

Allies and Morrison

November 2025

# MARSDEN BLUEPRINT DRAFT



Copyright © 2025 Allies and Morrison

No part of this document may be reproduced without the prior consent of the client. This document is prepared in support of Madsen Blueprint. Allies and Morrison and its collaborators are not responsible for nor shall be liable for the consequences of any use made of this Report other than that for which it was prepared by Allies and Morrison for the Client unless Allies and Morrison provide prior written authorisation for such other use and confirms in writing that the Report is suitable for it. It is acknowledged by the parties that this Report has been produced solely in accordance with the Client's brief and instructions and without any knowledge of or reference to any other parties' potential interests in or proposals for the Project.

Every effort has been made to acknowledge the source of photographs and illustrations; we apologise for any errors or omissions.

# CONTENTS

<b>1 INTRODUCTION</b> .....7	<b>3 VISION AND OBJECTIVES</b> ..... 40	<b>5 MASTERPLAN FRAMEWORK</b> .....61	<b>6 ACTION PLAN</b> ..... 111
<b>1 INTRODUCTION</b> ..... 8	<b>3 VISION AND OBJECTIVES</b> ..... 42	<b>5 MARSDEN'S BLUEPRINT</b> ..... 62	<b>6 ACTION PLAN</b> ..... 112
1.1 Introduction and purpose.....8	3.1 Vision .....42	5.1 Station Arrival .....65	6.1 Marsden Blueprint Action Plan .....112
1.2 Background to the Marsden Blueprint.....9	3.2 Objectives.....45	5.2 The Goodsyrd.....72	6.2 Beyond the Blueprint.....116
1.3 The study area ..... 12		5.3 Lakeside.....78	
1.4 Planning policy context..... 14	<b>4 ENGAGEMENT</b> ..... <b>47</b>	5.4 Peel Street Environment.....83	
	<b>4 ENGAGEMENT ACTIVITIES</b> ..... 48	5.5 Peel Street Movement .....88	
<b>2 UNDERSTANDING MARSDEN</b> .. 16	4.1 Introduction .....48	5.6 Manchester Road .....102	
<b>2 UNDERSTANDING MARSDEN</b> ..... 18	4.2 Activities.....50	5.7 Links to places.....107	
2.1 Heritage context ..... 18	4.3 Results .....55		
2.2 Character.....24			
2.3 Landscape .....28			
2.4 Movement.....30			
2.5 Socioeconomic overview.....36			
2.6 Quality of the public realm.....38			



## EXECUTIVE SUMMARY

The aim of the Marsden Blueprint is to create a vision for Marsden and to outline the opportunities for improvements and investment within the village. The Blueprint builds upon the years of active and successful campaigning and community stewardship by the village, steered by Marsden Community Trust. Part of this consistent community engagement was the What Matters to Marsden project which opened conversations with local residents and businesses to understand how they find life in the village and what future changes they would like to see.

The Marsden Blueprint Partnership was formed to oversee the production of this masterplan report. The Partnership comprises local business people, key local stakeholders, community leaders, local politicians and key officers of Kirklees Council.

The Blueprint is timely given the significant progress made on two catalytic investments in the village. Firstly, the Central Government Levelling Up Fund which has been directed to support refurbishment and redevelopment proposals for the historic New Mills site. Secondly, Marsden will benefit from Network Rail's TransPennine Route Upgrade (TRU), a transformative railway programme that will better connect passengers in the North between Manchester, Huddersfield, Leeds and York.

Baseline analysis has been undertaken to better understand Marsden's identity and areas for improvement. Research has examined the villages' heritage, local character, landscape, public realm quality, movement and transport and its socio-economic context. Through this research and continued communication with the Blueprint Partnership, a Marsden 'vision' was created to summarise locally agreed aspirations for the future including improved connections to community facilities and infrastructure, environmental improvements to key streets and public spaces and thoughtful development of opportunity sites. Under the vision, several objectives have been identified and agreed locally, which capture the principal issues and priorities facing the village. They capture issues including Marsden's community life; its streets and spaces; its heritage; the local economy; housing and sustainability.



Alongside the regular workshop sessions with the Marsden Blueprint Partnership, an exhibition, a summer event day and online surveys for the public and local businesses were used to help influence and inform the Blueprint. Several takeaways were identified from the engagement. The community were keen to preserve Marsden’s heritage and special character and want any future projects to safeguard this unique identity. Parking was a regular topic of concern, and many wanted a focus on resolving parking and promoting traffic management within the Blueprint. Villagers are keen to improve the pedestrian environment and wayfinding, with a focus on improving Peel Street. There is a need for additional and improved public realm and green space for locals and visitors to enjoy and many called for more affordable housing, while cautioning against over-development character and over-stretching existing infrastructure such as schools and healthcare. Villagers also want better facilities and opportunities for young people and basic community facilities such as toilets.

The Marsden Blueprint Masterplan Framework builds upon the future investment into the village from the New Mills scheme and future TRU upgrade and identifies sites across the village for future development or improvement. The Marsden Blueprint Masterplan Framework provides highlights opportunities for improvement and investment in the following locations within the village:

- Station Arrival - how station improvements might widen to the surrounding area.
- The Goodsyard site - existing car park and skatepark site and the village’s key regeneration opportunity.
- Lakeside - area rear of New Mills.
- Peel Street environment - streetscape improvements for Marsden’s high street.
- Peel Street movement - potential highways and parking management.
- Manchester Road - development opportunities along Marsden’s main vehicular through route.
- Links to Marsden’s places - improving links to priority local facilities.

Each site is given a series of objectives and project ideas, which can be used to guide future change. All these project ideas are then taken into the Marsden Blueprint Action Plan which can be used to prioritise actions and track progress.



# INTRODUCTION

<b>1 INTRODUCTION</b> .....	8
1.1 Introduction and purpose.....	8
1.2 Background to the Marsden Blueprint.....	9
1.3 The study area.....	12
1.4 Planning policy context.....	14

# 1 INTRODUCTION

## 1.1 Introduction and purpose

### Marsden Blueprint in context

Kirklees Council, working with local communities and local stakeholders, has prepared a series of place-based Blueprints for towns and villages across the Kirklees Borough.

The primary purpose of these Blueprints is to present a vision for each town and to articulate how, through targeted investment and collaborative effort, they can be improved - environmentally, socially and economically. In each case, these Blueprints have been prepared with the benefit of community engagement. They are therefore an expression of shared and commonly held aspirations.

The Marsden Blueprint follows this formula. With oversight maintained throughout its production by the Marsden Blueprint Partnership, the Marsden Blueprint, together with the locally produced What Matters to Marsden Action Plan, provides an overview of a wide range of improvement and investment opportunities which would deliver local benefits to local people. The Blueprint outlines a vision for Marsden for the next 15-20 years. It has also been prepared with one eye on the review of the Kirklees Local Plan 2028. Given the significant public engagement which has helped shape the Blueprint, the Partnership feel it should both provides evidence to support the Local Plan review process and should also be a material consideration for relevant planning application.

From small scale street-based public realm interventions to the comprehensive regeneration of major opportunity sites, the Marsden Blueprint outlines a wide range of diverse interventions. Community support is the common thread that ties them together.

## 1.2 Background to the Marsden Blueprint

### Key drivers and the Marsden Community Partnership

Building on years of active and successful campaigning and community stewardship, the Blueprint responds to a sustained creative vision spearheaded by Marsden Community Trust with support from Kirklees Council and other local community groups.

Marsden Blueprint Partnership was formed to oversee the production of this masterplan report and is comprised of local business people, key local stakeholders, community leaders, local politicians and key officers of Kirklees Council. It has a mandate and agreed terms of reference and receives administrative, although not direct financial, support from Kirklees Council

The timing of the Blueprint is signalled by significant progress being made on two catalytic investments in the village as follows:

- Central Government Levelling Up Fund - being directed to support for the major refurbishment and redevelopment proposals for the historic New Mills site, right in the historic heart of the village; and
- The TransPennine Route Upgrade (TRU) - funded by the Department for Transport and delivered by Network Rail, this is a transformative railway programme that will better connect passengers in the North between Manchester, Huddersfield, Leeds and York. Marsden works are currently planned for 2032.

Perhaps most significantly of all, the Partnership benefits from the seemingly unlimited drive, commitment and ambition provided by its members as they work towards their common goal of delivering the best for the village of Marsden.

At the time of writing this report, the Partnership is comprised of:

**Chair**

Tom Lonsdale - Marsden Community Trust

**Kirklees Council Members**

Councillor Harry McCarthy  
 Councillor Matthew McLoughlin  
 Councillor Beverley Addy

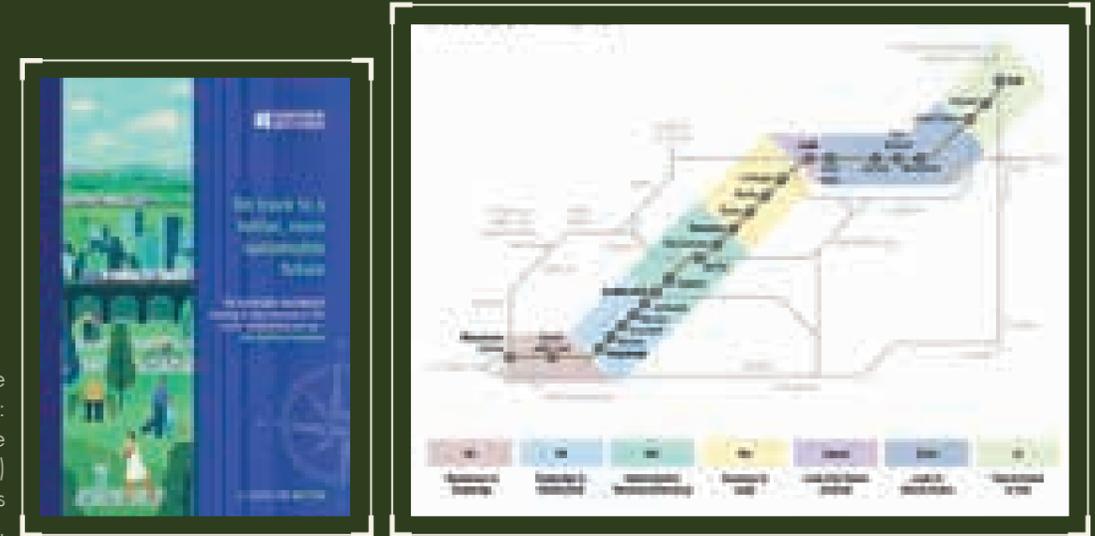
**Kirklees Council officers**

David Wildman - Head of Town Centres and Project Executive  
 Luc Bride

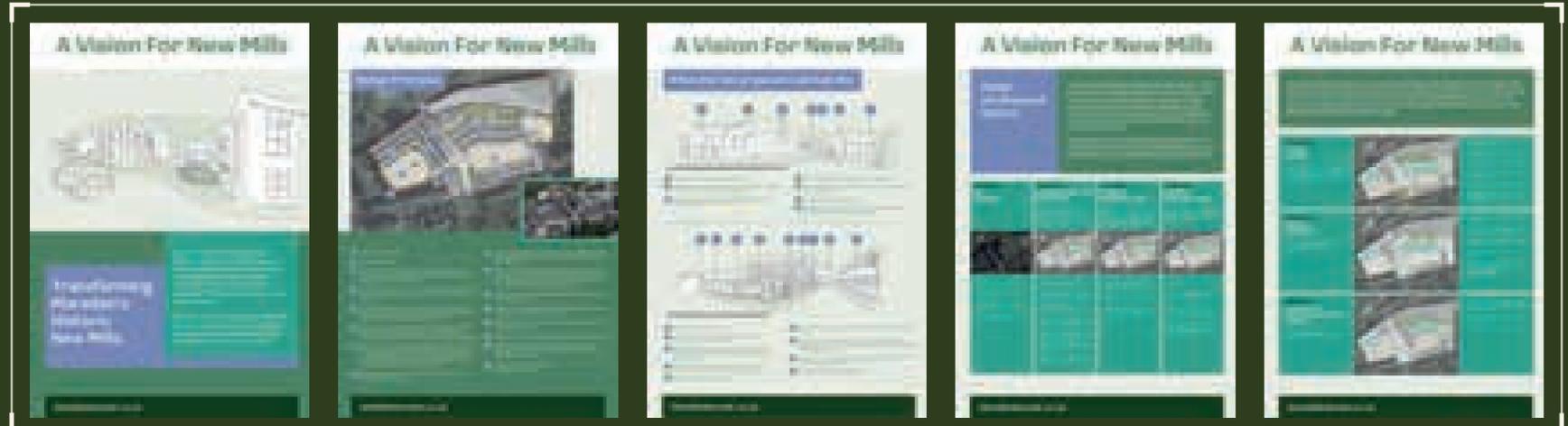
**Community Representatives**

Stephen Byram - SB Homes  
 Gary Godolphin - Marsden Community Action plan  
 Jayne Haley - The Riverhead  
 Alastair Hanson - Northern Centre for Music and The Arts  
 Gill Logan - Friends of Marsden Park  
 Andrew Lister - Scouts  
 Kate Gino Sassanelli - Sass and Marsden Business Forum  
 Sean Watson - St. Bartholomew's Church  
 Jamie Stuttard - Marsden Schools  
 Pat Sykes - Chair of Trustees & Secretary, Marsden Sports Hall  
 Carol Wilby - Secretary for the Women's Institute (WI) and Hemplow Bowling Club (HBC)

Transpennine Route Upgrade: (left) Upgrade document, (right) project areas map.



A Vision for New Mills: (Right) the current masterplan for the New Mills site (December 2024). (Below) A set off adverts highlighting the vision for New Mills.



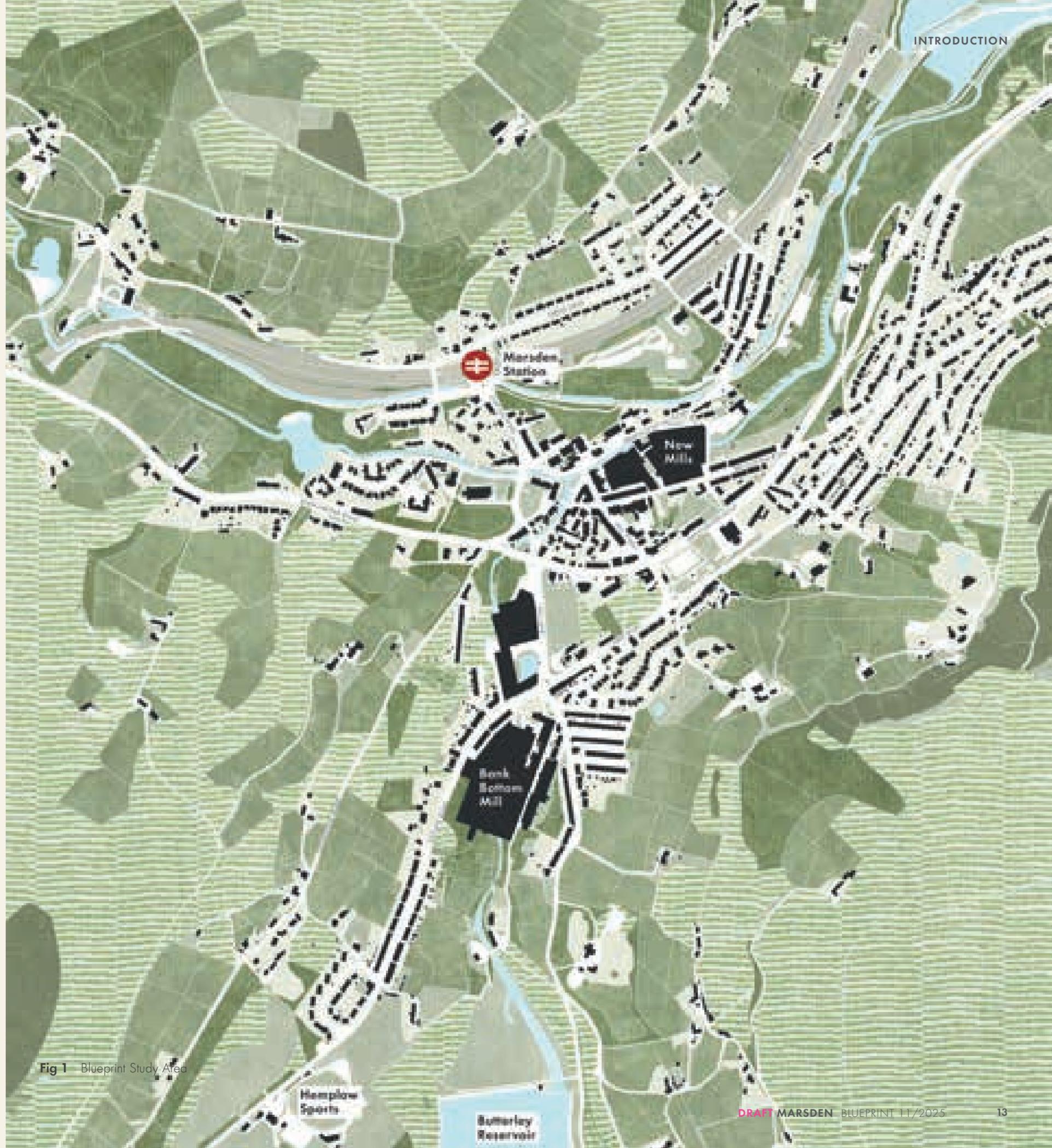
1.3 **The study area**

Marsden lies within a valley in the South Pennines, near the Peak District. Enjoying a strategic location on the TransPennine route between Manchester and Leeds, the village is only a 10 minutes train ride from Huddersfield to the east and 35 minutes from Manchester to the west.

The Marsden Blueprint focussed on the village centre, although with no hard boundary, the Blueprint considered the village a whole, including links extending to Hemplow Sports Centre to the south and the Standedge Tunnel and Visitor Centre to the west, both of which play an important role in the community and the village’s visitor economy.

Marsden’s two historic, and now vacant, mills - New Mills and Bank Bottom Mill - form an ever-present backdrop to village life. With the New Mills site poised for a new wave of investment, the future of Bank Bottom Mills is less secure and an issue that is probably beyond the reach of this initial version of the Marsden Blueprint.

The Blueprint should however be read as a living document. Regular updates should be made to its Action Plan. Securing a new future for the Bank Bottom Mill will be a priority for a future update of the Blueprint.



