

Marsden Community Trust

Public Meeting, 17 October 2024

THE SKY HAS DELIVERED ITS BLANK MISSIVE
WE SHOULD MAKE THE MOST OF THE LIGHT
THE MOOR IN COMA
WHAT CAN IT MEAN THAT COLOURLESS WATER CAN DREAM SUCH DEPTH OF WHITE?
STARS SNAG ON ITS CRYSTAL POINTS



Feel free to contact either of us directly

CLIENT LEADERSHIP & OVERSIGHT
LEADERSHIP VISION STRATEGY
TECHNICAL

COMMUNITY ENGAGEMENT

led by the new
COMMUNITY PARTNERSHIP
(based in Marsden)



with support from
Kirklees Council

Marsden Blueprint lead consultant
Allies and Morrison
(based in Manchester)

Project management, vision and strategy, visualisations, urban design, masterplanning, placemaking, community engagement

Buro Happold
(based in Leeds)

Transport and movement, environmental and technical support

AspinallVerdi
(based in Leeds)

Property, viability, delivery



Erin Fairweather

Urban Designer

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Anthony Benson

Director

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what we do

We design individual buildings

We also design places: new pieces of villages, towns and cities

We have studios in Manchester,
Cambridge, Liverpool, London and Dublin



We work throughout the UK and also around the world with projects in North America, India, southeast Asia, the Middle East, Ireland and mainland Europe

