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COMMUNICATIONS

Statement of Community Involvement

Crosland Court, Blackmoorfoot Road, Huddersfield

Park Valley

September 2024

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Introduction

This Statement of Community Involvement (SCI) has been prepared to support the planning submission for new commercial and employment space at land off Blackmoorfoot Road in Huddersfield.

Public consultation and stakeholder engagement has taken place regarding the proposals. This SCI outlines the methods of engagement, feedback received, and analysis undertaken.

The proposals

Around 15 small to medium sized commercial units would be delivered off Blackmoorfoot Road within a sensitively designed and biodiversity-enhanced landscaped setting.

A trusted Huddersfield based operator; the company already operates Park Valley Court business park which employs over 250 people.

New commercial units at Crosland Court would create hundreds of jobs in a range of positions for local people and help companies grow.

The site

The site is a brownfield location and currently a disused former caravan sales and accessory centre with additional open land. There are differing levels across the site; the Eastern parcel of land is lower than the main site. It is bounded to the north by homes off Greystone and Mason Court, and south by Blackmoorfoot Road.

About Royal Pilgrim Communications

Royal Pilgrim Communications is a communications consultancy dedicated to delivering inclusive community and stakeholder consultation to support planning applications and development projects. We have supported a range of development projects and provided public consultation and stakeholder engagement support to help ensure communities are informed and able to contribute to schemes.

Consultation process

Consultation is Key

National and local government encourage developers to consult with local communities and stakeholders before submitting a planning application.

Consultation and communication with local communities is an important element of the planning process. It is important that local communities are made fully aware of proposals affecting their area

and are provided with opportunities to view any plans and discuss issues with the developers or their professional team. This process should also enable the community to provide feedback.

National Planning Policy Framework (NPPF)

Paragraph 39 of the National Planning Policy Framework (2021) places emphasis on improving communication and engagement at pre-application stage. It advises 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 improved outcomes for the community'.

Paragraph 40 states the local authority should:

'…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.'

Kirklees Council's Statement of Community Involvement (SCI)

Kirklees Council's SCI outlines expectations of itself in local engagement:

2.15 Consultees will be informed of the nature and scope of the consultation and any additional locations prior to the start of the consultation period/event to raise public awareness. Details will be available on the website. Where possible summary leaflets will be produced for documents being consulted on.

2.18 The following methods may be used for consultation and engagement. The methods chosen will be tailored to the specific stage and will be proportionate to the importance of the document. Each method has pros and cons, and stating these will help us to decide the best combination of methods. We will work with our corporate communications team to identify the most effective channels of communication. This may include the use of local media by preparing press releases to circulate to local newspapers and radio stations or working with newspapers to prepare articles or advertisements to raise awareness and promote issues. For example, in the case of neighbourhood plans, the council must assist in publicising a neighbourhood area boundary or a proposed neighbourhood forum, and this will be done through the local press/media, as well as posting on the Council's website.

Consultation

Informing residents, stakeholders and the public

A flyer (Appendix 1) was distributed to around 1,000 properties near the site, including key areas like Greystone, Mason Court and Crosland Hill Road. This distribution area also included local businesses

who were also contacted via email. The flyer included an email address and freephone hotline for those who could not attend the public drop-in event.

The ward councillors for Crosland Moor and Netherton were notified of the public consultation and publicised the event via Facebook. A ward councillor attended the drop-in exhibition and a further meeting has been arranged to discuss the proposals.

The public consultation was also publicised via media coverage:

- https://www.insidermedia.com/news/yorkshire/proposals-for-employment-development-with-potential-to-create-260-jobs
- https://www.thebusinessdesk.com/yorkshire/news/2125589-employment-site-plans-could-create-up-to-260-jobs

Consultation event

A public consultation event took place on Wednesday 26th June 2024 (3:30pm-7:00pm) at Crosland Moor Community Learning Centre.

31 residents and stakeholders attended the public drop-in event. People were able to discuss the proposals with representatives from the project team and provide feedback via a survey. The exhibition banners are available at Appendix 2.

Picture from the drop-in exhibition.

Feedback

Feedback summary

To date, we have received 11 pieces of feedback to the public consultation. This includes feedback surveys submitted and conservations with residents. Several residents requested to be sent the consultation banners and this may generate further feedback in due course.