**Fig 1** Blueprint Study Area

1.4 Planning policy context

**Adopted Kirklees Local Plan**

The current Kirklees Local Plan was adopted in February 2019. The Plan outlines a strategy for growth, investment and improvement across the Borough, whilst taking account of prevailing urban and rural character. Key policies relevant to Marsden include:

- **Policy LP2 Place Shaping:** Vision statements are outlined for towns and villages which help to protect their character.
- **Policy LP13 Town Centre Uses:** Marsden is a District Centre, providing for everyday local needs.
- **Policy LP24 Design:** Design quality should respect and enhance local character.
- **Policy LP35 Historic Environment:** Marsden Conservation Area covers most of the village. Notable listed buildings include the Marsden Mechanics building.

- **Policy LP61 Urban Green Space:** Part of the Goodsyard site is identified as Local Green Space.
- **Site allocations:** There are mixed use, housing and employment designations on key sites within the village.

In addition, a wide range of policies including relating to relevant environmental designations, flood risk, biodiversity, trees and community facilities.

**Local Plan Review**

Work associated with the Local Plan Review commenced in 2024. Of particular relevance to the Blueprint is the potential identification of the Goodsyard Site coming forward as a new site allocation. This is an important site, in public ownership and very well located adjacent to the improving railway services and within walking distance of the village centre. See XX for more information.



From left to right, plans showing: Development, Open Space, Environment and Transport  
<https://mapping.kirklees.gov.uk/connect/analyst/mobile/#/main>



# UNDERSTANDING MARSDEN

<b>2</b>	<b>UNDERSTANDING MARSDEN .....</b>	<b>18</b>
2.1	Heritage context .....	18
2.2	Character .....	24
2.3	Landscape .....	28
2.4	Movement .....	30
2.5	Socioeconomic overview .....	36
2.6	Quality of the public realm .....	38

## 2 UNDERSTANDING MARSDEN

### 2.1 Heritage context

#### Village and mills

Originally a small agricultural settlement, Marsden expanded significantly during the Industrial Revolution, becoming a key site for textile production. The construction of the Huddersfield Narrow Canal in the early 19th century, followed by the arrival of the railway, transformed the village into a transport hub, facilitating the movement of wool and finished cloth. Large mills, such as New Mills and Bank Bottom Mill, dominate the local townscape and were the principal source of local employment.

With most local people having some personal connection with the Mills, local opinion is mixed on their importance and future. With working conditions having been challenging, some villagers have expressed ambivalence towards their retention and reuse. Others, however, recognised the undoubtedly important role the mills played in the village's fortunes and are keen to secure their reuse.

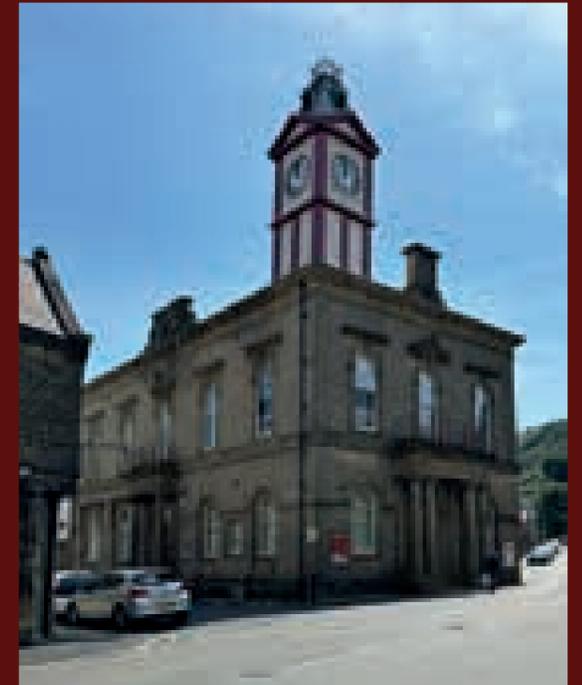
The terraced housing surrounding the village centre was built to accommodate the growing workforce when the mills were in active. Following the decline of the textile industry in the 20th century, Marsden's local economy has pivoted towards cultural and heritage, embracing tourism and the arts. Marsden is a proudly no nonsense village, with its industrial architecture and surrounding moorland reflecting a legacy of resilience and adaptation.

#### Marsden Mechanics

Local Community life centres in and around the Marsden Mechanics' building on Peel Street. An emblem of resilience and adaptation, the building's story in many ways mirrors that of the village.

The Hall was built in 1860-61, funded by public subscription and founded as the headquarters of the Marsden Mechanics' Institution - a workers' educational and social hub. Taken over by Marsden Urban District Council in 1911, it continued to host dances, concerts and civic meetings, but by the 1960s it had fallen into disrepair and finally closed in 1967. The building narrowly escaped demolition in the 1970s after locals campaigned for its Grade II listing. Following this, a Marsden Community Association formed in 1978 to press for restoration, which the council finally undertook in 1991. In 2017, ownership was formally transferred to the community. Since then, the Trust has led major refurbishment, and the building has been reinstated as the village's community hub for library services, theatre, events and classes. It is the village's most precious community asset.

Top to bottom:  
The River  
Colne passing  
through  
the village,  
Marsden  
Mechanics in  
the sun and  
an internal  
route running  
through Bank  
Bottom Mill.



# MARSDEN THROUGH TIME...

The location of Marsden has been based principally on two assets, an abundance of water and access to the Standedge crossing of the Pennines.

Early settlement patterns are of scattered groups of homesteads and outlying farms with rent payments dating back to **1424**.

At this time it showed that there were 550 people in Marsden.



Due to its growth, transportation became fundamental for Marsden's development.

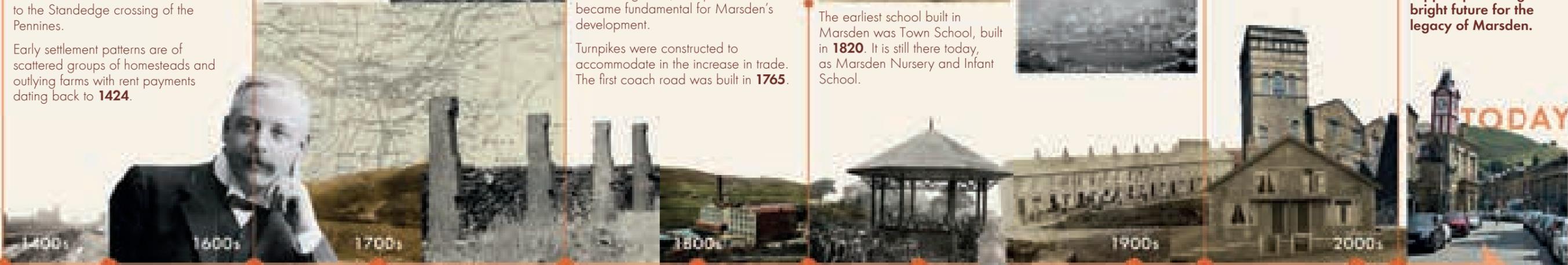
Turnpikes were constructed to accommodate in the increase in trade. The first coach road was built in **1765**.

The earliest school built in Marsden was Town School, built in **1820**. It is still there today, as Marsden Nursery and Infant School.

The textile industry began to decline in the **1960s** although some mills continued until the **1990s**.

Once derelict, industrial sites and mills were demolished resulting in open land which has been turned to private housing for commuters to the nearby city of Leeds and Manchester.

Today, there are plans for the regeneration of the historic New Mills site. The project has received funding and support promising a bright future for the legacy of Marsden.



In **1433** a chapel of ease was constructed to enable cowherds and labourers working in the royal hunting ground to worship rather than travel to the local parish church at Almondbury. In **1557** the population had increased to 400.

Marsden at this time was remote and prone to flooding.



The emergence of the industrial revolution resulted in the construction of textile mills, resulting in an increasing population.

In **1758** a large church was built for the population influx.



The canal was constructed in **1811** which had the longest and highest canal tunnel in the world.



In **1845** The railway was constructed and subsequently manufacturing expanded rapidly. Many mills were built, and a number of community buildings were constructed, such as Marsden Mechanics Institute, The Park and additional village improvements.



The population of Marsden grew to 5,757 by **1911** and by the 20th century the village had its own ambulance and fire service.



Marsden is renowned for its rich textile heritage and offers multiple walking, cycling and wildlife areas. Once described as 'Waste' in the 11th century is now commonly known for its entrepreneurs, economic, political and cultural influence.

A layered landscape -  
Views of Bank Bottom  
Mill from Marsden  
Football Club



**Heritage Assets**

Conservation areas recognise what is of special architectural and historic interest in a place and its contribution to the heritage and wellbeing of an area. The Marsden Conservation Area Appraisal was formally adopted by Kirklees Council in 2007 and looked at five areas in detail. The Station, Station Road, the Huddersfield Narrow Canal and the River Colne, highlighted the importance of transport links but also the strong relationship with Marsden has with farming and the value of the important character of local farmsteads and agricultural buildings.

The quirky roofscape of vernacular buildings around Towngate and St Bartholomew’s Church is celebrated where packhorse routes once converged on the original village centre and there were many inns to accommodate passing visitors, including 17 Towngate. Now a private dwelling this was formerly the Shoulder of Mutton where the famous road builder Blind Jack of Knaresborough, once stayed. St Bartholomew’s Church and Mellor Bridge are the only Grade 2 listed buildings in Marsden.

With the creation of the mills, the nucleus of the village shifted to Peel Street with the building of a commercial centre and the tower of the Mechanics Institute providing orientation. The close proximity of terraced housing, including back to backs creates some interesting views along alleyways and allow some reflection on what the village was like when all the mills were operating.

The Appraisal noted the philanthropic contribution of mill owners with the creation of The Park and the football ground. It speculates whether Bank Bottom Mill and associated terraces should be included in the conservation area.

New Mills and back-to-back housing on Derby Terrace again highlighted Marsden’s industrial heritage, with the extreme contrast in scale between the massive austere mill and the humble terraced housing. The Colne River flows under New Mills, a vital original source of power and a further reminder of the processes involved are the Tenterposts originally used to hang the cloth for it to dry.



**Fig 2** Listed Buildings and Conservation Areas



The Marsden tenter posts

- Key**
- Grade II\* Listed Building
  - Grade II Listed Building
  - Conservation area
  - Archaeological site

## Character

Marsden is rich in character and, as pointed out in 'Marsden, a Journey Through Time' (2014 - 2016), many past generations have contributed to the special identity and growth of the village.

The architecture reflects the identity of Marsden as a village at the heart of the industrial revolution, but also with strong rural links and an earlier history in farming and home-based spinning and weaving. There are many buildings that pre-date the arrival of the mills which are quirky and typical of the area, small cottages and houses of 2-3 stories with mullioned windows and interesting architectural features. There are many terraces of workers' housing, strong and of simple design with slate roofs, made using local stone and built to withstand the harsher Pennine winters. These have been built over a period of time and reflect changes in space requirements and aspiration. As demand for housing grew, larger housing estates were built with more accommodation for car use and gardens. More recent developments continue to reflect traditional style and use of local materials.

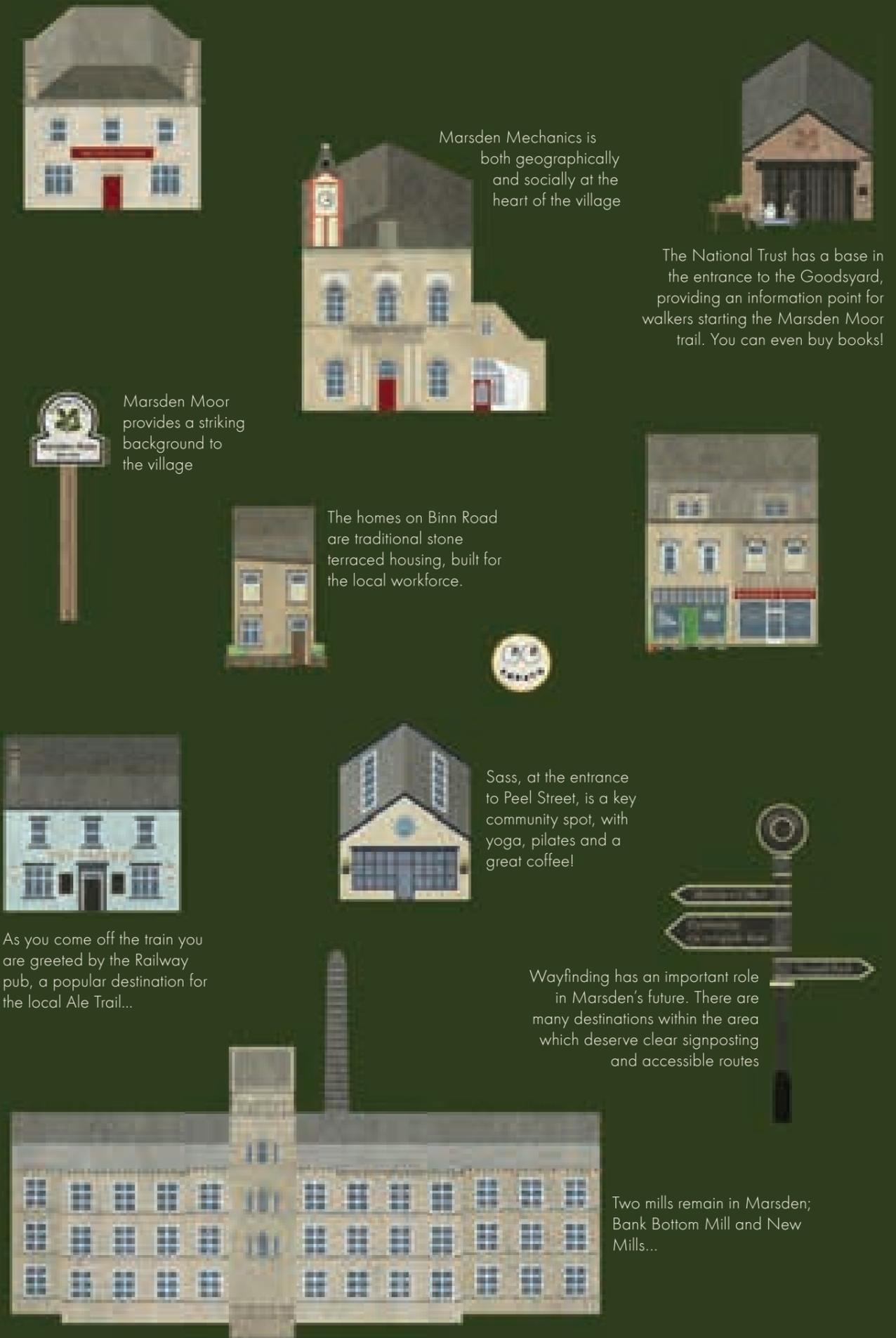
There are also many attractive civic buildings, ranging from pubs, chapels and shops and the Mechanics Institute all built in local stone, with a variety of architectural embellishments around windows and doors. Of the many mills that once stood in Marsden, only two remain. Their otherwise, austere silhouettes, are enlivened by Italianate towers and architectural details at entrances and ground floor level.

Since the decline of the textile industry, leading to the closure of the mills, the focus of the village has shifted and now looks outwards, providing a home for commuters, new small businesses and opportunities for leisure and tourism.

Images from around Marsden



<sup>1</sup> 'Marsden, A Journey Through Time' J. Thorpe and M. Pinder (2014-2016)



Marsden Mechanics is both geographically and socially at the heart of the village

The National Trust has a base in the entrance to the Goodsyard, providing an information point for walkers starting the Marsden Moor trail. You can even buy books!

Marsden Moor provides a striking background to the village

The homes on Binn Road are traditional stone terraced housing, built for the local workforce.



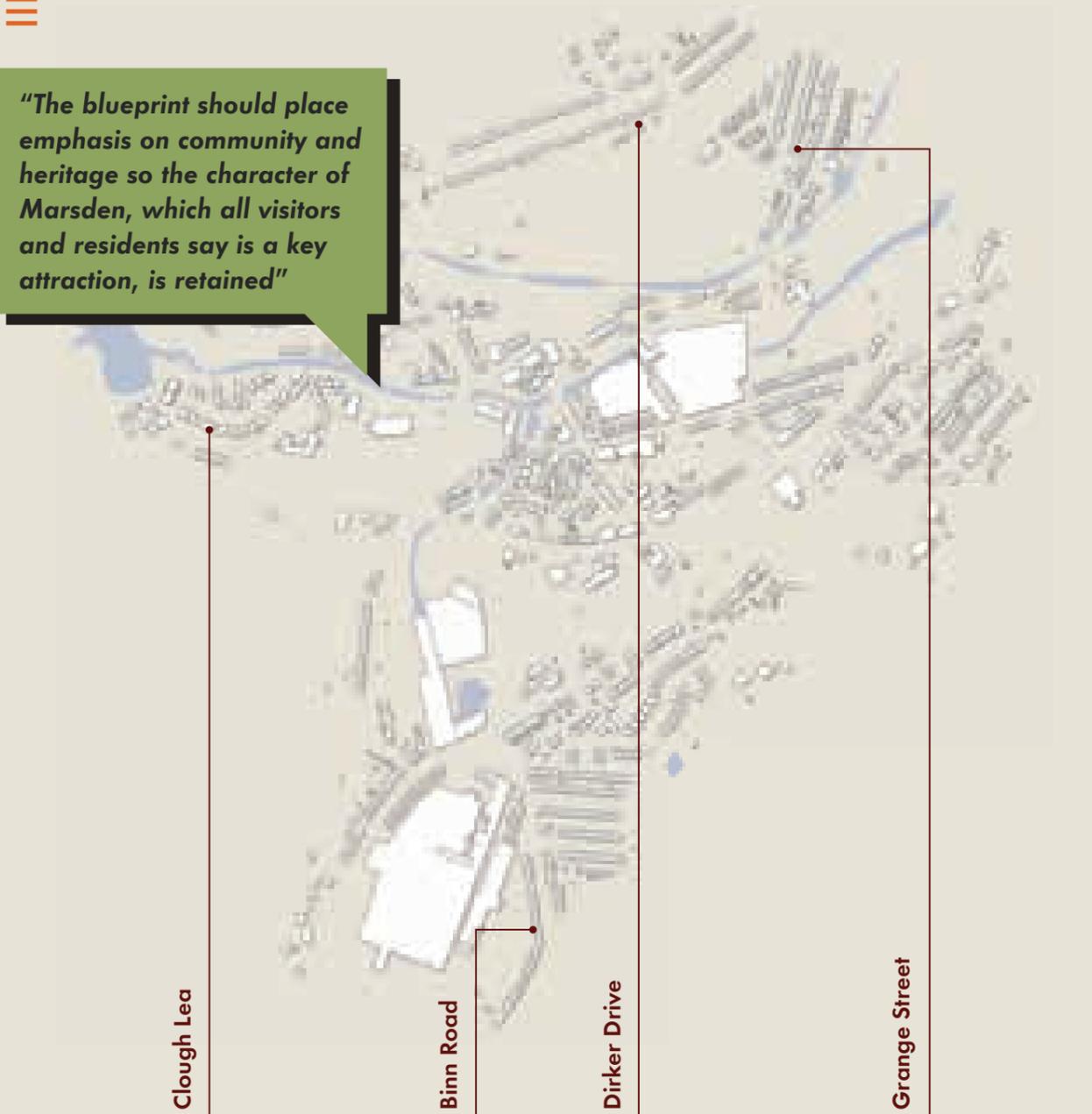
Sass, at the entrance to Peel Street, is a key community spot, with yoga, pilates and a great coffee!

