



Planning Statement for Proposed Hotel Accu Stadium, Huddersfield

Client: Town Sports &
Entertainment Group Limited

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Report produced by:

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Contents

1.	Introduction.....	1
2.	Development Context.....	4
3.	Description of Proposed Development.....	8
4.	Planning Policy.....	16
5.	Planning Appraisal.....	23
6.	Sequential Assessment.....	37
7.	Summary and Conclusions	45

This Planning Statement (including a Community Facilities and Services Statement and Sequential Assessment) supports a 141-bed hotel development to the north-west of the Accu Stadium, home of Huddersfield Town Football Club. The development includes a new mixed-use flexible event space courtyard in addition to improved event and hospitality space to elevate the footballing experience at Huddersfield. It is a key part of the vision for the Stadium to become a regional centre for leisure, events, conferences and concerts. The development accords with national and local planning policies, and would bring significant economic, social and environmental benefits to the area.

1. Introduction

- 1.1 This Planning Statement (including a Community Facilities and Services Statement and Sequential Assessment) has been prepared on behalf of the Applicant, Town Sports & Entertainment Group, who own Huddersfield Town Association Football Club. The Site is the Accu Stadium, Stadium Way in Huddersfield.
- 1.2 The application seeks consent for a new build hotel with 141 rooms (Use Class C1), mixed use flexible event space courtyard (Use Class C1/E/Sui Generis), and refurbished Stadium uses in the North Stand including hospitality space and 14 refurbished pitch-side hospitality suites/hotel rooms (Use Class C1/Sui Generis) to elevate the sport and event experience. The proposals also include improvements to the public realm, parking provision and new hard and soft landscaping around the Stadium.
- 1.3 The description of the development is as follows:

“Demolition of leisure centre, construction of hotel (Use Class C1) and mixed-use flexible event space courtyard (Use Classes C1/E/Sui Generis), alterations and refurbishment to North Stand including hospitality space and pitch-side hospitality suites/hotel rooms (Use Class C1/Sui Generis), and other associated works”
- 1.4 This Statement describes the proposals and examines the planning issues which they raise. It should be read in conjunction with the series of detailed technical reports that accompany the application.
- 1.5 In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, the determination of the planning application must be made in accordance with the development plan, unless material considerations indicate otherwise.
- 1.6 The general approach to, and content of, the application has been discussed with Planning Officers at Kirklees Council (‘the Council’) as part of pre-application engagement undertaken by the Applicant. These discussions have influenced the final scheme presented, and the supporting information that accompanies the application.

HUDDERSFIELD TOWN AFC’S ASPIRATIONS

- 1.7 Huddersfield Town Association Football Club (hereafter referred to as ‘the Club’ or ‘Huddersfield Town’) is a professional association football club based in Huddersfield, currently competing in EFL League One. The Club was founded in 1908 and their home is the Accu Stadium (for sponsorship reasons), officially known as the Kirklees Stadium. The Stadium opened in 1994.
- 1.8 The Stadium has a capacity of 24,121 and is also the home ground of Huddersfield Giants Rugby League, who compete in the Super League. The Club is therefore an important part of the community and sporting fabric of Huddersfield.

- 1.9 In recent years, the venue has undergone significant upgrades, including new branding, murals, refreshed changing facilities, improved performance areas, and updates to office and hospitality spaces.
- 1.10 The Applicant, Town Sports & Entertainment Group Limited ('TSEG') are responsible for operating the Stadium and oversee all hospitality and event operations as well as supporting future redevelopment ambitions across their landholding. Plans have previously been made by the Club for a hotel to support the Stadium on an alternative site, and these plans were approved by Kirklees Council in 2008 and refreshed in 2019.
- 1.11 These proposals form part of the first phase of expected wider redevelopment of the land around the Stadium.

THE BENEFITS TO HUDDERSFIELD

- 1.12 The development is a key part of the vision for the Stadium to become a regional centre for leisure, events, conferences and concerts. The proposed hotel would boost the local economy by creating jobs, increasing visitor spending, supporting the stadium's year-round use, and encouraging further investment in Huddersfield. Socially, it would improve accessibility for fans, strengthen community ties and local identity, and provide career opportunities. From an environmental perspective it would promote sustainable development through reduced car use, good public transport access, and low-carbon design on a regenerated brownfield site.

SUPPORTING APPLICATION DOCUMENTS

- 1.13 This planning submission includes supporting documents which demonstrate how the scheme responds appropriately to best practice in design and sustainability, as well as planning policy objectives. The documents submitted in respect of the scheme are:
- Application Forms and Ownership Certificates
 - Air Quality Assessment – Hoare Lea
 - Biodiversity Net Gain Assessment, Metric and Condition Assessment – Brooks Ecological
 - CGIs prepared by Buttress;
 - Climate Change / Sustainability Statement – Hoare Lea
 - Coal Mining Risk Assessment – Hoare Lea
 - Design and Access Statement (including Crime Prevention Statement and Refuse Management Plan) – Buttress
 - Energy Statement – Hoare Lea
 - Fire Statement – Frams Associates
 - Flood Risk Assessment and Drainage Strategy (including Sequential and Exceptions test) – Clancy Consulting
 - Health Impact Assessment – Zerum

- Landscaping Plans – Reform
 - Noise Assessment – Hoare Lea
 - Phase 1 Desktop Study – Clancy
 - Preliminary Ecological Assessment – Brooks Ecological
 - Planning Statement (including Community Facilities and Services Statement and Sequential Assessment for Hotel) – Zerum (this document)
 - Transport Statement – Calibro Consultants
 - Travel Plan – Calibro Consultants
- 1.14 Buttress have prepared a full pack of plans including existing and proposed Site Plans, Floorplans, Elevations and Sections. A drawing register is provided to confirm the full list of plans submitted.

PURPOSE OF THE PLANNING STATEMENT

- 1.15 This Planning Statement describes the proposals and examines the planning considerations which they raise. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, determination of the planning application must be made in accordance with the development plan, unless material considerations indicate otherwise.
- 1.16 This Statement should be read in conjunction with the other documents submitted with the planning application. These are detailed in the next section.

DOCUMENT STRUCTURE

- 1.17 The remainder of this Statement is structured as follows:
- **Section 2:** Provides context and describes the Site and its surroundings;
 - **Section 3:** Describes the development proposals;
 - **Section 4:** Outlines the Development Plan framework and relevant national Policy guidance including policy considerations;
 - **Section 5:** Provides the main town centre sequential test to comply with national and local planning policy;
 - **Section 6:** Provides a full assessment against policy including supporting documents which demonstrate how the scheme responds appropriately;
 - **Section 7:** Concludes the Planning Statement.

2. Development Context

- 2.1 This section provides an overview of the Site, its surroundings, relevant planning history and its setting.

THE SITE

- 2.2 The Site is approximately 1 ha. The Site includes the North Stand of the Stadium, the adjoining two-storey building to the north-west known as the Stadium Leisure & Business Complex – previously in use as a Council-operated swimming pool and leisure centre – and surrounding hardstanding used for vehicle and pedestrian circulation. The Site gains vehicular access from Stadium Way.

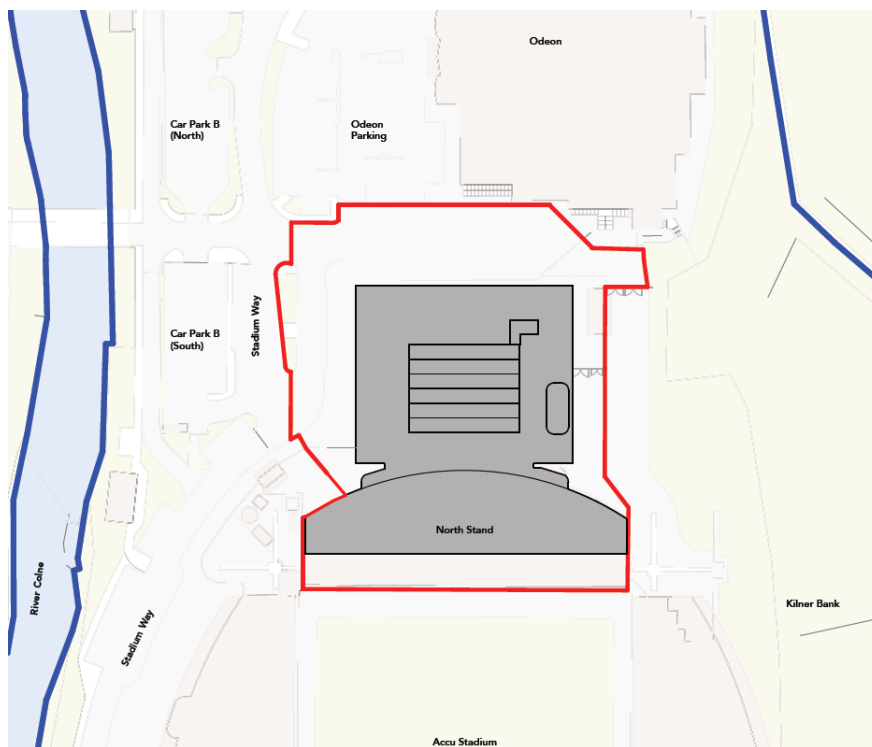


Figure 2.1: Extract from Site Plan

- 2.3 The Stadium Leisure complex is two storeys and accommodates the Legend's Café Bar and the closed swimming pool and changing rooms at ground floor; over first floor, double height atrium over the pool and office associated with the leisure centre. The public gym and swimming pool closed in November 2023.
- 2.4 The North Stand has two tiers and 16 hospitality boxes, with a capacity of 4,700. Construction on the North Stand began in 1996 and it was completed in 1998. At ground floor is 'HTown', a fan zone. On the first floor is a community centre with coaching rooms, class room and plant rooms, and at second floor are boxes overlooking the pitch for private and corporate hire as well as the banqueting and hospitality suite.

THE WIDER SITE AND SURROUNDINGS

- 2.5 Unaffected stands in the Stadium by the proposals include the Riverside, Kilner Bank and the South Stand. The DAS provides a summary of the history of the Stadium and its development.
- 2.6 Figure 2.2 shows the site's location in the wider context.

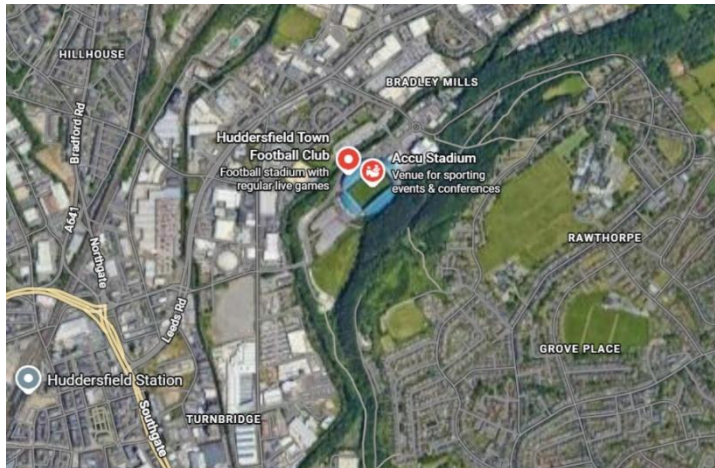


Figure 2.2: Site in the wider surroundings (Source: Google Maps)

- 2.7 The Site is located to the north-east by approximately 1.6km of Huddersfield town centre, separated by the River Colne, in the Bradley Mills area. The Site is sustainably located, approximately 1km from Huddersfield Train Station. There are a number of bus services both from the town centre and Leeds which stop within a 10-minute walk from the Stadium, including but not limited to, stops along St Andrew's Road and Leeds Road Retail Park. As such, the Site is well serviced by the main forms of public transport.
- 2.8 The Site also has good access as Leeds Road (A62), one of the principal radial routes into Huddersfield town centre, lies some 200 metres to the north and connects to the strategic highways network.
- 2.9 The Site's immediate surroundings are as follows:
- To the north and north-east is Car Park B North and the Odeon cinema complex;
 - Running along the north-west of the Site is the River Colne and beyond this, the Bradley Mills car park and urban green space (the site of the former hotel planning applications);
 - To the west and south-west is Kilner Bank woodland; and
 - To the south is the St Andrews car park.

- 2.10 The wider site surroundings are residential beyond Kilner Bank, industrial/commercial on the other side of the River Colne, and leisure uses to the north.

SITE DESIGNATIONS

- 2.11 The Site is not designated by the Kirklees Interactive Policies Map.

