



KIRKLEES CULTURAL HEART

STATEMENT OF COMMUNITY INVOLVEMENT

Counter Context



Proposals for Kirklees Cultural Heart

Statement of Community Involvement

Prepared by Counter Context Ltd on behalf of Kirklees Council

SEPTEMBER 2022

Table of Contents

Table of Figures	4
1. Executive Summary.....	6
1.1 Overview of Content	6
1.2 Summary of Engagement	7
1.3 Summary of Feedback Received and Responses from the Project Team	8
2. Introduction and Approach to Consultation	11
2.1 Overview	11
2.2 Development Description and Approach to Consultation	11
2.3 Policy Requirements	11
2.4 Consultation Objectives and Principles	13
2.4.1 Objectives	13
2.4.2 Principles	14
2.5 Community Consultation Process Overview	14
3. Community and Stakeholder Mapping	15
3.1 Stakeholder Engagement	15
3.1.1 Elected Political Representatives	15
3.1.2 Directly Affected Businesses and Services	17
3.1.3 Key Local Organisations	17
3.1.4 Local Businesses and Residents	19
4. Phase One: Consultation on Early-Stage Designs	20
4.1 Introduction and Aims of the Consultation Process	20
4.2 Raising Awareness of the Consultation	20
4.2.1 Consultation Leaflet	20
4.2.2 Consultation Poster and Roller Banners	20
4.2.3 Media Coverage	21
4.2.4 Social Media	22
4.2.5 Councillor Briefing Session	22
4.2.6 Stakeholder Emails	22
4.2.7 Internal Updates for Kirklees Council Staff	23
4.3 Finding Out More and Providing Feedback	23
4.3.1 Consultation Website	23
4.3.1.1 Traffic to the Project Website	25
4.3.2 Daily In-Person Drop-in Sessions and Set Piece Events	25
4.3.3 Freephone Information Line	26
4.3.4 Dedicated Project Email Address	26
4.3.5 Freepost Address	26
5. Phase One Consultation Feedback	27
5.1 Summary of Feedback Received	27

5.2	Feedback Received	27
5.2.1	Summary Of Closed Question Feedback	27
5.2.1.1	About the Participants.....	27
5.2.1.2	Opinions on the Scheme	30
5.2.2	Summary Of Open Question Feedback.....	34
5.3	Summary Of Verbal Feedback	43
6.	Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart.....	45
6.1	Introduction and Aims of the Consultation Process	45
6.2	Raising Awareness of the Consultation	45
6.2.1	Consultation Postcard	45
6.2.2	Consultation Poster and Roller Banners.....	46
6.2.3	Media Coverage.....	47
6.2.4	Social Media	48
6.2.5	Meetings and Workshops	49
6.2.6	Stakeholder Emails	49
6.3	Finding Out More and Providing Feedback	49
6.3.1	Consultation Website	49
6.3.1.1	Traffic to the Project Website.....	52
6.3.2	Daily In-Person Drop-in Sessions and Set Piece Events	53
6.3.3	Consultation Channels.....	55
7.	Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart – Consultation Feedback.....	56
7.1	Summary of Feedback Received.....	56
7.2	Feedback Received	56
7.2.1	About the Participants.....	56
7.2.2	Main Findings and Consideration of Issues.....	59
7.2.2.1	Opinions on the Scheme	59
7.2.3	Reponses Relating to the Proposals for the Built Environment.....	71
7.2.4	Responses Relating to the Public Realm	78
7.2.5	Responses Relating to the Other Aspects of the Proposals.....	83
8.	Influence of Feedback on the Proposals	86
	Appendices	88

Table of Figures

Figure 1: A location plan of the Kirklees Cultural Heart development site.	11
Figure 2: Diagram showing the two-phase consultation approach.....	14
Figure 3: An image showing the extent of the consultation distribution area which was used to send out leaflets or postcards at Phase 1 and Phase 2 of the consultation (Courtesy of Google Maps).	19
Figure 4: Images of the library banners in situ at two of the libraries in Kirklees.	20
Figure 5: A screenshot of Kirklees Council's news website, Kirklees Together.	21
Figure 6: Screenshots of tweets from @KirkleesCouncil about the Kirklees Cultural Heart consultation.	22
Figure 7: A screenshot from Facebook of one of the paid-for social media adverts.	22
Figure 8: A screenshot of the 'Background' page of the Kirklees Cultural Heart website, www.kirkleesculturalheart.co.uk	23
Figure 9: A screenshot of questions eight and nine from the online feedback form for Phase One.	24
Figure 10: Screenshot of the analytics for the www.kirkleesculturalheart.co.uk website between Monday 23 May and Monday 20 June.	25
Figure 11: Screenshot of the overall pageviews across the consultation website pages.	25
Figure 12: Images showing an example of the look and feel of the set piece consultation events, as well as the information on display.	26
Figure 13: Graph showing the number of consultation responses from each postcode area.	27
Figure 14: Geo Map showing the spread of respondents based on their answer to the question 'What is the first part of your postcode?'.	28
Figure 15: A chart showing the responses to the question 'What is your connection to Kirklees Cultural Heart?'.	28
Figure 16: A chart showing the responses to the question 'What is your gender?'.	29
Figure 17: Responses to the question 'Which age bracket are you in?'.	29
Figure 18: Responses to the question 'Do you consider yourself to be a disabled person?'.	30
Figure 19: Responses to the question 'From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart?'.	30
Figure 20: Responses to the question 'How would you like to use the public outdoor spaces within Kirklees Cultural Heart?'.	31
Figure 21: Responses to the question 'How often do you currently visit the Queensgate and Piazza area of Huddersfield town centre?'.	31
Figure 22: Responses to the question 'Imagine when the Kirklees Cultural Heart development is finished, do you think you will visit the town centre more often?'.	31
Figure 23: Responses to the question 'Imagine when the Kirklees Cultural Heart development is finished, do you think you will stay in the town centre for longer?'.	32
Figure 24: Responses to the question 'Which elements of the proposals for Kirklees Cultural Heart appeal to you the most?'. *This bar chart does not include the numbers of people who said, 'Not sure'.	33
Figure 25: Responses to the question 'Which key principles of the Kirklees Cultural Heart are the most important to you?'. *This bar chart does not include the numbers of people who said, 'Not sure'.	34
Figure 26: An image of the front and back of the postcard that went out to all residents and businesses in the distribution area.	46
Figure 27: A screenshot from Kirklees Council's news website, Kirklees Together.	47
Figure 28: Screenshots of tweets from @KirkleesCouncil about the Kirklees Cultural Heart consultation.	48
Figure 29: A screenshot of the website homepage (www.kirkleesculturalheart.co.uk).	50
Figure 30: Two screenshots of the walking tour video hosted on the website and played in the in-person exhibition space.	51
Figure 31: Screenshots of the Virtual Exhibition hosted on the project website.	51
Figure 32: Screenshots of the front page and question 5 of the online feedback form.	52
Figure 33: Screenshot of the analytics for the www.kirkleesculturalheart.co.uk website between Monday 15 August and Wednesday 15 September.	52
Figure 34: Screenshot of the overall pageviews across the consultation website pages.	53
Figure 35: Photos of inside the Lighting Shop Unit - the consultation space open for two hours every weekday and one Saturday throughout the consultation.	53
Figure 36: Photos of the window vinyls and directional floor stickers to guide people and attract attention to the dedicated consultation space in the Piazza, Huddersfield town centre.	53

Figure 37: A selection of photos from the events outside at the Piazza on Thursday 25, Friday 26 and Saturday 27 August 2022.....	55
Figure 38: Graph showing the number of consultation responses from each postcode area.	57
Figure 39: Geo Map of the postcodes of respondents to the consultation.	57
Figure 40: Graph showing consultation responses to the question 'what is your connection to Kirklees Cultural Heart'.	58
Figure 41: Graph showing consultation responses to the question 'what is your gender?'.	58
Figure 42: Graph showing consultation responses to the question 'what is your age?'.	59
Figure 43: Graph showing consultation responses to the question 'do you consider yourself to be a disabled person?'.	59
Figure 44: Graph showing consultation responses to the question 'from what you have seen so far, do you support the proposals for Kirklees Cultural Heart?'.	60
Figure 45: Graph showing consultation responses to the question 'imagine when the Kirklees Cultural Heart project is finished... Do you think you will visit the town centre more often?.....	60
Figure 46: Graph showing consultation responses to the question 'imagine when the Kirklees Cultural Heart project is finished... Do you think you will stay in the town centre for longer than you do now?	60
Figure 47: Graph of consultation responses to the question 'Let us know whether you support or oppose the proposals for each of the new and/or refurbished buildings'.	72
Figure 48: Graph showing consultation responses to the question 'let us know whether you support or oppose the proposals for the outdoor spaces below'.	79

1. Executive Summary

1.1 Overview of Content

As outlined in **Section 2**, this Statement of Community Involvement (SCI) has been prepared by Counter Context Ltd on behalf of Kirklees Council, hereby referred to as 'the Applicant'. It reports on the pre-application community consultation undertaken with local communities and businesses on proposals for a new Cultural Heart in Huddersfield town centre. Plans include a new public park, library, museum, art gallery, food hall, car park and multi-purpose entertainment venue.

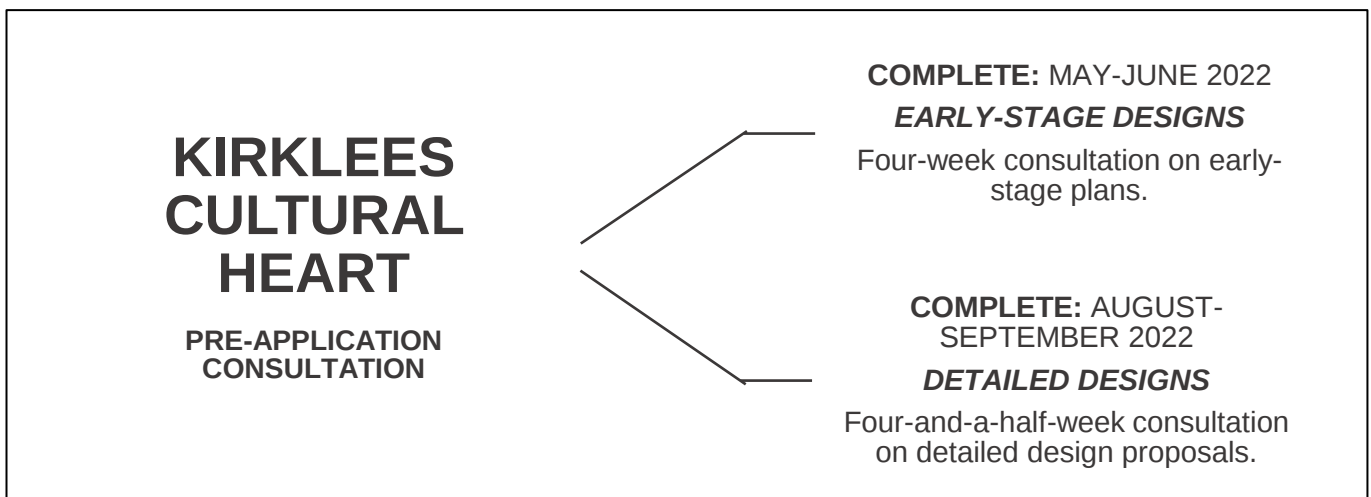
The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and contribute to the progression of the development proposals.

The fundamental objectives of the consultation and engagement strategy were to deliver an inclusive, widely accessible and robust consultation process.

Section 2 of this SCI explains the approach to consultation, including how the consultation strategy was designed in response to planning policy and guidance, at a national and local level. The objectives of the consultation were to undertake an accessible and meaningful consultation with the local community where residents and stakeholders had the opportunity to actively participate in the development process.

The multi-phase approach to consultation for Kirklees Cultural Heart ensured that feedback was received at a time when it could meaningfully contribute to the direction of several key elements of the project.

Over four months, the consultation included two phases of consultation, as outlined below.



Section 3 of this SCI identifies the key audiences for the consultation. It outlines the elected political representatives, directly affected businesses and services, key local organisations, local businesses and residents that were engaged with. The section includes a diagram of the location of the properties close to the sites that were contacted directly at each phase of consultation.

Section 4 of this SCI includes the activities undertaken as part of the first phase of consultation, Phase One: Consultation on Early-Stage Designs for Kirklees Cultural Heart. The fundamental objective of the first phase of consultation and engagement strategy was to enable participants to comment on the early-stage designs of the Kirklees Cultural Heart proposals.

Section 5 of this SCI summarises the feedback received during the first phase of consultation, Phase One: Consultation on Early-Stage for Kirklees Cultural Heart. The feedback was received through the feedback forms, the project email address and the Freephone information line. In total 465 responses were received via the contact channels.

Section 6 of the SCI includes the activities undertaken as part of the second phase of consultation, Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart. The objective of the second phase of consultation was to enable residents to comment on the more detailed design proposals. This section also includes details of the methods used to publicise the consultation.

Section 7 of this SCI summarises the feedback received during the second phase of consultation, Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart. The feedback was received through the same contact channels as Phase One, asking respondents to comment on the more detailed designs for Kirklees Cultural Heart.

The overall balance of the responses to the consultation shows support for the Kirklees Cultural Heart. It confirms overall support for the proposals to bring forward a new multi-purpose entertainment venue, new library, new museum, new food hall and new outdoor space.

Section 8 of this SCI concludes this report by explaining how the consultation process has influenced the proposals. Presenting the overall sentiment of respondents towards the consultation when they were asked to give their opinion.

1.2 Summary of Engagement

Digital Engagement Methods			
Method	Phase One Engagement	Phase Two Engagement	Total Engagement
Website			
A dedicated project website was set up which included background information, details of the proposals, the online feedback form (see below), Virtual Exhibition, and more details about how to get in touch with the team and ask questions.	The website had 3,775 unique visitors across the four-week consultation.	The website had 3,811 unique visitors during the four-and-a-half-week Phase Two consultation.	The website across both phases of consultation received 7,586 unique visitors .
Online Feedback Form			
The online feedback form was published on the dedicated consultation website throughout the consultation period.	In total, 420 online feedback forms were submitted.	In total, 392 online feedback forms were submitted.	In total, 812 online feedback forms were submitted during both phases of consultation.
Email Address			
The dedicated project email address allowed stakeholders and members of the public to get in touch with the project team to ask questions. It also enabled people to submit more lengthy feedback if they wished to.	Over the course of the consultation, we received 12 emails with feedback and/or questions about the proposals.	During the second phase of consultation 22 emails containing feedback and/or questions about the proposals were received.	The dedicated project email address was open throughout both periods of consultation, and in the interim period. Overall, we received 34 emails containing feedback and/or questions about the proposals for Kirklees Cultural Heart.
Social Media Advertising			
Part way through the consultation, the paid-for social media advertising was published to ensure that an increased number of stakeholders and residents had the opportunity to learn more about and comment on the plans.	The adverts published by the team had a reach of over 28,500 with over 1,200 clicks onto the advert to find out more.	The adverts published by the team had a reach of over 42,000 with over 1,629 clicks onto the advert to find out more.	The social media adverts had a total reach of over 70,000 people, with over 2,500 clicks onto the advert to find out more.

The consultation team ensured that local stakeholders were contacted at the start of the consultation to make them aware of the opportunity to have their say and how they could find out more.	Over 350 stakeholder emails were issued to organisations and individuals at the start of each of the two phases of the consultation.		
Virtual Exhibition			
The consultation boards were digitally displayed in virtual consultation exhibition.	Throughout the Phase One consultation the Virtual Exhibition room was visited by 211 users who, between them, viewed 796 pages within the Virtual Exhibition.	Throughout the Phase Two consultation the Virtual Exhibition room was visited by 89 users who, between them, viewed 498 pages within the Virtual Exhibition.	Overall, the Virtual Exhibition room was visited by 372 users who, between them, viewed 1,694 pages within the Virtual Exhibition.

Non-digital Engagement Methods			
Method	Phase One Engagement	Phase Two Engagement	Total Engagement
Leaflet/ Postcard			
A 6-page A5 leaflet was created during Phase One, and a separate consultation postcard in Phase Two, with more information about the proposals and details of how to 'have your say' were distributed to residential and business addresses in the town centre.	Materials sent to 3,161 properties at the start of each phase of consultation.		
Libraries			
Libraries across the borough hosted a variety of materials including a combination of leaflets, roller banners and posters. They all gave more detail on the proposals, where to find out more and provide feedback.	24 libraries across Kirklees hosted materials.		
Daily in-person drop-in sessions and set-piece events			
A central unit in The Piazza displayed printed banners, a 3D physical model and hosted hard copies of the feedback form. It was open every weekday for 2-3hrs throughout each of the two consultations, with one weekend session on a Saturday for each phase. There were also special 'set-piece' weekday drop-in sessions where a broad range of project team members were present to take questions.	Visited by approximately 204 people throughout the consultation period.	Visited by approximately 397 people throughout the consultation period.	Approximately 601 people visited the set-piece consultation events, and the dedicated consultation unit throughout both phases of Kirklees Cultural Heart consultation.

1.3 Summary of Feedback Received and Responses from the Project Team

Overall, the feedback received showed that the majority of those who responded to the consultation were supportive of the proposals when they were asked to give their opinion, both on the project as a whole but also on individual elements of the scheme. That said, the Applicant recognises that some respondents did state that they were opposed to the proposals. The planning application submission has been

mindful of these comments and has sought to provide responses to concerns. Following the close of the design process, the team has been able to use these comments to help strengthen plans for how the scheme will deliver public benefits and help address technical/environmental matters.

Below is a list of the key areas where the comments received have helped influence the proposals:

- **Integration with rest of town.** Respondents suggested that this development should feel like part of the town and not just a 'glossy corner'. Requests were made for 'inspirational architecture' that is not 'cheap' or 'ugly' and for the new buildings and outside spaces to reflect the local area, particularly the surrounding landscape. Some thought the plans are proposed for the wrong part of town.

The team noted the feedback about the new and refurbished buildings to integrate well with their surroundings and be of a high quality in terms of architecture and the materials used. The concerns raised about this topic have helped inform the designs and the thinking surrounding the siting, accessibility, building massing and materials proposed. Furthermore, the public realm has been informed by comments being received to ensure inclusive, safe design and that a variety of spaces within the public realm are set out.

The scheme design has also adapted to make the most of and celebrate the heritage assets, including providing better views of the 'Articulation in Movement' sculpture along Queensgate.

Regarding the comments about the location of the Cultural Heart, the council and delivery partners are certain that the Cultural Heart is in the ideal position to benefit the wider town centre and the wider area.

- **Parking.** Respondents were keen to see more parking in the town centre because the current parking situation was 'difficult, expensive and remote', concerns were raised about the number of spaces within the proposals given the capacity of the venue would be 2,200 people. Some were concerned the lack of spaces would deter people from visiting the development.

The Applicant welcomes the request to further consider the number of parking spaces. The council and its delivery partners have thoroughly reviewed this feedback and, working alongside experts ARUP, consider the number of parking spaces being provided within the multi storey car park, alongside the wider network of town centre car parking to be enough to cater for demand.

- **Outdoor spaces.** Respondents were keen to ensure that the spaces are usable year-round, restful and encourage wildlife.

The team have noted these comments and have continued to work to ensure these spaces are usable and active year-round by including building canopies, covered seating and shelters. However, the park is not only a place to sit and the team have considered this feedback whilst developing designs to ensure the park is active by making it a permeable space with places for people of varying ages to rest, travel through and play in. The proposals for the outdoor spaces meet and exceed the target biodiversity improvements through extensive tree planting, species rich grasslands and native and non-native flora and fauna.

- **Safety and maintenance.** Respondents were keen to ensure that the spaces were safe throughout the day and into the evening and well maintained for years to come.

Designs that promote public safety, and that are also well maintained, was always part of the designs for this development but 'on the ground' feedback from participants has helped strengthen these proposals. The team have incorporated a balance of strategies to help mitigate crime by using 'Secure by Design' principles and have consulted a specialist security engineer on the project.

In terms of maintenance, although ensuring the space is maintained well has always been built into the designs for Cultural Heart, the team have used feedback from the consultation to enhance the proposals. For example, the design has been developed in close conjunction with Kirklees Parks and Open Spaces whom will be responsible for the maintenance of the area. Their maintenance practices have been

embedded into the design to ensure that it is easily maintainable under current maintenance practices.

- **Children and Families.** Respondents stated that the more appealing the Cultural Heart is for families, the more repeat visitors you are going to attract.

A core element of the proposal is that of inclusivity and being family friendly. This is evidenced by the variety of uses and the flexible nature of these uses to accommodate different types of events and scale of events. The inclusion of a new library, museum and gallery space, framed by a high-quality public realm which is accessible to all shall all undoubtedly encourage more visitors, of all ages and all walks of life. A multi-generational play strategy has been developed which seeks to represent all age groups and abilities, details of which can be provided in the Landscape and Public Realm Strategy.

- **Sustainability.** Respondents requested the plans were sustainable, particularly that the building design follows environmentally friendly building methods, with specific mention of energy efficiency, renewables and eco-friendly materials. The team are targeting BREEAM excellent, including Sustainable Urban Drainage Systems (SUDS), biodiversity net gain and a large array of solar panels on new roofs (on the venue for example).

- **Accessibility.** Requests were raised for the Kirklees Cultural Heart to be accessible to everyone.

Kirklees Cultural Heart will be an accessible and welcoming space for all. It will be an inviting, attractive and safe place to spend time. Many of the facilities in Kirklees Cultural Heart will be free and there will be a wide-ranging programme of activities to ensure it is accessible to everyone.

To ensure the outdoor public spaces can be used by everyone, the outdoor space has been carefully designed to try to minimise level changes and ensure that those with prams and wheelchairs can access all areas of the site. Gradual slopes with areas of rest will be included and a publicly accessible lift is provided next to the library to give access between Queensgate and the outdoor space level. The team have engaged with accessibility groups throughout the process to date and will continue to do so.

- **Longevity of the development.** Respondents were concerned the new 'cultural attractions' would not maintain interest and the attractions would not be sustained long-term as there would not be a 'grab' for visitors to come along more than once.

This area of town has seen a falling footfall in recent years. Kirklees Cultural Heart seeks to slow that decline by introducing new reasons to visit the town centre and avoid a one-dimensional offer. By creating a more diverse and mixed-use offer – including a new food hall and new live entertainment venue – Huddersfield can attract more visitors into the town centre for longer periods of time. This increased footfall will ultimately help support existing businesses and, crucially, create the type of high-quality and attractive environment that will help attract new businesses as well – including shops, bars and restaurants.

We recognise that respondents are keen to ensure that these new uses in the town centre help improve, and then maintain, the level of footfall you'd expect to see in a town centre. We are working with the wider team of sector experts and developing an Events Management Plan for the Cultural Heart for the future to make certain it is a place that local people and visitors return to time and time again for years to come and that there is a wide variety of events and activities that appeal to different users across the calendar year.

The Applicant would like to thank everyone who responded to the pre-application consultation and inputted their ideas, suggestions and comments. For a comprehensive look at the comments received and the responses from the project team, please see **Section 5** and **Section 7** of this report.

2. Introduction and Approach to Consultation

2.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Kirklees Council, hereby referred to as 'the Applicant'. It reports on the pre-application community consultation undertaken with local communities and businesses on proposals for a new Cultural Heart in Huddersfield town centre including a new public park, library, museum, art gallery, food hall, car park and multi-purpose entertainment venue.

The pre-application community consultation strategy was designed to reflect guidance within Kirklees Council's adopted Statement of Community Involvement (2019) and the National Planning Policy Framework (NPPF) (2021).

This Statement of Community Involvement is part of a suite of documents supporting the planning application for the proposals.

2.2 Development Description and Approach to Consultation

The description of the development is as follows:

Application for 'Demolition of the existing Piazza shopping centre, part removal of elements of Queensgate Market, and demolition/retention of service tunnels; with redevelopment of the site to form new public realm space (including public park and gardens, play areas, public square/outdoor event space); refurbishment and change of use of existing Queensgate Market Hall into new food hall (Use Class E (b) Sale of food and drink for consumption, mostly, on the premises); refurbishment and extension of existing library and art gallery building to form a new museum (Use Class F.1); change of use of part existing market hall building and extension to form a new public library (Use Class F.1); construction of new indoor event venue incorporating multi-storey car park below (Sui-Generis); erection of new public gallery building (Class F.2); and associated infrastructure on land and buildings at Queensgate Market, Huddersfield Library and Art Gallery, and Piazza (and The Shambles) Shopping Centre, Huddersfield.'

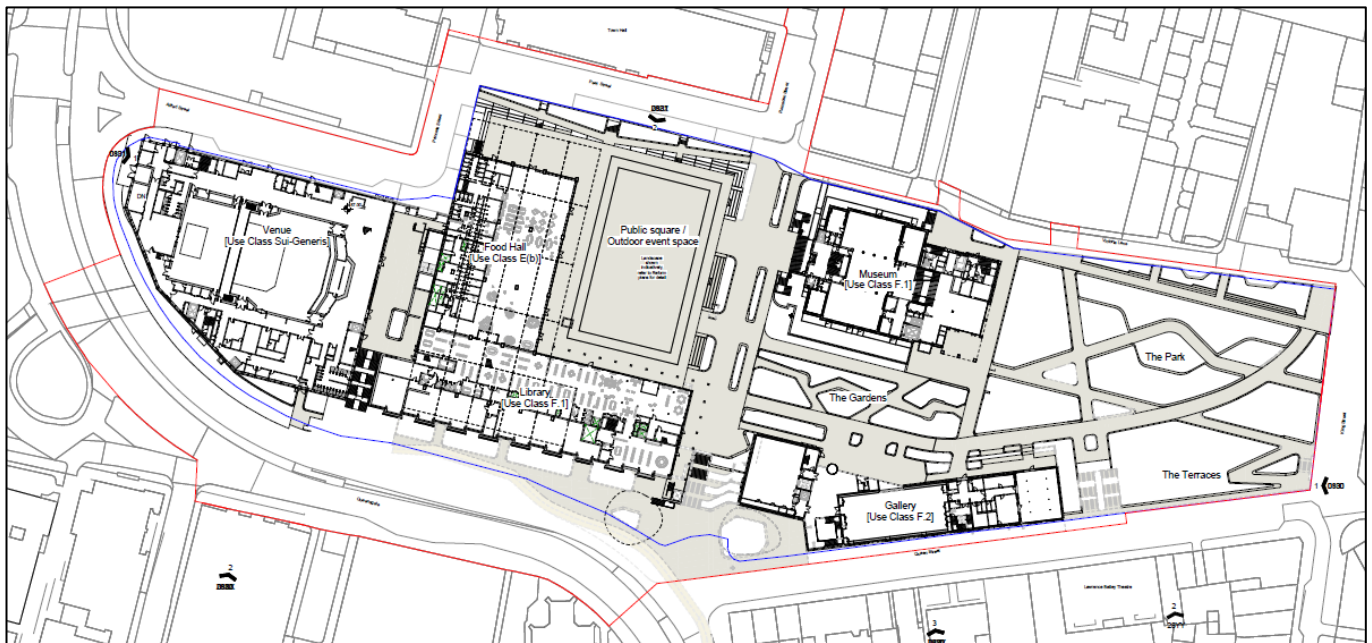


Figure 1: A location plan of the Kirklees Cultural Heart development site.

2.3 Policy Requirements

This Statement of Community Involvement has been prepared to provide a comprehensive record of the pre-application community consultation undertaken on the proposals.

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2021).

Paragraph 39 of the NPPF states that:

*Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and outcomes for the community.*¹

The NPPF goes on to state that:

*[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.*²

...

*Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applications should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.*³

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide local communities with an opportunity to feed into the design process of a scheme at an early stage.

Kirklees Council's adopted Statement of Community Involvement (2019) states:

Plans should: ...be shaped by early, proportionate and effective engagement between plan makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees.

In providing guidance to developers on how they should carry out pre-application consultation, Kirklees Council's Statement of Community Involvement provides the following advice:

*The document seeks to promote involvement in planning policy at an early stage in order to work towards a consensus and thereby reduce the scope for delay at later stages. By getting involved and having your say in planning decisions you can help to shape the future of your area.*⁴

In setting out clear guidance we aim to:

- Increase public awareness of the planning process and how to get involved;
- Ensure a transparent process based on consideration of a range of options and local priorities and concerns;

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, July 2021, paragraph 39.

² Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, July 2021, paragraph 39.

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, July 2021, paragraph 132.

⁴ Kirklees Council's Statement of Community Involvement, December 2019, page 2.

- *Provide an opportunity to help groups and individuals shape the local plan and make representations on its contents; and*
- *Help create a sense of ownership on planning issues.* ⁵

The advice contained within Kirklees Council's adopted Statement of Community Involvement was considered during the design of the pre-application consultation strategy. As part of this process, the Applicants' team met with Kirklees Council Planning Officers and discussed the consultation strategy for the proposed development ahead of the commencement of the consultation programme.

In addition to the requirement for pre-application community consultation set out by national and local planning policy, the Applicant recognises that local people can make a valuable contribution to the proposals by offering their local knowledge and raising issues that may not have been considered, in many cases resulting in a stronger set of proposals.

This Statement of Community Involvement reports on the pre-application community consultation undertaken with site neighbours as well as with key local organisations and the wider community. There has been extensive and detailed engagement with a range of statutory and other organisations relating to technical issues during the development of the scheme. This engagement is described within the relevant planning application documents and not within this Statement of Community Involvement.

2.4 Consultation Objectives and Principles

At the beginning of the development process, the Applicant and their delivery partners set out to undertake a transparent and meaningful consultation with the local community.

The bespoke consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and contribute to the progression of the development proposals. Throughout the process, stakeholders and local people had the chance to provide feedback to the Applicant and engage in an ongoing dialogue through the consultation channels which were established.

To ensure that the consultation was carried out in the most appropriate way possible, the consultation strategy was shared with Kirklees Council officers for their input ahead of implementation. Council group leaders and cabinet members were briefed through the usual meeting protocols.

2.4.1 Objectives

The objectives of the consultation for Kirklees Cultural Heart were as follows:

- To undertake a multi-phase consultation to ensure that members of the local community and key stakeholders had the opportunity to comment and influence the development proposals at (a) an early, formative stage and (b) a more detailed design stage.
- To demonstrate best practice in consultation delivery, ensuring the consultation was accessible, thorough and robust.

⁵ Kirklees Council's Statement of Community Involvement, December 2019, page 4.

- Support the planning programme by identifying potential areas of concern or challenge and addressing these ahead of planning submission.
- To proactively demonstrate where feedback from the consultation has influenced the scheme design.
- To use the consultation and engagement process to fully explain the proposals in context, and as an opportunity to address any sensitive issues or concerns.

2.4.2 Principles

The Applicant was committed to consulting openly with key stakeholders, residents, businesses and local community groups. Throughout the consultation, engagement activities have been guided by the following key principles:

- Being open and honest with stakeholders and members of the local community when presenting all information about the proposals.
- Being clear and 'plain seeking', avoiding the use of jargon or technical terms where possible.
- Ensuring that all public engagement materials can be easily accessed by local stakeholders and the wider general public.
- Identifying different audiences and developing appropriate communication techniques that effectively engage with each one.
- Responding quickly and effectively to enquiries received from stakeholders and members of the public.

The approach to community consultation as presented in this Statement of Community Involvement reflects Kirklees Council's policy and approach to involving communities. As set out in Kirklees Council's Statement of Community Involvement, throughout the pre-application community consultation.

2.5 Community Consultation Process Overview

The Kirklees Cultural Heart development is the first phase of the 10-year Huddersfield Blueprint project to be delivered. As a result, the Applicant wished to garner as much feedback as possible at this first stage.

The Applicant undertook two phases of consultation over a four-month period from May 2022 to September 2022 as illustrated in the following diagram.

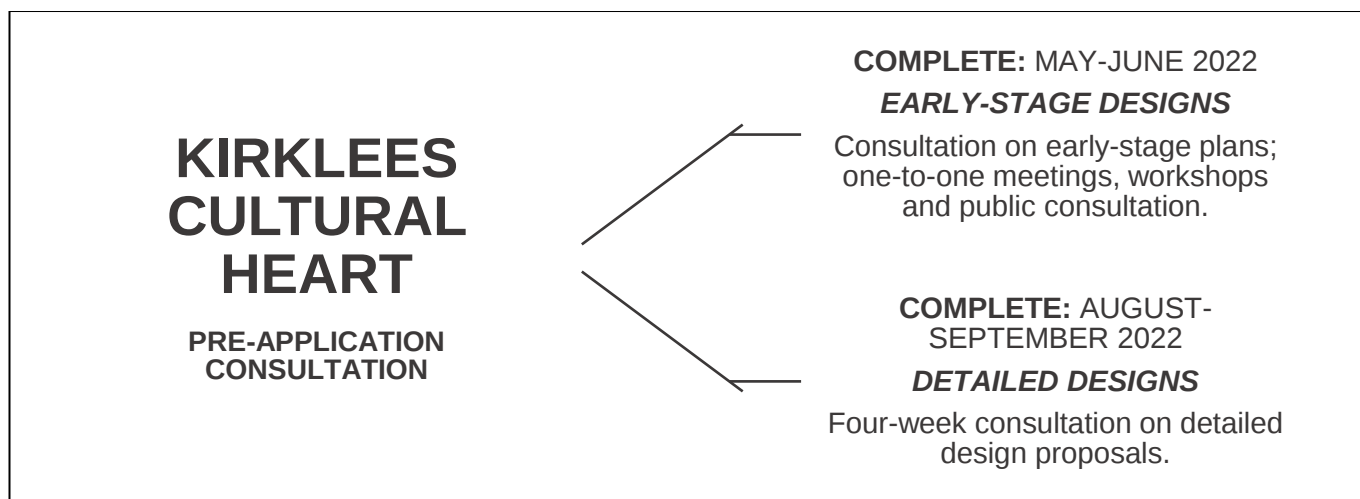


Figure 2: Diagram showing the two-phase consultation approach.

Throughout the consultation period, a range of communication methods were used to raise awareness of the proposals among stakeholders and the local community. All were provided with several accessible and convenient ways to provide feedback.

A summary of the feedback received is below for Phase One in Section 5 and Phase Two in Section 7.