As you come off the train you are greeted by the Railway pub, a popular destination for the local Ale Trail...

Wayfinding has an important role in Marsden's future. There are many destinations within the area which deserve clear signposting and accessible routes

Two mills remain in Marsden; Bank Bottom Mill and New Mills...

*"The blueprint should place emphasis on community and heritage so the character of Marsden, which all visitors and residents say is a key attraction, is retained"*



Previously the site of Clough Lea Mills, the existing houses at Clough Lea were built in the early 2000s by local house builders. The area has much more variety in house types and notably the homes have driveways.



The stone terraced houses, tightly packed onto narrow lanes, were originally built for the local workforce and are now a prominent feature of the village landscape, reflecting its industrial past.



Post war housing, such as on Dirker Drive, again reflect the need for more spacious design. Homes are semi-detached, have little ornamentation and have considerable front and rear gardens.



The early 20th century houses along Grange Street, reflect the changing needs of the local community with a demand for more space and improved living conditions. Terraces have extra storeys and variety within the façade, mixing stone with brick.

MARSDEN COLOUR PALETTE



A colour palette to reflect the west Yorkshire building materials, green landscape and the familiar Mechanics red.

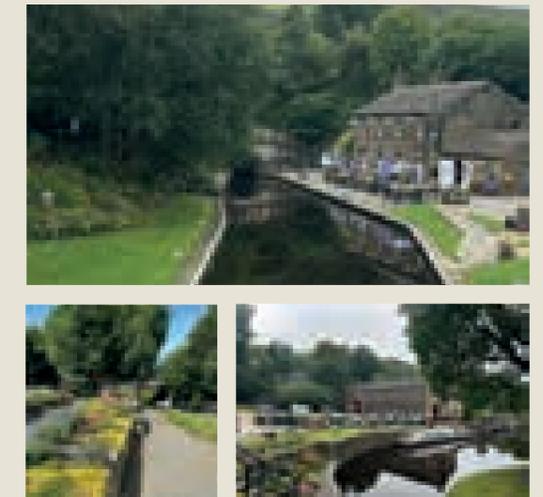


Marsden has a buzzing community. Local spots such as Peel Street Social, The Riverhead and Sass all hold activities and put on events. The village has an annual jazz festival, Marsden Cuckoo Day, a Marsden Walkers are Welcome Initiative, and the local National Trust Information space has a guided walking programme and many volunteering opportunities. At the heart of the village is Marsden Mechanics. The institute was rescued from potential demolition by a group of residents. Now, fully renovated, the space hosts exhibitions, weddings, meetings and is a key destination for entertainment.

The shared sense of identity and values is crucial to the success of Marsden as a vibrant community.

MARSDEN ATTRACTIONS

Standedge Tunnels & Huddersfield Narrow Canal



Marsden Moor



Peel Street



National Trust Information Centre



23 **Landscape**

Marsden is located within the Colne Valley, it sits at the edge of the South Pennines, on the border of the Peak District National Park. It is surrounded by high moorland plateau, with crags of millstone grit providing a striking backdrop to the village. From its earliest beginnings as a community, farming has provided a living for inhabitants and the landscape reflects this with areas of sheep grazing and isolated farmhouses situated up on the hills surrounding the village.

The moors themselves have high ecological importance and are listed as SSSIs (Sites of Specific Scientific Interest) as they are an important habitat for breeding ground nesting birds. There is blanket bog habitat, vital for carbon storage, water quality improvement and flood reduction. The National Trust's Marsden Moor Estate has a local base in the Goodsyard next to Marsden Station and here the trust has begun propagating their sphagnum moss as part of a peatland restoration project. In addition, in partnership with the White Rose Forest and Yorkshire Water, the trust is planting 65,000 trees to recreate the woodland habitat that once existed in the steep sided valleys.

The village and local area have an impressive water network. The River Colne, created by nearby brooks and tributaries, runs through the village of Marsden. The Huddersfield Narrow Canal and River Colne run through Marsden. The canal tow-path runs to Slaithwaite and Huddersfield and offers views across the moor. A 20-minute walk west from Marsden Station along the tow-path leads to the Standedge Tunnel, the longest deepest and highest canal tunnel in Britain. The Sparth and Butterley reservoirs are also in walking distance of the village. The walk to Butterley conveniently begins close to the railway station and is part of the scenic Kirklees Way.

The village has two central green spaces: Marsden Park, a traditional park with a bandstand and play area and a park keepers' cottage and a small green opposite St. Bartholomew's Church.

- Key**
- Green space
  - Park
  - Allotment
  - Cemetery / Church ground
  - Sports ground
  - Woodland
  - Play

Views from Butterley Reservoir overlooking Marsden. The chimney at Bank Bottom Mill can be seen in the distance.



Making the most of the villages green spaces!



**Fig 3** Landscape features in Marsden

24 **Movement**

**Context**

Marsden lies on both the Trans-Pennine rail line and the A62 corridor which link Huddersfield and Manchester. It is served by bus routes connecting it to both these destinations and nearby communities.

Marsden has a network of footways that connect surrounding homes to shops and services on Peel Street – see Figure 7. Walking and cycling are also popular leisure activities, with connections into Marsden Moor, and cycle parking provided at Marsden Train Station and Argyle Street.

There are planned improvements to make Huddersfield Narrow Canal more accessible for bikes, in addition to the proposed train station improvements through the Transpennine Route Upgrade.

**Policy Pointers**

Transport policy from the West Yorkshire Combined Authority (WYCA) and Kirklees Council support further development of the transport network.

Improving health and wellbeing, reducing harmful emissions from transport and creating inclusive places are themes that underpin both the Draft Kirklees Transport Strategy and the Draft WYCA Local Transport Plan.

These policies support prioritisation of active travel and giving people greater travel choices so they are not reliant on car travel all the time. Kirklees will also be among the first areas in West Yorkshire to shape and specify bus services as these enter into public control.

Improved parking management, car clubs and electric vehicle provision are also identified as potential enhancements.

Pathways around Marsden



**Key**

- Primary pedestrian route
- ⋯ Secondary pedestrian route
- ⋯ Informal pedestrian provision
- Bus route
- Bus stop
- Proposed cycleway
- Cycle parking
- Car parking



**Fig 4** Movement plan



**Fig 5** Walking and catchment area plans



**Fig 6** Footway analysis plan

### Issues and Opportunities

Marsden’s rural setting creates its own unique environment for transport and movement. Census data\* indicates that its population is generally older and has greater access to cars than the rest of Kirklees. The same data suggests that there are higher proportions of people who can work from home in Marsden and fewer people who commute by car compared to the Kirklees average. This shows there are some opportunities to align with policy ambitions, taking into account some of the local characteristics.

The village is broadly accessible on foot as indicated in Figure 6, but analysis of footway provision and widths in Figure 5 suggests that there are some barriers for safe access and gaps in the network. Coupled with the topography of the area, this presents issues for people with reduced mobility and those using wheelchairs and pushchairs.

Cycling infrastructure is limited, although upgrades to the Huddersfield Narrow Canal tow path would create a segregated link between Standedge Tunnel and Slaithwaite.

Public transport connectivity is provided at around half-hour intervals by both bus and train, though both remain subject to reliability issues. There is scope to improve accessibility and service frequency to Marsden Station through the Transpennine Route Upgrade which is forecast to increase passenger numbers for both commuters and visitors to the village.

Given its rural setting, congestion issues rarely affect Marsden other than on Peel Street where occasional incidents occur. An earlier Village Enhancement Study linked this to complications with manoeuvring larger vehicles and deliveries through the village and the location of parked vehicles.

<sup>2</sup> Census data collected during the COVID-19 pandemic

	MARSDEN	SLATHWAITE	ROCLIFFTHORPE
Population	2,800	2,700	1,000
On street parking	43 spaces 2 disabled bays	10 spaces 7 disabled bays	10 spaces 3 disabled bays
Off street parking	70 spaces 2 disabled spaces 4 bike spaces	170 spaces 10 disabled spaces 1 bike space 2 electric charge points	222 spaces 17 disabled spaces 2 bike space 2 electric charging points
Off street parking	None	<ul style="list-style-type: none"> <li>Private residential spaces</li> <li>Car parks for shopping</li> <li>EV charging provided</li> <li>Use of one side of the street for parking</li> </ul>	<ul style="list-style-type: none"> <li>Carly parking (improved for car parking)</li> <li>Two spaces reserved with parking fees</li> <li>Minor spaces in place on footpaths</li> </ul>

	LADLOWWORTH	HAZEL GROVE	CARTWELL
Population	21,000	11,000	300
On street parking	No parking	No parking	23 spaces 1 bay
Off street parking	110 spaces 2 disabled spaces	240 spaces 22 disabled spaces	140 spaces 1100 parking spaces
Off street parking	<ul style="list-style-type: none"> <li>Temporary on parking fees High Street</li> <li>Fixed parking on street reserved on High Street</li> </ul>	<ul style="list-style-type: none"> <li>Foot &amp; bike with wheelchair access</li> </ul>	<ul style="list-style-type: none"> <li>Minor materials used to create parking spaces</li> <li>Private closures for weekly events</li> </ul>

### Marsden parking study

Parking has been highlighted as a particularly important issue and opportunity in Marsden, particularly within the centre of the village around Peel Street, Station Road and Brougham Road.

Marsden’s parking supply has been assessed alongside other comparable towns and villages in the South Pennines, as well as selected case studies in the North West and Wales. This examined both on-street and off-street parking, and the traffic management measures in place at each location.

This analysis shows that Marsden has a high proportion of on-street parking, with off-street parking limited to Standedge Car Park and other small sites around the village.



The provision of free, unlimited parking in unmarked bays on Peel Street is not typical compared to other towns and villages. It is common to see a more balanced approach to parking elsewhere, such as providing marked bays for short-stay parking, often still for free.

Many of the locations studied benefit from having a nearby supermarket car park, or station car parking that creates a bigger supply of off-street parking compared to on-street parking. This in turn enables a wider range of uses to be considered in High Street locations, such as designated loading bays, expanded footways or planting.

Dedicated parking facilities for disabled badge holders, electric vehicles, car clubs and bikes are also becoming more widespread across comparable locations.

This demonstrates that there could be opportunities to introduce parking management measures for on-street parking in Marsden in tandem with exploring off-street parking provision across the wider Blueprint.

2.5 Socioeconomic overview

Marsden benefits from a rich cultural history which has shaped the socioeconomic landscape of today.

The village is a desirable residential location, evidenced by house prices in line with the national average and significantly above the wider average in West Yorkshire. Prices are experiencing a period of growth, with Rightmove suggesting a 12% increase over the past 12 months.

Housing in the village is characterised by period stone properties, in keeping with its industrial history. These are high quality, attractive properties with a strong kerb appeal compared with most other Northern villages and small towns. New build development is uncommon due to conservation areas and green spaces with any development being undertaken on brownfield land or as refurbishment schemes, such as the proposed development at New Mills.

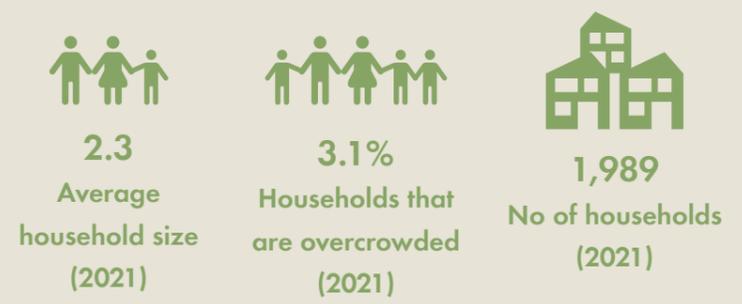
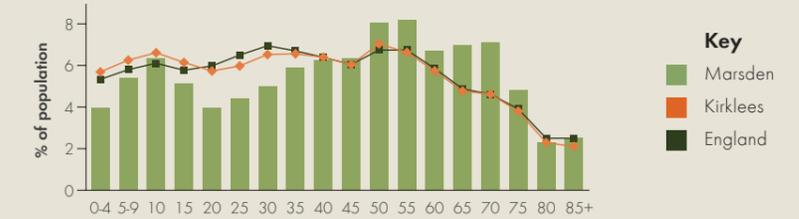
There are no sizable employers in the area and this has led to the village being predominantly occupied by retirees and commuters travelling either to Manchester or Huddersfield and Leeds.

The village has a strong tourism industry and is a popular summer destination for day trips due to the presence of the National Trust, Standedge Tunnel and several other attractions including an attractive and busy high street.

The high street is well occupied by a range of users including, professional services, convenience stores and food and beverage operators. There are a number of popular cafes which see large visitor numbers during the summer months.

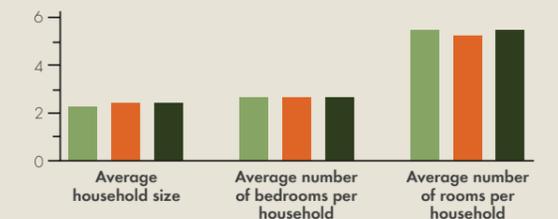
PEOPLE

- Marsden's population profile is slightly older than the Kirklees average, with 22% of people over the age of 65 and a median age of 47.
- There has been a 6% growth in the number of over 65's since 2011, and a very slight reduction in school-age children over the same period (-1%)
- Across Kirklees, approximately 18% of the population are classified as disabled under the equality act
- Communities in Marsden sit within the 60% least deprived in England



RESIDENTIAL

- Key challenges for providing additional homes will include; space availability, conservation areas and ensuring any development remains in keeping with the existing townscape
- For this reason, development will need to be higher density, space conscious properties, predominantly 1 and 2 bed flats
- Changes of use to residential for upper floors should be explored
- Average house prices in Marsden over the last 12 months were £244,500, across 39 transactions
- Sold prices in the last year range between £72,500 and £705,000, highlighting the value polarity between smaller and larger properties



26 **Quality of the public realm**

Public realm can be defined as all open space between buildings to which the public has legal right of access: it includes infrastructure designed to accommodate motor vehicles and people. A good quality public realm achieves a balance of movement that favours the pedestrian and invites a mixture of activity levels from progress to static relaxation. Success is also measured in terms of the aesthetic qualities and function of the buildings that adjoin the space, as well as surfacing materials, orientation, shelter and organic elements such as planting.

Inclusion of informal spaces to meet and relax is key to enhancing a place's character and improving wellbeing. These spaces may provide seating and planting and should be distinguishable from the main pedestrian flows of movement.

Peel Street is where most social interaction and activity happens in Marsden. It is the core public environment to the village. Most of the lengthier engagements occur on outdoor café seating, however, there are a few noteworthy spaces.

In the warmer months, Argyle Street is enjoyed by locals and visitors wanting to enjoy a drink by the riverside. Tables and chairs are put out by the Riverhead Brewery Tap and many tend to perch on the adjoining walls and benches.

The yard space at Marsden Mechanics is also a much used and multi-functional space. It is a nursery pick-up area, a meet up spot and space for events and activities. The central Marsden bus drop-off point is also located at the yard adding to the flow of movement.

There is a small, garden at Marsden Station, adjacent to the canal. This area has been more recently updated with attractive planting and some seating. This change and consideration for the public realm also encourages one to follow the route of the canal.

Marsden Park is located south of Peel Street on Manchester Road and has space for play and local sport as well as a band stand for functions. Other play areas can be found at the Goodsyard, which has a small sports court and skatepark. However, the vegetation this area is overgrown and the quality of the space is poor.

The village has limited public realm space, and which could be improved with more seating, landscaping and the re-surfacing of spots. Marsden is a very sociable place and in the summer months it's locals and visitors desire places to interact and relax.

Locals enjoying the summer sun on Argyle Street



The Marsden Mechanics Yard

**"The sports court and skate park at the Goodsyard could do with a good refresh!"**



**Fig 7** Public realm in Marsden



# 3

## VISION AND OBJECTIVES

<b>3</b>	<b>VISION AND OBJECTIVES</b> .....	42
3.1	Vision.....	42
3.2	Objectives.....	45

### 3 VISION AND OBJECTIVES

#### 3.1 Vision

Building on the 'What Matters to Marsden' campaign, the preparation of the Marsden Blueprint presents a further opportunity for the local community to come together and share their thoughts on the things that should be improved in the village and the things that should stay the same. Questions concerning the vision for Marsden were included in the Blueprint engagement event and whilst feedback was wide and varied, there was general consensus around and support for key themes of the village's strong character, the importance of Peel Street as the local beating heart of the village and the need to the desire to reduce the impacts of village centre traffic.

Marsden is a characterful former textile village with a proud heritage and a thriving, engaged community. Building on the strong foundations of its successful past, Marsden's future will be one of inclusive prosperity and resilience. Enhancements to Peel Street will reinforce its role as the village's vibrant social and economic heart. Improved connections to community facilities and infrastructure will ensure that residents can easily access the services they rely on every day. Environmental improvements to key streets and public spaces, alongside the thoughtful development of opportunity sites, will create a cleaner, greener, and more beautiful village - benefiting residents, businesses, and visitors alike.



## 3.2 Objectives

### Marsden Blueprint objectives

The ideas outlined in this Blueprint are not fixed - they are not refined proposals or detailed schemes that will be implemented. They are concepts and ideas which convey a spirit and intent for how local residents and businesses would like to see Marsden's ongoing evolution.