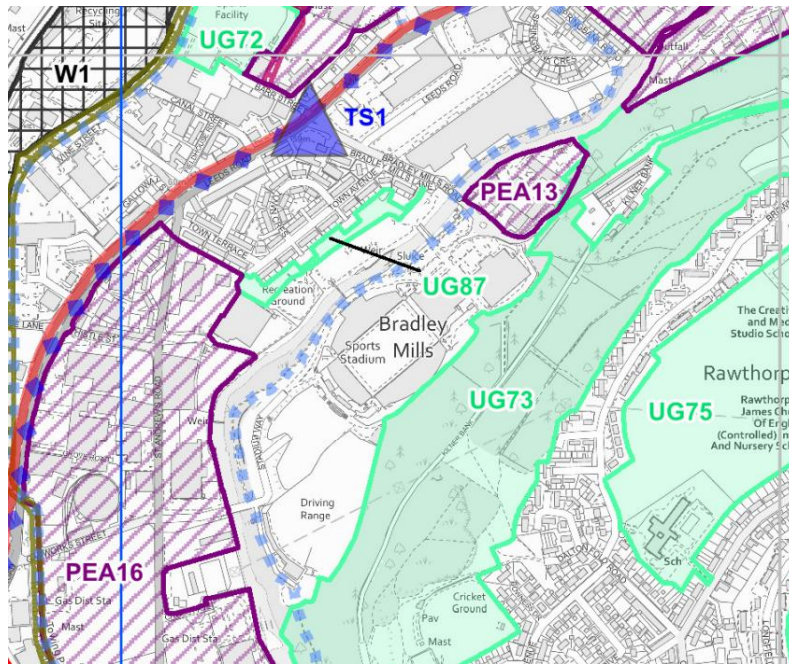


Figure 2.3: Extract from the Kirklees Policies Map

- 2.12 The Site is located within Flood Zone 3 due to fluvial flood risk from the River Colne.
- 2.13 There are no listed buildings in the vicinity of the Site as these are primarily located in the town centre, nor is the Site in a Conservation Area.
- 2.14 There is a history of coal mining and the area is in a Coal Mining Reporting Area but not a Development High Risk Area.

SITE ACCESSIBILITY

- 2.15 The Stadium benefits from an established urban location approximately 1.5 kilometres from Huddersfield railway station, affording the proposed hotel an inherently strong public transport and active travel offer.
- 2.16 The application site connects directly onto the formal footway network via Stadium Way and Gasworks Street, providing convenient pedestrian access to Huddersfield town centre, the railway station, bus interchange, and a wide range of retail, leisure and employment destinations.
- 2.17 The nearest bus stop is located c. 200m from the Site and therefore this is within the maximum desirable distance of 400m identified by the Institute of Highways &

Transportation. The stop on Leeds Road is served by frequent services including into the town centre and bus interchange as well as onwards to Dewsbury, Leeds and Halifax.

- 2.18 The local cycling network around the site includes National Cycle Route 66, which runs through Huddersfield town centre, providing connections towards the Calder Valley and beyond. The towpath of the Huddersfield Narrow Canal, which passes close to the site, also provides an attractive traffic-free route
- 2.19 The Site is considered to be in a highly sustainable location with a range of local services and amenities within easy reach. The accompanying Design and Access Statement and Transport Statement provide more detail in terms of Site's connections and accessibility.

PLANNING HISTORY

- 2.20 The Stadium has planning history for advertisement consent which is not covered here. There have been consented planning applications for hotels in 2019 and 2016 within the Stadium landholding, demonstrating the desire for a hotel to serve the stadium market. The history of these approvals around the Stadium is now summarised.
- 2.21 The 2019 permission for a 148-bed hotel was on a different site, 500m to the west over the River Colne on the site of a playground and part of the Town Avenue car park (ref. 2019/62/92409/W). The description of development was, "*Erection of hotel with associated parking and landscaping and formation of new entrance from Bradley Mills Road*". The Committee Report noted that one of the key issues was the loss of open space, something the Proposed Development would not impact given it is a brownfield site. This scheme was part of the HD1 development, which was noted as being recognised within part of the Leeds City Region Strategic Economic Plan, and part of a key mixed-use developments in regenerating Huddersfield and providing space for businesses to grow. The report noted that the sequential assessment considered the suitability, availability and viability of various sites within Huddersfield town centre, as well as land between the town centre and the application site. The proposed hotel forms part of the wider masterplan, which could not reasonably be disaggregated from the wider scheme, and located within or on the edge of the town centre.
- 2.22 The scheme was approved in July 2021 subject to a Section 106 agreement for commuted sums towards open space; improvements to Cooper Bridge junction; contribution to Travel Plan measures; contribution to be agreed after the submission of an Air Quality Assessment; and Sustainable Urban Drainage management and maintenance scheme.
- 2.23 In 2008, an outline planning application was approved for the erection of multi-use leisure and entertainment development with ancillary facilities and a hotel, office and residential uses (ref. 2008/60/92864/W2). The hotel was 149-beds. In 2016 an application for an extension to time to this permission 2008/92864 was made and similarly, this scheme was approved with conditions. This scheme was not progressed due to issues relating to ground conditions, ecology on the site, and impact of changes to the layout and composition of the broader HD1 scheme which resulted in the hotel becoming peripheral to the main focus of leisure activity. Hotel delivery on this therefore became unviable.
- 2.24 In 1996, an application was approved for 9th July 1996 "Revised scheme for erection of north stand and integrated leisure facilities" (ref. 96/62/90395/W2).

3. Description of Proposed Development

3.1 This Section of the Planning Statement describes the proposed development. The preliminary sections have touched upon the context and content of the application. More detail is provided as part of the submitted Design and Access Statement prepared by Buttress.

3.2 The description of development is:

“Demolition of leisure centre, construction of hotel (Use Class C1) and mixed use flexible event space courtyard (Use Classes C1/E/Sui Generis), alterations and refurbishment to North Stand including hospitality space and pitch-side hospitality suites/hotel rooms (Use Class C1/Sui Generis), and other associated works”

3.3 The siting and layout of the new building has been influenced by a number of constraints and opportunities, including the retention of H-Town and access to North Stand; need to provide a certain number of rooms; the fire strategy of the new building; mechanical and ventilation strategy; to create high quality rooms; and provide improvements to the pitch-side hospitality provision and banqueting suite.

3.4 The DAS confirms the vision and design brief for the proposed development:

- A clear and welcoming building arrival is essential, with a legible entrance.
- The provision of hotel bedrooms will play a key role in attracting visitors to Huddersfield, with the design ensuring a comfortable, functional, and high-quality guest experience that integrates with the fan-zone environment.
- A clear distinction between hotel front-of-house and back-of-house areas is required to support efficient operations and a discreet guest experience, with public-facing spaces being easily accessible and service areas remaining hidden yet fully operational. Adequate provision must be made for plant and ancillary spaces.
- Existing stadium hospitality facilities – including pitch-side rooms and the North Stand banqueting suite – should be retained and enhanced, with opportunities to refurbish and expand to create a more distinctive and contemporary offer.
- The existing fan zone (H-Town) to be retained and enhanced, building on its established character whilst provision of a mixed-use flexible event space courtyard would create a more dynamic, festival-style environment incorporating food, drink, music, and entertainment.
- The design must ensure clear separation between different user groups, particularly stadium and hotel users, with legible and accessible circulation routes.
- The development must comply with the brand standards and operational criteria of the hotel operator.

- The development must incorporate sustainable design strategies to minimise environmental impact, including efficient ventilation, heating, and building fabric to support a low-carbon approach.
- High-quality acoustic performance is required throughout the development to ensure suitable sound conditions for a range of events across both stadium and hotel uses.
- Security and access arrangements must safeguard users and the building, with clear and separate routes provided for pedestrians, vehicles, deliveries, and visitors.
- A carefully considered phasing strategy is required to enable construction works, including demolition of the former leisure centre, while maintaining full stadium operations.

LAYOUT AND USE

- 3.5 This Planning Statement supports a four storey, 141-bed hotel new build development (Use Class C1) to replace the Stadium Leisure & Business Complex and refurbish the North Stand of the Stadium. It is proposed to demolish the former leisure centre building where the public facilities closed in 2023, yet this still provides access through to the North Stand hospitality.
- 3.6 A new build element adjoining the North Stand would be for a hotel (Use Class C1). Existing Stadium (Sui Generis) uses would be retained and the pitch side rooms would be classed as Use Class C1/Sui Generis given they will be used for hospitality and hotel purposes.
- 3.7 The development comprises internal re-arrangement and refurbishment for associated Stadium uses including a mixed-use flexible event space courtyard which would extend into 'H town' to serve as a fan zone on match-days; and a larger and refurbished banqueting and hospitality suite at Level 3 to elevate the footballing experience at Huddersfield. The existing concession area in the North Stand at Level 4 would be retained. A summary of area and accommodation schedule are provided in the DAS.
- 3.8 The pedestrian access to the Hotel would be from Stadium Way at the north-west with a secondary access at the east providing access into the Courtyard. Vehicular access for servicing will be controlled from the secondary access. The new building will be arranged around a central atrium accommodating a multi-purpose event space associated with the hotel known as the 'The Courtyard', incorporating kiosks for pop up food vendors. The area would be used for up to 30 events a year such as concerts, exhibitions and live music and benefit from dedicated toilets and food and beverage kiosks. A TV screen is proposed within the interior wall of the atrium. Also at ground floor but separated via a different entrance would be the hotel reception, lounge and food and beverage area. The ground floor also incorporates hotel back of house space.
- 3.9 The hotel uses from first to third floors are arranged in a U shape with the North Stand to the south. Hotel rooms are set out on Level 1, 2 and 3 with the Level 2 and 3 layout being broadly similar. There is a mix of standard, twin, deluxe and accessible bedrooms across the floors. Existing Stadium functions and layouts are retained where possible. The existing

banqueting suite is retained with minor adjustments, and the existing pitch-side rooms will function as hotel rooms on non-match days.

- 3.10 A mix of accessible rooms are provided across all floors (5%) closest to the two passenger lifts.
- 3.11 On the second floor the existing banqueting and hospitality suite will be retained and refurbished. 14 existing pitch side rooms were originally built as hotel rooms and are currently used as hospitality suites and meeting rooms. These suites are to be refurbished and fit out into hotel rooms on non-match days/ private hospitality boxes on match days (Use Class C1/Sui Generis).
- 3.12 The arrangement of hotel rooms continues at third floor, including an Owner's Suite are proposed on Level 3. The Stadium uses at third floor comprising concession facilities will remain unchanged.
- 3.13 The DAS sets out how the new building will connect with the North Stand, allowing for ongoing Stadium operations and phased demolition, as well as selective and effect connections. With two distinct user groups, existing Stadium stair cores and new circulation routes were carefully designed.

SCALE AND MASSING

- 3.14 The proposed building is four storeys, with a mix of hotel and Stadium uses over the ground to third floor. Inspired by the efficient leisure centre footprint, a central courtyard at ground floor creates a shared gathering space and provides separation from the Stadium while extending into the public realm. The courtyard will be able to extend into the existing 'H Town' fan zone on matchdays. Stadium visitors and hotel guests require distinct, well organised movement routes to avoid disruption during busy periods. Ground floor activation is created to the north-east and north-west elevations with glazing addressing the corner, providing views into the hotel lounge and F&B area.
- 3.15 The proposed elevation treatment draws its inspiration from the Stadium, establishing a contemporary and site-specific response. The design interprets the signature banana trusses and distinctive curved structural steel roofline. The materials proposed are glazed curtain walling, concrete, metal cladding and exposed structural steel.
- 3.16 The DAS provides further information on the scale and massing of the development.

LANDSCAPING

- 3.17 Landscaping and public realm improvements are proposed to enhance the setting of the Stadium and the new hotel. Re-form have designed a landscaping scheme to respond to the constraints and opportunities available. The objectives of the landscape design, set out in the DAS, are to enhance the destination of the hotel beyond just a place for match-days; increase natural elements; ensure legible and accessible connections; and provide a great guest experience and celebrate the Clubs value and heritage.

