



Statement of Community Involvement

New Mills, Marsden

January 2026

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Introduction

This Statement of Community Involvement (SCI) has been prepared to support the planning submission for the redevelopment of the New Mills site in Marsden, West Yorkshire.

Two rounds of pre-application public consultation have taken place with the local community. This has allowed residents to provide feedback and suggestions as the plans have developed.

This SCI outlines engagement activity, feedback received, and the project team's response to community feedback.

The site

The site is known as 'New Mills' and is a former mill and associated buildings located off Brougham Road in Marsden. The site is around 3.75 acres in size and contains several former mill buildings and is bounded by Warehouse Hill Road to the North, as well as Derby Terrace and Peel Street to the West. Mill Road is located to the East.



The proposals

The proposals represent a once-in-a-generation opportunity to transform New Mills and create new jobs, provide retail, residential and leisure spaces, public realm and open space, whilst recognising the site's heritage.

The preferred approach would deliver key aspects of the scheme now and further elements in due course. This approach reflects community, heritage and stakeholder feedback to date. It includes:

- Up to 50 homes in the upper floors of the Mills and the new building fronting Brougham Road
- A food retail unit of 3,500sqft fronting Brougham Road
- Small space light industrial uses in the eastern part of the site- new build (7,300sqft)
- A mix of non-food retail, restaurants, office, medical, education, workshops, studios, gallery and professional services in the lower floors of the Mills, conversion of the existing Brougham Road frontage buildings and new build space (61,340sqft)
- New walking and cycling routes through the site to increase permeability
- Landscaping and public realm improvement opportunities.

A phased approach is preferred which delivers key design and economic outputs now whilst retaining other areas for future expansion. This approach is deliverable and helps to retain the two main mill buildings. The 'Hybrid' approach would agree the following:

Detail

- Improved access and footbridge
- Securing the existing Mill buildings
- Conversion of Brougham Road buildings
- New build employment spaces
- New car park at Western Mill

Outline

- New Retail space above western mill car park
- New upper car park level at Western Mill
- Conversion of east and west mill
- New Riverside car park
- New Office car park

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 many community consultations on schemes in West Yorkshire and further afield and have used this experience to deliver a comprehensive pre-application consultation.

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 40 of the National Planning Policy Framework (2024) 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 41 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.

Consultations

Publicising the consultations

- The first consultation was advertised by local posters and social media. It took place on 19th June 2024 at the Marsden Mechanics.
- The second consultation included a community leaflet (Appendix 3) which was distributed on W/C 2nd December 2024 to around 2,000 households in Marsden. The leaflet invited residents to the public drop-in event, included information about the updated scheme, and also directed people to a website with further information.
- A second public consultation website with feedback survey was launched at: www.newmillsmarsden-consultation.co.uk.

Stakeholder engagement

Ongoing engagement including meetings and information sharing has taken place with the following:

- Ward councillors for Colne Valley
- Paul Davies MP and previous MP Jason McCartney
- Ongoing stakeholder engagement has taken place with Kirklees Council officers and the Marsden Blueprint team. Representatives of the project team presented to the Marsden Blueprint team ahead of the second consultation event and took on feedback.
- Several meetings with Marsden Community Partnership to update them on the proposal and gain feedback.

Media and social media coverage:

In addition to the community leaflet, the consultation was publicised in the local media and social media:

- <https://huddersfieldhub.co.uk/new-plans-for-regeneration-of-marsden-mill-complex-to-go-out-to-public-consultation/>
- <https://www.facebook.com/photo.php?fbid=895239436130381&id=100069329974810&set=a.239300785057586>



The screenshot shows a Facebook post from Marsden Mechanics, dated 6 December 2024. The post text reads: "Coming up next Wednesday afternoon (11 Dec), 16.30-20.00, your chance to drop in and chat through the updated plans:". Below the text is a photograph of an industrial site with several large buildings. A green banner at the bottom of the photo contains the text: "A second public consultation has been launched regarding the major regeneration proposals to transform New Mills in Marsden." Below the photo is a blue bar with the website address "MARDENMECHANICS.CO.UK" and an information icon. At the bottom of the post, the text reads: "2nd public consultation on the New Mill Brougham Road developments - Marsden Mechanics, West Yorkshire".

