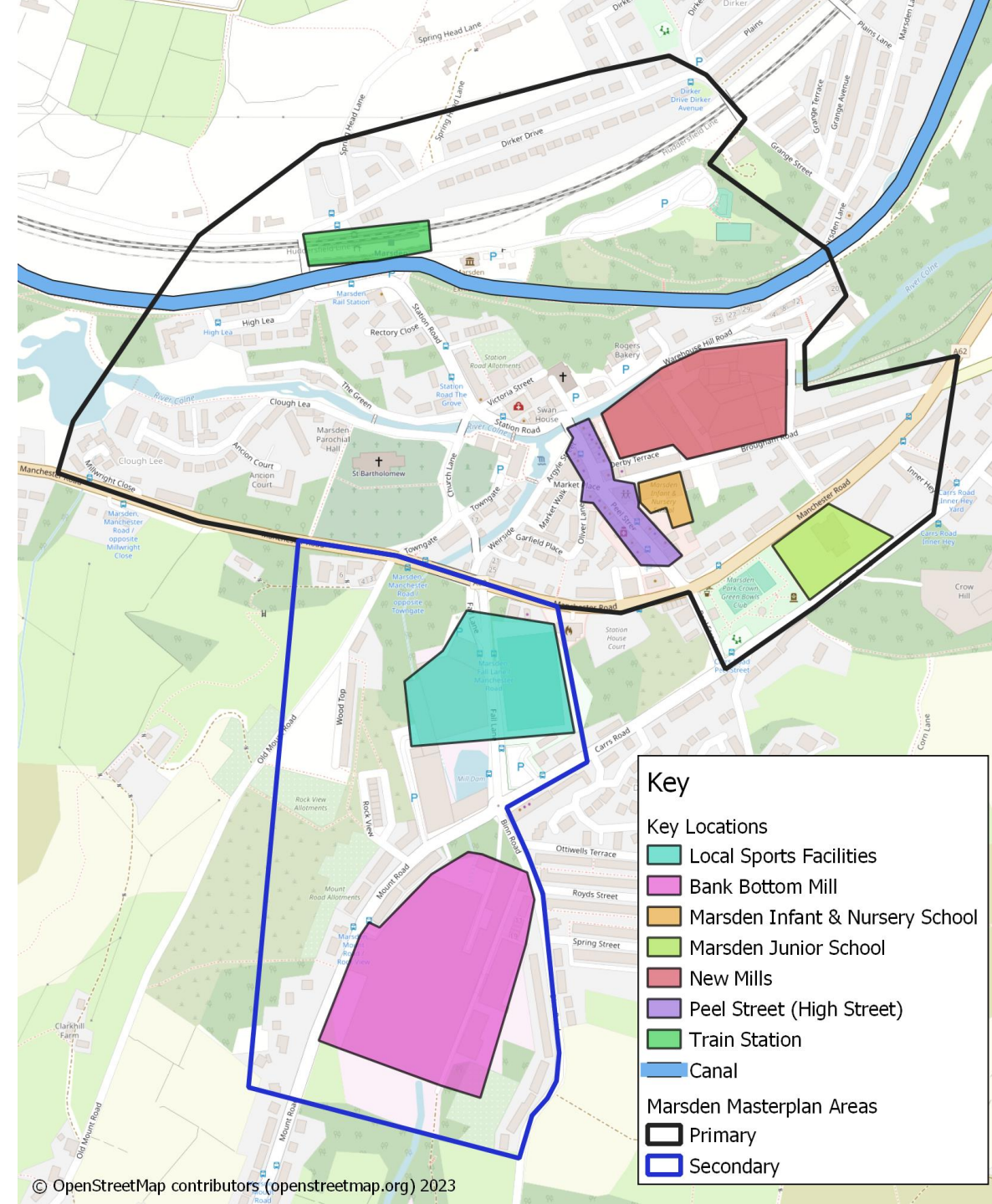
- **Marsden's full economic potential is not being realised** – it has a constrained commercial offer, high levels of out-commuting, along with issues caused by traffic, parking and unused property which impact quality of place.
- The funding secured via LUF2 to support the redevelopment of New Mills, the investment that will come as part of the TRU project and the existing level of active community engagement all **present an opportunity if they can be brought together**.
- A Marsden Masterplan will provide a **structured approach and framework** for the development and delivery of improvements over the long term to unlock Marsden's full potential as a thriving, accessible and quality place that people want to live, work and visit.
- In June 2023 Cabinet delegated authority to approve the Masterplan for Marsden to the Strategic Director for Growth and Regeneration – a report setting out a proposed approach is going to Cabinet in March 2024 to seek endorsement of a partnership-led way of working.

