



Project:

Castle Hill

Almondbury, Huddersfield HD4 6TA

Document:

Heritage Statement by UrbanGlow of
2018 as updated by ONE17 Architects
in 2020 & March 2021 plus further
information required by Historic England

Project No:

3287

Date:

March 2021



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Long distance view of Castle Hill from Paul Lane, Flockton

INTRODUCTION & BACKGROUND

This information is being provided as requested by Historic England in a letter dated 1 December 2021 following conditional approval ref 2018/93591 granted by Kirklees MC for new visitor facilities at the above site. A Heritage Statement or Assessment formed part of the suite of application documents.

A great deal of supporting information has previously been provided within the Heritage Statement and other documents and reference to some of this is made in this document. We have discussed the letter with its author Mr Keith Emerick who is the primary contact for the project within Historic England and deal with the points Mr Emerick has raised in turn. We include extracts from the letter introducing each item.

“In its present form the Heritage Statement appears rather ‘rushed’ as it has numerous typos and references to previous schemes at Castle Hill. This should be rectified.

It should include photo visualisations of the site with the proposed building in place.”

The Heritage Statement that formed the approved scheme application document pack was an updated version of the document originally prepared by Messrs TheUrbanGlow Design & Heritage Ltd in 2018. The updated version (see cover below) was revised in 2020 to reflect the final application scheme. We have reviewed this in the light of the letter from Historic England and have gone as far as we can to remove any remaining typographical errors and references to previous schemes.

Castle Hill

Heritage Assessment

To Support Planning Application for Cafe/Restaurant with Bedrooms and Interpretation Facilities at Castle Hill, Almondbury

November 2018. Updated 2020 by ONE17 Architects



Undertaken by TheUrbanGlow Design & Heritage Ltd
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Topographical image of Castle Hill.
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1.0 INTRODUCTION

This document is intended to assess the significance of Castle Hill with regard to the Planning Application for the erection of a cafe/restaurant with bedrooms, interpretation facilities, car parking and facilities. Castle Hill has a rich and fascinating history and is perhaps the most recognisable natural landmark within the Kirklees district. As a result of its use over five millennia, the site can significantly add to our understanding of the history and significance of this part of Yorkshire within a National context.

TheUrbanGlow Design & Heritage Ltd were asked to provide a new heritage assessment of the proposal and this was undertaken in Autumn, 2018.

2.0 METHODOLOGY

The methodology used in this assessment exercise has been based on the references to significance in the National Planning Policy Framework (as revised 2018), as informed by two non statutory Historic England documents namely; Managing Significance in Decision Taking in the Historic Environment (2015) and Conservation Area Designation, Appraisal and Management (2016).

The exercise was carried out by Andrew Graham BA(hons) MAued IHBC. In order to fully appreciate the locality a number of thorough site visits were undertaken. Archive research and map regression were undertaken in order to gain a greater understanding of the significance of Castle Hill with reference to the archives of West Yorkshire and the Thoresby Society Collection.

The site visits were undertaken in October 2018 and high quality photographs were taken using a Nikon D90 SLR with both 18-17mm

and 55-200mm lenses.

The National Heritage List for England was used extensively in order to gain an understanding of the locations of designated heritage assets within the locality. Through this assessment, combined with topographical research, assets deemed to be more 'at risk' from impact were identified and these are reflected in this report.

3.0 BACKGROUND

In 2006 consultants Atkins produced a report outlining and exploring the significance and future directions for best practice conservation management of the Castle Hill site as part of Kirklees Council's attempts to create a long term, sustainable management plan for the area, in collaboration with English Heritage and WYAAS. This report was specifically focussed upon the historic and archaeological management of the site and goes to some lengths to outline and communicate the complex archaeological aspects of the site. Despite this however some important points in this report are as follows;

"It will be vital...to ensure that Castle Hill remains a treasured and widely used place..." (Atkins Summary Document)

"All decisions regarding the future management and enhancement of the Hill will be based on a clear and robust understanding of the Site and the potential issues and impacts that changes could cause" (Atkins Summary Document.)

The report also undertook questionnaires regarding the use of the site and one particular statistic shows that 42% of people visited the site once a month at least. (page 9 Atkins Management Plan) 92% of visitors felt that the views from the site were also important (page 32 Atkins Management Plan.) and 88% of visitors agreed, or agreed

strongly, that there was a need for greater interpretation of the site for visitors.

The report goes on to state that the “Setting, and in particular, the immediate setting (of the site) will require careful management over the coming decades.” (Page 32 Atkins Management Plan)

As a result of this the report breaks down the area into Management Zones that were used to interpret specific areas more carefully. The report highlights (section 4.0) the issues around events, access, management and the risks associated with increasing anti social behaviour around the site (most recently on bonfire night 2018 when hedgerows were set alight.) and the impact that such instances can have upon the monument and its future sustainability. Indeed following this the report highlights the survey results that appear to overwhelmingly (68%) support a greater year round presence upon Castle Hill, although it specifically noted the opinions of a significant amount of respondents that appreciate the current feeling of ‘wildness’ upon the hill and would prefer nothing else to be located on the site. This therefore prompts the report to highlight the need for any new facilities to be as unobtrusive as possible and that for any solution to be very carefully designed.(page 75 and Section 5 Atkins Management Plan)

The report concludes by outlining the following management points.

- Need for a formal management framework
- The need to formalise the current maintenance strategy and staffing
- The management of archaeological / historical research
- The management of ecological habitats; and
- The management of the Site’s environs

With reference to new development there is therefore a re-emphasis upon the careful development of new structures and that opportunities for enhancement should be taken where possible (i.e removal of telegraph

poles) and key policies in Section 5 reiterate these points. (See policy section below)

The points outlined above and within the Atkins report are attempted to be addressed and supported through the following report. Through this we will therefore attempt to better outline the understanding and significance of the site in light of the proposals hereby advanced. The statement will assess the impact of the proposed design upon designated heritage assets whose significance or setting may be impacted upon under these guidelines.

RELEVANT KEY POLICIES FOR THE FUTURE MANAGEMENT OF CASTLE HILL FROM WS ATKINS REPORT (MARCH 2006)

Key Policy 1: Future decisions relating to management, conservation and enhancement of Castle Hill should respect and sustain all of its significances

Key Policy 4: The Site will be maintained as a premier recreational destination in Kirklees

Key Policy 5: The significances, story and sensitivities of Castle Hill should be communicated to as wide an audience as possible

Policy FD1: Any future development on Castle Hill should have no significant adverse impact on its:

- unique profile when viewed from outside the site;
- open and exposed character;
- archaeological remains; and
- setting.

Policy FD2: Any decisions on future enhancement or development on Castle Hill should consider its archaeological potential

Policy FD3: The management and enhancement of Castle Hill should not adversely affect its open and exposed character

Policy U2: Basic visitor facilities should be provided

Policy U6: Antisocial behaviour should be discouraged by the introduction of measures to control it

Policy U8: High quality and accessible interpretation material should be provided on Site to enhance the visitor experience

Policy U9: The views and needs of users should be taken into account in future decisions relating to the management, conservation and enhancement of Castle Hill

Policy U10: Continue to review the need for further visitor facilities for the Hill

Policy Ac5: The condition of the hilltop car park should be improved

4.0 HISTORY OF CASTLE HILL

“High as Almondbury is, Castle Hill is higher, and is crowned with a lofty tower, a striking landmark of the Victorian era. Holiday folk love to come here for the magnificent view of the Colne valley with Huddersfield in the hollow and the moors above. Below the tower is an ancient camp of 40 acres with high ramparts, a sunken way cut through the sandstone, and traces of a fort of 800 years ago.”

Arthur Mee ‘The Kings England – Yorkshire West Riding’ Edited by Arthur Mee, first published 1941. Edition 1996 by Kings England Press.

Castle Hill has a long and interesting history, indeed the 800 years of Arthur Mee has always been a conservative estimate of the monument’s age, even for his time! We now have direct evidence that the site formed part of an Iron Age encampment, and Neolithic and Bronze Age occupation is also considered likely due to the finding of flints and a polished axehead dating from around 3000BC. The majority of what is known about the site has been largely obtained through antiquarian accounts and, most notably, the work of William Varley, Archaeologist. More latterly subsequent work by West Yorkshire Archaeological Advisory Service and the RCHME has contributed and enabled the many strands of evidence to be better pieced together.

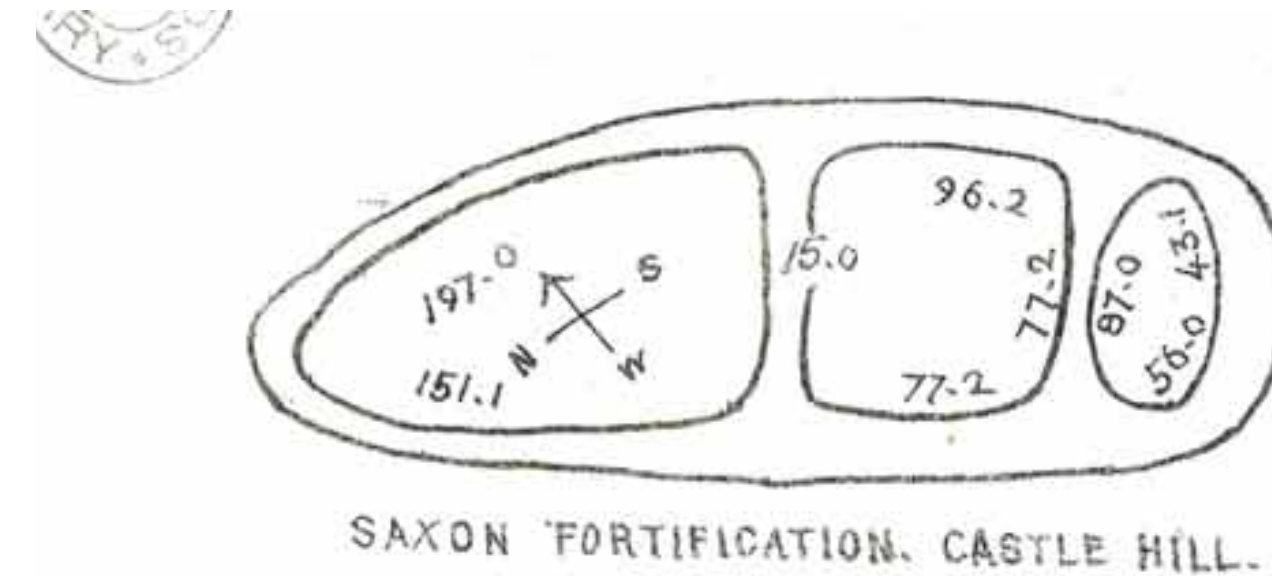
The site, being of such prominence, would have been an obvious location of interest for early peoples. Strikingly situated above what is now the Colne/Holme Valley the site can even be seen as far afield as the outskirts of Leeds, from where Castle Hill is clearly visible from the route around Roman Road 721 (as categorised by Margary 1957). The site represents an example of a Multivallate hillfort, which is a rare type of multi embanked enclosure fort within this part of the country, and the site seems to have started out as a simple palisaded enclosure of around 2ha dating to around 550BC. There is substantial evidence for the site’s occupation in the later Iron Age when the castle was fortified and its flat plateau was occupied and cultivated. The defensive earthworks were subsequently enlarged around this time with defensive



View where Castle Hill is against the backdrop of the Pennines

ditches containing large stone revetments. The archaeological evidence halts around 100BC until the 12th Century AD and as such the likelihood of the site being occupied during the early Roman period is unfortunately lacking. As such the tantalising tales of the site being the abode of the Brigantian Queen Cartimandua and her husband are unfortunately not supported by the archaeological evidence. During this time however two Roman forts were constructed nearby, at Slack and Castleshaw and as such it seems possible that the site would have some role to play within the Roman strategy or as a beacon site.

The archaeological evidence picks up again in the 12th Century when many of the extant earthworks were substantially altered and rebuilt to create the Motte and inner bailey associated with a small castle under the reign of King Stephen, whose license to crenellate was granted to the Barons Lacy of Pontefract in 1137. During works to the castle inner and outer bailey’s were created by the creation of a large ditch across the centre of the fort plateau, the infill of which was used to create a small motte to the souther western side. It may have been at this time that



Above: Sketch diagram of the earthworks of Castle Hill from Hulbert (1882).
Below: The inner ditch separating the Motte from the inner bailey.



the associated village was established and the settlement was granted a market in 1294, although this ultimately failed and the castle was ruinous in the late 16th century.