- 3.18 The existing Site is car-dominated and there is poor pedestrian connectivity and wayfinding/legibility, with little tree cover or soft landscaping, and it lacks a distinctive character appropriate for a Stadium-adjacent development.
- 3.19 The landscaping plans submitted provide more generous space around the Hotel and atrium courtyard; new entrance thresholds; celebrate heritage and tell the Club's story through hard landscaping interventions; include greening elements; and reallocate parking for hotel guest and staff use.
- 3.20 It is proposed to include a garden area outside the ground floor food and beverage area which will create an active frontage to the north of the site. Moveable circular planters are proposed within the courtyard atrium. The courtyard would be secured by bi-fold gates at pedestrian entrances.
- 3.21 The hard landscaping proposals are set out in the DAS, and include creating new tarmac wearing course within the red line boundary for vehicles; block paving to improve the arrival experience, wayfinding and quality of the public realm outside the hotel; paving transitions at pedestrian entrances; and contrasting concrete blocks laid in herringbone to create visual appeal carried through to the courtyard.
- 3.22 In terms of access to back of house areas, the existing bollard line is to be retained, and bollards will be repositioned at the south-west area of the Site to ensure no vehicles could access this area.

ACCESS AND PARKING

- 3.23 Pedestrian access will be from the north-east and north-west elevations, with two arched entrances from Stadium Way and a second access into the Courtyard. Vehicular access for servicing will be controlled from the secondary access.
- 3.24 Vehicular access to the Site is primarily via Bradley Mills Road and Stadium Way, with a secondary route from St Andrew's Road via Wakefield Road.
- 3.25 The Transport Statement provides the car parking strategy for the hotel. Given the nature of stadium car parks, underutilised on the majority of non-match days, the strategy needs to demonstrate that the hotel can be adequately served by a managed allocation from the existing car park stock without the need for any additional surface car parking. The Stadium is served by approximately 1,000 car parking spaces. A proportion of these served the closed leisure centre, which results in the release of 30 spaces that were previously assigned to leisure trips. No new parking spaces are to be created given the existing situation.
- 3.26 A total of 100 spaces (16 with EV charging) will be ringfenced for hotel guests which will be located across Car Park B (North) and (South), to the north of the hotel, and Bradley Mills Road car park. The operational strategy is described in the Transport Statement.
- 3.27 An internal cycle store for hotel employees has been provided with spaces for 14 bikes, using two-tier racks and a Sheffield stand. Visitor cycle parking is proposed for 12 bikes and are located outside of the building.

- 3.28 Further details of the building's accessibility are outlined in the DAS and Transport Statement. In summary, the Site benefits from excellent accessibility by foot, bicycle and public transport to a range of local services and facilities provided in and around the local area.
- 3.29 The Design and Access Statement confirms the design proposals endeavour to make the building as accessible as possible, by providing step-free access to all floors of the hotel and providing 5% accessible rooms, closest to the passenger lifts. Accessible WCs will be designed across the public and back-of-house areas; level thresholds at all principal entrances including Stadium links; circulation routes will be in accordance with Building Regulations Approved Document M; and the pitch-side suites are designed to be used for those with mobility and sensory impairments.

SECURITY AND SAFETY

- 3.30 The DAS includes a section on crime prevention, describing how the scheme has been designed in accordance with crime prevention through environmental design principles and building on established security and management arrangements already in place at the Stadium. The design integrates appropriate hotel specific measures while benefiting from the stadium's existing 24 hour oversight, access control and security infrastructure.
- 3.31 The hotel incorporates appropriate physical security measures, including secure doors and locking systems compliant with relevant standards, and the avoidance of poorly lit or concealed areas. Movement to and around the hotel is controlled and access to non-public spaces will be restricted using secure doors and access control systems.
- 3.32 Gates are proposed at the courtyard entrances to control access and enhance security for the building. Limited courtyard access will be permitted for small service vehicles from the north-east. The defensible space is strengthened by the stadium's existing perimeter treatments and security infrastructure, including high level fencing, controlled gates and doors, vehicle barriers, hostile vehicle mitigation measures and electronic access control systems.
- 3.33 The hotel has been designed to promote natural surveillance. It will operate under professional management with staff on site 24 hours a day. These measures will be enhanced by the Stadium's established security infrastructure.

REFUSE STRATEGY AND SERVICING

- 3.34 The DAS provides further details on the approach to servicing in the development. Generally, the strategy for the hotel and Stadium uses has been to keep back of house uses separated so one use does not impede the other in terms of operation. Both the Hotel and Stadium have their own operating requirements. It has been necessary therefore to provide a general waste and recycling bin store at ground floor, dedicated to the hotel.
- 3.35 Waste generated by the proposed hotel and mixed-use development will be managed in accordance with the Kirklees Resources & Waste Strategy 2021–2030. Dedicated internal storage will be provided for the segregation of general waste, recycling, and food waste,

sized to accommodate both daily hotel operation and peak match-day and event demand.

- 3.36 The existing waste collection point serving the North Stand is in close proximity to Stadium Way. Waste from the North Stand is managed through a private collection arrangement contractor – collections are bi-weekly. This will be retained.
- 3.37 Waste generated by the hotel will be managed with a specialist private waste contractor, with general waste twice per week; dry mixed recycling twice per week; food waste once per week and glass twice per week. Refuse vehicles are anticipated to access the site via Stadium Way from Bradley Mills to access the refuse store at the north-eastern side of the hotel. Hotel waste will be transported via the service lift to the internal refuse store, with clearly defined pedestrian routes provided to support safe and efficient waste movement.
- 3.38 On bin collection days, the on-site team will move the bin containers from the refuse store to the agreed refuse collection points. Here the bins will be lined up in an orderly manner ready and presented for collection by the local authority. During collection an on-site team member will work with the collection team until all the bin container units have been emptied. The empty bin units will then be returned to the bin store holding areas. Any spillages will be tidied and cleaned up immediately.
- 3.39 As part of the maintenance regime, all bin containers will be regularly inspected and periodically washed down and disinfected. The refuse store will be kept clean and tidy at all times.

FIRE SAFETY

- 3.40 Frams Associates have prepared a Fire Strategy document to support the application and confirm the relevant parts of the Building Regulations that the design complies with. The requirements of Approved Document B Fire Safety (2019) Volume 2: Buildings other than dwellings (AD B) (as amended 2020 & 2022) are explained and the strategy sets out how the design meets these, for means of warning and escape; internal fire spread for linings and structure; external fire spread; access and facilities for the fire service; fire suppression; and fire safety management.

ENERGY EFFICIENCY

- 3.41 The Proposed Development has been designed with U-values and air permeability that match, or are lower than, the minimum Building Regulations U-values. Associated carbon dioxide emissions have been reduced from the outset using passive measures. Adopting this approach will also allow the Proposed Development to maximise the use of natural sources of cooling and ventilation which will assist in maintaining comfortable conditions within the internal spaces and will also allow the heating and cooling system to perform more efficiently.
- 3.42 The Climate Change Statement by Hoare Lea confirms a passive design strategy underpins the scheme. Building form, orientation and façade design have been developed to optimise daylighting and manage solar gains, reducing energy demand prior to the application of building services. The operational energy strategy will utilise high-efficiency,

all-electric systems, supported by low carbon technologies such as air source heat pumps. The feasibility of on-site renewable energy generation, including photovoltaic panels, will be considered and confirmed through detailed energy modelling. The development is targeting performance beyond Part L requirements.

SCHEME BENEFITS

- 3.43 The development is a key part of the vision for the Stadium to become a regional centre for leisure, events, conferences and concerts.
- 3.44 The overarching policy objective of the National Planning Policy Framework (NPPF) (2024) is the presumption in favour of sustainable development. These are comprised of economic, social and environmental objectives. The benefits of the proposals are therefore as follows.

Economic

- **On site job creation** – The new hotel will create c. 42 new full and part-time roles. These will include operational and support functions, including HR, Marketing and Sales as well as roles such as food and beverage assistants, housekeepers and other front of house staff. 11 of these would be considered skilled positions. Recruitment will be focused locally wherever possible, supporting employment within the immediate area and creating accessible opportunities for the local community. There will also be a net increase of jobs associated with the Stadium due to operating the larger fan and hospitality zones.
- **Direct creation of temporary jobs during construction;**
- **Indirect and induced employment** – Hotel operations support wider local supply chains including food and beverage suppliers, laundry and maintenance – generating further economic activity within Kirklees.
- **Generating additional visitor spending in Huddersfield** – Guests at the hotel are more likely to visit the local area and spend in bars, restaurants and shops, supporting the day and night-time economy.
- **Supporting the Accu Stadium as a venue** – Delivering a mixed-use event space which would diversify the stadium's offering and increase it's commercial viability as a conferencing, events and concert venue, to be able to generate year-round economic activity.
- **Catalyst for wider regeneration** – High-quality hotel investment adjacent to the Stadium signals confidence in the town and surrounding area, potentially attracting further commercial investment to the area and supporting the Council's other initiatives.
- **Generation of business rates** – The hotel would generate significant business rate receipts for Kirklees Council.

Social

- **Enhanced match-day experience** – Overnight accommodation enables fans, particularly those travelling from outside the region, disabled visitors, or those with young families, to attend matches with greater ease, supporting inclusive access to sport.
- **Benefits to the community** – The proposals would provide support to the football and rugby league clubs, both of which are extensively involved in the community with sport and outreach programmes.
- **Strengthening Huddersfield's civic identity as a sports destination** – Co-locating quality hotel accommodation adjacent to the Stadium reinforces Huddersfield's profile as a destination for football, rugby league and events, building civic identity and local pride in the town's assets.
- **Creating hospitality career pathways for residents** – Hotel operation creates structured apprenticeship and training pathways in hospitality – a sector offering accessible entry-level employment – supporting local residents with lower skills or barriers to employment.

Environmental

- **Reduced car dependency** – The co-location of the hotel and Stadium would reduce the need for car journeys for guests travelling for matches and events.
- **Good accessibility to public transport** – Proximity to Huddersfield railway station and the bus network will encourage modal shift.
- **Low carbon design** – The proposed hotel presents the opportunity to incorporate energy efficiency into the building and low energy demand, EV charging and sustainable drainage systems from the outset.
- **Development of a brownfield site** – Development on a brownfield site adjacent to the existing Stadium makes logical sense and will regenerate a former community asset that has now closed.

4. Planning Policy

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that when determining a planning application, the decision maker must make their determination in accordance with the development plan unless material considerations indicate otherwise.
- 4.2 The adopted development plan comprises the Kirklees Local Plan (adopted February 2019) which contains the Strategy and Policies document, Allocations and Designations document and associated Interactive Policies Map.
- 4.3 Given this obligation, the following section considers the development plan, national planning policy guidance relevant to the application, which is a material consideration in the determination of this application, and other material considerations such as supplementary planning documents and guidelines. The material considerations include:
- The National Planning Policy Framework;
 - National Planning Policy Guidance;
 - Kirklees Highway Design Guide SPD; and
 - The Station to Stadium Enterprise Corridor Masterplan.

KIRKLEES LOCAL PLAN: STRATEGY AND POLICIES (FEBRUARY 2019)

- 4.4 This document provides the policies necessary to achieve the strategy over the period of 2013–2031. The spatial strategy and development management policies are set out in this document. The spatial development strategy confirms most growth will be met in the main urban areas of Huddersfield and Dewsbury in accordance with the spatial vision and a more flexible approach elsewhere to achieve a sustainable pattern of development.
- 4.5 Policy LP1 labels the presumption in favour of sustainable development as the Council working to take a positive approach to developments that reflect sustainable practices whilst improving economic, social and environmental conditions in the area. In this instance, the proposed development aims to promote economic growth within the Huddersfield area by increasing sport-related tourism.
- 4.6 Policy LP3 requires proposals to reflect the settlement's size and function, opportunities for growth, spatial priorities for urban renaissance and regeneration and the need to provide for new homes and jobs.
- 4.7 Policy LP13 relates to town centre uses and states that these shall be located within defined centres as shown on the Policies and Town Centre maps, and then in accordance with the sequential test. Main town centre uses which are appropriate in scale, help to retain an existing centre's market share, and enhance the experience of those visiting the centre and the businesses which operate in that centre will be supported. The guidance on the sequential test states that other main town centre uses outside the extent of a centre's boundary should undertake a sequential assessment and this should be agreed with the LPA and reflective of the scale, role and function of the proposal. An Impact

Assessment will be required for proposals which include leisure developments not located within a defined centre where the proposal provides floorspace greater than 500sq.m.