First consultation

Initial pre-application public consultation took place on 19th June 2024 at the Marsden Mechanics.

Residents were able to learn more about the draft proposals and provide feedback. Consultation boards were available to review at the event and feedback received.

Feedback from the first consultation

49 feedback forms were submitted. The feedback has been summarised:

- Generally positive feedback from the community
- Access, parking, and integrating the development with Marsden were key Issues
- Many residents want to see something happen with this site

Key issues raised and our responses

Access & parking

We recognise that parking is a key issue. Key updates include:

- Additional parking surveys
- Discussions with Kirklees Highways department
- Additional parking provision on site- including a two layer car park by the western mill which sits below the current site level

- Brougham Road will likely become a 'one way' in part
- Crowther Bruce Mill Road will also likely become part 'one way'

Integration with Marsden

We are working with the Marsden Blueprint team, to make sure New Mills works positively with other village initiatives. We will also deliver:

- Improved foot and cycle links through the site into the village
- New public realm and landscaping to create attractive routes

Viability

Viability is a critical issue. Our proposals are now 'hybrid' which retains most of the Mill structures, whilst delivering key elements of the scheme now. Conversion works and additional car parking will at a later date, but are still included in the proposal for planning.

Job creation

Job creation is fundamental to the scheme and has a number of wider benefits for Marsden. Our approach will create employment spaces early, so that these benefits can be realised quickly.

Heritage

Our proposal retains the main Mill buildings, recognising their heritage value. To help ensure viability, we propose replacing the 'wages office' building on Brougham Road with a traditionally designed new structure that contains views but improves access.

Second consultation

Feedback from the first consultation informed the second consultation which was launched on 5th December 2024.

Drop-in exhibition event

Residents and stakeholders were invited to attend a public drop-in exhibition at Marsden Mechanics on Wednesday 11th December 2024 (4:30pm-8pm). Consultation banners were available for residents to review (Appendix 2) and feedback could be provided via the feedback survey.

158 residents attended the drop-in event, and feedback has been summarised below.

Feedback from the second consultation

Feedback summary

- 38 pieces of feedback was received including exhibition forms and website feedback.

- 89% of comments were supportive – 34 pieces of feedback indicated support for the proposals by either ticking ‘I am interested in learning more about supporting the plans’ or positive sentiment in their response.

Feedback themes

Positive feedback

- Considered approach, balances deliverability with focus on heritage retention
- Innovative and practical, visually exciting
- Regeneration and opening up the village further to visitors
- Parking provision
- Provision of a bridge and canal-side leisure
- Mixed use – creates jobs and provides retail/leisure spaces
- Mix of welcoming heritage retention and welcoming removal of buildings to help viability.

Issues

- Access during building works
- Brougham Road becoming a one-way
- Wage Office frontage removal
- General traffic
- Put focus on renewable/energy efficiency
- Balancing the retail/leisure offer – local independent shops, services for local residents compared with tourist focus leisure options.

Conclusions

- 89% supportive feedback – overwhelmingly positive
- Sense that people want to see a project delivered
- Draft proposals consider key issues like traffic, heritage, economic benefits, deliverability
- Further detail to come will bring people along and secure community support
- Ongoing consultation and engagement valued – residents are engaged (158 residents attended event).

Response to key issues

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

Feedback quotes

“Overall an impressive and exciting development which will benefit Marsden and surrounding areas massively. Thank you to all involved”.

“I support this scheme as a pragmatic route to regenerating the mill complex”.

“The retention of historic parts of the mill complex - the proposals appear largely sympathetic to the mill and the surrounding conservation area. It also appears realistic in its ambitions - through piecemeal development”.