The hill was noted in Camden’s, Magnus Britannia (1586) and described as follows;
“Six miles from hence (Halifax) and not far from the river Calder, neere unto Almondbury, a little town standing upon a high and steep hill, which hath no easy passage or even ground unto it but on one side, are seen the manifest tokens of a rampire, some ruine of walles and a castle, which was garded about with a triple strength of forts and bulwarks. Some will have this to be Olicana, but the truth said otherwise, and namely, this it is Cambodunum...Yet afterward, there was a castle built in the same place, which King Stephen, as I have read, confirmed to Henry Lacy”.

It may have been this account that led to the erection of a beacon on the hill during the potential invasion of the Spanish Armada two years later, as part of the ‘fire over England’ system of warning beacons. This was again utilised as such during the Napoleonic Wars when another beacon was constructed as an early warning system. A beacon still stands on the hill following the 500th anniversary of the Armada in 1988 when the event was re-enacted.

The site seems to have always fired the imagination and the social accounts of the site being used for leisure and for the amenities and enjoyment of the local people are very common within Victorian antiquarian accounts. Rev Charles Augustus Hulbert (1882) states, in his beautifully romantic fashion, that the site is “much frequented for recreation by the inhabitants of Huddersfield (that flourishing daughter of Almondbury)-which lies, by day, as a map below. And at night like a lower firmament, with its thousand lights.”

The site was so popular that in 1810 a pub was built atop the hill and accounts of everything from cock fighting to bare knuckle brawls can be found in the archives.

The idea of erecting a 'Victoria Prospect Tower' (Hulbert 1882) was first conceived in 1849, when a private company was formed for the purpose. The scheme was for an eighty foot tower, a museum of antiquities, refreshment rooms, an observation terrace and a private room for subscribers. As one observer put it;

"Huddersfield, being without any place of attraction to the visitor, it is hoped that the deficiency will be supplied and that advantage will accrue to the village of Almondbury. At present the school excursions resort to Kirklees (meaning Kirklees priory, (seat of the Armytage family and grave of Robin Hood near Brighouse)."

A vast number of shares were sold but the scheme ultimately collapsed when Mr George Lock, Agent to the Ramsden Estate, objected to the building of a 'Castle in the air' on top of Castle Hill.

The idea never went away however and, due largely to the efforts of Mr Isaac Horden, Cashier to the Ramsden Estate, and Mr G.W Tomlinson (who ultimately gained much of the credit for the scheme) the proposal for a tower, this time to mark Queen Victoria's Diamond Jubilee, was resurrected. A quote from the letter from Tomlinson to the Mayor:

"Huddersfield with its widely extended municipal boundary has a feature within its borders which I believe to be unique. I know of no city or borough in the kingdom with an elevation of 900 feet above sea level such as we have on Castle Hill and I therefore propose that a Tower should be built on the summit of the Hill with a platform on the top, at least 100 feet high, making a total height of 1000ft."

A committee was later formed, subscriptions collected and the estate were persuaded to lease the site to the Trustees of the Tower for 999 years. On the 25th June, 1898, John, Frechville Ramsden, in the presence of his father, Sir John.W.Ramsden, officially laid the corner stone, and on the 24th June 1899 the tower was officially opened by the



Above: The laying of the cornerstone of Jubilee Tower on 25th June 1898.
Below: Jubilee/Victoria Tower standing as a 'Castle in the sky' today.



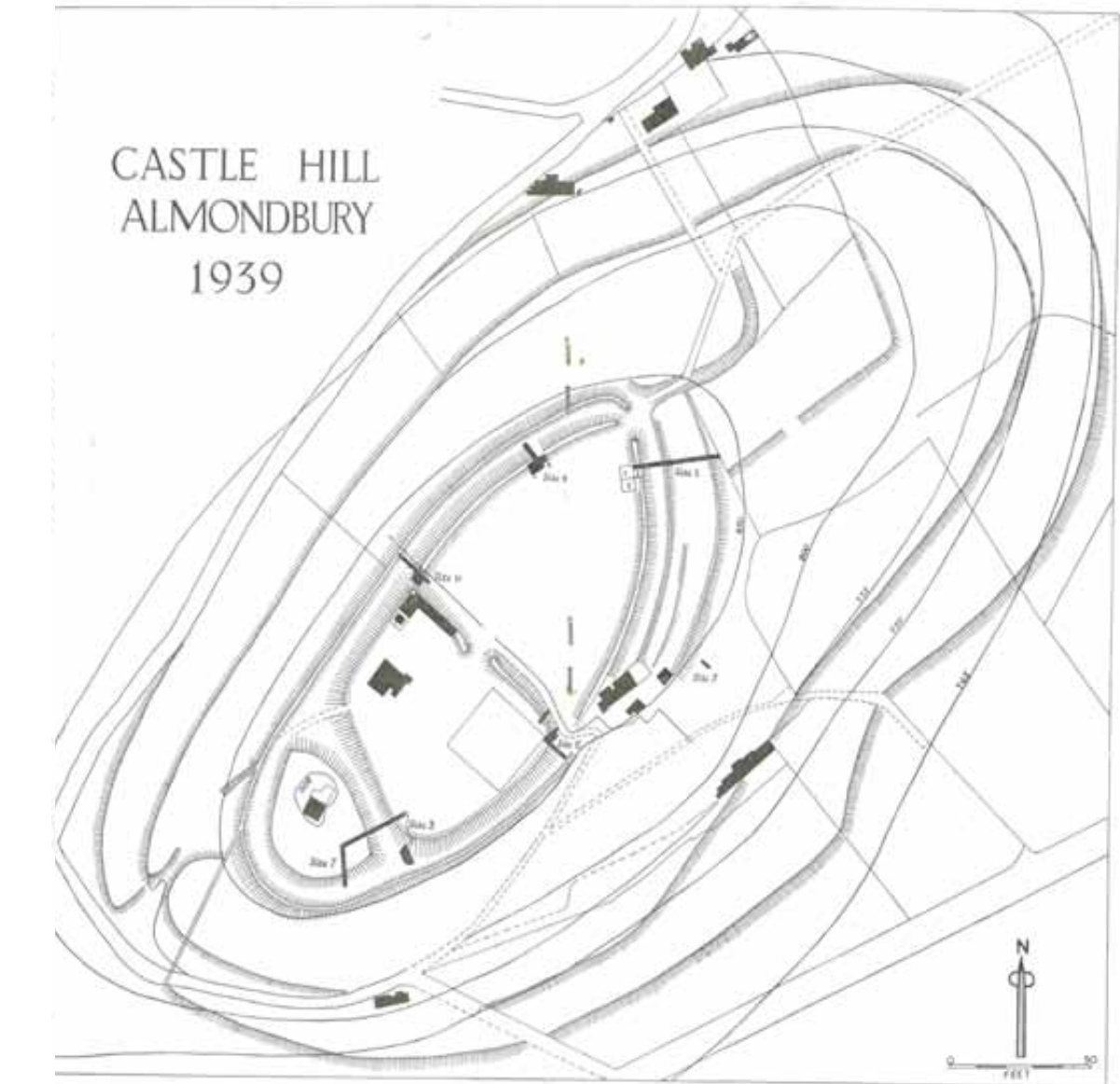
Earl of Scarborough amongst a quire of local people. The stone for the tower came from nearby Crossland Hill and the base of the tower were built four feet thick, which later tapered to two feet at the turret.

The Victoria Tower was not built without opposition however, some people thought it was a waste of money and that a more useful building should have been erected for the occasion. Bearing in mind the fact that Huddersfield did not even have a public library at the time, it is possible to see their point!

In 1960 the tower, which had previously stood 1000 feet above sea level, was renovated and the top seven feet were removed. The tower now stands at 996.7 feet precisely! The tower has become an icon for Kirklees and the people of the surrounding towns, especially those of the Heavy Woollen District, north of Huddersfield within whose sweeping, long distance vistas, the castle and its tower are so easily visible. This iconic status has seen the image of the castle being included on everything from 'Welcome to Kirklees' signs in the late 1990's, to the logo of the Huddersfield Examiner.

The site still fulfils its long held role as a focus of community pride and outdoor activity and the tower itself is open on school holidays and special events. The noticeboards recently erected on the site attempt to communicate the history of the area and illustrate the thriving community pride in the site as a destination but as always such things are open to vandalism and erosion through weather.

Despite this great communal interest in the site there is something of an anti climax when the peak of what clearly seems to be a destination from afar is reached and the visitor is met by a rather lonely place with precious little quality interpretation.



Plan of the trenches as opened by Varley in 1939.



Castle Hill seen from Bruntcliffe Road near Birstall highlighting the impact that the site has upon communities as far away as Leeds district.

5.0 UNDERSTANDING THE SIGNIFICANCE OF CASTLE HILL

Castle Hill is of undeniable significance on a National scale, due both to its rarity as a multivallate hillfort typology within the north of England, its historical associations and its proximity and relationship to other designated heritage assets. The site also has an ingrained and meaningful relationship with the people of the local area and this is reflected not only in the site's use as a destination, its visibility and people's perception of the place, but also through its use as an iconic location, the Grade II Listed Jubilee Tower only enhancing this experience through its occasional use as a community building.

Assessing significance is therefore an essential part of proactive conservation management and is synonymous with the Conservation Management Plan produced by Atkins consultants in 2006. Through such an assessment it is possible to understand what qualities of importance are manifest within an identified heritage asset, and this, in turn, allows "a clear and robust understanding of the Site and the potential issues and impacts that changes could cause." (Atkins 2006) Such an assessment can identify areas of particular sensitivity, or, equally, areas of opportunity for enhancement, change, or for the greater appreciation of the asset as a whole. It is recognised (Atkins report) that Castle Hill is currently underutilised and that the future custodianship of the site is a priority for the Council and local community as a whole. The Atkins report outlines several key themes that are important for understanding the significance of Castle Hill These are as follows:

- Archaeological and historical significance
- Landscape significance
- Ecological significance
- Significance of the Site's Setting
- Geological significance
- Intangible significances

Since this report Historic England have further distilled the ways to define significance through the following 'associations' in their guidance Conservation Principles, Policies and Guidance (2008).

This provides an updated guide for assessing and understanding the types and subtleties of significance. They are Evidential value, Historical Value, Aesthetic Value and Communal Value;

Evidential value: The evidence which a building, structure or place can provide about the past. This is generally concerned with evidence through archaeological or physical, recorded evidence of which there is no other written evidence available.

In terms of Castle Hill the site has the potential to reveal much greater evidence of past people's and the use of the site, not only now, but in the future as technology and our greater understand improves. Such evidence could involve a greater understanding of the early defences of the site or could reveal further evidence of the potential for Neolithic settlement in the area.

Historical value: The means through which past people, events or life can be associated or illustrated through a place in a way which present and future generations can comprehend. Castle Hill therefore has great historical significance that can be revealed archaeologically, socially or visually.

Aesthetic value: This may derive from intentional design, including the work of an artist or craftsman, or it may be the fortuitous outcome of the way a building or place has evolved. It is concerned with the way people can draw stimulation from a place either sensory or intellectual. Castle Hill is an icon for the area and the experience of the visitor is enhanced through the historical and aesthetic aspects of the place. The site appears to have been a place of inspiration for many at least since Victorian times and the Victoria Tower itself was built originally to provide a place for visitors to learn more about this site.

Communal value: Many places have strong local connections through memory or collective experience. Such value is often more intangible but no less important.

The deep relationship between the people of Kirklees through memory or past associations with the site is well documented. The sites continued attraction for visitors, school groups and even the kite flying traditional all enhance the sites' communal value. In light of the above reasons, the designated scheduled monument, and despite the relatively low grade of Listed Buildings within the locality, the overall significance of Castle Hill is believed to of **HIGH SIGNIFICANCE**. The below report shall therefore consider this in the context of the proposed application.

6.0 POLICY CONTEXT

Section 16 of the Revised National Planning Policy Framework (2018) places particular emphasis upon the understanding of significance in relation to proposed development. It states that heritage assets are "an irreplaceable resource and should be conserved in a manner appropriate to their significance." The emphasis being upon the enjoyment and quality of life that heritage assets contribute to current and future generations.

Paragraph 189 provides guidance on the management of heritage assets through the Planning system;

189. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which

development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

The assessment (below) has been undertaken in the spirit of policy 189 and has gone to great lengths to understand the significance of the site through the methods outlined above and through appropriate archaeological expertise.

190. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

The NPPF clearly sets out in this paragraph that Local Planning Authorities should seek to avoid or minimise any conflict between the heritage assets conservation and the proposal. We believe that this submission has understood and addressed the potential for such conflict and have sufficiently minimised any potential conflict through the substantial improvement as proposed throughout this resubmitted application.

192. In determining applications, local planning authorities should take account of:

- a. the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b. the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality;
- c. the desirability of new development making a positive contribution to local character and distinctiveness.

We believe that the proposal before the Local planning Authority clearly demonstrates that the proposed building has been based soundly upon the need to sustain and enhance the site of Castle Hill for future generations and is moreover consistent with the Atkins Conservation Management Plan as commissioned and completed in 2006. We believe that this approach is wholly consistent with paragraph 192 and that the proposals do indeed make a positive contribution to the economic viability and sustainability of the site and that they make a positive contribution to local character and distinctiveness.

193. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

194. Any harm to, or loss of, the significance of a designated heritage asset (from alteration or destruction, or from development within its setting), should require clear and convincing justification.

195. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

The proposal before the Local planning Authority will not cause substantial harm to the designated heritage assets or their setting. Indeed, as will be discussed below, Harm to the historical environment through this proposal is considered to be minimal and only what is absolutely necessary in order to release and generate the large potential future community benefits that can then be delivered. As such there is a clear and convincing justification for new development to provide a year round attraction at the site that can accommodate the very real need for greater understanding and appreciation of the site, not to mention the very great need for natural surveillance to the site that only a full time occupation of a place can provide.

View of Castle Hill from Hall Bower, the Motte can clearly be seen.



7.0 IMPACT UPON DESIGNATED HERITAGE ASSETS

The proposal advanced by the applicants has the potential to cause harm to designated heritage assets or their setting through the introduction of a new building within that setting. However, as outlined below, harm will be less than substantial and the impact of such harm will be very limited.

Due to the very nature of Castle Hill, the impact from such proposals could extend to very great distance. However, the proposal before the Local Planning Authority is a very low scale building whose scale and dominance the designers have gone to great lengths to minimise. Nevertheless by the very nature of introducing new buildings or structures into such a sensitive context, there will likely be some impact to heritage assets. This will generally be contained within the immediate area of the Scheduled Monument but there is the potential for development to visually encroach over the defensive outer banking of Castle Hill and thereby impact upon heritage assets farther afield. The rest of this report will attempt to assess this impact in light of the high significance of the site through an identification of heritage assets that will be most likely to be affected.

8.0 THE PROPOSAL

The proposed building has been some time in development and abides by guidance contained within CABE/Historic England design guidance 'Building in Context' amongst other best practice examples of integrating contemporary architecture into the historic environment. Indeed the proposed building is a fine example of contextual modernism that manages to include enough accommodation to create a viable scheme whilst being highly responsive to its historic setting and context.

The building is therefore a low rise structure that is defined, and takes its inspiration from, the landscape forms and elements that are found within the Castle Hill defences and within the wider landscape. The subtle, curved roof form does well to disguise the linear form of the building and the quality modern materials, grounded within the robust, traditional sandstone of the local area provide a truly modern expression that at the same time reinforces and promotes local distinctive forms and motifs. As mentioned previously, and in other documents concerned with this scheme, the proposed building will accommodate a much needed destination facility to Castle Hill that will also create a year round presence and thereby significantly reduce the issues of anti social behaviour that have plagued the site over the years.

It is important to remember that Castle Hill has been a site that has been shaped by human hands, potentially for over five millennia! The main impacts have been the sequence of fortifications, palisades, retaining walls or ditches. The mid phase of development around the 12th century involved the restructuring of many of these earthworks and the creation of an artificial Motte upon which was placed a castle, well and, around this, a village. More latterly, the Victorian's focus upon Castle Hill as a destination, resulted in the most dramatic change to the site through the erection of Jubilee Tower. The impact of this was extreme and resulted in the iconic status that the site now has. Finally, the integration of World War Two structures and the laying out of paths and sign boards have all had some form of impact upon the site. The proposal before us therefore is one that simply wishes to build upon this tradition so that the site is not

'preserved in aspic' as this would most certainly preclude the site from evolving for future generations.

Impact of the Proposal.

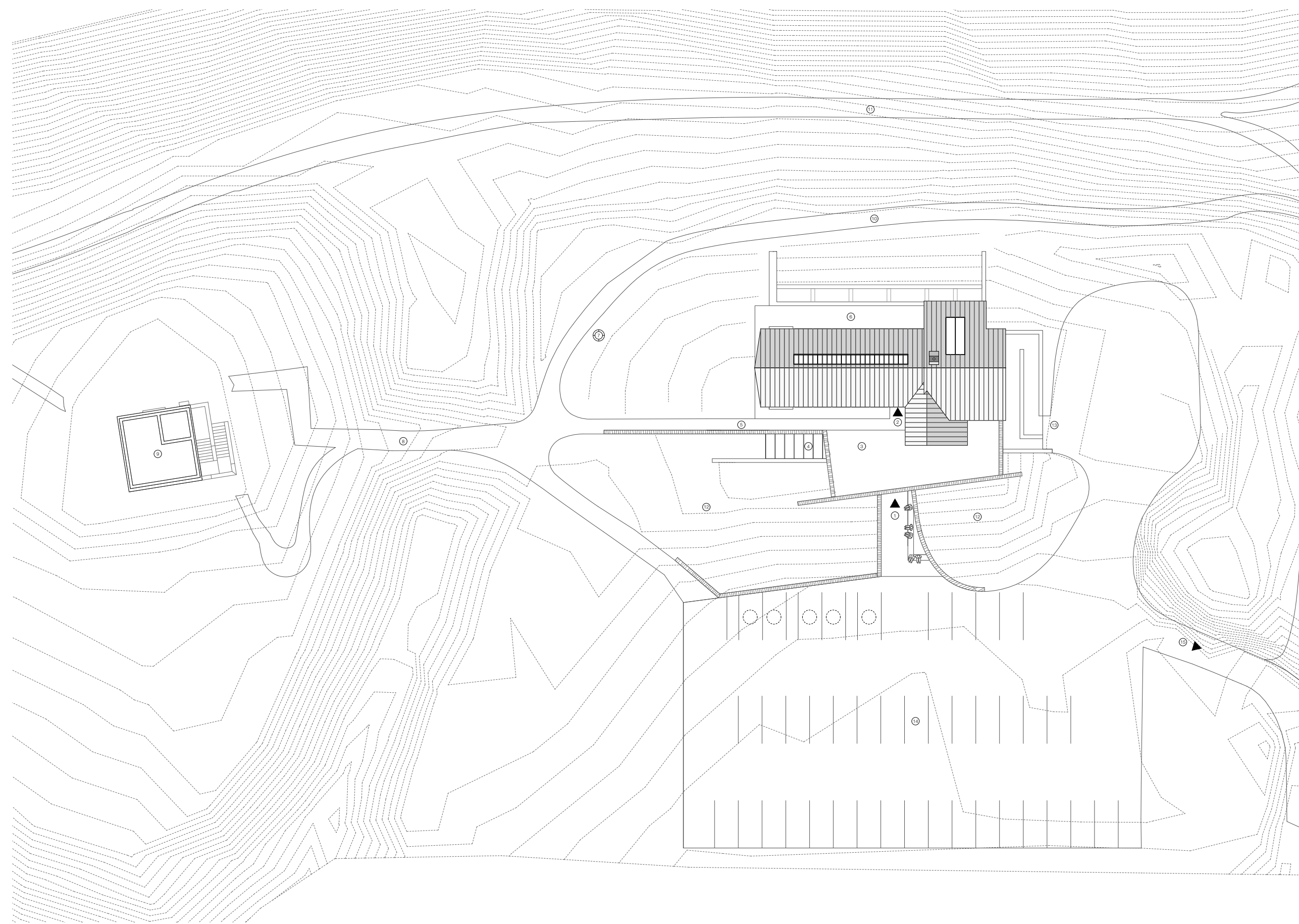
The main impact of the proposal will be through the introduction of new built forms within the site. As far as this report is concerned there are two main issues to address here, these are basically concerned with;

a) The impact of the proposal within the monument site and any impact upon the Jubilee Tower; and

b) The impact of the proposal without the monument site and any impact upon local heritage assets in the surrounding area.



Jubilee Tower from Ashes Lane looking up towards the fortifications and embankments. The dominant feature always the tower.



Proposed Site Plan 1:200

Notes
 Do not scale from drawing, use figured dimensions only.
 All dimensions must be checked and verified on site prior to commencement of work and amended to be reflected in any discrepancies.
 This drawing is intended to provide overall scheme information only and cannot be used for construction purposes without further information.

Rev	Drawn	Checked	Date
A	FWG		10.03.20

- KEY**
- ① Main Entrance
 - ② Secondary Entrance
 - ③ Cafe Terrace
 - ④ Roof Glazing Over Exhibition
 - ⑤ Footpath
 - ⑥ Viewing Terrace
 - ⑦ Beacon
 - ⑧ Footpath to Tower
 - ⑨ Victoria Tower
 - ⑩ Existing Upper Path
 - ⑪ Existing Lower Path
 - ⑫ Contoured Banking
 - ⑬ Deliveries / Staff parking
 - ⑭ Car Park (42 Spaces)
 - ⑮ Exit to Castle Hill Side

AD Title
 Castle Hill
 Huddersfield

Client
 The Thandi Partnership

Status **Company**
 Planning AD

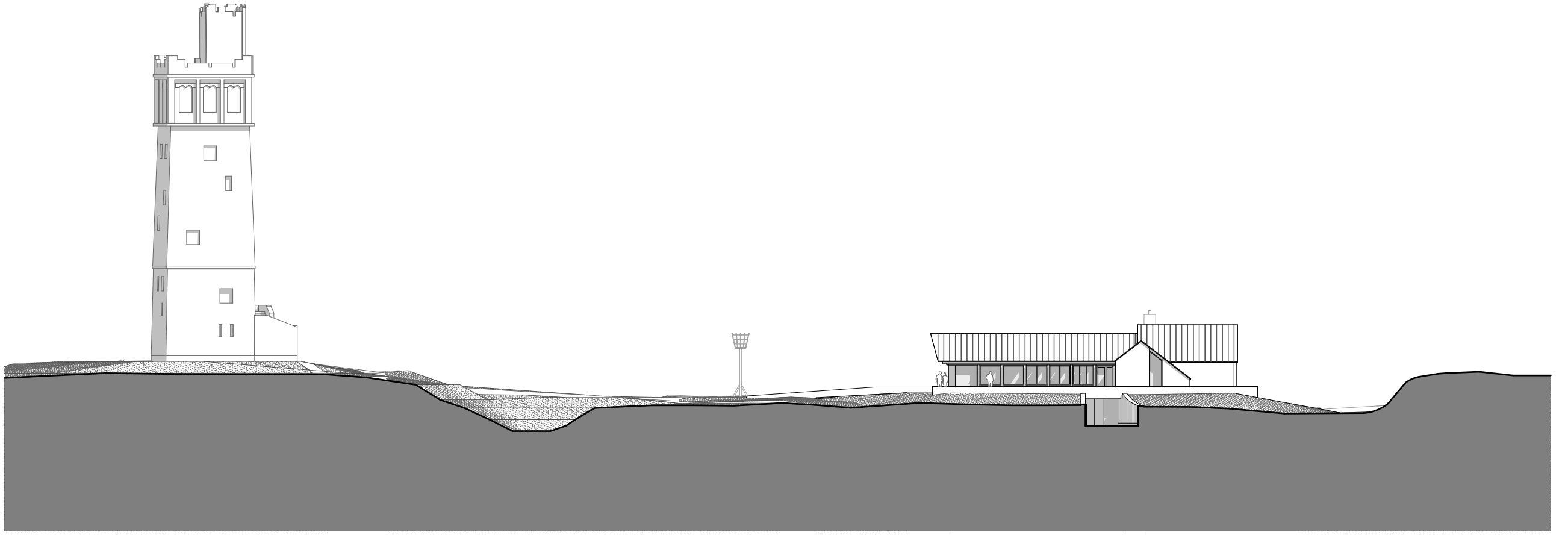
Drawing **Scale** @ A1
 Proposed Site Plan 1:200