- 4.8 Policy LP16 relates to food and drink uses and the evening economy, which states that proposals for food and drink, licensed entertainment uses and associated proposals will be supported, provided they are located within a defined centre, and subject to ensuring the concentration of food and drink and licenced entertainment uses are not located in a particular centre or part of a centre, where they would result in harm to the character, function, vitality and viability of the centre, either individually or cumulative. In order to asses the potential harm of these proposals on a centre, the following criteria will be considered with a planning application:
- a) The number, distribution and proximity of other food and drink uses;
 - b) Impacts of noise, general disturbance, fumes, smells, litter and late night activity including those impacts arising from the use of external areas;
 - c) The potential for anti-social behaviour to arise from the development;
 - d) The availability of public transport, parking and servicing;
 - e) Highway safety;
 - f) The provision of refuse storage and collection;
 - g) The appearance of any associated extensions, flues and installations
- 4.9 Policy LP17 talks about Huddersfield Town Centre and the focus on supporting the town with high quality retail, leisure, tourism and office facilities. Huddersfield town centre will also provide high quality educational facilities and opportunities for town centre living. This policy specifically mentions that proposed development schemes along the Leeds Road/St Andrew's Road corridor from the Stadium to the Town Centre shall include enhanced pedestrian and cycling linkages.
- 4.10 Policy LP20 refers to sustainable travel, making sure development is located within reach of sustainable forms of essential travel needs. Given the location of stadium being approximately 0.6 miles away from Huddersfield Train Station, and within a 10 minute walk to multiple bus stops, it is believed that this policy has been met.
- 4.11 Policy LP21 confirms that new development will normally be permitted where safe and suitable access to the site can be achieved for all people and where the residual cumulative impacts of development are not severe. Proposals should avoid a detrimental impact on highway safety and the local highway network. Proposals shall also consider any impacts on the Strategic Road Network. The policy also requires development proposals to accommodate suitable cycle parking/storage, access for servicing/emergency/refuse collection vehicles, and be accompanied by a supporting Transport Assessment or Transport Statement.
- 4.12 Policy LP22 requires the provision of parking in new developments to be determined the by the availability of public transport, accessibility of the site, location of the development, local car ownership levels and the type, mix and use of the development. New developments will incorporate flexibly designed minimum parking spaces for private cars, considering a range of solutions, to provide the most efficient arrangement of safe, secure

and convenient and visually unobtrusive car parking within the site. Cyclists and disabled people should have their parking needs met.

- 4.13 Policy LP23 has aspirations for the core walking and cycling network shown on the Policies Map, for it to be safeguarded and extended to provide opportunities to reduce the number of car journeys and to link settlements, employment sites and transport hubs.
- 4.14 Policy LP24 discusses good design which should be at the core of all proposals in the district and should be considered at the outset of the development process. The policy provides a list of elements that comprise good design, including amenity for occupiers; form, scale, layout and details respect and enhance the character of the townscape, heritage assets and landscape; high levels of sustainability; minimising the risk of crime; meeting the needs of a range of different users; development contributes towards enhancement of the natural environment; provision of public art where appropriate. Further details on the high levels of sustainability, to a degree proportionate to the proposal, including minimising resource use, considering innovative construction materials and techniques, providing charging points; designing buildings which are resilient and resistant to flood risk; and designing places that are adaptable and able to respond to change.
- 4.15 Policy LP27 refers to flood risk and states that proposals for development which require a Sequential Test in accordance with national planning guidance will need to demonstrate that development has been directed to areas at the lowest probability of flooding, following a sequential based approach. The policy states that applicants need to provide justification where a smaller area of search is proposed.
- 4.16 Policy LP28 Drainage states that the presumption is that sustainable drainage systems (SuDS) to assist in achieving the following on each site. For proposals on brownfield sites there should be a minimum of 30% reduction in surface water run-off where previous positive surface water connections from the site can be proven. There will be a general presumption against pumping surface water. It must also be demonstrated that the surface water management solution is designed to meet requirements over the lifetime of the development including evidence that management and maintenance arrangements have been secured to cover that period. Flow paths accommodating water from outside the site or due to an exceedance event should be designed to avoid buildings and curtilages.
- 4.17 Policy LP30 Biodiversity and Geodiversity states that development proposals will be required to result in no significant loss or harm to biodiversity in Kirklees, and provide net biodiversity gains through good design by incorporating biodiversity enhancements and habitat creation where opportunities exist.
- 4.18 Policy LP47 states that the Council will create an environment which supports healthy, active and safe communities and reduces inequality. Healthy, active and safe lifestyles will be enabled by facilitating access to a range of sports, leisure and cultural facilities.
- 4.19 Community facilities and services should be provided in accessible locations where they can minimise the need to travel or they can be made accessible by walking, cycling and public transport according to Policy LP48. The Policy also deals with the loss of community facilities, and states that proposals which involve the loss of these will only be permitted where it can be demonstrated that:

- a. There is no longer a need for the facility and all options including the scope for alternative community uses have been considered;
- b. Its current use is no longer viable; or
- c. There is adequate provision in the locality to serve the local community; or
- d. An alternative facility of equivalent or better standard will be provided, either on-site or equally accessible; and
- e. Any assets listed on a Community Asset Register have satisfied the requirements under the relevant legislation.

- 4.20 Policy LP50 states that the Council will seek to protect, enhance and support new and existing outdoor and indoor sport and leisure facilities where appropriate, encouraging everyone in Kirklees to be as physically active as possible and promoting a healthier lifestyle for all.
- 4.21 Policy LP51 states that development will be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in air pollution which would have an unacceptable impact on the natural and built environment or to people.
- 4.22 Policy LP52 relates to the protection and improvement of environmental quality in relation to proposals which have the potential to increase pollution from noise, vibration, light, dust, odour must be accompanied by evidence to show that the impacts have been evaluated and measures have been incorporated to prevent or reduce the pollution, so as to ensure it does not reduce the quality of life and well-being of people to an unacceptable level or have unacceptable impacts on the environment.
- 4.23 Policy LP53 requires the submission of an appropriate contamination assessment on land that may be contaminated or unstable due to its history or geology.

KIRKLEES LOCAL PLAN: ALLOCATIONS AND DESIGNATIONS (FEBRUARY 2019)

- 4.24 This document sets out the allocations and designations to deliver the spatial strategy and vision for Kirklees.
- 4.25 The Site lies in the River Colne corridor on the Strategic Green Infrastructure Network, the built-up area and a Sand and Gravel with Sandstone safeguarding area.

NATIONAL PLANNING POLICY FRAMEWORK

- 4.26 The National Planning Policy Framework ('NPPF') is a material consideration in planning decisions. It has a clear presumption in favour of sustainable development at its heart (Paragraph 10). Sustainable development means that the planning system pursues economic, social and environmental objectives (Paragraph 8), although they are not criteria against which every decision can or should be judged (Paragraph 9).
- 4.27 An updated NPPF was published in February 2025 and sets out guidance on various matters that need to be considered when proposing new development.
- 4.28 The following chapters of the NPPF are relevant:
- Chapter 2 – Achieving sustainable development

- Chapter 4 – Decision-making
- Chapter 6 – Building a strong, competitive economy
- Chapter 7 – Ensuring the vitality of town centres
- Chapter 8 – Promoting healthy and safe communities
- Chapter 9 – Promoting sustainable transport
- Chapter 11 – Making effective use of land
- Chapter 12 – Achieving well-designed places
- Chapter 14 – Meeting the challenge of climate change, flooding and coastal change
- Chapter 15 – Conserving and enhancing the natural environment

- 4.29 The presumption in favour of sustainable development means that local planning authorities should, without delay, approve development plans that accord with an up-to-date development plan, and where the relevant policies are out-of-date, granting permission unless the application of policies in the NPPF that protect areas or assets of particular importance provides a strong reason for refusing the development proposed or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF (Paragraph 11).
- 4.30 Paragraph 39 states that Local Planning Authorities should approach decisions on proposed development in a positive and creative way.
- 4.31 Section 6 states that planning decisions should help create conditions in which businesses can invest, expand, and adapt. It emphasises that significant weight should be given to supporting economic growth and productivity, taking into account both local business needs and wider development opportunities.
- 4.32 Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation (Paragraph 90). Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan (Paragraph 91). When considering edge of centre and out-of-centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored (Paragraph 92).
- 4.33 Paragraph 98 states that planning decisions should guard against the unnecessary loss of valued facilities and services, and consider an integrated approach to considering the location of housing, economic uses and community facilities and services.
- 4.34 Section 9 of the NPPF seeks sustainable transport, with promotion of walking, cycling and public transport (Paragraph 109). Patterns of growth should support this objective, with significant development being in locations which are or can be made sustainable (Paragraph 110). Local parking standards should take into account the accessibility of the development, availability of public transport and the type of development (Paragraph 112).

- 4.35 The NPPF states that development should only be prevented on highway grounds if there would be an unacceptable impact on highway safety or severe cumulative highway impacts (Paragraph 116).
- 4.36 Section 12 of the NPPF identifies good design as 'a key aspect of sustainable development' (Paragraph 131). Developments must function well over their lifetimes; be visually attractive with good architecture and layout; be sympathetic to local character while not discouraging innovation or change; establish or maintain a strong sense of place; include effective landscaping; and provide a high standard of amenity (Paragraph 135). Development of poor design should be refused (Paragraph 139).
- 4.37 New development should seek to reduce greenhouse gas emissions through means such as location, orientation and design (Paragraph 164) and to minimise energy consumption (Paragraph 166).
- 4.38 Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk. Where development is necessary in such areas, the development should be made safe for its lifetime without increasing flood risk elsewhere (Paragraph 170). A sequential risk-based approach should also be taken to individual applications in areas known to be at risk now or in future from any form of flooding (Paragraph 173). The aim of the sequential test is to steer new development to areas with the lowest risk of flooding from any source. Development should not be permitted if there are reasonably available sites appropriate for the proposed development in areas with a lower risk of flooding. The strategic flood risk assessment will provide the basis for applying this test (174). The sequential test should be used in areas known to be at risk now or in the future from any form of flooding, except in situations where a site-specific flood risk assessment demonstrates that no built development within the site boundary, including access or escape routes, land raising or other potentially vulnerable elements, would be located on an area that would be at risk of flooding from any source, now and in the future (having regard to potential changes in flood risk) (Paragraph 175).
- 4.39 Planning policies and decisions should contribute to and enhance the natural and local environment by (d) minimising impacts on and providing net gains for biodiversity; (e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability (Paragraph 187).
- 4.40 Planning decisions should ensure that a site is suitable for its proposed use taking account of ground conditions and any risks arising from land instability and contamination (Paragraph 196).
- 4.41 Planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions including mitigating and reducing potential adverse impacts resulting from noise and avoid noise giving rise to significant adverse impacts on health and the quality of life (Paragraph 198).
- 4.42 Paragraph 199 states that planning policies and decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and Clean Air Zones, and the

cumulative impacts from individual sites in local areas. Opportunities to improve air quality or mitigate impacts should be identified, such as through traffic and travel management, and green infrastructure provision and enhancement.

NATIONAL PLANNING POLICY GUIDANCE

- 4.43 The National Planning Policy Guidance on flood risk and coastal change was published in March 2014 and updated in September 2025. This provides guidance on applying the flood risk sequential test and the exception test, if required. The NPPF defines hotels as 'more vulnerable' in the context of flood risk. A sequential test is required for sites within flood risk 3 for more vulnerable uses.
- 4.44 NPPG on town centres and retail (published in March 2014, last updated September 2020) provides guidance on planning for town centre vitality and viability. This provides guidance on the application of the sequential test and how it should be used in decision-making.

EMERGING NATIONAL PLANNING GUIDANCE

- 4.45 The draft proposed changes to the National Planning Policy Framework (NPPF) were published in December 2025 for consultation until 10th March 2026. The current NPPF continues to be a material consideration for determining planning applications.

KIRKLEES HIGHWAY DESIGN GUIDE SPD

- 4.46 The Kirklees Highway Design Guide SPD, adopted on 4 November 2019, aims to promote high standards of highway design. These must reflect nationally recognised best-practice, and facilitate the delivery of high quality residential, employment and mixed-use developments in Kirklees. This SPD is relevant to all aspects of the built environment. The Highway Design Guide SPD helps to encourage good design in terms of how developments, routes and spaces relate to one another to create streets and public spaces that are safe, accessible, and pleasant to use.

STATION TO STADIUM ENTERPRISE CORRIDOR MASTERPLAN

- 4.47 The Station to Stadium Enterprise Corridor is an initiative by the Council to invest in the area from the train station to the Stadium; a mix of town centre spaces, historical buildings, business and transport routes. A Masterplan was approved by Cabinet on 21st December 2022 to deliver the vision for the area. Twelve propositions were included to create a thriving, re-energised area. They include river crossings and connectivity to Kilner Bank's wood and active travel network, to improve access to the Stadium.