3. Community and Stakeholder Mapping

This section details the key local audiences who were engaged with during the pre-application community consultation. Prior to the start of the consultation, an extensive community and stakeholder mapping process was undertaken to identify different individuals and groups who were likely to have an interest in the proposals. The different audience groups identified were:

- Elected political representatives Section 3.1.1.
- Directly affected businesses and services Section 3.1.2.
- Key local organisations Section 3.1.3.
- Local businesses and residents Section 3.1.4.

More details about the stakeholders that were engaged with are set out in the Sections 3.1.1 and 3.1.3.

3.1 Stakeholder Engagement

3.1.1 Elected Political Representatives

Political representatives were engaged with ahead of and during the consultation period. The list of political representatives consulted during the pre-application consultation is listed below.

MPs/Mayor

Name	Party	Constituency/Representative
Mayor Tracy Brabin	Labour	Mayor of West Yorkshire
Barry Sheerman	Labour (Co-op)	MP for Huddersfield
Mark Eastwood	Conservative	MP for Dewsbury
Jason McCartney	Conservative	MP for Colne Valley
Kim Leadbetter	Labour	MP for Batley and Spen

Kirklees Ward Councillors

Name	Party	Ward
Councillor Paola Antonia Davies	Liberal Democrat	Almondbury
Councillor Bernard	Conservative	Almondbury
Councillor Alison Munro	Liberal Democrat	Almondbury
Councillor James Homewood	Labour (Group Treasurer)	Ashbrow
Councillor Amanda Pinnock	Labour	Ashbrow
Councillor Fran Perry	Labour	Ashbrow
Councillor Adam Zaman	Labour	Batley East
Councillor Fazila Loonat	Labour	Batley East
Councillor Habiban Zaman	Labour (Co-op)	Batley East
Councillor Yusra Hussain	Labour	Batley West
Councillor Gwen Lowe	Labour (Co-Op)	Batley West
Councillor Shabir Pandor	Labour (Co-op) (Leader of the Council)	Batley West
Councillor Joshua Sheard	Conservative	Birstall and Birkenshaw
Councillor Elizabeth Smaje	Conservative	Birstall and Birkenshaw
Councillor Mark Thompson	Conservative	Birstall and Birkenshaw
Councillor John Lawson	Liberal Democrat (Group Leader)	Cleckheaton
Councillor Andrew Pinnock	Liberal Democrat	Cleckheaton

Councillor Kath Pinnock	Liberal Democrat	Cleckheaton
Councillor Harry McCarthy	Conservative	Colne Valley
Councillor Matthew McLoughlin	Labour (Co-Op)	Colne Valley
Councillor Lesley Warner	Labour	Colne Valley
Councillor Jo Lawson	Labour	Crosland Moor and Netherton
Councillor Manisha Roma Kaushik	Labour	Crosland Moor and Netherton
Councillor Mohammad Sarwar	Labour	Crosland Moor and Netherton
Councillor Musarrat Khan	Labour (Cabinet Member for Health and Social Care)	Dalton
Councillor Naheed Mather	Labour	Dalton
Councillor Tyler Hawkins	Labour (Cabinet Member for Regeneration)	Dalton
Councillor Timothy Bamford	Conservative	Denby Dale
Councillor Will Simpson	Labour (Cabinet Member for Culture and Greener Kirklees) (Labour Secretary)	Denby Dale
Councillor Michael Watson	Conservative	Denby Dale
Councillor Eric Firth	Labour (Cabinet Member, Town Centres)	Dewsbury East
Councillor Aleks Lukic	Dewsbury Borough Independents	Dewsbury East
Councillor Cathy Scott	Labour (Deputy Group Leader and Cabinet Member for Housing and Democracy)	Dewsbury East
Councillor Masood Ahmed	Labour	Dewsbury South
Councillor Nosheen Dad	Labour	Dewsbury South
Councillor Jackie Ramsey	Labour	Dewsbury South
Councillor Ammar Anwar	Labour	Dewsbury West
Councillor Darren O'Donovan	Labour	Dewsbury West
Councillor Mussarat Pervaiz	Labour	Dewsbury West
Councillor Graham Turner	Labour	Golcar
Councillor Andrew Marchington	Liberal Democrat (Deputy Group Leader)	Golcar
Councillor Elizabeth Reynolds	Labour	Golcar
Councillor Carole Pattison	Labour (Cabinet Member for Learning, Aspiration and Communities)	Greenhead
Councillor Mohan Sokhal	Labour (Group Business Manager)	Greenhead
Councillor Sheikh Ullah	Labour	Greenhead
Councillor Aafaq Butt	Labour	Heckmondwike
Councillor Steve Hall	Labour	Heckmondwike
Councillor Viv Kendrick	Labour (Cabinet Member for Children)	Heckmondwike
Councillor Charles Greaves	Independent (Independent Group Leader)	Holme Valley North
Councillor Tony McGrath	Conservative	Holme Valley North
Councillor Paul White	Independent (Group Business Manager)	Holme Valley North
Councillor Paul Davies	Labour (Cabinet Member, Corporate)	Holme Valley South
Councillor Moses Crook	Labour	Holme Valley South

Councillor Donald Firth	Labour	Holme Valley South
Councillor Bill Armer	Conservative	Kirkburton
Councillor Richard Smith	Conservative (Group Business Manager)	Kirkburton
Councillor John Taylor	Conservative (Group Deputy Leader)	Kirkburton
Councillor Cahal Burke	Liberal Democrat	Lindley
Councillor Adam Gregg	Conservative	Lindley
Councillor Anthony Smith	Liberal Democrat	Lindley
Councillor David Hall	Conservative (Conservative Leader)	Liversedge and Gomersal
Councillor Lisa Holmes	Conservative	Liversedge and Gomersal
Councillor Melanie Stephen	Conservative	Liversedge and Gomersal
Councillor Martyn Bolt	Conservative	Mirfield
Councillor Vivien Lees-Hamilton	Conservative	Mirfield
Councillor Kath Taylor	Conservative	Mirfield
Councillor Susan Lee-Richards	Green (Group Business Manager)	Newsome
Councillor Karen Allison	Green	Newsome
Councillor Andrew Cooper	Green (Green Group Leader)	Newsome

3.1.2 Directly Affected Businesses and Services

The Kirklees Cultural Heart development will see the demolition of certain sites like the Piazza and the redevelopment of the market. Services such as the library and museum will be directly impacted too. Negotiations with occupiers of the Piazza and market have been ongoing and close communication will continue throughout this process.

3.1.3 Key Local Organisations

The Applicant identified and communicated with over 350 organisations and individuals directly⁶. Examples of those organisations and individuals who were made aware of the proposals and given the opportunity to provide feedback included:

- West Yorkshire Combined Authority
- Huddersfield Business Improvement District
- Huddersfield Unlimited
- Mid Yorkshire Chamber of Commerce
- Federation of Small Business
- Huddersfield University
- Kirklees College
- Huddersfield Town Association
- Lawrence Batley Theatre
- Huddersfield Careers Centre
- Greenhead College
- South Asian Communities Hub
- Outlookers
- Kirklees Learning Disability Partnership Board
- Huddersfield Guide Dogs for the Blind
- Community Plus Kirklees
- Kirklees Safeguarding Children Partnership
- Kirklees Visual Impairment Network

⁶ A full list of organisations can be made available on request.

3.1.4 Local Businesses and Residents

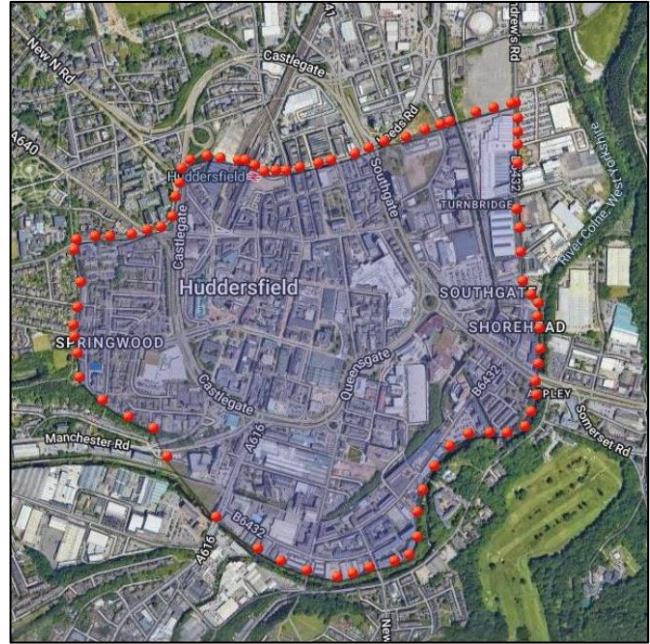
A key priority of the pre-application community consultation was to actively engage with residents and businesses close to the proposed site.

Consultation leaflets and postcards were distributed to an area of 3,161 residential and commercial properties at each stage of the consultation, Phase One and Phase Two.

This distribution area is shown in Figure 3.

More information about the consultation postcards and leaflets for Phase 1 and Phase 2 can be found in section 4.2.1 and 6.2.1 respectively.

Figure 3: An image showing the extent of the consultation distribution area which was used to send out leaflets or postcards at Phase 1 and Phase 2 of the consultation (Courtesy of Google Maps).



4. Phase One: Consultation on Early-Stage Designs

4.1 Introduction and Aims of the Consultation Process

Phase One of the consultation took place in May/June 2022 with the aim of introducing the Kirklees Cultural Heart proposals. A wide range of consultation methods were used with the aim of raising awareness of the scheme and inviting members of the public and stakeholders to find out more and have their say on the early-stage designs.

4.2 Raising Awareness of the Consultation

The consultation strategy incorporated several methods for publicising of the consultation. This included:

- A consultation leaflet (see Section 4.2.1)
- Information at libraries (see Section 4.2.2)
- Articles in the media, in print and online (see Section 4.2.3)
- Posts on social media (see Section 4.2.4)
- Briefing meetings and preview sessions (see Section 4.2.5)
- Stakeholder emails (see Section 4.2.6)
- Internal staff updates (see Section 4.2.7)

4.2.1 Consultation Leaflet

Consultation postcards were distributed on Monday 23 May 2022 to **3,161 residential and business properties** located within the agreed distribution area, as set out in Section 3.1.4 and Figure 3.

The Phase One consultation leaflet introduced the proposals for Kirklees Cultural Heart and details of how to find out more through the consultation channels as well as through the online platforms and in-person events. The leaflet also provided details of how to provide feedback. A copy of the consultation leaflet for Phase One is provided as Appendix 1.

4.2.2 Consultation Poster and Roller Banners

Across the Kirklees District, **24 local libraries** hosted a variety of materials including a combination of the consultation leaflet, the consultation poster and/or a roller-banner at their venue to advertise the Kirklees Cultural Heart consultation. They all gave more detail on the proposals, where to find out more and where to provide feedback. A copy of the consultation poster and roller banner can be found in Appendix 2 and Appendix 3 respectively. A list of the 24 libraries which hosted information about the scheme can be found in Section 6.2.2.



Figure 4: Images of the library banners in situ at two of the libraries in Kirklees.

4.2.3 Media Coverage

A press release issued by Kirklees Council was published by several news outlets, including:

- **BBC News**, “Huddersfield: Consultation on town’s £250m transformation begins” 23 May 2022.
- **The Business Desk**, “Town centre transformation programme launched” 25 May 2022.
- **Kirklees Together**, “Transformational Huddersfield Town Centre Plan Launched” 23 May 2022.
- **LocalGov**, “Council launches consultation on £250m town centre plan” 25 May 2022.
- **Newsbreak**, “Huddersfield: Consultation on town’s £250m transformation begins” 24 May 2022.
- **Insider Media Ltd**, “Consultation launched on cultural heart plans” 24 May 2022.
- **Examiner**, Fresh images show revamped plans for Huddersfield’s new ‘cultural heart’ 23 May 2022.
- **MSN**, Fresh images show revamped plans for Huddersfield’s new ‘cultural heart’ 23 May 2022.
- **Huddersfield Hub**, “Six new images of Huddersfield’s cultural heart are revealed as public consultation is launched” 23 May 2022.

It is estimated the articles published as a result of the issuing of the press release had a **combined reach⁷ of over 461 million** with online articles published by MSN and two BBC News largely responsible.

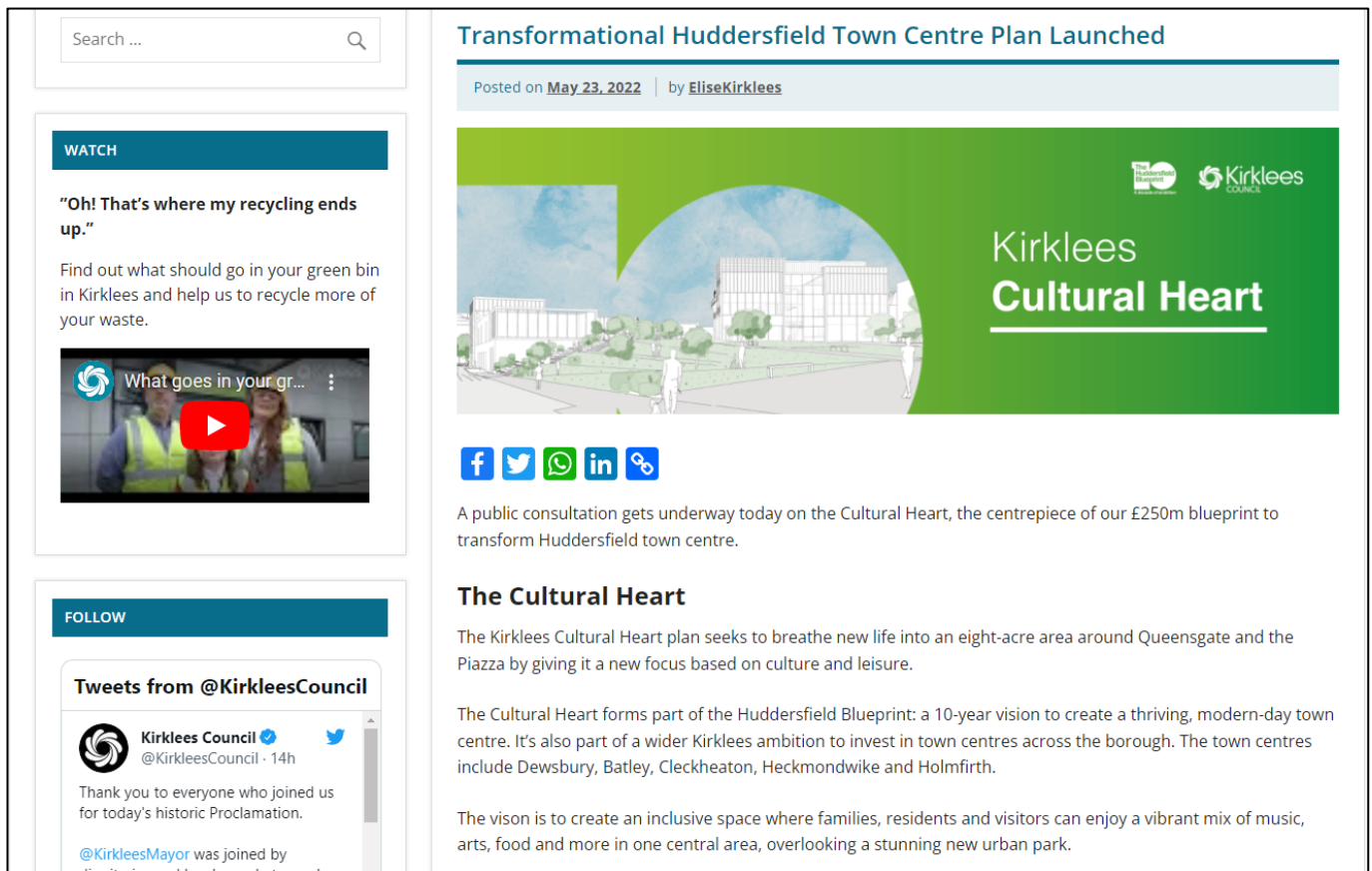


Figure 5: A screenshot of Kirklees Council's news website, *Kirklees Together*.

⁷ 'Reach' is an estimate of how many different individuals are likely to have seen that content.

4.2.4 Social Media

Proactive Posts

Kirklees' Council posted some Tweets advertising the consultation on their Twitter page during the consultation period in May 2022 and June 2022. The Twitter page @KirkleesCouncil has around **44,000 followers**.



Figure 6: Screenshots of tweets from @KirkleesCouncil about the Kirklees Cultural Heart consultation.

Paid-for Social Media

Part way through the consultation, paid-for social media advertising was published to ensure that an increased number of stakeholders and residents had the opportunity to learn more about and comment on the plans.

The paid-for social media advertising was published across Facebook and Instagram.

The adverts published by the team had a **reach of over 28,500** with over **1,200 clicks** onto the advert to find out more.

Figure 7: A screenshot from Facebook of one of the paid-for social media adverts.



4.2.5 Councillor Briefing Session

A briefing was held with ward councillors the week before the consultation went live where **eight ward councillors attended**.

4.2.6 Stakeholder Emails

The consultation team ensured that local stakeholders were contacted at the start of the consultation to make them aware of the opportunity to have their say and how they could find out more. Over **350 stakeholder emails** were issued to organisations and individuals at the starts of the consultation.

4.2.7 Internal Updates for Kirklees Council Staff

Kirklees Council staff were given the opportunity to hear more about the proposals through an online seminar and through information within the internal staff e-newsletters. Approximately **130 internal Kirklees Council colleagues attended** the seminar. The staff e-newsletter is circulated to over **8,300 people**.

4.3 Finding Out More and Providing Feedback

So that members of the public and local stakeholders could find out more, ask questions and provide feedback, we created in-person and digital spaces which were accessible and open throughout the consultation. These included:

- A dedicated consultation website (see Section 4.3.1) which included:
 - A virtual exhibition
 - Online feedback form
- Daily in person drop-in sessions and 'set-piece' events (see Section 4.3.2)
- A dedicated Freephone information line (see Section 4.3.3)
- A dedicated consultation email address (see Section 4.3.4)
- A dedicated Freepost address (see Section 4.3.5)

4.3.1 Consultation Website

A dedicated consultation website went live on Monday 23 May 2022 and included:

- Details of the proposals, including an interactive map
- Background information
- A video walking tour of the Kirklees Cultural Heart site
- A Virtual Exhibition
- The online feedback form (see below), and
- More details about how to get in touch with the team and ask questions

The website had **3,775 unique visitors** across the four-week consultation.

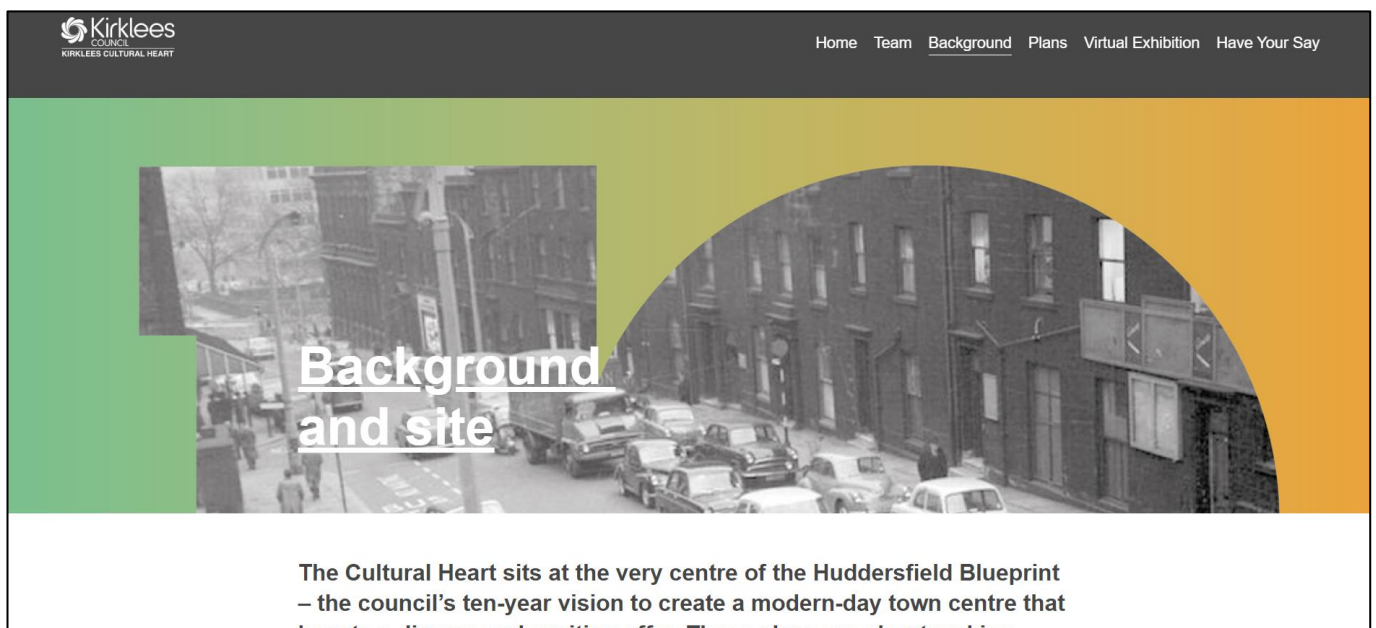


Figure 8: A screenshot of the 'Background' page of the Kirklees Cultural Heart website, www.kirkleesculturalheart.co.uk.

Walking Tour Video

The video was created to take the viewer on a virtual walking tour around the Cultural Heart site showing the area as it is now and overlaying artistic impressions of imagery of the development from those viewpoints.

The video was hosted on the Home page of the project website and was played on loop at the in-person exhibition space at the Piazza during the ‘set-piece’ events.

Virtual Exhibition

The virtual exhibition was a virtual consultation event room hosted on the Virtual Exhibition page of the project website. The consultation boards, also on display in person (see Appendix 5) were digitally displayed. The boards were viewable on screen and also available to download as pdfs (see Appendix 5). Throughout the consultation the virtual exhibition room was visited by **211 users** during Phase One of the consultation.

Online Feedback Form

On the Have Your Say page of the website there was a link to an online feedback form. The online feedback form was published on the dedicated consultation website throughout the consultation period. The form asked closed and open questions about the development proposals. In total, **420 online feedback forms** were submitted.

We produced a hard copy of the feedback form to send to people in the post if desired and to have at events – the hard copy is provided in full in Appendix 4.

The screenshot shows two side-by-side panels of the online feedback form. The left panel contains question 8, which asks for support for early-stage proposals. It features four radio button options: 'Yes, they look great', 'Yes, with some reservations', 'Not sure', and 'No'. An 'OK' button with a checkmark is at the bottom. The right panel contains question 9, which asks for additional considerations for the design. It features a text input field with the placeholder 'Type your answer here...' and an 'OK' button with a checkmark. A small tip 'Shift + Enter to make a line break' is visible above the button.

8+ From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart? *

If there's anything you'd like to make us aware of, please do so in the next question.

☐ A Yes, they look great

☐ B Yes, with some reservations

☐ C Not sure

☐ D No

OK ✓

9+ Is there anything else that you would like the team to consider as they continue to develop the design of the buildings and public spaces?

Type your answer here...

Shift + Enter to make a line break

OK ✓

Figure 9: A screenshot of questions eight and nine from the online feedback form for Phase One.

4.3.1.1 Traffic to the Project Website

During Phase One of the Kirklees Cultural Heart consultation period there was a total of **3,778 unique visitors to the project website**⁸. As shown in Figure 10, the busiest day was Tuesday 24 May 2022 when the consultation launched with 447 people visiting the website.

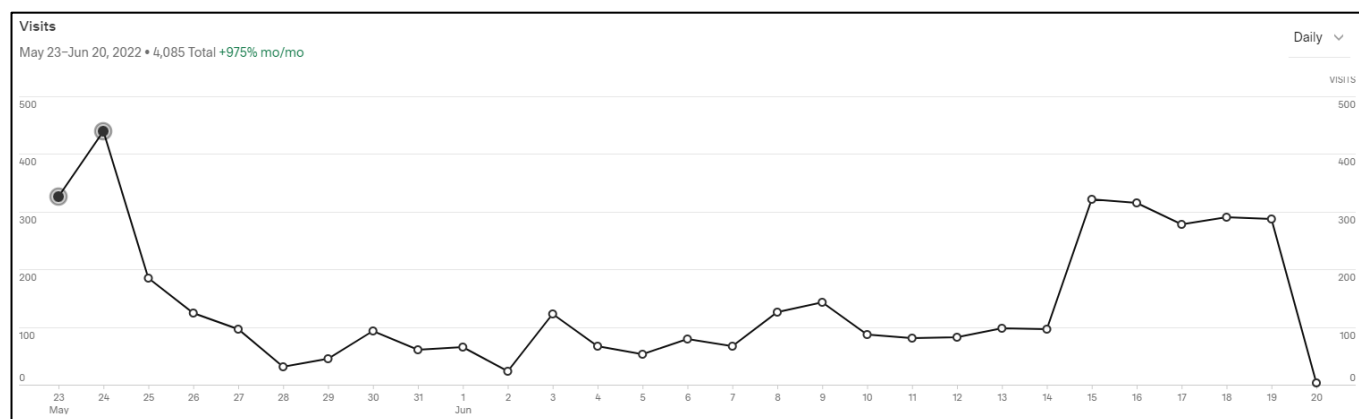


Figure 10: Screenshot of the analytics for the www.kirkleesculturalheart.co.uk website between Monday 23 May and Monday 20 June.

Across the site, numerous pages received traffic throughout the consultation. As seen in Figure 11 the most visited pages, aside from the Home page, were the Have Your Say page with 1,866 visits and the Plans page with 1,402 overall views. The Virtual Exhibition page received 540 visits throughout the consultation.



Figure 11: Screenshot of the overall pageviews across the consultation website pages.

4.3.2 Daily In-Person Drop-in Sessions and Set Piece Events

A central unit in the Piazza displayed printed roller banners, a 3D physical model and hosted hard copies of the feedback form. It was open every weekday for three hours throughout the four-week consultation, with one weekend session on a Saturday. A councillor-only session also took place and there were also two special 'set-piece' weekday drop-in sessions, where a broad range of project team members were present to take questions. Hard copies of feedback forms and leaflets were taken along to the events. The event displays are provided as Appendix 5.

⁸ A unique visitor refers to the number of individual visitors a website received – someone who visits more than once will be counted as a single visitor.

The details of the Phase One 'set-piece' events were as follows:

- **Councillor only briefing session:** Wednesday 8 June 2022, 12.00pm until 2.00pm, The Piazza Centre, 23 Princess Alexandra Walk, Huddersfield, West Yorkshire, HD1 2RS
- **Set Piece Event 1:** Wednesday 8 June 2022, 2.00pm until 6.00pm, The Piazza Centre, 23 Princess Alexandra Walk, Huddersfield, West Yorkshire, HD1 2RS
- **Set Piece Event 2:** Thursday 9 June 2022, 12.00pm until 4.00pm, The Piazza Centre, 23 Princess Alexandra Walk, Huddersfield, West Yorkshire, HD1 2RS

Throughout the set-piece events, the Applicant and members of the project team were on hand to talk people through the proposals and answer any questions.

Overall, across the two set-piece consultation events and the daily drop-in sessions at the dedicated consultation space, **204 people attended**.



Figure 12: Images showing an example of the look and feel of the set piece consultation events, as well as the information on display.

4.3.3 Freephone Information Line

A dedicated Freephone information line (0808 175 4300) was set up for the multi-phase consultation. This line was in operation from 9am to 5pm (Monday to Friday) with an answer phone facility to take calls outside these hours. The Freephone information line number was on all consultation materials including the website, postcard, feedback form and poster.

4.3.4 Dedicated Project Email Address

A dedicated project email address (info@kirkleesculturalheart.co.uk) was used for people to submit feedback and ask any questions to the Project Team. The email address was published on all consultation postcards and posters as well as the website.

4.3.5 Freepost Address

A dedicated Freepost address (Freepost Cultural Heart) was set up for anyone to submit feedback forms or written feedback by post.

A summary of the levels of engagement for each of the different methods of engagement for Phase One can be found in the Executive Summary.

5. Phase One Consultation Feedback

5.1 Summary of Feedback Received

Throughout this phase of consultation, several channels were made available for people to ask questions and provide feedback. To summarise, these were:

1. Online and hard copy feedback forms
2. The project email address (info@kirkleesculturalheart.co.uk)
3. The Freephone information line (0808 175 4300)
4. The Freepost address (Freepost Cultural Heart)

In total, 465 responses to the Phase One consultation for Kirklees Cultural Heart were received. These are categorised below depending on the channels through which the feedback was given.

Table 1: Number of consultation responses received through each of the consultation channels.

Consultation Responses	
Online Feedback Form	420
Freepost	30
Project email address	13
Freephone information line	2
Total	465

The feedback forms sought to obtain feedback on the design principles and specifics of the Kirklees Cultural Heart development. The feedback form included a variety of closed and open about the Kirklees Cultural Heart proposals. The feedback received through the feedback forms is included in the summary of feedback received in Section 5.2.

5.2 Feedback Received

Throughout the consultation we collected feedback from participants on our dedicated consultation feedback form. Through this we asked both open and closed questions about both the participant and their opinion on specific elements of the scheme.

5.2.1 Summary Of Closed Question Feedback

Below is a summary of the closed questions asked as part of the feedback form (hard copy and online).

5.2.1.1 About the Participants

Postcode. 456 respondents shared the first part of their postcode with us through the feedback form. 77 respondents (17%) came from HD9 postcode area with 55 respondents (12%) from each of the HD3 and HD4.

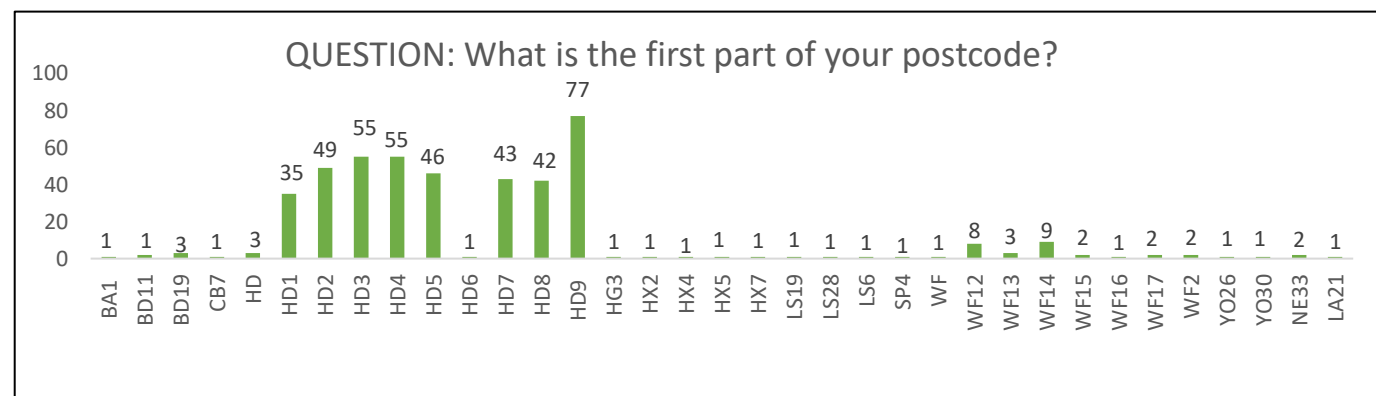


Figure 13: Graph showing the number of consultation responses from each postcode area.



Figure 14: Geo Map showing the spread of respondents based on their answer to the question 'What is the first part of your postcode?'.

Connection. We asked participants to answer the question, 'What is your connection to Kirklees Cultural Heart?'. 454 people answered with 267 respondents (59%) saying they were Kirklees residents. Where people listed 'Other', these are set out below. We asked respondents to choose the option that best described their connection.

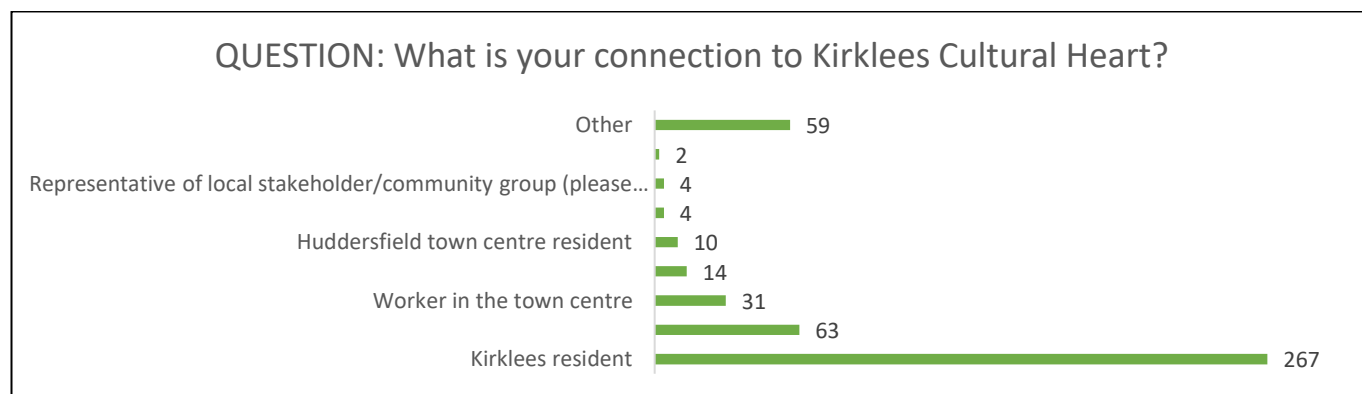


Figure 15: A chart showing the responses to the question 'What is your connection to Kirklees Cultural Heart?'.

When respondents felt their main connection to Kirklees Cultural Heart was not listed in the options, they stated their connection in the 'Other' box. Their responses can be seen below:

- Resident of a different location in Huddersfield, including Meltham, Honley, Huddersfield, Holmfirth, Hepworth, Hade Edge, Edgerton, Shepley, Fartown, Cowcliffe, Shelley, Birkby, Netherton, Marsden. In addition to their specific location several respondents stated they 'did not live in Kirklees' or 'Kirklees is not a place' in their responses.
- A few said they were a visitor to the area.