Date **Drawn** **Checked**
 October 20 19 FWG

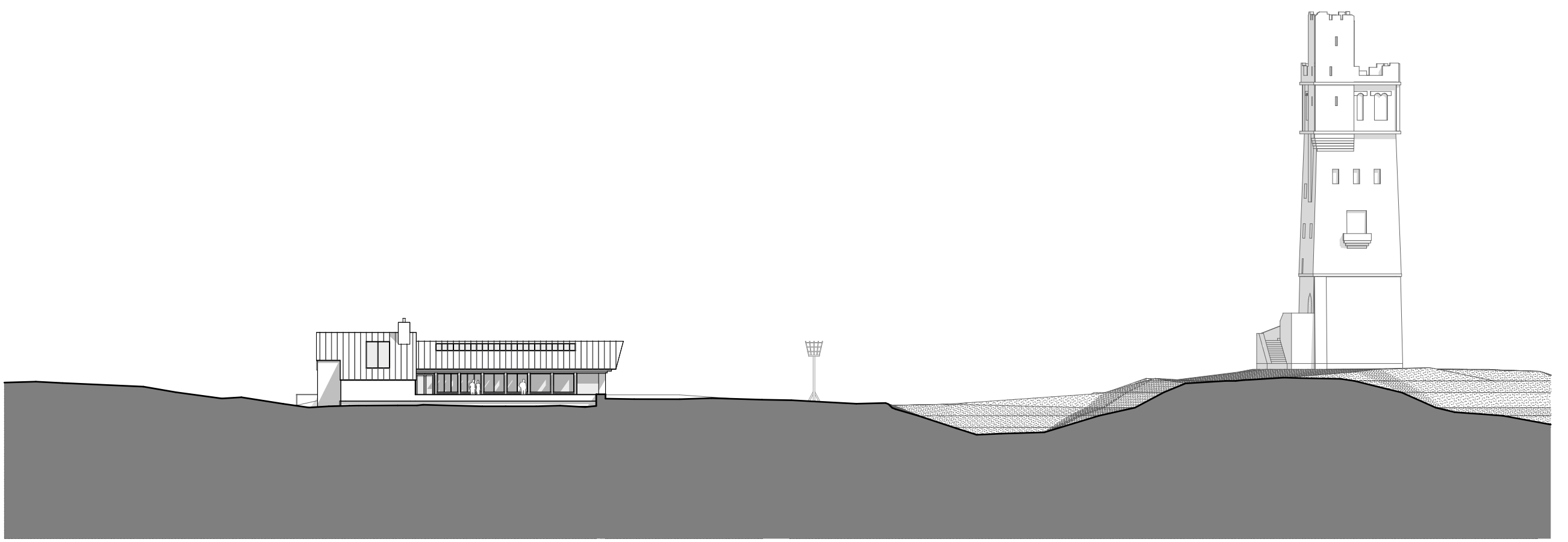
Drawing No. **Revision**
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Proposed South Elevation 1:200



Proposed North Elevation 1:200

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 - ⑤ Footpath
 - ⑥ Viewing Terrace
 - ⑦ Beacon
 - ⑧ Footpath to Tower
 - ⑨ Victoria Tower
 - ⑩ Existing Upper Path
 - ⑪ Existing Lower Path
 - ⑫ Contoured Banking
 - ⑬ Deliveries / Staff parking
 - ⑭ Car Park (42 Spaces)
 - ⑮ Exit to Castle Hill Side

AD Title
 Castle Hill
 Huddersfield

Client
 The Thandi Partnership

Status **Company**
 Planning AD

Drawing **Scale** @ A1
 Proposed Elevations Sheet 1 of 1:200
 2

Date **Drawn** **Checked**
 October 20 19 FWG

Drawing No. **Revision**
 3287 (0) 08 A

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10.0 THE IMPACT OF THE BUILDING UPON THE INTERIOR OF THE CASTLE HILL SITE AND VICTORIA TOWER.

List descriptions

CASTLE HILL Victoria Tower GVII. 1897-9. Architect: Isaac Jones, of Herne Hill, London. Contractors: Messrs Ben Graham of Crossland Moor. Hammer-dressed stone. Slightly battered tower, square in plan. Machicolations. Crenellated parapet. Slightly higher start tower corbelled out on north-east corner. Various single-light windows. Built to commemorate Queen Victoria's Jubilee, instead of a Free Public Library, the alternative suggestion.

Scheduled Monument Record 1009848

Castle Hill: slight univallate hillfort, small multivallate hillfort, motte and bailey castle and deserted village.

The Scheduled Monument site is experienced partially through the sense of arrival upon the high plateau of Castle Hill when either arriving by car or by foot. The steep incline, or the curved highway, threading its way beneath the defensive embankments all contribute to this rewarding sense of arrival.

For the pedestrian, the main focus is always upon the tower and this is often the first port of call (for any first time visitor in any case). The site of the tower, and the possible Motte site therefore provide the highest point within the complex, and as such the best views are deemed to be obtained from there.

The proposed building will introduce a new form within the castle site. However the dominance of the Motte will be maintained through the dominance of the Victoria Tower, the defensive Inner ditch and the rise in topography of the man made (medieval) landscape. The integration of a new form therefore will not be in competition with this dominance as any

new building on the lower grounds would, and always have, appear(ed) subservient to the Inner Bailey/Motte area. The building is low, linear and in many ways entirely consistent with the kinds of ancillary buildings, such as Great Halls, Kitchens and Barracks that one would traditionally associate with a Medieval Castle where such buildings would be clustered at the feet of the Keep. Even an Iron Age site would experience this hierarchy where higher status roundhouses would be located within the inner, more protected/significant areas.

The proposed building therefore abides by such hierarchical traditions and will in no way compete with either the defences, or the Victoria Tower. Neither will the proposed building undermine the aesthetics of the landscape of the site. Instead, the vernacular form, local sandstone and modern materials will reflect (almost literally in terms of the glazing elements and enhance the understanding of the site.

When seen from within the rest of the monument site, or on approach, the building will appear as a long, low structure of traditional and modern materials. It is set down into the site revealing itself only really to visitors reaching the top of the hill. Harm therefore to the structures within the site is certainly Less than Substantial and can be considered to be Minor within a scale of divisions of harm.

11.0 IMPACT OF THE PROPOSED BUILDING UPON HERITAGE ASSETS WITHOUT THE CASTLE HILL SITE

“Castle Hill is the dominant feature of the landscape. It rises above the surrounding settlements, and affords unspoilt views to and from Huddersfield and the surrounding settlements. Its height, compared with the relative low lying areas around it, means that it can be seen from an area of at least 10km around the Site, with the impressive structure of Victoria Tower further enhancing its appearance from afar, and providing what many consider to be an iconic representation of Huddersfield” (Atkins para 3.317 page 50 Management Plan)

As mentioned above the impact of Castle Hill reaches far and wide and within this sphere there are several designated heritage assets that may be affected by any proposal. Within the assessment the following designated heritage assets are considered to have the potential to suffer from most harm, although any harm to these assets is considered to be Less than Substantial.

The topography of the area means that visible impact at least will be limited to certain areas. Although harm to setting can occur in areas where there is no intervisibility, for instance where development affects a main approach or is considered important due to historic ownership etc, it is considered that such harm in this case will be unlikely. However the Grade II* Longley Hall, being the seat of the Ramsden's has been more fully assessed where accessibility allows.

Notwithstanding this, this assessment can reveal that actual visible impact of the proposal within a two mile radius will be, at numerous points, extremely limited by topography. Almondbury for instance will have negligible intervisibility. Therefore the likelihood of harm to designated heritage assets there or the Almondbury Conservation area is likely to be negligible and of mainly historical associative impact.

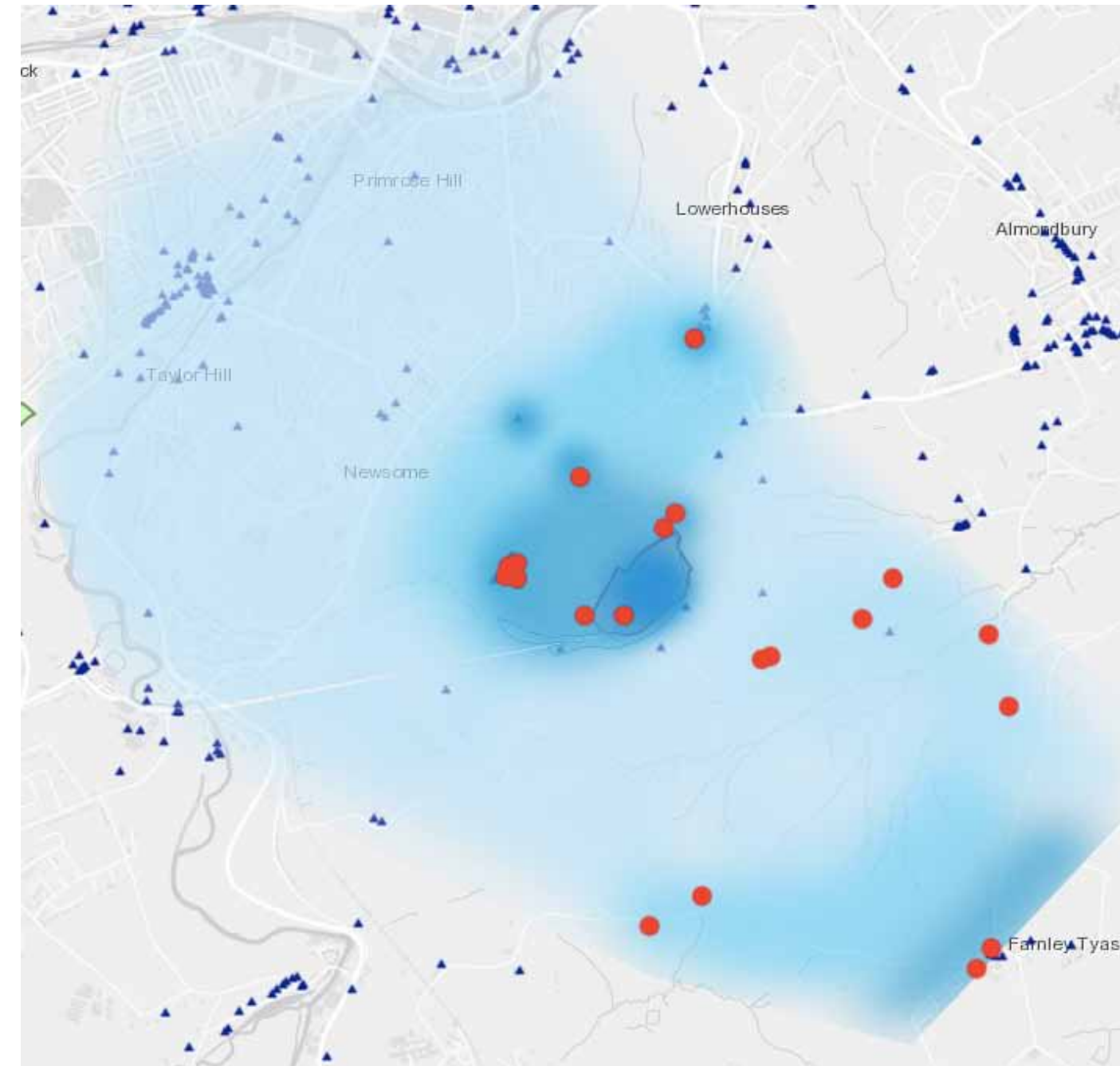
Areas to the south of Castle Hill are also rarely exposed to the visible appearance of the proposed building. These assets generally occupy



Above: Castle Hill from the south. Note the distance between Victoria Tower and the beacon. The proposed building will sit lower to the right of this view. Below: Castle Hill from Lumb.



the lower slopes of Castle Hill and the Colne Valley and, due to the topography and height of the site, there will be limited, if any, impact. Farnley Tyas however occupies a high ridge of land almost on eye level with Castle Hill. As such impact may be greater. However, only limited glimpses can be obtained from Farnley Tyas and the main Listed structures are all visually shielded from the site by other buildings across the road. As such, direct impact upon the listed buildings of St Lucius' Church and Yew Tree Farm will be highly limited. The wider setting however of these buildings could be affected by glints from expanses of glazing, or from the modern form of the building. However this is discussed below.



Above: Areas of sensitivity around Castle Hill showing the potential for greater impact (dark blue) and lesser impact (light blue) of the proposals. NB that Almondbury itself shares little intervisibility with the peak of the hill itself, although this does not mean that the relationship through setting is removed.
Left: The flat plateau of Castle Hill when seen from Farnley Tyas.