5. Planning Appraisal

5.2 This section of the Planning Statement appraises the development proposals against the planning policy and guidance covered in Section 5, in the following sections:

- Principle of Development (including loss of community uses, supporting tourism, leisure and sport, and compliance with the sequential and impact test for main town centre uses)
- Design and Layout
- Highways and Transport
- Ground Conditions (including Coal Mining)
- Ecology and Biodiversity Net Gain
- Flood Risk and Drainage
- Air Quality
- Noise
- Energy and Sustainability

PRINCIPLE OF DEVELOPMENT

5.3 The proposed hotel and mixed-use event space are proposed as deliver a support service to the football and rugby league matches at the Stadium, in addition to music events and conferences. The suitability and appropriateness of a hotel in the area has been accepted by the Council previously in 2021, yet on a different site. The co-location of the hotel adjacent to the North Stand removes one of the key issues with this application; the redevelopment of an open space. The proposed scheme is on brownfield land.

5.4 The Council have already considered and accepted the principle of a hotel in the surrounding area, and the next sub-sections appraise the specific site for it's suitability for a hotel.

Community Facilities and Services Statement

5.5 In considering whether the principle of development is acceptable on the Site, one of the elements that needs to be considered is the loss of community facilities in the form of the Stadium Leisure & Business Complex – previously in use as a swimming pool and leisure centre operated by Kirklees Active Leisure, a not-for-profit charity, on behalf of the Council – which closed in November 2023 when they ended the lease. The reasons cited for its closure were high running costs.

5.6 Paragraph 98 states that planning decisions should guard against the unnecessary loss of valued facilities and services, and consider an integrated approach to considering the location of housing, economic uses and community facilities and services.

- 5.7 Community facilities and services should be provided in accessible locations where they can minimise the need to travel or they can be made accessible by walking, cycling and public transport according to Policy LP48. The Policy also deals with the loss of community facilities, and states that proposals which involve the loss of these will only be permitted where it can be demonstrated that:
- a. There is no longer a need for the facility and all options including the scope for alternative community uses have been considered; or
 - b. Its current use is no longer viable; or
 - c. There is adequate provision in the locality to serve the local community; or
 - d. An alternative facility of equivalent or better standard will be provided, either on-site or equally accessible; and
 - e. Any assets listed on a Community Asset Register have satisfied the requirements under the relevant legislation.
- 5.8 The proposed development would result in the demolition of the former leisure centre to facilitate the erection of the hotel. It is clear from the closure of the centre that the use was no longer viable, satisfying point (b) of Policy LP48.

Support for Sport and Tourism Facilities

- 5.9 Huddersfield has developed from a major textile centre during the Industrial Revolution, through decline of traditional manufacturing, to transitioned towards a more diverse economy supported by advanced manufacturing, education and service sectors. The University of Huddersfield plays a key role in driving economic activity, and the town still has a reputation for specialist textile production. Huddersfield has a strong sporting heritage, particularly in rugby league and football. Huddersfield Giants were one of the founding members of the Northern Rugby Football Union in 1895, and Huddersfield Town AFC won three consecutive First Division titles in the 1920s. Sport remains an important part of Huddersfield's identity and contributes to community cohesion and civic pride.
- 5.10 The Council will seek to protect, enhance and support existing outdoor and indoor sport and leisure facilities through Policy LP17 of the Local Plan.
- 5.11 The Kirklees Economic Strategy 2019–2025 sets out the need for continued inclusive economic success, based on building an economy that is inclusive – with every person realising their potential, through good jobs, and higher levels of skills, income and wellbeing – and productive – with innovative, outward and forward looking businesses. Higher productivity creates more value per hour worked and can support good jobs and higher incomes.
- 5.12 Amongst the five priorities within the Economic Strategy is 'skilled and ambitious people'; 'active partnerships' to anchor institutions network, social value and supply chains; and 'revitalised centres'. This recognises the Stadium and the football and rugby teams as key assets to Huddersfield and Kirklees. The Strategy focuses on the links between a strong, inclusive and sustainable economy and people's wellbeing. Skills, innovation, investment and the infrastructure needed for growth are used as the catalyst for driving productivity and also reducing inequality.

A key part of this is addressing gaps in the market, particularly in high-value accommodation and services, which play a vital role in attracting investment, talent, and

visitors, all of which underpin wider prosperity. The proposed hotel would contribute to revitalising Huddersfield town centre; whilst in retail planning terms the site is

- 5.13 The proposed development will directly enhance the existing tourism offer through the creation of new high quality visitor accommodation which will directly benefit the local economy through the creation of additional jobs and expenditure (please refer to Section 3). In addition, as has already been demonstrated in Section 2, the principle of a hotel development to support the Stadium has been accepted by the LPA with the grant of permission in 2021 most recently.
- 5.14 This is a unique opportunity to contribute to the agenda of Huddersfield as a growth city. Its location directly adjacent to the Stadium creates a rare synergy, offering a complementary extension that strengthens the town's sporting and tourism offer.

Provision of Food and Drink Uses

- 5.15 Policy LP16 relates to food and drink uses and the evening economy. They should be located in a defined centre, yet as the Sequential Assessment at Section 7 of this Statement describes, the proposed food kiosks and bars within the multi purpose event space and fan zone will be supporting the football and rugby league clubs in the adjacent Stadium, and therefore have a specific locational requirement. For completeness, we have provided an assessment against the criterion in the policy below:

Criterion in Policy LP16	Appraisal
The number, distribution and proximity of other food and drink uses	There are no clusters of similar uses in the immediate area. There are existing ancillary food and drink uses within the Stadium. The proposed bars and food kiosks in the ground floor of the development will complement these and serve the fan zone and event space.
Impacts of noise, general disturbance, fumes, smells, litter and late night activity including those impacts arising from the use of external areas	The nearest residential receptors identified are beyond Kilner Wood and are such a distance from the Site that the additional food and drink uses within the courtyard would not impact them.
The potential for anti-social behaviour to arise from the development	The nearest residential receptors identified are beyond Kilner Wood and are such a distance from the Site that the additional food and drink uses within the courtyard would not impact them.
The availability of public transport, parking and servicing	Please refer to the Highways sub-section and Transport Statement and Travel Plan which confirms the availability of public transport, parking, and servicing.
Highway safety	The proposed development has been demonstrated by the Transport Statement to provide safe and suitable access.

The provision of refuse storage and collection	Separate bin stores for the Stadium uses are proposed in back of house areas at ground floor. The DAS provides further details about waste collection.
The appearance of any associated extensions, flues and installations	As the proposals are part of a larger hotel development this is not applicable.

5.16 Therefore, the proposals are in accordance with Policy LPI, LP16, LP17 and LP50.

The Sequential Test

- 5.17 The NPPF is clear that significant weight should be placed on the need to support economic growth and productivity, whilst planning policies should positively and proactively encourage sustainable economic growth.
- 5.18 Policies LP13, LP16 and LP17 of the Huddersfield Local Plan explain how the focus of new development with 'main town centre uses' should be proposed in the district's identified centres and on mixed use allocations. Paragraph 91 requires retail and leisure developments outside town centres which are not in accordance with an up-to-date plan to undertake a sequential assessment. Paragraph 92 of the NPPF requires that preference be given to accessible sites which are well connected to the town centre, with applicants required to demonstrate flexibility in relation to format and scale. Applications should be refused where they fail to satisfy the sequential test.
- 5.19 Section 6 of the report provides the sequential test for the main town centre uses proposed. The sequential assessment considered the suitability, availability and viability of various sites within Huddersfield town centre and edge-of-centre locations. No alternative sites were found which could accommodate the proposed development.
- 5.20 It is important to note that the hotel is not going to compete with any investment planned in Huddersfield town centre. The hotel is intended to serve overnight visitors to the Stadium, visiting for football and rugby league matches, as well as conferences and events. This would serve a different market than existing and planned hotels in Huddersfield town centre, due to the proposed scheme's optimal location within the Stadium complex. There is no existing hotel that presently serves this market
- 5.21 The sequential assessment is therefore satisfied and the proposal complies with Policy LP13, LP16 and LP17 and Chapter 7 of the NPPF. The proposal would not have an adverse impact on town centre vitality and viability.

The Impact Test

- 5.22 Policy LP13 requires impact assessments for main town centre uses that are located outside of defined centres. In this context the hotel would have a strong functional relationship with the Accu Stadium and the wider stadium complex. As such whilst it is located outside of a defined centre, it would serve a specific purpose and meet a specific need.

- 5.23 The hotel would provide accommodation for visitors attending sporting fixtures, conferences, events and other activities at the stadium, while also supporting business and leisure visitors to Huddersfield.
- 5.24 The proposal is not expected to compete directly with the principal retail function of Huddersfield town centre. Its primary function is visitor accommodation rather than retailing, and any ancillary food, beverage or conference facilities would principally serve hotel guests, stadium visitors and event attendees. Consequently, the proposal would not result in a significant diversion of retail expenditure from the town centre.
- 5.25 Conversely, the development has the potential to generate additional expenditure within Huddersfield town centre. Visitors staying at the hotel are likely to use town centre restaurants, bars, shops, leisure facilities and cultural attractions during their stay. The additional visitor accommodation would therefore support the wider visitor economy and could contribute positively to town centre footfall and expenditure.
- 5.26 The location is also relevant to the wider regeneration of Huddersfield. The Station to Stadium Enterprise Corridor identifies the Accu Stadium as an important placemaking anchor and seeks to strengthen the physical and economic relationship between the stadium and Huddersfield town centre. The hotel would complement this objective by providing a visitor-related use within the corridor and supporting investment, employment and tourism.
- 5.27 The development would create construction and operational employment and would increase the capacity of Huddersfield to accommodate visitors associated with major sporting and other events. It would also provide greater choice in the local hotel market without undermining existing town centre accommodation.
- 5.28 In town centre impact terms, the proposal is therefore considered unlikely to have a significant adverse effect on the vitality or viability of Huddersfield town centre. There is no substantive retail offer associated with the development that would undermine town centre trade, while the relationship between the hotel, the stadium and the wider visitor economy provides potential benefits for the town centre.
- 5.29 The proposal has been considered having regard to Policy LP13 of the Kirklees Local Plan, which seeks to protect the vitality and viability of established centres and requires consideration of the impact of out-of-centre main town centre uses.
- 5.30 Overall, the proposed hotel is considered to represent a complementary visitor-economy use which would support the Accu Stadium, local employment and regeneration, whilst having no significant adverse impact on the vitality or viability of huddersfield town centre. The requirements of Policy LP13 have therefore been met.

DESIGN AND LAYOUT

- 5.31 The Design and Access Statement prepared by Buttress Architects provides information on the design rationale for the development. The DAS explores the existing site and notes in design terms, the materials and architectural language detracts from the Stadium's overall form, and does not complement or enhance it.
- 5.32 The DAS confirms the design principles used. The north-east/west corner forms the main approach, so they recognised that the architecture must create a strong focal point. There is an opportunity to use bold façade and massing strategies to activate edges and draw people into the scheme. The proposal must sit sensitively alongside the iconic Stadium, ensuring the façade and roofscape do not overshadow its presence. Drawing on the surrounding architectural context, the proposal introduces a sculptural façade that reinforces the building's identity as a prominent destination and landmark within the area.
- 5.33 Inspired by the efficient leisure centre footprint, a central courtyard at ground floor creates a shared gathering space and provides separation from the Stadium while extending into the public realm. The courtyard will be able to extend into the existing 'H Town' fan zone on matchdays. Stadium visitors and hotel guests require distinct, well organised movement routes to avoid disruption during busy periods. Ground floor activation is created to the north-east and north-west elevations with glazing addressing the corner, providing views into the hotel lounge and F&B area.
- 5.34 The DAS sets out how the new building will connect with the North Stand, allowing for ongoing Stadium operations and phased demolition, as well as selective and effect connections.
- 5.35 At first to third floors of the new build element, hotel bedrooms are proposed as well as a gym. There is a mix of standard, twin, deluxe and accessible bedrooms across the floors. Existing Stadium functions and layouts are retained where possible. The existing banqueting suite is retained with minor adjustments, and the existing pitch-side rooms will function as hotel rooms on non-match days.
- 5.36 The proposed elevation treatment draws its inspiration from the Stadium, establishing a contemporary and site-specific response. The design interprets the signature banana trusses and distinctive curved structural steel roofline. The materials proposed are glazed curtain walling, concrete, metal cladding and exposed structural steel.
- 5.37 Landscaping and public realm improvements are proposed to enhance the setting of the Stadium and the new hotel. The landscape plans from Re-form should be referred to. The objectives of the landscape design set out in the DAS were to enhance the destination of the hotel beyond just a place for match-days; increase natural elements on Site; ensure legible and accessible connections; and provide a great guest experience and celebrate the Clubs value and heritage. The existing Site is car-dominated and there is poor pedestrian connectivity, with little tree cover or soft landscaping, and the Site lacks a distinctive character appropriate for a Stadium-adjacent development.
- 5.38 The proposals therefore are to create a more generous space around the Hotel and atrium courtyard, new entrance thresholds; celebrate heritage and tell the Club's story through hard landscaping interventions; and include greening elements.