architecture

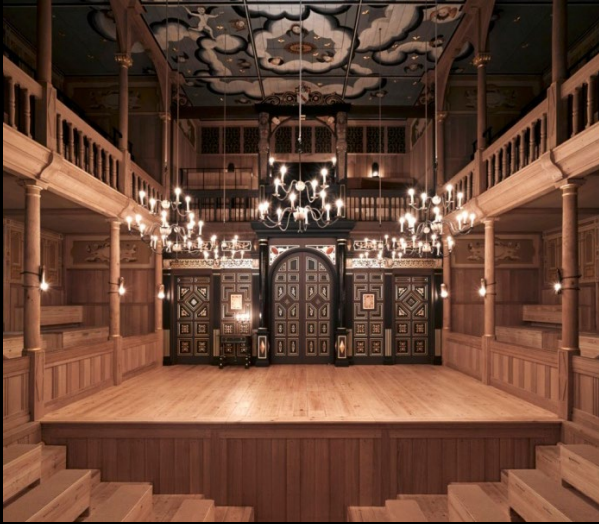
masterplanning

placemaking

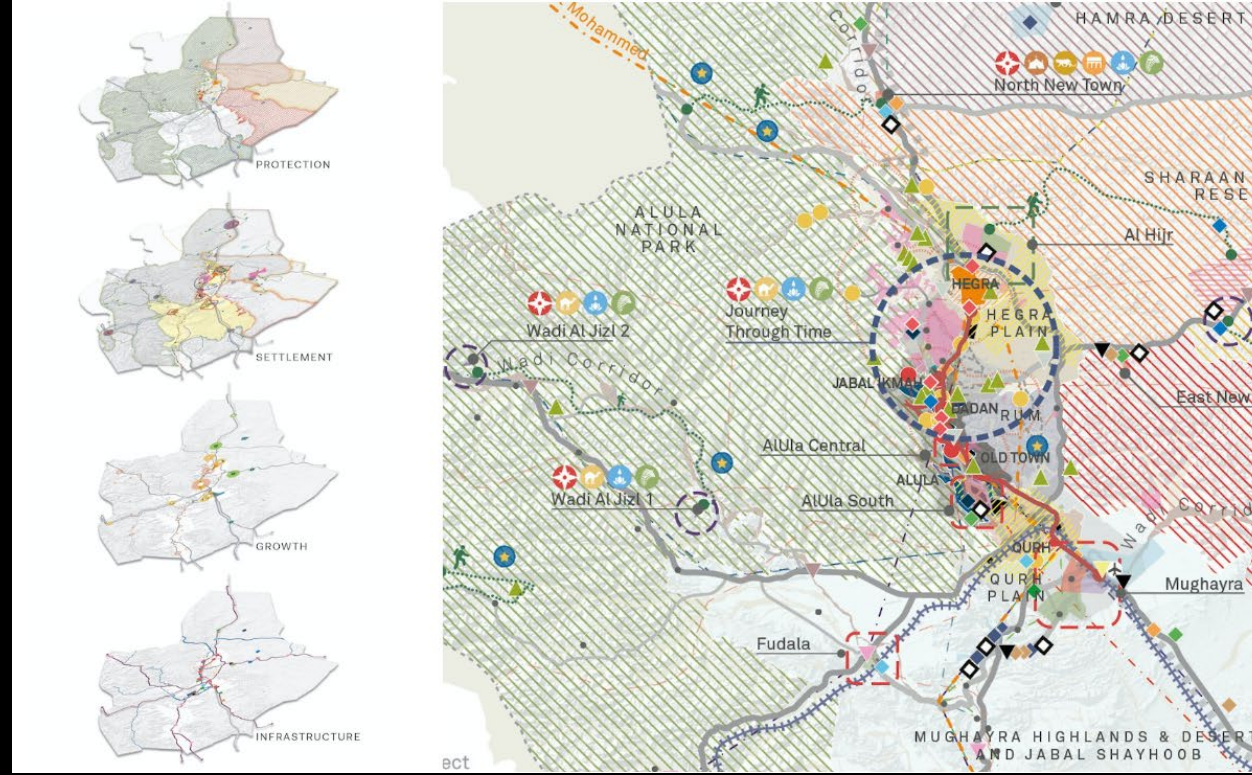
RIBA awards

50

50 RIBA awards



the AMUP team works from small interventions to huge regional plans





CONSULTANT TEAM

ALLIES AND MORRISON

PROJECT MANAGEMENT, VISION AND
STRATEGY, VISUALISATIONS, URBAN
DESIGN, MASTERPLANNING,
PLACEMAKING, COMMUNITY
ENGAGEMENT

ASPINALL VERDI

PROPERTY, VIABILITY,
DELIVERY

BURO HAPPOLD

TRANSPORT AND
MOVEMENT,
ENVIRONMENTAL AND
TECHNICAL SUPPORT

CONSULTANT TEAM

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ASPINALL VERDI

PROPERTY, VIABILITY, DELIVERY

BURO HAPPOLD

TRANSPORT AND MOVEMENT, ENVIRONMENTAL AND TECHNICAL SUPPORT

ANALYSIS

historic, geographical, spiritual

ENGAGEMENT AND DEBATE

stakeholders, landowners, local community

TESTING OPTIONS

priorities, views, massing, viability

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MARSDEN BLUEPRINT

VISION

REACHED THROUGH CONSENSUS

OBJECTIVES

REACHED THROUGH CONSENSUS

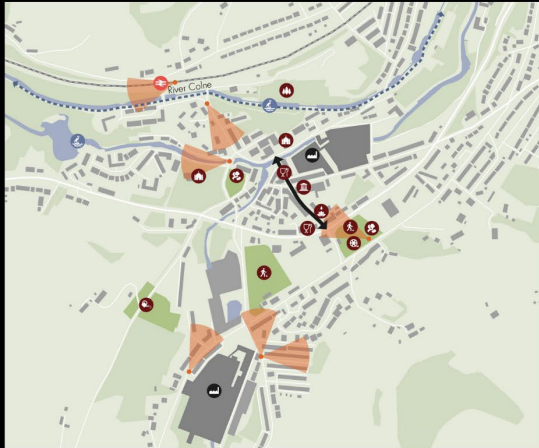