Where applicable, we asked respondents to state which organisation or stakeholder group they were from. Where respondents expanded, they said they were from:

- Friends of Greenhead Park
- Virtual Huddersfield
- Huddersfield Civic Society
- Huddersfield Town Centre Regeneration Group
- Local resident + volunteer in town
- Education

Gender. We asked participants the question, 'What is your gender?'. 212 of the 452 (47%) who responded to this question said they were 'Female' with 207 participants (46%) stating that they were 'Male'.

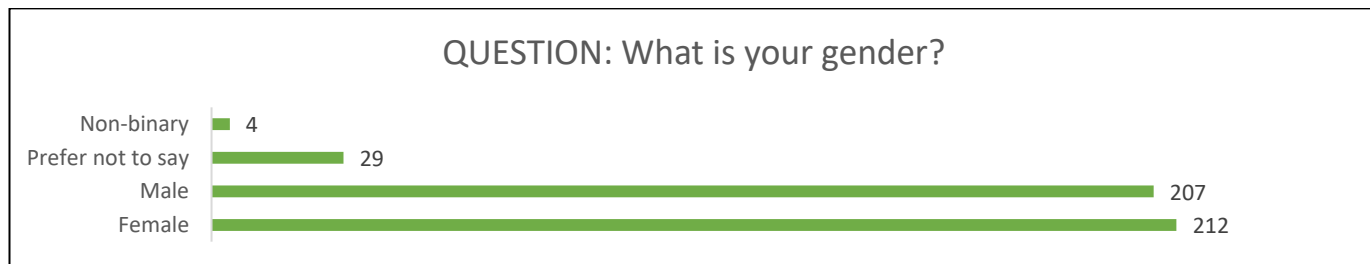


Figure 16: A chart showing the responses to the question 'What is your gender?'.

Age. We asked participants to let us know which age category they were in in the question, 'What is your age?'. Of the 452 respondents who participated in this question, 106 respondents (24%) said they were between 45-54 years old. 95 respondents (21%) were 55-64 years old.

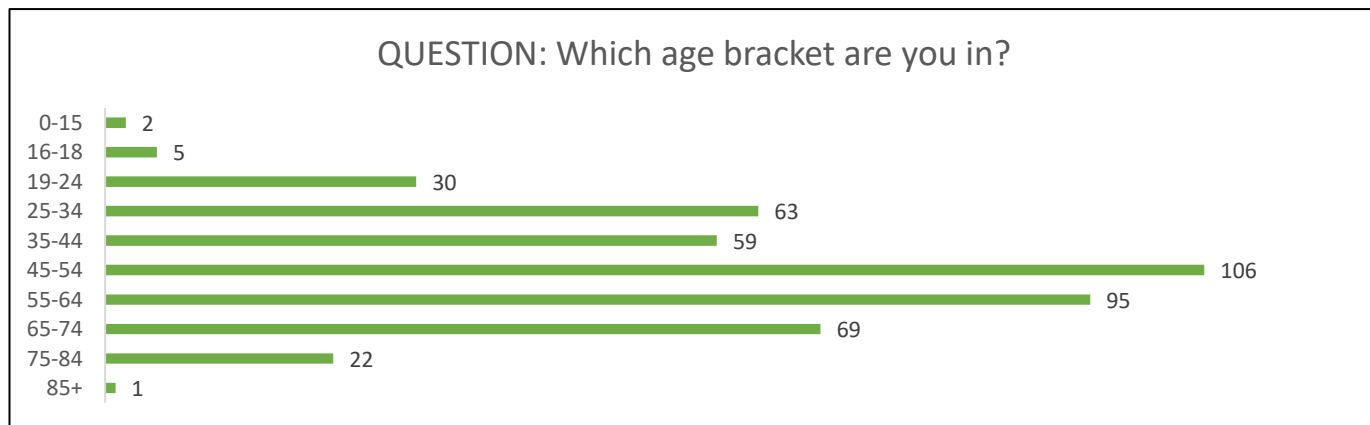


Figure 17: Responses to the question 'Which age bracket are you in?'.

Disability. We asked participants the question, 'Do you consider yourself to be a disabled person?'. 449 participants responded to this question. 344 of the 449 (77%) stated they had 'No disability'. But 26, 25, and 23 respondents (6%, 6%, and 5%) stated 'Yes, they had a long-term illness or health condition', 'Yes, mobility or physical', or 'Prefer not to say' respectively.

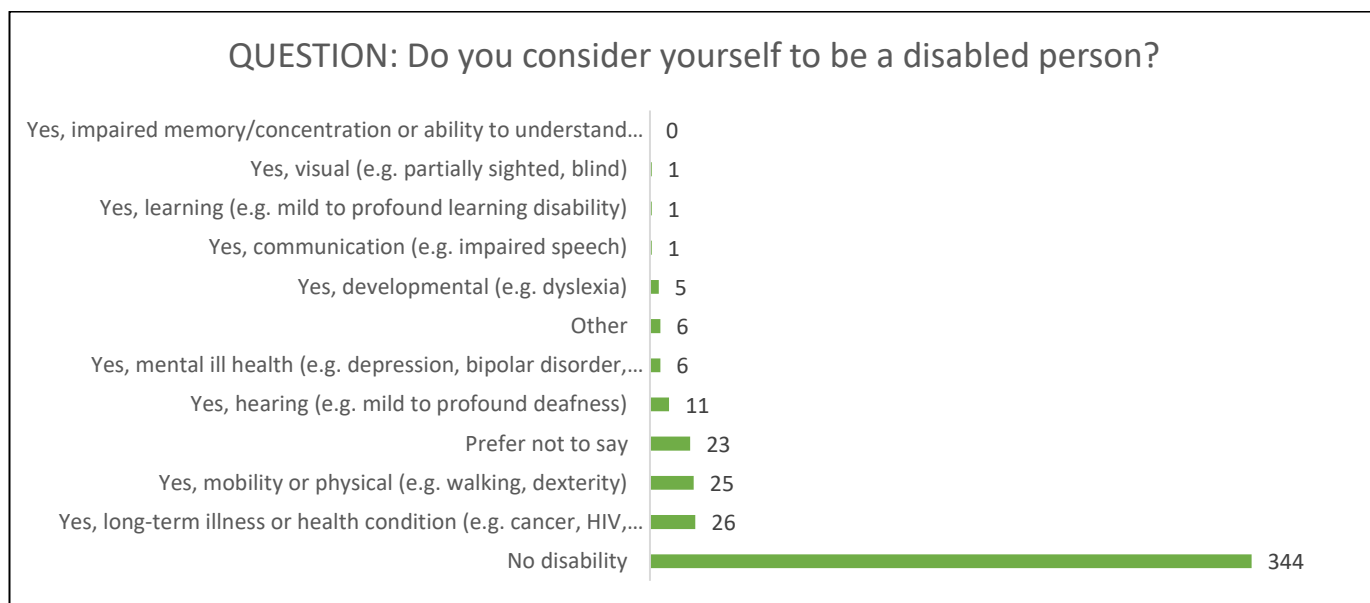


Figure 18: Responses to the question 'Do you consider yourself to be a disabled person?'

5.2.1.2 Opinions on the Scheme

Overall opinion. 451 respondents answered the question, 'From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart?'. 285 respondents (63%) said 'Yes, they look great' or 'Yes, with some reservations'. However, 127 respondents (28%) said 'No'.

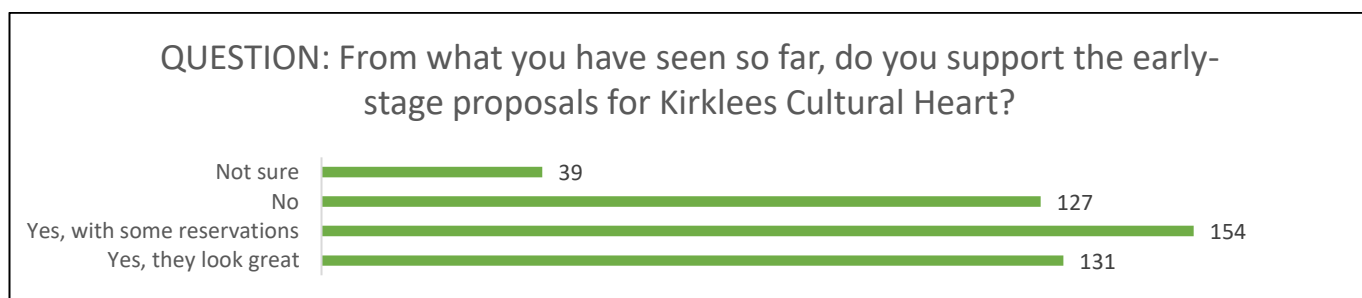


Figure 19: Responses to the question 'From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart?'

Public outdoor spaces. In response to the question 'How would you like to use the public outdoor spaces within Kirklees Cultural Heart?', it was clear that participants thought that, collectively, 'Socialising, meeting friends and family' was going to be the most likely reason they used these outdoors spaces as 293 respondents chose this one. 'Eating and drinking' being the second most likely use with 235 respondents opting for it. Respondents could choose as many options as they liked.

The Applicant is grateful for the feedback regarding uses for the public outdoor spaces. The designs have developed to create plenty of opportunities across the four outdoor rooms for socialising, relaxing, eating and drinking, as well as much more. For more details on how the Applicant has considered these comments, as well as how the designs have developed, please see the Landscape and Public Realm Strategy report.



Figure 20: Responses to the question 'How would you like to use the public outdoor spaces within Kirklees Cultural Heart?'.

Visits to the town centre at the moment. 452 people answered the question, 'How often do you currently visit the Queensgate and Piazza area of Huddersfield town centre?'. 115 respondents (25%) said they visited 'Around once a week' with 113 respondents (25%) saying they came 'Every month or two' and 109 respondents (24%) saying they came for 'A few visits per year'.

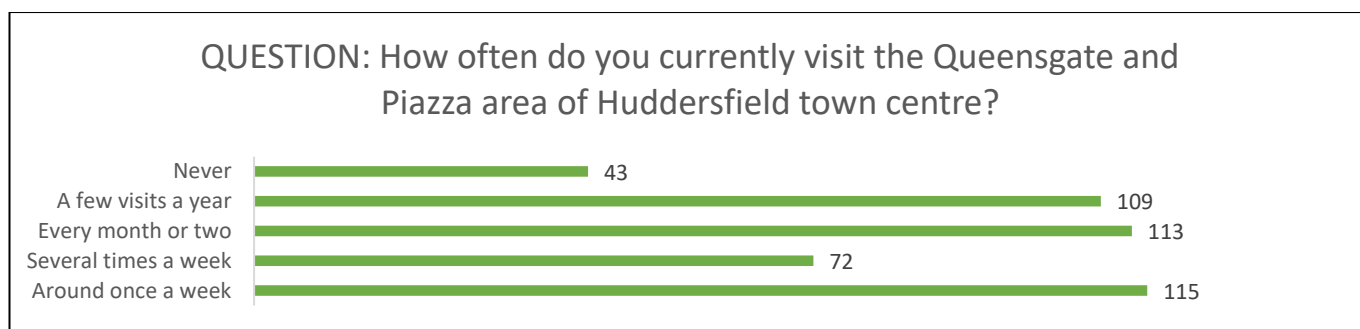


Figure 21: Responses to the question 'How often do you currently visit the Queensgate and Piazza area of Huddersfield town centre?'.

Visits to the town centre upon completion of the development. Out of 310 responses to this question, 159 respondents (51%) either said 'Yes, probably' or 'Yes, definitely' when asked whether they would **visit** the town centre **more often** once Kirklees Cultural Heart was completed. However, 38 respondents (12%) said 'No, I am less likely to' to this question.



Figure 22: Responses to the question 'Imagine when the Kirklees Cultural Heart development is finished, do you think you will visit the town centre more often?'.

Out of 272 responses to this question, 126 respondents (46%) either said 'Yes, probably' or 'Yes, definitely' when asked whether they would **stay** the town centre **for longer** once Kirklees Cultural Heart was completed. However, 55 respondents (20%) said 'No, I am less likely to' to this question.



Figure 23: Responses to the question 'Imagine when the Kirklees Cultural Heart development is finished, do you think you will stay in the town centre for longer?'.

The Applicant and the delivery partners have worked to ensure there is a broad range of uses within the Cultural Heart that are accessible to everyone. This is to ensure that footfall in this part of Huddersfield increases with more people visiting the town centre and staying for longer. For more information on the uses proposed within the Cultural Heart, please see the Section 7.1 of this report as well as further information within the planning application.

Gauging support for specific elements of the proposals. We asked respondents the question 'Which elements of the proposals for Kirklees Cultural Heart appeal to you the most?'. Respondents were asked whether to pick whether they 'Strongly support', 'Support', 'Oppose' or 'Strongly oppose' each element. They were also given the option of saying 'Not sure' for each.

- **Creating a cultural hub for everyone to enjoy.** 319 of the 430 respondents (74%) that took part stated they either strongly supported or supported the proposals creating a cultural hub for everyone. However, 52 respondents (12%) picked either 'Strongly oppose' or 'Oppose'.
- **Creating a large amount of green space so local people and visitors can gather outside.** 294 of the 433 respondents (68%) that took part stated they either strongly supported or supported the proposals creating a large amount of green space for people to gather. However, 103 respondents (24%) picked either 'Strongly oppose' or 'Oppose'.
- **Developing a new live entertainment venue and events space within the town centre.** 270 of the 435 respondents (62%) that took part stated they either strongly supported or supported the proposals for developing a venue and events space. However, 97 respondents (22%) picked either 'Strongly oppose' or 'Oppose'.
- **Developing a new museum within the town centre.** 259 of the 426 respondents (60%) that took part stated they either strongly supported or supported the proposals for developing a new museum. However, 116 respondents (27%) picked either 'Strongly oppose' or 'Oppose'.
- **Developing a new art gallery within the town centre.** Out of the 429 respondents who answered this question, 276 respondents (64%) stated they either strongly supported or supported the proposals for developing a new art gallery. However, 110 respondents (26%) picked either 'Strongly oppose' or 'Oppose'.
- **Creating a state-of-the-art library within the town centre.** 297 of the 425 respondents (70%) that took part stated they either strongly supported or supported the proposals for creating a new library. However, 61 respondents (14%) picked either 'Strongly oppose' or 'Oppose'.

- **Refurbishing Queensgate Market to provide a new food hall.** 280 of the 439 respondents (64%) that took part stated they either strongly supported or supported the proposals for the plans for Queensgate Market. However, 95 respondents (22%) picked either 'Strongly oppose' or 'Oppose'.
- **Creating a new car park.** 326 of the 429 respondents (76%) that took part stated they either strongly supported or supported the proposals for creating a new car park. However, 45 respondents (10%) picked either 'Strongly oppose' or 'Oppose'.

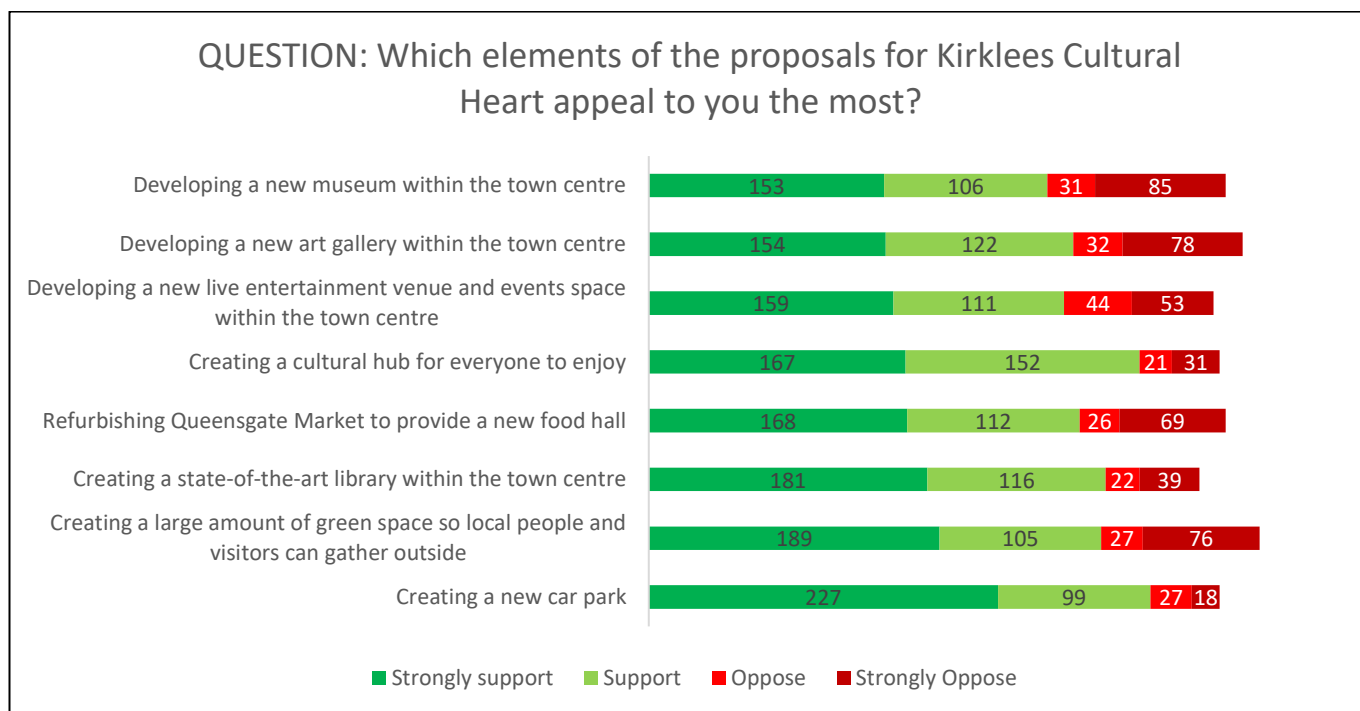


Figure 24: Responses to the question 'Which elements of the proposals for Kirklees Cultural Heart appeal to you the most?'. *This bar chart does not include the numbers of people who said, 'Not sure'.

Gauging support for specific principles underpinning the proposals. We asked respondents the question 'Which key principles of the proposals for Kirklees Cultural Heart are most important to you?'. Respondents were asked whether to pick whether they 'Strongly support', 'Support', 'Oppose' or 'Strongly oppose' each element. They were also given the option of saying 'Not sure' for each.

- **Prioritising wellbeing and opportunities to socialise.** 351 of the 422 respondents (83%) that took part stated they either strongly supported or supported the proposals for wellbeing and socialising. However, 31 respondents (7%) picked either 'Strongly oppose' or 'Oppose'.
- **Prioritising safety.** 394 of the 424 respondents (93%) that took part stated they either strongly supported or supported the proposals for prioritising safety. However, 10 respondents (2%) picked either 'Strongly oppose' or 'Oppose'.
- **Supporting opportunities for cycling, walking and using public transport to, from and around the town centre.** 271 of the 425 respondents (64%) that took part stated they either strongly supported or supported the proposals for supporting opportunities for active travel. However, 101 respondents (24%) picked either 'Strongly oppose' or 'Oppose'.
- **Making the town centre more welcoming, inclusive and accessible for people with different needs.** 393 of the 436 respondents (90%) that took part stated they either strongly supported or supported the proposals for making the town centre more welcoming, inclusive and accessible for people with different needs. However, 16 respondents (3%) picked either 'Strongly oppose' or 'Oppose'.

- **Ensuring the development is environmentally sustainable and encourages biodiversity.** 328 of the 429 respondents (76%) that took part stated they either strongly supported or supported the proposals for ensuring the development is environmentally sustainable and encourages biodiversity. However, 73 respondents (17%) picked either 'Strongly oppose' or 'Oppose'.
- **Incorporating as much of the existing buildings' heritage as possible.** 356 of the 440 respondents (81%) that took part stated they either strongly supported or supported the principle of incorporating as much of the existing buildings' heritage as possible. However, 59 respondents (13%) picked either 'Strongly oppose' or 'Oppose'.

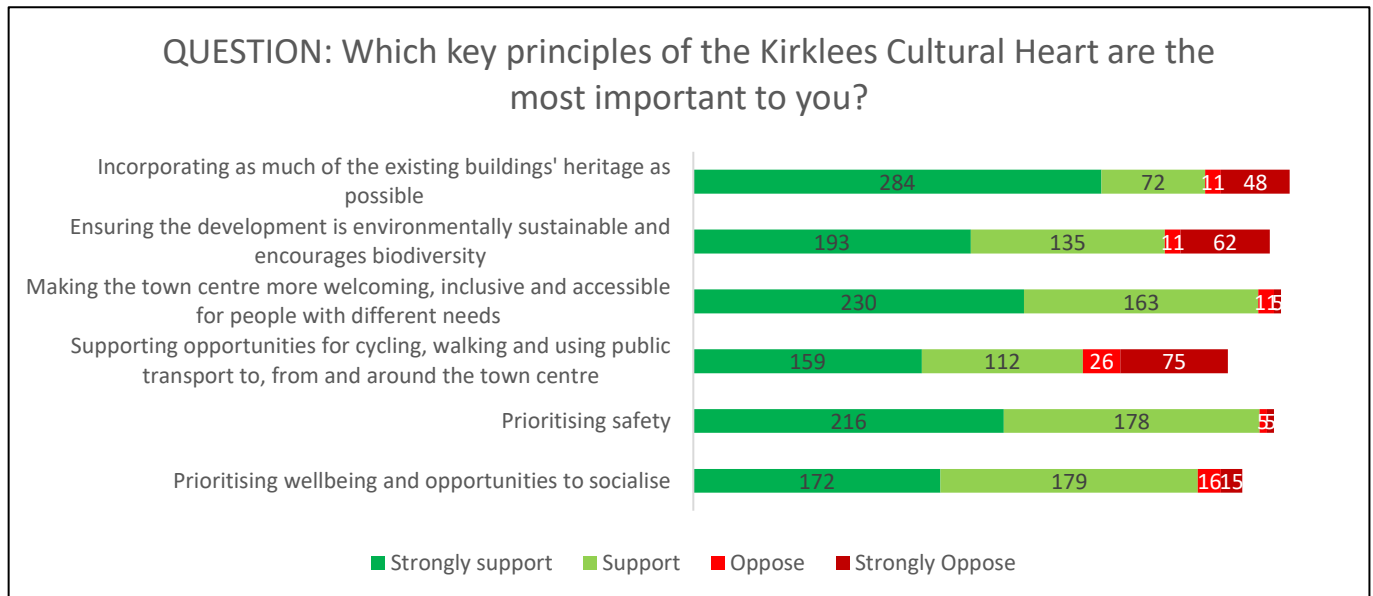


Figure 25: Responses to the question 'Which key principles of the Kirklees Cultural Heart are the most important to you?'. *This bar chart does not include the numbers of people who said, 'Not sure'.

5.2.2 Summary Of Open Question Feedback

Below is a summary of the feedback received across the three open questions that were included in the hard copy and online feedback forms. In addition, this open feedback includes comments from emails and written correspondences.

General Comments

- **General support.** There were many positive comments about the proposals submitted by respondents within the open feedback. Words used to describe the proposals included impressive, bold, exciting, long overdue, well-considered, modern, clean, amazing, ideal. Many respondents made known their support for the plans and were eager to see it get off the ground.
- **General opposition.** Some negative comments were made more generally about the designs of the scheme where some respondents stated they thought the designs needed further consideration but didn't go into specifics. Some stated things were 'fine as they are'.

General Concerns

- **End users of the development.** Some respondents were concerned this project is an example of gentrification, that the current community would be excluded, and that those who don't have an interest in culture would not use it. Whilst some respondents were concerned this development caters primarily for students and the older people would be dissuaded from visiting and feel excluded.

- **Longevity of the development.** Some respondents were concerned the new 'cultural attractions' would not maintain interest and would not be sustained long-term as there would not be a 'grab' for visitors to come along more than once.

Financing

- **Waste of money.** Some respondents commented that they thought the money could be better spent on other things, including council services, other areas of the town centre or different facilities. Some suggested using it for incentives to encourage and incentivise retailers and customers.
- **Sustainability/Return on investment.** Others thought that, given these are 'non-revenue earning spaces', there wouldn't be the financial return. Some respondents were concerned that the council does not have the resources to maintain the new buildings and staff them long-term.
- **Wider Kirklees.** Some respondents requested more funding for surrounding areas of Kirklees such as Dewsbury and Halifax.

Layout/Building Design

- **Integration with rest of town.** It was suggested that this development should feel like part of the town and not just a 'glossy corner'. Requests were made for 'inspirational architecture' that is not 'cheap' or 'ugly' and for the new buildings and outside spaces to reflect the local area, particularly the surrounding landscape. Some thought the plans are proposed for the wrong part of town.
- **Previous scheme iterations.** Some respondents stated they prefer this iteration, but others said they prefer previous versions of the scheme, particularly the design with the full opening up of green space onto Queen Street.
- **Water.** It was suggested the plans should bring in the river, canal and/or marina into the designs.
- **Environmental effect.** It was requested the team make sure aspect is further considered and that wind tunnels/shade are not created in places where they are unwanted.
- **Sight lines.** 'It would be good to have a clear line of sight from the [Lawrence Batley Theatre] to the existing library, and similarly from the Town Hall to the University.'
- **Sustainability.** Respondents were keen the team ensure the development is designed sustainably, with net zero design features. Some respondents suggested ways this could be achieved:
 - Water stations
 - Solar panels
 - Pedestrianisation of Queensgate
 - SUDS (Sustainable Drainage Systems)
- **Reflection of landscape.** There was a call for the proposals to reflect the landscape and terrain of the original heritage of the area because there is 'symbolic meaning'. It was requested that the design team consider the style of Lothlorian and Rivendell.

Heritage and Culture

- **Heritage.** Several respondents requested the team ensure the plans are cohesive, and the new developments compliment the older buildings. Many respondents requested the use of Yorkshire stone to stay in keeping with Huddersfield's architectural heritage.

- **Support for retention/enhancement.** It was requested that the old buildings are retained and their 'full potential' is shown off. It was requested that the 'architectural significance of Queensgate, Town Hall and the Art Gallery' is enhanced as they are 'imperative to the heritage of the town'.
- **Artwork sculptures.** 'On the south wall of what will be the library, there are interesting artwork sculptures which are currently blocked by trees. Can some work be undertaken to reveal these again, as they were before all the trees were planted?'. Similarly, we also had a comment that said, 'I hope the sculptures on the side of The Piazza will be incorporated.'
- **South Asian Communities Hub.** A number of respondents mentioned the need to celebrate the South Asian communities of Kirklees.
- **Culture.** Some respondents asked for the team to ensure the development considers and celebrates all elements of Huddersfield's culture. A few respondents asked for the team to ensure the needs of different cultures were met and to consider making the Cultural Heart truly accessible for all.

Demolition

- **General opposition.** A couple of comments were made stating respondents' general opposition demolition and some people requested existing buildings were maintained instead of removal.
- **Market Hall.** There were some comments made in opposition to the demolition of the market building, with one saying it would be a '...huge architectural loss to Huddersfield in the future. Why aren't we celebrating and protecting this excellent example of 1970s brutalism - one of a kind?'
- **Jobs/Business losses.** Concern was raised by a few respondents that retailers, businesses and jobs will be lost through the process of demolition. Questions were raised about where the business would go.

Library

- **Questions about demand.** Whilst some stated that a new library would be very welcome, others suggested there isn't a need for one as the existing library is already a 'perfectly good one that just needs refurbishing'. Some asked why the new building within the plans couldn't be the museum and the library remain where it is.
- **Design.** One stated that the design for the new library included in the proposals 'is brutal and obscures the church'. A request was made to maintain the heritage and feel of the current library in the development.
- **Offer.** A comment mentioned the array of services the current library offers and that these need to be maintained and considered in the new development.

Food Hall

- **Mixed opinions.** Whilst there were some comments of support for a new food hall in the open feedback, a number of respondents said a new food hall is not needed. Others were concerned it would be expensive and wouldn't be used.
- **Longevity and competition.** Some asked whether a new food hall would be viable and whether there is the demand for somewhere like this, particularly in this location. One suggested moving it to New St. Some said there are already enough eateries in the town centre and are concerned it would take away their custom.

- **Impact of demolition on the existing market and market traders.** There was some opposition raised to this part of the development given the loss of space and the impact on market traders. It was suggested the indoor market should be moved to BHS.
- **Retention/Demolition.** Suggestions were made that the existing market building/stalls should be refurbished. A comment requested high quality materials to be used to transform the market building. One suggested that demolishing the west corner would make it easier for buses/vehicles.
- **Use of the space.** A question was raised about how the space would be used; would it be flexible and therefore could it be used for music, exhibitions or installations. Some respondents mentioned the need for outdoor seating to create a multi-use space for all seasons.

Museum

- **Questions about longevity.** It was perceived by some respondents that the development of a new museum is not sustainable long-term and that, specifically, there isn't the demand for this use.
- **Impact on the Tolson Museum.** A number of respondents raised concerns about how a new museum would impact on the Tolson. It was suggested the money spent on the development of a new museum should, instead, be used to refurbish the Tolson Museum instead.
- **Location.** A couple of respondents mentioned that they didn't think the town centre was the right location for a new museum. Questions were raised as to why Ravensknowle Park isn't the location for a new museum, and a suggestion that the market hall should be the museum/gallery.
- **Collections.** "If you are serious about moving the textile collection etc from Tolson Museum, then you must also incorporate the existing Cloth Hall Clock Tower into these plans because that is the remaining symbol of our textile heritage it is grade 2 listed and predates the building of the Piece Hall in Halifax..." and a suggestion that a museum on Huddersfield Heritage should be in the railway warehouse including steam trains, textiles and engineering history.
- **Rugby League Museum.** Some respondents questioned where the Rugby League Museum will be included in the plans.

Art Gallery

- **Mixed reactions.** There were some comments of support for a new gallery; '...amazing and exactly what the town needs'. However, there were also questions raised about the 'need' for new art spaces and concern that an art gallery wouldn't generate footfall. Where some said an art gallery isn't needed, they suggested the area could be used for more green space, or a botanical gardens, instead. A couple of respondents suggested combining the museum with the art gallery.
- **Design.** One respondent was concerned the new building would hide St Paul's.
- **End users.** A request was made for the temporary uses currently in The Piazza to be given space in the new gallery.
- **Exhibition space.** A number of respondents mentioned the pivotal role the current art gallery plays in Huddersfield stating that adequate exhibition and workspace needs to be provided so the same community involvement can continue. Also, one stated, 'It is so important that this gallery can be used to educate and share stories that reflect the rich cultural mix of west Yorkshire.'

Multi-Purpose Venue

- **Demand and competition.** Concern was raised about whether there is demand for a venue of this size, and whether it would be sustainable particularly if it is in competition with venues in Manchester, Leeds and Sheffield. There was concern raised that the venue may detract from the Town Hall and cause the Town Hall to decline.
- **Design and use.** A request was made for a striking design. One said that the venue design was 'ugly'. A couple said that they hoped the events would be for all ages.
- **Operator.** There was a request for the operator to be Huddersfield Music Scene.
- **Environmental considerations.** There was a concern raised that a building like this would 'guzzle' energy.
- **Capacity.** One respondent suggested reconsidering the size of the venue to accommodate for larger acts.

Parking

- **Number of spaces.** Although some respondents were keen to see more parking in the town centre because the current parking situation was 'difficult, expensive and remote', concerns were raised about the number of spaces within the proposals given the capacity of the venue would be 2,200 people. Some were concerned the lack of spaces would deter people from visiting the development.

There were conflicting requests; some respondents requested more parking given the perceived lack of parking in the town centre whilst others requested less parking to encourage people to consider active travels methods.

Some were concerned that people are being encouraged to come to town by other methods, and those other methods wouldn't be possible/viable when late night events finish. For example, trains currently don't run past 11.30pm.

- **Accessibility.** Some were concerned those with mobility issues, that couldn't travel by other means, were not going to be able to visit because there aren't sufficient parking spaces.
- **Local shops.** It was suggested that more parking is needed to help facilitate visits to local shops. The point was made that you are not able to carry large/heavy items home by bus/train.
- **Use of spaces.** Questions were asked as to who the parking would be for. For example, whether it would be for visitors to the town centre in general, for visitors to venues within the cultural heart, or specifically the venue.
- **Electric charging points.** Some people requested sufficient electrical charging points to be provided in the new car parks.

Outdoor Rooms

- **Support.** Many positive comments were raised regarding the inclusion of the outdoor spaces within the designs. Some stated they are supportive due to the likelihood of the outdoor spaces contributing to a sense of identity for the area. It was suggested that even more outdoor space could be included within the scheme. Some respondents were encouraged as they thought the designs would be good for family day trips.

- **Usage.** Some suggested the surrounding buildings must help activate the space properly for it to be successful.
- **Maximising green opportunities.** Suggestion was made that, wherever possible, spaces for wildlife and planting should be included.
- **Scepticism.** A couple of respondents stated they were unconvinced this was the best/right use for the town centre. Others were concerned the outdoor spaces wouldn't end up being used for events as planned and would become large empty spaces; some quoted St. George's Square as an example.
- **Opposition.** Some said they are against the idea of having a park in the centre of town given that there are other green spaces nearby. A concern was raised about the level of noise that users of the park might experience given that ring road traffic would be in close proximity.
- **Bad weather.** There were a number of respondents who were concerned the open space would be empty, because of bad weather throughout the year but particularly in winter, and because residential and retail uses are not close by. Many respondents were keen to see designs that include shelters from the weather.
- **Seating.** Numerous requests were made to ensure there is ample seating, with one respondent suggesting there should be seating every 40m.
- **Design.** It was suggested the paved area needs to have something to attract people when events are not happening there. It was suggested the public square should be covered and that it should be 'greener'. Another suggested the outdoor spaces in general should be more of a reflection of the landscape surrounding the town.
- **Infrastructure for events.** A respondent mentioned the need to incorporate proper power supplies and facilities to allow pop-up events in the outdoor spaces to run properly without 'noisy and dirty' generators.
- **Pathways.** It was requested the team consider the paving and landscaping to ensure it doesn't become slippery and dangerous when wet.
- **Places for children.** Some respondents mentioned they want to see high quality play equipment that is safe in all weathers. Further comments mentioned wanting to see more varied play equipment including 'water fountains' or 'adventure spaces'.
- **Overcrowding.** One respondent wanted the team to further consider how overcrowding will be managed in the outdoor spaces.
- **To include...** Where respondents suggested what should be designed into the outdoor rooms, the suggestions included:
 - Performance area and/or stage for bands, plays, entertainers, and public speaking
 - Fun facilities for different ages
 - Lots of play equipment for children, e.g. an adventure playground, wheelchair swings
 - Thing for young people to do
 - Skatepark
 - Pump track
 - Climbing wall
 - Mitigation methods to combat the urban heat island effect
 - Mitigation methods to tackle flooding
 - Big screen
 - Picnic tables

- Bike racks
 - Opportunities for community gardens
 - Rustic and natural design
 - Solar ball lights at night-time
 - Sculptures
 - Smart seating that creates versatile spaces
 - Water fountains
 - Covered outdoor space
 - Bins
 - Skate areas
 - Public wifi
 - Fun permanent furniture
 - Local artist installations
 - Improved lighting
 - Non-slip surfaces
 - Dog friendly
- **Not to include...** One respondent was concerned that exercise equipment would distract from the leisure centre nearby.
 - **Green elements.** Where respondents suggested ways to make the area 'greener', these included:
 - Biodiverse planting
 - More trees, particularly mature trees to naturally protect from wind and rain
 - Arboretum instead of open space for the 'square'.
 - Encourage wildlife, including bee friendly flowers and grasses, bug houses
 - Edible planting
 - Green walls, roof gardens
 - Flowers
 - 'Green' walkways
 - Landscaped gardens
 - Community gardens
 - Community orchard.