- 3.45 The Design and Access Statement confirms the proposals endeavour to make the building as accessible as possible, by providing step-free access to all floors of the hotel and 5% of rooms as accessible, closest to the passenger lifts.

The proposal complies with Policy LP24 as it relates to form, scale, layout, respecting and enhancing the character of the townscape; and meeting the needs of a range of different users.

Security and Crime Prevention

- 3.46 The DAS includes a section on crime prevention, describing how the scheme has been designed in accordance with crime prevention through environmental design principles and building on established security and management arrangements already in place at the Stadium. The design integrates appropriate hotel specific measures while benefiting from the stadium's existing 24 hour oversight, access control and security infrastructure.
- 3.47 The hotel incorporates appropriate physical security measures, including secure doors and locking systems compliant with relevant standards, and the avoidance of poorly lit or concealed areas. Movement to and around the hotel is controlled and access to non-public spaces will be restricted using secure doors and access control systems.
- 3.48 Gates are proposed at the courtyard entrances to control access and enhance security for the building. Limited courtyard access will be permitted for small service vehicles from the north-east. The defensible space is strengthened by the stadium's existing perimeter treatments and security infrastructure, including high level fencing, controlled gates and doors, vehicle barriers, hostile vehicle mitigation measures and electronic access control systems.
- 3.49 The hotel has been designed to promote natural surveillance. It will operate under professional management with staff on site 24 hours a day. These measures will be enhanced by the Stadium's established security infrastructure.
- 3.50 The provisions of Policy LP24 of the Local Plan in relation to crime prevention are complied with. Sustainability and energy efficiency are considered in a following sub-section.

HIGHWAYS AND TRANSPORT

- 5.39 Calibro Consultants have provided a Transport Statement and Travel Plan to support the planning application. The Transport Statement sets out the key transport considerations associated with the proposed development and demonstrates how the proposal will achieve development which will not have a material impact on the surrounding highway network. In terms of the proposed hotel's impact on the highway network, this will be offset against the previous leisure use which has now closed. The TS confirms the adjoining public highway network is suitable to accommodate the types and volumes of vehicles likely to be associated with the proposed hotel.
- 5.40 The proposals do not require the creation of any new vehicular access points. Hotel guests arriving by car will utilise the same access infrastructure currently serving the stadium. Servicing and delivery vehicles associated with the hotel will be managed through the existing internal road network.

- 5.41 The Transport Statement provides the car parking strategy for the proposed hotel. Given the nature of stadium car parks, underutilised on the majority of non-match days, the strategy needs to demonstrate that the hotel can be adequately served by a managed allocation from the existing car park stock without the need for any additional surface car parking. The Stadium is served by approximately 1,000 car parking spaces. A proportion of these served the closed leisure centre, which results in the release of 30 spaces that were previously assigned to leisure trips. No new parking spaces are to be created given the existing situation of car parks to serve the Stadium.

Parking

- 5.42 The Transport Statement provides the car parking strategy for the hotel. Based on Kirklees UDP maximum standards, the proposed development could warrant a maximum car parking requirement of 224 spaces based upon a stand-alone hotel, and a stand-alone restaurant. A total of 100 spaces (nine with EV charging points) will be ringfenced for hotel guests which will be located across Car Park B (North) and (South) to the north of the hotel, and Bradley Mills Road car park. Of these spaces, 16 will have EV chargers.
- 5.43 The remaining parking demand would be absorbed by the Stadium's existing parking stock. The operational strategy is described in the Transport Statement. The proposed number of parking spaces has been confirmed by potential operators of the hotel to be adequate for its location given the accessible nature of the hotel.
- 5.44 16 secure and covered cycle parking spaces are to be provided in the courtyard outside the entrance.
- 5.45 The Stadium benefits from an established urban location approximately 1.5 kilometres from Huddersfield railway station, affording the proposed hotel an inherently strong public transport and active travel offer. The application site connects directly onto the formal footway network via Stadium Way and Gasworks Street, providing convenient pedestrian access to Huddersfield town centre, the railway station, bus interchange, and a wide range of retail, leisure and employment destinations.
- 5.46 The nearest bus stop is located c. 200m from the Site and therefore this is within the maximum desirable distance of 400m identified by the Institute of Highways & Transportation. The stop on Leeds Road is served by frequent services including into the town centre and bus interchange as well as onwards to Dewsbury, Leeds and Halifax.
- 5.47 The local cycling network around the site includes National Cycle Route 66, which runs through Huddersfield town centre, providing connections towards the Calder Valley and beyond. The towpath of the Huddersfield Narrow Canal, which passes close to the site, also provides an attractive traffic-free route. 16 secure and covered cycle parking spaces are to be provided in the courtyard outside the entrance.
- 5.48 The interim Travel Plan prepared by Calibro is for the staff of the proposed hotel, to provide a coordinated strategy and specific aims to reduce private car usage in favour of more sustainable modes of travel. It is expected the Travel Plan will be finalised as a condition to the approval.
- 5.49 Therefore, the relevant policies of the Kirklees Local Plan are complied with – Policy LP20, LP21, LP22, LP23 and LP24.

FLOOD RISK AND DRAINAGE

- 5.50 A Flood Risk Assessment and Drainage Strategy, prepared by Clancy Consulting, accompanies the application.
- 5.51 The EA Flood Map for Planning shows the Site is located within Flood Zone 3a with risk of fluvial flooding from the River Colne. The risk of annual fluvial flooding is considered to be 1% or greater. Using a flood model from the EA, the height of floodwater on the Site was found to be approximately 1m deep during the 0.1% annual exceedance probability (AEP) event. The predicted water depth is therefore lower than the proposed level of occupancy on the first floor, meaning that hotel occupants would be protected from floodwater in this event. There is an internal egress route for those on the ground floor in the event of a flood.
- 5.52 Groundwater flooding is also a risk to the Site indicated by the SFRA. Surface water flooding is shown to be at high risk within the area surrounding the building.
- 5.53 The report considers options for surface water drainage, confirming the presence of made ground and the nature of the site as an operational sport Stadium constrain the use of open water SuDS features and use of infiltration. The proposed method is that runoff from the roof through the use of downpipes which discharge into SUDSPOD planters that provide a low level of attenuation, following this it would discharge into private below ground gravity network. Surface water drainage would discharge to the River Colne, with the use of below ground attenuation crates and a flow control device to restrict flows to 50% of existing discharge rate. This is in accordance with the surface water hierarchy.
- 5.54 The FRA provides justification that a Sequential Test for flooding is not required, based on national and local guidance, since the Site is located within Flood Zone 3a. The proposed development at ground floor is comprised of turnstiles, a courtyard with event/food and drink uses and the entrance to the Stadium. This is classed as a leisure development and therefore is a less vulnerable use. From the first floor, a hotel use is proposed, which would be considered a more vulnerable use in line with the NPPG. As the projected flood levels from the River Colne would not reach the level of the first floor, the Sequential Test is not considered to be required.
- 5.55 Notwithstanding the above, a Flood Sequential Test and Exceptions Test are provided below.
- 5.56 The National Planning Policy Guidance ("NPPG") provides details on the requirements of a flood risk sequential assessment. The NPPG states, the Sequential Test ensures that a sequential, risk-based approach is followed to steer new development to areas with the lowest risk of flooding, taking all sources of flood risk and climate change into account. Where it is not possible to locate development in low-risk areas, the Sequential Test should go on to compare reasonably available sites:
- Within medium risk areas; and
 - Then, only where there are no reasonably available sites in low and medium risk areas, within high-risk areas.

- 5.57 The NPPG states that any sequential test should assess the potential for reasonably available sites within locations that are at a low risk of flooding. Reasonably available sites are defined as those in a suitable location for the type of development with a reasonable prospect that the site is available to be developed at the point in time envisaged for the development.
- 5.58 Taking the above into account, whilst the site is not allocated for a specific land use, it forms part of the stadium complex and provides a focal point when accessing the site from the north. The location of the site is suitable for the proposed development and consequently the scheme passes the requirements of the sequential test.
- 5.59 However, should an alternative view be reached on the site's location, then any alternative site would not be suitable for the applicant's requirements. The applicant owns the site and wishes to bring forward a hotel on the site as part of the wider stadium complex. Any alternative location within Flood Zone 1 would not be suitable for the applicant's requirements and would fail the requirements of the sequential test. In additional planning permission has previously been granted for hotel developments in the wider stadium area and within similar flood zones. This is considered to have set a principle for a new hotel in this location.
- 5.60 Based on the policy location and characteristics of the site, it can be concluded that the proposed development passes the requirements of the sequential test as there are no reasonably available alternative sites at a lower probability of flooding that are suitable for the proposed hotel and capable of providing the same strategic and operational relationship with the Accu Stadium and associated facilities.
- 5.61 Following completion of the Sequential Test, the proposed development requires consideration under the Exception Test. The Exception Test requires two additional elements to be satisfied before allowing development to be allocated or permitted in situations where suitable sites at lower risk of flooding are not available following application of the sequential test. It should be demonstrated that:
- Development that has to be in a flood risk area will provide wider sustainability benefits to the community that outweigh flood risk; and
 - The development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.
- 5.62 In terms of the first point, the proposed hotel would provide a number of wider sustainability benefits which are considered to outweigh the residual flood risk associated with the site, subject to the mitigation measures identified within the Flood Risk Assessment. These include making productive use of a previously developed site with strong links to the town centre, as well as marking the first phase of the development of the wider stadium complex.
- 5.63 The hotel would also support the local leisure economy by providing accommodation for visitors attending sporting fixtures, concerts, conferences, events and other activities associated with the stadium and surrounding leisure facilities.

- 5.64 This relationship would strengthen the wider sporting and visitor economy of Huddersfield and support the continued operation and attractiveness of the stadium and associated facilities.
- 5.65 The proximity of visitor accommodation would also reduce the need for visitors to travel to accommodation elsewhere, particularly where events are held at the stadium.
- 5.66 The hotel would support also employment across a range of occupations, including hospitality, management, administration, catering, cleaning and maintenance. Jobs would also be created during the construction phase of the development. Additional expenditure generated by hotel visitors would also support local shops, restaurants, leisure facilities and other businesses within Huddersfield.
- 5.67 Given economic, social, and regeneration benefits of the development, the first part of the Exception Test is therefore considered to be satisfied.
- 5.68 The second part of the Exception Test requires the development to be safe throughout its lifetime, taking account of the vulnerability of its users, without increasing flood risk elsewhere and, where possible, reducing flood risk overall.
- 5.69 The detailed technical measures are set out within the accompanying Flood Risk Assessment. The development will incorporate a range of measures to ensure that occupants and visitors are appropriately protected from flood risk.
- 5.70 The development has been designed so that it does not increase flood risk elsewhere and the building footprint is similar to the current leisure centre on the site thereby reducing the risk of off-site flooding and water displacement.
- 5.71 Subject to implementation of the measures identified within the Flood Risk Assessment, the development can be made safe for its lifetime, taking account of the vulnerability of hotel occupants and visitors, without increasing flood risk elsewhere and, where practicable, with opportunities to reduce flood risk overall.
- 5.72 On this basis, it is considered that the proposed development satisfies the requirements of the Sequential and Exception Tests and that flood risk should not represent an overriding reason for refusal of planning permission.
- 5.73 The proposals are therefore in accordance with Policy LP27, the NPPF and NPPG in respect of the provision of a sequential test and Policy LP28 in respect of sustainable drainage.

GROUND CONDITIONS

- 5.74 The Phase 1 Desk Study Report has been prepared to report on the desk study by Clancy Consulting. It has looked into the site history to find that the site has historically been developed as part of a dye works, and unspecified works prior to being developed as a stadium. The surrounding area has had a varied development history, with various works, a colliery and large tip all within close proximity to the Site. The Site is not indicated to be in an area affected by Radon gas. The site is indicated to be at moderate risk with regard to compressible ground and landslide. These are likely to relate to Alluvium beneath the site and the cutting/steep slope to the east of the site respectively.