STRATEGY

MOVEMENT, PUBLIC REALM, DEVELOPMENT

ACTION PLAN

PRIORITY, TIMESCALE, ORDER OF COST, IMPACT, AGENT

Approach



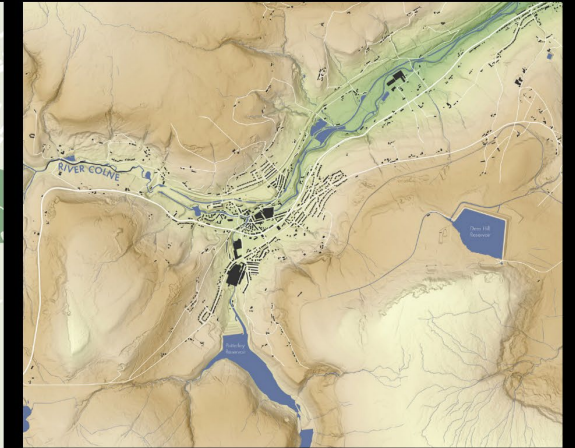
Community assets



Heritage assets



Landscape and open spaces



Topography

A

Oct - Nov '24

CONTEXT & ANALYSIS

- 1 Inception
- 2 Baseline review & engagement plan
- 3 Early engagement

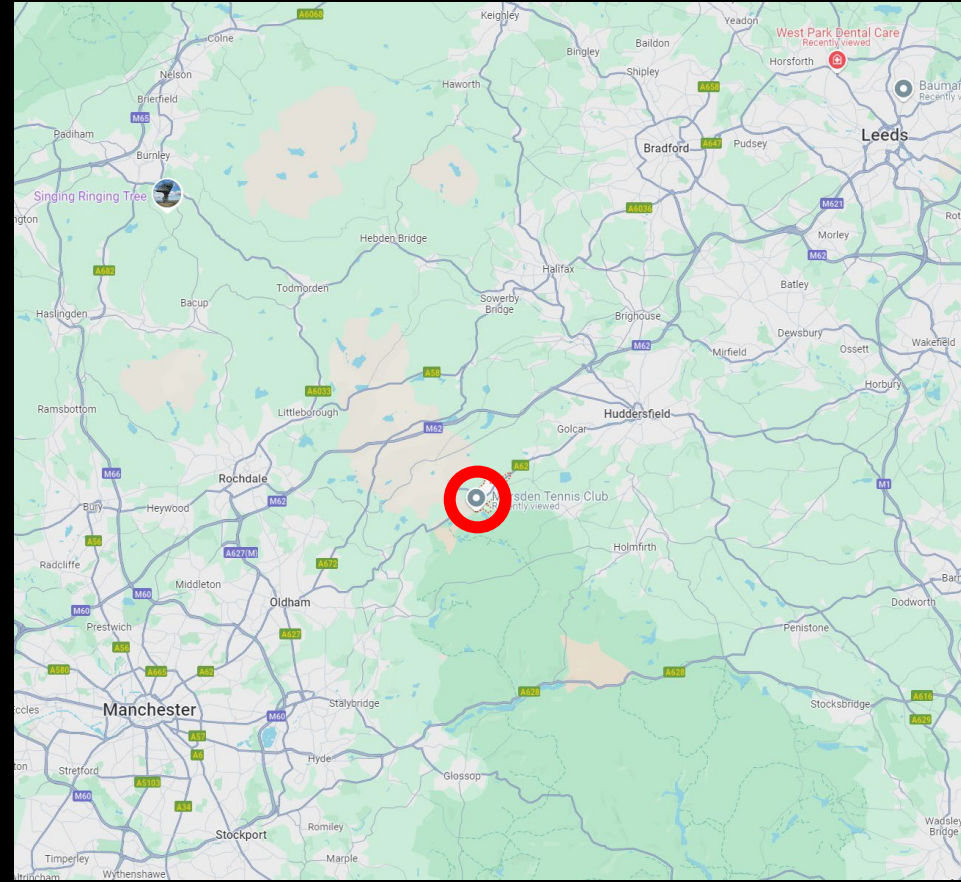


People



People

Personality



People

Personality

Proximity

Approach

A

Oct - Nov '24

CONTEXT &
ANALYSIS



Nov - March '25

CRAFTING AND TESTING

- 4 Visioning
- 5 Options development
- 6 Community engagement & consultation

Approach



A

Oct - Nov '24

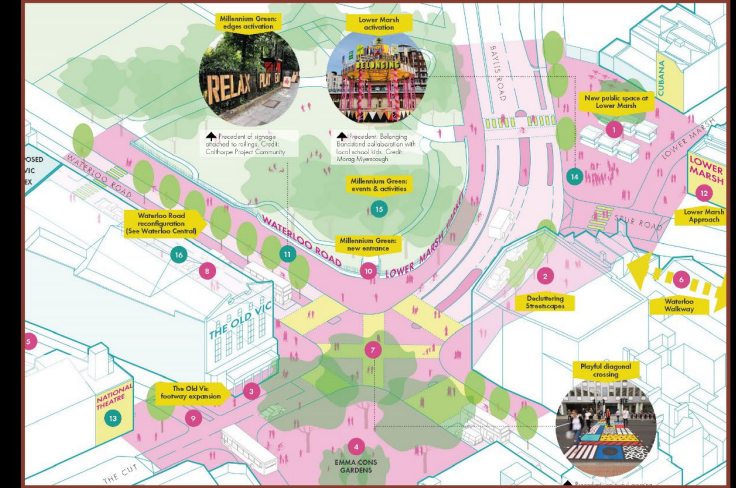
CONTEXT &
ANALYSIS



B

Nov - March '25

CRAFTING AND TESTING



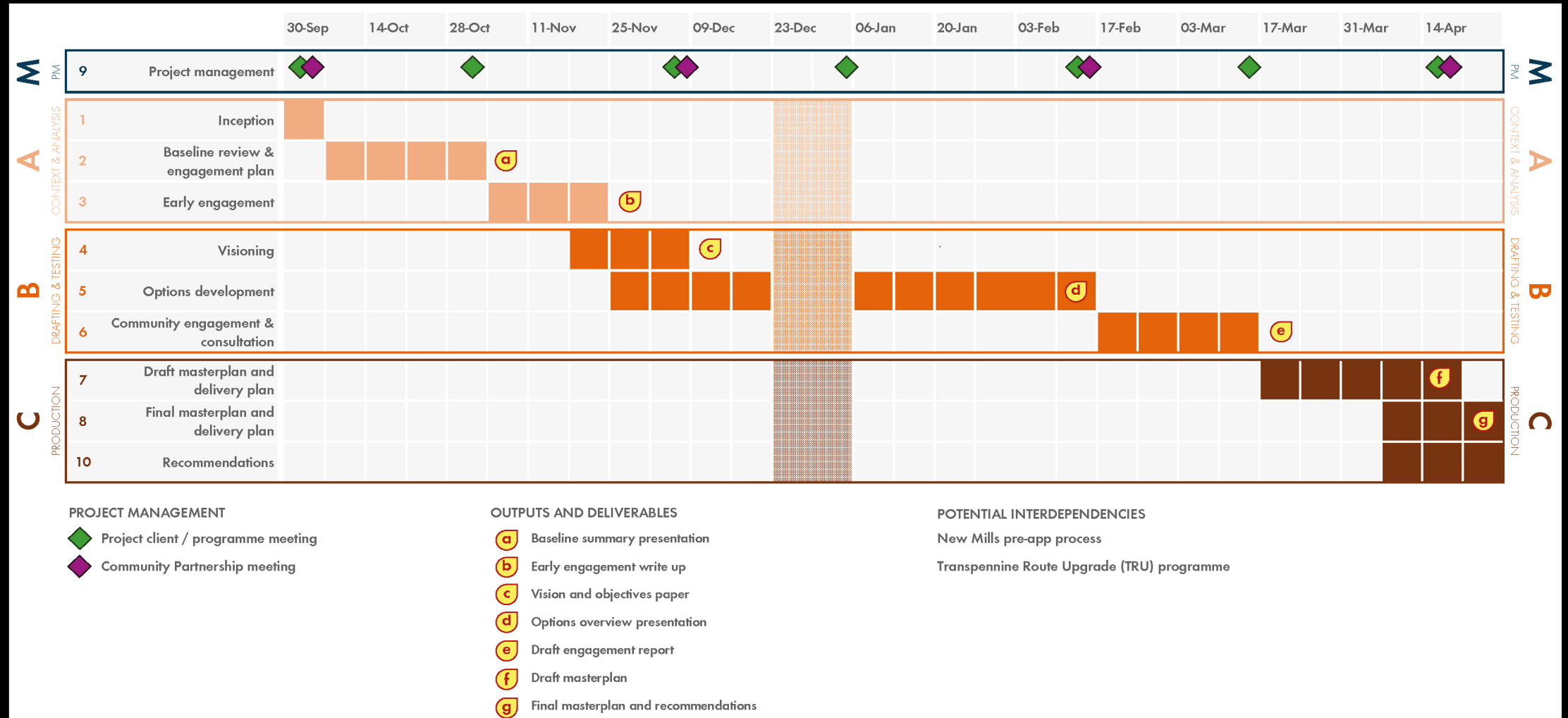
C

March - April '25

PRODUCTION

- 7 Draft m'plan & delivery plan
- 8 Final m'plan & delivery plan
- 10 Recommendations

Outline programme



THANK

The word "THANK" is rendered in large, bold, black-outlined letters. Each letter is filled with a vibrant, stylized illustration of a town. The scene includes a winding road with a red car and a person walking, a river with a boat, a large multi-story building with many windows, a church with a red steeple, a tall brick chimney, and a red car parked on a street. The background features rolling green hills and a clear sky. Some text is visible within the illustration, such as "STARS SNAG ON ITS C" and "AL POIN" in the 'T', and "CH DE" and "TEP" in the 'K'.

YOU

The word "YOU" is rendered in large, bold, black-outlined letters. Each letter is filled with the same vibrant, stylized illustration of a town as seen in the word "THANK". The scene includes a winding road with a red car and a person walking, a river with a boat, a large multi-story building with many windows, a church with a red steeple, a tall brick chimney, and a red car parked on a street. The background features rolling green hills and a clear sky. Some text is visible within the illustration, such as "STARS SNAG" and "INTS" in the 'Y', and "E WHITE?" in the 'U'.