

**Report title:**  
**Marsden Masterplan – Approval and next steps**

<b>Meeting</b>	<b>Cabinet</b>
<b>Date</b>	<b>2<sup>nd</sup> December 2025</b>
<b>Cabinet Member</b>	<b>Cllr Turner</b>
<b>Key Decision Eligible for Call In</b>	<b>No Yes</b>

**Purpose of Report**

The purpose of this report is to provide an update to Cabinet following on from the Cabinet Report in March 2024 on the development of a Masterplan for Marsden, to seek feedback on the document, and to seek Cabinet approval of the Masterplan and proposed next steps.

**Recommendations**

1. That Cabinet note the contents of this report, and the Masterplan document (Final draft attached as Appendix A) and provide any comments
2. That Cabinet approve the Masterplan
3. That subject to Recommendation 2, Cabinet delegate the Executive Director for Place in consultation with the Portfolio Holder for Finance & Regeneration to finalise the Masterplan document and formally adopt the plan
4. Once approved the plan is published on the Council’s website to form the basis for informing investment decisions in the masterplan area.
5. Cabinet delegate to the Executive Director for Place in consultation with the Portfolio Holder for Finance & Regeneration to continue to develop the masterplan, its principles and the propositions as set out in the report including authority to spend up to £140,000 to progress design development on Peel Street as the initial priority project.
6. Cabinet delegate to the Executive Director for Place in consultation with the Service Director for Finance, Service Director for Legal Governance and Commissioning, and the Portfolio Holder for Finance & Regeneration, to agree all necessary legal agreements with any potential external funders and for the Service Director Legal, Governance and Commissioning to enter into, on behalf of the Council, any external funding agreements and/or legal formalities related to the Masterplan as appropriate.

**Reasons for Recommendations**

To ensure Cabinet is sighted on the masterplan for Marsden. Whilst the Masterplan is non-statutory by securing approval of the Masterplan it will signal political and institutional backing which will enhance funding credibility, enable market engagement and help align stakeholder priorities. Whilst the Masterplan does not have a formal planning status it will be used as a consideration in the determination of planning applications where appropriate. By approving funding for additional design development, momentum will be maintained to align with the emerging proposals for the New Mills development.

**Resource Implication:**

Staff time from Town Centres, Major Projects, Highways, Procurement, Finance and Legal will be required to procure resources, contribute to design development, and manage the development of the projects highlighted in the Masterplan. At this stage, funding is not being sought for the full delivery of the Masterplan. Each intervention will require further development and individual business cases. To maintain momentum, up to £140,000 is being sought to progress initial design development, this allows for the costs associated with design consultants and council staff time. There is no additional Council funding required for this as the £140,000 is funded by £80,000 of existing capital budget and £60,000 of UKPSF.

**Date signed off by Executive Director & name**

**David Shepherd – 19.11.25**

**Is it also signed off by the Service Director for Finance?**

**Kevin Mulvaney – 19.11.25**

**Is it also signed off by the Service Director for Legal Governance and Commissioning (Monitoring Officer)?**

**Samantha Lawton – 19.11.25**

**Electoral wards affected:** Colne Valley

**Ward councillors consulted:** The Masterplan has been shared with Colne Valley Ward Councillors (Cllr McCarthy, Cllr McLoughlin and Cllr Addy) who have confirmed their support.

**Public or private:** Public

**Has GDPR been considered?** Yes, no personal data

## 1. Executive Summary

In March 2024, Cabinet approved the development of the Marsden Masterplan, establishing a Community Partnership to guide its direction. The Marsden Masterplan responds to three key drivers: significant public and private investment in the redevelopment of New Mills, improvements to Marsden Station and the wider rail network through the TransPennine Route Upgrade, and extensive community engagement.

The Masterplan sets out a strategic framework for Marsden’s future, coordinating public investment, community priorities, and private sector interest around a shared vision. Developed through a community-led approach, the Partnership brings together local organisations, businesses, schools, and Kirklees Council to ensure transparent governance and long-term sustainability. The Masterplan identifies opportunities for investment and improvement across key areas including station arrival, the Goodsyrd site, Lakeside, Peel Street, Manchester Road, and connections to local facilities. Further funding of up to £140,000 is sought to progress design development for Peel Street.