- 5.75 The Site's historical and surrounding land use may have resulted in elevated concentrations of contaminants of concern within soils and groundwater beneath the site, including metals or metalloids, hydrocarbons, asbestos, volatile and semi-volatile organic compounds. Several potential sources of hazardous ground gasses have been identified at site and within the surrounding area, including deep Made Ground, the backfilled mill pond/dam, infilled channel and the recorded coal seam. The presence of the coal seam should be investigated. A cutting and steep embankment/engineered slope are present immediately to the east of the site. The nature of this, and whether the proposed development could affect the stability of the slope, will need to be considered.
- 5.76 An intrusive site investigation should be undertaken to further assess the risk posed by potential contamination, hazardous ground gases and possible mine workings to the future development and sensitive receptors. Recommendations for the specifics are provided in the Desk Study Report.
- 5.77 The Coal Mining Risk Assessment, provided by Clancy Consulting, confirms that the site is located within a coal mining reporting area with coal seams likely to be present beneath the site at relatively shallow depth. While the Mining remediation Authority have no records of coal mining activities at or beneath the site, a Mining Remediation Authority Consultants Coal Mining Report has been procured (Appendix II). The report indicates that a coal seam sub-crops on site, which is the 36 Yard coal seam. This was previously identified very close to the eastern site boundary and was encountered during previous investigations related to the previously consented hotel application to the south-west.
- 5.78 The report discusses the potential coal mining risks. The risk to the Site is considered to be from unrecorded workings, if the subcrop is within the Site boundary. The seam was thick enough to have been previously worked in the surrounding area. Investigation should be undertaken to prove the location of the 36 Yard Coal subcrop, to confirm if it is present below the site or not. Recommendations for the site investigation are provided.
- 5.79 In conclusion, the proposals are in accordance with LP53 of the Local Plan.

ECOLOGY AND BIODIVERSITY NET GAIN

- 5.80 Brooks Ecological have provided a Preliminary Ecological Appraisal report to inform the need for further surveys. This report is based on a desk study of designated wildlife sites and records of protected or notable species, and an extended Phase 1 Habitat Survey of the Site. The habitat present on the Site is largely sealed land, with small areas of modified grassland within verges of car parks.
- 5.81 The PEAR confirms the Site is not functionally connected to the woodland to the south and east. The closest statutory designated sites at Dalton Bank 1.6km to the north-east is separated by developed land to the Site. No impacts are expected on the site.
- 5.82 The PEAR assesses the Site for presence of amphibians, badgers, hedgehogs, birds, otters, white-clawed crayfish, and bats. Further surveys are not recommended by the report. Results from a Bat Roost Suitability Assessment are set out. Enhancement to bat roosting by creating new roosts is recommended, and any increase in current light levels from the Site onto the woodland edge to the south should be avoided. A lighting plan and specifications should be prepared to demonstrate that the lighting is suitable.

- 5.83 Whilst the Site is exempt from statutory biodiversity net gain (BNG) on account of the de minimis exemption, because there is less than 25sq.m of on-site habitat and 5m of on-site linear habitats as demonstrated by the PEAR. The areas of soft landscaping proposed by the scheme aim to secure measurable gains for biodiversity within the urban environment and will satisfy the policies of the NPPF and Local Plan, and best practice.
- 5.84 The proposals are therefore exempt from the provisions for statutory 10% increase in biodiversity within the Environment Act 2021 and comply with Paragraph 187 and Policy LP30 of the Local Plan.

AIR QUALITY

- 5.85 Hoare Lea has provided an Air Quality Assessment to support the application. The baseline assessment shows that the proposed development is not located within an Air Quality Management Area (AQMA). Monitoring data shows that no exceedances of the annual mean nitrogen dioxide air quality objective have been recorded in the baseline year of 2024 within 1 km of the Application Site. Additionally, Defra predicted background concentrations indicate that the annual mean NO₂ and particulate matter (PM₁₀ and PM_{2.5}) AQOs are not expected to be exceeded in the local area.
- 5.86 The impacts of demolition and construction work on dust soiling and ambient fine particulate matter concentrations have been assessed and appropriate mitigation measures have been identified. Provided these mitigation measures are implemented and included within a Dust Management Plan, for example through a planning condition, the residual impacts are considered to be not significant.
- 5.87 The traffic generated by the proposed development has been screened against the criteria set-out in the Environmental Protection United Kingdom (EPUK) and Institute of Air Quality Management (IAQM) planning guidance to determine the need for a detailed assessment. This screening assessment has shown that the potential impact of additional road traffic on local air quality is considered insignificant and a detailed assessment is not required.
- 5.88 The energy strategy for the proposed development is primarily electric, utilising Air Source Heat Pumps (ASHPs) and Photovoltaic (PV) panels, both zero emission technologies. As no new combustion sources are proposed during normal operation, no local air quality impacts are anticipated and a detailed assessment of impacts of combustion emissions from the energy plant has been screened out of this assessment.
- 5.89 The proposals are in accordance with Paragraph 199 of the NPPF and LP52 of the Local Plan.

NOISE

- 5.90 Hoare Lea has carried out an environmental noise survey and the results are reported within the Environmental Noise Report. The purpose of the survey was to establish the prevalent ambient, maximum, and background sound levels across the Site. Based on the typical external noise levels measured, minimum façade sound insulation performances for the guestroom elevations are presented. These are achievable with typical cladding and glazing configurations.

- 5.91 The external building services proposals are to be designed such that the total rating level of all plant does not exceed the background sound level at the closest noise-sensitive receptors in accordance with BS 4142. Specific plant noise limits are provided in the report.
- 5.92 An assessment of entertainment noise due to use of the fan zone on the ground floor within the courtyard for bar and event usage beyond matchday scenarios has been provided. This shows that noise levels representative of a busy bar with amplified sound would be acceptable while complying with appropriate noise limits for entertainment noise emissions.
- 5.93 The proposals are therefore in accordance with Policy LP16 and LP52 of the Local Plan.

ENERGY AND SUSTAINABILITY

- 5.94 The Climate Change Statement by Hoare Lea confirms a passive design strategy underpins the scheme. Building form, orientation and façade design have been developed to optimise daylighting and manage solar gains, reducing energy demand prior to the application of building services.
- 5.95 The operational energy strategy will utilise high-efficiency, all-electric systems, supported by low carbon technologies such as air source heat pumps. The feasibility of on-site renewable energy generation, including photovoltaic panels, will be considered and confirmed through detailed energy modelling. The development is targeting performance beyond Part L requirements.
- 5.96 Climate resilience is embedded within the design. The Site lies within Flood Zone 3 as previously described, and will incorporate mitigation measures including appropriate finished floor levels, surface water attenuation and sustainable drainage set out in the sub-section above. Water efficiency measures will reduce potable water demand.
- 5.97 Overall, the development will provide a coordinated response to the threats of climate change, integrating energy efficiency, low carbons systems and resilience within a high-quality design.
- 5.98 The proposals are in accordance with the Huddersfield Local Plan Policy LP24 to make new developments energy and resource-efficient, to a degree proportionate to the proposal.

6. Sequential Assessment

- 6.1 This section of the Statement provides a main town centre uses sequential assessment for the proposed hotel (Use Class C1) at the Stadium. The Site falls within the settlement of Huddersfield but it is situated in an out-of-centre location in retail planning terms, which is well connected to the town centre as described above.
- 6.2 As the Statement has previously discussed, the 2019 scheme for a hotel near the Stadium on a different site in the landholding was approved. The hotel was recognised as being part of the Leeds City Region Strategic Economic Plan and one of a number of key mixed-use developments in regenerating Huddersfield and providing space for businesses to grow.

PLANNING POLICY

- 6.3 Hotels are recognised within Annex 2 of the NPPF as main town centre uses. Policies LP13, LP16 and LP17 of the Huddersfield Local Plan explain how the focus of new development with 'main town centre uses' should be proposed in the district's identified centres and on mixed use allocations.
- 6.4 Chapter 7 of the NPPF requires planning decisions to support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Paragraph 91 requires retail and leisure developments outside town centres which are not in accordance with an up-to-date plan to undertake a sequential assessment. Paragraph 92 of the NPPF requires that preference be given to accessible sites which are well connected to the town centre, with applicants required to demonstrate flexibility in relation to format and scale.
- 6.5 Paragraph O11 of the Town Centres PPG sets out a checklist of considerations which should be taken account of in determining whether a proposal complies with the sequential test:
- with due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. It is important to set out any associated reasoning clearly.
 - is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal.
 - if there are no suitable sequentially preferable locations, the sequential test is passed.
- 6.6 Paragraph O12 of the PPG states that, "use of the sequential test should recognise that certain main town centre uses have particular market and locational requirements which mean that they may only be accommodated in specific locations".

THE PROPOSAL'S SPECIFIC LOCATIONAL REQUIREMENTS

- 6.7 Reflecting the guidance in the PPG, it is important to recognise that the hotel is intended to serve overnight visitors to the Stadium, visiting for football and rugby league matches, as well as conferences and events. A high-end hotel operator is on board for the development, to deliver a quality hotel to receive four stars. This would serve a different market than existing hotels in Huddersfield town centre and edge-of-centre, due to its optimal location within the Stadium complex. The closest hotels to the Site are Travelodge on Leeds Road, Cambridge Hotel on Clare Hill and Premier Inn Huddersfield Central on St Andrew's Road (all three-star facilities). There is no existing hotel that presently serves the four-star plus market.
- 6.8 The Site is situated in a highly accessible and sustainable location with good access to Huddersfield town centre, therefore reducing the need to travel by car. The development accords with the specific policies relating to main town centre development within the development plan and sport/community facilities, indicating that the Site is a suitable location for the proposed hotel. Regardless, to demonstrate compliance with Policy LP13 and the NPPF, a review of alternative sites within, on the edge of Huddersfield town centre and out of centre follows.

ALTERNATIVE SITES

- 6.9 The area of search for sequential sites is Huddersfield town centre and edge of centre sites, between the Stadium and the town centre.
- 6.10 The acceptability of any alternative location for the application proposed should be judged on the following considerations:
- i. whether a hotel location that is 'detached' from the Stadium is able to provide the same level and quality of service to the Stadium, compared to a location within the wider landholding;
 - ii. is able to deliver a viable and successful scheme if there is a need to purchase land/buildings of a large scale elsewhere in Huddersfield at market rate in order to build the hotel; and
 - iii. would be attractive to the hotel operator, Hilton, who specifically chose the Site and its close proximity to the Stadium complex in which to establish a presence in Huddersfield.
- 6.11 All are relevant considerations in determining the acceptability of alternative sites. The location of the proposed hotel must be able to service the Stadium complex and if this cannot be conveniently undertaken from a suitable alternative site then the quality and attractiveness of the Stadium complex would be adversely impacted. The specific locational requirements of the operator would not be met and so its commitment to establishing a presence in Huddersfield would not be fulfilled.
- 6.12 In undertaking the search for sequential sites, it is important to adopt an appropriate site threshold having regard to the proposed development, whilst applying a suitable degree of flexibility. In this case the Site measures 1 ha which includes a proposed four-storey

building to accommodate 141 bedrooms. As applicants do not have to consider whether a development proposal can be disaggregated, the suitability and viability of potential sites in and on the edge of centres within the catchment area have been assessed against a requirement to accommodate the proposed hotel accommodation, its associated restaurant and bar, and the mixed-use event space.

6.13 Based on the above, alternative sequential sites should be:

- At least 0.3 hectares in size to be able to accommodate a materially similar form of development including the hotel accommodation, mixed-use event space and fan zone and parking;
- In a location with excellent access and acceptable walking distance to the Accu Stadium;
- In the town centre or an edge of centre location.

6.14 The sources used to identify alternative sites were:

- The Mixed Use Allocations in the Local Plan: Allocations and Designations (Policy LP67);
- Rightmove Commercial; and
- Reviewing speculative sites using desktop sources

6.15 The following potential alternative sites have been identified for consideration as part of the sequential test, all of which are located within Huddersfield Town Centre or edge of centre:

- Land North of Trinity Street – Site ref. MXS4 in the Local Plan
- Land East of Southgate – Site ref. MXS2 in the Local Plan
- Crown House, Southgate
- George Hotel, St George's Square
- Turnbridge Mills and 29 Leeds Road

LAND NORTH OF TRINITY STREET, HUDDERSFIELD

6.16 Land North of Trinity Street (former Kirklees College Campus known as Trinity Central) is allocated for mixed-use development (ref. MXS4 (formerly ref. MX1906)) on the adopted Local Plan Policies Map (2019). The allocation includes housing, employment and retail (additional retail and/or leisure beyond that already permitted (2015/93827 Erection of food retail store) would be subject to policy LP13).