Safety/Maintenance

- **Maintenance.** Some were concerned maintenance of the spaces would not be adequate and perhaps wouldn't be kept up with fears the area would therefore deteriorate over time. Respondents asked the team to ensure the spaces would remain clean and free of litter and graffiti.
- **Safety.** Some were concerned the space would become host to antisocial behaviour and not be a welcoming place to visit. Where they gave example of how to ensure the space could remain safe/welcoming, respondents' suggestions included making sure it is well-lit, ensuring 'designing out crime' principles, few hiding spaces, good CCTV, etc. Several respondents mentioned the need for further enforcement of public spaces to deal with antisocial behaviour. Some respondents mentioned how a greater police/security presence would make them feel safer.
- **Vermin.** A number of respondents asked the team to consider how to deal with vermin citing a current problem in the outdoor spaces. A comment mentioned managing the pigeon problem in the town centre, or regularly cleaning the outdoor furniture to make the outdoor spaces more pleasant.

Facilities/Accessibility

- **Toilets.** Numerous comments were made asking the team to ensure there were accessible and free to use public toilets within the development. Open 24hrs, supervised and clean.

- **Seating.** It was requested numerous times that the development had ample seating.
- **Ramped access.** A request was made to ensure there is ramped access to all the buildings across the development, and to ensure those that need to use the ramped access do not have to go 'the long way round'. There was suggestion that the use of lifts isn't favourable to access different levels as they are unreliable.
- **Blue badge parking.** Many respondents requested adequate disabled parking bays easily accessible to the Cultural Heart site.
- **Disabled changing places.** A few respondents requested adequate adult changing facilities to be included in the designs.
- **Access.** Some respondents requested improved access for those with disabilities and to consider people's needs when designing the new public outdoor spaces. One comment suggested mobility scooter hire within 40m of the Cultural Heart.
- **Family areas.** A comment requested that areas are designed with the 'whole family' in mind, particularly spaces for families that come into the town centre for all-day activities to 'enjoy all that the Cultural Heart has to offer'.

Active Travel

- **General comments.** Although not specifically relating to the proposals within the red line boundary, there were requests for there to be a sustainable transport plan that truly benefit the outlying districts of Huddersfield.
- **Bus connectivity.** Suggestion that buses needed to be more frequent and keep running until later in the day for this development to be sustainable. Some comments mentioned the importance of improving transport links in and around the town centre. A respondent requested more detail on plans for public transport, walking and cycling in the area. One other comment suggested starting a shuttle bus to the bus and train stations. A respondent requested existing buses remain unaffected and, if there were to be any changes, another respondent requested specific information regarding any alterations to the current bus timetable.
- **Cycling.** Some respondents stated their support for improving cycling routes and connections and suggested routes needed to be improved for cycling to the town centre from all directions, particularly along the ring road. Requests were made for easy-to-access cycle lanes and secure parking. There was concern that residents traveling from further away were unlikely to want to access the town centre by bike. It was suggested that, instead, the roads need to be made better for buses as not many people cycle.

One respondent was concerned about the position of staircases within the development and suggested metal rails attached to stairs for bicycle tyres to be slotted in (for walking up/downstairs with a bike) should be included.

Some respondents requested specific safe cycle parking across the town centre to promote and encourage more people to cycle.

One requested solar/wind powered cycle charging.

Other Scheme Uses

- **Retail.** Several respondents suggested a better retail offer should be encouraged, whether that was within the scheme or in the surrounding area. Many respondents suggested retail is the real reason residents and visitors come to the town centre. Questions were asked about what is being done to welcome major retailers back.
- **Dining.** A number of people mentioned they wanted to see more cafes, bars and outdoor dining in the town centre.
- **Leisure.** Many respondents suggested specific uses or spaces they would like to see incorporated in the scheme. These included: Theatre for big shows
 - Cinema, perhaps an independent
 - Indoor golf
 - Bowling
 - Children's performing art space
 - Hotel (4/5*)
 - Big screen for matches/events
 - Flexible space for various events
 - Youth clubs
 - Community space

It was suggested that encouraging these uses into the Cultural Heart would make it more accessible for younger people.

- **Residential.** A concern was raised that 'failure to incorporate high quality (and mortgageable) residential space within the ring road condemns the proposal to be a 'white elephant' and will prevent it from growing'.
- **Local Archive Service.** There were a couple of requests for the Local Archive Service to be included in the plans: "The archive is an essential part of the current Huddersfield library and combined with the local studies library is a treasure trove for researchers of local and family history. It would be a blow to the town if the archive was not included in your plans as it has great value to people like myself and visitors from around the world who come to research their family history. I think you should make it clear what your plans for the archive are so that researchers like myself can contribute to discussions about its future. I will be extremely disappointed if they are moved elsewhere without letting users have their say."
- **Night-time economy.** A number of respondents requested improving the night-time offer to attract more students into the town centre.

Identity

- **Name.** It was suggested the name should not use 'Kirklees' but instead use 'Huddersfield' and a request to stop calling it the 'Cultural Heart'.
- **Identity.** A number of respondents commented on the need for this project to create a real identity for Huddersfield and provide an area for everyone to enjoy equally and create a true sense of belonging. There was a request for it to be somewhere residents can be proud of.
- **History.** A number of respondents requested acknowledgement of the area's working-class history. A comment suggested including blue plaques across the new public open spaces to make the area more interactive.

Community Offer

- **Community spaces.** Some respondents requested free community spaces and events for the people of Kirklees. A comment suggested community planting projects like allotments and fruit trees for different communities to contribute to and maintain.
- **Social areas.** It was stated that more focus should be placed on providing high quality social areas.
- **Youth zones.** Some respondents mentioned the importance of providing space for young people in the town centre.

Connections

- **Routes into/through the development.** A few respondents requested better links between different areas of Huddersfield town centre, specifically to/from the canal, over the ring road, and to/from the University buildings.
- **Staircases.** “There should be a wide accessible and attractive route of access between the venue and the library for people approaching from the university into town. The design looks like a small staircase between two tall buildings and very unwelcoming.”

Miscellaneous

- **Tunnels.** Requests for imaginative use and retention of underground access to The Piazza and Market Hall, and under BHS, and opposite Lawrence Batley Theatre.
- **Consultation.** A comment was raised that the consultation was actually a ‘designer marketing scam’. A comment suggested outreach into local communities during the consultation with translation of consultation materials to include the whole population of Kirklees. Another request asked for accessibility groups/people with additional needs to be activity encouraged to participate and give feedback. One raised concern about the accessibility of the Typeform.
- **Defibrillator.** A comment asked for clear information on where defibrillators will be located on site, especially if footfall is likely to increase.
- **Signage.** A respondent requested clearer road signage for Huddersfield town centre.

5.3 Summary Of Verbal Feedback

The unit in The Piazza was open throughout the consultation and was staffed by members of the project team. Although attendees were encouraged to formally submit their feedback through the online or hard copy feedback forms, or over the phone if they wished, the team summarised conversations had with visitors to ensure that nuances in conversations were captured in this report. The below is not an exhaustive list of conversations but key points conveyed by the team.

- **Footfall.** A number of people reacted positively to the team’s aim of increasing footfall to the town centre which in turn would influence retailers. However, questions were asked about whether the uses proposed would bring enough footfall to Huddersfield town centre and there was a request for the quantitative data relating to the expected increased footfall in the town centre.
- **Demand.** There was also the question raised about how the development would be sustained long-term.
- **Identity.** The team were asked how this development would reflect the wider town centre and how it would bring a sense of identity to the area. A request was made for the plans to bring pride back to Huddersfield. With regard to the name, it was suggested that more sensitivity is needed regarding the name Kirklees Cultural Heart when many would describe north Kirklees (Dewsbury/Batley) as more culturally diverse.

- **Design.** An attendee mentioned that some of the proposed buildings were oversized and may dominate and overcrowd the new public outdoor space. It was suggested the team ensure the proposed venue doesn't obscure the view of Huddersfield University.
- **Retail.** A few attendees mentioned they would like to see an improved retail offer in Huddersfield town centre.
- **Market.** An attendee requested more clarity when conveying information within the consultation. They mentioned that, on plans and drawings, it should describe the market as a food hall, as currently it could be misunderstood that the market is staying as it is – need more clarity on it being 'for eating' use.
- **Urban Park.** There were positive comments around the proposed urban park, but attendees questioned how it would be maintained to prevent anti-social behaviour.
- **Venue.** A respondent requested a market research study on whether the proposed venue would succeed.
- **Proposed uses.** A respondent suggested incorporating social housing into plans for Huddersfield town centre. Another suggested crazy golf/bowling.
- **Transport.** Suggestion that the stadium could be used as Park & Ride.
- **Community input.** A question was raised about whether volunteers could help e.g. could they help maintain the park.
- **Facilities.** Suggestion of including publicly available phone charging.

6. Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart

6.1 Introduction and Aims of the Consultation Process

Phase Two of the consultation was designed to be widely accessible, enabling as many local people as possible to get involved, find out more and have their say on the latest proposals for Kirklees Cultural Heart. A wide-ranging consultation toolkit was used to raise awareness of the consultation, showcase the plans and make it easy for people to share their thoughts.

As a result, a mixture of digital and non-digital consultation methods were used and a mixture of non-contact and in-person opportunities were created for members of the public and stakeholders to find out more and ask questions.

We presented information in a way that meant members of the public and stakeholders, even if they had not participated in Phase One, were still able to access and be part of the Phase Two feedback process.

The four-and-a-half-week consultation took place from Monday 15 August to Wednesday 14 September 2022.

6.2 Raising Awareness of the Consultation

The consultation strategy for Phase Two incorporated several methods for raising awareness of the consultation. This included:

- A consultation postcard (see Section 6.2.1)
- Information at multiple libraries (see Section 4.2.2)
- Articles in local and regional media, both print and online (see Section 6.2.3)
- Posts and advertising on social media (see Section 6.2.4)
- Meeting and workshops (see Section 6.2.5)
- Stakeholder emails (see Section 6.2.6)

6.2.1 Consultation Postcard

Consultation postcards were distributed on Monday 15 August 2022 to **3,161 residential and business properties** located within the agreed distribution area, as set out in Section 3.1.4 and shown in Figure 26.

The Phase Two consultation postcard introduced the more detailed design proposals for Kirklees Cultural Heart. As well as more detailed visualisations of the proposed layout and design of the new built environment and outdoor spaces. The postcard set out how participants could get involved, including details of how to view the online Virtual Exhibition to find out more information and how to submit feedback online or via email.

For those who did not have internet access, the postcard also set out how you could submit your feedback over the phone or via post. A copy of the consultation postcard from Phase Two is provided as Appendix 6 and can be seen below.

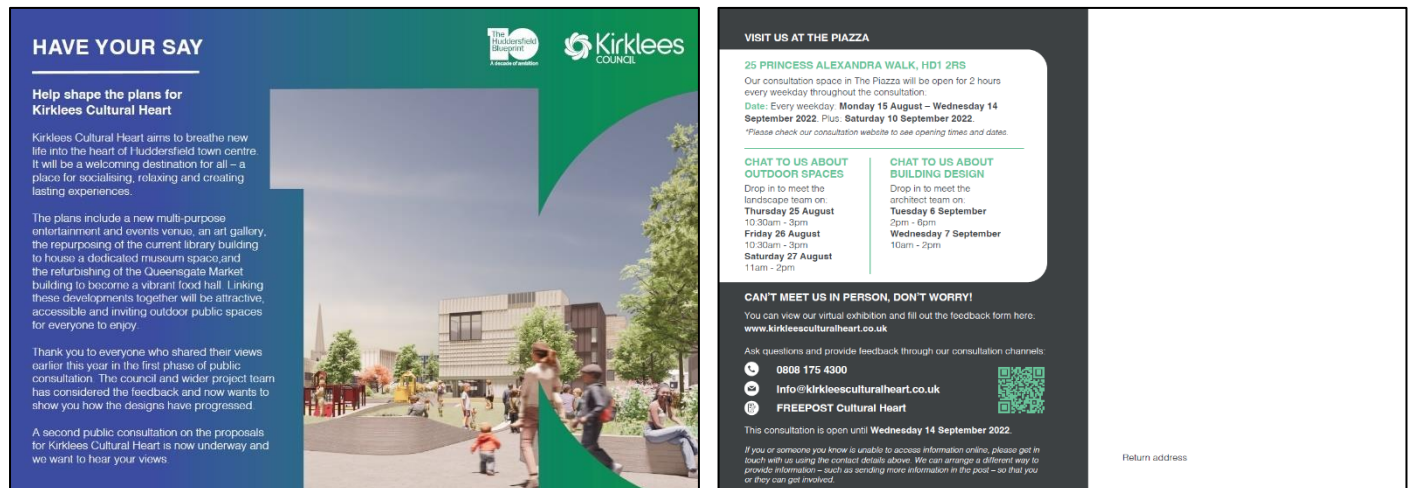


Figure 26: An image of the front and back of the postcard that went out to all residents and businesses in the distribution area.

6.2.2 Consultation Poster and Roller Banners

24 libraries across Kirklees were sent copies of the Phase Two consultation poster to accompany the roller banner they received during Phase One of the Kirklees Cultural Heart consultation. The libraries hosted a variety of consultation materials, those that hosted information included:

- Almondbury
- Batley
- Birkby Fartown
- Birstall
- Chestnut Centre
- Cleckheaton
- Denby Dale
- Dewsbury
- Golcar
- Greenwood
- Heckmondwike
- Holmfirth
- Honley
- Huddersfield
- Kirkburton
- Kirkheaton
- Lindley
- Marsden
- Meltham
- Mirfield
- Rawthorpe Dalton
- Shepley
- Skelmanthorpe
- Slaithwaite

Photos of the roller banners in situ can be found in Figure 4. The poster and roller banner can be found in Appendices 7 and 3 respectively.

6.2.3 Media Coverage

A press release was issued to local media outlets on Monday 15 August 2022. It was picked up and published by a number of key news outlets, including:

- **Bdaily**, "Next phase begins on £210m Huddersfield "Cultural Heart" town centre transformation", 14 August 2022.
- **Insider Media**, "Next phase of consultation launched on £210m Cultural Heart proposals", 14 August 2022.
- **Huddersfield Unlimited**, "Next phase of public consultation begins for Kirklees Cultural Heart", 15 August 2022.
- **Yorkshire Live (Examiner)**, "Chance for public to have their say on £210m plans set to transform Huddersfield town centre", 15 August 2022.
- **The Business Desk**, "Next phase of consultation starts on £210m regeneration scheme", 15 August 2022.
- **Huddersfield Hub**, "7 new images bring Cultural Heart vision to life as more details are revealed as phase two of public consultation is launched", 15 August 2022.
- **Yorkshire Post**, "Culture will be at the heart of Huddersfield town centre's revival – Shabir Pandor", 19 August 2022.



Figure 27: A screenshot from Kirklees Council's news website, Kirklees Together.

An article was also posted on Kirklees Council's news site, Kirklees Together, to coincide with the media launch. A screenshot of this can be seen in Figure 27.

It is estimated the articles published as a result of the issuing of the press release had a **combined reach⁹ of over two million people**, with online articles published by the Yorkshire Post and Yorkshire Live (Examiner) largely responsible.

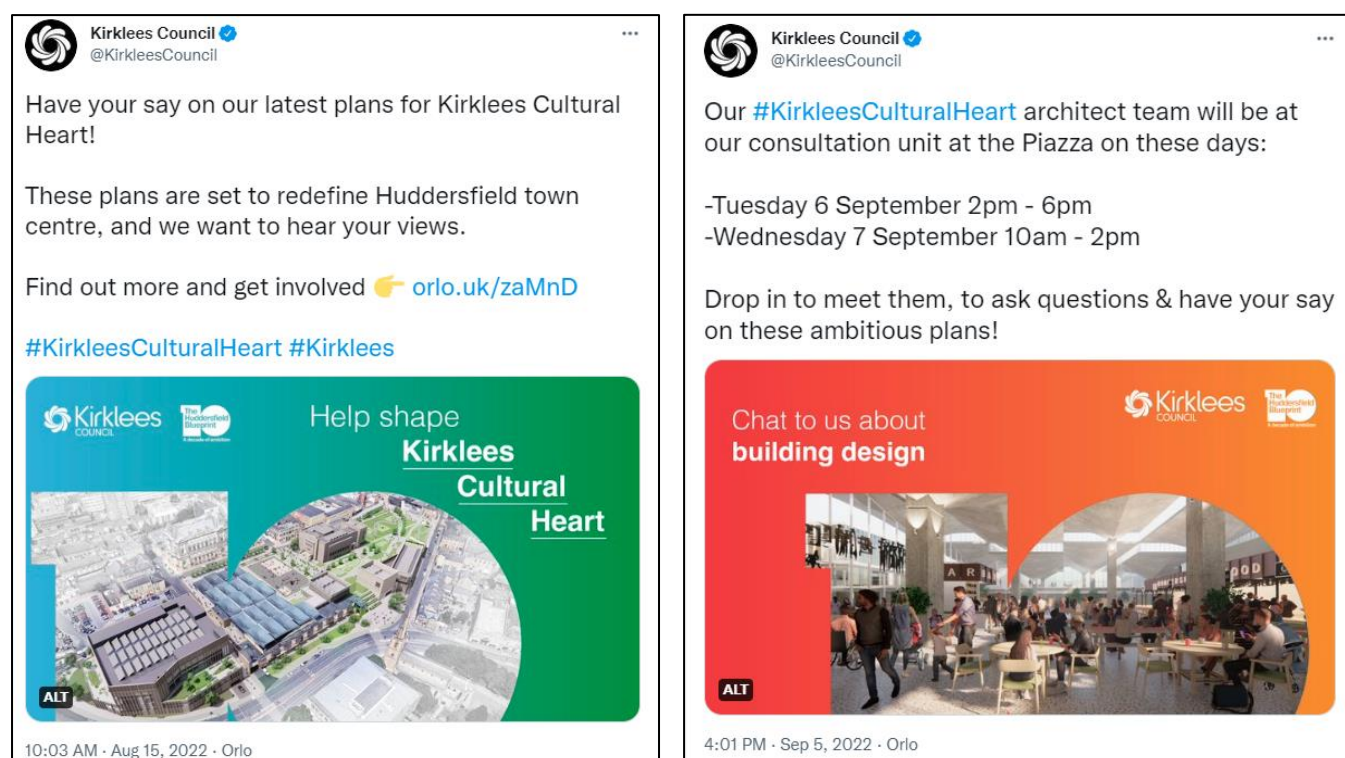


Figure 28: Screenshots of tweets from @KirkleesCouncil about the Kirklees Cultural Heart consultation.

6.2.4 Social Media

Proactive Posts

Kirklees' Council posted Tweets advertising the consultation on their Twitter page during the consultation period in August 2022 and September 2022. The Twitter page @KirkleesCouncil has around **44,000 followers**. Examples of these posts can be found in Figure 28.

Paid-for Social Media

Part way through the consultation, paid-for social media advertising was published to ensure that an increased number of stakeholders and residents had the opportunity to learn more about and comment on the plans. The paid-for social media advertising was published across Facebook and Instagram.

⁹ 'Reach' is an estimate of how many different individuals are likely to have seen that content. The figures are generated by the professional media-monitoring platform, Cision.

The adverts published by the team had a **reach of over 1,600 people** with over **42,000 clicks** onto the advert to find out more.¹⁰

6.2.5 Meetings and Workshops

There was a period of six weeks between the two phases of consultation. During this time a number of 1-2-1 sessions with key stakeholders and interested residents were held. As well, a workshop with accessibility groups in Huddersfield was conducted on Friday 8 July 2022 to discuss designs for the new public urban park. For more details on the specifics and outcomes of these sessions, they are covered in the accompanying Landscape and Public Realm Strategy document.

During the summer Our Voice: Kirklees children and young people participation programme visited Holiday Activity Fun and Summer Blast sessions. At some of the session, they discussed the plans for the town centre. A summary of their feedback is provided in Appendix 10.

6.2.6 Stakeholder Emails

The consultation team ensured that local stakeholders were contacted at the start of the consultation to make them aware of the opportunity to have their say and how they could find out more. Over **350 stakeholder emails** were issued to organisations and individuals at the starts of the consultation.

6.3 Finding Out More and Providing Feedback

So that members of the public and local stakeholders could find out more, ask questions and provide feedback, we created in-person and digital spaces which were accessible and open throughout the consultation. These included:

- A dedicated consultation website (see Section 6.3.1) which included:
 - A virtual exhibition
 - An online feedback form
- Daily in-person drop-in sessions (see Section 6.3.2)
- Dedicated 'outdoor space' and 'building design' events (see Section 6.3.2)
- A dedicated Freephone information line (see Section 6.3.3)
- A dedicated consultation email address (see Section 6.3.3)
- A dedicated Freepost address (see Section 6.3.3)

6.3.1 Consultation Website

Updates to the dedicated project consultation website (www.kirkleesculturalheart.co.uk) went live on Monday 15 September 2022.

- The homepage of the website provided introductory information about the proposals, and a walkaround video (see Section 6.3.1 for more information).
- The Team page provided information about the developer and Kirklees Cultural Heart delivery partners. The Background page gave more detail on the history of the site and aims of the development.
- The Plans page provided viewers with an interactive map that described each individual element of the scheme and showed detailed images of different viewpoints to give visitors to the website a sense of what to expect when the project is finished. The plans page also included a list of Frequently Asked Questions.

¹⁰ The paid-for social media advertising, as well as the proactive social media posts, were stopped part-way through the consultation following a pause in all social media activity from Kirklees Council out of respect following the death of Her Majesty Queen Elizabeth II.

Kirklees Cultural Heart

- The website also hosted the Virtual Exhibition (as set out in Section 8.3 and Section 8.4.1) where visitors could view the banners and information hosted in the virtual room.
- The Have Your Say page gave information about the contact channels to ask more questions and a link to the online feedback form.

Screenshots of the consultation website are provided in Figure 29 where you can see the subheadings linking to each of the different pages of the site. The website had **3,811 unique visitors** across the four-and-a-half week consultation.

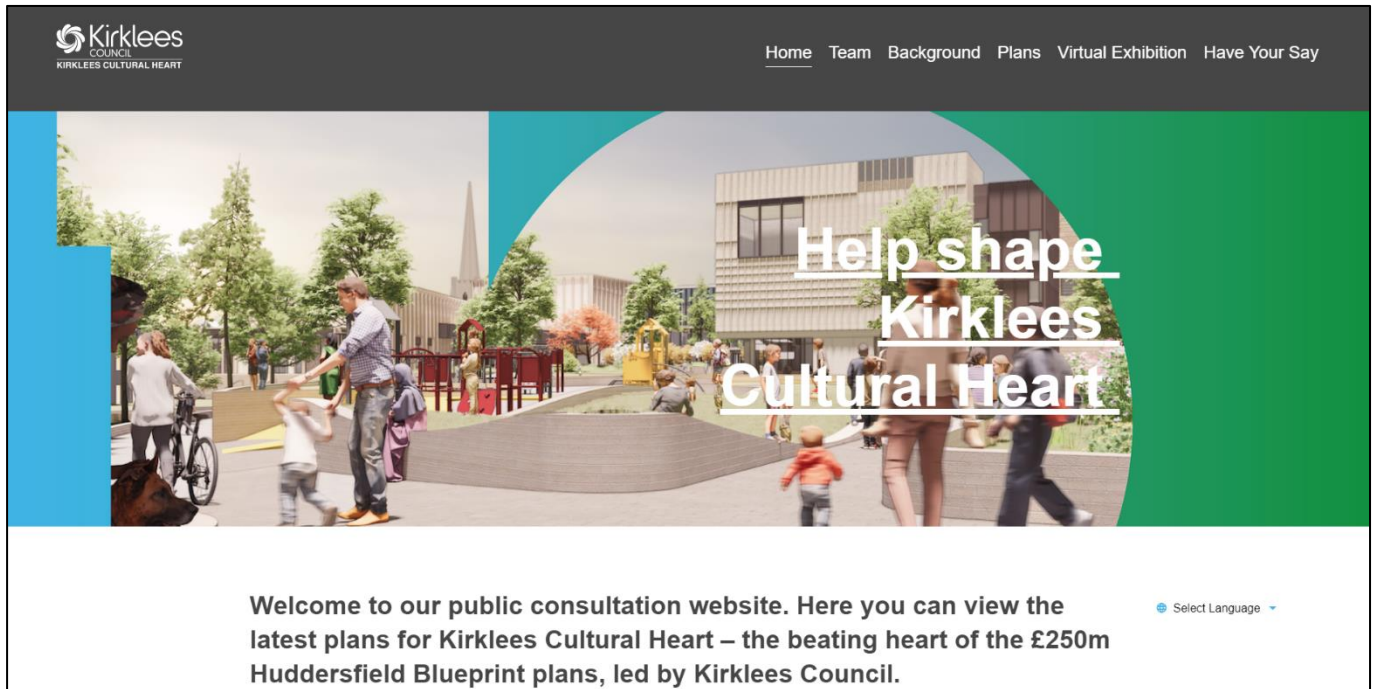


Figure 29: A screenshot of the website homepage (www.kirkleesculturalheart.co.uk).

Walking Tour Video

A four-minute video was created to take the viewer on a virtual walking tour around the Cultural Heart site, showing the area as it is now and overlaying artistic impressions of imagery of the development from those viewpoints – highlighting the proposed transformations.

The video was hosted directly on the consultation website's Home page, which gave over 4,500 visitors the opportunity to view it. It was also hosted on the council's YouTube channel, which added an additional 59 views. The video was also played on loop at the in-person exhibition space at the Piazza.

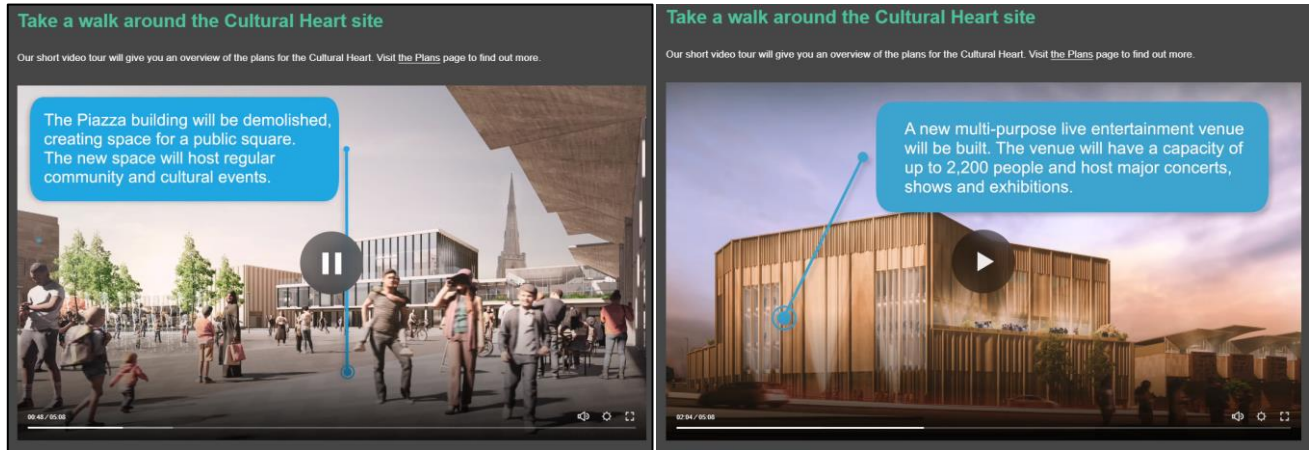


Figure 30: Two screenshots of the walking tour video hosted on the website and played in the in-person exhibition space.

Virtual Exhibition

To provide the public with an online option if they could not attend the in-person consultation events, the team created a Virtual Exhibition room that provided all the information on display in the dedicated consultation unit. It was presented online in the Virtual Exhibition space on the website (www.kirkleesculturalheart.co.uk).

The Virtual Exhibition provided the look and feel of a traditional face-to-face consultation event. Within the Virtual Exhibition, there were 11 consultation boards and one pop-up banner. These could be clicked on to find out more detail about different topics, the option of downloading the Virtual Exhibition as a pdf was also available. Two screenshots of the Virtual Exhibition Room can be seen as Figure 31. A copy of the boards from the Virtual Exhibition Room can be found in Appendix 8. In the Virtual Exhibition room, participants could watch the consultation video.

The Virtual Exhibition room had **89 users** went into the Virtual Exhibition room and, between them, viewed **796 pages** during Phase Two of the consultation.

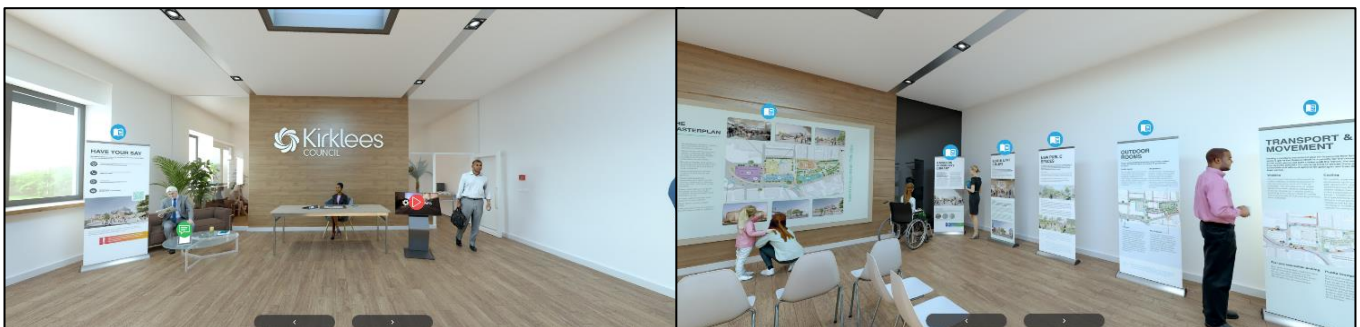


Figure 31: Screenshots of the Virtual Exhibition hosted on the project website.

Online Feedback Form

On the Have Your Say page of the website there was a link to an online feedback form. The online feedback form was published on the dedicated consultation website throughout the consultation period. The questions asked closed and open questions about the development proposals. In total, **392 online feedback forms** were submitted.

We produced a hard copy of the feedback form to send to people in the post if desired and to have at events – the hard copy is provided in full in Appendix 9.

The figure consists of two side-by-side screenshots from the Kirklees Cultural Heart online feedback form.

The left screenshot shows the 'Consultation Phase Two: Kirklees Cultural Heart' title and an 'Online Feedback Form' section. It includes a welcome message, a thank you note for previous participation, and instructions on how to complete the form. A 'Start' button is visible at the bottom.

The right screenshot shows question 5, which asks respondents to indicate their support for four proposed outdoor spaces. The options are: Support, Support with some reservations, Not sure, and Oppose.

	Support	Support with some reservations	Not sure	Oppose
The landmark new urban park	☐	☐	☐	☐
The gardens - a relaxing space located between the Museum and Library	☐	☐	☐	☐
The public square - an active courtyard that hosts regular community and cultural events	☐	☐	☐	☐
The terraces - a landscape of changing levels that will connect the park to Queen Street	☐	☐	☐	☐

Figure 32: Screenshots of the front page and question 5 of the online feedback form.

6.3.1.1 Traffic to the Project Website

During Phase Two of the Kirklees Cultural Heart consultation period there was a total of there was a total of **3,811 unique visitors to the project website**¹¹. As shown in Figure 33, the busiest day was Monday 15 August when the consultation launched with 427 people visiting the website on that day. There was a clear spike in visitors following the launch of our social media advertising on Friday 26 August 2022.

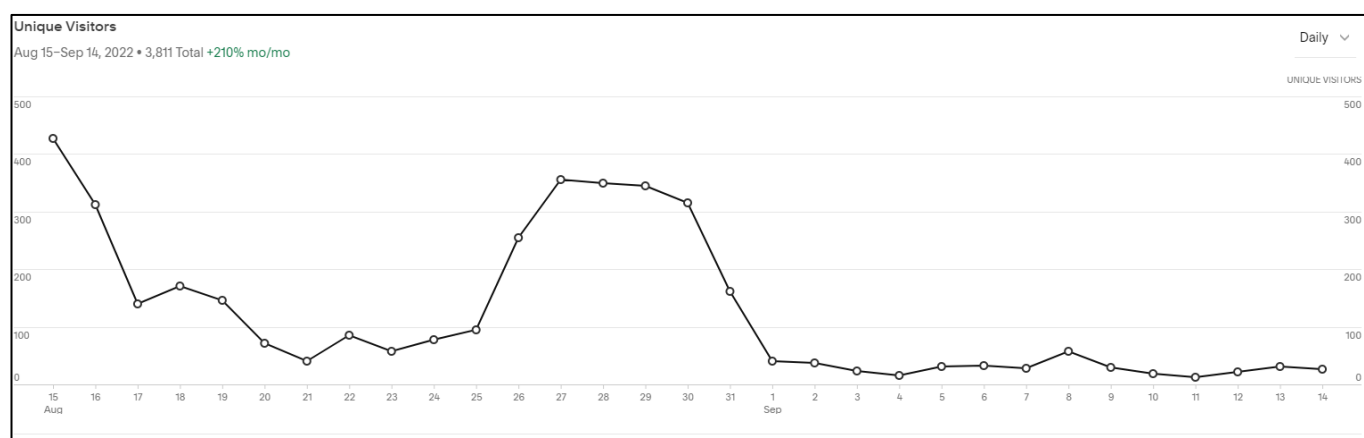


Figure 33: Screenshot of the analytics for the www.kirkleesculturalheart.co.uk website between Monday 15 August and Wednesday 15 September.