The feedback form included a 'comments' box. The feedback is as follows:

- *Impressed with the information and reception. Good luck with your application*
- *The road is already congested with residents and 3 car garages. As a result, the road narrows to one lane. Some members of the community insist on parking on yellow lines as they know there are no traffic wardens. Additional traffic will only add to the congestion. Other than the above, I have no objections.*
- *Having seen the plans in detail and discussed with advisor, I am happy to agree to the planning application from Park Valley for the site at the end of Crosland Hill Road, in the present form.*
- *Overall I am happy with the proposal with 2 provisos - the landscaping by the car park on Crosland Hill needs to be improved to improve visual outlook for housing. 2 - parking on Crosland Hill is problematic and needs considering and Blackmoorfoot is often driven dangerously. Need to slow traffic until after the estate entrance.*
- *Basically approve the proposal. Major concern with traffic within the proposed 1000 houses and these with a vast increase. Can you with highways put comments in regarding the traffic congestion by Penningtons Garage - 8am-9pm.*
- *Main concern is traffic, plus access and egress to and from the site.*
- *Much better plan than housing - concerns are more about weight of traffic on Blackmoorfoot Road. Also traffic speed - 40mph speed limit but cars constantly travelling at 70/80mph up hill and down. Any traffic calming measures planned? Also - green profile, keeping trees, green roofs, water conservancy etc. great that this means the potential for more employment opportunities*
- *Committee at Hill Tree Park would be interested in being kept up to date with this plan. Happy with this being a light industrial site instead of housing. Concerns about traffic and speed. At present 30mph outside this site, rises to 40mph at Sands House. speeding is an issue for our residents who are elderly.*
- *By the main we would be in favour of the commercial units being built. Two little concerns lower down Blackmoorfoot Road near the Pennington Garage it would be good if there were double yellow lines in that area. Also with the entrance on Crosland Hill Road, the road is busy enough, been used as a cut through road, would the additional traffic just be a little too much.*

- *I'm on with the plans as long as: grounds are maintained including cutting trees back that border Greystone/Mason Court. Ensuring tenants do not operate post 5/6pm. Look to put in double yellow lines on Crosland Hill Road, on the side of the road where the development is to stop cars parking on both sides of the road as this will move exit to site difficult. Ensuring all building works stop at 4pm.*
- *[Resident asked to receive banners for further information. Did not raise any specific concerns about the plans but will update if they provide further feedback].*

Response to key issues

The applicant's response to these issues is as follows:

Existing traffic and impact of development

The planning application is supported by a detailed Transport Assessment (TA). The TA has modelled potential vehicle impacts on Blackmoorfoot Road and has look at impact on nearby junctions. We are aware some of the highways issues are ongoing and our proposals aim to not place significant further pressure on local roads.

Landscaping near the Crosland Hill side of development

The submitted plans include a combination of tree and shrub retention on the site and additional tree planting along the boundary. This will provide increased screening to the site. Additionally, the larger two commercial units are located on the West of the site, further away from residential properties near Crosland Hill Road, Greystone and Mason Court.

Size of the main site access from Blackmoorfoot Road

The access from Blackmoorfoot Road will be fully compliant with Kirklees Council guidance and will also be subject to an audit by an independent safety consultant.

Installation of double yellow lines near the site

Kirklees Council would have decision-making powers on whether traffic calming measures or double yellow lines are required.

Landscape maintenance near Greystones and Mason Court

The operator will be required to maintain landscaping on the site and ensure it does not infringe on neighbours.

Operational and construction hours

A construction management plan would be agreed with Kirklees Council if the plans are approved. This plan would agree construction times and other matters related to the build.

As for operational hours, this will be agreed with Kirklees Council as part of the planning approval.

Conclusion

Pre-application public consultation has taken place regarding the proposals for new commercial and employment space at Blackmoorfoot Road. The public consultation has been open and transparent. This engagement has taken place with local ward councillors, businesses and residents.

Feedback received has been positive, with respondents generally welcoming the proposals. Some residents have raised concerns about existing challenges around highways on Blackmoorfoot Road, but the Transport Assessment outlines how this development will not have a significant impact on highways.

All feedback will continue to be received and shared with the project team through the submission phase.

APPENDICES

APPENDIX 1: Flyer

PUBLIC CONSULTATION
HAVE YOUR SAY

Park Valley

Local company Park Valley Ltd would like to deliver new commercial units on land off Blackmoorfoot Road, which we are calling Crosland Court.