The project ideas outlined in the following sections are envisaged as a way of realising the vision for Marsden. Under this vision, a number of objectives have been identified and agreed locally. These capture the principal issues and priorities facing the village. They capture issues including Marsden's community life; its streets and spaces; its heritage; the local economy; housing and sustainability. The project ideas presented below address these objectives in different ways.



**Strengthen Marsden's community life:**  
Foster a welcoming, inclusive village with vibrant community stories and events.

**Improve Marsden's streets and spaces:**  
Create cleaner, safer, and more attractive streets and public spaces for everyone.

**Protect Marsden's heritage & celebrate its identity:**  
Safeguard historic buildings and promote the village's unique culture and traditions.

**Support Marsden's local economy:**  
Encourage local businesses, sustainable tourism, and create job opportunities.

**Provide affordable, well-designed housing:**  
Deliver a mix of homes that meet local needs while respecting village character.

**Protect Marsden's environment & promote sustainability:**  
Preserve green spaces, improve canal and river channels and support biodiversity.



# ENGAGEMENT

<b>4</b>	<b>ENGAGEMENT ACTIVITIES</b>	48
4.1	Introduction	48
4.2	Activities	50
4.3	Results	55

# 4 ENGAGEMENT ACTIVITIES

## 4.1 Introduction

The Blueprint is a community-led initiative. Its preparation and endorsement present local residents and businesses with the opportunity to outline an aspirational action plan for improvement. Open, accessible and transparent engagement is therefore an integral part of the process of agreeing and finalising the Marsden Blueprint. The Community Partnership, comprised of representatives from local businesses, community groups, schools and officers and politicians from Kirklees Council, has steered the process from start to finish. But completing the Blueprint is just the start of the process. Working towards delivering the many opportunities identified within it must now continue.

With workshop sessions, exhibitions, leaflet drops, and online surveys all used to help influence and inform the Blueprint, this short section provides an overview of the feedback received.

### What Matters to Marsden

In Autumn 2022, local community groups collaborated with Colne Valley Ward Councillors and staff from Kirklees Council in

an aim to better understand life in Marsden and how the village can be improved. This project was called What Matters to Marsden.

A total of 603 people took part in conversations held in a range of settings throughout the village. The findings were published in October 2023.

Following this, in Winter 2023, the Marsden Community Trust and Marsden Community Association created additional opportunities for local people to share their thoughts on the results and help shape possible next steps. With support from Kirklees Council, they hosted a public meeting, held drop-in sessions, launched an online feedback questionnaire, and worked with teachers at Marsden Junior School to re-engage with students. This second phase saw 274 people respond.

Many of the themes and aspirations that emerged had also been highlighted in earlier studies commissioned by Kirklees Council, funded by Yorkshire Forward through the Renaissance Market Towns Initiative.



Fig 8 Quotes from the What Matters to Marsden engagement

## Activities

**"We need signage or marketing opportunities at the main entrances to the village such as off Manchester Road and by the train station. Directing people into the village and all the way to the top of Peel Street."**

### Marsden Business Forum questionnaire

Marsden Business Forum are an informal group of local businesses formed to ensure the voice of entrepreneurs are heard when decisions are made on the future of the village.

In the winter of 2024, the group undertook engagement and distributed questionnaires within the network of local businesses to help collect feedback for the Marsden Community Action Plan and the Marsden Blueprint

The questionnaire covered 12 themes, which the Marsden Business Forum felt captured all the 'business-specific' aspects that may have been overlooked in previous engagement rounds. 28 local business responded and shared their thoughts and experiences.

The adjacent page presents figures and findings from the questionnaire. The main themes surrounded parking, particularly around a lack of parking and inconsiderate parking in the centre, future development and New Mills and footfall.

### Online questionnaire

An online questionnaire was also created as part of the blueprint public engagement. This was accessed through a QR code, printed on posters and postcards which had been handed out and placed in the windows of various spaces in the village centre. The QR code also provided a link to the engagement boards and the blueprint website.

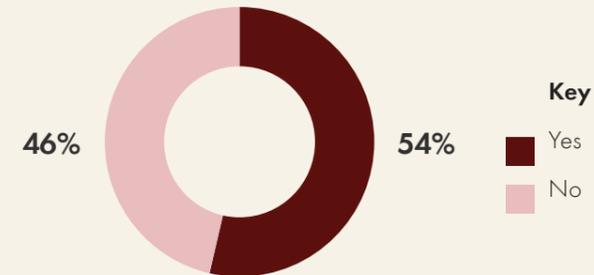
Similar to the structure of the engagement boards, the questionnaire focused on the blueprint vision and the sites in question. Along with text boxes for individuals to write their comments, the questions were structured around asking individuals to rank potential interventions to the sites and how much they support or object to the vision and improvements to said site.

In total we received 162 responses from members of the Marsden community, visitors and local people. We received 3 written responses from locals who did not have access to a computer.

## "Creating an evening economy!"

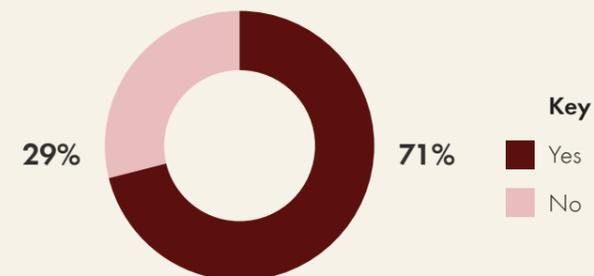
### Business Forum Questionnaire Results

Does the location, extent and availability of parking in Marsden affect your business in a negative way?



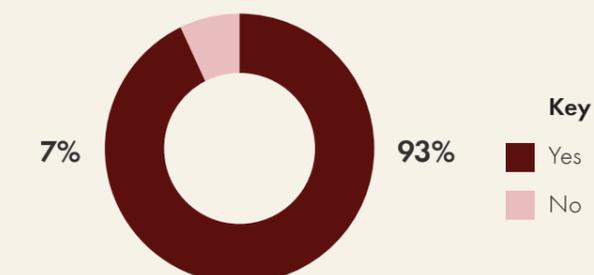
**"We could do with more parking or maybe more signposting of existing parking. Double yellow lines in problem areas would help."**

Are there any measures you feel might help increase the general amount of footfall the village centre receives?



**"More units available for small businesses would help create a vibrant atmosphere and it would be possible to source supplies and services locally."**

Do you envisage the New Mills development will have a positive effect on Marsden as a place to have a business?



**"Use any waste land for parking and add signposts to help non-locals"**

**"There are quite a few festivals and weekend events in Marsden. Something like a food festival would be good at increasing footfall in the centre as we have so many great independent food establishments with existing shops who might like a stall in the Mechanics for instance."**

Fig 9 Findings from the Marsden Business Forum questionnaire

### Marsden Blueprint Event Day

The Blueprint team held a day time event outside Marsden Mechanics on Saturday 12th April 2025. Members of the AAM team, Marsden Community Partnership and Kirklees Council hosted throughout the day.

The team created 8 engagement boards (Fig X) which detailed the various spaces across the village which the blueprint has explored, along the constraints, opportunities and objectives for the site. The boards also included an introduction to the blueprint project along with the Marsden vision and objectives, context to the village, site constraints and, importantly, an overview of previous comments from the What Matters to Marsden public engagement. These boards were set up around the Mechanics yard and individuals were encouraged to read, digest and discuss with the team their thoughts and opinions.

Alongside the engagement boards, we had a large table top map of the village (Fig 10). This sheet also contained zoomed in aerials of Peel Street and central Marsden, historical photos to encourage conversation and some illustrations detailing changes to the Mechanics yard space and the Station Forecourt. We found discussions around an aerial view to be a helpful tool in generating a more informal conversation.

We had a consistent stream of individuals throughout the day come and speak to us and the experience was very successful in helping us to understand some of the issues the village faces and the perspectives locals and visitors have on future development and change.

These views were recorded on post-it notes and placed on top of the table top map, allowing others to read comments and, crucially, encouraging further discussion. Members of the team also took notes, and personal reflections were recorded over the coming days to understand the position of Marsden's residents.

Following the event, the team moved the engagement boards to the windows of the Mechanics conservatory entrance so viewers could read the boards from the outside. The boards were left up until Sunday 27th April, the weekend of the village's Cuckoo Day, to give time to read and digest and hopefully increase footfall. A QR code was printed on the boards which led individuals to view the boards online.



Fig 10 The table top map brought on the exhibition day

*"The rail station development needs to underpin any development. The greater the access to public travel the less cars, pollution and parking issues we will see."*

*"I love the proposals, I'm very in favour of shifting from car centric to people centric design"*

**Fig 11** Some of the exhibition boards displayed at Marsden Mechanics during late spring and quotes from the day

*"I agree that we need a better arrival experience at the station, that's very important for the Jazz festival visitors. I'd love to see a feature in addition, like at Sheffield Station."*



### 4.3 Results

#### Questionnaire Results

The community broadly welcomes the vision for Marsden, especially improvements to accessibility, green spaces, and traffic flow. However, strong concerns were raised about parking, housing, and preserving the village's character.

Many respondents oppose the Mechanics extension, fearing it will dominate Peel Street and reduce public space. Others question the need for additional housing without corresponding investment in infrastructure such as schools, healthcare, and parking.

The proposed changes to Station Road and Peel Street raised traffic and safety concerns, with some calling for better pedestrian access and one-way systems but cautioning against reducing parking before alternatives are in place.

Environmental sustainability and preserving Marsden's heritage were recurring themes, with support for using traditional materials, protecting trees and green spaces, and including more community gardens and allotments.

There is general support for pedestrianisation and improved public transport, but scepticism about how realistic or inclusive the plans are for residents reliant on cars.

Many want greater focus on affordable housing, youth services, public toilets, and ensuring changes enhance—not dilute—Marsden's community identity. Some called for the vision to prioritise low-cost, practical improvements over large-scale redevelopment.

Overall, while many aspects were praised, residents want clearer detail, stronger local consultation, and balanced development that reflects real community needs.

### Engagement Event Results

The discussions had on the event day were extremely useful and the more conversational nature of the activity allowed for far richer findings. It also gave the team an opportunity to express what the blueprint was aiming to achieve and how the public can best be involved.

Discussions were similar to the findings of the questionnaire and focussed on related themes.

Many conversations were had on transport. Attendees looked forward to new station upgrade and there was a strong desire for the village to be better connected. Although, concerns were expressed that the new station should be in keeping with Marsden's built character.

Parking remains a major concern, mostly around location and capacity. There were suggestions on whether parking should be expanded or relocated to less disruptive areas and whether accessible and disabled parking is needed closer to key shops and services.

Traffic management options were seen as a positive, and there was a general push to reduce car dominance in the centre and implement traffic calming measures on Peel Street and Manchester Road. One-way systems and slower speed limits were welcomed.

Attendees valued the yard space at Marsden Mechanics and preferred the option of renewing this area to an extension to the Mechanics. There is a desire for more public gathering spaces, although many stressed the importance of heritage-sensitive design. Green space should be encouraged.

Lastly, there was support for affordable housing especially for young people. Many also expressed an interest in conserving and re-purposing heritage buildings.

**"Marsden needs better signage!"**



Photographs from the sunny exhibition day in April at Marsden Mechanics

**"The Mechanics yard is not in the best place at the moment. I'd like to see it used as an amphi-theatre, or maybe something partially covered?"**

**"We'd like to see more affordable housing, perhaps on the council owned land in the Goodsyards? Houses don't come up very often so it's hard for young people wanting to buy."**





# MASTERPLAN FRAMEWORK

- 5 MARSDEN'S BLUEPRINT** ..... 62
- 5.1 Station Arrival ..... 65
- 5.2 The Goodsyard ..... 72
- 5.3 Lakeside ..... 78
- 5.4 Peel Street Environment ..... 83
- 5.5 Peel Street Movement ..... 88
- 5.6 Manchester Road ..... 102
- 5.7 Links to places ..... 107

## 5 MARSDEN'S BLUEPRINT

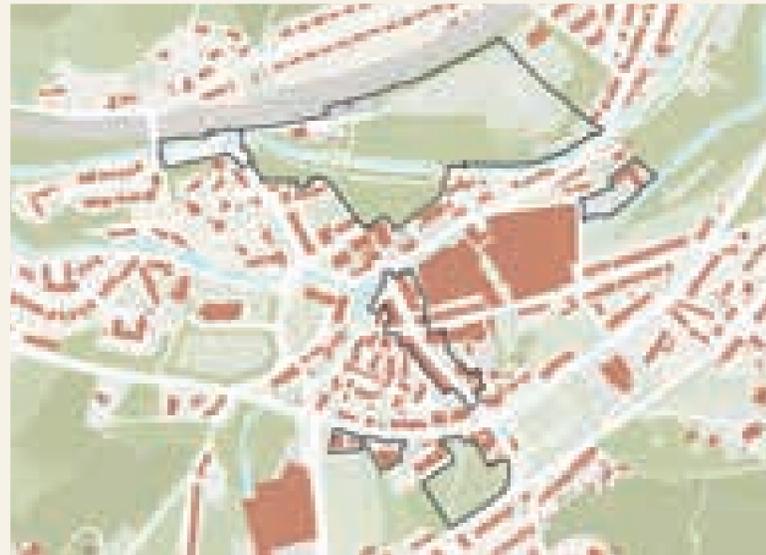


Fig 13 Masterplan framework - spatial zones

### Introduction

Investment is coming to Marsden. The TransPennine Route Upgrade will further enhance Marsden's connectivity, reducing travel times between the village and the key nearby conurbations of Huddersfield, Leeds and Manchester. The reimagining of Marsden's New Mills continues to gather momentum. The owners of New Mills and their advisory team continue to work closely with the Council to refine proposals which would bring new shops, workspace and homes to the heart of the village - reusing existing mill buildings where possible.

The Marsden Blueprint builds on this investment base. Presented as a 'Masterplan Framework', the Blueprint reflects, and takes a village-wide perspective, on how the benefits of planned investments might be felt across the village as a whole.

The Marsden Blueprint Masterplan Framework is structured as follows:

1. **Station Arrival** - how station improvements might widen to the surrounding area.
2. **The Goodsyard site** - existing car park and skatepark site.
3. **Lakeside** - area rear of New Mills.
4. **Peel Street environment** - streetscape improvements for Marsden's high street.
5. **Peel Street movement** - potential highways and parking management.
6. **Manchester Road** - development opportunities along Marsden's main vehicular through route.
7. **Links to Marsden's places** - improving links to priority local facilities.

Fig 14 The Marsden Blueprint Masterplan Framework



Fig 15 Station arrival opportunities plan



Accessibility was the most frequently raised issue, with respondents calling for step-free access to all platforms, particularly for wheelchair users, prams, and those with mobility issues. The current station setup was described as exclusionary and long overdue for improvement. There was also strong support for public toilets, sheltered waiting areas, better lighting, and clearer signage - particularly for rail replacement buses and car parking.

Other ideas included a station café, improved digital information, bike parking, EV charging, and enhanced green spaces. Respondents emphasised that all changes must prioritise inclusivity, practical use, and meaningful integration with the surrounding village and landscape.

"We would love to see space at the station for cycle parking!"



5.1 Station Arrival

The area around the station will be the primary point for orientation for an increasing number of visitors to Marsden. With the TRU delivering radically improved station facilities.

Objectives for Station Arrival

In seeking to deliver improvements to the station arrival area of Marsden, the following objectives should be used to steer and prioritise improvements:

1. **Improve the arrival experience** - physical improvements to public realm;
2. **Improve orientation for visitors** - improved visitor information and facilities;
3. **Improve connections to surrounding Marsden** - to the village centre, Standedge and the surrounding hills; and
4. **Create more space for people** - more priority for non-vehicular modes of transport.

Project ideas

In responding to these objectives, a number of individual project opportunities emerge. These can be progressed individually or, more preferably, as part of a coordinate programme of improvements for the station arrival area.

1. Station Road surface improvements

The single-most transformative improvements to the station arrival experience would be to transform the Station Road carriageway into a more equitable shared surface environment. This would lower vehicle speeds, and give pedestrians greater priority. Surface treatment and a large raised table could form the basis of the improvements.

2. Create a new arrival micro-space

Currently the location of a small number of short-stay and blue badge parking bays, there is a valuable opportunity to create a new arrival micro-space immediately south of the canal wall on Station Road. The opportunity is for the creation of a new orientation space with visitor information, benches, lighting and hard and soft landscape features. A new feature tree could be planted here to provide natural shade in this south-facing space. Such improvements would need to be made in conjunction with improvements to public parking (see Goodsyard proposals below).



**Fig 16** Artists impression of the potential arrival experience at an improved Marsden Station: With a new railway station to support the TRU improvements, all passengers arriving and departing the village by train will access the station at the bend in Station Road, south of the station and opposite The Railway Pub. This is an important point of orientation for those arriving and the vision shown in this view would deliver more space for pedestrians and traffic calming measures to provide a more equitable relationship between all road users.

**Fig 17** Existing view of station arrival

- 1 New primary station approach for all station users
- 2 New public landscape space with orientation signage
- 3 New development opportunity to strengthen Station Road frontage
- 4 Potential cycle parking / hire / charging station with retained canal access
- 5 New shared surface for Station Road
- 6 New station stairs and lifts providing accessible access to all platforms as part of TRU improvements
- 7 New development opportunities on the Goodsyard site
- 8 Retained listed canal bridge as main station entrance
- 9 Improved access to Goodsyard site and improved station parking



*Many residents emphasised the need for free or low-cost parking at the goods yard, both to discourage unsafe street parking and to encourage sustainable commuting. Improved pedestrian safety, such as zebra crossings near the station, lighting over the canal bridge, and traffic calming was repeatedly requested, especially given heavy foot traffic and poor driver behaviour.*

*"It would be nice to include art or some kind of sculpture that represents Marsden history, though it would need to be very carefully designed... would also love to maximise the view of the valley we get as we arrive at the new exit point of the station."*

**3. Improved public transport interchange**

Improvements to the station will likely lead to the need for a review of local bus stops given all station arrivals and departures will not take place from one centralised point. Bus stops in both directions should be relocated to locations on Station Road south of the new station to ensure they are more immediately accessible for all travellers for those arriving at and departing. This will help to improve interchange between public transport modes.

**4. Pavement improvements**

Currently there is no footpath provision on the east side of Station Road between the proposed new station entrance and the existing bus stop locations at Shaws Terrace. This adds the need for potentially two additional road crossing movements in each direction for pedestrians travelling to and from the station. A new, continuous, footpath should be provided on this most direct pedestrian route to the village centre.