As seen in Figure 34, the most visited website pages, aside from the Home page, were the Plans page with 1,226 visits and the Have Your Say page with 932 visits. The Virtual Exhibition received 359 visits throughout the consultation.

¹¹ A unique visitor refers to the number of individual visitors a website received – someone who visits more than once will be counted as a single visitor.



Figure 34: Screenshot of the overall pageviews across the consultation website pages.

6.3.2 Daily In-Person Drop-in Sessions and Set Piece Events

Daily Opening and Design Days

A dedicated consultation space was set up in a central unit in the Piazza displaying printed roller banners, a 3D physical model and hosted hard copies of the feedback form. It was open every weekday for two hours throughout the four-and-a-half week consultation, with one weekend session on a Saturday. Hard copies of feedback forms and postcards were present. Across the whole consultation the consultation space was open for 19 days, excluding set-piece events. In total, **92 visitors** came to the designated consultation space.

The event displays are provided as Appendix 8.

Two dedicated 'Design Days' were held in the consultation unit on Tuesday 6 September 2022 and Wednesday 7 September 2022 between 2pm-6pm and 10am-2pm respectively. Members of the project team and architect team were on hand during the opening times to answer any questions and encourage members of the public to provide feedback.

Overall, across the two Design Days consultation events and the daily drop-in sessions at the dedicated consultation space, **35 people attended**.



Figure 35: Photos of inside the Lighting Shop Unit - the consultation space open for two hours every weekday and one Saturday throughout the consultation.

Wayfinding

So that members of the public and stakeholders could find the consultation space, the team designed and installed eye catching window vinyls and floor stickers. This was branded in the same way as the consultation materials so that it was easily recognisable.



Figure 36: Photos of the window vinyls and directional floor stickers to guide people and attract attention to the dedicated consultation space in the Piazza, Huddersfield town centre.

Dedicated 'Outdoor Space Days'

On Thursday 25, Friday 26 and Saturday 27 August, the team hosted daytime events in two gazebos outside at the Piazza. Members of the design team were on hand to talk to people on a drop-in basis throughout the opening times. It included children's activities – face painting and getting involved with painting a big sculpture. The activities drew a crowd of younger people, including lots of young parents.

On display were large artists impressions of how outside spaces could look in future. See Appendix 8 for the suite of boards on display at the events.

Over the three days the team engaged with **270 people** face-to-face about the plans and hard copy feedback forms were made available to all attendees, they could either fill them out on the day or take a freepost envelope and return their completed feedback forms any time.



Figure 37: A selection of photos from the events outside at the Piazza on Thursday 25, Friday 26 and Saturday 27 August 2022.

6.3.3 Consultation Channels

As set out in Sections 4.3.3, 4.3.4 and 4.3.5, a dedicated information line (0808 175 4300) was in operation from 9am to 5pm (Monday to Friday) and the project email address (info@kirkleesculturalheart.co.uk) and dedicated project freepost address (FREEPOST Cultural Heart) were used for people to submit feedback and ask any questions to the project team. All of these details were advertised on the website, postcard, email footer, press releases and event displays.

A summary of the levels of engagement for the different methods of engagement for Phase Two can be found in the Executive Summary.

7. Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart – Consultation Feedback

7.1 Summary of Feedback Received

Throughout this phase of consultation, several channels were made available for people to ask questions and provide feedback. This ensured that the consultation was as inclusive as possible and that anyone without internet access could still participate in the consultation, access the proposals and provide feedback. To summarise, these channels were:

1. The Freephone information line (0808 175 4300).
2. The project email address (info@kirkleesculturalheart.co.uk).
3. An online feedback form hosted on the website and physical copies of the feedback form hosted in the dedicated consultation venue and available at the set-piece consultation events.
4. The Freepost address (FREEPOST Cultural Heart).

In total, **453 responses** to Phase Two: Consultation on Detailed Designs for Kirklees Cultural Heart were received. These are categorised below depending on the channels through which the feedback was given.

Table 2: Summary of the feedback received via each of the communications channels.

Consultation Responses Received	Total
Online Feedback Forms	392
Hard copy feedback forms (from Freepost Address)	35
Consultation Email Address	22
Freephone Information Line	4
Total	453

The feedback forms sought to obtain respondents thoughts on specific elements of the proposals, these were split into two sections, the built environment and public realm. Respondents were asked what they thought of each of the following elements of the scheme.

Built Environment:

- Venue
- Food Hall
- Library
- Museum
- Art Gallery

Public Realm:

- Urban Park
- The Gardens
- Public Square
- The Terraces

The feedback forms included a mix of multiple-choice questions and open questions about the proposals. The feedback received is set out by topic in Section 7.2. A pdf version of the feedback form is provided as Appendix 8.

7.2 Feedback Received

Throughout the consultation we collected feedback from participants on our dedicated consultation feedback form, through this we asked both open and closed questions about both the participant and their opinion on specific elements of the scheme.

7.2.1 About the Participants

Postcode. 422 respondents shared the first part of their postcode with us through the feedback form. 65 respondents (12%) came from HD9 postcode area with 54 respondents (10%) from the HD7 postcode area.

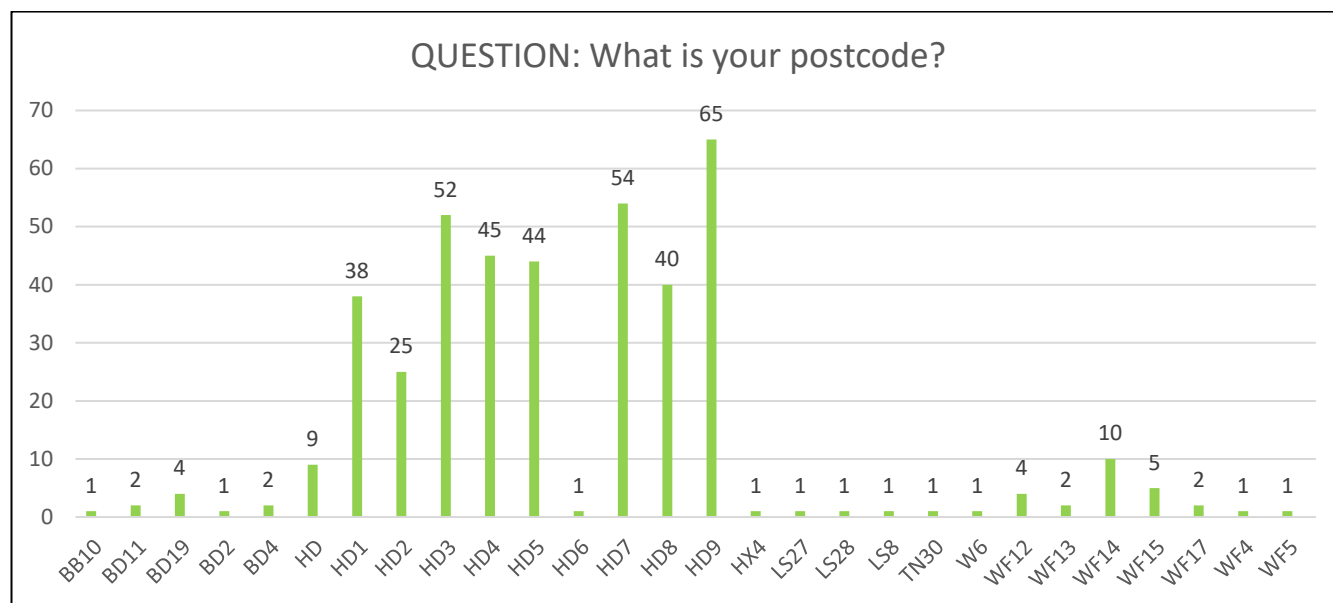


Figure 38: Graph showing the number of consultation responses from each postcode area.

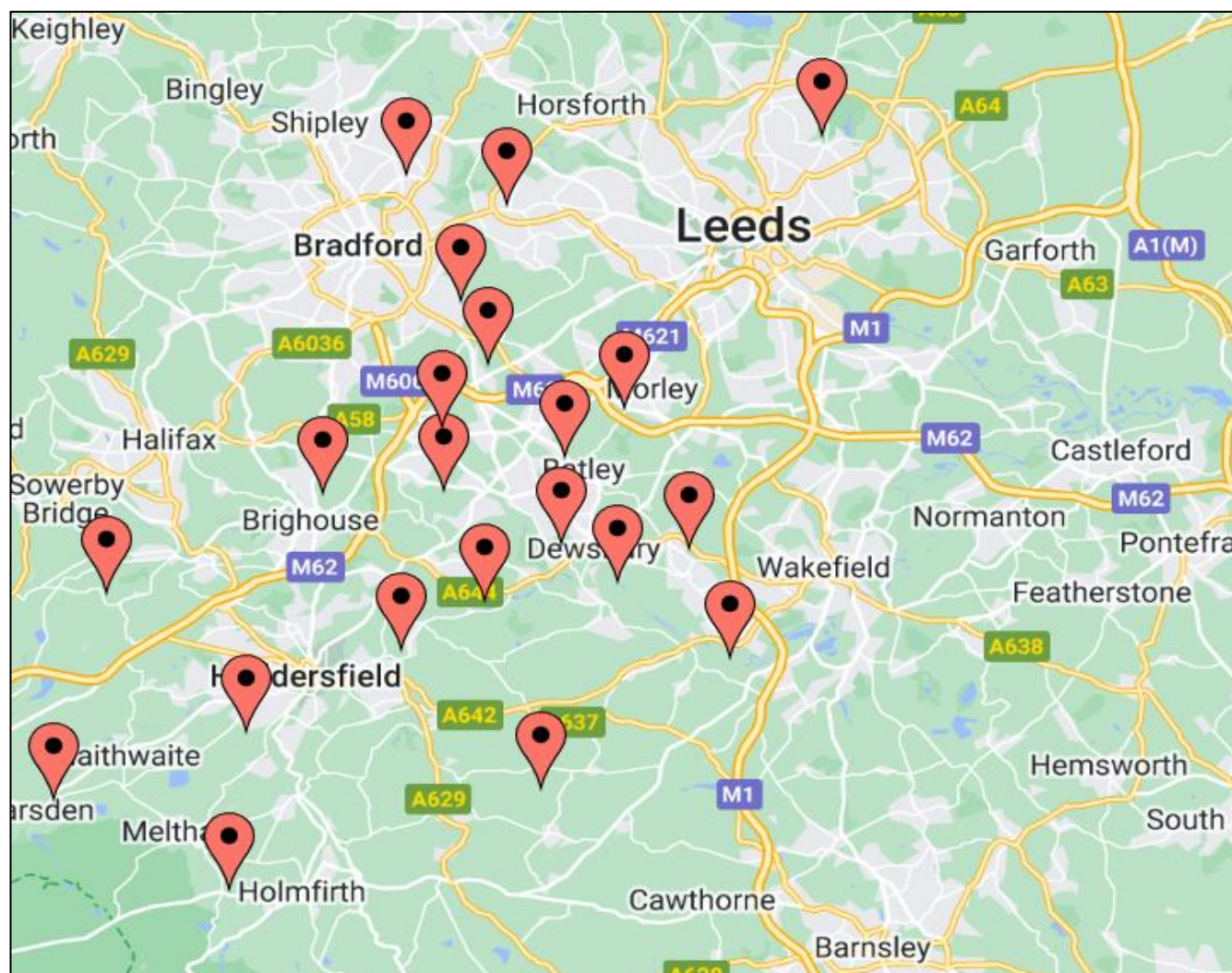


Figure 39: Geo Map of the postcodes of respondents to the consultation.

Connection. We asked participants to answer the question, 'What is your connection to Kirklees Cultural Heart?'. 427 respondents answered with 275 respondents (52%) saying they were Kirklees residents. Where people listed 'Other', these are set out below. We asked respondents to choose the option that best described their connection.

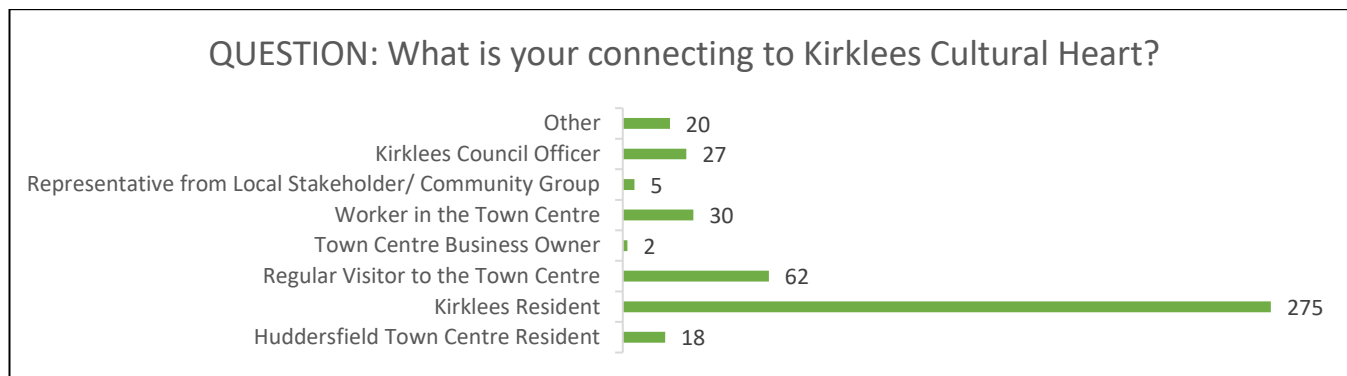


Figure 40: Graph showing consultation responses to the question 'what is your connection to Kirklees Cultural Heart'.

When respondents felt their main connection to Kirklees Cultural Heart was not listed in the options, they stated their connection in the 'Other' box. Their responses can be seen below:

- Resident of a different location in Huddersfield, including Meltham, Honley, Huddersfield, Holmfirth. In addition to their specific location several respondents stated they 'did not live in Kirklees'.
- A few said they were a visitor to the area.

Where applicable, we asked respondents to state which organisation or stakeholder group they were from. Where respondents expanded, they said they were from:

- Huddersfield Libraries

Gender. We asked participants the question, 'What is your gender?'. 239 of the 430 (55%) who responded to this question said they were 'Female' with 148 participants (34%) stating that they were 'Male'.

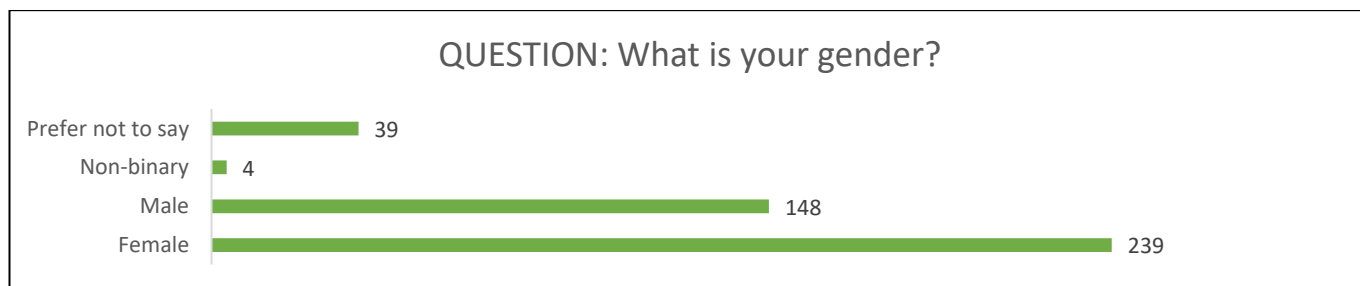


Figure 41: Graph showing consultation responses to the question 'what is your gender?'.

Age. We asked participants to let us know which age category they were in in the question, 'What is your age?'. Of the 422 respondents who participated in this question, 103 respondents (24%) said they were between 55-64 years old. 89 respondents (21%) were 45-54 years old.

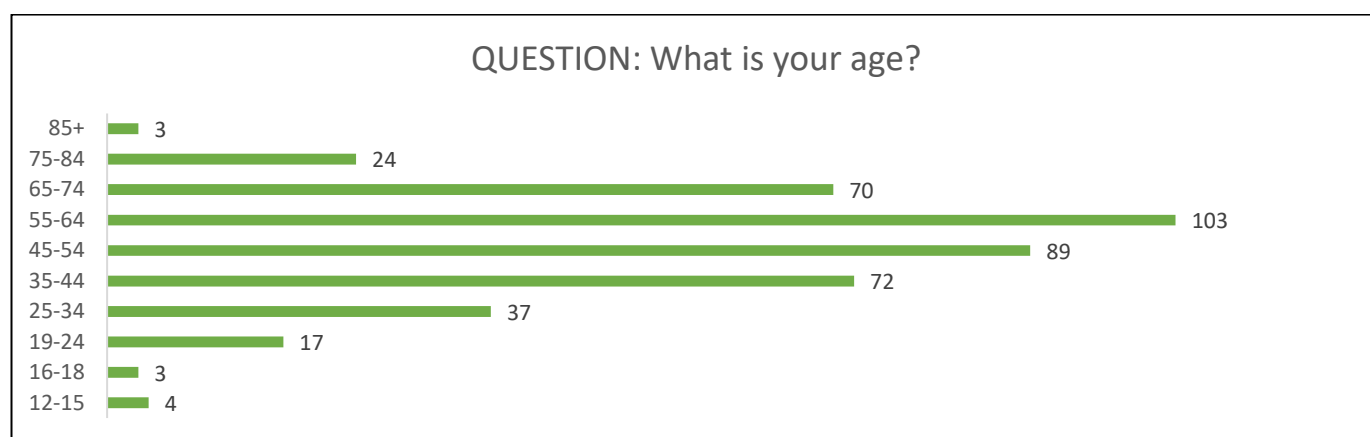


Figure 42: Graph showing consultation responses to the question 'what is your age?'.

Disability. We asked participants the question, 'Do you consider yourself to be a disabled person?'. 421 participants responded to this question. 332 of the 421 (79%) stated they had 'No disability'. But 19, 20, and 18 respondents (5%, 5%, and 5%) stated 'Yes, they had a long-term illness or health condition', 'Yes, mobility or physical', or 'Prefer not to say' respectively.



Figure 43: Graph showing consultation responses to the question 'do you consider yourself to be a disabled person?'.

7.2.2 Main Findings and Consideration of Issues

This section provides a summary of the answers to the closed questions asked, as well as an extensive summary of the issues raised by respondents both via the feedback forms and alternative feedback methods. The comments and numerical data collected have been grouped by topic.

7.2.2.1 Opinions on the Scheme

Overall opinion. 424 respondents answered the question, 'From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart?'. 241 respondents (57%) said 'Yes, they look great' or 'Yes, with some reservations'. However, 137 respondents (32%) said 'No'.



Figure 44: Graph showing consultation responses to the question 'from what you have seen so far, do you support the proposals for Kirklees Cultural Heart?'

Visits to the town centre upon completion of the development. Out of 432 responses to this question, 164 respondents (37%) either said 'Yes, probably' or 'Yes, definitely' when asked whether they would **visit** the town centre **more often** once Kirklees Cultural Heart was completed. However, 109 respondents (25%) said 'No, I am less likely to' to this question.



Figure 45: Graph showing consultation responses to the question 'imagine when the Kirklees Cultural Heart project is finished... Do you think you will visit the town centre more often?'

Out of 431 responses to this question, 153 respondents (35%) either said 'Yes, probably' or 'Yes, definitely' when asked whether they would **stay** the town centre **for longer** once Kirklees Cultural Heart was completed. However, 115 respondents (26%) said 'No, I am less likely to' to this question.



Figure 46: Graph showing consultation responses to the question 'imagine when the Kirklees Cultural Heart project is finished... Do you think you will stay in the town centre for longer than you do now?'

When participants answered 'Not sure', 'Actually, I don't think it will change', or 'No, I don't think so' they were directed to a follow-up question, asking why they chose those options. The below is a summary of the reasons respondents gave as to why they would not visit the town centre more or stay for longer when the development is complete.

Retail and other offer. It was mentioned that the town centre needed higher quality retail options. It was mentioned that retail is the primary reason residents visit the town centre, with further respondents stating that their visits to the town centre are infrequent and for a limited time.

Parking. It was stated that the proposed parking as part of Kirklees Cultural Heart plans was insufficient.

Crime and safety. It was mentioned how the town centre currently feels unsafe and deters residents from spending much time there.

Transport. It was commented that current transport networks and road infrastructure leading to the town centre are poor, deterring people from travelling to or spending time in the town centre.

Accessibility. It was stated that general accessibility was a concern currently and with the future Kirklees Cultural Heart proposals, principally movement between buildings and across the site.

Below is a summary of the general comments raised in relation to the development.

Comment	Applicant Response
General Support	
11 respondents who expressed their support for the Kirklees Cultural Heart proposal. Four respondents requested the plans to be completed quickly and in full.	<i>Noted. The planning application for this development will be submitted in early autumn 2022 and, if approved, we are anticipating the start of construction work in 2024. The development is expected to be completed in 2026.</i>
Two respondents commented on how the plans tie new and old Huddersfield together very effectively.	<i>Noted.</i>
Seven respondents that commented positively on the ambition of Huddersfield focussing on arts and culture.	
General Opposition	
74 respondents who expressed their opposition to the Kirklees Cultural Heart proposal.	<i>Noted.</i>
Seven respondents queried whether the cultural focus of the proposals would achieve the desired footfall for Huddersfield town centre.	<i>The project is to be funded by Kirklees Council. The council is committed to investing in the future of Huddersfield. The spending will benefit the town centre but also the wider area due to an increase in visitors. More people in the town centre will encourage more investment in the borough, reinforcing existing businesses and encouraging new businesses to open. The council will then benefit from additional business rates of new shops, restaurants and cafes etc.</i>
36 respondents suggested the scheme was a complete waste of money.	
General Comments	
15 respondents who stated that to make the Kirklees Cultural Heart a location people want to keep returning to, constant events and experiences need to take place.	<i>The scheme is intended to showcase the cultural capital that exists within Kirklees. This will provide the backbone of events within the space. An events management plan will be produced to ensure that the spaces are well used across the year.</i>
Four respondents stated that world class design and infrastructure is required to attract visitors to the site for years to come.	<i>Kirklees Council has appointed an experienced team of development partners and designers, including Turner & Townsend, Queensberry, Feilden Clegg Bradley Studios, Pegasus, re-form, Arup and IPW. All experts in regeneration, the council are confident that this team will deliver a Cultural Heart development that reflects the council's big ambitions and public's wants and needs.</i>
2 respondents stated that Huddersfield town centre had become a ghost town.	<i>Kirklees Council recognises there has been a decrease in visitor numbers to the town centre in</i>

Eight respondents stated that Huddersfield currently receives very little footfall as there is nothing to draw in local people.	<i>recent years. By providing new, long-term offers focused on culture, socialising and wellbeing, this project aims to attract people back to the town centre. It will increase the vibrancy, dynamism, and footfall in this area.</i>
12 respondents mentioned nearby towns and cities and their successful regeneration and suggested Kirklees follow their lead: - o Leeds - o Manchester - o Altrincham - o Halifax - o Barnsley - o Knaresborough - o Hebden Bridge - o Brighouse - o Skipton	<i>Noted.</i>
16 respondents showed support for the scheme but expressed concern over it becoming reality.	<i>The progression of the scheme has been subject to significant assessment and scrutiny. This has been the case since the Huddersfield Blueprint was drafted. The submission of a planning application for the KCH represents a substantial milestone in the delivery of the scheme.</i>
6 respondents requested more information regarding specific details of the project moving forward.	
One respondent suggested that the proposals included too much, it will cramp Huddersfield town centre. A respondent stated that the proposals seemed far too ambitious.	<i>The council recognise that this is an ambitious project but are committed to bringing it forward to revitalise the town centre for the future. The plans are designed to open up more space for outdoor public realm across the site. It will improve the connectivity to other key areas of the town centre and create a more free-flowing destination.</i>
One respondent queried whether there was any data to suggest that the buildings proposed as part of Kirklees Cultural Heart can be supported and run in a cost-effective way independently.	<i>During the OBC process a range of options were considered for the operation and management of the facilities within the Cultural Heart development. The OBC considered all options available and concluded that currently some elements of the Cultural Heart were best operated by the private sector such as the proposed venue and food hall and that currently some elements the library, museum, and gallery the best option was for these to be operated in house by the Council.</i>
One respondent queried whether the view of the site from Castle Hill had been considered?	<i>A Townscape Visual Impact Assessment (TVIA) has been prepared and submitted as part of the planning application. Alongside the design process, the TVIA demonstrates that the effect upon Castle Hill is not unacceptable, noting that the back cloth of the town centre and wider environs provide the setting of the scheme from that location.</i>
Construction	
11 respondents that expressed concern over how the town would survive and thrive during the construction phase. Many respondents queried how long the proposals would take to implement.	<i>If the proposals are approved, we are anticipating that the construction process will take until 2026 to complete. The team are conscious that this is a large site and that a development of this scale will cause some disruption whilst it is being completed. However, the council and its partners will work to minimise disruption as much as possible.</i>

One respondent mentioned how there needs to be a public toilet provision during the construction phase as those in the current market would not be accessible.	<i>Noted.</i>
Demolition	
Six respondents mentioned how the proposed demolition will negatively impact the town centre. Some stated they would prefer an option where the current market traders and local business were at the heart of regeneration.	<i>Both the proposed food hall and art gallery will have a focus on providing local food outlets/brands and artists with more opportunities to promote themselves in the heart of the town centre.</i> <i>The Piazza is proposed for demolition, and, in its place, a new build is proposed on Queen Street to house the art gallery and provide a positive edge and help activate the Queen Street area.</i> <i>The northern, single storey range of shops facing toward the library are also proposed to be demolished, revealing the striking 'mushroom' roof structure of the main market hall beyond.</i> <i>Part of the tunnel network is proposed for demolition. Although studies are still taking place, there is an aim for the Cultural Heart proposals to tie in with the existing lower ground-level tunnels, which run under the site. Although some will need to be demolished, some will be used to service the key buildings above.</i> <i>Town centres up and down the country are changing, retail is no longer the lynchpin that keeps a town vibrant. The Cultural Heart development aims to offer a different experience in Huddersfield town centre – one that attracts residents, businesses and visitors alike. Diversifying the town centre in this way will attract footfall, that will revitalise the town and support existing and new businesses. Retail will remain an important part of the town centre offer, but it has to be supported by other elements.</i>
One respondent stated that it was a shame the Market building couldn't be pulled down as it is an eye sore in the town centre.	<i>Noted. Elements of the existing market building are Grade II Listed and considered to be a heritage asset. As such, the team are incorporating the Listed part of the building to protect and preserve the town's heritage, while also providing a dynamic new offer.</i>
Four respondents suggested focussing money on the current town centre and demolishing any eyesores – Huddersfield University building was specifically mentioned.	<i>This application relates solely to the area within the red-line boundary. The Huddersfield Blueprint sets out plans to regenerate the town centre as a whole – the Cultural Heart is just one aspect of those plans.</i>
Sustainability	
Four respondents queried whether environmentally friendly building methods would be followed going forward. Consideration of energy efficiency, renewables and eco-friendly materials were specifically mentioned.	<i>Yes, sustainability has been at the forefront of the design process, and we can confirm the following:</i> <i>All buildings will be targeting BREEAM Excellent.</i> <i>The types of materials being proposed are being considered and timber and stone are being utilised where possible to lower embodied carbon.</i> <i>There will be a large array of solar panels on new roofs (on the venue for example).</i> <i>There will be no gas use.</i>
One respondent queried whether wind and solar power were being considered in the plans. A respondent specifically mentioned solar panels on all buildings and designs to ensure sustainability across the site.	
One respondent stated that biodiversity net gain was required.	

	• <i>Excellent daylight and acoustic levels are being designed in, as well as improved air quality.</i> • <i>Sustainable modes of transport are being promoted through the design.</i> • <i>Circular economy principles for re-use of materials are being considered.</i> • <i>56% biodiversity net gain.</i> • <i>Climate resilient SUDS are being incorporated.</i>
One respondent mentioned water disposal facilities, compost and recycling facilities for all new buildings.	<i>A site waste strategy document has been prepared and forms part of the application. This encourages the minimisation of waste and then its recycling, wherever possible.</i>
Finances	
Eight respondents questioned where the funding for the proposals had come from.	<i>The project is to be funded by Kirklees Council. The council is committed to investing in the future of Huddersfield. The investment in Kirklees Cultural Heart will benefit the town centre but also the wider area due to an increase in visitors: more people in the town centre and visiting the Kirklees area will encourage more businesses to open and therefore the council will benefit from additional business rates.</i> <i>With main construction works expected to start in 2024, inflation allowances are being made within the budget planning. Movements in inflation are being monitored carefully and taken into consideration by the development team.</i>
Three respondents stated that the cost seemed too low for the proposed development.	
Four respondents suggested that the funding should be more evenly split amongst other Kirklees districts not just Huddersfield.	<i>The Cultural Heart sits at the very centre of the council's wider Huddersfield Blueprint – a ten-year vision to create a revitalised and family friendly town centre that boasts a diverse and exciting offer, is a great place to live and allows businesses to thrive. The Huddersfield Blueprint focuses on six key areas of the town centre, including Station Gateway, St Peter's, Kingsgate and King Street, New Street, the Civic Quarter and the new Cultural Heart in the Queensgate area, which we are sharing plans for during this consultation.</i> <i>The Blueprint plans will generate economic activity and stimulate growth that will benefit the wider borough – creating jobs and attracting more people to visit, work and live in Kirklees.</i>
Three respondents mentioned that refurbishment and upkeep of the current site is more cost effective than this scheme.	<i>The council has considered a variety of options for the site and the buildings. This proposal represents the optimum way forward, recognising the need to invest into Listed Buildings (in a non-piecemeal way) and securing their future, whilst promoting a wide variety of health and economic benefits.</i>
One respondent suggested using the money for social issues such as feeding and housing vulnerable people.	<i>The council are committed to helping the people of Kirklees to live a full and healthy life, in safety. There are several initiatives already in place to help the most vulnerable in the district. The Cultural Heart project is amongst the things the council can do to improve the health and wellbeing of Kirklees residents. Providing free cultural activities, calming green spaces and</i>

	<i>spaces to gather and relax are amongst the aspects of the project that can improve the quality of life for all.</i>
Maintenance and Safety	
Seven respondents mentioned how feeling safe is paramount to creating consistent footfall in the town centre.	<i>We know that making the centre of Huddersfield a safer and more attractive place for visitors is very important and is a priority for the team.</i>
15 respondents requested greater police/ security presence to combat anti-social behaviour.	<i>We are working with West Yorkshire Police 'Secure by Design' officers as the design is developed to further reduce safety risks.</i>
Three respondents stated that the Cultural Heart needs to include adequate lighting to make spaces feel safer at night.	
One respondent mentioned how multi-storey car parks can feel unsafe especially for those with limited mobility.	<i>We will be providing safe, well-lit and overlooked areas of public realm that create a secure, friendly and active environment throughout the whole day.</i>
One respondent mentioned how bus stations in the town centre felt unsafe at night, in particular it was mentioned that there was little to no lighting at different stops.	<i>To create a safe and welcoming public realm across the whole site, including the new park, we are utilising a number of approaches:</i> • <i>Creating clear pedestrian routes with good visibility.</i> • <i>Creating a range of accessible seating opportunities.</i> • <i>Organising spaces to encourage visibility and prevent groups gathering.</i> • <i>Providing lighting throughout the site, with particular attention given to all key pedestrian routes.</i> • <i>Ensuring CCTV coverage across the site.</i> • <i>Considering an emergency call button.</i>
One respondent suggested having bus stops closer to the Cultural Heart site so there is more footfall nearby.	
Four respondents expressed concern over the public spaces becoming an area for youths and descending into a space similar to St Peter's Gardens.	
11 respondents stated that council maintenance was vital to the appeal of the outdoor spaces and Cultural Heart as a whole.	<i>The new Kirklees Cultural Heart public outdoor spaces will be owned and managed by Kirklees Council, alongside the other public parks and spaces in the area.</i>
One respondent specifically referred to the new buildings and how these would be maintained to make people feel safer in amongst the town centre late at night.	<i>A clear strategy has been set out within the planning application, setting out the need to create a durable environment. This is achieved through the careful selection of materials within the public realm and proactively arresting the further decline of Listed Buildings by creating viable uses for them alongside meaningful upgrades to their fabric/heating consumption.</i> <i>The design team has set out within the planning application the approach to ensuring that the spaces to be created will feel safe to all users, no matter what time of day.</i>
Facilities	
One respondent requested more public toilets across Kirklees Cultural Heart.	<i>Within the buildings in Kirklees Cultural Heart, there will be public Changing Places-standard accessible toilets, changing facilities (during opening hours) and faith rooms.</i>
One respondent suggested having a drop-in A&E facility as this would increase footfall and use of the Cultural Heart elements.	<i>Noted.</i>
Accessibility / Inclusivity	