“Visually exciting and interesting. Opening up the village from a parking and pedestrian perspective. Excited to see opportunities for new businesses and employment”.

“Making Marsden more attractive with useful amenities. Will attract more businesses, arts, educational facilities. The proposal for extra parking is much needed. Will hopefully take Marsden to a higher level”.

“Very pleased that something is being done to reuse the site and energise the village. Mixed use is great. Very positive. Very pleased to see residential included. Parking will be well used and helpful”.

“The retention of the industrial heritage with the mix of new architecture”.

“Why do you have to keep both mills? Is there enough demand bearing in mind Globe Mills in Slaithwaite is empty of retail?”

Heritage and design

A balanced approach has been adopted to retaining the most important buildings. The retention of part of the wages office façade and its incorporation into the public space design is a compromise that helps. Unfortunately, this section of building does need to be removed to allow safe access within the site.

Traffic

Detailed traffic work has been undertaken. The project does not generate a lot of vehicles, but the existing road network is very constrained. It is still proposed to make Brougham Road one way, with passing lanes being introduced towards Manchester Road. Changes will also be made to Crowther Bruce Mill Road, to widen its junction with Brougham Road and improve access to Lakeside.

Parking

Car parking will be provided at a level which supports all uses proposed on site, as well as some modest short stay provision to serve linked trips to the village centre. The transport assessment shows that the proposed parking levels will provide for the operational needs of the development- this will ensure that the development does not cause any further on-street parking.

The parking areas will be subject to a car park management plan which is expected to be a condition of any approval on this site. The parking includes a mix of allocated and unallocated; long stay and short stay provision- including the necessary levels of accessible, electric vehicle, powered two-wheeler and cycle parking

Viability

This project has major viability issues, despite already having secured government funding. The current application offers the best balance between securing a viable development and acting to secure the future of the site.

Energy efficiency

The proposed development would be highly energy efficient, complying with building regulations and local policy requirements. It will rely on air source heat pumps and solar PV for onsite energy generation and work with the existing building fabric to ensure good levels of insulation.

Access during building works

This project will need a detailed construction management plan. The aim will be to minimise movements on and off site and to keep plant on site once it's there. Access to nearby properties will be maintained at all times, although moving larger equipment to site may mean that there is some local disruption.

Retail offer and balancing with existing offer

The amount of new retail space has reduced significantly over the pre-application period. Marsden needs new shop space as the centre has very little vacancy and this means that new businesses can't move in, and existing businesses can't expand. This will help the centre to thrive.

Conclusion

Two rounds of pre-application public consultation have taken place. This allowed residents and stakeholders opportunity to influence the proposals and then comment on the revised plans. Hybrid public consultation has increased accessibility, including in-person drop-in exhibitions and a website with feedback survey.

Feedback received has been overwhelmingly positive. A significant percentage of respondents indicated they would be interested in supporting the proposals and feedback data indicates residents would like to see regeneration take place at New Mills. Suggestions and concerns have been considered by the project team with a focus on deliverability.

Stakeholder and community engagement will continue through the post-submission phase. Feedback received via the website will also be considered by the project team.

APPENDICES

APPENDIX 1: Consultation leaflet

A vision for New Mills

HAVE
YOUR
SAY



A second public consultation has been launched regarding the major regeneration proposals to transform New Mills in Marsden.

The vision for New Mills is a vibrant and sustainable mixed use development with residential, employment, and leisure spaces, whilst recognising the site's industrial heritage.

Following public consultation in the Summer, further design work and viability assessment has taken place. Please join us at our public consultation event to learn more about the updated proposals and share your views. You can also visit our website and provide feedback.

DECEMBER
11

PUBLIC CONSULTATION EVENT

- Wednesday 11th December 2024
- 4:30pm-8pm
- Marsden Mechanics Hall, Peel St, Marsden, Huddersfield, HD7 6BW.