**5. Improved relationship with the Goodsyard site**

With the opportunity for environmental improvements in front of the new station, improvements to public parking will also be required. This could be most easily achieved in conjunction with the potential redevelopment of the Goodsyard Site. The area between the proposed main station entrance and the National Trust centre provides scope for relocated blue badge spaces. Public parking for general station uses could be supported by a related car park in the vicinity of the railway compound site subject to Network Rail's approval and appropriate re-provision of track maintenance facilities.

**6. Prioritise wayfinding**

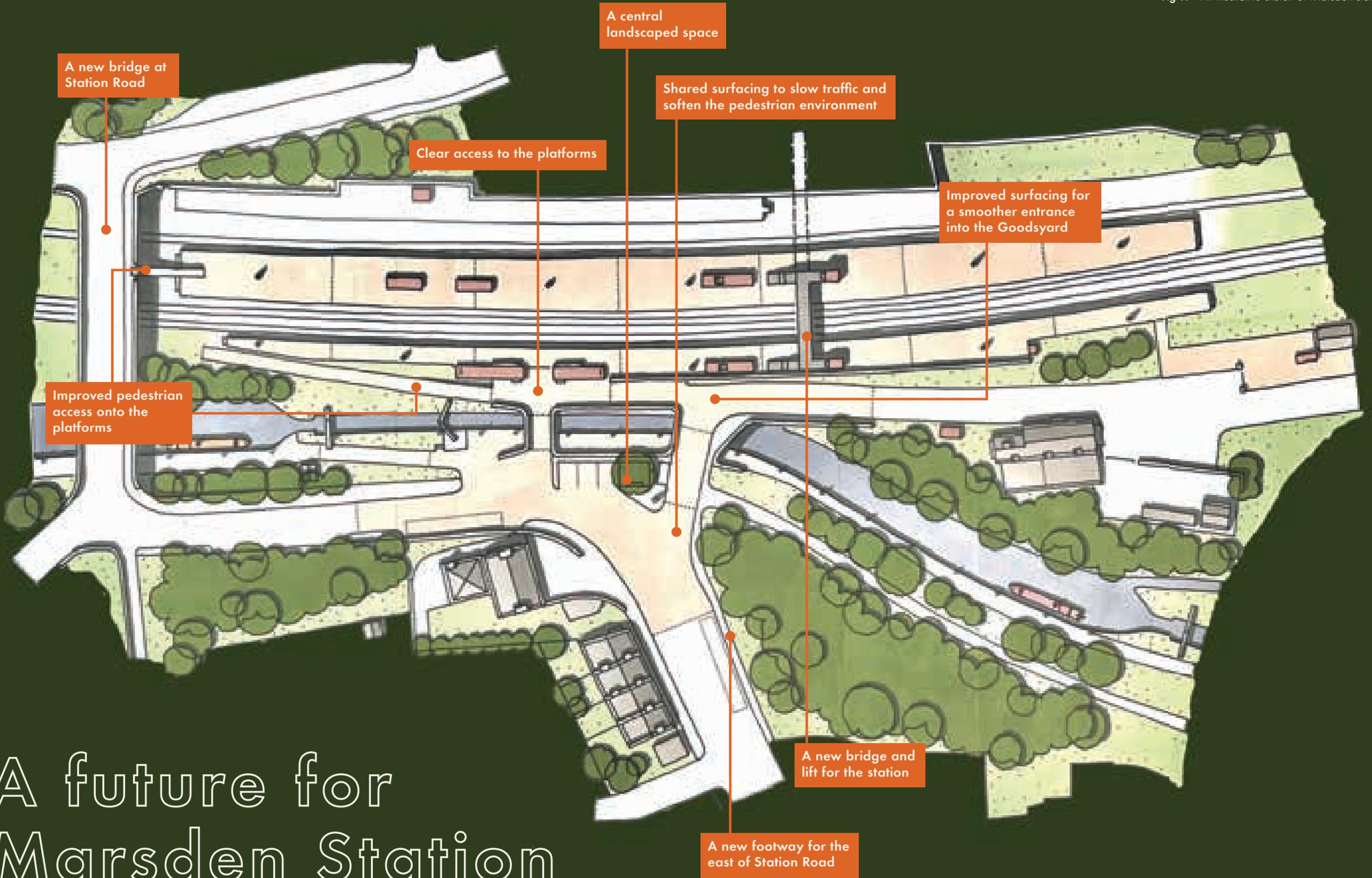
With the National Trust as the gateway to the extensive network of public trails and more tourists and other visitors being attracted to the village itself, wayfinding signage should be improved, with the station arrival point being a crucial point of visitor orientation.

From left to right: A view of the canal access and now closed access onto the platform, the curve of Station Road, the flora display and the view looking over the platforms from the Station Road bridge.



Fig 18 Station arrival, existing situation

Fig 19 An illustrative sketch of Marsden station



# A future for Marsden Station

## 5.2 The Goodsyard

The single largest opportunity site in Marsden, the Goodsyard Site is currently a car park for the Standedge Visitor Centre, railway station and the National Trust. The site, traversed by the Huddersfield Narrow Canal, is currently a designated Urban Green Space.

### Objectives for the Goodsyard site

The Goodsyard site, owned by Kirklees Council, presents a unique series of opportunities to address multiple issues in the village. The following objectives are considered particularly relevant:

1. **Provide improved car parking** - for both commuters and visitors alike
2. **Deliver wider regeneration** - scope for new homes and enterprise spaces
3. **Improve access to the canal tow-path** - a hidden and under-used asset
4. **Retain existing play facilities and natural biodiversity** - these are important existing site assets
5. **Improve National Trust facilities** - scope to deliver pragmatic simple improvements

### Project ideas

In responding to these objectives, a number of specific opportunities emerge. These can be progressed individually or, more preferably, as part of the site's comprehensive redevelopment.

#### 1. Re-provision of public parking

With station improvements on the horizon and the profile of the Standedge Visitor Centre continuing to rise, public parking will continue to be required on the site. Parking spaces would logically be clustered close to the station entrance, on the western side of the site. The small Network Rail depot area is required to support TRU improvements but, subject to agreement, this site presents a good opportunity to relocate a consolidated parking area given its proximity to a soon-to-be-improved station.

#### 2. Playspace

With local young people having been instrumental in the delivery of recreation facilities on the site, the existing facilities should be re-provided in any redevelopment plans for the site. Replacement facilities should be set within site-wide landscape proposals designed to encourage ecology and biodiversity whilst also providing an enhanced local amenity.



Fig 20 The Goodsyard opportunities plan

**Respondents overwhelmingly emphasised the need to retain and enhance the Goods Yard as a community-oriented space. Key priorities included retaining free or low-cost public parking, especially for commuters and visitors, alongside improving the surface, drainage, lighting, and safety of the area.**

**While some supported modest, sensitive housing near Station Road, most preferred no new housing, favouring the reuse of existing mill buildings. Respondents also highlighted the potential of the National Trust building for a café or visitor hub, and proposed enhancing the natural environment with trees, greenery, and picnic spaces.**

**Many voiced concerns about over-development, particularly housing or enterprise units, arguing this would displace essential parking and green space. There was strong support for a refreshed play area, including inclusive facilities like a pump track or all-weather pitch, while keeping the skate park and MUGA. Suggestions included camper van facilities, public toilets, and better signage, seating, and paths especially linking to the canal, station, and village centre.**

**“Make sure the skatepark is kept or improved, it’s an important community facility!”**



Various photos from around the Goodsyrd site including pathways through into the wooded area and the connection to the canal



Fig 21 The Goodsyrd, existing situation

**3. New housing**

This large site presents exciting opportunities for the provision of higher density housing in this wonderfully sustainable site. The site is Council owned and presents opportunities for the delivery of a range of housing types and tenures, including affordable house. This will help to address local housing need. Housing should be designed to be contemporary yet contextually responsive, with an appropriate material palette.

**4. National Trust Visitor Centre**

This is an important facility although currently it is orientated away from both the railway station and the canal. Pragmatic modifications to the building could be made to address both of these issues. Better use could also be made of the adjacent yard space which might, in the longer term, present opportunities for a larger facility. Collaborative working with partners such as the Canal and River Trust might present opportunities for shared facilities to deliver a more comprehensive visitor centre service.

**5. Improved canal access**

Whilst dealing with the considerable level changes across the site will be a challenge, the canal and its tow-path is a wonderful environmental asset. Redevelopment of the site should also deliver significant improvements to canal access for the benefit of the village as a whole. Establishing a new pedestrian connection towards the village and the proposed pedestrian bridge at New Mills would deliver benefits for all.

**6. New Station Road frontage**

The northern end of Station Road, opposite The Railway Pub, may present opportunities for new street frontage development. This would improve the street environment at the station arrival zone, adding life and activity to the street. Potentially suitable uses would include commercial workspaces or housing. Maintaining and improving access to the open space south of the canal will be an important consideration.

**7. Longer term opportunities**

The Royal British Legion site is an important local facility in the village and occupies a large site immediately to the east. It may present longer term, potentially housing-led, redevelopment opportunities. There would be scope for retention or re-provision of the facility in any redevelopment scheme.

**8. Grange Street bridge**

Through the TransPennine Route Upgrade scheme, all road bridges over the railway in the village will be replaced. The Grange Street bridge is currently narrow, with no lighting and no cycle or pedestrian facilities. Whilst Network Rail are obliged to replace infrastructure on a like-for-like basis, its replacement raises the opportunity for the delivery of a safer bridge with better facilities for pedestrians and cyclists in collaboration with Kirklees Council.

## The Goodsyard Illustrative Masterplan

The adjacent sketch is an illustrative vision for the Marsden Goodsyard redevelopment. It is not a formal proposal but represents one possible way in which the site might come forward which responds positively to the many opportunities the site presents.

The majority of the site is currently designated Urban Green Space in the Kirklees Local Plan, meaning development is not appropriate under current policy. However, the ongoing Local Plan review offers an opportunity to change these policies to promote the site for development. The transformation of the site was tested during the Marsden Blueprint engagement and the principle was strongly supported by the local community and key stakeholders.

The vision aims to deliver new housing, improved public parking (serving the new railway station), open space, and better canal access, alongside improved and expanded National Trust facilities. Furthermore, the layout includes landscape improvements, a relocated skatepark and MUGA, a new community/visitor hub, and space for employment opportunities like workshops and small businesses.

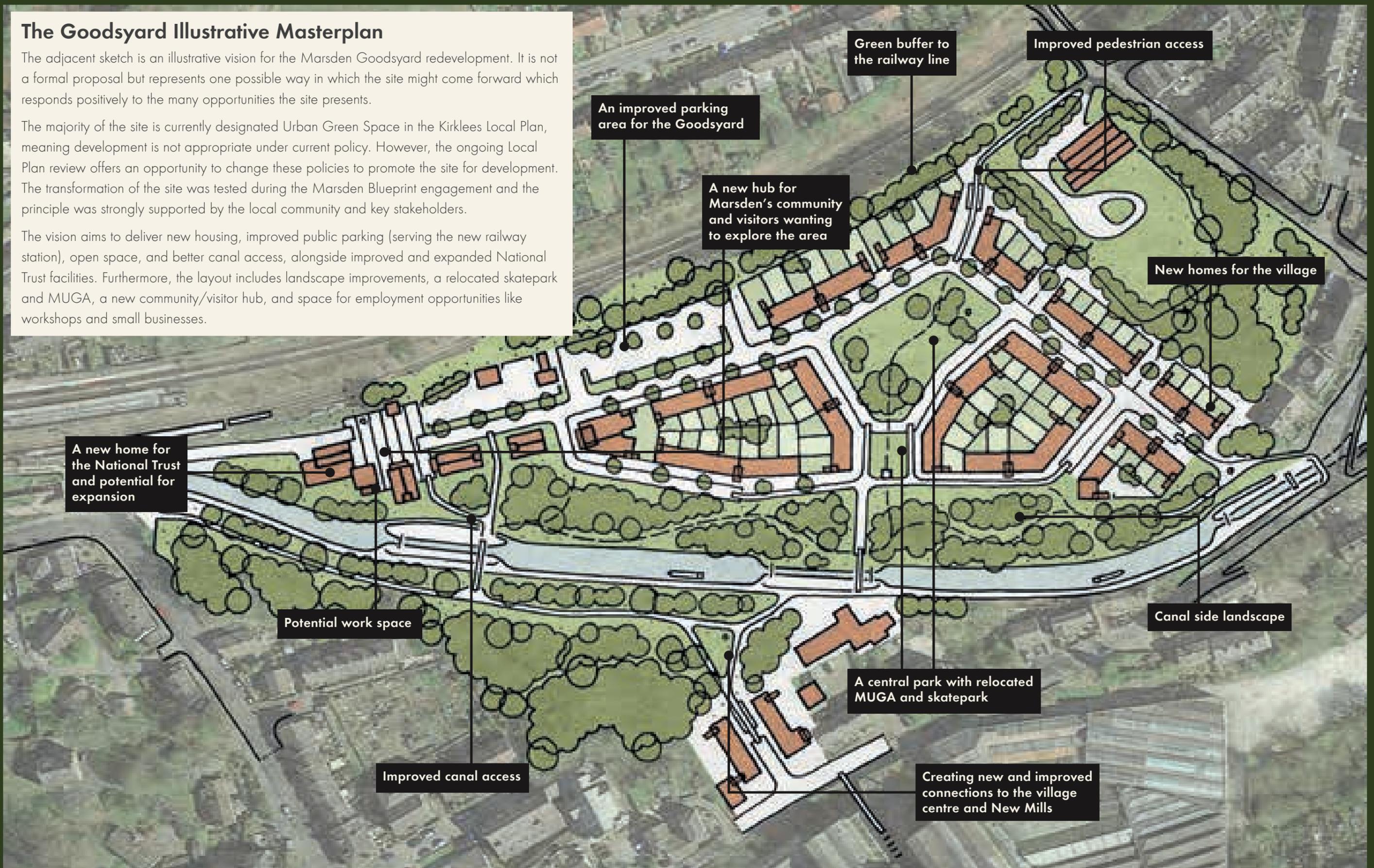


Fig 22 A future for the Goodsyard, an illustrative scheme

5.3 Lakeside

Lakeside is the area to the rear of New Mills. The emerging regeneration plans for New Mills do not include works to this area.

Objectives for Lakeside

The Lakeside site is privately owned but does present opportunities for investment and improvement. The New Mills scheme will bring this neglected part of Marsden more into focus which present some exciting opportunities. Objective for changes and investment in this location should include:

1. **Short term temporary public space** - through removal of the existing New Mills warehouse;
2. **Opening up the river corridor** - longer term reinstatement of natural river channel;
3. **Create a new riverside public space** - for the benefit of the whole village;
4. **Retaining the existing nursery facility** - to be retained in any redevelopment; and
5. **Deliver a mixed use development** - a good opportunity for mixed housing.

In responding to these objectives, a number of specific opportunities emerge.

Project ideas

1. **Opening up the River Colne**  
The existing disused New Mills factory site straddles the channel of the River Colne, with the river passing directly beneath a warehouse building. The proposals for the conversion and redevelopment of the mills presents the opportunity to open up river channel once more. This would bring significant ecological and biodiversity benefits with scope to also incorporate flood resilience.
2. **New public space**  
Associated with opening up of the river channel, there will likely be an opportunity to create a new riverside public space. The size and nature of this space will only become clear should the entire New Mills warehouse building, including its floor slab, be demolished. This would be a major moment in Marsden's evolution, and would mark a new chapter in the role played by this short stretch of the River Colne. For so long the river was the valley's industrial engine. Now, the river has a more important ecological and visitor economy role in the village. There would be a particular opportunity to link in

Fig 23 Lakeside opportunities plan



*The feedback highlights mixed views on development plans for the Lakeside/Warehouse Hill area, emphasizing the need to balance parking, community spaces, and housing. Many respondents stress parking as a critical issue, suggesting more free or short-term parking for village visitors, better signage, and improved pedestrian connections, especially linking Lakeside, Peel Street, and Manchester Road. Parking near the Goods Yard and Lakeside is seen as essential to ease congestion in the village centre.*



improvements for the setting of the ten Grade II listed carved solid stone tenter posts on Warehouse Hill Road. The site of the posts has recently benefited from improvements and this treatment could be extended.

Fig 24 Lakeside, existing situation

3. **Temporary public space**

The proposals for New Mills may result initially in the demolition of the warehouse building but retention of the building's floor slab. In this short term move, the use of the space created would present the opportunity for temporary pop-up events. Determining how this unique space is used could itself become a community-led project. The landowner will need to retain control over the use of the site, but removal of the building and retention of the existing floor slab does create opportunities for a wide range of temporary and pop-up activities.

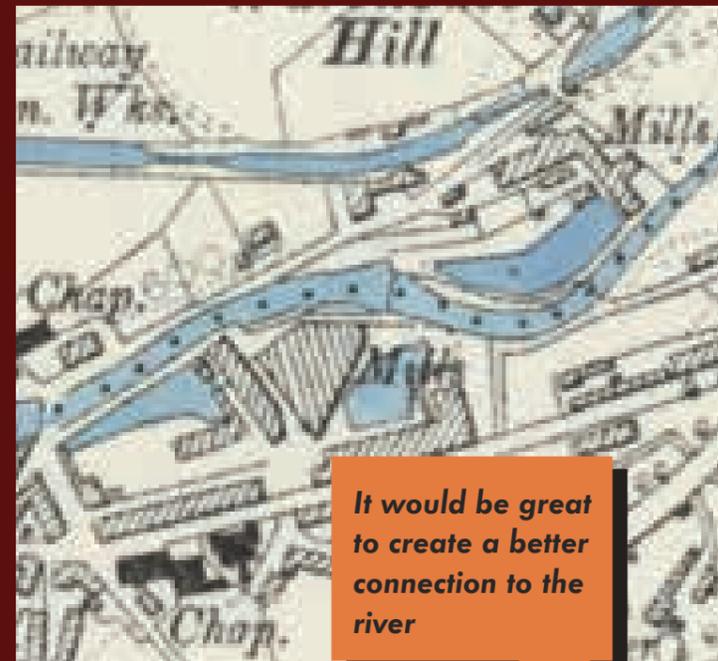
4. **Development opportunity**

The existing hard-standing site is currently primarily used as an informal surface car park serving the village. A children's nursery also occupies an existing building to the rear of the site and this important facility should remain. The rest of the site presents an opportunity for a mixed tenure and type housing-led development. The retention of a limited amount of public parking may be possible and appropriate, in the context of improved permeability through the development to the village centre.