Marsden Masterplan: Overview

- **To set out a longer-term vision for Marsden and identify priority projects.** A Delivery Plan will form part of the document setting out proposed projects and commercial opportunities along with indicative costs and suggested next steps. This will enable the council to pursue funding opportunities and undertake discussions with private sector developers.
- To maximise local engagement and help develop long-term ownership it is proposed to establish a **Community Partnership to help embed a community and place led approach** that can shape the masterplan.
- Whilst the Council will remain the accountable body, **the Partnership will help to shape the vision**, provide local insight, oversee community engagement and support the council as an advisory body

Marsden Masterplan: Overview

- Key locations and proposed Masterplan study area



Marsden Masterplan: Community Partnership

- The Partnership would be made up of invited representatives, with no more than 9 or 10 members, including **one representative from** each of the following:
 - Marsden Community Trust
 - Marsden Community Association
 - Kirklees Council
 - Ward Councillor
 - Local businesses
 - Local landowner and/or developer
 - Youth-based / sports group
 - Community group / organisation
 - Local schools

Marsden Masterplan: Scope

- The scope of the Masterplan will reflect lessons learned from other Masterplan development studies across the Borough whilst also reflecting matters specific to Marsden **to include masterplanning, public realm, transport, and commercial viability**. The Council does not have this resource available, nor would it be the best use of Council resources. It is proposed that a scope is developed, and external support procured.
- **Set Gateways / Key milestones** will be identified within the scope to ensure that the Council and the Partnership are content with the outputs at each stage.
- The Scope will involve engagement and consultation – this will involve working with the Community Partnership and the Democracy and Place Based Working Service to **build on engagement to date**. It will also involve engagement with TRU and the Development team for New Mills to build on any engagement and seek alignment wherever possible.

New Mills, LUF2: Overview

- **£5.6m from DLUHC** to support site redevelopment and address viability gap – total project value of £17.3m. Scope of works include development, clearance, refurb & new build to deliver mixed-use site with **58,500sqft commercial space + 30 residential units or additional commercial space**
- Seeks to **address demand for employment space**, out-commuting and derelict buildings which are constraining local economic growth and impacting sense of place
- Whilst funding is allocated to Council as accountable body the work is **private-sector led by a Development Team** instructed by the Crowther family as landowner and developer.

New Mills, LUF2: Progress

- **Regular liaison** between Council and Development team
- During December 23, the Dev Team undertook **engagement and site visits** with Historic England, Community representatives, and the Council's Planning & Heritage officers.
- In Dec 23 the Dev Team submitted a **pre-app submission to Historic England** (and are awaiting feedback). Council has engaged with team at Historic England.
- Dev Team plan to submit a **pre-app application to Council as Planning Authority** in February 2024 – Council proposing a multi-disciplinary workshop to follow the pre-app submission to discuss options and next steps.
- Council has engaged with the **Levelling Up Places Service** – once pre-app is submitted the Council and DT will seek input from a Place Advisor.
- **Council engaging with DLUHC** and helping to strengthen working relationship.

Next steps / Timescales

- Feb 2024: Briefings with Ward Councillors and MP
- Feb 2024: New Mills Development team pre-app submission to Planning Authority
- March 2024: Cabinet approval sought to progress with Partnership & Masterplan
- March 2024: Place Standard Action Plan agreed
- March – April 2024: Community Partnership established to support Masterplan
- March - May 2024: Procurement of external support for Masterplan
- March – June 2024: New Mills planning app development inc. engagement & consultation*
- March – June 2024: TRU engagement*
- Summer 2024: New Mills planning app submitted*
- June – Dec 2024: Development of Masterplan and Delivery Plan

**Subject to emerging programmes & ongoing discussions*