6.17 There is a planning approval for a Lidl foodstore (ref. 2015/93827) which is now completed and operational.

6.18 There is a hybrid planning permission dated 3rd August 2022 (ref. 2018/92647). The description of development is,

“Hybrid Planning Application for mixed use development – retail/office and 239 residential units (Use Classes C3/A1/A3/B1a). Full planning permission for the partial demolition of the former Kirklees College, erection of a food retail store with residential above and erection of two mixed use (retail/residential) buildings, alterations to convert Grade II listed building to offices and creation of vehicular access from Portland Street, New North Road and Trinity Street. Outline application for erection of four buildings mixed use (residential/office) (Listed Building within a Conservation Area)”.*

- 6.19 The 2019 hybrid permission permitted 229 residential dwellings (155 within the full; and 74 outline) and retail and shops (A1 (now E)) and office floorspace (B1). The hybrid consent does not include a hotel and there is reference to hotel/leisure uses more broadly within the site allocation in the Local Plan. A section 73 minor-material variation to the plans was approved in 2023 (ref. 2023/70/93058/W).
- 6.20 The site is on the other side of Huddersfield town centre and is a 23-minute walk to the Stadium. Due to the absence of custom generated by the Accu Stadium. Development of a hotel on the site is unlikely to be acceptable given the approval for the hybrid consent which includes office floorspace, residential units and retail.
- 6.21 Part of the site is available. Plot 2 (the vacant land to the north without the former hospital buildings) is being marketed by Fox Lloyd Jones for residential/commercial development. The site is 0.62 ha and has permission for 197 residential apartments within Class C3 or offices. On this basis, the site is not considered to be available for a hotel, with the principle of residential uses established.
- 6.22 Most importantly, the location is not suitable. The site is located on the western side of the town centre and it would be a 25 minute walk through the town centre to the Stadium (further than from the station). The proposed hotel is intended to serve the needs of visitors to the Stadium complex and it is the strong links between the two which secured the commitment of the operator to establish a presence in Huddersfield. A hotel in this location would not be able to provide a suitable service to the Stadium which the hotel is reliant on. In light of the above reasons, the site is considered unsuitable and not viable to accommodate the proposed scheme.

LAND EAST OF SOUTHGATE, HUDDERSFIELD

- 6.23 Land east of Southgate is allocated by the Local Plan and identified on the Policies Map (ID: MXS2) for mixed use of housing, employment and retail (subject to Policy LP13). The Site is located within the town centre boundary and outside the primary shopping area.
- 6.24 The northern part of the site off Pine Street is being developed as part of the University of Huddersfield Southgate 2 scheme (ref. 2021/91544) – the University are understood to own the site. This is for a new Health and Wellbeing Campus. The site was granted outline planning permission in October 2021 for:

Outline application for erection of health and research innovation campus comprising: Class F1(a)–education; Class E(e)–medical/healthservices; Class E(g)(i)–offices; Class E(g)(ii)–research/development of products/processes; multi storey car park; Class E(a)–display/retail of goods; Class E(b)–sale of food/drink;

Class E(d)–indoor sport/recreation/fitness

- 6.25 The site has outline planning permission for a health and research innovation campus, and it has been branded by the University as the National Health Innovation Campus (NHIC). The University are actively seeking partners to develop the remainder of the site and deliver high value jobs, investment and services related to health and medical technologies. The NHIC is hoped to deliver a major boost to regeneration of the town centre and provision of skilled jobs.
- 6.26 Outline permission grants consent for up to seven buildings across the site with public realm to tie it together.
- The first plot, to the north-east has planning permission for a health and research innovation campus comprising Class F1(a)–education; Class E(e)–medical/health services; Class E(g)(i)–offices; Class E(g)(ii)–research/development of products/processes; multi-storey car park; Class E(a)–display/retail of goods; Class E(b)–sale of food/drink; Class E(d)–indoor sport/recreation/fitness (ref. 2022/91456). This first phase opened in 2024 and is known as the Daphne Steele Building.
 - A further plot to the north of the site along Leeds Road has full planning permission and opened in January 2026. This is known as the Emily Siddon building and is for the Huddersfield University and Calderdale and Huddersfield NHS Trust as a learning and community use facility.
- 6.27 The remaining buildings and phases of the outline masterplan are still to be delivered. The central portion of the site still comprises a surface car park known as Southgate Car Park. The southern portion of the site is cleared and vacant. Reserved matters planning applications have not yet been submitted for this area of the site.
- 6.28 The outline planning permission does not include hotel use, given the University's aspirations for a health campus here; and considering the plots along the Leeds Road frontage have already been developed, the key roadside locations which may be more suitable from an operational standpoint are unavailable. The remaining plots would not be suitable for a hotel to serve the Stadium given its planning history and strategic aspirations of a health and research centre for the site.
- 6.29 In summary, the site is not suitable or available for the proposed development.

CROWN HOUSE, SOUTHGATE

- 6.30 Crown House is located on Southgate, just outside Huddersfield town centre in an edge-of-centre location. It is a former Department for Work and Pensions building dating from the 1970s and is 10–11 storeys. Most recently, the building accommodated the Huddersfield Job Centre which closed in 2019. The site area is 0.18 ha and the existing building footprint is 5,475sqm.
- 6.31 The site has planning permission to become student accommodation granted in October 2022 (ref. 2022/93932). The proposals included a cinema, gym, study area, coffee bar and open plan lounge on the ground floor and a roof garden on top. The proposals have permission for 198 studio flats. The description of development is:

“Change of use of Crown House to provide student-only living accommodation (sui generis) in the form of studios (198), with ancillary concierge and communal facilities including an open plan lounge, coffee bar and gym at ground floor, with laundry, car parking, cycle store, parcel store and plant rooms at basement level and associated works including the installation of new cladding and fenestration to the elevations with a new roof garden atop the building”

- 6.32 A subsequent discharge of conditions application was submitted against this application in October 2025 and a number of pre-commencement conditions have been discharged, indicating that work is due to begin on the development (ref. 2025/92961).
- 6.33 The extant permission does not allow for hotel use. The site is very well-related to the NHIC and therefore appropriate for student accommodation. In terms of suitability, the planning history for the building indicates that the conversion of the building to student living is a more viable option. Significant works would be required on the conversion of the building and the operator of the hotel would be unlikely to prefer conversion of a degraded 1970s building rather than a new-build, given their specific requirements to deliver a high level of service.
- 6.34 The site was being marketed before the proposals for student accommodation came forward and it is understood its new owners intend to develop the student accommodation. At the time of writing, the site is no longer being actively marketed. Therefore, it is not considered to be available.
- 6.35 The site is also too small to provide the mixed-use event space and fan zone on ground floor in addition to onsite parking, xxx car parking spaces and xxx disabled spaces.
- 6.36 In conclusion, the site is not available or suitable for the proposed development.

GEORGE HOTEL, ST GEORGE'S SQUARE

- 6.37 The George Hotel is a currently vacant, former hotel building within the town centre adjacent to the railway station and within the Huddersfield Conservation Area. The hotel is a Grade II* Listed building with its historical value gained from its central role in the history of the town centre development in the 19th century. The hotel is also renowned as the birthplace of rugby league in 1895.
- 6.38 The hotel has 60 bedrooms. It opened in 1851 but closed in 2013, and has lain empty since then. In March 2020, the Council purchased the building and secured planning permission for works to remedy structural damage to the roof. Planning and Listed Building Consent was then granted in October 2025 for the refurbishment and redevelopment of the hotel (including partial demolition, partial reconstruction and extension) to provide a 108-bedroom hotel with bar, restaurant, gym, conference facilities and ancillary facilities (ref. 2025/48/91147/W). Radisson are the known future occupiers of the hotel and would deliver a Radisson RED hotel – the brand is described as an upscale hotel with emphasis on modern design and technology. As there is a committed operator on board, the site is not available for the proposed development.
- 6.39 Furthermore, due to the costs involving with renovating and refurbishing the historic Listed building and retaining important elements of the fabric whilst enhancing the visitor

experience and the sustainability and energy performance of the building, the type of hotel the building would support is a premium boutique. The hotel has permission for 108 rooms, a significant reduction from the proposed scheme of 141 rooms. It is therefore too small for the proposed development. Also, the nature of the site, within the tighter urban grain of the Conservation Area, means there is limited space for the mixed-use event space and fan zone.

- 6.40 Whilst the site is clearly suitable for a hotel use, its location is not suitable for the proposed development due to the distance from the Stadium. The walking distance between the site and Stadium is c. 18 minutes. The proposed hotel is intended to serve the needs of visitors to the Stadium complex and it is the strong links between the two which secured the commitment of the operator to establish a presence in Huddersfield. A hotel in this location would not be able to provide a suitable service to the Stadium.
- 6.41 In light of the above reasons, the site is considered unsuitable to accommodate a standalone hotel building and the site is not viable for the development proposed by the applicant.

TURNBRIDGE MILLS AND 29 LEEDS ROAD

- 6.42 The site is in an edge-of-centre location on Old Leeds Road, and is 0.4 ha. It comprises a two-storey warehouse extending to 3408sq.m and an occupied motor vehicle sales site and garage at 29 Old Leeds Road with a self-contained yard and forecourt with space for 40 cars. The first floor of the warehouse is currently occupied by two tenants.
- 6.43 The site is being marketed online and therefore part of it is known to be available. The particulars online indicate that the motor vehicles sales and garage use would be retained, as well as the tenanted upper floor, meaning that only part of the site would be available for redevelopment – the ground floor of the warehouse. On this basis the site is clearly not suitable, as wholesale redevelopment would be required to facilitate a modern hotel development.
- 6.44 Whilst the site is edge of centre, it is located to the east of Huddersfield town centre and is approximately a 12 minute walk from the Stadium. The proposed hotel is intended to serve the needs of visitors to the Stadium complex and it is the strong links between the two which secured the commitment of the operator to establish a presence in Huddersfield. A hotel in this location would not be able to provide a suitable service to the Stadium which the hotel is reliant on. Therefore, the site is not suitable for the proposed scheme.

CONCLUSIONS

- 6.45 We are not aware of any alternative sites within Huddersfield Town Centre which could accommodate the proposed development. Furthermore, the proposed hotel is part of the first phase of a wider masterplan for the Stadium, which could not reasonably be disaggregated from the wider scheme, and located within or on the edge of the town centre.

- 6.46 The sequential assessment is therefore satisfied, and the proposal complies with Policy LP13, LP16 and LP17 and Chapter 7 of the NPPF.

7. Summary and Conclusions

- 7.1 This Planning Statement (including Community Facilities and Services Statement, and Sequential Assessment) has sought to address key policy elements of the proposals and provide an overview of the relevant policies against which the proposals will be assessed. The description of development is:

“Demolition of leisure centre, construction of hotel (Use Class C1) and mixed-use flexible event space courtyard (Use Classes C1/E/Sui Generis), alterations and refurbishment to North Stand including hospitality space and pitch-side hospitality suites/hotel rooms (Use Class C1/Sui Generis), and other associated works”

- 7.2 The application has been appraised against the policies of the current development plan and national planning policy, as well as other material considerations. This Statement clearly demonstrates that the proposed development has local and national policy support.

- 7.3 The benefits of the proposed development, described in full in Section 3, are:

- On site job creation during the operation phase;
- Direct creation of temporary jobs during construction and indirect and induced employment supporting wider local supply chains;
- Generating additional visitor spending in Huddersfield;
- Supporting the Accu Stadium as a venue by diversifying the offering and improving its commercial viability;
- Being a catalyst for wider regeneration in the town centre and surrounding area;
- Enhanced match-day experience;
- Strengthening Huddersfield’s civic identity as a sports destination;
- Reduced car dependency for guests travelling to games;
- Incorporation of energy efficiency and low carbon design; and
- Development of a brownfield site with very limited biodiversity or ecological value.

- 7.4 In conclusion, the proposed development satisfies all relevant national and local policy considerations. In these circumstances, this application should be welcomed by the Local Planning Authority and approval should be granted.