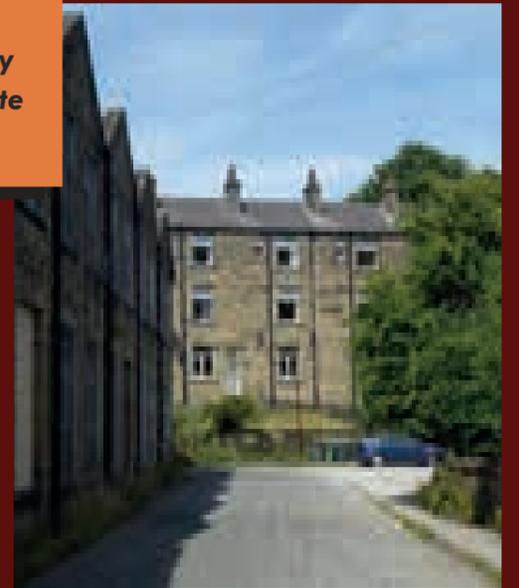
*There is broad support for preserving and refurbishing existing mills to retain heritage, while accommodating uses like housing, nurseries, event spaces, and commercial functions. However, many oppose new housing developments in this area, fearing increased traffic and parking strain. Instead, some favour enhanced community-focused uses such as gardens, art studios, informal play areas, and green spaces, with several questioning the necessity of more outdoor event spaces given the local climate and existing facilities.*

*Concerns about unclear plans, particularly for new open spaces and river access, were common. Suggestions included improving flood prevention, maintaining protected heritage features like the tenterposts, and enhancing natural biodiversity along the river. Overall, a preference emerges for a more nature-oriented, pedestrian-friendly, and heritage-sensitive approach, with parking prioritized to support village vitality.*

LAKESIDE 1890



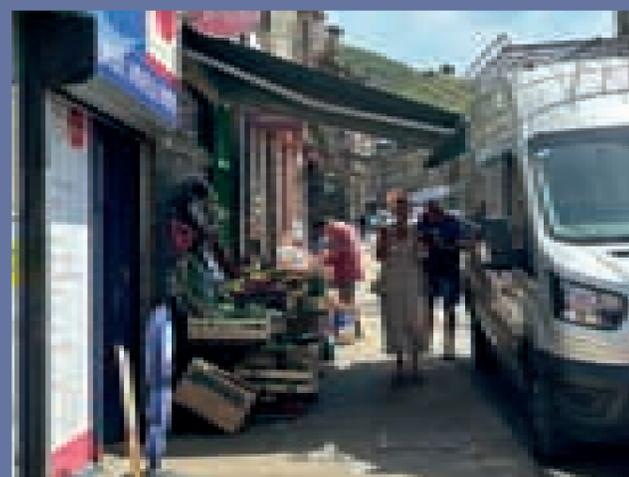
*It would be great to create a better connection to the river*





Photographs of Peel Street in the sun

## PEEL STREET 1904



### 5.4 Peel Street Environment

Peel Street is Marsden's busy local high street. It is the beating heart of local community life. Its future success is dependent on maintenance, investment and improvement.

#### Objectives for Peel Street environment

In many ways Peel Street is already a model local village high street environment. A key local connecting spine road, it is open for traffic but attracts significant levels of footfall. Jutting out into oncoming traffic, the community owned Mechanics Building commands a prominent position at the heart of the village. Objectives in terms of improving Peel Street's environment include:

1. **To improve movement throughout** - the central zone of Peel Street is a source of daily conflict for road uses;
2. **Create a safer environment** - through a better balance between pedestrians and cars;
3. **To improve the public space adjacent to the Mechanics** - a key, but underused community space
4. **Work with New Mills development** - collaborative working in terms of parking provision and management.

#### Project ideas

1. **Traffic and parking management**  
A range of measures designed to provide more space and priority for people walking and cycling along the length of Peel Street could be delivered. These could have quite radical impacts and deliver significant improvements for the benefits of all village users. These could include pavement widening, traffic management measures and the reallocation of road space. These measures would be implemented in conjunction with traffic and parking measures - see Peel Street Movement section below.
1. **Link to St Bartholomew's Church**  
The pedestrian connection from the village to St Bartholomew's Church is currently poor and not clear. The existing bridge across the river via Market Place provides the basis of a good quality link but the route is pinched by Wesson Court. Improvements to this route would help improve access to the village. The public space at Town Gate has potential for improvement including better quality public space and car parking to support Peel Street businesses. A more direct route

across the historic cemetery space towards St Bartholomew's Church would also ensure the church is better connected to the village. Given the historic importance the church and the burial ground, the visual connections between these heritage assets and the village centre might be improved by careful thinning of some existing trees.

**2. Marsden Mechanics**

There have long been plans and aspirations to deliver an extension to the Mechanics building. Whilst subject to funding and planning, the space immediately south of the building presents an opportunity for such an extension. Great care would be needed to ensure any such extension respected the Grade II Listed Mechanics building. Maintaining safe and convenient access to Marsden Infant and Nursery School will also be an important consideration. During the Blueprint engagement, options for how this might be achieved were presented. Whilst the principle gained support, concern was expressed about the potential loss of public space associated with a more ambitious Mechanics extension.

**3. Potential school space**

A new built extension to Marsden Mechanics would impact the adjacent school - both in terms of access and play space. Subject to the agreement of all relevant stakeholders, including the landowners, there may be scope for the school to make use of currently vacant land to the east on Brougham Road to meet any future requirements.

**4. New shared surface at village core**

The central area of Peel Street would benefit from physical improvements which give pedestrians greater priority. A shared surface treatment and traffic management measures would help to calm traffic, mitigate poor parking behaviour and improve the quality of this important and busy central area.

**5. Derby Terrace improvements**

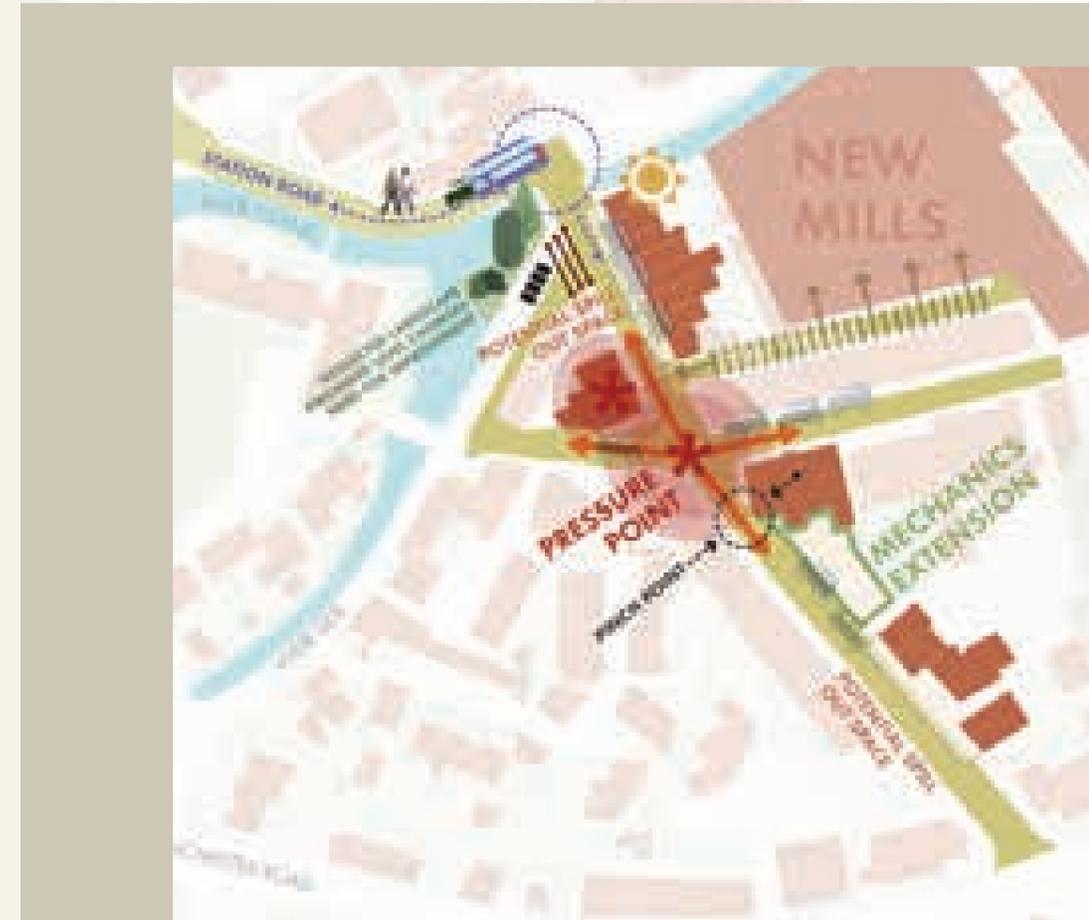
The new parking provision to support the redevelopment of New Mills will be connected to Peel Street via Derby Terrace. This connection, which is likely to be well used, needs to be safe, well-lit and maintained. The amenities of current residents of Derby Terrace will also need to be protected. New public realm improvements should address these issues.

**6. Argyle Street improvements**

Argyle Street has already seen environmental improvements, but these could go further in the context of a more comprehensive village-wide improvement strategy. Stopping this local access street up will remove traffic and give more space for pedestrians.



MASTERPLAN FRAMEWORK



**Fig 25** Peel Street environmental improvement opportunities

**Fig 26** Existing Peel Street environmental

**Fig 27** Artists impression showing how environment and traffic management improvements along Peel Street and around the Marsden Mechanics building could look. The space around the Mechanics building is improved through the expansion of the space into the site of the former public toilet block. A modest extension to the Mechanics building is also shown which could improve the relationship between the building and the space. Peel Street is narrowed and pavements widened to create greater pedestrian priority. Parking controls are introduced but the road remains open to traffic in both directions, including local bus routes

- 1 Peel Street carriageway narrowing
- 2 New priority arrangement
- 3 Pavement widening
- 4 Improved Mechanics public space
- 5 Potential extension to Mechanics building
- 6 Potential for a new flexible covered space



**Fig 28** Existing view Marsden Mechanics along Peel Street, looking north



**Fig 29** An early schematic for a possible extension. Credit: Bill Best



5.5 Peel Street Movement

**Context**

Peel Street is at the heart of life in Marsden. Like other Pennine towns and villages such as Holmfirth, Todmorden and Slaithwaite, it is both the commercial and social hub of the village. Peel Street is an important route for moving people around the village, connecting to communities north of the river and servicing the number 383 bus between Huddersfield and Dirker. Several residential streets branch off Peel Street, including Brougham Road (which connects it to the Infant and Nursery School) and Market Place (which offers a connection towards St. Bartholomew’s Church). There are spaces for seating and social gatherings outside Marsden Mechanics and on Argyle Street although these could be improved.

**Key observations**

Project ideas to improve streets and traffic management in the village are informed by the feedback from Marsden Blueprint Partnership, views already expressed via the ‘What Matters to Marsden’ survey and the Blueprint public consultation in April 2025.

In relation to Peel Street specifically, feedback identified:

- The need to preserve the historic character of Peel Street.
- Parking management, balancing the needs of elderly and less mobile in Marsden who rely on short-term parking for shopping and services against poor parking behaviours at pinch-points such as the Co-Op.
- Making the most of the sunny eastern side of Peel Street.
- A lack of pedestrian priority creating safety concerns at crossing points such as Marsden Mechanics.
- Managing how heavier vehicles such as deliveries and buses use the street.
- Creating more spaces to sit outside cafes and bars.

**Peel Street - traffic management objectives**

A series of key movement and transport objectives has emerged which should underpin any projects or initiatives to improve Marsden’s street and the management of people and vehicles along them, as follows:

1. **To improve the quality of the local townscape, landscape and nature** - Peel Street is Marsden’s primary public space , a key part of Marsden’s public realm network;
2. **Provide greater priority to pedestrians** - successful high streets are places where people feel comfortable and enjoy spending time;
3. **Reduce the impact of long-term parking** - with few parking controls, many on-street spaces are occupied by long-term parking
4. **Support local businesses** - through the availability of short term on-street parking
5. **Create a street that supports community activities** - Peel Street is home to the Mechanics building which is the beating community heart of Marsden.

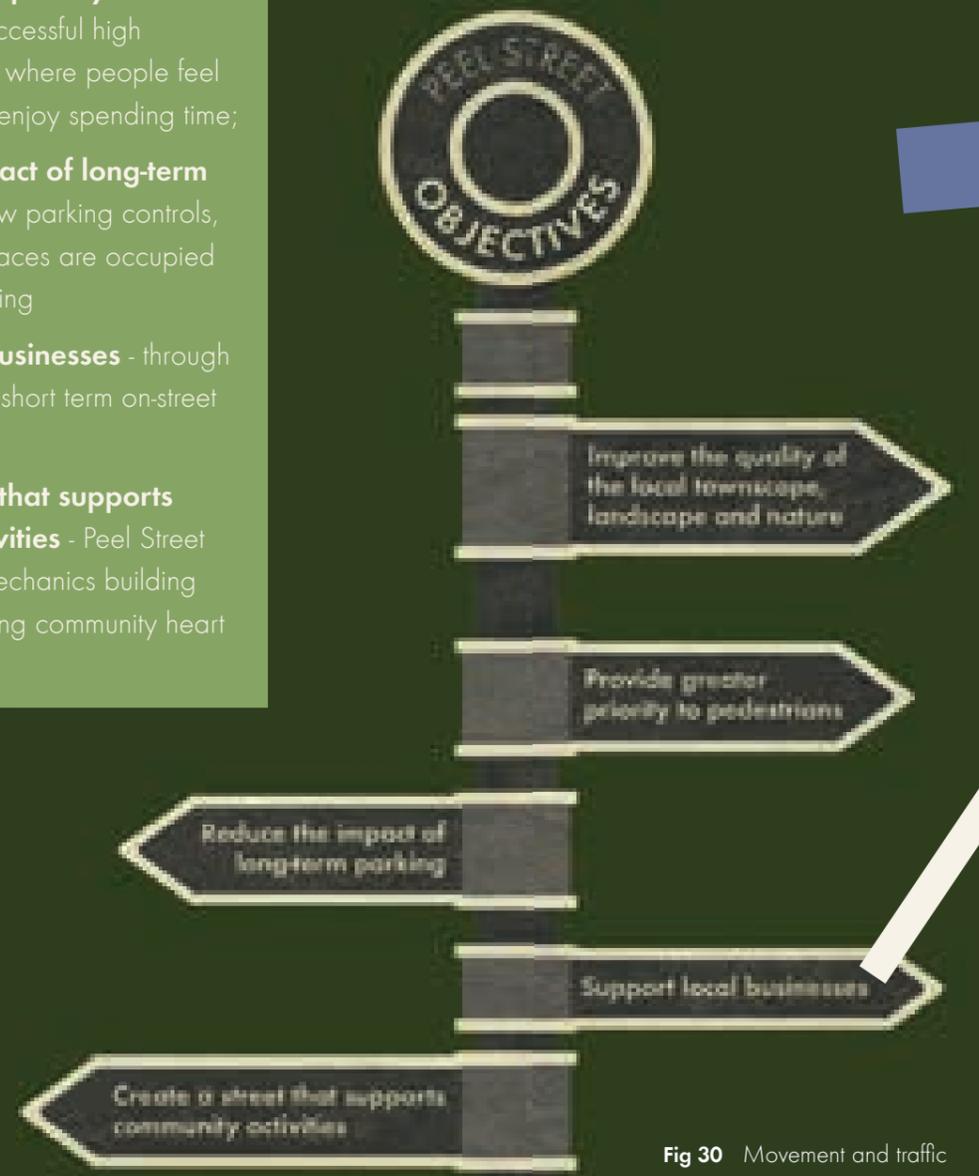


Fig 30 Movement and traffic management principles



Peel Street is a busy high street supporting local bus services. On-street parking is available along the length of Peel Street. With few restrictions, spaces tend to get clogged by long term parking. These central bays should be managed to provide short term shopper parking. Local businesses on Peel Street would approve

**Blueprint Interventions**

Several project ideas have been suggested through the initial consultation on the Blueprint. These included the introduction of more widespread speed restrictions, controls on traffic priority, different surface treatments on the road and parking management.

A key consideration is how space is allocated on Peel Street, specifically the balance between maintaining on-street parking and creating more space for pedestrians.

**Parking Management**

Based on the feedback from consultation, there is broad support for introducing parking management and enforcement in Marsden.

The main reasons driving this feedback included concerns over long-stay parking, parking on street corners and desires to prioritise pedestrian space and landscape/townscape features.

However, many people also highlighted the rural nature of Marsden and its older population as reasons to maintain some form of parking on Peel Street, especially for short-stay trips to “pop” to the shops or pharmacy. There was also a desire to maintain disabled parking spaces on Peel Street.

Parking management could therefore include the introduction of marked bays on Peel Street, enabling clearer demarcation of permitted parking spaces which could be reinforced with short-stay timing restrictions. These measures would be supported by clearer parking restrictions near junctions, such as outside the Co-Op, Mechanics and Swan House.

It was recognised that the impact of these and any additional parking management measures should consider the overall balance of parking in the village. Further parking restrictions and conversion of parking spaces into pedestrian and planting features could be introduced if the supply of off-street parking was able to compensate for the removal of spaces.

Parking permits for residents could also be another option to manage parking levels on streets such as Brougham Road, Derby Terrace, Market Place and Station Road.

There could also be opportunities to diversify parking provision on Peel Street to include electric vehicle charging or car club parking, although these could equally be deployed in off-street parking locations.

These proposals would bring Marsden’s parking management more in line with other South Pennine villages and contribute to improving the street’s townscape and landscape. They would also create opportunities for making Peel Street more accessible for pedestrians, curbing less desirable and unsafe parking behaviours whilst maintaining a level of access for those who need it. Parking enforcement would be a key part of any solution to introduce parking management.

Further options for reassigning parking spaces are considered under the “Pedestrian Environment” heading.

### Pedestrian Environment

Feedback from the consultation was split between those in favour of more pedestrianisation and those who wished to maintain vehicle access to Peel Street.

Based on the parking proposals above, it could be possible to create designated spaces for pedestrians to cross Peel Street where parking restrictions allow for better visibility.