Contact us

 matt@royalpilgrim.com  0800 089 0362

You can also have your say by visiting the website, which will be launched on 11th December:
www.newmillsmarsden-consultation.co.uk

APPENDIX 2: Consultation banners

A vision for **New Mills**

**HAVE
YOUR
SAY**

Welcome



Thank you for joining us for this second public consultation regarding the exciting regeneration proposals for New Mills in Marsden.

The vision for New Mills is to deliver a vibrant mixed-use development, led by new employment opportunities, but with lots of space for retail, creative industries, residential and leisure opportunities. Our preferred approach aims to keep as much of the site's heritage as possible.

Following public consultation in Summer 2024, community feedback has been considered, and further design and viability work has taken place. Our preferred approach is to phase the development, with key elements coming forward immediately, with other elements secured for future delivery, when market and economic conditions allow. This approach offers the most viable and deliverable solution for New Mills.

We are pleased to present the preferred option, which we are working towards with the Council and other stakeholders. Today, we are seeking your views and support in principle as we move towards a planning submission.

The Site



You can also have your say by visiting the website:
www.newmillsmarsden-consultation.co.uk

A vision for New Mills

HAVE
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Previous Consultation



49 feedback forms
submitted



Generally positive
feedback from the
community








Access, parking,
and integrating the
development with
Marsden were key
Issues



Many residents want
to see something
happen with this site

Key issues raised and our responses

Issue	Response
 Access & parking	We recognise that parking is a key issue. Key updates include: <ul style="list-style-type: none"> Additional parking surveys Discussions with Kirklees Highways department Additional parking provision on site- including a two layer car park by the western mill which sits below the current site level Brougham Road will likely become a 'one way' in part Crowther Bruce Mill Road will also likely become part 'one way'
 Integration with Marsden	We are working with the Marsden Blueprint team, to make sure New Mills works positively with other village initiatives. We will also deliver: <ul style="list-style-type: none"> Improved foot and cycle links through the site into the village New public realm and landscaping to create attractive routes
 Viability	Viability is a critical issue. Our proposals are now 'hybrid' which retains most of the Mill structures, whilst delivering key elements of the scheme now. Conversion works and additional car parking will at a later date, but are still included in the proposal for planning.
 Job creation	Job creation is fundamental to the scheme and has a number of wider benefits for Marsden. Our approach will create employment spaces early, so that these benefits can be realised quickly.
 Heritage	Our proposal retains the main Mill buildings, recognising their heritage value. To help ensure viability, we propose replacing the 'wages office' building on Brougham Road with a traditionally designed new structure that contains views, but improves access.

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A vision for New Mills

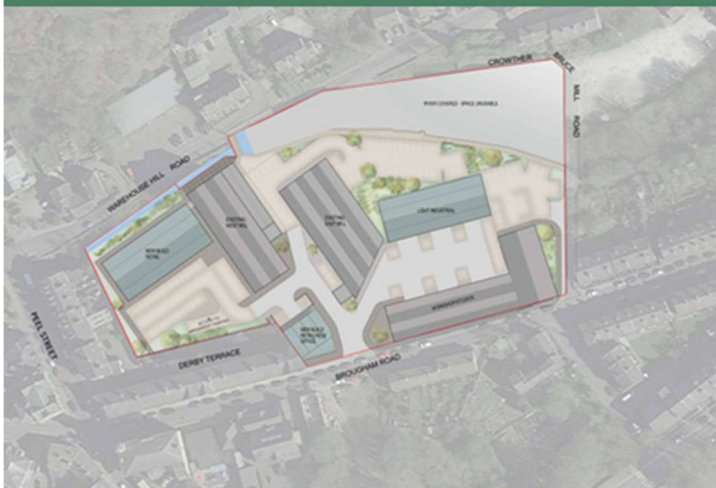
HAVE
YOUR
SAY

Emerging Masterplan

The updated masterplan has responded to community feedback, viability concerns and heritage inputs, with a focus on what can be delivered now and secured for the future.