Cabinet approval will initiate a longer-term programme. The Masterplan sets a 10-to-15-year vision for change, with the Masterplan serving as a baseline for ongoing engagement, project development, and future investment. The plan aims to strengthen community life, improve public spaces, protect heritage, support the local economy, deliver affordable housing, and promote sustainability. The New Mills redevelopment is central to this vision, acting as a catalyst for wider improvements and addressing local priorities for housing, employment, heritage, parking, and public realm.

## 2. Information required to take a decision

### 2.1 Background

In March 2024, Cabinet approved the development of a Marsden Masterplan, including the establishment of a Community Partnership to shape its direction. The Masterplan responds to three key drivers:

- Levelling Up Fund (LUF): £5.6 million allocated for the redevelopment of New Mills, a historic mill complex in central Marsden, with £11.7 million private sector investment
- TransPennine Route Upgrade (TRU): Complementary investment in Marsden Station and the wider rail network.
- Community Engagement: The Place Standard programme (Autumn 2022–Winter 2023) involved over 900 individuals, highlighting a strong desire for a holistic plan to guide future improvements.

The Masterplan provides a strategic framework to coordinate public investment, community priorities, and private sector interest around a shared vision for Marsden. It is designed as an overarching framework, subject to updates as projects progress and new opportunities arise.

### 2.2 Community-led approach

The Marsden Community Partnership has played a central role in shaping the Masterplan, embedding a place-led and community-driven approach. The Council remains the accountable body, but the Partnership has provided local insight, oversight, and advocacy throughout the process.

Core Membership has included:

- Marsden Community Trust and Association
- Kirklees Council (Councillors and officers)
- Local businesses, landowners/developers
- Youth/sports groups, community organisations, local schools

The Partnership operates under agreed terms of reference, ensuring transparent decision-making and broad representation. Benefits include deep local knowledge, increased social cohesion, enhanced eligibility for external funding, and long-term sustainability.

### 2.3 Masterplan scope and content

The Marsden Masterplan sets out a long-term vision for the village, building on years of community stewardship and engagement. It identifies opportunities for investment and improvement across seven key areas:

- 1) Station Arrival: Improvements to station and surrounding area. The objectives for the area around the station will be to improve the arrival experience, improve orientation for visitors, improve connections with the surrounding Marsden and create more space for people rather than vehicles. This would align and support the planned TRU investment and station improvements.
- 2) Goodsyard Site: Existing car park and skatepark, key regeneration opportunity. The objectives for the Goodyards site will be to provide improved car parking, deliver

wider regeneration with scope for new homes and enterprise spaces, improve access to the canal towpath, retain existing play facilities and natural biodiversity and improve the National Trust facilities.

- 3) Lakeside: Area to the rear of New Mills. The objectives for Lakeside will be to improve short term temporary public space, open up the river corridor, create a new riverside public space, retain the existing nursery facility and deliver a mixed-use development.
- 4) Peel Street Environment: Streetscape improvements for the high street. The objectives for Peel Street is to improve movement throughout, create a safer environment, improve the public space adjacent to the Mechanics and work with the New Mills development.
- 5) Peel Street Movement: Highways and parking management. The objectives of Peel Street is to improve the quality of the local townscape, landscape and nature, provide greater priority to pedestrians, reduce the impact of long-term parking, support local businesses and create a street that supports community activities.
- 6) Manchester Road: Development opportunities along the main vehicular route. The objectives for Manchester Road are to improve quality of street frontage, improve linkages and deliver new homes for local people.
- 7) Links to Marsden's Places: Improving connections to priority local facilities. The objective is to increase pedestrian access around the village and beyond.

Further detail and visual representation of these proposals is included in Section 5 of the Masterplan document (Appendix A). Each proposal includes objectives and project ideas, mapped to a high-level Action Plan with indicative timescales and lead partners. The Masterplan's spatial framework ensures improvements benefit both the village core and wider community assets.

## 2.4 Costs and funding

Funding is not being sought for the full delivery of the Masterplan. Each intervention will require further development and individual business cases as appropriate to enable a phased delivery.

Currently in the Capital Plan there is £148,974 of funding allocated to Marsden, this includes £52,527 of UKSPF grant and £96,447 from the Council's Local Centres allocation. This funding has supported the development of the Masterplan.

To maintain momentum, this report recommends that a further funding allocation is made of up to £140,000 to progress initial design development for improvements to Peel Street, aligning with emerging plans for highways changes within the New Mills proposals (see Section 2.7).