Any further pedestrian treatments on Peel Street would be inherently linked with parking provision. Measures to provide wider footways, places to sit, or planting to create shade and drainage would generally require parking space or road space to be reallocated.

There is some evidence to suggest that better pedestrian environments help create more vibrant and commercially active streets that also help boost public health and wellbeing. However, Marsden's setting as a rural service centre with an aging population is recognised when balancing the needs of pedestrians and parking.

This means that wider and more accessible footways can be considered in locations where people are more likely to gather whilst parking is retained (with management measures) in other locations.

The most optimal areas for this kind of expanded pedestrian environment would be on Argyle Street, outside the Riverhead Brewery Tap, as well as outside other cafés and bars on Peel Street where outdoor seating could be provided alongside other features such as planting, or cycle parking. These could be delivered in phases, beginning with temporary measures to test the interventions followed by more permanent features if successful, expanding if further off-street parking came online. Further consultation with businesses would be needed to assess the potential level of uptake of these features.

Responses to the consultation also suggested wider footways outside the Infant School and Nursery on Brougham Road, as well as creating a better network of pedestrian connections into Peel Street such as Station Road, Mount Road and Warehouse Hill Road. Some also supported the idea of introducing a signal-controlled crossing outside of the New Inn to improve safety for people travelling to and from the south of the village.

Further opportunities to expand the pedestrian realm are considered under "Road Improvements".

**"I would like to see safer crossing on Peel Street, a zebra crossing. Currently the kids emerge from behind parked cars to reach the school and nursery and it all feels very unsafe."**



Waltham Forest in North East London have encourages investment into local landscaping and public realm features to encourage a welcoming environment for people to dwell and wander



**“There are cyclists in Marsden and lots of them use the canal so access and provision is very important”**

### Cycling Considerations

Cycling is highlighted as an important consideration within the consultation feedback, with some suggestions for more cycle parking on Peel Street, and potentially cycle lanes to connect the station, canal and Manchester Road.

If other interventions such as speed limits and expanded footways are progressed on Peel Street and traffic levels are low, it may be possible to create a more cycle-friendly environment without the need for dedicated cycle lanes.

There is also scope to improve cycle parking provision on Peel Street, enabling people to travel locally and store their bike when visiting the village centre. Cycle parking could be provided in prominent public locations with enough “eyes on the street” keep them secure.

The cycle parking itself can be delivered using cycle stands, ensuring that these are adequate to cater to a range of different cycle vehicle types such as cargo bikes and cycle trailers.

Potential locations for cycle parking could include outside Marsden Mechanics or integrated into any expanded footways on Peel Street. Alternatively, the current cycle parking on the Market Place end of Argyle Street could be relocated to a more prominent position on the Peel Street end of Argyle Street.

A bike hire facility also was raised in the consultation feedback which could serve both residents and visitors to encourage more sustainable short-distance trips. It is likely this would need to include e-bike provision given the topography of the area.



The above images show various approaches to cycle parking - stacked parking and parking simple bike racks integrated into the public realm using landscaping.

**“The roads aren’t great for buses in Marsden. They struggle to round to the corner of Station Road and Peel Street and sadly this means they take over the street!”**

### Public Transport Enhancements

Improvements to public transport services lie outside of the scope of this Blueprint, however there is an opportunity to shape the future specification of services as buses enter public ownership in 2027. This could include addressing some consultation responses relating to better service connections to Meltham and Holmfirth, and better timetable coordination with train services.

Several consultees also highlighted that buses often encounter issues when turning from Peel Street onto Station Road due to parked cars outside Swan House, which could be addressed with parking restrictions and enforcement.

Other measures under consideration in the Blueprint include improving step-free access on and off buses along Peel Street and redesigning the bus shelter near Marsden Mechanics to be more in keeping with the local townscape.

Measures to enhance access to train services are outlined in the “Station Arrival” section.

**“We must think about those who don’t own cars or cannot drive”**

Images: Urban Movement, Hamilton Baillie Associates, The Guardian.



With the help of Hamilton-Baillie Associates and Planit-IE, Poynton in Cheshire completed their Shared Space Scheme in 2012. Subtle traffic management changes encourage vehicles to slow and help give equal priority to vehicles, pedestrians and cyclists.



Images of public realm improvements at Crown Square in Matlock, Derbyshire. Images: Mayer Brown and The Andrews Pages

### Road Improvements

Feedback received in relation to road improvements closely aligned with comments regarding parking and pedestrianisation. There was broad support for introducing a 20 mile per hour (mph) limit in Marsden, with coverage ranging from just Peel Street to the wider network of streets either side of Manchester Road.

A 20mph limit could be reinforced through introducing some of the features outlined in earlier sections to strengthen the sense of place in Marsden and create a more pedestrian friendly environment. Other interventions such as “gateway features” to narrow the appearance of the road at either side of Peel Street could help to encourage lower speeds.

Introducing a “raised table” feature outside the Co-Op would raise the level of the road to be closer to pavements and use a different road surface. This idea drew a mixed response with consultees calling for careful selection of materials to respect Marsden’s heritage and consideration of the safety of more vulnerable road users.

Other road features under consideration include introducing “priority running” outside of Marsden Mechanics to improve traffic and pedestrian safety where cars already have to give way to each other due to limitations in space. The priority running arrangement would formalise who has priority in each direction and potentially enable expansion of footways and safer crossing points.

Another consideration would be restrictions on traffic movements on Argyle Street to only allow access for residents/deliveries, and to prevent traffic turning in from Peel Street.

Other features that could be introduced along Peel Street could include tighter turns around the New Inn and Co-Op to create wider footways and slower vehicles movements.

Several responses also highlighted an option to introduce a one-way system around Peel Street, Station Road and Church Lane to simplify traffic movements. Whilst this could unlock more space for pedestrian features and reduce the number of traffic conflicts on Peel Street, the practicalities of implementing a one-way system would give rise to potential risks and would require further study. Potential risks could include:

- Rat running on Market Place/Weir Side (potentially could be managed by additional traffic management or street closures).
- Loss of convenient access to Peel Street for buses for those either boarding or alighting services in Marsden.
- Interactions with proposed one-way system on Brougham Road as part of the New Mills development.
- Additional diversions for people living adjacent to one-way system (e.g. Warehouse Hill Road, Fall Lane, Clough Lea).
- Creation of a complex circulatory system in a modest rural setting.

**Fig 31** Peel Street management options - outline illustrations of what a one-way system could look like have been presented as two options; each running in a different direction. These assume that a complementary one-way street could be put in place on Church Lane, though further investigations of traffic flows would be needed to determine if this was necessary.



**Option 1:** Peel Street Northbound / Church Lane Southbound



**Option 2:** Peel Street Southbound / Church Lane Northbound

**Key**

- Marsden street
- New Mills: Proposed one way streets
- Peel Street / Church Lane: one way street options
- Potential traffic management
- 🚌 In Option 1, the southbound bus stop on Peel Street would be made redundant. Replacement stops could be considered on Church Lane or Manchester Road

\* In both options, it is recommended 2-way access is maintained on Church Lane on the bridge to minimise disruption to residents on The Green and Clough Lea

### Project Ideas

There are a number of traffic management ideas that could be implemented on Peel Street. Either as individual measures or as part of a combined package.



**Speed and access management**  
Measures to slow down or manage traffic flows and make it safer for pedestrians



**Street surface management**  
Use of different materials to reinforce the character and function of the street

### Street parking management

Street lines, markings and regulations to manage parking



**Fig 32** The suit of potential traffic and parking management measures available to Kirklees

**Fig 33** Plans of Peel Street, describing possible future actions

Phase 1: Testing and implementation



Phase 2: Traffic management



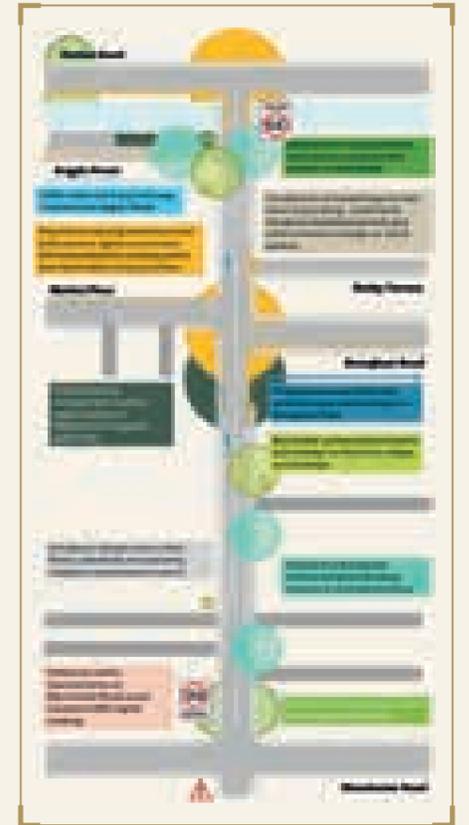
Phase 3: Parking reallocation



Phase 4: Minor capital investment



Phase 5: Village transformation



### Phasing and Implementation

The introduction of these measures onto Peel Street would work in tandem with other elements of the Blueprint, most notably the provision of off-street parking.

A suggested phasing plan of the key interventions highlighted in this section is provided below:

- **Phase 1: Testing and Implementation**

Consultation with businesses about expanded footways and piloting temporary closure of parking spaces in selected locations to create more space around places where people gather, potentially on a selected day (e.g. Bank Holiday) when more visitors may be in the village

- **Phase 2: Traffic management**

Introduction of timed parking restrictions and marked bays to prioritise short-stay car parking and enforce against unsafe parking practices – potential to integrate with introducing a 20mph speed limit

- **Phase 3: Parking reallocation**

Subject to off-street parking coming online, permanent pavement expansions could be implemented where trials have been successful. Gateway features, seating, planting and cycle parking could all be introduced

- **Phase 4: Minor capital investment**

Some highway improvements such as the priority running, expanding footways on street corners and pedestrian crossings could be introduced at this stage subject to funding, alongside movement restrictions on Argyle Street.

- **Phase 5: Village transformation**

Subject to further funding and consultation, this is where a broader range of measures could be deployed to make Peel Street a more pedestrian-prioritised street. This could include a signalised pedestrian crossing on Manchester Road, a raised table outside the Co-Op, expanded footways on Brougham Road and bus stop upgrades. At this stage, if further traffic restrictions (such as one-way traffic, or full pedestrianisation of Peel Street) remain a priority, these can be reflected in the streetscape and townscape enhancements.

Three hypothetical scenarios are presented on the next page to provide an outline illustration of how these features could be deployed on Peel Street once all phases have progressed.

*“I would strongly support as much of Peel Street being made pedestrian priority as possible (and I am a car owner). Experiments in other countries have shown that if you surface an area shared by pedestrians and cars with a unified material - i.e. no ‘road bit’ and ‘pavement bit’, motorists will either find an alternative route, or treat pedestrians much more carefully. Even 20mph is far too fast for Peel Street.”*

Views north and south of Peel Street



**Quick Wins**

Many of the improvement and management measures put forward in the Blueprint will inevitably take a long time to bring forward. Relatively straightforward traffic and parking management measures present opportunities for short-term or temporary delivery which local people would support.

Introducing traffic management measures at the Mechanics pinch-point was generally supported. Pavement build-outs, particularly in the vicinity of some of the village’s principal bar/café outlets, also received community support.

Given the difficulty in securing major funding to support implementation, agreeing a phased delivery plan would be worthwhile. There are two other approaches that could be taken to support implementation of smaller scale measures in an environment where funding is hard to secure. These fall into two broad categories.

**1. Traffic Regulation Order (TRO) schemes**

TRO schemes would include implementing measures such as the 20mph zone and 1-way running on Argyle Street. Compared with capital highways schemes these can cost relatively little and can be reinforced with some fairly minor street interventions (such as planters on Argyle Street to deter wrong-way movements). That said, it can still take time to secure the relevant council approvals.

**2. “Tactical Urbanism” schemes**

These would be temporary measures designed to “try before you buy”. This approach would align with proposed measures such as the build-outs or expansion of landscape features. This could be linked to events in the Marsden calendar and would again be implemented with less expensive/obtrusive features and coordination with the TRO team. The process for “temporary” measures might be much simpler to coordinate with key Kirklees officers.



5.6 **Manchester Road**

Manchester Road is the principal vehicular approach to Marsden and creates the village’s first impression for many visitors.

**Objectives for Manchester Road**

The souther side of Manchester Road, west of Peel Street, presents a number of development opportunities to improve the quality of the town- and streetscape for the village and create a better first impression for visitors.

1. **Improve quality of street frontage** - along the south side of Manchester Road
2. **Improve linkages** - between communities south of Carrs Road and the village centre
3. **Deliver new homes for local people** - high quality homes of mixed type and tenure

**Project ideas**

1. **Land south west of Victoria Terrace**  
This is a privately owned 1Ha site which is suitable for housing development. New development will have to take account of the significant level change across the site. The scale and character of any new

buildings must take account of the heritage assets in the area, including the conservation area and listed buildings. An informal path currently connects Carrs Road with Manchester Road and this is a Public Right of Way which will need to be retained or reprovided. The site well sized and well located to deliver a mix of housing types and tenures. Some green infrastructure should be retained on site with public open space as part of any redevelopment. Good quality street frontage should be created on the Carrs Lane frontage.

2. **Improvements to Manchester Road as an arrival to Marsden**

Manchester Road is the primary road into Marsden, connecting the village with Huddersfield and surrounding areas. The pedestrian environment requires improvement. The current entry point could be more welcoming, and the village requires better signage and wayfinding to signal arrival. Key safety and accessibility improvements may include the introduction of a 20mph zone and additional crossing points for pedestrians.

*“I think Manchester Road needs to be more of a safer, arrival space for people coming into Marsden by car. We need better signposting.”*



Fig 34 Manchester Road opportunities plan

*“Better crossing facilities are needed on Manchester Road...and when there’s incidents on the m62 the road is used by a large number of HGV travelling at speed that can make crossing difficult.”*

*“The green space at Carrs Road has potential for parking spaces or housing, it has less heritage value. Although the land is very steep and tends to get very wet.”*



*"Something needs to be done to slow the cars down on Manchester Road. It feels unsafe when crossing."*

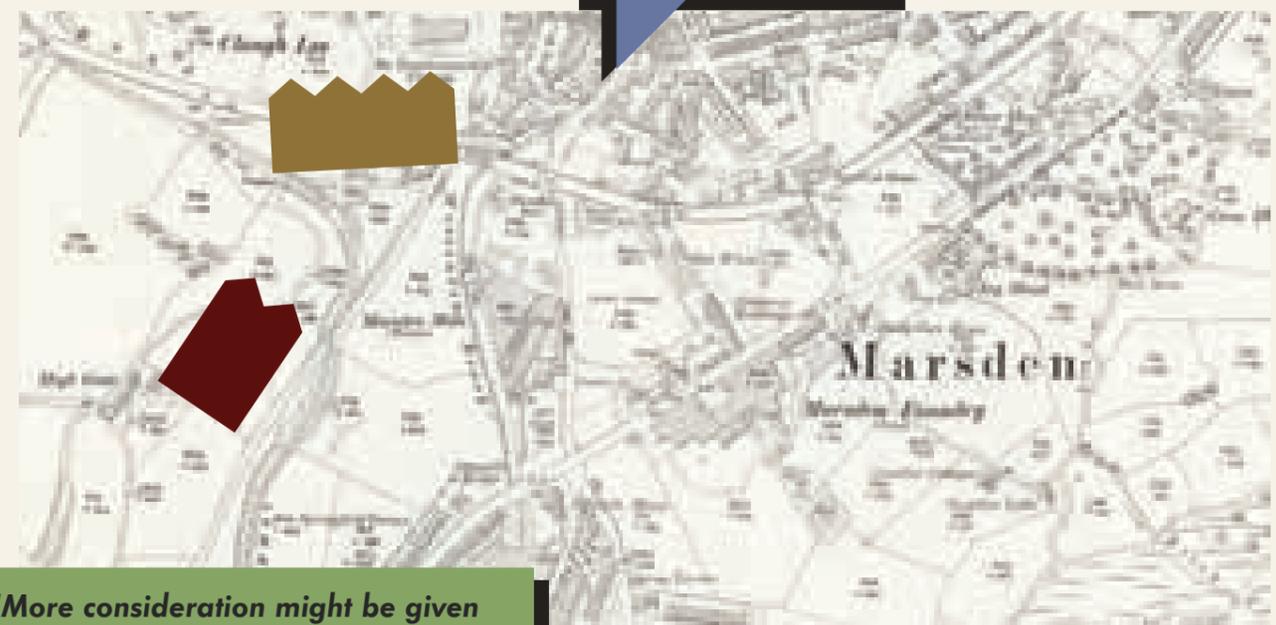


Views from the site on Carrs Road looking down into the village centre, up towards Carrs Road and the footpath running through the site



*"Manchester Road should have a 20mph speed limit"*

A map of southern Marsden from 1904



*"More consideration might be given to improving the environment along Manchester Road given this is most people's first impression of Marsden."*



*"Could we encourage wildlife at the green space bordering Manchester Road and Fall Lane. Nice space here for biodiversity"*



Manchester Road has the all ingredients to make a successful arrival space to the village; striking views of the Mill and the surrounding landscape, local businesses and a good range of housing. Care must be taken into enhancing the pedestrian environment, slowing cars, improving wayfinding and encouraging people into Peel Street and exploring the village centre.