The planned changes include:

- **Retention of the east and west mill buildings** with some building repairs and maintenance to secure them for development in the future.
- **Gateway building to Brougham Road** with its scale increased to maintain a street frontage for the development, echoing the dominance of the existing four-storey mill.
- **Cladding the southern gable of the retained eastern mill** exposing the original structure to express its industrial past.
- **Additional parking to the east**, with multi-layered parking to the west, working with the site levels and secured for future development.



The preferred approach would deliver key aspects of the scheme now and further elements in due course. This approach reflects community, heritage and stakeholder feedback to date. It includes:

-  Up to 50 homes in the upper floors of the Mills and the new building fronting Brougham Road
-  A food retail unit of 3,500sqft fronting Brougham Road
-  Small space light industrial uses in the eastern part of the site - new build (7,200sqft)
-  A mix of non-food retail, restaurants, office, medical, education, workshops, studios, gallery and professional services in the lower floors of the Mills, conversion of the existing Brougham Road frontage buildings and new build space (61,340sqft)
-  New walking and cycling routes through the site to increase permeability
-  Landscaping and public realm improvement opportunities
-  A range of car parking solutions to meet future needs

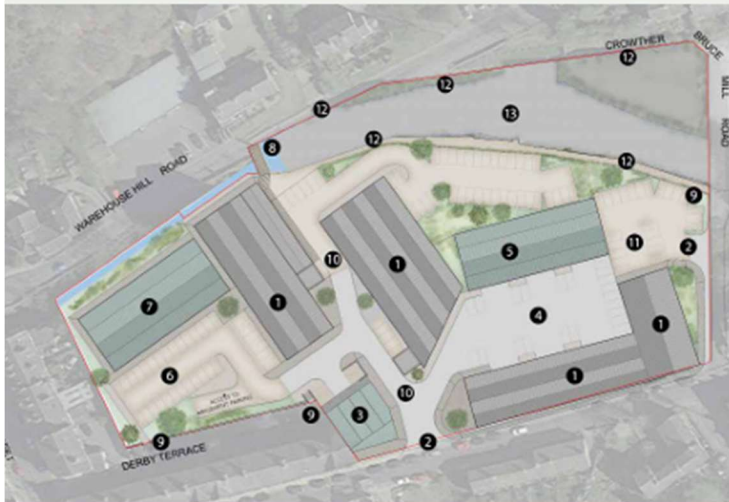
You can also have your say by visiting the website:

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A vision for New Mills

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Design Principles



- 1 Retention of historic buildings, to receive maintenance and repairs for future use
- 2 Improved access into site
- 3 New gateway building with presence on Brougham Road, scale to maintain presence on Brougham Road, opportunity for contemporary architectural building of interest, for possible retail use
- 4 Creation of "Carding Court": renovation and refurbishment of historic building into studio/workshop units complemented with new light industrial units (5) in private yard
- 5 New industrial units to incorporate stone reclaimed from demolition, and modern materials with attention paid to River elevation design and detailing due to prominence from surrounding views into Marsden
- 6 Creation of "New Mills Yard" to provide flexible space for Marsden, including much needed parking, new build riverside retail/leisure units (8) echoing form of the single storey historic weaving sheds, and the refurbishment of the ground floor spinning mill for retail/leisure units revealing historic structure and impressive facade viewed from Derby Terrace (9)
- 7 New retail/leisure space, single storey, facing "New Mills Yard" with opportunity for River frontage
- 8 New pedestrian bridge link to connect Warehouse Hill Road to Brougham Road through a pedestrian priority realm between the retained mills and connections east west along the River
- 9 Multiple pedestrian routes into site from Marsden improving connectivity through Marsden, particularly links to the school and Peel Street from Warehouse Hill Road
- 10 Primary axis through the site retained for pedestrian, cycles and limited vehicles as part of a shared surface approach to the hard/soft landscaping design. The route will connect Warehouse Hill Road to Brougham Road and Derby Terrace providing an accessible route under DDA
- 11 New car park for retained and refurbished office building
- 12 Existing stone walls reduced to maintain edge protection to the River; opportunity to improve the sightline on Crowther Bruce Mill Road bend and widen it nearer Brougham Road
- 13 Future opportunity to open-up the River (subject to further funding)