Further UKSPF grant has been secured for 2025/26, this has to be spent by March 2026 and it is proposed that a further £60,000 of UKSPF grant is allocated to Marsden, and up to £80,000 of funding is allocated from the Council's existing Local Centres capital budget. This funding will deliver RIBA Stage 2 concept designs for Peel Street, enable necessary surveys to be undertaken and include engagement with council teams, stakeholders and local businesses. This work will provide a robust basis for future funding applications and detailed project development.

## 2.5 Next steps

Cabinet approval marks the beginning of a longer-term programme. The Masterplan is a strategic framework, not a fully funded delivery plan, and will guide future collaboration among stakeholders and landowners.

Draft Timeline:

- Cabinet approval: December 2025
- Procurement for Peel Street design: December 2025 – January 2026
- Peel Street design development: January 2026 - May 2026
- Exploring future funding and partner opportunities: January 2026 onwards

Following approval, the Masterplan will serve as a baseline for continued engagement, inform individual project development, and help shape the future investment pipeline. The initial £140,000 will help identify design proposals to target future funding opportunities.

## 2.6 Outcomes and benefits

The Masterplan aims to deliver the following outcomes, aligned with its five objectives:

- Strengthen community life: Inclusive spaces and vibrant events.
- Improve streets and public spaces: Safer, cleaner, and more attractive environments.
- Protect heritage and identity: Safeguard historic buildings and cultural character.
- Support the local economy: Encourage business growth and job creation.
- Deliver affordable housing: Provide homes that meet local needs.
- Promote sustainability: Enhance green spaces and biodiversity.

Progress will be monitored against key indicators, including public realm improvements, housing delivery, business occupancy rates, and community satisfaction.

## 2.7 Interaction with New Mills

New Mills is a 1.5-hectare former mill complex in central Marsden, vacant for over 20 years. Working with the landowners the Council helped to secure c.£5.6m of Levelling Up Funding to support the redevelopment of this complex site. Since Government funding was secured, to address the economic viability gap, the New Mills team have been working closely with the Council to develop a scheme.

The preferred redevelopment scheme is a phased, mixed-use development, retaining key mill buildings and heritage features. The full masterplan includes new homes, light industrial and office space, retail, food & beverage and leisure units, car parking spaces, pedestrian routes, new public realm, and an enhanced landscape including the de-culverting of the River Colne.

The scheme will be delivered in phases, with commercial and employment uses in the initial phase, followed by residential and leisure elements as market conditions allow. A hybrid planning application is expected for the first phase in late 2025 / early 2026, with some elements seeking full permission and others outline consent.

The New Mills redevelopment is central to the Masterplan's vision, acting as a catalyst for wider improvements in Marsden, including Peel Street, Lakeside, and the Goodsyield. It addresses local priorities for housing, employment, heritage, parking, and public realm.

### **3. Implications for the Council**

#### **3.1 Council Plan**

“Local economic growth, working with regional and national partners” is one of the Council Plan priorities. Under this sits the objective to “Progress our smaller town regeneration plans across the district”. Marsden is highlighted as one of the smaller towns. The development of the Masterplan, and the proposed design development work directly support the Council Plan priority to support local growth and work with partners.

#### **3.2 Financial Implications**

The long-term ambition is for public and private sector partners (not just the Council) to deliver all of these interventions over time as funding becomes available and circumstances allow, and each requires extensive further development work. To maintain momentum up to £140,000 of funding is being sought to progress initial design development stages for Peel Street. This will help to retain community confidence and engagement, and help to unlock and target wider investment. The output of this investment will be an initial design concept up to RIBA 2 Stage for the length of Peel Street setting out proposed improvements to include landscape, traffic management, parking, bus and the pedestrian environment.

As noted in Section 2.4. Further UKSPF grant has been secured for 2025/26, this has to be spent by March 2026, so it is proposed that a further £60,000 of UKSPF grant is allocated to Marsden, and up to £80,000 of funding is allocated from the Council’s existing Local Centres capital budget.

#### **3.3 Legal Implications**

Legal advice will be sought on land transactions, planning permissions, procurement, and partnership agreements as individual projects progress. Whilst the Masterplan does not have a formal planning status it will be used as a consideration in the determination of planning applications where appropriate. Any procurement will be in accordance with Contract Procedure rules and the Procurement Act, and any applications for funding and acceptance will be in accordance with Financial Procedure Rules

#### **3.4 Climate Change and Air Quality**

The reduction of carbon emissions and addressing the issues associated with poor air quality form part of the overarching objectives for the Masterplan.