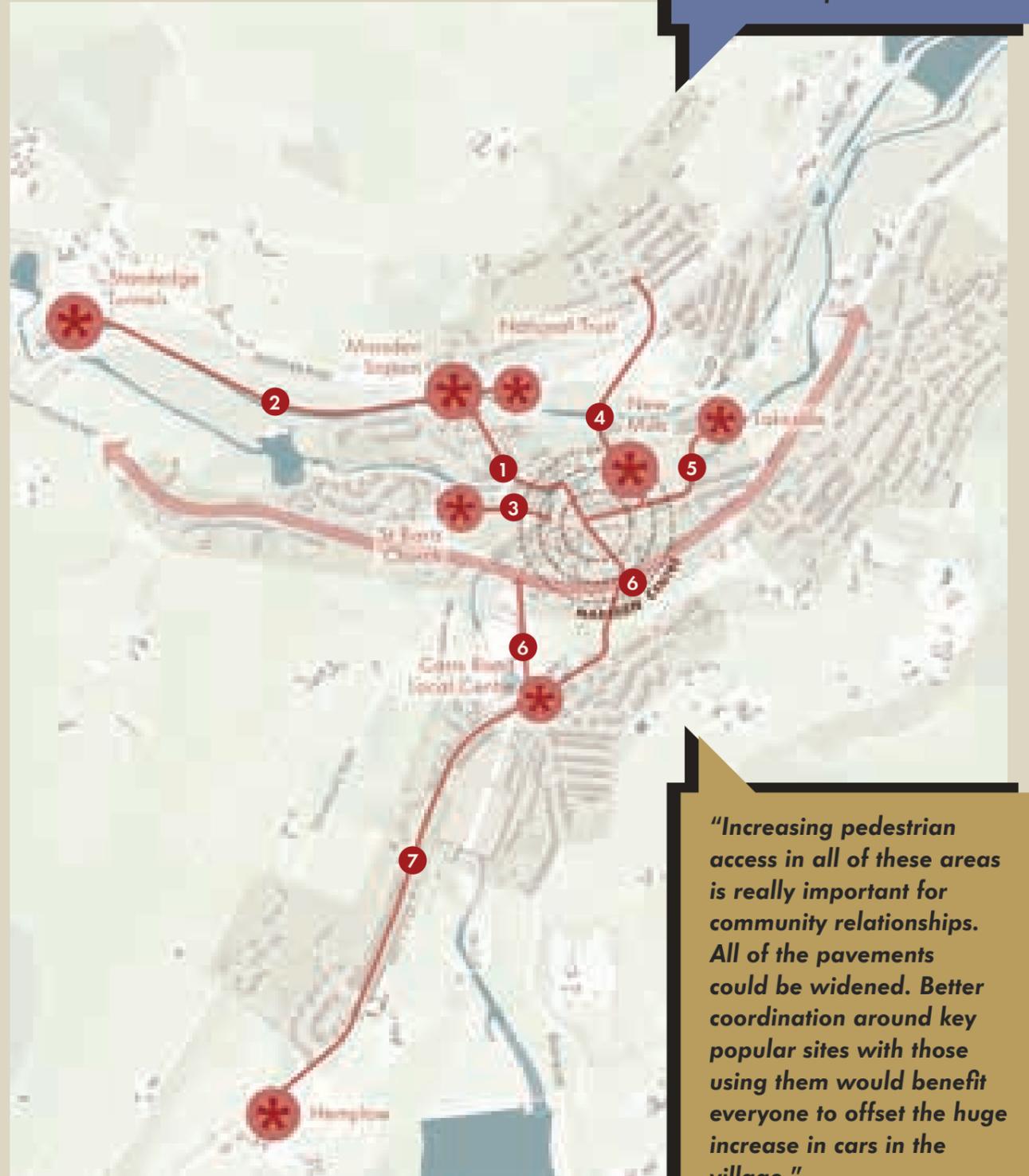


Fig 35 Manchester Road, existing situation



**Key**

- Key destinations
- Connectors
- Marsden centre
- Community areas



*“The village needs to improve wayfinding. As a visitor to Marsden, I didn’t know the National Trust had a base until a local pointed it out!”*

*“Increasing pedestrian access in all of these areas is really important for community relationships. All of the pavements could be widened. Better coordination around key popular sites with those using them would benefit everyone to offset the huge increase in cars in the village.”*

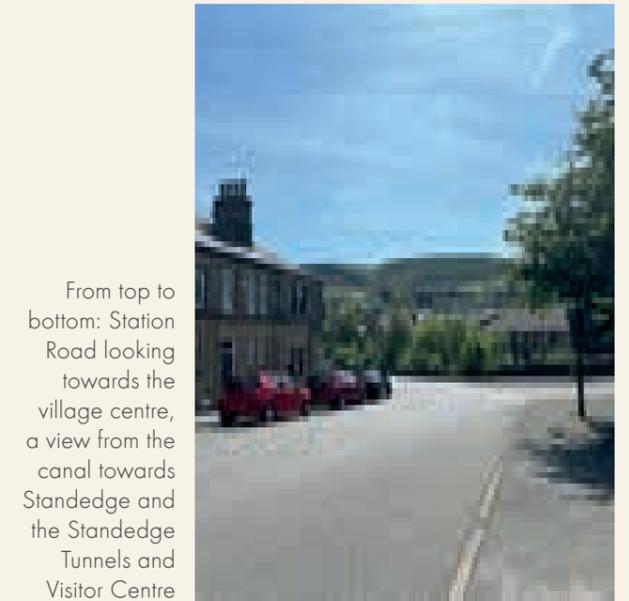
**Fig 36** Links to important places in Marsden

57 **Links to places**

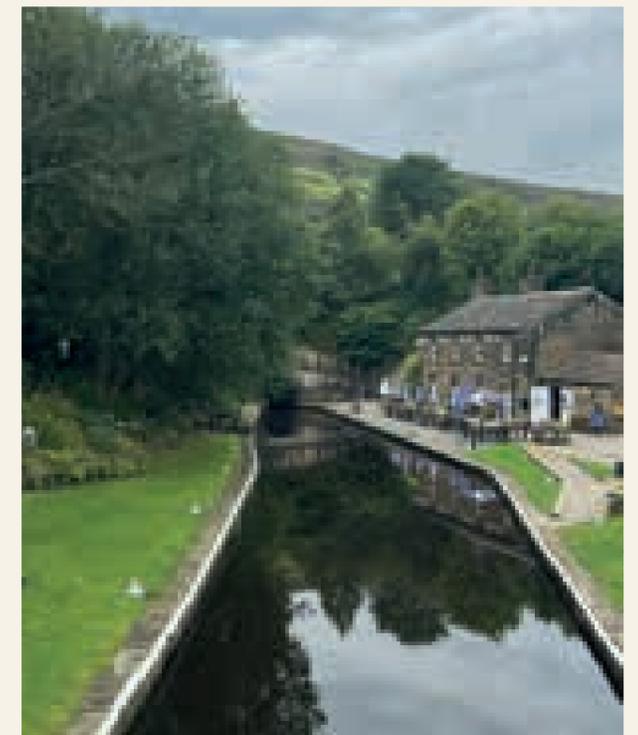
**Introduction**

Whilst the Marsden Blueprint focusses on the centre of the village, local people are supported by community infrastructure and facilities in locations beyond the village’s commercial heart. Links to these more dispersed locations are therefore very important for local quality of life. Note that improvements to some of these links are incorporated into place-based proposals for the key investment areas featured above.

1. **Station Road to Marsden Station**  
Create a continuous pavement along both sides of Station Road, improving the connection between Peel Street and the new station.
2. **Huddersfield Narrow Canal access, Standedge Tunnel and Visitor Centre**  
The Standedge Tunnel and Visitor Centre is a regionally important attraction. With limited parking capacity at the centre itself, the link between the station, village and the Centre is critical for its ongoing success. The Canal & River Trust is in the process of delivering improvements to the Narrow Canal tow path.



From top to bottom: Station Road looking towards the village centre, a view from the canal towards Standedge and the Standedge Tunnels and Visitor Centre





**"Better street lighting!"**

**3. St Bartholomew's Church**

There is an opportunity to improve the connection between Peel Street and the Church via an improved existing bridge over Wessenden Brook. The burial ground at Town Gate is an historic asset with important trees. Whilst improvements could be made to the visual and physical connection between Peel Street and St Bartholomew's Church.



**4. Route through New Mills**

The New Mills redevelopment scheme proposes a new pedestrian route through the heart of the site and across the River Colne to Warehouse Hill. Improving wider links to this new connection will have village wide benefits for all. One improvement may be a new continuous footway on Warehouse Hill Road. This link will play an important role in better connecting Marsden's Dirker and Grange Street communities to core village services and facilities. These routes may further be improved through bridge replacement works associated with the TRU.



**5. Riverside access at Lakeside**

The redevelopment of the New Mills site presents opportunities in the longer term for significant improvements to the river channel. Opening up the river channel will provide scope to radically improve access to the river edge, with scope for create new and connect with existing riverside paths and trails.



From top to bottom: The link through New Mills, a view across the green into Marsden centre, St Bartholomew's Church and cemetery and Lakeside.



**"Hemplow may be a little way out, but it is an important asset to the community. We must acknowledge these under-represented spaces."**

**6. Fall Lane and Carrs Road parade**

Marsden Sports Hall and the facilities around Marsden Football Club are an important cluster of community facilities for the village. The small retail parade at the junction between Carr Lane and Fall Lane is an important local community hub with scope for environmental and public realm improvements. The route to this important cluster of community facilities would be improved through upgrades to the public right of way across the land to the east of the football club, between Manchester Road and Carrs Road.

From top to bottom:  
An attractive front garden on Carrs Road.  
Sheep travelling to their workout at Hemplow



**7. Hemplow Sports Complex**

This cluster of high quality sport and leisure facilities are an amazing community asset for the people of Marsden. Access from the village is gained via the steep rise of Mount Road. Whilst bus services do operate up this route, the pavements are narrow and interrupted, street lighting could be improved and pedestrian cross facilities introduced.





# ACTION PLAN

6	ACTION PLAN .....	112
6.1	Beyond the Blueprint .....	114



## 6 ACTION PLAN

### 6.1 Marsden Blueprint Action Plan

A tool to help initiate, drive, monitor and review projects and improvements opportunities.

The Marsden Blueprint has been prepared with and for the local community. The opportunities promoted within it are wide ranging in scope and scale. Small scale opportunities present shorter term opportunities for investment and improvements. Others are much more significant, longer term and strategic in nature.

The Marsden Blueprint Partnership will continue to work closely with Kirklees Council and local partners to bring improvements and investments to the village. Working alongside other initiatives including the What Matters to Marsden Action Plan, the Blueprint Action Plan provides the basis for predominantly environmental short, medium and longer term improvement and investment projects and opportunities right across the village.

Individual actions/projects emerge directly from the guidance and ideas outlined in the Blueprint. Each is categorised as short, medium or long term and given a notional priority rating. Their local and regional significance is also outlined. Lead and

partner agents and funding opportunities can be continually reviewed, refined and updated as progress is made.

Each project is also assessed against the contribution it might make against the Blueprint's six principal objectives.



B L U E P R I N T O J E C T I V E S

Strengthen Marsden's community life	Improve Marsden's streets and spaces	Protect Marsden's history and identity	Support Marsden's local economy	Provide affordable and well designed housing	Protect Marsden's environment and promote sustainability
-------------------------------------	--------------------------------------	--	---------------------------------	--	--

Ref	Action / Project	Term	Priority	Significance	Lead	Partners	Funding	Ref
-----	------------------	------	----------	--------------	------	----------	---------	-----

**STATION ARRIVAL**

1	Station Road surface improvements	S	★★	Loc				1
2	Create a new arrival micro-space	S	★★★	Loc				2
3	Improved public transport interchange	S	★★★	C/R				3
4	Pavement improvements	M	★★	Loc				4
5	Improved relationship with the Goodsyard site	S	★★	C/R				5
6	Prioritise wayfinding	S	★★	C/R				6


**GOODSYARD**

7	Re-provision of public parking	L	★★★★	C/R				7
8	Playspace	L	★★★★	Loc				8
9	New housing	L	★★★★	Loc				9
10	National Trust Visitor Centre	L	★★	C/R				10
11	Improved canal access	L	★	C/R				11
12	New Station Road frontage	L	★	Loc				12
13	Longer term opportunities	L	★	Loc				13
14	Grange Street bridge	L	★	Loc				14


**LAKESIDE**

15	Opening up the River Colne	L	★★★★	C/R				15
16	New public space	L	★★	Loc				16
17	Temporary public space	M	★★	Loc				17
18	Development opportunity	M	★	Loc				18


**PEEL STREET ENVIRONMENT**

19	Traffic and parking management	S	★★	Loc				19
20	Link to St Bartholomew's Church	M	★	Loc				20
21	The Mechanics Institute	L	★★	C/R				21
22	Potential school space	L	★★	Loc				22
23	New shared surface at village core	M	★★	Loc				23
24	Derby Terrace improvements	M	★	Loc				24
25	Argyle Street improvements	M	★★	Loc				25


**PEEL STREET MOVEMENT**

26	Parking management	S	★★★★	Loc				26
27	Pedestrian environment	M	★★	Loc				27
28	Cycling considerations	M	★★	Loc				28
29	Public transport enhancements	M	★	C/R				29
30	Road improvements	M	★★	Loc				30


**MANCHESTER ROAD**

31	Land south west of Victoria Terrace	M	★★	Loc				31
32	Improvements to Manchester Road as an arrival to Marsden	M	★★	C/R				32


**Priority**

- ★ Lower priority - desirable but not critical
- ★★ Medium priority - an important local project for Marsden
- ★★★ High priority - a project of strategic importance to the village and wider region

**Term**

- S Short term: 0 - 3 years
- M Medium term: 3 - 5 years
- L Long term: 5+ years

**Significance**

- Loc: Local - primarily for the benefit of Marsden village
- C/R: County / regional - of wider county or regional significance

**Agency**

- CoSTT Marsden Community Partnership
- KC Kirklees Council
- CROW Crowther family
- Private Private landowners and developers

6.2 **Beyond the Blueprint**

The process of producing the Marsden Blueprint precipitated wide-ranging discussions with stakeholders and members of the Blueprint Partnership.

Ideas and initiatives were flagged. Some were considered to fall beyond the natural scope of the Blueprint, others arose after the engagement process. This short final section captures some of the more substantive opportunities raised and are included here as a record. Most represent project and improvement ideas that might be discussed by the Partnership as progress continues to made.

**Improving wayfinding within the village**

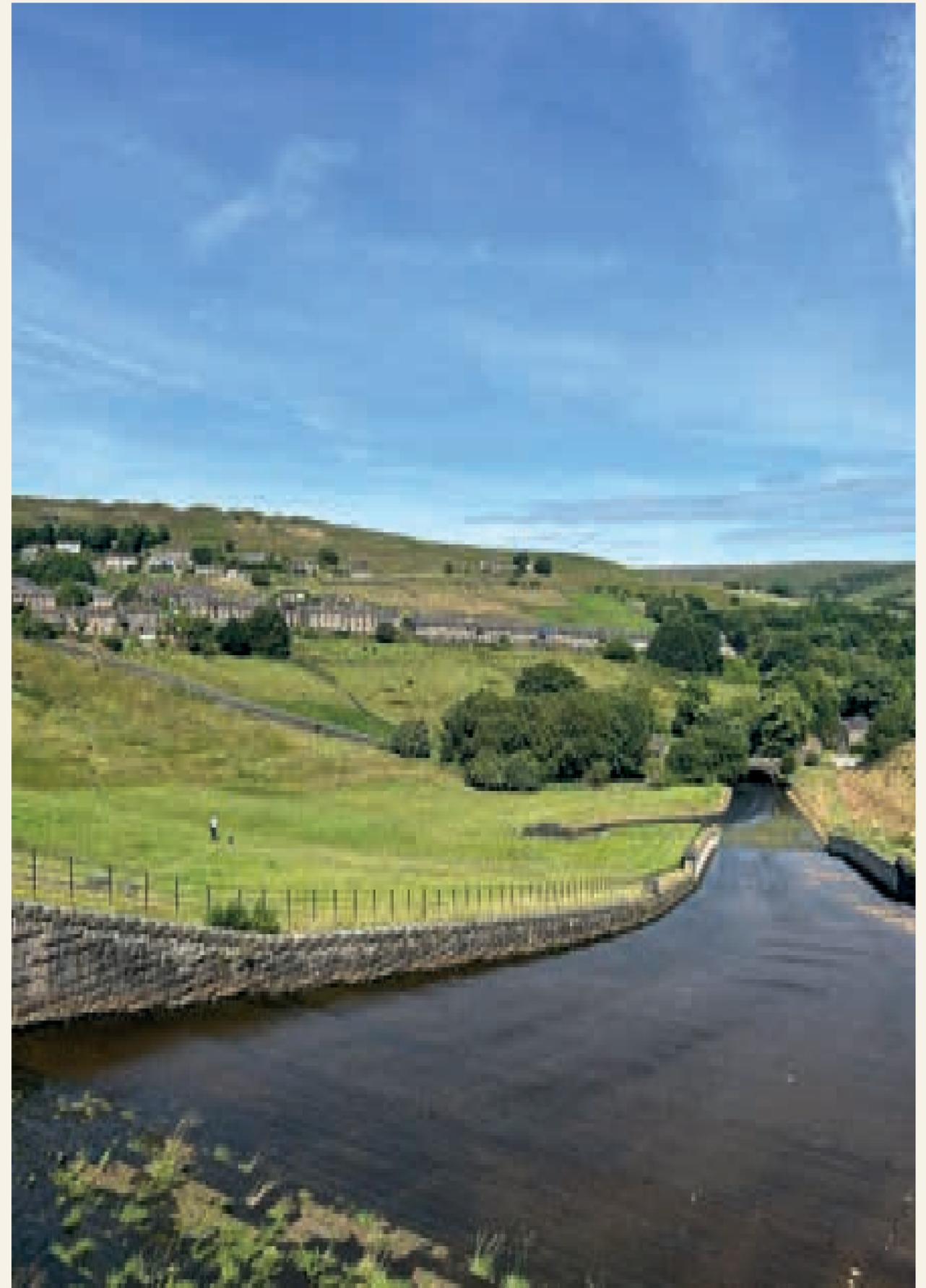
There is a general consensus within the community that wayfinding must be improved within the village. Better signage, maps and clearly marked paths would help the public to orientate themselves when visiting the village. Marsden has much to offer. It is a gateway to the moors, it is home to the National Trust Marsden Moor Estate base and the North of England Centre for Music and Arts and the Standedge Tunnels and it has a bustling village centre with many welcoming cafes, pubs and shops. Good wayfinding will help to improve visitor numbers.

**A new lease of life for platform 1**

With the new TransPennine Route Upgrade coming forward, the current platform 1 will be closed. The local community has expressed desire for opportunities for local activity, and this space could house a community garden. A mural could be painted on the northern wall.

**Local energy generation**

An ambitious scheme to utilise existing infrastructure to support local energy generation was raised as something that might warrant further exploration. The village is surrounded by reservoirs - Sparth to the north, Deer Hill to the east and Butterley to the south to name just three. Might these infrastructure resources offer potential in this regard?



Marsden Overflow at Butterley Reservoir, dating from the turn of the century. It was given listed buildings (Grade II) status in 1985