16 respondents stressed the importance of accessibility. Eight different elements were mentioned that would improve accessibility across the Cultural Heart site, these included: ○ Seating at regular intervals ○ Clear signposting ○ Levelled surfaces ○ Removing curbs and unnecessary obstacles ○ Disabled parking ○ Lifts and minimal stairs ○ Active space for those with accessibility issues ○ Dementia friendly Three respondents stated that disabled access to public buildings needed to be improved.	<i>Absolutely. We are designing the Cultural Heart so that it is an accessible space for people of all ages and needs, targeting the very best in accessibility standards.</i> <i>For example, we are including:</i> • Level access to all areas of buildings (including existing buildings). • Slopes, steps, areas of rest and publicly accessible lifts will deal with level changes. • Spaces for all user abilities and types within the public buildings. • Variety of publicly accessible WC types, including Changing Places rooms. • Breastfeeding and separate baby changing facilities. • Faith rooms. • Sensory and calm rooms across the development. • Safe, well-lit, well-overlooked and secure design, intended to be used 24/365.
Six respondents mentioned accessible toilets and support for Changing Places Toilets.	
Three respondents stated that the public open spaces needed to be sensorially appealing to all.	<i>The design team has spent considerable time consulting with a variety of groups to ensure that this response is positively addressed within the planning application.</i>
Three respondents mentioned that the new Kirklees Cultural Heart site will be further away from public transport and will be harder to access for locals/elderly.	<i>The site benefits from excellent access to public transport, such as along Peel Street where the bus stops will be unaffected. Improved taxi rank/drop off facilities will be made available. Throughout the scheme, the design team have sought to ensure that accessibility to spaces and buildings is a core theme.</i>
One respondent stated that a braille trail should be considered in the Cultural Heart site.	<i>Noted.</i>
One respondent mentioned mental health as an accessibility concern, commenting that building design should promote good mental health.	<i>The scheme has been designed with health and wellbeing of users in mind. Large expanses of green spaces are provided, with a 50% (or more) increase in biodiversity net gain from the current condition.</i> <i>Within buildings, natural light, views out, fresh air, good acoustic separation and close relationships to outdoor spaces are provided. Cycle parking for staff and visitors and the provision of generous staircases promotes healthy forms of activity to and within buildings.</i> <i>Spaces that cater for different user groups are also provided, such as sensory rooms.</i>
One respondent stated that all communities need to be included and considered as part of the Kirklees Cultural Heart plans to ensure the identity of the town is reflected.	<i>The Kirklees Cultural Heart design process has been subject to extensive public consultation, anchored by the intention of the scheme to be an inclusive development. The proposals shall provide the ability for all groups to interact within the spaces and buildings to be created.</i>
Facilities for Children/Families	
12 respondents that stated that the more appealing the Cultural Heart is for families the more repeat visitors you are going to attract.	<i>The Cultural Heart will be a welcoming, safe environment where children can play, and families and friends can spend time together.</i>

Two respondents commented on the need for baby changing / breastfeeding facilities to be included in all new buildings proposed in the Cultural Heart.	<i>Breastfeeding and separate baby-changing facilities will be included.</i>
One respondent mentioned that walkways and paths in the outdoor spaces need to be wide enough and paved to be easily pram accessible.	<i>We're including accessible routes and minimising level changes wherever possible to make the town centre easier to enjoy for wheelchair users, people with pushchairs and various mobility needs.</i>
One respondent requested further clarity on what dedicated space for children will be included in the Cultural Heart.	<i>There will be a broad range of facilities and activities within the Cultural Heart that will be aimed at children. For example, the library will incorporate a dedicated children's area and the urban park will have many areas designed specifically with children in mind (as well as those looking after them). The art gallery and museum will also run dedicated school-engagement programmes.</i>
One respondent commented positively on designs as the outdoor space looked appealing for grandparents and grandkids.	
Local History	
25 respondents mentioned the Yorkshire Archive Service and asked where that will be housed in the new development. Emphasis was placed on its importance as a cultural service in Huddersfield.	<i>The vision for the new museum is that it will celebrate and showcase Kirklees' remarkable heritage in ways that will inspire the future. This will draw on the content and accessibility to the Yorkshire Archive Service within the Kirklees Cultural Heart scheme itself. The new library will have a space included specifically for the West Yorkshire Archive Service.</i>
Four respondents expressed concern over the fact that local historical Huddersfield business was closing down.	
One respondent stated that the Cultural Heart site provides an option for research and education regarding local history.	<i>The museum will celebrate the region as a place of creativity and experimentation and show how this has led to innovation and change in the past and how it is continuing to do so now and in the future.</i> <i>Kirklees' heritage, tourism, and cultural objectives will be supported by the museum. It will help people engage with their heritage, establish a sense of place and identity, promote local activities and landmarks, and deliver new learning opportunities. The council is aware that the town centre is undergoing change, pre-dating the pandemic. One of the focuses for the Kirklees Cultural Heart scheme is to stop that decline, creating a vibrant and attractive place for people to visit and then spend time within the wider town centre. This will promote investment into existing businesses and encourage new businesses to open.</i>
Six respondents stated that they wanted as little of Huddersfield's heritage to be lost through demolition and new builds.	<i>The Kirklees Cultural Heart scheme retains the sites two Listed Buildings. We understand that local people continue to take great pride in the town centre. The Cultural Heart will ensure that it remains an active, attractive and welcoming place for all generations for years to come. The Cultural Heart plans aim to reveal the best of the area and celebrate the district's culture, heritage and character. The proposals look to enhance the existing heritage buildings across the site and give them a sustainable future. The aim is to create a place that the people of Kirklees feel more connected to, as well as drawing in visitors from beyond the district.</i>
Community Facilities	
Six respondents suggested including a multi-faith room in the development. Multiple respondents stated that	<i>There will be faith rooms included within the development.</i>

public prayer rooms/ facilities need to be included in some of the public buildings.	
One respondent mentioned that the space needs to be inclusive and encouraged for all to visit, not just middle-class families that already 'feel at home in art galleries and cultural venues'.	<i>Kirklees Cultural Heart will be an accessible and welcoming space for all. It will be an inviting, attractive and safe place to spend time. Many of the facilities in Kirklees Cultural Heart will be free and there will be a wide-ranging programme of activities to ensure it is accessible to everyone.</i>
Three respondents requested community spaces and breakout rooms as part of the new buildings.	<i>The spaces are being developed with the Kirklees community in mind. For example:</i> • <i>The new library will include community group meeting spaces.</i> • <i>The new library will include an education wing for community groups and local schools.</i> • <i>The public square will host regular community and cultural events.</i>
11 respondents mentioned the fantastic use that local community groups and children's clubs have made of the empty spaces in the Piazza Centre and questioned whether this 'would continue in the plans'.	
Six respondents mentioned the Children's Art School and the flourishing reach of the current art classes and queried where they will be rehoused in the new development.	
Five other local independent art and culture sessions were identified as key to the success of the Piazza Art Centre, these included: ○ Dark Horse Theatre ○ Children's Art School ○ Sangam Festival of South Asian Arts ○ Huddersfield Caribbean Carnival ○ Collaborati	
Many respondents suggested retaining the Piazza Art Centre and knocking down the existing market.	<i>The scheme has been designed with community use in mind, the existing art spaces in the Piazza were always going to be 'meanwhile use'. The building is not in a condition to house anything without significant investment. The new spaces will have ample room for these valuable community arts initiatives to have a new home. The market building is Listed and a part of Huddersfield's heritage – that is why the council is committed to preserving it and bringing it back to life.</i>
Art and Music	
Six respondents suggested getting local artists and professionals to implement on the more intricate designs.	<i>Local arts charity The Children's Art School have already been involved in the design of the park, specifically coming up with ideas for the playground equipment in conjunction with local children and the project Landscape Architect. Further opportunities for artist involvement will be created as part of the curation of the outdoor spaces by Kirklees Council.</i>
Three respondents suggested including a community art space in the development, keeping the 'temporary contemporary' programme running.	<i>It is envisaged that community groups, from all parts of Kirklees will be able to lead on community participation and the content of exhibitions/use of the space.</i>
Three respondents highlighted the importance of the art panels along the ring road and mentioned making them more prominent in the new development.	<i>The frieze along Queensgate will remain and will be incorporated into the development.</i>
One respondent suggested including music rehearsal space in the proposals to compliment the new entertainment venue.	<i>The venue provides flexible floor space for a variety of uses/exhibitions and alike. This could include the availability for rehearsal space.</i>
Connectivity	
Six respondents suggested addressing connectivity between the Cultural Heart site and the town centre and Huddersfield University. Some respondents suggested building a footbridge to the university.	<i>The design of the Urban Park will help link the Cultural Heart to other key elements of the town centre, including the Lawrence Batley Theatre, the Town Hall and the University.</i>

Four respondents expressed concern over the current crossings and accessibility over the ring road.	<i>Crossings are being enhanced and added across Queensgate to ensure that pedestrians and cyclists can cross the road far more easily.</i>
Nine respondents mentioned that current road infrastructure is insufficient.	<i>Noted.</i>
One respondent suggested improving road surfaces in Huddersfield.	<i>Noted.</i>
Three respondents stated that bus gates should be removed to improve traffic flow across the town centre.	<i>The highways consultant for the scheme has considered the effects arising from the Kirklees Cultural Heart scheme. This includes encouraging accessibility to the site by public transport. It is not the intention of this scheme to amend the use or otherwise of bus gates.</i>
Demographic	
Three respondents stated that the demographic of proposed visitors to the site needs to be carefully considered to ensure the Kirklees Cultural Heart is offering something for everyone.	<i>The Kirklees Cultural Heart aims to capture the heart, history and character of our place and people. It will be a source of creativity and have something for everyone to enjoy, offering experiences from live music and performances to exhibitions and outdoor community events.</i> <i>The scheme has been designed so that there are a broad range of activities on offer in this part of town. The idea is that the Cultural Heart will have something for everyone. In addition to the library, museum and art gallery elements, it will offer experiences from live entertainment and outdoor events to relaxing public spaces and social spaces for eating and drinking.</i> <i>The outdoor spaces have also been designed for all ages and so it is accessible as possible. The council's bold ambition is to create an attractive, family-friendly, welcoming and safe outdoor space that can be used by everyone.</i>
Seven respondents expressed fear that the proposals were only for a student demographic and didn't represent the needs of the general population.	
Consultation	
14 respondents stated more consideration of local people's opinions was necessary as part of the consultation.	<i>The two-phase consultation process for Kirklees Cultural Heart has built on the consultation for the Huddersfield Blueprint carried out in 2019.</i> <i>Both phases of pre-application consultation have reached a wide range of people and given thousands of people the opportunity to comment on both the early-stage plans and the more detailed designs. Please see the Executive Summary of this report for more information about how many people have been reached and how many have taken part across the two phases.</i> <i>The team have considered the feedback received throughout the consultations and ahead of the planning application being submitted. As you can see from this report, as well as the Landscape and Public Realm Strategy Report, workshops and meetings have</i>
One respondent suggested more consultation and engagement with the University and considering students' needs.	

	taken place with local people to ensure that the designs are tailored to meet local peoples' needs. Approximately 850 feedback submissions have been received by the consultation team over the pre-application periods. And around 8,000 people have visited the website in total since the first consultation opened in May 2022. Once the planning application for this development has been validated, a statutory consultation will take place where there is yet another opportunity for local people to comment on these proposals.
Three respondents stated that they had not received enough information to make an informed opinion on the proposals.	The consultation team would be happy to help answer any questions and queries about detail that you would like to find out. Our details can be found on the Have Your Say page of our website (www.kirkleesculturalheart.co.uk). If it is of interest, many detailed documents about the plans for each element of the Kirklees Cultural Heart will be submitted and will be available to view on the Kirklees Council website.
One respondent requested further consultation moving forward into the construction phase.	The planning application will be subject to statutory public consultation. The council will provide updates following any planning decision.
One respondent queried when the decision on the scheme was agreed.	The scheme has not yet been given the approval by the Local Planning Authority. A planning application will be submitted in the coming weeks and then a formal decision will be made by the Local Authority's Planning Committee.
One respondent suggested including more older people in CGI imagery moving forward, making sure everyone feels represented in designs.	Noted and these comments have been passed on to CGI teams.
Transport	
General Comments	
Eight respondents commented on how transport infrastructure had to improve to accompany the new cultural development. A respondent stated that the site needed to be easily accessible on foot and by car.	A Transport Assessment and a Travel Plan have been submitted as part of the planning application. These reinforce the excellent sustainable location of Kirklees Cultural Heart. The measures set out within these documents will encourage the use of non-private car journeys to/from the site.
One respondent mentioned how there needed to be adequate signage for those travelling actively or on public transport to make travel easier and safer.	Noted.
Pedestrians	
Four respondents suggested pedestrianising Queen Street, as this would complement the proposed plans to open up the town centre with Kirklees Cultural Heart.	Queen Street falls outside the remit of the Kirklees Cultural Heart proposals. The council are working on other town centre wide initiatives to improve accessibility.
Cycling	
14 respondents requested adequate, safe cycle parking, possibly using a scan in and out system so bikes are safely locked away.	The proposals make provision for secure cycle parking throughout the scheme. This will include a cycle hub.
One respondent stated that more dedicated cycle ways would drastically improve connectivity across Huddersfield.	The inclusion of secure cycle parking will encourage journeys by these means. The council has a wider

	<i>responsibility for cycle paths to/from the site. This includes schemes such as the Southern Corridors.</i>
One respondent commented on the long and thin site that is the Cultural Heart and how the council needed to carefully think about how to avoid this becoming a barrier to cycling. Specific reference to creating a route between Ramsden Street and Queensgate was requested.	<i>It is not considered that the site's proportions preclude accessibility by cyclists. The location of the site is such that it would continue to allow circulation around its periphery, with the formation of a larger public realm accommodating more movements throughout its interior (although a dedicated cycle path is not proposed).</i>
One respondent suggested including cheap lockers or other similar initiatives to allow visitors to the cultural heart to store cycling equipment or personal items nearby.	<i>The Travel Plan for the site makes such suggestions for staff. The availability of secure cycle parking will allow visitors to leave their cycles in safety.</i>
Buses	
Six respondents suggest that bus timetable improvements are necessary to reduce car usage, especially reducing fares and improving bus links. One couple of respondents mentioned specific areas of Kirklees and improving travel links, these included: ○ Stocksmoor ○ Slaithwaite	<i>The Travel Plan seeks to encourage visitors and staff to use public transport. Pricing strategies and routes are outside the remit of Kirklees Cultural Heart.</i>
One respondent suggested having no buses in the evening.	<i>This would be contrary to the objectives of delivering a sustainable development.</i>
Car Travel	
Five respondents mentioned that the current road system needs to significantly improve to entice people into the town centre.	<i>Noted.</i>
Requests	
One respondent requested a clear timeline of implementation to help residents understand how the proposals will be phased in.	<i>Noted. Although we have outline dates for the planning decision and (if approved) the construction start dates, we recognise there is the need for clear communication of more detailed elements of the construction process.</i>
Three respondents commented on the negative impact Kingsgate had on Huddersfield town centre and how that needed rethinking as well.	<i>Noted. This is not however part of this specific planning application.</i>

7.2.3 Responses Relating to the Proposals for the Built Environment

Below is a summary of the responses received through the feedback form in relation to the proposals for the built environment.

Opinion on proposals for new/refurbished buildings. 415 respondents answered this question.

When asked whether they support or oppose the proposals for the Venue, 415 respondents (76%) answered 'Support' or 'Support, with some reservations'. 58 respondents (15%) answered 'Oppose' to this question.

When asked whether they support or oppose the proposals for the Art Gallery, 409 respondents (63%) answered 'Support' or 'Support, with some reservations'. 84 respondents (22%) answered 'Oppose' to this question.

When asked whether they support or oppose the proposals for the Museum, 408 respondents (68%) answered 'Support' or 'Support, with some reservations'. 77 respondents (21%) answered 'Oppose' to this question.

When asked whether they support or oppose the proposals for the Library, 412 respondents (75%) answered 'Support' or 'Support, with some reservations'. 56 respondents (15%) answered 'Oppose' to this question.

When asked whether they support or oppose the proposals for the Food Hall, 414 respondents (69%) answered 'Support' or 'Support, with some reservations'. 72 respondents (19%) answered 'Oppose' to this question.

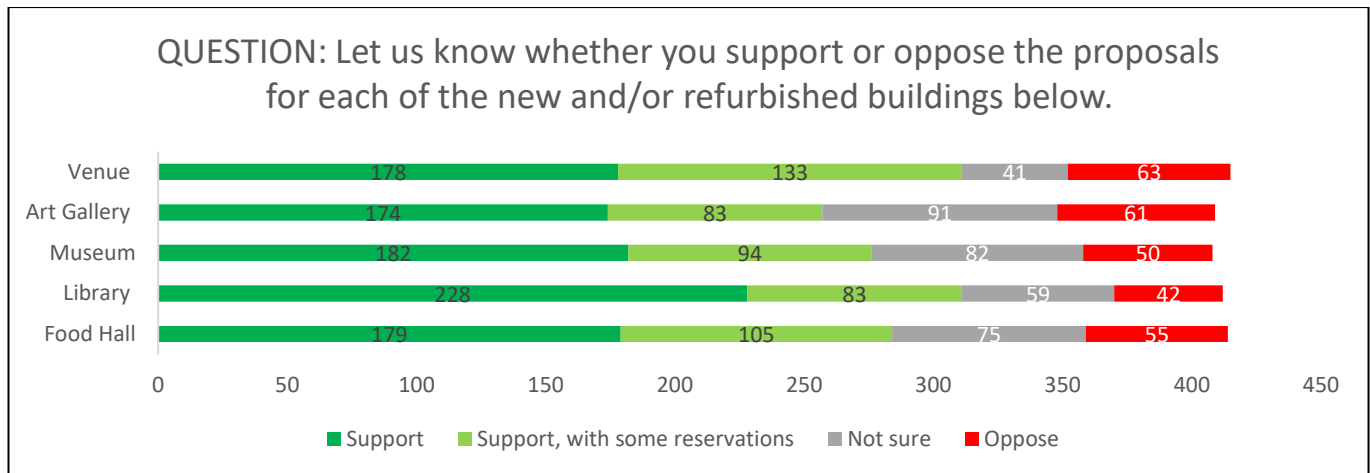


Figure 47: Graph of consultation responses to the question 'Let us know whether you support or oppose the proposals for each of the new and/or refurbished buildings'.

Below is a summary of the comments raised in relation to the proposals for the built environment.

Comment	Applicant Response
Multi-Purpose Venue and Parking	
Venue	
General Support	
One respondent mentioned that events and concerts would be instrumental in the success of the Cultural Heart.	<i>Noted.</i>
Building Design	
Two respondents felt the venue design mirrored the '60s style architecture that currently plagues Huddersfield' and needed to be rethought. One respondent suggested being 'bolder' in designs to brighten up the surrounding landscape.	<i>The intention is that building designs reflect their locality, using materials that are common to the town and that make reference to neighbouring buildings to be modern but complimentary additions to the area. Designs use common buildings techniques and materials that will weather sympathetically next to existing buildings.</i> <i>Landscape areas have been designed to be seasonal and easily maintained, giving character throughout the year and creating spaces that can look good over many years.</i>
One respondent stated that the concert venue looked fantastic and 'something the town has needed for a long time to attract events'.	<i>Noted.</i>
One respondent stated that the venue design was not 'bold enough' to attract high profile artists and performers.	<i>The designs have been developed alongside venue specialists, who have helped develop the brief and steer designs to be attractive to operators, promoters and performers.</i>
One respondent mentioned starting to use the Huddersfield Town stadium for large scale events as an alternative to the new venue building.	<i>The Blueprint and Kirklees Cultural Heart are schemes seeking to affect positive change within the town centre. The stadium has been host to concerts in the past and would continue to have a role in doing so. However, the venue provides a new opportunity for events within the town centre itself and within a purpose-built building with flexible floorspace.</i>

One respondent queried why it is so important to be able to see the new town hall and venue from the Lawrence Batley Theatre.	<i>The design iteration process has sought to ensure that it integrates the site's exterior. Both the Town Hall and Lawrence Batley Theatre are examples of this, enhanced by their status as Listed Buildings and that as cultural assets, it is only appropriate to consider them in the round.</i>
Six respondents suggested implementing solar panels on the roof of the venue to make the building more sustainable and make use of dead space.	<i>Solar panels are proposed across the roofs of the new buildings.</i>
Rationale	
Two respondents stated that the Town Hall currently offers a space for larger scale events, Huddersfield needs a smaller '500-seater venue'.	<i>The Town Hall is a venue in its own right, particularly its concert hall. It shall continue to play host to that events that suit the accommodation that is available to do so. Kirklees Cultural Heart will reinforce that role, by allowing complementary events and those that cannot be held within the Town Hall to take place.</i>
Demand	
Four respondents questioned the need for a new concert venue especially considering the offer in Leeds and Manchester.	<i>The council has carefully considered the business case for the venue. This has informed the size and flexibility of the venue.</i>
Current Offer	
Five respondents questioned the impact the new venue will have on the existing Lawrence Batley Theatre.	<i>The Lawrence Batley Theatre is a venue in its own right. It shall continue to play host to that events that suit the accommodation that is available to do so. Kirklees Cultural Heart will reinforce that role, by allowing complementary events and those that cannot be held within the theatre to take place.</i>
Diversity and Culture	
One respondent suggested ensuring the venue hosts 'multi-ethnic events', making sure that the venue is inclusive for all communities across Kirklees.	<i>Inclusivity and accessibility are a key focus of Kirklees Cultural Heart. It is envisaged that the community will play a key part in the planning and delivery of events within the spaces and buildings.</i>
Parking	
Venue Parking	
Eight respondents questioned whether 350 car parking spaces would serve a 2000-person capacity entertainment venue.	<i>A central priority of the Kirklees Cultural Heart project is to ensure there are several accessible and efficient options for getting to and from this part of the town centre.</i> <i>With the bus station a six-minute walk away and the train station a nine-minute walk, there is a big focus on encouraging as many people as possible to access Kirklees Cultural Heart via public transport. This includes making town centre walking and cycling routes easy, safe and attractive.</i> <i>Buses will continue to travel around the Cultural Heart site, with several bus stops located along Peel Street, Queensgate and Queen Street. With the new integrated public spaces, people will be able to get from the buses and train to their destination in a quicker and more pleasant way than before.</i> <i>In terms of access by car, experts from Arup have helped us design the proposed car park at Kirklees Cultural Heart. The aim is to ensure that the combined level of parking across the town centre – both within</i>
Two respondents queried the fact that the Kirklees Cultural Heart plans will increase footfall, but parking is being reduced.	
One respondent suggested working with Kingsgate car park during event periods to increase their opening hours.	

	<i>the new car park and existing town centre car parks – will be sufficient to meet demand.</i> <i>Arup have looked closely at anticipated demand at different times of day and different scenarios – such as when there will be a large event at the new venue – and have assessed that 350 additional town centre spaces should be sufficient to meet this demand.</i> <i>In relation to the parking demand generated by the new multi-purpose venue specifically, although the capacity of the venue is 2,200 people, it would only host a handful of capacity-size events per year, with many more events (conferences, exhibitions, trade shows, banquets, etc.) attracting under 1,000 visitors. Again, given that the location of the venue is in the town centre, it is anticipated that attendees will travel via different methods and not just by car.</i>
Four respondents suggested cheaper parking options or providing free parking for a limited period.	<i>Noted.</i>
Wider Town Centre Parking	
20 respondents requested more parking provision for the wider town centre.	<i>Noted.</i>
Three respondents suggested reducing parking fees and opening the car parks longer into the evening.	<i>Noted.</i>
One respondent queried what parking provision would cater the new apartment blocks and new rooms in the George Hotel.	<i>This is outside the scope of this scheme.</i>
One respondent suggested turning Kingsgate into a huge car park.	<i>This is outside the scope of this scheme.</i>
One respondent suggested using derelict land for more car parking space.	<i>This is outside the scope of this scheme.</i>

Comment	Applicant Response
Art Gallery	
Five respondents mentioned the fantastic cultural offer in neighbouring towns and cities surrounding Huddersfield, querying whether people would choose Kirklees Cultural Heart over the Hepworth or cultural sites in Leeds and Manchester.	<i>Kirklees Cultural Heart offers the opportunity for Kirklees to showcase its own cultural capital to all parts of society, whilst being able to accommodate events/pieces from a wider area. By providing a variety of spaces and buildings, available across the full year, Kirklees Cultural Heart will encourage visitors in many ways to spend their time in the town and district.</i>
One respondent stated that art galleries are a 'one visit attraction' and will not provide the repeat business Huddersfield town centre needs.	<i>As above.</i>
One respondent suggested using the art gallery as a night-time venue, including outdoor seating and a bar area.	<i>The suggestion is noted.</i>
One respondent commented on the proposed cultural sites and questioned whether an art gallery would be an appropriate draw for children and young families.	<i>Kirklees Cultural Heart offers the opportunity for Kirklees to showcase its own cultural capital to all parts of society, whilst being able to accommodate events/pieces from a wider area. By providing a variety of spaces and buildings, available across the full year, Kirklees Cultural Heart will encourage visitors in many ways to spend their time in the town and district.</i>

One respondent mentioned the original plans where, in the place of the art gallery, were 'long sweeping steps to the theatre' which were considered as a more favourable option to the current designs.	<i>The design team has evolved the scheme, ensuring its practicality and deliverability. Careful consideration has been given to the space and how it interacts with the site's surroundings.</i>
One respondent suggested sympathetic design and retaining the existing green space between the art gallery and the Georgian buildings on Queen Street. This would create a more empathetic design.	<i>As above.</i>

Comment	Applicant Response
Food Hall	
Building Design	
One respondent mentioned how the new double-glazed windows in the proposed market space will alter how the light enters and lights up the current market space.	<i>Replaced glazing will result in a space that has excellent levels of natural daylight, while minimising heat losses and risks of condensation.</i>
One respondent queried whether different seasons had been considered, as the food hall building is too hot in summer and too cold in winter.	<i>The heating and cooling of all buildings has been carefully considered. The objective being to create a pleasant ambient temperature all year round, within the most energy efficient way possible.</i>
Rationale	
10 respondents commented on the need for a food hall at all, particularly considering what Huddersfield already offers.	<i>The council has carefully considered the business case for the proposed uses and their scale. There is demand for this type of facility, particularly when linked to Kirklees Cultural Heart as a whole.</i>
Six respondents commented positively on plans for the food hall and suggested that it would make a good addition to the Cultural Heart.	<i>The Grade II Listed Queensgate Market building will be carefully adapted and refurbished to become a vibrant food hall.</i>
Three mentioned the need for an improved eating and drinking provision to accompany increased dwell time from the Kirklees Cultural Heart proposals.	<i>Space for around 15 independent food stalls, bench seating areas and accompanying areas of publicly accessible toilets and a Changing Places room will be included (during opening hours).</i> <i>Large communal food halls continue to be extremely popular in town centre regeneration, as they provide great opportunities for socialising, business, family dining, or grabbing a quick lunch on-the-go. It will also give the Cultural Heart a vibrant and lively central hub that links various elements of the scheme together and will provide activity in the town centre into the evening hours.</i>
Future Management	
One respondent noted the need for the food hall to be clean and well-staffed to create a pleasant atmosphere for multiple visits.	<i>A well-considered design has been developed to meet these requirements.</i>
One respondent suggested the food hall site could be too big and cause issues in future.	<i>The council has carefully considered the business case for the proposed uses and their scale. There is demand for this type of facility, particularly when linked to Kirklees Cultural Heart as a whole.</i>
Future Users (Customers and Businesses)	
One respondent asked whether the space would be available for public use even if they don't buy from the vendors.	<i>All the outdoor space is public space for all.</i>
One respondent requested advertising food hall space to 'high-quality Kirklees businesses'.	<i>The food hall will be an opportunity for local operators.</i>

Four respondents mentioned how the food hall needed to have a variety of draws providing food and shopping options to make the space 'much more sympathetic to the town and centred around its culture'.	<i>This is the intention of the food hall and the new generations of food hall operations provide multi-cultural offers.</i>
One respondent mentioned that the food hall needed to house local interesting food retailers, providing a different offer to the generic food places currently in Huddersfield.	
Impact on other Local Business	
Three respondents questioned how the new food hall would impact other local cafes and restaurants in the area.	<i>The food hall would provide choice and accessibility to its customers. As part of creating a destination for the town centre, Kirklees Cultural Heart will encourage footfall and dwell time that will benefit existing businesses, who will offer further choice across the town as a whole.</i>

Comment	Applicant Response
Existing Market	
Four respondents requested clarification on where the current operators and stores in the markets will be relocated to.	<i>The council has worked closely with the traders in the current Queensgate Market and an agreement has been reached. Some traders will relocate in the town centre, with support from the council. Others have decided to cease trading.</i>
One respondent expressed concern over the consultation process and whether market traders had been properly informed.	<i>The council has worked closely with market traders to ensure they were included in the proposals from the start.</i>
One respondent suggested more financial support for the current market traders and small independent business surrounding the Cultural Heart site.	<i>A compensation agreement, put forward by traders and approved by the council's cabinet, is in place to ensure market traders are financially supported.</i>

Comment	Applicant Response
Museum	
Building Design	
One respondent queried whether the old library building would be too large to be filled with museum exhibits and questioned 'what other facilities would be included in the space?'	<i>The museum brief, with its exhibition, education, administration, café and shop spaces is larger than the existing Library building, requiring an extension to the north to be built to contain planned exhibits.</i>
Rationale	
Five respondents questioned whether a new museum space was required, especially whether this would offer a space that residents want to continually return to.	<i>As set out in the Outline Business Case (OBC) the proposed museum is an important space in order to display and allow access for the residents of Kirklees to the considerable number of exhibits and artefacts that belong to Kirklees Council which are currently held in storage. In addition, it will be an important space for touring exhibitions and content as well as for specifically curated events and programs all of these will be constantly refreshed and updated. These displays and exhibits will sit alongside the permanent displays for the benefit of the residents of Kirklees as well as providing an incentive to visit the Town from outside the Borough.</i>
Three respondents suggested building a cinema instead of a museum to consider younger people and what they would prefer in the plans.	<i>Kirklees Cultural Heart is not intended to provide a cinema, other operators within the town and wider area provide this service. This includes the new cinema within the Kingsgate Shopping Centre.</i>

Future Collections/Exhibitions	
Nine respondents mentioned the need for a dedicated space to celebrate Huddersfield's Rugby League history, whether that be in the new museum space or in the George Hotel.	<i>Rugby is an important part of Huddersfield's heritage and the council will make sure it is recognised as part of the wider Huddersfield Blueprint plans.</i>
One respondent stated that the design and content of the museum should be decided with the support of local people and community groups to make it a reflective space for all of Kirklees' communities.	<i>The spaces are being developed with the Kirklees community in mind. For example:</i> <i>• The new library will include community group meeting spaces.</i> <i>• The new library will include an education wing for community groups and local schools.</i> <i>• The public square will host regular community and cultural events.</i> <i>It is envisaged that community groups will be given the opportunity to curate and occupy spaces within the museum and art gallery.</i>
Impact on Local Museums	
Nine respondents questioned what would happen to the Tolson Museum.	<i>Noted.</i>
One respondent also questioned what would happen to Oakwell House.	<i>Noted.</i>
One stated that Huddersfield already has an adequate museum space.	<i>Noted.</i>
One query was raised as to who will manage and maintain the museum.	<i>The museum will be managed and maintained by Kirklees Council.</i>
Tickets	
One respondent suggested providing multi-venue tickets or travel tickets, which allow you discounted entry if you used public transport to access the site.	<i>Noted.</i>
One respondent queried the entry fees for the museum and whether it would be financially accessible for all.	<i>Entry to the main displays in the museum and art gallery will be free, to ensure they are accessible to all and become true community focal points.</i>

Comment	Applicant Response
Library	
Building Design and Layout	
One respondent commented on the town centre skyline and how the new library building 'will obstruct the view of the church across the ring road'.	<i>The proposed new Library is partially the same height as the existing Queensgate Market building and partially one storey higher at the northern end. St Paul's Hall will still be visible from the ring road and will also be visible over the top of the new Library when standing in the proposed public square and looking east.</i>
One respondent stressed the importance of the library and Queensgate buildings and how the 'architectural history' needs to be preserved.	<i>The team agrees that these are important buildings and through the designs are seeking to reveal the most significant aspects of them to more members of the public while improving the setting of the wider context of significant listed buildings.</i>
One respondent mentioned adding a café to the library to make the venue multi-purpose and attract a different demographic.	<i>The spaces within buildings have been developed alongside Kirklees Council's Library service team and it was decided early on in the process that the proximity of the Library to the Food Hall meant that a café would not be necessary within the Library. A kitchenette is proposed adjacent to the event space at the top of the library to service events hosted in these spaces.</i>

One respondent commented on the external façade of the library, stating that ‘being able to see into the buildings’ will make the cultural buildings more interesting for regular visitors.	<i>We agree and the team have worked hard to design buildings with an active presence at ground floor to improve the relationship between internal spaces and the public realm.</i>
One respondent suggested combining the art gallery and library into one space.	<i>The Kirklees service teams for these spaces did not want to operate in a combined space.</i>
Rationale	
Seven respondents questioned why the library needed to move and asked whether the current building could be updated as part of the plans.	<i>The existing building does not work well as a modern, open library and would not meet the requirements of the service team’s future library vision. Kirklees Cultural Heart allows for a repurposing of the existing library building, which lends itself to the proposed museum use. The new library will provide a flexible and modern library environment suit to today’s requirements.</i>
One respondent questioned whether the existing shelving and internal listed items in the library will be preserved.	<i>Some existing bookshelves will be removed and some will be enhanced and act as display for museum exhibitions. Further detail regarding items of fabric repair and alteration will be provided as part of the Listed Building Consent Application.</i>
Offer	
One respondent stated that the library shouldn’t be referred to as a ‘community library’ as it serves a much larger area than a traditional small community library.	<i>Noted.</i>

7.2.4 Responses Relating to the Public Realm

Below is a summary of the responses received through the feedback form in relation to the proposals for the public realm.

Opinion on proposals for the public realm. 412 respondents answered this question.

When asked whether they support or oppose the proposals for The Terraces, 264 respondents (63%) answered ‘Support’ or ‘Support, with some reservations’. 82 respondents (22%) answered ‘Oppose’ to this question.

When asked whether they support or oppose the proposals for The Public Square 283 respondents (68%) answered ‘Support’ or ‘Support, with some reservations’. 71 respondents (19%) answered ‘Oppose’ to this question.

When asked whether they support or oppose the proposals for The Gardens, 276 respondents (66%) answered ‘Support’ or ‘Support, with some reservations’ to The Gardens. 76 respondents (20%) answered ‘Oppose’ to this question.