You can also have your say by visiting the website:
www.newmillsmarsden-consultation.co.uk

A vision for **New Mills**

HAVE
YOUR
SAY

Street Scenes

View along Derby Terrace from Peel Street



View along future riverside
walkway towards new footbridge



Improved Brougham
Road entrance



View of Western Mill from Derby
Terrace



New Pedestrian Bridge across
the River



Internal vista looking north west



Commercial units interior



You can also have your say by visiting the website:
www.newmillsmarsden-consultation.co.uk

A vision for **New Mills**

HAVE
YOUR
SAY

Access & Connections



- Improved main access off Brougham Road
- New pedestrian footbridge to Warehouse Hill Road
- A number of new pedestrian routes through the site, to enhance connectivity within the village especially to the village centre and school
- Future riverside walkways along most of the frontage to the Colne
- Changes to traffic flow to help circulation:
 - One way from Peel Street to the New Mills entrance
 - One way along most of Crowther Bruce Mill Road
 - Passing places to be provided on Brougham Road where needed
- Parking provision to meet needs from the site and some linked trips to the village centre
- Details to be agreed with the Council

You can also have your say by visiting the website:
www.newmillsmarsden-consultation.co.uk

A vision for New Mills

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Phasing



A phased approach is preferred which delivers key design and economic outputs now whilst retaining other areas for future expansion. This approach is deliverable and helps to retain the two main mill buildings. The 'Hybrid' approach would agree the following:

Detail

- Improved access and footbridge
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A vision for New Mills

HAVE
YOUR
SAY

Next steps

Our call to action: how you can help

- We hope the community can support our upcoming planning application, which has been formed through public consultation and extensive viability and design work.
- The overwhelming message from the community has been **we want to see a project delivered at New Mills**.

Please help us by doing the following:

- **Complete a feedback survey** today or on our website, indicating your support.
- **Support the planning application** with Kirklees Council when it is submitted.
- **Keep in touch with us!** – by ticking for updates on our feedback survey.

Timeline



Contact us

 matt@royalpilgrim.com

 0800 089 0362

You can also have your say by visiting the website:

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APPENDIX 3: Feedback form

**A vision for
New Mills**

HAVE YOUR SAY

Thank you for taking the time to complete our feedback form today. We greatly value community feedback, which has helped shape the New Mills proposals to date.

All views will be considered ahead of planning submission.

Name :

Address :

Email :

1) What do you like about the proposals?

2) Could we improve anything about the proposals?

Please turn over

3) Further comments

Please tick here if you would like further information about supporting the plans when submitted to Kirklees Council.

Privacy Policy:

The data you provide is being collected by Royal Pilgrim Communications (who can be contacted on 0113 335 0033 or scott@royalpilgrim.com). The lawful basis for processing this data is Legitimate Interests for the purposes of this consultation, to gather your opinion on the proposals and to enable us to contact you regarding the project in the future. You can opt out of any contact by ticking the box below or contacting us at any time. You do not have to provide any personal data in order to comment on this proposal. We will not publish or share your personal data with any third parties. A copy of the comments that you make regarding the proposal will be provided to the Local Planning Authority as part of the planning process and so that it can note the comments made, but no personal data will be shared, other than any personal data you choose to put in the comments section. Your personal data will be stored securely for the lifetime of the project which will be until the development is complete or a decision is made not to progress the project. You have the right to access, amend, object and remove the data we hold about you at any time.

Please tick here if you would NOT like us to contact you about the project.

Contact us

 matt@royalpilgrim.com

 0800 089 0362

You can also view the proposals and have your say at :

www.newmillsmarsden-consultation.co.uk