12.0 LONG DISTANCE IMPACT

The Atkins Conservation Management Plan states the following with regards the landscape around Castle Hill.

The proposed design integrates well into the site. It is a modern interpretation of the local vernacular forms set down in to the landscape. The impacts of this upon longer distance views are much more limited than a conventional building would be. This is apparent in historic images where the former pub is seen as a flanking structure to the Victoria Tower. The proposed building will therefore have two likely impacts;

1) Firstly the slight protrusion over the ridge lines of Castle Hill. This may compete very slightly with the dominance of the Medieval Motte upon which the Victoria Tower stands. There is therefore the potential for some limited harm to this dominance. However, the Motte feature itself is already difficult to perceive other than to the trained eye. As such any difference to this view in silhouette or when seen against the sky will be extremely limited. Secondly, the Motte is already extremely well defined, by the sheer dominance of Jubilee Tower. It is this tower, more than anything else that marks the site of the Inner Bailey and the Motte. Anything else around it is subservient. The proposal in this application will likely be more subservient than most. Harm therefore to this relationship will again be minor. There may be more impact upon this perception from Listed properties in Hall Bower that look directly towards the North East side of the hill would possibly experience this impact more than anywhere else. However, the dominance of the tower again leaves us in no doubt as to the location of the Motte area.

2) The second longer distance impact is the potential for glazing reflection from the new building. This may have the potential for the 'light spikes' associated with glazing when seen from a distance. However, such an impact would only occur at certain times, in certain weather conditions and would be dramatically reduced through the roof

overhang that would preclude anything but the lowest sun glare to reflect. Indeed

if any such illumination did occur through reflection, this could well be construed as a modern interpretation of the beacon effect upon Castle Hill. Therefore, due to the un-predictability of this phenomenon and the means undertaken to reduce such an impact, the harm associated with this will likely be minimal.



Listed cottages at Hall Bower that directly face towards Castle Hill.



Views to the West showing rigid enclosure patterns of the lower Pennines.

12.1 HERITAGE ASSETS AROUND LONGLEY

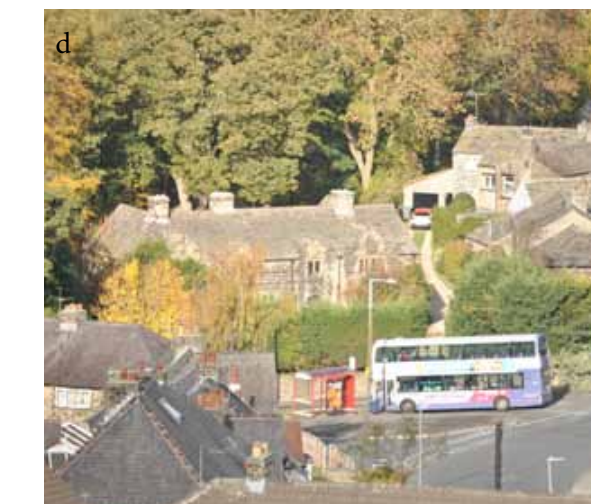
Longley Hall is a Grade II* Listed house dating at least to the 14th Century. The Hall is more significant in relation to Castle Hill due to it being the seat of the Ramsden family from the 16th to the early 20th centuries.

The Ramden's being the local landowners of the estate. Longley is a small hamlet of cottages and ancillary buildings associated with the Hall and Castle Hill is dominant above the settlement. However mid twentieth century development of suburban semi detached housing has contributed much to the erosion of this relationship. The proposal will in no way dilute this physical relationship or the dominance of Castle Hill and the proposed building will likely not be visible from the immediate locality of the Hall.

NB: 19thC Diagram showing a view of Longley Hall with Castle Hill in the background. It is unclear whether this particular view was ever available as tree cover and topography would now make this particular view near impossible to obtain. As such this may constitute a certain amount of artistic licence.

Images:

- a) Longley Hall front view.
- b) Sketch drawing from Rev Hubert's History of Almondbury 1882.
- c) Other ancillary cottages within the Longley complex.
- d) View of Longley Hall from the approach towards Ashes Lane.
- e) Highly characterful lane next to Longley hall.
- f) View of Castle Hill from in front of Longley Hall.



12.2 HERITAGE ASSETS AROUND ASHES LANE

Ashes Lane runs along the cusp of the hillside around the North side of Castle Hill. It is home to several dispersed farmsteads that have a direct relationship to Castle Hill. Views of the application site are limited, although some encroachment over the Castle defences may occur. In light of this some impact may occur to the immediate outlook of some of these listed cottages. Despite this however, the forms of the building and its strong relationship to the landscape forms will help to minimise this harm.

Images:

- a) 112 Kaye Lane, GVII
- b) View of Castle Hill from Ashes Lane around 155 Ashes Lane.
- c) 155 Ashes Lane seen from the West.
- d) 157-159 Ashes Lane.
- e) 158 Ashes Lane that stands at the end of Castle Hill Side lane.
- f) View from Castle Hill Side towards 158 Ashes Lane.
- g) View from Ashes Lane towards isolated (possibly Lathe houses) of 165 Ashes Lane.



12.3 HERITAGE ASSETS AROUND HALL BOWER AND NEWSOME

Hall Bower is a collection of mainly 18th century cottages that have a direct outlook onto the north of Castle Hill. The long terraces rely upon their rural setting for much of their significance and, despite this being eroded through some later development, the isolated semi agricultural character is important for the appreciation of several Listed buildings. The view upon Castle Hill will be slightly impacted upon by the proposal, but the proposed building will be much less prominent than the previous public house and the curvature of the hill side will remain, thereby substantially mitigating any notable harm.

Images:

- a) View of Castle Hill from Listed cottages in Hall Bower with number 158 Ashes Lane immediately to the right of Victoria Tower. Note the dominance of the tower asserting the dominance of the Motte. The proposed building will be farther to the left of this scene and reflect the contour of the land as well as being hidden by trees.
- b) Cottages of Hall Bower.
- c) Non Listed former church in Hall Bower, illustrating the dominance of Castle Hill and Victorian Tower.



12.4 HERITAGE ASSETS TO THE SOUTH OF CASTLE HILL

To the south of Castle Hill are located several listed farmsteads and houses reminiscent of the yeoman farmer with some early examples of encased timber frame structures. Many of these buildings rely upon Castle Hill for their setting, however, in terms of visibility at least, there will be very little impact upon the designated assets, due mainly to the steep topography and the impossibility of inter-visibility between the assets in the valley and the top of Castle Hill. Even Victoria Tower is barely visible from some places. Longer distance views, from around Farnley Tyas however would show the proposed structure being within the visible setting of the assets. Despite this however, the contextual design and sunken design of the building impact would be reduced as much as is possible.

Images:

- a) Clay Hall GV II Listed building, Victoria Tower just visible behind the garage.
- b) 'Lumb' and associated farm buildings GVII. Tucked away within the valley.
- c) Panoramic image of Castle Hill showing the above two listed buildings in the foreground to the right.



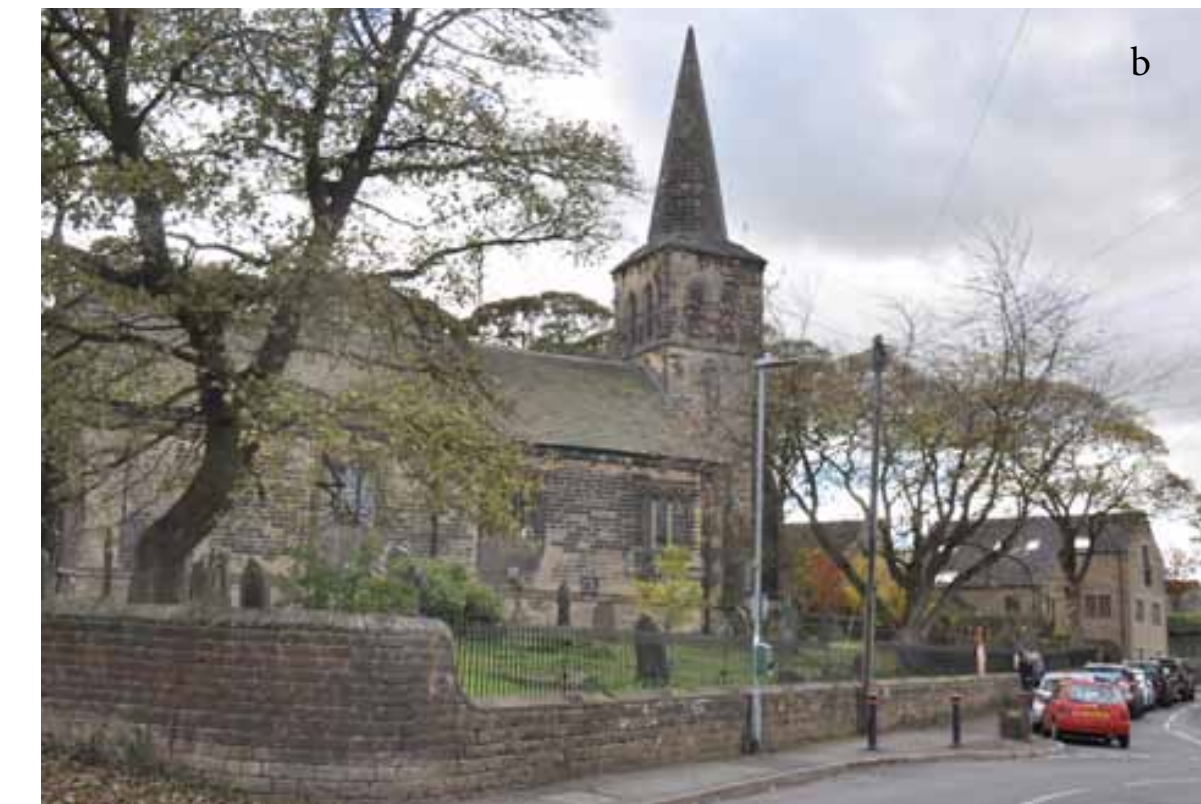
12.5 HERITAGE ASSETS AROUND FARNLEY TYAS

Farnley Tyas stands high upon the opposite escarpment to Castle Hill to the south. The two main Listed buildings within the village are the Church of St Lucius GVII and Yew Tree Farm GVII.

Castle Hill is obviously an important landmark within the vicinity but any views of the hill itself are now obscured by other buildings that enclose the village street. As such only select glimpses can be obtained towards Castle Hill. Any impact will therefore be similar to other long distance viewpoints. The new building will likely be seen, but harm will be minimised through its design.

Images:

- a) View of Castle Hill as glimpsed from Farnley Tyas. This view is only very limited.
- b) Church of St Lucius.
- c) Barn at Yew Tree Farm.



13.0 JUSTIFICATION STATEMENT

The application scheme must by definition cause harm, as defined in para 193 of the NPPF. However, as set out above, it is our contention that such harm is less than substantial within the meaning of the Framework.

Any harm, no matter how small, must be set against the enormous public benefits that will accrue as a result of the scheme (NPPF para 196). In this respect attention should be given to the full suite of documents forming this application where the matter of public benefit is expounded in detail.

Notwithstanding the fact that there will always be voices against any form of development on Castle Hill it is widely recognised that the absence of visitor facilities of any kind on the site is deplorable for what is the premier heritage asset of Kirklees with a significance of regional and arguably national status.

The fact that neither the local authority nor English Heritage is in a position either to provide nor crucially to administer facilities is a fact. The opportunity to make such provision arises because the leaseholders of the land formerly occupied by the Castle Hill Hotel are willing to do so. In order to provide the broadest facilities for the greatest public benefit it is now widely understood that there has to be a commercial aspect to the development to generate the revenue necessary to provide the facilities that will require subsidy.

The public benefits that will be provided by the scheme are:

- Free access to high-quality WC facilities maintained, cleaned and monitored by the building management at all times that the centre is open. There will be full disability access and it is not necessary to engage with the broader facilities to use these.

- Provision of shelter for visitors to the hill during inclement weather both externally and internally. Internal spaces are heated.

- Availability of hot and cold refreshments from simple tea and coffee to full hot meals.

- Information boards on Castle Hill, its history, flora and fauna mounted external to the building and thus accessible at all times.

- A dedicated Interpretation Room sized to accommodate a classroom of children or similarly scaled special interest or community groups.