When asked whether they support or oppose the proposals for The Urban Park, 255 respondents (62%) answered ‘Support’ or ‘Support, with some reservations’. 90 respondents (24%) answered ‘Oppose’ to this question.

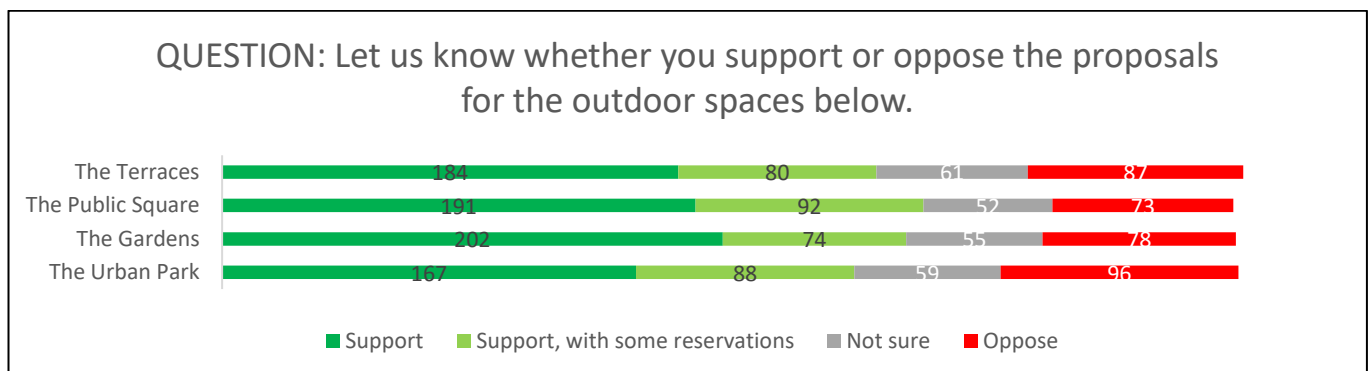


Figure 48: Graph showing consultation responses to the question 'let us know whether you support or oppose the proposals for the outdoor spaces below'.

Below is a summary of the comments raised in relation to the proposals for the public realm.

Comment	Applicant Response
Public Outdoor Spaces	
General Support	
Eight respondents stressed the importance of green space in the plans and without it the new Cultural Heart plans would become 'another desert of paving'.	<i>Noted.</i>
One respondent supported the better interconnectivity of Huddersfield that would come from the new public outdoor spaces.	<i>Noted.</i>
Four responses stated that public outdoor space is a much better use of the area than empty shops.	<i>Noted.</i>
General Opposition	
One respondent mentioned how Huddersfield already has adequate green space and the plans are focussing on the wrong things. Three respondents questioned whether a new public outdoor space was necessary especially considering Huddersfield's current offer with these parks being mentioned as ones nearby: ○ Greenhead Park ○ Beaumont Park ○ Ravensknowle Park ○ St Georges Square ○ Parish Gardens ○ Norman Park Three respondents stated that the current green space offer should be improved before implementing another park.	<i>There is inadequate open space within the town centre. Kirklees Cultural Heart will provide a new, attractive to all space that will knit the scheme together and also form strong links to the wider town centre. The flexibility of the space fits with the ethos of Kirklees Cultural Heart and its intention to affect a positive change in the town centre. Open spaces beyond the town centre perform a different role to that indicated upon the submitted plans.</i>
One respondent expressed concern that the public open spaces would take up valuable retail space in the town centre.	<i>Retailing has changed significantly over the last decade, more so over the last few years. This has seen a falling footfall and Kirklees Cultural Heart seeks to slow that decline by introducing new reasons to visit the town centre and avoid a one-dimensional offer.</i>
Design of Outdoor Spaces	
One respondent expressed concern over the open spaces becoming 'windswept, bleak spaces' due to the weather. Effective and well-thought-out landscaping needs to be carefully considered.	<i>The outdoor spaces will contain a multitude of opportunities which will generate life, activity, as well as comfort:</i> • <i>Significant amount of new tree planting to buffer the effects of wind on the spaces, as well as provide shade during the summer months.</i> • <i>Places to sit undercover, within building canopies and standalone seating shelters throughout the park.</i> • <i>Significant investment is being made into play equipment for the site to attract children and families to the area.</i> • <i>A water feature will occupy the events square which will generate activity when not in use for events.</i>

	• <i>Areas of café spill out adjacent to buildings are provided throughout.</i>
Seven respondents commented on the outdoor space site suggesting that the site was too big, and this could cause maintenance issues in future.	<i>The design has been developed in close conjunction with Kirklees Parks and Open Spaces whom will be responsible for the maintenance of the area. Their maintenance practices have been embedded into the design to ensure that it is easily maintainable under current maintenance practices.</i> <i>The brief is to create a 'destination park', which will attract visitors to come back time and again and needs to be of a large scale to merit this.</i>
One respondent queried what the interface of the remaining half of King Street will be like, as it backs onto the new urban park.	<i>The area which is currently occupied by the Piazza which fronts onto King Street will be opened up, with multiple footpath routes linking the Cultural Heart with the north of the town centre. The gradient of King Street will be closely mirrored at the interface with the Cultural Heart site, with a series of seating terraces proposed which will allow people to sit overlooking either the park or King Street. Planting will define the edge of the park, including trees.</i>
Accessibility	
Two respondents questioned whether the public open spaces were accessible for all, specific emphasis was placed on ensuring the spaces are accessible for disabled children.	<i>To ensure the outdoor public spaces can be used by everyone, the outdoor space has been carefully designed to try to minimise level changes and ensure that those with prams and wheelchairs can access all areas of the site.</i>
Four specific elements to improve accessibility in the public outdoor spaces, these included: ○ Ramps and slopes instead of steps ○ Seating with backs ○ A braille trail ○ A sensory garden.	<i>Gradual slopes with areas of rest will be included and a publicly accessible lift is provided next to the library to give access between Queensgate and the outdoor space level.</i>
Features	
One respondent noted the importance of outdoor seating at bars and cafés surrounding the new public outdoor spaces.	<i>Noted.</i>
21 respondents mentioned specific features that they would like to see included in the public outdoor spaces, these included: ○ Well-maintained water features ○ Covered outdoor seating ○ Secret areas or things to find ○ Green walls and hanging foliage ○ Blue plaques or a history trail ○ Musical stands and engaging features for kids ○ Modern floor art ○ Variable seating, whether that be walls, benches or even logs ○ Skate areas and graffiti spaces for an older teen audience ○ Playground activity space ○ Public toilets ○ Natural play areas ○ Quiet spaces/ benches ○ Sculptures ○ Plenty of bins ○ Water bottle refilling stations	<i>The following are included:</i> • <i>Water feature</i> • <i>Covered seating</i> • <i>Play spaces for children</i> • <i>Places for musical events</i> • <i>Modern floor art</i> • <i>Variable seating; walls, benches, boulders, logs, terraces</i> • <i>Skate area</i> • <i>Publicly accessible toilets (within buildings)</i> • <i>Natural play space adjacent to the Museum</i> • <i>Quieter garden spaces</i> • <i>Plinths for temporary sculptures</i> • <i>Litter bins</i>

Maintenance / Safety	
12 respondents that expressed concern that the new public outdoor spaces would not be managed effectively and would end up in a similar state to St Peter's Gardens.	<i>See previous response on maintenance.</i>
One respondent mentioned the repeat issue of tree stumps and vegetation ruining the aesthetic of the town centre.	<i>Trees and planting play a vital role in making the urban environment more resilient to climate change, increasing biodiversity, and improving health and wellbeing through access to nature and green spaces. This is a key element of the project brief, which will clearly have maintenance implications for those responsible for parks and green spaces. A maintenance regime will be implemented to ensure the planting is cared for properly.</i>
Five respondents stated that the public open spaces should be policed 24-hours a day.	<i>We know that making the centre of Huddersfield a safer and more attractive place for visitors is very important and is a priority for the team. We will be providing safe, well-lit and overlooked areas of public realm that create a secure and active environment throughout the whole day.</i> <i>To create a safe and welcoming public realm across the whole site, including the new park, we are utilising a number of approaches:</i> • <i>Creating clear pedestrian routes with good visibility.</i> • <i>Creating a range of accessible seating opportunities.</i> • <i>Organising spaces to encourage visibility and prevent groups gathering.</i> • <i>Providing lighting throughout the site, with particular attention given to all key pedestrian routes.</i> • <i>Ensuring CCTV coverage across the site.</i> • <i>Considering an emergency call button.</i> <i>We will also be working with West Yorkshire Police 'Secure by Design' officers as the design is further developed to further reduce safety risks.</i>
12 respondents specifically mentioned litter and how this would be managed, simple litter management would create a greater sense of pride in the space.	
One respondent mentioned graffiti, querying how it would be managed and controlled.	
Two respondents stated that better lighting and consideration for making the space safer at night would be beneficial, especially for making women feel safer in the space.	
22 respondents stated that the outdoor spaces should have CCTV implemented throughout to manage antisocial behaviour.	
Planting	
One respondent suggested more imaginative planting such as the 'Grey to Green Scheme' in Sheffield.	<i>Noted.</i>
10 respondents suggested more planting, introducing trees and biodiversity to Huddersfield town centre, some key features were mentioned, these included: ○ Better natural shading ○ A range of vegetation ○ Drought tolerant planting ○ Insect hotels ○ Wildflowers ○ Flower beds ○ Edible gardens	<i>All of these suggestions are already reflected within the design with the exception of edible gardens which pose a different challenge with regards to maintenance intensity, and as such have not been included.</i>
Four respondents specifically mentioned trees and biodiversity net gain in the proposals.	<i>We are targeting a 50% biodiversity net gain. 55.68% has been achieved.</i>
Community Involvement	

Two respondents queried whether some kind of community involvement could occur during the curation and maintenance process of the public spaces.	<i>Opportunities for community engagement will be possible and encouraged by Kirklees Council, who will be responsible for the maintenance and governance of spaces.</i>
Outdoor Event Space	
One respondent stated that the outdoor events space needs to be available for people to use when no events are happening to keep vibrancy in the town centre.	<i>Noted.</i>
One respondent heaped emphasis on the need to entice high quality acts and performers to all venues across Huddersfield, especially the outdoor event spaces.	<i>Noted.</i>
One respondent suggested liaising with the Lawrence Batley Theatre to set up outdoor shows during summer.	<i>Noted.</i>
Children and Families	
Six respondents emphasised the need to make the public outdoor spaces a desirable destination for kids and young families as this will dramatically increase footfall to the cultural heart.	<i>Definitely. The spaces have been designed with families, as well as all other ages and demographics, in mind.</i>
One respondent stated that currently the public outdoor spaces aren't safe for young people in Huddersfield at all.	<i>Noted. Please see the section above on safety and maintenance.</i>
One respondent specifically mentioned including children's activity space in the outdoor park designs.	<i>Noted. There will be all sorts for children to see and do in the outdoor spaces. Please see the Landscape and Public Realm Strategy Report for more information.</i>
One respondent mentioned the need for adequate spaces for assembling school groups in the Cultural Heart.	<i>Noted.</i>
One respondent questioned what inclusions there would be for older teenage children, not just younger kids.	<i>Teenagers and young adults tend to use public spaces for social purposes. With this in mind, there will be sociable seating terraces provided throughout the spaces, providing opportunities for teen hangouts, including areas which are covered to enable year round use. There will also be an area where skateboarding is encouraged, with a linear wall of differing heights to provide a skateboarding friendly environment but which can equally be used for sitting by all ages.</i>
One respondent suggested exploring making the site smokefree to make it more friendly for kids and younger people.	<i>Noted and to be discussed with Kirklees Council.</i>
Weather	
Four respondents stated that the weather needed to be a big consideration in the park designs to make sure it is an enjoyable space in all seasons.	<i>Places to sit undercover are provided throughout the park, both beneath building canopies and within covered seating shelters to allow the public to use the park throughout the year.</i>
Six respondents commented on the fact that the outdoor spaces would only be used during warm summer days and would be empty the rest of the year.	<i>The outdoor spaces will function in the following ways, which are not season-specific:</i> <i>Children's play: good play spaces are used all year round.</i> <i>Using the park as a traffic free, green means to get across the town.</i> <i>Resting/seating away from the shopping environment, under cover if needed.</i>

	• Music/cultural events. • Use of green spaces for fitness classes, walking groups, green social prescribing etc.
One respondent expressed concern over the building design and how this could create wind tunnelling across the site.	Refer to Landscape Strategy report for wind and microclimate study.

7.2.5 Responses Relating to the Other Aspects of the Proposals

Below is a summary of the comments raised in relation other aspects of the proposals.

Comment	Applicant Response
Retail and Other Offer	
Retail	
29 respondents mentioned the need for more retail options in the town centre. Six respondents mentioned the need to retain current occupiers like WHSmiths and Boots, especially after the departure of House of Fraser. A couple of respondents specifically mentioned losing Boots and the importance of having access to a central chemist. Four respondents suggested focussing on high-end retail, boutique shops and independent retailers. One respondent noted the importance of offering retail space local business, the investment would help Huddersfield thrive. A respondent suggested creating more retail and office space to increase the number of people regularly in the town centre. There were several respondents that questioned the impact Kirklees Cultural Heart will have on existing businesses in the wider town centre. One respondent queried why big retailers were pulling out of the town centre, and what the council's long-term plan was to rebuild Huddersfield's retail offer. Four respondents suggested lowering rents to bring retailers back into the town centre.	<i>It's becoming very evident that retail cannot exist on its own in town centres in the way it once did. Footfall in this particular area of Huddersfield town centre has been decreasing in recent years.</i> <i>By creating a more diverse and mixed-use offer – including a new food hall and new live entertainment venue – Huddersfield can attract more visitors into the town centre for longer periods of time. This increased footfall will ultimately help support existing businesses and, crucially, create the type of high-quality and attractive environment that will help attract new businesses as well – including shops, bars and restaurants.</i> <i>We know that retail of course still has a major role to play in town centre, and other areas of our ambitious Huddersfield Blueprint plans reflect that. The Cultural Heart is just one element of this ten-year vision and is seen as a key catalyst to help grow our economy and job opportunities.</i>
One respondent mentioned the lack of retail options surrounding Huddersfield train station.	<i>This is outside the scope of the scheme.</i>
One respondent mentioned incorporating more pop-up spaces into the development. Five respondents mentioned partners like Temporary Contemporary, Woven and Maker World, and how there is a missed opportunity create a diverse pop-up art scene.	<i>The spaces are being developed with the Kirklees community in mind. For example:</i> • <i>The new library will include community group meeting spaces.</i> • <i>The new library will include an education wing for community groups and local schools.</i> <i>The public square will host regular community and cultural events.</i> <i>It is envisaged that community groups will be given the opportunity to curate and occupy spaces within the museum and art gallery.</i>
Three respondents mentioned the need for retail improvements but focussed on improving the eating and drinking provision.	<i>Noted. This scheme doesn't include retail – that is being considered in other areas of the Huddersfield Blueprint. The additional footfall the scheme will drive to the town centre will also help support the town's</i>

	<i>surrounding retailers, plus act as a catalyst for more investment and provide a new confidence in Huddersfield town centre to attract more retailers in the future. This scheme does include a major new Food Hall, creating a fantastic new food and drink offer for the town. The museum plans also include a new museum café.</i>
One respondent stated that there are already too many shops, and a new focus is ideal for the town centre.	<i>Noted.</i>
One respondent requested a more interesting offer, perhaps including roof top bars.	<i>The venue provides space for a roof top bar, whilst the gallery includes a terrace. Both creating interesting spaces for use within Kirklees Cultural Heart.</i>
One respondent suggested relocating the Cultural Heart onto the high street.	<i>Kirklees Cultural Heart is centrally located within the town centre, close to New Street. It is also accessible to different forms of transport, meaning that it will become integrated into the town centre.</i>
Current Occupiers	
Three respondents mentioned the BHS store and how elements of the proposals could be housed here, leaving room to merge other elements like the Museum and Art gallery.	<i>There has been a careful consideration of existing buildings and their ability to be re-used. In the case of the former BHS store, environmental matters such as the prevalence of asbestos are prohibitive to the extent of alterations required to facilitate the buildings use as a museum or gallery space.</i>
One respondent queried what would happen to King Street and other surrounding retail streets neighbouring the site.	<i>The scheme integrates to surrounding areas, creating new opportunities for those areas as a result of increased footfall.</i>
Housing	
One respondent requested more town centre living, as this would help to increase footfall in the Cultural Heart site. Specific mention of the Sports Centre at the University as this could have been used for high quality housing.	<i>This falls outside the remit of Kirklees Cultural Heart KCH. Kirklees Council are committed to increasing the appeal of town centre living and Kirklees Cultural Heart will add to the desirability of the area.</i>

Comment	Applicant Response
Building Design	
General Comments	
Nine respondents commented on the building designs and stated how they don't think the new buildings fit with anything in the area.	<i>The designs for Kirklees Cultural Heart are rooted in Huddersfield and the wider borough. The designs and materials used throughout the various buildings and public spaces within the plans draw on the many fine examples of stone civic buildings in the town and the architectural character of the region. Primarily, masonry buildings are being proposed across the development – reflecting the character of the region's surrounding landscape and sympathetically responding to the existing context. However, these new elements will be in a modern style, with contrasting accent materials such as ceramic, metal and glass also used.</i>
Five respondents stated that the new buildings/facades need to be in keeping with the current historic architecture of Huddersfield.	
Four respondents stated that the current historic buildings need to be preserved and celebrated not overshadowed by new builds.	
Nine respondents stated that new buildings need to use natural Yorkshire stone to celebrate Huddersfield's heritage.	
One respondent suggested all new public buildings needed to include state of the art air conditioning.	<i>The heating and cooling of all buildings has been carefully considered. The objective being to create a pleasant ambient temperature all year round, within the most energy efficient way possible.</i>
One respondent suggested putting up outdoor lighting to showcase Huddersfield's architecture even in the evening, possibly including historical plaques that explain building's importance as well.	<i>A lighting strategy has been provided within the planning application.</i>

Two respondents mentioned the concrete frieze panels on the current buildings and expressed a desire for these to be rehomed in the new development.	<i>This will be retained. The design of the new library and the design of the adjacent landscaping will enhance the frieze along Queensgate, celebrating it and making it more visible to the public than ever before.</i>
Three respondents stated that new buildings should use less glass as it isn't as eco-friendly as other materials.	<i>Buildings have been designed to balance the proportion of solid and glazing to get daylight into buildings while minimising heat gains and losses, and to provide views in and out of buildings for users. Some buildings have been developed since the consultation to lessen the amount of glazing in the design, such as the Library. Some buildings also have glass on the outside of solid, insulated panels to improve thermal performance.</i>
One respondent stated that artistic design and playfulness should be incorporated into plans.	<i>Buildings have been designed with materials that are common within the local environment, such as stone, concrete and ceramic. The technology used to build new buildings in these materials is well established, with standard methods of construction being considered across buildings.</i> <i>Treading the line between practicality, durability and creativity is critical, the outdoor spaces will be built using robust materials which are tried and tested over time, and for the most part are already found elsewhere in the town centre.</i> <i>There are areas where creative expression will permeate the design to foster a clear identity and sense of place, albeit this will be achieved using the same materials palette in subtly different ways.</i> <i>One example of this is the natural stone paving in the square. This will be laid in a pattern which mirrors the 'Articulation in Motion' ceramic reliefs by Fritz Steller on the Market Hall.</i>
One respondent commented on the importance of practical building materials as opposed to artistic design.	
One respondent requested more information on the building materials proposed for Kirklees Cultural Heart.	<i>This will be included as part of the planning application. Please see documents such as the Design and Access Statement for more information.</i>
One respondent suggested a neutral design that will look 'good' for decades instead of something too ambitious.	<i>Destination space, civic pride. The design for the outdoor spaces has carefully considered how this place relates to the town and is sensitive to the heritage and sense of place which is unique Huddersfield. With this in mind, the materiality and detailing of the public realm reflects the vernacular of the town, avoiding the need for change in maintenance practices. The planting will be designed with low maintenance objectives, whilst providing the visual amenity needed, and will be easily maintainable by those responsible for grounds maintenance.</i>
One respondent stated that buildings should be designed with adequate soundproofing to ensure minimum disruption to surrounding areas and musical events.	<i>Detailed noise surveys have been undertaken and have informed the design process. These assessments have been mindful of nearby sensitive noise receptors.</i>

8. Influence of Feedback on the Proposals

Building on the feedback received as part of Huddersfield Blueprint consultation in 2019, feedback from each of the consultation phases since May 2022 has been considered by the Applicant. The Applicant has reviewed the feedback and the proposals on an ongoing basis to ensure that the issues raised could be addressed during the development of the designs.

The multi-phase approach to consultation for Kirklees Cultural Heart ensured that feedback was received at a time when it could meaningfully contribute to the direction of several key elements of the project.

Overall, it appeared from the feedback received that the majority of those who responded to the consultation were supportive of the proposals when they were asked to give their opinion, both on the project as a whole but also on individual elements of the scheme. That said, the Applicant recognises that some respondents did state that they were opposed to the proposals. The planning application submission has been mindful of these comments and has sought to provide responses to concerns. Following the close of the design process, the team has been able to use these comments to help strengthen plans for how the scheme will deliver public benefits and help address technical/environmental matters.

In the consultation period, respondents highlighted their preferences for the buildings to integrate well with the rest of town, and for architecture that reflects the heritage of the local area, including the landscape. This feedback has influenced the architectural designs of the buildings which has sought to include a sympathetic palette of materials, such as stone, ceramic and concrete and references to textiles in the new buildings. Buildings that had large expanses of glazing have been reviewed to create the right balance between views in and out, overheating and heat losses. The scheme design has also adapted to make the most of and celebrate the heritage assets, including providing better views of the 'Articulation in Movement' sculpture along Queensgate. To find out more about the responses to individual comments on the aesthetic of buildings, please see the response tables above.

The number of parking spaces was frequently raised topic by respondents. Some respondents thought there were too many spaces, and the designs should encourage active travel, whilst others wanted to see more as they thought that the town would be better served with more spaces. The team has reviewed the number of parking spaces and, alongside experts ARUP, consider that the number of spaces within the designs is sufficient to meet demand alongside parking availability across the wider town centre.

In terms of the outdoor spaces, a theme that regularly came up within responses was bad weather and ensuring the outdoor spaces are usable during the winter. Places to sit undercover have been considered across the site, both beneath building canopies and within covered seating shelters to allow the public to use the park throughout the year. As well as this, the team considers the park as more important than just a space to sit in sunny weather, some of the non-season-specific uses include permeable space to move across Huddersfield, resting and seating away from busier shopping areas, music and cultural events and high-quality play spaces that are useful year-round.

In addition to the public consultation, the design team have met with local access groups and local families and children. Key issues that came from these sessions were the desire to see quieter, more relaxing spaces where visitors could sit amongst nature, which The Gardens space between the museum and art gallery will accommodate. As well as this, biodiversity net gain and encouraging wildlife in an urban setting were frequently mentioned. The proposals for the outdoor spaces meet and exceed the target biodiversity improvements through extensive tree planting, species rich grasslands and native and non-native flora and fauna.

As well, respondents were keen to ensure that the spaces were safe throughout the day and into the evening. Safety and security are a high priority for the team. Designs that promote public safety, and that are also well maintained, was always part of the designs for this development but 'on the ground' feedback from participants has helped strengthen these proposals. The Applicant is grateful for respondents raising these questions. We want to create a safe environment which discourages antisocial behaviour without feeling overbearing. This has involved a balance of strategies, utilising both active and passive means, to achieve an integrated and sensitive approach which does not dehumanise the spaces. Designing out crime with good visibility throughout the site is key, with trees positioned to frame not block views. The buildings on the site are predominantly located to the edges which

means there will be good passive surveillance over the external spaces as well as the existing surrounding street network. Queen Street in particular will benefit from this. In terms of active means of crime prevention, a specialist security engineer has been engaged to work on the project. These suggestions have been incorporated into the design but are of a confidential status meaning limited information can be released at this stage.

Safe spaces for children to play were regularly mentioned especially space for accessible play. A multi-generational play strategy has been developed which seeks to represent all age groups and abilities, details of which can be provided in the Landscape and Public Realm Strategy.

Many respondents raised comments regarding maintenance. A clear strategy has been set out within the planning application which sets out the need to create a durable environment. This is achieved through the careful selection of materials within the public realm and proactively preventing the further decline of Listed Buildings by creating viable uses for them alongside meaningful upgrades to their fabric/heating consumption. With regard to maintenance of the outdoor spaces, the design has been developed in close conjunction with Kirklees Parks and Open Spaces who will be responsible for the maintenance of the area. Their maintenance practices have been embedded into the design to ensure that it is easily maintainable.

One theme that came through early on was sustainability, particularly whether the building design would follow environmentally friendly building methods, with specific mention of energy efficiency, renewables and eco-friendly materials. Sustainability has been at the forefront of the design process and all buildings will be targeting BREEAM Excellent (Building Research Establishment Environmental Assessment Method). In addition, the overall sustainability of the site has been considered with additions of climate resilient Sustainable Urban Drainage Systems (SUDS), biodiversity net gain and a large array of solar panels on new roofs (on the venue for example). Furthermore, buildings have been designed to minimise embodied carbon through the careful selection of low carbon materials, the rationalising of structures and the re-use of buildings where appropriate. Operational carbon will be reduced through highly efficient mechanical and electrical systems, used in conjunction with high performing thermal envelopes in new buildings and fabric upgrades to existing buildings, including wall, floor and roof insulation and secondary glazing to the existing Library and Art Gallery.

Another theme in the feedback was making sure the Cultural Heart was truly accessible, both in terms of the outdoor spaces and the buildings. With regard to the public outdoor spaces, these have been carefully designed to try to minimise level changes and ensure that those with prams and wheelchairs can move around the space more easily. Gradual slopes with areas of rest will be included and a publicly accessible lift is provided next to the library to give access between Queensgate and the outdoor space level. In terms of the indoor spaces, as well as lifts and ramps, there will be public Changing Places-standard accessible toilets, breastfeeding and changing facilities (during opening hours), faith rooms a variety of publicly accessible WC types catering for different genders, and sensory and calm rooms. In addition, feedback during the consultation often referred to the detailed designs of surfaces and pathways which are to be provided. Further consultation with accessibility groups is anticipated during the next design stage to make these spaces accessible for all needs and abilities.

The Applicant is committed to ongoing consultation and dialogue with the local community as the planning process continues. The consultation website remains in place which will contain further details of the proposed development as they are made available.

The Applicant is grateful to members of the local community for contributing their views during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

The extensive consultation which has been undertaken is in accord with both the National Planning Policy Framework (NPPF) (2021) and with Kirklees Council's adopted Statement of Community Involvement (2019). This document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted.

Appendices

Appendix 1

At the heart of our thinking...

- Culture: for everyone.** The Cultural Heart should be somewhere everyone can enjoy cultural activities, attend outdoor events, watch live entertainment, and meet up with friends and family.
- Celebrating heritage.** The proposals look to enhance the existing heritage buildings within the site and give them a sustainable future. The aim is to create a place the people of Kirklees feel more connected to, as well as drawing in visitors from beyond the borough.
- Safe and accessible.** The Cultural Heart will be a welcoming, safe environment where children can play, and families and friends can spend time together. We're including accessible routes and minimising level changes wherever possible to make the town centre easier to enjoy for wheelchair users and people with pushchairs.
- Sustainability and transport.** The Cultural Heart is being designed with long-term sustainability in mind and will align with Kirklees' evolving environmental ambitions and commitments. The new urban park and access routes will prioritise those on foot and cycling, encouraging physical wellbeing and more sustainable modes of transport.
- Public spaces.** A transformational new public space would be split into three 'outdoor rooms' – a new urban park, a museum garden and a public square. All three new spaces will become focal points for people of all ages to meet, socialise, relax and share experiences.

Get involved

This is your opportunity to get involved and tell us what you think of these plans. You can find out more and provide your feedback by coming along to one of our consultation events or visiting our virtual exhibition online.

Visit us online:
Visit our consultation website where you can view our virtual exhibition and provide your feedback via our easy-to-use consultation survey.

www.kirkleesculturalheart.co.uk

Visit us in-person:
Come and chat to our team, ask questions and provide feedback at our public Drop-In sessions:

Date: Tuesday 24 May 2022

Time: 2.30pm-6.30pm

Venue: The Piazza, 25 Princess Alexandra Walk, HD1 2RS

Date: Wednesday 25 May 2022

Time: 12pm-4pm

Venue: The Piazza, 25 Princess Alexandra Walk, HD1 2RS

If you have any questions or require the information in different formats or languages, please get in touch and we'd be happy to help:

0808 175 4300

info@kirkleesculturalheart.co.uk

FREEPOST Cultural Heart

This phase of consultation will close on Sunday 12 June 2022.

Next steps

This current phase of consultation is going to help our team to continue to develop the design proposals for the Cultural Heart. We will be holding another phase of consultation later in the summer, prior to submitting a planning application in the autumn.

Timeline of the Cultural Heart project:

- 2019 - Consultation on the Huddersfield Blueprint**
- We are here - Consultation on the early stage designs for the Cultural Heart**
- Late Summer 2022 - Consultation on the more detailed designs for the Cultural Heart**
- After 2022 - If planning approval is received, work begins on Kirklees Cultural Heart. Other elements of the Huddersfield Blueprint will also come forward**

Your chance to shape Kirklees Cultural Heart

We want to hear your views on the latest proposals for Kirklees Cultural Heart – the new, inclusive destination in Huddersfield town centre.

May 2022

Hello

This public consultation is your chance to comment on the latest proposals for Kirklees Cultural Heart – the beating heart of the £250m Huddersfield Blueprint plans, led by Kirklees Council.

In 2019, Kirklees Council consulted local people on the Huddersfield Blueprint: a ten-year vision to create a thriving, modern-day town centre. The plan aims to deliver five key objectives for Huddersfield town centre:

- A vibrant culture, art, leisure and nightlife offer
- Thriving businesses
- A great place to live
- Improved access
- Enhanced public spaces

Consultation website

Kirklees Cultural Heart – in the Queensgate and Piazza area of the town centre – is the flagship project within the Huddersfield Blueprint. The name really does sum it up: the vision is to create a genuine cultural heart for the town, where people can come together and enjoy leisure, arts, music and food, all set within new and refurbished buildings as well as high-quality outdoor spaces.

Building on the consultation feedback received so far, the Council and its delivery partners have worked to shape the design proposals for the Cultural Heart. These proposals are still at an early stage, but we are sharing them for comment now so that community feedback can help shape the development of these important plans.

Our early stage plans...

The plans for Kirklees Cultural Heart seek to breathe new life into the area around Queensgate and the Piazza by giving it a new focus based on culture and leisure. The overall aim is to create a welcoming destination that's open to all, and to bring new people into the town centre, including Kirklees residents and visitors from further afield.

The design proposals include plans to revitalise some of Huddersfield town centre's most-loved heritage buildings, alongside adding contemporary new buildings and a range of high-quality outdoor spaces to improve links to the Town Hall, University and Lawrence Batley Theatre.

In a new building to the south of the food hall, a brand-new multi-purpose entertainment venue with a capacity of up to 2,000 will be created for major concerts, live shows, conferences and exhibitions. Below the venue there will be a modern multi-storey car park, with around 350 spaces.

A modern and inclusive library – featuring bright, flexible and collaborative community spaces – will be accommodated within the existing east wing of the Market Building as well as a new extension to the north.

The Grade II Listed Queensgate Market Building will be refurbished to house a vibrant new food hall that will celebrate local and independent traders and provide a new hub for social dining.

The Grade II Listed Huddersfield Library will be refurbished, with a contemporary extension added to transform it into a dedicated new museum space, which will showcase some of Huddersfield's remarkable stories.

The new landmark Urban Park will make the Cultural Heart a unique place and will act as a key link between the Cultural Heart and wider town centre.

The new public square will become an active centrepiece that hosts regular community and cultural events and gatherings of up to 3,000 people.

The Museum Garden will become a place to rest within the busy town centre environment and could showcase art installations and sculptures.

In place of the existing Piazza, a modern new building on Queen Street will become home to an exciting new art gallery space. This new statement gallery will provide a fitting home for Kirklees' collection of important and iconic objects, which is recognised as being one of the finest in the North of England, with works by Francis Bacon, L.S. Lowry, Henry Moore and Harold Gilman.

counter
context

2022 ©

Appendix 2




A new Cultural Heart is coming to Huddersfield town centre...



Help us shape Kirklees Cultural Heart by letting us know what you think of the plans

 www.kirkleesculturalheart.co.uk



We want to hear your views on the latest proposals for Kirklees Cultural Heart – the new, inclusive destination in Huddersfield town centre.

Attend one of our consultation drop-in sessions to find out more and have your say:

Date: Wednesday 8 June 2022 Time: 2:30pm - 6:30pm Venue: The Piazza, Princess Alexandra Walk, HD1 2RS	Date: Thursday 9 June 2022 Time: 12:00pm - 4:00pm Venue: The Piazza, Princess Alexandra Walk, HD1 2RS
---	---

If you are unable to make the event dates above, then a smaller version of the exhibition will still be available at the same address throughout the duration of the public consultation. Visit www.kirkleesculturalheart.co.uk for further details. The first phase of consultation is open until Sunday 19 June 2022.

 0808 175 4300

 FREEPOST Cultural Heart

 info@kirkleesculturalheart.co.uk

Appendix 3

Introducing Kirklees Cultural Heart

Kirklees Cultural Heart is the centrepiece of the £250m Huddersfield Blueprint plans, led by Kirklees Council.

This flagship project seeks to breathe new life into the area around Queensgate and the Piazza in Huddersfield town centre by giving it a new focus based on socialising, culture and leisure.

The Grade I listed Queensgate market building will be refurbished to house a vibrant new food hall that will stimulate local and independent traders and provide a new hub for social dining.

The new public square will become an active centrepiece that hosts regular community and culture events and gatherings of up to 1,000 people.

The new landmark urban park will make the Cultural Heart a unique place and act as a key link between the Cultural Heart and wider town centre.

In a new building to the south of the food hall, a brand new multi-purpose entertainment venue with a capacity of up to 2,000 will be created for music, comedy, live shows, conferences and exhibitions. Below the venue there will be a modern multi-story car park, with around 300 spaces.

