



Next steps for 'What matters to Marsden' results January 2024

What we did

During Autumn 2022, volunteers from community groups and organisations from across Marsden, Colne Valley ward councillors and staff from Kirklees Council learned what local people think about Marsden, through the 'What matters to Marsden' engagement activities.

We published the 'What matters to Marsden' results in October 2023 for everyone to look at. We also wanted to make sure that more local people had the opportunity to contribute as the work progressed.

In Winter 2023 the Marsden Community Trust and Marsden Community Association held drop-in sessions to discuss the results and to work with local people to prioritise what is important to them. This included an option to complete an online questionnaire, which was shaped by what we've learned from participants so far.

Who participated?

274 people took part in our 'Next steps' activities in Marsden

664 people have taken part in 'What matters to Marsden' overall
(roughly 17.5% of Marsden's population)

There was a large well attended public meeting, several drop-in sessions and engagement with young people at Marsden Junior School. 274 local people participated altogether. 95 people completed our 'Next steps' online questionnaire. 75 of the people who completed the questionnaire had also taken part in the 'What matters to Marsden' activities in 2022.

Age	Number of participants	Percentage of participants
Under 16	168	61%
16 to 24	1	0%
25 to 34	8	3%
35 to 44	18	7%
45 to 54	19	7%
55 to 64	21	8%
65 to 74	28	10%
75+	10	4%
Unknown	1	0%
	274	100%

Gender	Number of participants	Percentage of participants
Male	40	15%
Female	64	23%
Non-binary	0	0%
Prefer not to say / Unknown	170	62%
	274	100%

What we've learned

We've included a summary of what we learned from participants, through our 'Next steps' questionnaire and drop-in sessions. Everything we did was based on what citizens in Marsden have told us so far. We also encouraged new participants to share their own ideas.

The questionnaire enabled participants to provide a ranking for different priorities, based on what people had said previously. We also asked for any further comments, ideas and suggestions about Marsden.

Next steps questionnaire results

We had previously identified 18 key issues from our first 'What matters to Marsden' activities. We asked participants to select their top five from these key issues. Here are the results in order of highest to lowest priority, by percentage:

1. **15.3%** Train station accessibility is appalling for wheelchairs, pushchairs, cycles, elderly and disabled people.
2. **14%** Village centre has poor traffic control and parking facilities.
3. **10.5%** Mills are unsafe, eyesores and a waste of valuable village centre space.
4. **9.5%** Train and bus reliability is poor, more destinations and connecting timetables are needed to make journeys easier and more efficient.
5. **6.2%** There are lots of derelict buildings and empty brownfield spaces in the village centre.
6. **6%** Footpaths and roads are in poor repair and improved signage is needed.
7. **4.7%** Address the Moor fires.

8. **4.7%** Goods Yard site is in poor condition, is not attractive for parking and contains broken glass.
9. **4.3%** There is a shortage of public toilet provision throughout the village.
10. **4.1%** Accessibility and moving around issues for disabled people.
11. **3.9%** Parks and outdoor public spaces need improved maintenance and more outdoor seating.
12. **3.7%** Dog fouling and not enough dedicated dog poo public bins emptied frequently.
13. **3.1%** Litter and fly tipping issues, and not enough public bins emptied frequently.
14. **2.9%** Street lighting in some areas is very poor and unsafe.
15. **2.1%** Not enough local work.
16. **1.9%** Canal towpath is in very poor condition.
17. **1.7%** More volunteers are needed to support local activities, because it's always the same few.
18. **1.6%** Some anti-social behaviour by both locals and due to the Ale Trail, and there is 'petty crime', no police presence and no CCTV.

Students at Marsden Junior School were asked to prioritise the same 18 options. Here is their vote result, in order of highest to lowest priority, by percentage:

1. **13.2%** Train station accessibility is appalling for wheelchairs, pushchairs, cycles, elderly and disabled people.
2. **10.2%** Some anti-social behaviour by both locals and due to the Ale Trail, and there is 'petty crime', no police presence and no CCTV.
3. **8.6%** Dog fouling and not enough dedicated dog poo public bins emptied frequently.
4. **7.8%** Mills are unsafe, eyesores and a waste of valuable village centre space.
5. **7.4%** Parks and outdoor public spaces need improved maintenance and more outdoor seating.
6. **5.7%** Village centre has poor traffic control and parking facilities.
7. **5.6%** Address the Moor fires.
8. **5.1%** Litter and fly tipping issues, and not enough public bins emptied frequently.
9. **5.1%** Not enough local work.
10. **5%** Accessibility and moving around issues for disabled people.
11. **4.4%** Footpaths and roads are in poor repair and improved signage is needed.
12. **4.4%** Train and bus reliability is poor, more destinations and connecting timetables are needed to make journeys easier and more efficient.
13. **4.2%** Street lighting in some areas is very poor and unsafe.
14. **4%** Goods Yard site is in poor condition, is not attractive for parking and contains broken glass.
15. **3.6%** There are lots of derelict buildings and empty brownfield spaces in the village centre.
16. **3.1%** There is a shortage of public toilet provision throughout the village.
17. **2.1%** Canal towpath is in very poor condition.
18. **0.6%** More volunteers are needed to support local activities, because it's always the same few.

We asked people if they feel overall that feedback from the 'What matters to Marsden' activities has identified the most important issues in Marsden accurately.

94% of participants agreed.

We followed this up by asking people if there are any issues they think are missing or incorrect. Participants told us about some specific issues relating to traffic volume, parking, speeding traffic, cycle paths and pedestrianisation. They also said that maintenance of footpaths and walls, overgrown vegetation, improving environmentalism and improving recycling points are all issues to be addressed. Along with suggestions for car charging points, increasing opening times for the library, increased tree planting, and issues about the cost of food shopping, all these points can be considered alongside similar issues raised in our original activities.

We asked people if the broad aims identified at point 3 in the 'Key Issues and Aims' document serve as a good summary of what we would like to achieve.

93% of participants agreed.

We asked people if they are happy for the Community-led Action Plan to be facilitated and coordinated by the Marsden Community Association.

97% of participants agreed. Some of the people who agreed said that they feel this needs to be done in a democratic way, which makes every effort to involve other individuals and groups across Marsden.

We asked if people are happy for the more strategic Master planning exercise to be facilitated and coordinated by the Marsden Community Trust, working with Kirklees Council, with wide community engagement throughout.

98% of participants agreed. Similar to responses about the Action Plan, some people said this needs to be done in a democratic way that involves as many people as possible and the 'master planning' exercise needs to concentrate on what is practically deliverable.

At the recent public meeting there was a consensus that Marsden Community Trust should adopt a new trading name, to serve as a banner title for all of the initiatives to improve Marsden, informed by the engagement activities. Other community groups would be invited to share the banner as affiliates. The vote result of the four options is as follows:

61% Marsden Matters
19% Positively Marsden
16% Our Marsden
4% Your Marsden

We asked people if they would be interested in helping to develop the Action Plan or carry out some of the tasks, opportunities and projects identified with it.

48 participants said they would be interested.