- Information displays throughout the building explaining and interpreting Castle Hill in situ.

- 24 hr/365 days supervisory presence on the Hill.
- Improved access and parking.

- Increased profile and prestige for this premier heritage asset and for Kirklees more widely.

- Employment opportunities in both the short and longer terms during construction and operation.

- Increased economic activity in the local supply chains both during construction and operation.

- Greater promotion of the heritage asset with increased knowledge and understanding.

The scale, arrangement and design of the scheme has aimed to reconcile a number of slightly awkward bedfellows in terms of minimising impact on the archaeology and heritage of the Hill; minimising impact on the setting of the asset; respecting the recommendations of various studies and reports; balancing the needs of public facilities with commercial opportunities to ensure the long-term viability and security of the scheme.

For these reasons the design does not split into different parts, with division between the educational, amenity and commercial functions. The intention is that the building should be used as a single entity with the accommodation arranged to provide the greatest possible flexibility depending on the differing needs of the multitude of stakeholders and users involved.

Clearly, strong dynamic management will be the best way to maximise the public benefits set out above. The new scheme should be understood as a tool or vehicle to deliver new opportunities and renewed vigour to a heritage asset of major standing that has suffered under financial stringencies for a while. Now is the time and the opportunity to make Castle Hill accessible and understandable to many more people locally and from further afield.

It will achieve not only the aims of the Council and many Kirklees residents to provide facilities here, but it will also enable the engagement of a wider public in the history of Castle Hill, and also in the history of Kirklees. This desire to inspire and educate epitomised the Victorians who were so aware of the significance of Castle Hill to Kirklees.

A renewed presence on Castle Hill will result in robust natural surveillance and will substantially reduce the fear of crime and antisocial behaviour that currently exists. It will communicate the issues

of custodianship of this important site and help to mitigate the impacts of visitor numbers through education, not only of the archaeology and historical significance of this place, but also through ecological awareness.

14.0 SUMMARY AND CONCLUSIONS

Castle Hill plays an important role on many levels. It is historically and archaeologically important, is physically prominent making it visible for many miles around and, not least because of its continuity of use for over 4,000 years, it has acquired a symbolic status for the people of the area.

For much of its history the Hill has been a focus for recreational and community activity with various developments, most notably the Jubilee Tower, having been erected to celebrate its importance. For a considerable period this included some form of public house and hotel.

However for a number of years the absence of any form of facilities for visitors to Kirklees premier heritage asset and iconic landmark has been lamented by numerous stakeholders. Apart from considerations of comfort (the Hill can be very inhospitable in bad weather) visitors have little opportunity to understand the history and significance of this seminal site. This is regretted by the local authority and Historic England but owing to financial constraints neither body has been in a position to rectify matters.

The leaseholders of the former Castle Hill Hotel have worked with the other key stakeholders to develop a scheme that provides the desired visitor facilities by including commercial elements that can subsidise the important parts that would not be financially sustainable otherwise.

To achieve this without detrimental effect on the heritage asset, its setting, the archaeology of the site and views into and out of the site has required several years of discussion, collaboration, negotiation, redesign and sheer hard work.

Planning policy is worded in such a way that any development must be regarded as harmful but thankfully accepts there may be an argument to approve development if the harm is minimal and the public benefits that would accrue are sufficiently large.

This document, together with the others forming the application has been at pains to demonstrate the minimal nature of the harm that would be done and to balance this against the extensive and significant public benefits that the scheme would bring to Castle Hill, to Almondbury, to Huddersfield, to Kirklees and to the wider population touched by this iconic location.

We believe the case has been made and most respectfully request that the application be supported.

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PHOTOMONTAGES

Photomontages, as previously circulated, of the site with the new building are appended at Appendix A on page 47 to the reviewed Heritage Statement together with new shots of distant views of the site, with viewpoints identified on a map, that relate to the section below on the setting of the site.

“The assessment of setting and the contribution setting makes to the significance of the site needs to be more thorough, and follow the advice set out in the Historic England ‘The Setting of Heritage Assets’ document (Historic Environment Good Practice Advice in Planning, Note 3, 2nd edn).”

The setting of Castle Hill is unusually large. As a prominent topographical feature on the lower slopes of the South Pennines and on the edge of the town of Huddersfield within landscape typical of this part of West Yorkshire, Castle hill can be experienced from a huge number of viewpoints from almost every direction of the compass.

The existence of the listed Victoria Tower provides an ideal marker by which to identify Castle Hill for those who may be unsure. Confusion between the Hill and the Tower as the principal feature on the part of some people unfamiliar with the site is understandable.

The prominence of Castle Hill as a topographical feature mean that views from the site also form an important part of the setting, providing extensive views of the surrounding area and making evident the historical logic in the settlement and use of the site from an early age.

With regard to long distance views, depending on the direction of view, Castle Hill can appear as a prominent feature on the horizon (see Appendix A - Photo Location 13) or standing against a backdrop of the South Pennines (see Appendix A - Photo Location 3). Similarly, depending on direction of view, Castle Hill can appear to rise from a rural landscape (see Appendix A - Photo Location 5) or to sit behind the distinctly urban landscape of Huddersfield centre (see Appendix A - Photo Location 16).

Mid distance views are variable, depending on the extent of landscaping features and buildings. The Tower becomes a point of orientation but because of the sheer size of Castle Hill in its entirety, mid distance views of the entire feature are more limited.

Close views make the scale of the Hill evident but because close views are only available from down at the base of the Hill (until one begins to ascend the mound) the top of the Hill is out of sight until the summit is reached. The closer one approaches Castle Hill the more evident its scale and prominence become, particularly if approached through the urban areas.

ASSESSMENT & CONTRIBUTION OF SETTING

The setting, at the junction between urban, rural (agricultural) and rugged moorland landscape is unusual and powerful. It provides an intuitive understanding of why generation after generation has regarded the site as significant and important. The setting is therefore fundamental and integral to the importance of Castle Hill.

The prominence of the feature means not only that it can be viewed from numerous directions and distances but it can be appreciated in a dynamic manner as a viewer moves through the surrounding area, appearing and disappearing, only to re-emerge in a slightly different stance. Castle Hill and in particular the Victoria Tower become obvious reference points by which to orientate oneself as one moves around.

Despite the visibility of Castle Hill within the surrounding landscape it is arguably not until one emerges from the top of the access road or from a climb onto the top of the Hill that its true nature is revealed. This reduction in visibility of the heritage asset as one approaches from distance until the revelation when one is finally atop the Hill is one that is greatly to be valued.

On the other hand the strange and enigmatic landscape of the Hill does not reveal its history or significance to the general visitor once he or she has arrived. What may first have attracted the eye as simply an intriguing tower protruding from a prominent hilltop seen from a distance needs to be interpreted once one arrives on site to understand and appreciate the significance and history of Castle Hill.

If, at present, one is unfortunate enough to visit Castle Hill in inclement weather there is little incentive to stay to learn more about the asset beyond appreciating that it is a good location from which to obtain excellent views of the surroundings. The proposal scheme with its educational and interpretive content will enable a far greater appreciation of what is without doubt the premier heritage asset of Kirklees with what many believe to be of national stature.

The history of Castle Hill is one of continuous use and activity for over 4,000 years and in that time it has undergone various changes. The Castle Hill Management Plan prepared by W S Atkins in 2006, commissioned by Kirklees MC, the site owners, stresses the importance of the site as a heritage asset and as a visitor attraction for Kirklees. It also stresses the need for both visitor amenities and interpretation facilities. This cannot be achieved without impact and explains the time and effort that has gone into the design and siting of the proposed building to minimise its impact whilst maximising the public benefits.

The vast scale of the setting, the careful sizing and placement of the new building and the way in which views of Castle Hill from different distances mediate the impact of the scheme. From long range, the new building will appear as little more than a small smudge at a distance from the Tower. The topography of the setting (where only long distance views are from height) means that from closer views the new building is hidden except from the north west. From this direction only the top of the low building can be glimpsed from middle distance and, thanks to the earthworks on top of the Hill, even this disappears the closer one approaches.

Not until one emerges on to the top of the plateau of Castle Hill will the building be fully revealed. The fact that it will occupy the site of former buildings and reinforce the thinking behind the location of those earlier buildings will contribute to understanding of the heritage asset and help ensure that it does not become ‘pickled in aspic’, but instead play a more prominent role in the future of Kirklees for both residents and visitors alike.



Photomontage Viewpoint Location 2 - As existing (top) with proposed image below for comparison

PUBLIC BENEFITS

“The public benefits need to be clearly expressed and the justification for the harm to the monument clearly stated. Why is it necessary to build a multi-use structure (bar, restaurant, hotel) of the suggested size when the public benefit could be delivered with a smaller, less intrusive scheme?”

The public benefits that will be provided by the scheme are:

- Free access to high-quality WC facilities maintained, cleaned and monitored by the building management at all times that the centre is open. There will be full disability access and it is not necessary to engage with the broader facilities to use these.
- Provision of shelter for visitors to the hill during inclement weather both externally and internally. Internal spaces are heated.
- Availability of hot and cold refreshments from simple tea and coffee to full hot meals.
- Information boards on Castle Hill, its history, flora and fauna mounted external to the building and thus accessible at all times.
- A dedicated Interpretation Room sized to accommodate a classroom of children or similarly scaled special interest or community groups.
- Information displays throughout the building explaining and interpreting Castle Hill in situ.
- 24 hr/365 days supervisory presence on the Hill.
- Improved access for all and improved parking with designated disability parking spaces.
- Specific arrangements for minibus transport of school groups etc.
- Increased profile and prestige for this premier heritage asset and for Kirklees cultural tourism more widely.
- Employment opportunities in both the short and longer terms during construction and operation.
- Increased economic activity in the local supply chains both during construction and operation.
- Greater promotion of the heritage asset with increased knowledge and understanding of it plus a greater sense of valuing the asset by local people and thus increased care for it.

The scale of the facility is determined by a number of factors, driven by the need to balance minimum impact on the heritage asset with the ability to construct, operate and maintain the operation in a sustainable manner that delivers the public benefits set out above.

The operators of the centre are the leaseholders of the site of the building and were the operators of the old Castle Hill Hotel. The Hotel was a successful business and catered to numerous visitors and patrons.

It has been agreed by key stakeholders that visitor facilities are greatly needed at Castle Hill but neither Kirklees Council nor any other potential funding body is in a position to fund the building and operation of such a facility.

A ‘minimal’ visitor provision along the lines of a small roadside services would not only be inappropriate at the site of an asset of national standing and Kirklees premier heritage attraction, but more pertinently it could not generate the revenue necessary to repay capital and operate the centre in the sustainable manner that is expected of such a scheme.

The applicant operators have used their knowledge and experience of the old Castle Hill Hotel plus investigation of new income streams to determine the mix of accommodation and facilities necessary to enable them to run a centre that delivers all the public benefits and operates in a sustainable manner in terms of capital repayments, staffing and running costs and subsidy of facilities for which there will be no direct charge to the general public.

It is critically important to understand that the business model is unusual because it relies on an integration of the commercial and educational/cultural activities throughout the scheme. Although certain spaces are designed for particular uses, they are not exclusively so and the ability of the various parts of the building to adapt to different uses depending on requirements means:

- There should be no public v private separation of functions or standard of accommodation evident to visitors to the building
- The operators have flexibility to maximise utilisation and hence income within the framework of the S106 Agreement, which is the formal vehicle to be agreed between the leaseholders and KMC that will ensure that public benefit facilities are maintained.