The Grade I listed Huddersfield Library will be refurbished, with a new children's section to transform it into a dedicated new museum space which will showcase some of Huddersfield's remarkable stories.

A modern and welcoming library – housing books, records and collaborative community spaces – will also accommodate wider life as they visit some of the market building and in the new extension to the north.

The gardens will become a place to meet with the busy town centre environment and could increase art installations and sculptures.

In place of the existing Piazza, a modern new building at Queen Street will become home to an exciting new art gallery space. The statement gallery will provide a fitting home for Huddersfield's collection of important and rare objects, which are recognised as being one of the best in the North of England, with works by Francis Bacon, T. S. Eliot, Henry Moore and Marc Chagall.

Have your say

For more information on the plans or to leave feedback please visit our website:

Filing in our feedback form in person or on our website
www.kirkleesculturalheart.co.uk

Ring us and tell us your thoughts
 0800 1754300

Email us
info@kirkleesculturalheart.co.uk

Kirklees COUNCIL

The Huddersfield Blueprint
 A decade of ambition

Appendix 4

Kirklees Cultural Heart Feedback Form

The feedback form seeks your opinion on early-stage proposals for Kirklees Cultural Heart – the new, inclusive destination in Huddersfield town centre. This consultation is open until **Sunday 19 June 2022**. To find out more about the plans before completing this feedback form, visit www.kirkleesculturalheart.co.uk

Visiting the town centre

1. How often do you currently visit the Queensgate and Piazza area of Huddersfield town centre?

Please tick one option:

☐ Several times a week ☐ Around once a week ☐ Every month or two

☐ A few visits a year ☐ Never

2. Imagine when the Kirklees Cultural Heart development is finished...

Please tick one option per row:

	Yes, definitely	Yes, probably	I'm not sure	No, I am less likely to	Actually, I don't think it will change
Do you think you will visit the town centre more often?	☐	☐	☐	☐	☐
Do you think you will stay in the town centre for longer than you do now?	☐	☐	☐	☐	☐

Key elements of the proposals

3. Which elements of the proposals for Kirklees Cultural Heart appeal to you the most?

Please tick one option per row:

	Strongly support	Support	I'm not sure	Oppose	Strongly oppose
Creating a cultural hub for everyone to enjoy	☐	☐	☐	☐	☐
Creating a large amount of green space so local people and visitors can gather outside	☐	☐	☐	☐	☐
Developing a new live entertainment venue and events space within the town centre	☐	☐	☐	☐	☐
Developing a new art gallery within the town centre	☐	☐	☐	☐	☐
Developing a new museum within the town centre	☐	☐	☐	☐	☐
Creating a state-of-the-art library within the town centre	☐	☐	☐	☐	☐
Refurbishing Queensgate Market to provide a new food hall	☐	☐	☐	☐	☐
Creating a new car park	☐	☐	☐	☐	☐

4. Which key principles of the Kirklees Cultural Heart are most important to you?

If you would like to suggest any further principles that should be considered, please do so in the box at the end of this feedback form.

Please tick one option per row:

	Strongly support	Support	I'm not sure	Oppose	Strongly oppose
Prioritising wellbeing and opportunities to socialise	☐	☐	☐	☐	☐
Prioritising safety	☐	☐	☐	☐	☐
Supporting opportunities for cycling, walking and using public transport to, from and around the town centre	☐	☐	☐	☐	☐
Making the town centre more welcoming, inclusive and accessible for people with different needs	☐	☐	☐	☐	☐
Ensuring the development is environmentally sustainable and encourages biodiversity	☐	☐	☐	☐	☐
Incorporating as much of the existing buildings' heritage as possible	☐	☐	☐	☐	☐

5. Do you have any comments on the early-stage design proposals, such as the proposed position of the buildings and public spaces?

Public squares

6. How would you like to use the public outdoor spaces within Kirklees Cultural Heart?

Please tick all that apply:

☐ Socialising, meeting family and friends	☐ Relaxation	☐ Outdoor events and live entertainment
☐ Using exercise equipment	☐ Viewing artwork and sculptures	☐ Interacting with nature
☐ Walking, running and cycling	☐ Children's play	☐ Eating and drinking
☐ Social play	☐ Other: _____	

2

7. Is there anything you would like to have in the new public outdoor spaces that you don't already have nearby?

8. From what you have seen so far, do you support the early-stage proposals for Kirklees Cultural Heart?

Please tick one option:

☐ Yes, they look great ☐ Yes, with some reservations ☐ I'm not sure ☐ No

9. Is there anything else that you would like the team to consider as they continue to develop the design of the buildings and public spaces?

About you

We ask the following questions to make sure different groups of people have been able to take part in the consultation and identify if any group has been excluded. This means it is not about you as an individual but to find out if people with similar characteristics have had their say.

10. What is the first part of your postcode? _____

11. What is your gender?

☐ Male ☐ Female ☐ Non binary ☐ Prefer not to say

12. What is your connection to Kirklees Cultural Heart?

Please tick the option that best describes your connection:

☐ Huddersfield town centre resident	☐ Kirklees resident	☐ Regular visitor to the town centre
☐ Town centre business owner	☐ Worker in the town centre	☐ Political representative
☐ Representative of local business/community group (please specify the group in the 'Other' box)	☐ Kirklees Council officer	☐ Other: _____

3

13. What is your age?

☐ 0-16	☐ 16-18	☐ 19-24
☐ 25-34	☐ 35-44	☐ 45-54
☐ 55-64	☐ 65-74	☐ 75-84
☐ 85+		

14. Do you consider yourself to be a disabled person?

Please tick all that apply:

☐ No disability	☐ Yes, communication (e.g. impaired speech)	☐ Yes, developmental (e.g. dyslexia)
☐ Yes, hearing (e.g. mild to profound deafness)	☐ Yes, learning (e.g. mild to profound learning disability)	☐ Yes, mental ill health (e.g. depression, bipolar disorder, schizophrenia)
☐ Yes, mobility or physical (e.g. walking, dexterity)	☐ Yes, visual (e.g. partially sighted, blind)	☐ Yes, impaired memory/concentration or ability to understand (e.g. head injury, stroke, dementia)
☐ Yes, long-term illness or health condition (e.g. cancer, HIV, diabetes, chronic heart disease, arthritis, chronic asthma)	☐ Prefer not to say	☐ Other: _____

15. Would you be interested in becoming a champion for Kirklees Cultural Heart within your community?

☐ Yes ☐ No

If yes, please write your email address below, in the space in the next question.

Kirklees Cultural Heart is part of the Huddersfield Blueprint.

If you would like us to keep you updated on Kirklees Cultural Heart and other Blueprint projects, please pop your email address below...

Please note, by leaving your email address below, you are agreeing to be contacted by Kirklees Council about the Huddersfield Blueprint and Kirklees Cultural Heart.

Please send your completed feedback form by post to our Freepost address: FREEPOST Cultural Heart.

Your data will be stored in accordance with GDPR and not passed on to any third parties. You do not have to supply personal details. However, it will help us to work towards meeting the needs of the public during the consultation period and will enable us to contact you with updates on the scheme. Your personal details will be stored in compliance with the GDPR by Counter Context acting on behalf of Kirklees Council.

As part of a planning application, Kirklees Council may submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted.

Kirklees Council The Huddersfield Blueprint

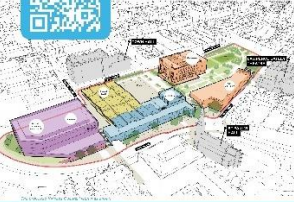
Appendix 5

Hello

Welcome to this public consultation on the latest proposals for Kirklees Cultural Heart – the beating heart of the £250m Huddersfield Blueprint plans, led by Kirklees Council.

Since leading plans to bring the zone back on the development map in 2019, the council and its partners have worked hard to prepare the Cultural Heart to become the beating heart of the town. We are now ready to share the latest plans with you.

The plan is to create a new, vibrant heart for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.



Our Team

Our team of experts has been working together to develop the plan. The team includes:

- Town & Country Planning
- ARUP
- Queensberry
- Fielden Clegg Bradley Studios
- re-form architecture
- PEGASUS GROUP
- 100...

Background

Huddersfield Blueprint

The Cultural Heart sits at the very centre of the council's wider Huddersfield Blueprint – a ten-year vision to create a revitalised and family-friendly town centre that boasts a diverse and exciting offer, is a great place to live, work and visit, and allows businesses to thrive.

The Huddersfield Blueprint is a vision for the future of the town, led by the council and its partners. It sets out a clear vision for the town's future, with a focus on socialising, culture and leisure.

The Cultural Heart

Kirklees Cultural Heart is the flagship project within the Huddersfield Blueprint. The plans seek to breathe new life into the area around Queensgate and the Piazza by giving it a new focus based on socialising, culture and leisure.

These latest plans respond to requests made during previous phases of consultation on the Huddersfield Blueprint:

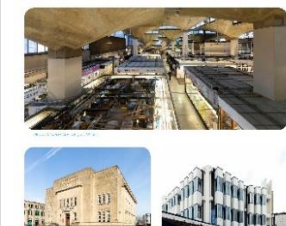
- To create a designated family-friendly cultural heart that celebrates and enhances the local heritage assets
- To introduce more greenery, soft landscaping and traffic-free zones to encourage friends and families to relax and gather
- To create a new live entertainment venue, events space, cinema and art gallery to provide more reasons for people to visit the town centre
- To provide a mix of uses, which help create a vibrant and welcoming town centre through the day and into the night

The Cultural Heart will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.

The Site

The Kirklees Cultural Heart development site is located between Queen Street, King Street, Queensgate and Peel Street/Victoria Lane.

The site is a mix of existing and new buildings, with a focus on socialising, culture and leisure. The plans seek to breathe new life into the area around Queensgate and the Piazza by giving it a new focus based on socialising, culture and leisure.


Celebrating Heritage

We understand that local people continue to take great pride in the town centre. The Cultural Heart will ensure that it remains an active, attractive and welcoming place for all generations for years to come.

The Cultural Heart plans aim to preserve the best of the town's heritage, while also introducing new buildings and public spaces. The plans seek to breathe new life into the area around Queensgate and the Piazza by giving it a new focus based on socialising, culture and leisure.

Two key heritage buildings are at the forefront of our plans:

- The Grade II Listed Queensgate Market Building is to be refurbished, giving it a new lease of life. The proposals include the careful removal of some of the structure around the Market Hall to reveal the existing roof structure, to create a dynamic, market space that opens out into the new public square.
- The Grade II Listed existing Huddersfield Library building will be opened up to create a more active and accessible building. A new extension will create a new frontage to the north and connect with the new areas of public space.





Culture: For Everyone

From the consultation feedback in 2019, it was clear the people of Kirklees want Huddersfield's centre to have a strong cultural focus.

It was also clear that the people of Kirklees want a new focus on socialising, culture and leisure. The plans seek to breathe new life into the area around Queensgate and the Piazza by giving it a new focus based on socialising, culture and leisure.

What's Included?

- A new multi-purpose entertainment venue. A brand new live and entertainment venue with a capacity of up to 2,500, with a focus on live music, comedy and events. The venue will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.
- A new museum. The new museum will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.
- A new art gallery. A new art gallery will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.
- A new library. A new library will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.
- A new food hall. The new food hall will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.



Public Spaces

Kirklees Cultural Heart is raising the bar for public spaces within an urban town centre. The new space will be split into three family-friendly 'outdoor rooms' – a new public park, the gardens and a public square.

All three new spaces will become destinations in their own right and will provide focal points for people of all ages to meet, socialise, relax and share experiences.

The Public Square

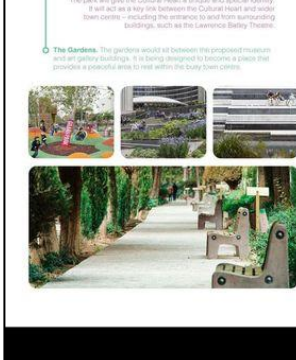
The new public square will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.

The Urban Park

The new urban park will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.

The Gardens

The new gardens will be a new focus for the town, with a mix of new and existing buildings, public spaces, and a new focus on socialising, culture and leisure.

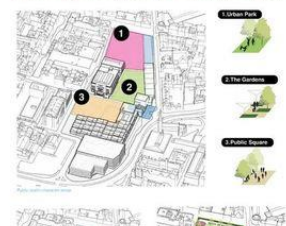



Accessibility

Kirklees Cultural Heart will be a welcoming place for all.

The large open spaces will be carefully designed to be welcoming for all members of the community to enjoy both in the day and into the evening. It will be a well-lit and safe environment where children can play and families and friends can gather.

By planning dedicated accessible routes, provision for Changing Places facilities and minimising the level changes across the site wherever possible, the town centre will be much easier to enjoy for people of all ages, including people with disabilities and additional needs.




Outdoor Spaces For All

Here are the key themes we are considering for the new public spaces. Please let us know via our feedback form which of the options appeal to you most.








Sustainability and Transport

The Cultural Heart is being designed with long-term sustainability in mind and will align with the town's evolving environmental ambitions and commitments.

For example, the new public car park at the Cultural Heart will encourage walking and cycling, supporting physical health and the more sustainable modes of transport. The scheme will also have a good distribution of accessible parking spaces, including a new multi-storey car park with 252 parking spaces. The car park will also encourage people to use electric vehicles where possible by having a special EV charging facility, with the possibility to make EV charging available in spaces all parking spaces in the future.

Kirklees Council has a vision for the town to be a sustainable town by 2030. The new Cultural Heart will be a key part of this vision, with a focus on sustainable transport, including walking and cycling, and encouraging people to use electric vehicles where possible.



Tunnel access

Although studies are still taking place, there is an aim for the Cultural Heart proposals to be in line with the existing low-level tunnel, which can either be closed or open, will need to be considered as some will be used to deliver the key challenges above.

Key sustainability features

-  Low carbon buildings
-  Cycle parking for visitors and staff
-  EV charging for vehicles
-  Sustainable drainage systems
-  Encouraging active travel
-  Large increase in biodiversity

Have Your Say

We want to hear your views on our plans for Kirklees Cultural Heart. Let us know what you think by:

-  Email: info@kirkleesculturalheart.co.uk
-  Ring us on 01482 752300
-  Facebook: [kirkleesculturalheart.co.uk](https://www.facebook.com/kirkleesculturalheart)

If you have any additional suggestions or points, please email: info@kirkleesculturalheart.co.uk or call 01482 752300.

This phase of consultation closes on Sunday 19 June 2022.

The next phase of public consultation is also invited to new proposals. The second round of planning and consultation will be held in September 2022.



Feedback Form



The Masterplan

Key

1. Existing Queensgate Market refurbished to contain a new food hall. Includes the removal of some of the structure around the Market Hall to create a space that opens out into the new public square.
2. New library within existing east wing of the Queensgate Market. New extension to the north framing the public square.
3. Existing library refurbished and extended to the north to contain the new museum.
4. New build on Queen Street, in place of the existing Piazza building, to house the gallery, provide a positive edge and help activate Queen Street and the park.
5. New multi-purpose entertainment venue located to south of Queensgate Market.
6. New multi-storey car park located under the venue.
7. A new public square and outdoor event space.
8. New urban park to the north of the site.



ART GALLERY | MUSEUM | LIBRARY | VENUE

FOOD HALL | URBAN PARK | CAR PARK

Appendix 6

HAVE YOUR SAY

Help shape the plans for Kirklees Cultural Heart

Kirklees Cultural Heart aims to breathe new life into the heart of Huddersfield town centre. It will be a welcoming destination for all – a place for socialising, relaxing and creating lasting experiences.

The plans include a new multi-purpose entertainment and events venue, an art gallery, the repurposing of the current library building to house a dedicated museum space, and the refurbishing of the Queensgate Market building to become a vibrant food hall. Linking these developments together will be attractive, accessible and inviting outdoor public spaces for everyone to enjoy.

Thank you to everyone who shared their views earlier this year in the first phase of public consultation. The council and wider project team has considered the feedback and now wants to show you how the designs have progressed.

A second public consultation on the proposals for Kirklees Cultural Heart is now underway and we want to hear your views.



VISIT US AT THE PIAZZA

25 PRINCESS ALEXANDRA WALK, HD1 2RS

Our consultation space in The Piazza will be open for 2 hours every weekday throughout the consultation:

Date: Every weekday: **Monday 15 August – Wednesday 14 September 2022**. Plus: **Saturday 10 September 2022**.

**Please check our consultation website to see opening times and dates.*

CHAT TO US ABOUT OUTDOOR SPACES

Drop in to meet the landscape team on:

Thursday 25 August
10:30am - 3pm

Friday 26 August
10:30am - 3pm

Saturday 27 August
11am - 2pm

CHAT TO US ABOUT BUILDING DESIGN

Drop in to meet the architect team on:

Tuesday 6 September
2pm - 6pm

Wednesday 7 September
10am - 2pm

CAN'T MEET US IN PERSON, DON'T WORRY!

You can view our virtual exhibition and fill out the feedback form here:
www.kirkleesculturalheart.co.uk

Ask questions and provide feedback through our consultation channels:





0808 175 4300

info@kirkleesculturalheart.co.uk

FREEPOST Cultural Heart



This consultation is open until **Wednesday 14 September 2022**.

If you or someone you know is unable to access information online, please get in touch with us using the contact details above. We can arrange a different way to provide information – such as sending more information in the post – so that you or they can get involved.

Return address

Appendix 7

YOUR CHANCE TO SHAPE KIRKLEES CULTURAL HEART

Have your say on these exciting and ambitious plans.

Kirklees Cultural Heart aims to breathe new life into Huddersfield town centre. It will be a welcoming destination for all – a place for socialising, relaxing and creating lasting memories.

This is a once-in-a-lifetime opportunity to help redefine Huddersfield and Kirklees, and we want to hear your views on the latest proposals.

Thank you to everyone who shared their views during the first phase of consultation earlier this year. We've considered your feedback, and this has helped shape the way our designs have evolved.



VISIT US AT THE PIAZZA

25 PRINCESS ALEXANDRA WALK, HD1 2RS

Our consultation space in the Piazza will be open for 2 hours every weekday throughout the consultation.

Date: Every weekday: **Monday 15 August – Wednesday 14 September 2022.** Plus: **Saturday 10 September 2022.**

**Please check our consultation website to see opening times and dates.*

CHAT TO US ABOUT OUTDOOR SPACES

Drop in to meet the landscape team on:

Thursday 25 August 10:30am - 3pm

Friday 26 August 10:30am - 3pm

Saturday 27 August 11am - 2pm

CHAT TO US ABOUT BUILDING DESIGN

Drop in and meet the architect team on:

Tuesday 6 September 2pm - 6pm

Wednesday 7 September 10am - 2pm

CAN'T MEET US IN PERSON? DON'T WORRY!

You can view our virtual exhibition and fill out the feedback form here: www.kirkleesculturalheart.co.uk

Ask questions and provide feedback through our consultation channels:



0808 175 4300



info@kirkleesculturalheart.co.uk



FREEPOST Cultural Heart

This consultation is open until **Wednesday 14 September 2022.**

If you or someone you know is unable to access information online, please get in touch with us using the contact details above. We can arrange a different way to provide information – such as sending more information in the post – so that you or they can get involved.



THE VENUE

Our brand new entertainment venue will be multi-functional. The building's unique design, made up of two event halls that can be converted into a single large one, allows the building to be adapted to host a broad range of events – including conferences, trade shows, live music, comedy, family shows, community events, dance ceremonies and more.

These events could vary in size from under 100 people up to 750 guests. Overall, this new flexible venue will enable us to cater to just about any audience with a variety of different events.



Parking

There will be an additional 200 modern multi-story car parks with around 300 spaces. Each of the 700 A-levels have vehicle access, design the program to make sure we have ample space to cater for the large influx of event guests, including blue badge parking.

The car parks will encourage the use of electric and hybrid cars (EV), forming 30% of the charging spaces, with the possibility to make the charging stations self-sufficient across all parking spaces in the future.



What do you think of the design? Is there anything you'd like the team to think about before a planning application is submitted?

welcome to our exhibition, part of the **second phase of public consultation** on the latest proposals for Kew's Cultural Hub.

Thank you to everyone who shared their views earlier this year in the first phase of public consultation. The team has considered the feedback and we now want to show you how our new designs have evolved.

We want to hear from you. Your feedback is important to us and we will help us shape and finalise these transformational plans for Huddersfield town centre.

How have we listened?

Throughout May and June 2022, we asked local people what they thought of our early stage plans.

- 5,780 people visited the consultations including during the first phase of consultation.
- The virtual exhibition was visited by 5,780 people and 394 people attended the in-person exhibition.
- 28,358 used our social media channels about the consultation.
- 480 people gave us their feedback in the proposals during the first phase of consultation.

Our team

This project is being led by Kirklees Council who has appointed an experienced team of development partners and designers, including Turner & Townsend, Queensberry, Feltwell Clegg Bradley Stokes, Progress and others.

All experts in regeneration, the council is confident that this team will deliver a Cultural Hub development that reflects the council's ambitions and needs of the people of Kirklees.

Turner & Townsend **Queensberry** **Feltwell Clegg Bradley Stokes** **Progress** **re-form** **mpw** **000.**

2. Culture for everyone? It's about the whole culture, for how we live and our individual practices. It impacts our quality of life, wellbeing and sense of place.

The proposals for a new cultural centre will create new links to city in a number of different ways that have deep resonance to our recent past.

The new centre will give the new town a new 'cultural' identity, serving as a key to new town for socialising, creating a feeling of ownership and connection.

3. A welcoming space for all

4000sq Cultural Centre will be an accessible and welcoming space for all. It has an auditorium, theatre and dance space to socialize.

Due to the high quality of design and building materials, the centre needs no further investment.

Although initially it's hidden in the town centre, its location is highly visible, as it's a prominent new public space in the town centre for larger public events, markets, fairs, etc. It's a major new social gathering space – built to last, built to inspire.

Katie Culp, chair of the new town committee, said: "We have a vision of a new town that is inclusive and vibrant, and we are excited to see the new town committee and the new town council working together to create a new town that is inclusive and vibrant, and we are excited to see the new town committee and the new town council working together to create a new town that is inclusive and vibrant."

2 Tell us where you think you'll find welcome in the proposed development through our feedback form.

[illegible][illegible]

There would be a new temporary library, which would be located within the existing out-let on the Charlotte-Mecklenburg building and a new extension to the north.

The building was torn down, and a new building was built on the existing site with a new extension to the north. The building was torn down and a new building was built on the existing site with a new extension to the north.

The library services will be provided by the staff of the existing library and the new extension. The staff of the existing library will be provided by the staff of the existing library and the new extension.

A bold new look.

Let us know what you think about this design through our feedback forms.

[illegible]

the proposal for Kirkcaldy Central Heart will set a new benchmark for public spaces in town centres across the region. The council's bold ambition is to create attractive, family-friendly, welcoming and safe outdoor spaces that can be used by everyone.

Accessibility

To ensure the outdoor public spaces can be used by everyone, they have been carefully designed to provide level access and ensure that there will be ramps and wheelchair ramps to access all areas of the site.

Gradual slopes across areas of play will be included and a publicly accessible lift will be provided for the library to give access between Gallowgate and the outdoor sports space level.



Site plan showing the layout of the outdoor sports space, library, and play area.

Placemaking

The outdoor public spaces within the Central Heart will be a development in its own right and will be fully thought through and working from day one. We are not waiting for the situation to develop, even if you do feel that there should be more space to walk with a pushchair or with a stroller, or that the family or simply to take a break from your day.

Green and greenery will be planted and the use of water installations will add natural beauty of natural wet spaces. The new design will help link the Central Heart to the city's largest of its river, creating a new awareness of the river, the Central Heart and the University.



Site plan showing the layout of the outdoor sports space, library, and play area.

We have listened to your feedback. We are planning a new type of seating, some will be in the playground for the use of some of the spaces. The plan includes some seating type of seating to encourage the outdoor seating, including new and creative play.

The new green space will increase biodiversity by the use of native plants and provide for the generation of new plants to increase biodiversity and provide for the use of native plants to increase biodiversity and provide for the use of native plants to increase biodiversity.

[illegible]

TRANSPORT & MOVEMENT

Having a carefully considered plan for improving how local people and visitors get to the Cultural Heart is a priority for the council. In addition to the multi-storey car park underneath the Versus, the council and their delivery partners are working hard to ensure there are several accessible and efficient options for getting to and from this part of the town centre.

Walking

The scheme has been designed to make walking around or across the site as enjoyable and efficient as possible. The introduction of major attractive public spaces allows for a series of wide accessible paths, enabling the Cultural Heart to easily connect people to surrounding streets and buildings.

Cycling

The public spaces will include dedicated cycle parking for visitors, with spaces for a minimum of 100 bikes across the landscape. The public space has also been designed to be surrounded by dedicated cycle lanes - helping to keep both cyclists and pedestrians safe. Dedicated secure cycle parking and changing facilities will be provided for staff working in buildings at a ratio of one space for every ten members of staff.



Hubbards bus station is accessible with an accessible bus station is a new route with

Public transport

Buses will continue to travel around the Cultural Heart site, with several bus stops located along Peel Street, Queensgate and Queen Street. With the new integrated public spaces, people will be able to get from the buses and train to their destination in a quicker and more pleasant way than before.

Taxi and accessible parking

Taxi and accessible parking bays will be included along Queen Street, with the potential for more along Peel Street and Alfred Street also being considered.

HAVE YOUR SAY

We want to hear your views on our plans for Kirklees Cultural Heart. You can leave feedback by:



Filling in our feedback form in person or on our website
www.kirkleesculturalheart.co.uk



Ring us and tell us your thoughts
0800 175 4300



Emailing us
info@kirkleesculturalheart.co.uk



Writing to us
FREEPOST Cultural Heart





If you have any other questions or need the information in different formats or other languages, please get in touch with a member of our consultation team via the contact details above.



This is the final chance to provide your views before a full planning application is submitted. The deadline for feedback is Wednesday 14 September 2022.

Appendix 9

Kirklees Cultural Heart Feedback Form

We want to know what you think about the latest proposals for Kirklees Cultural Heart. This consultation is open until 14 September 2022.

Visiting the town centre

1. Imagine when the Kirklees Cultural Heart development is finished...

Please tick one option per row.

	Yes, definitely	Yes, probably	Not sure	No, I am less likely to	Actually, I don't think it will change
Do you think you will visit the town centre more often ?	☐	☐	☐	☐	☐
Do you think you will stay in the town centre for longer than you do now?	☐	☐	☐	☐	☐

2. Please let us know why you chose this option for question 1?

Built environment proposals

3. Let us know whether you support or oppose the proposals for each of the new and/or refurbished buildings below.

Please tick one option per row.

	Support	Support with some reservations	Not sure	Oppose
Venue – a brand-new entertainment venue, adaptable for a broad range of events.	☐	☐	☐	☐
Food hall – The Queensgate Market building will be adapted and refurbished to become a vibrant food hall.	☐	☐	☐	☐
Library – the modern, flexible library will offer events and community group spaces.	☐	☐	☐	☐
Museum – the existing Huddersfield Library building will be refurbished to become a dedicated museum space.	☐	☐	☐	☐
Art Gallery – a modern new building on Queen Street will be created to house an exciting new art gallery.	☐	☐	☐	☐

4. Is there anything you'd like the team to further consider about the buildings and their designs before a planning application is submitted?

Public Spaces

5. Let us know whether you support or oppose the proposals for the outdoor spaces below.

	Support	Support with some reservations	Not sure	Oppose
The landmark new public urban park .	☐	☐	☐	☐
The gardens – a relaxing space located between the Museum and Library vibrant food hall.	☐	☐	☐	☐
The public square – an active centrepiece that hosts regular community and cultural events.	☐	☐	☐	☐
The terraces – a landscape of changing levels that will connect the park to Queen Street.	☐	☐	☐	☐

6. Do you have any comments or suggestions on our proposals for the outdoor spaces?

7. From what you have seen so far, do you support the proposals for Kirklees Cultural Heart?

Please tick one option.

☐ Yes, they look great ☐ Yes, with some reservations ☐ Not sure ☐ No

8. Do you have any final comments on the proposals for Kirklees Cultural Heart?

About you

We ask the following questions to make sure different groups of people have been able to take part in the consultation and identify if any group has been excluded. This means it is not about you as an individual but to find out if people with similar characteristics have had their say.

1. What is the first part of your postcode? _____

2. How did you find out about the consultation?

☐ The first round of consultation ☐ The consultation website ☐ Social media

☐ Word of mouth ☐ Email ☐ Other: _____

3. What is your connection to Kirklees Cultural Heart?

You can pick 1 or 2 that best describe your connection.

☐ Huddersfield town centre resident ☐ Kirklees resident ☐ Regular visitor to the town centre

☐ Town centre business owner ☐ Worker in the town centre ☐ Political representative

☐ Representative of local stakeholder/community group (please specify the group in the 'Other' box) ☐ Other: _____

4. What is your gender?

☐ Male ☐ Female ☐ Prefer not to say ☐ Non-binary

5. What is your age?

☐ 0-15 ☐ 16-18 ☐ 19-24

☐ 25-34 ☐ 35-44 ☐ 45-54

☐ 55-64 ☐ 65-74 ☐ 75-84

☐ 85+

6. Do you consider yourself to be a disabled person?

Please tick all that apply.

☐ No disability ☐ Yes, communication (e.g. impaired speech) ☐ Yes, developmental (e.g. dyslexia)

☐ Yes, hearing (e.g. mild to profound deafness) ☐ Yes, learning (e.g. mild to profound learning disability) ☐ Yes, mental ill health (e.g. depression, bipolar disorder, schizophrenia)

☐ Yes, mobility or physical (e.g. walking, dexterity) ☐ Yes, visual (e.g. partially sighted, blind) ☐ Yes, impaired memory/concentration or ability to understand (e.g. head injury, stroke, dementia)

☐ Yes, long-term illness or health condition (e.g. cancer, HIV, diabetes, chronic heart disease, arthritis, chronic asthma) ☐ Prefer not to say ☐ Other: _____

7. Would you be interested in becoming a champion for Kirklees Cultural Heart within your community?

☐ Yes ☐ No

8. Would you like us to contact you by email to keep you up to date on the proposals?

☐ Yes ☐ No

If Yes, please provide your email address: _____

0808 175 4300

www.kirkleesculturalheart.co.uk

info@kirkleesculturalheart.co.uk

Please send your completed feedback form by post to our Freepost address: FREEPOST Cultural Heart.

Your data will be stored in accordance with GDPR and not passed on to any third parties. You do not have to supply personal details. However, it will help us to work towards meeting the needs of the public during the consultation period and will enable us to contact you with updates on the scheme. Your personal details will be stored in compliance with the GDPR by Counter Context acting on behalf of Kirklees Council.

As part of a planning application, Kirklees Council may submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted.

Appendix 10

Our Ideas for a Town Centre Park



This summer Our Voice: Kirklees children and young people participation programme visited Holiday Activity Fund and Summer Blast sessions. At some of the sessions, we discussed the Town Centre Blue Print.

11 Providers Visited in North and South Kirklees.

150 conversations with local children and young people, to talk about the plans for the Town Centre and ask...

If you could design the Cultural Heart Park, what would it be like?

The most commonly occurring answers were a space which lends itself to relaxing, socialising and playing.

Seating

Tables

Fountains/Water

Doggy friendly

Trees

Hammocks

Shaded areas to

keep the space useable in hot and cold weather



“What makes a space or place Child Friendly?”

Safe: We want spaces to feel safe.

We need trusted adults around to help, if we need it. Our play spaces should be clean and traffic free. We want people to be kind and welcoming to one another.

Affordable: We need it to be a place we can afford to visit. This includes transport to get there any refreshments and activities.

Fun: Play is important to us no matter our age. Offering a space with the flexibility to meet all our needs is important. We often see play equipment suitable for smaller children. Outdoor gym and play courts would be more inclusive for teens. All play equipment should be accessible.

Play can happen if you provide equipment, but also if the landscaping is right. Tunnels, ramps, water, stepped banking's and trees were all discussed as things which could facilitate play, but be more naturally placed in the design. These features seemed popular across all age groups. Older teens had a preference for designated play spaces, which could include football nets, basket ball hoops or skate parks. Younger children spoke more frequently about climbing frames or walls, slides and swings. Everyone liked the idea of water in the park.

The space should be safe, welcoming and clean. There should be places to eat, drink and accessible toilets.

Affordable café's and plenty of bins were clearly important in conversations. There was a preference for snack carts or vendors in the actual park space, rather than the shops surrounding the park.



Here are some of our quotes and designs

"I hope they still have a library; my brother has autism and loves going to the library in town every week. He goes every Saturday while I'm at Table Tennis. It would be a real shame if it went, they might not get used as much anymore and not mean that much to most people, but it means A LOT to some people"

"Benches for everyone to sit on, definitely in some shade when its hot"

"Trees to climb!"

"I think it could have a dog area, it would be walled/ fenced off and dogs could have a area to go off their leads. It would bring in a lot of pet families"

"A park should have monkey bars, a tunnel slides & a climbing frame. It gets young people moving more!"

"Plenty of bins to stop the litter!"

"A football net WITH the actual nets in"

"Basketball hoops, tennis courts, skate parks!"

"Electric scooters to rent out BUT they're only useable in the park"

"A dogs off the leash area for people with dogs! I've barely seen any dogs in the town centre. We rent a dog every weekend to look after it and take it for walks and we would definitely take it there"

"I hope the giant chess pieces stay out AND they're out more often"

"A climbing frame"

"A swimming pool/ fountain/ jets of water, like outside the train station"

"ATMs and vending machines for snacks"

"Maybe a little shop like the Tesco on Wakefield road"

"A café with hot chocolates and stuff"

"Plenty of shade for when there's heatwaves

like today"

"Water fountains so people can get free drinking water"

"A football pitch with proper goal posts"

"Basketball hoops, tennis courts, skate parks!"

"Electric scooters to rent out BUT they're only useable in the park"

"A dogs off the leash area for people with dogs! I've barely seen any dogs in the town centre. We rent a dog every weekend to look after it and take it for walks and we would definitely take it there"

"A climbing wall"

We could have fountains and flags of all the countries that local people come from to make everyone feel more included

"A massive zipline"