A trusted Huddersfield based operator, the company already manages Park Valley Court business park which employs over 250 people. The site on Blackmoorfoot Road could deliver around 15 small to medium sized commercial units within a sensitively designed and biodiversity-enhanced landscaped setting. New commercial units at this site could also create around 260 jobs in a range of positions for local people and allow local companies to expand. Before a planning application is submitted, we want to seek the views of the community.

Please come along to our public drop-in exhibition to learn more about this exciting proposal and have questions answered by the development team.

JUNE
26

EXHIBITION
Crosland Moor Community Learning Centre, 15A Park Road West, Huddersfield, HD4 5RX.
3:30-7pm on Wednesday 26th June 2024.

If you are unable to attend the drop-in but would like to have your say, please email or call us:

matt@royalpilgrim.com
0800 089 0362

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APPENDIX 2: Exhibition banners

PUBLIC CONSULTATION
HAVE YOUR SAY

Park Valley

WELCOME

Local company Park Valley Huddersfield Ltd would like to deliver new commercial units and employment on land off Blackmoorfoot Road, which we are calling Crosland Court.

A range of small to medium sized commercial units would be delivered off Blackmoorfoot Road within a sensitively designed and biodiversity-enhanced landscaped setting.

A trusted Huddersfield based operator; the company already operates Park Valley Court business park which employs over 250 people. New commercial units at Crosland Court would create hundreds of jobs in a range of positions for local people and help companies grow.

Before a planning application is submitted, we want to seek the views of the local community. Please review our consultation materials, speak with the project team, and have your say by completing a feedback form.

Contact us

0800 089 0362 matt@royalpilgrim.com

PUBLIC CONSULTATION
HAVE YOUR SAY

Park Valley

THE SITE

- Brownfield site and currently a disused former caravan sales and accessory centre with additional open land.
- Differing levels across the site; the eastern parcel of land is lower than the main site.
- Bounded to the north by homes off Greystone and Mason Court, and south by Blackmoorfoot Road.

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PUBLIC CONSULTATION
HAVE YOUR SAY

Park Valley

THE PROPOSAL

The emerging plans for Crosland Court would deliver:

- A mix of small and medium sized commercial units for light industries.
- Redevelopment of a brownfield site and a multi-million-pound investment to help businesses scale up and secure new investment in Huddersfield.
- Hundreds of jobs including a range of high skilled employment opportunities for local people.
- A deliverable scheme by trusted local company, Park Valley Huddersfield Ltd. We have significant interest in commercial space from local technology company Wayland Additive Ltd.
- Extensive tree, shrub and grassland landscaping across the site to significantly improve biodiversity levels by 57%.
- Modern and sustainable design, with solar panels and high- quality insulation.

Contact us

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PUBLIC CONSULTATION
HAVE YOUR SAY

Park Valley

HIGHWAYS AND ACCESS

We are carefully considering highways and access to ensure Crosland Court does not have a significant impact on the road network. Highways review work is ongoing, but we are considering the following as part of the development:

- Enhanced and widened site access from Blackmoorfoot Road.
- Traffic counts are taking place across several nearby roads to review existing traffic numbers. This also considers other nearby future developments.
- Any impact on traffic at peak times will be outlined.
- A Travel Plan which encourages sustainable travel to the site by bus, bicycle and walking.
- Expectation that Crosland Court will attract local business interest, ensuring that many trips are already on the road network.
- Around 200 parking spaces including a significant number of Electric Vehicle charging bays. The proposals are designed to ensure visitors and staff can park on-site and avoid parking in nearby areas.

Contact us

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PUBLIC CONSULTATION
HAVE YOUR SAY

Park Valley

KEY BENEFITS

- **Redevelopment of a disused brownfield site**, reducing pressure to release Green Belt land in the new Local Plan.
- **Making best use of a site** which has failed to deliver housing development.
- **Securing space in Kirklees for an important, home grown, advanced manufacturing business.**
- **Around 260 jobs on site, nearly 400 jobs in the wider economy** and around £20m of local economic outputs.
- **Major biodiversity gains** compared to the current site: 57% increase in value compared to a 10% legal requirement.

TIMELINE

JUNE 2024 — Public Consultation

SUMMER 2024 — Planning application submitted to Kirklees Council

WINTER 2024 — Expected planning decision

2025 — If approved, we would aim to be on-site in 2025. Further delivery timescales would be confirmed in due course

Contact us
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matt@royalpilgrim.com