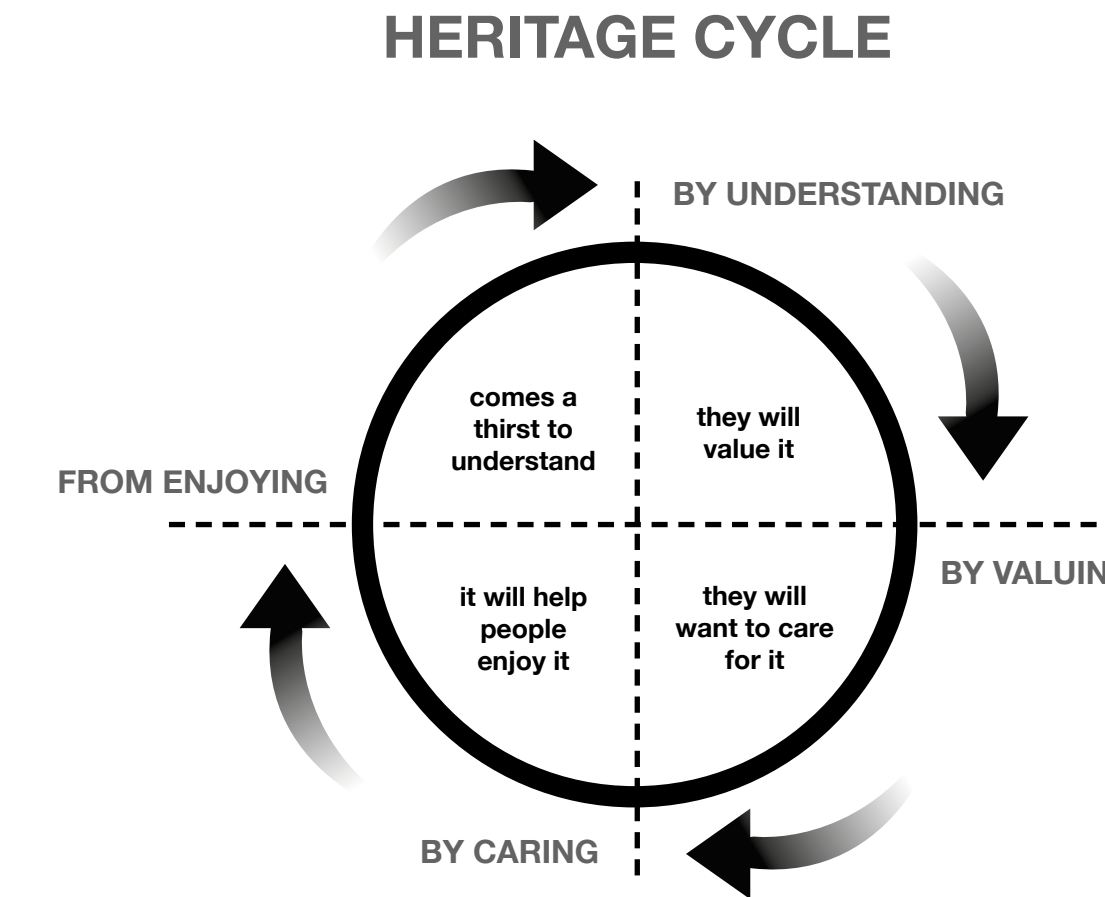
CULTURAL TOURISM

“You do need to make the argument for cultural tourism, but you have to relate it directly to Castle Hill and Kirklees. For cultural tourism to succeed, it needs to be managed, and therefore you should set out how the tourism is to be managed, who by and how it is to be renewed to keep it fresh.”

Castle Hill is the premier heritage asset of Kirklees and certainly the most prominent. Tourism plays a vital role in the Kirklees economy, however that is defined, and cultural tourism is an important part of that. In addition to the specific public benefits noted in our document it is important to understand the benefits for the wider Kirklees area that can accrue from a scheme such as this. In a recent paper by Carolyn Childs, a professional tourism researcher and consultant, and published on the website mytravelresearch.com she notes culture and heritage tourism tends to attract tourists who often stay longer and spend more than other tourists do.

The benefits of culture and heritage tourism are amplified through the economy, so their impact is much wider than just the direct spending levels. Plus as Simon Thurley of English Heritage has shown in his Heritage Cycle (right), heritage tourism has benefits that extend beyond the solely economic.

By investing in the future of Castle Hill, KMC sends a strong message about the area. It demonstrates the value it places on its cultural heritage and announces that it understands how that value can be built upon through cultural tourism.



This in turn boosts the local population by acknowledging the importance and significance of an asset within their midst and encourages activity and investment on the back of that increased profile. Pride in the area will increase which in turn should see less vandalism and antisocial behaviour presently associated with the site. Although Kirklees has many other attractions and assets, the way in which its most prominent and high-profile asset is perceived – in part through the investment of the local authority – sets the tone for the profile of Kirklees generally.

It is true that cultural and heritage tourism need management, refreshment and renewal if they are to remain an active part of the local economy. The public/private partnership exemplified by the Castle Hill project could well spark further initiatives to broaden the attractiveness of the area. However it must be understood that the Visitor Centre applicants are not heritage, archaeological or cultural specialists themselves. Whilst willing to work the local authority and other agencies to manage the process of cultural tourism wherein Castle Hill plays such an important part they alone and in isolation cannot nor should they attempt to set out a strategy for managing and refreshing cultural tourism.

This is an important time for Kirklees. Huddersfield in particular needs to develop a common focus to create a future based on all the assets of the local area including its people, culture and history. The public benefits of the scheme are enormous in themselves but they may be the catalyst that sparks a beneficial wave of general regeneration.

Kevin Drayton
For One 17 Architects & Interior Designers

APPENDIX A

- Previously circulated photomontage views at the top of the hill - A, B, C / 1, 2, 3
- Viewpoints 1 - 16 are new long distance views as requested by Historic England



Short Distance
Photomontage Viewpoint Locations



Castle Hill
Photomontage Viewpoint Locations



Castle Hill Photomontage Viewpoint Location - A



Castle Hill Photomontage Viewpoint Location - B



Castle Hill Photomontage Viewpoint Location - C



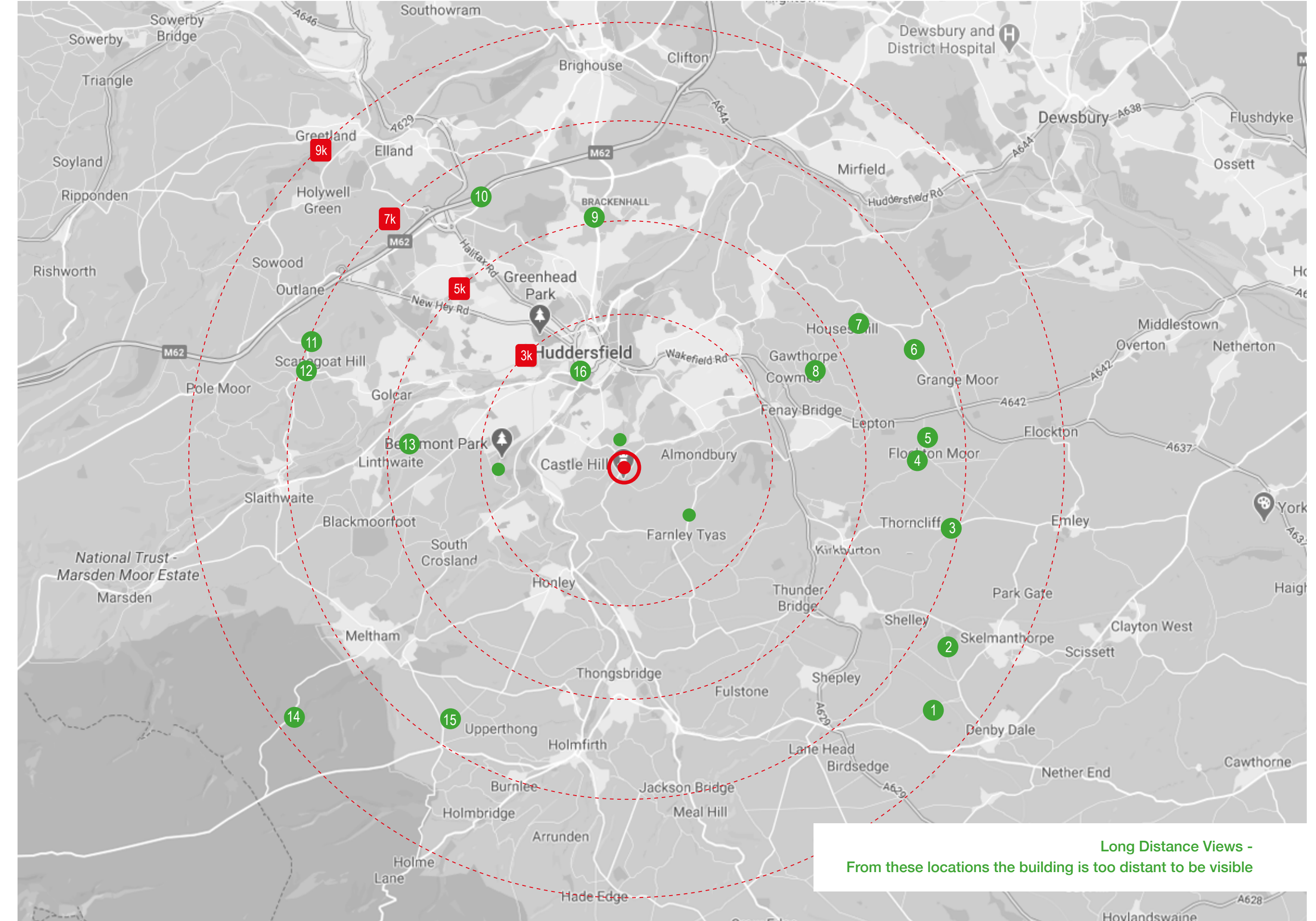
Short Distance Photomontage Viewpoint Location - 1



Short Distance Photomontage Viewpoint Location - 2



Short Distance Photomontage Viewpoint Location - 3



Long Distance Views -
From these locations the building is too distant to be visible