#### **3.5 Risk, Integrated Impact Assessment (IIA)**

There are very limited risks associated directly with the recommendation to approve the masterplan. The individual projects that will follow in due course will be subject to development and have their own business cases where required and/or specific approvals which will fully consider the risks and impacts associated with each proposed intervention. At this stage, at masterplan level, the main risks are reputational i.e. the plan sets out a bold and long-term ambition and it may take many years to progress. In publishing the Masterplan, it could be argued that expectations are being raised. However, it is felt that it is right to be bold and be led by a strong vision for positive change.

An IIA has not been completed at this Masterplan stage, but IIAs will be undertaken as specific schemes are identified and progressed to ensure the potential impacts are understood and fully considered.

## 4 Consultation

Consultation and engagement were undertaken to inform the Marsden Masterplan, ensuring proposals reflect the views and priorities of local businesses, residents, and visitors. Engagement activities included:

### Business Engagement

- In winter 2024, the Masterplan team, in partnership with the Marsden Business Forum, distributed questionnaires covering 12 business-relevant themes.
- 28 local businesses responded, highlighting concerns including limited and inconsiderate parking, poor wayfinding to direct visitors to Peel Street, and the need to encourage footfall to support local trade.

### Community Engagement

- An online survey and written submissions received 162 online responses and 3 written responses.
- Respondents broadly supported the Masterplan vision for improved accessibility, green space, and traffic management. Key concerns included parking, housing, village character, infrastructure capacity, and community facilities such as youth services and public toilets.

### In-Person Engagement

- A daytime event outside Marsden Mechanics in April 2025 enabled residents to review 8 engagement boards and a tabletop village map, providing feedback on site-specific proposals.
- Boards remained on display in the village until Cuckoo Day and included QR codes linking to further online information. Cuckoo Day is a popular and well attended event held in Marsden to welcome spring. The festival begins with a 'cuckoo walk' organised by the National Trust.

### Key Themes from Engagement

1. Parking and Traffic Management - A consistent concern, particularly around Peel Street and Station Road.
2. Public Realm and Accessibility - Support for pedestrianisation, improved wayfinding, and green spaces.
3. Heritage and Village Character - Strong desire to preserve Marsden's identity and prevent overdevelopment.
4. Community Facilities - Calls for affordable housing, youth services, and basic facilities

### How the Masterplan Reflects Consultation and Engagement

- Prioritises parking and traffic management as a core element of village strategy.
- Guides improvements to pedestrian environments, public spaces, and wayfinding.
- Embeds community values around heritage, identity, and balanced development.
- Provides a framework for coordinated delivery of projects in line with community and business needs.

Rationale for prioritising design on Peel Street. Progressing design work for Peel Street directly addresses the community's most pressing concerns. It acts as a tangible, early delivery project from the Masterplan demonstrating the Council's responsiveness to community priorities and building confidence for future interventions.

## 5 Engagement

Regular meetings and workshop sessions with the Marsden Community Partnership have taken place throughout the development of the Masterplan. Engagement with Ward Councillors has taken place at both Community Partnership meetings, and in focussed sessions throughout the Masterplan's development, updates have also been given to the local MP.

Further engagement will be undertaken with the Ward Councillors, Community Partnership, the local MP and businesses once the Marsden Masterplan has been approved and as part of any ongoing project development.

## 6 Options

### 6.1 Options Considered

The following options have been considered:

- Not to seek approval of the Masterplan
- Seek approval of the Masterplan
- Seek approval of the Masterplan and approval for a further £140,000 to undertake design development work (Recommended)

### 6.2 Reasons for recommended Option

This recommended option recognises the extensive engagement undertaken, demonstrates responsiveness to community priorities, and maintains momentum to seek funding opportunities.

## 7 Next steps and timelines

The proposed next steps are:

- Cabinet approval: December 2025
- Procurement for Peel Street design: December 2025 – January 2026
- Peel Street design development: January 2026 - May 2026
- Exploring future funding opportunities: January 2026 onwards

## 8 Contact officer

Joanne Tansley, Design and Conservation Project Manager – Town Centre Regeneration

## 9 Background Papers and History of Decisions

March 2024 Cabinet Report – [Cabinet Report - Marsden Masterplan - FINAL.pdf](#)

## 10 Appendices

Appendix A – Marsden Masterplan document.

## 11 Service Director responsible

David Wildman, Director for Regeneration & Skills