Photo Location 1



Photo Location 2



Photo Location 5

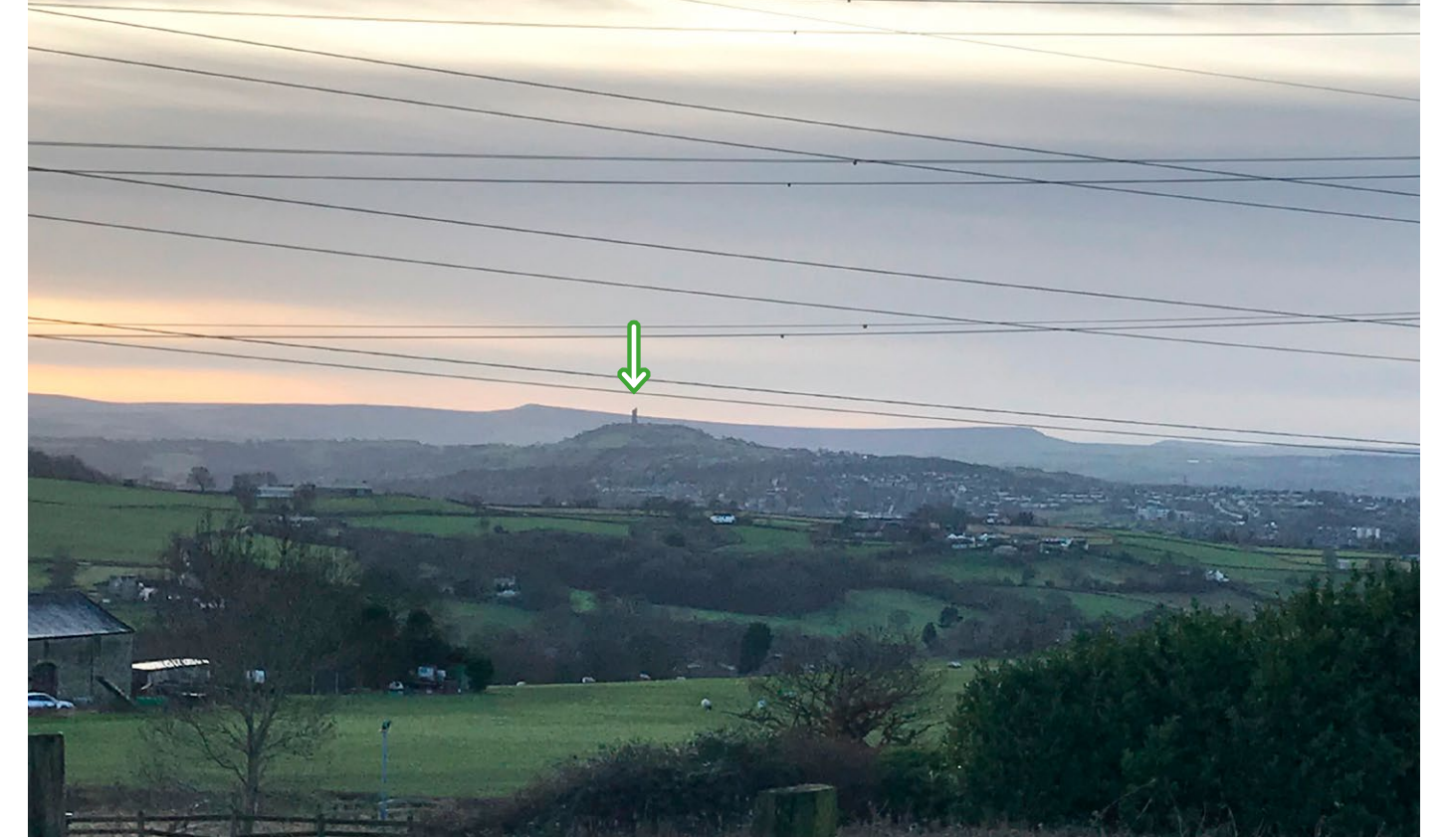


Photo Location 6



Photo Location 3



Photo Location 4



Photo Location 7



Photo Location 8



Photo Location 9

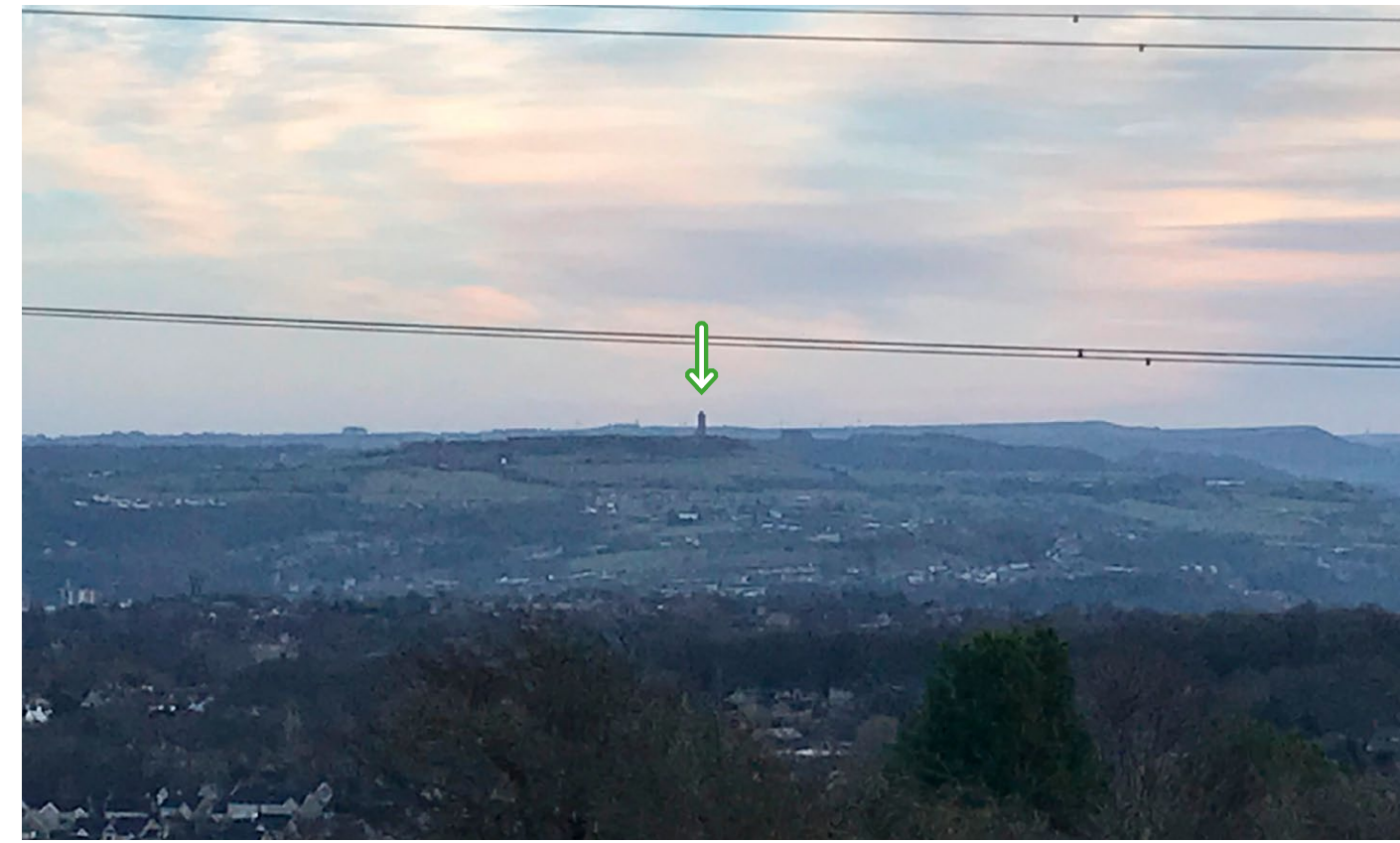


Photo Location 10



Photo Location 13



Photo Location 14

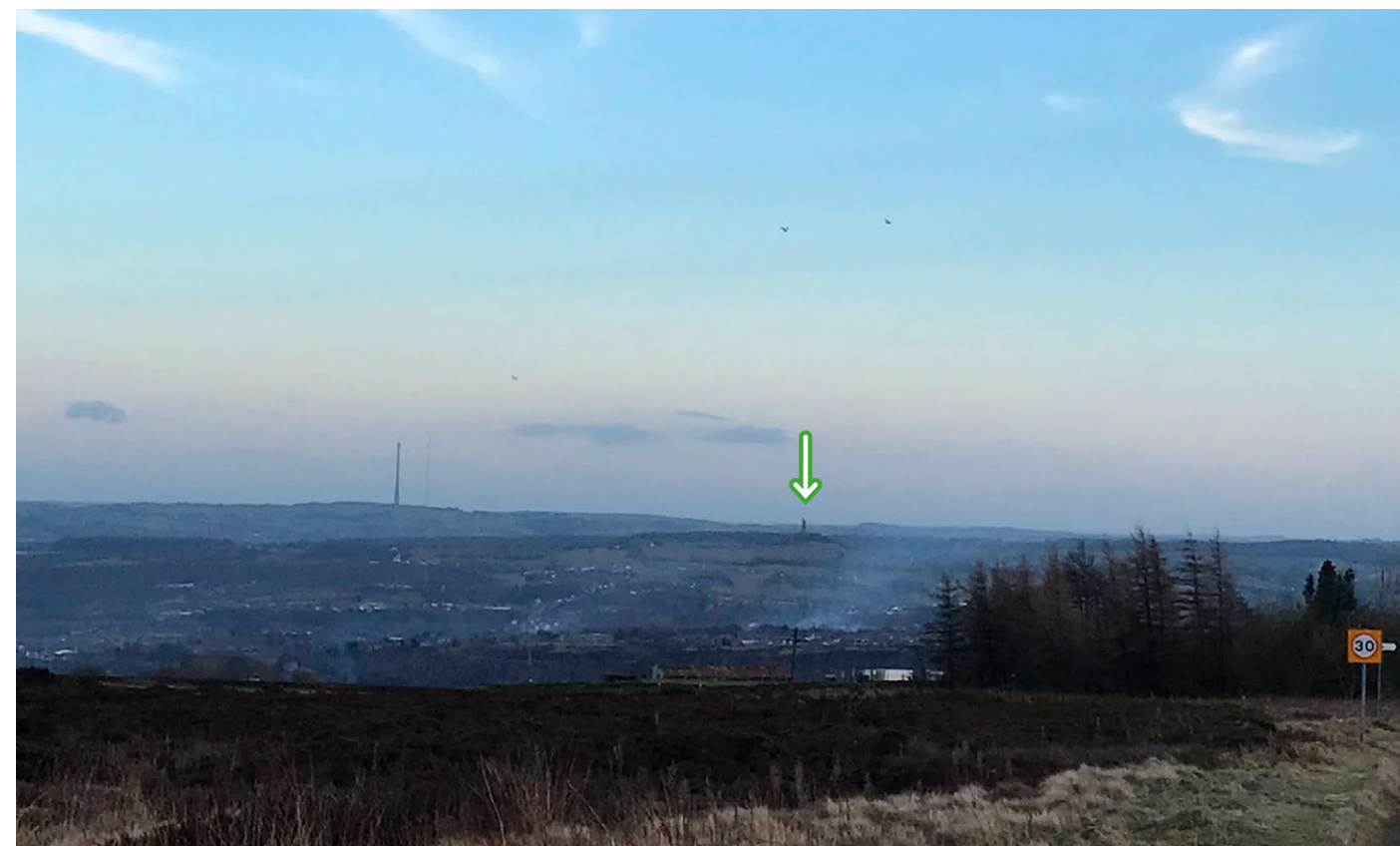


Photo Location 11



Photo Location 12

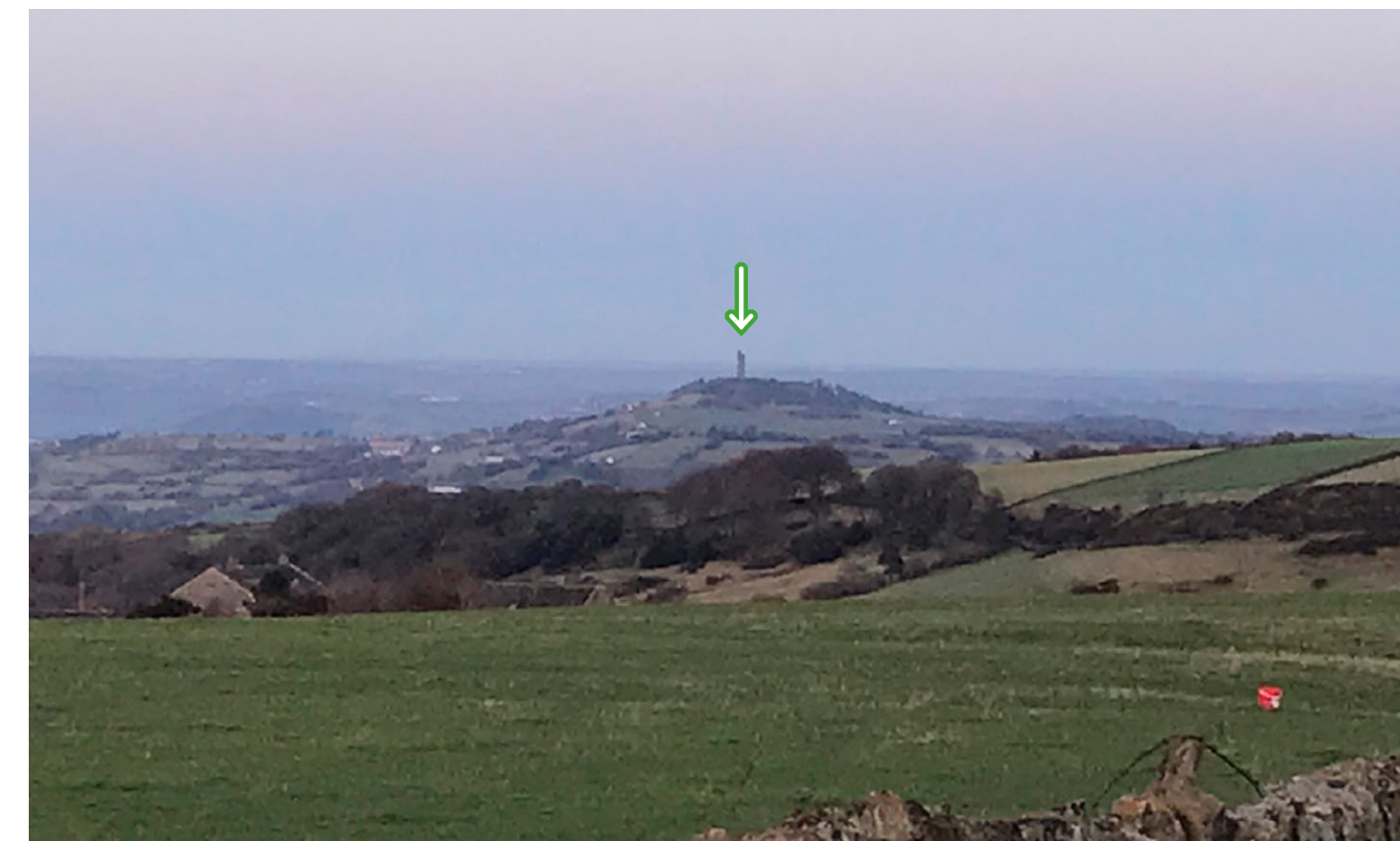


Photo Location 15



Photo Location 16

