## **MIRFIELD PROMENADE**



With thanks to the Mirfield Reporter

# DRAFT DEVELOPMENT PLAN 2013 TO 2018

#### WITH THANKS

The concept of the Mirfield Promenade came from an idea developed by 3 members of the Mirfield Community Partnership. Diana Brown of Groundwork Trust Wakefield, Alan Speight of the Rotary Club of Mirfield and Hilary Brooke a member of Canal & River Trust North East Partnership Board. We are grateful for the support that the Mirfield Community Partnership has offered in terms of advice and guidance and physical activity; in particular we should thank Sue Bentley, the dynamo of a secretary of the organisation.

The programme has been wholeheartedly taken up by Canal & River Trust and their staff including Louise Linley, Jon Horsfall, Jonathan Hart Woods, Judy Jones, Stephen Hardy, Jane Thomson, Becca Dent, Julie Sharman and Heather Clarke have all committed their time, patience and expertise to the furtherance of the initial idea.

The Mirfield Promenade blog has been devised, developed and frequently updated by Kate Wilson, and she certainly deserves thanks and respect for her on-going work which has enabled us to fully promote the Promenade.

Several organisations from both the public and private sector including the Police and Calder Navigation Society, have been closely involved as have many members of the public.

We thank you all

Hilary Brooke, Autumn 2013









**Rotary Club of Mirfield** 

#### MIRFIELD COMMUNITY PARTNERSHIP

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## A NOTE FROM JON HORSFALL, WATERWAY MANAGER, CANAL & RIVER TRUST

We have many miles of beautiful inland waterway across Yorkshire, about half of these are navigable rivers. Many beautiful sections of river and canal pass right through the centre of our towns and cities and can bring real benefits to people and the communities that they live in.

About 18 months ago, when Canal & River Trust was created we formed a Partnership which represents the region. At the heart of this Partnerships thinking is an ambition to improve access to our inland waterways for all and to allow everyone to benefit from the nature and history that surrounds them.

The Mirfield promenade lies at the heart of both Canal & River Trust's charitable objectives and also our Partnerships ambitions. The creation of around four miles of beautiful walks and improving access to the waterways at the centre of Mirfield will only be possible by getting involved and working as a community to help us improve a part of our locale where nature and stories from history can be discovered in abundance. These kind of schemes bring benefit to everyone, an improved sense of community and responsibility for those who help to shape a destination; Ownership of our local history and heritage; a sense of belonging to something we care about and most importantly improved access, recreation and leisure for everyone. Bringing People Nature and History together is what Canal & River Trust is all about. The Mirfield Promenade does exactly that.



Keeping people, nature & history connected

#### **CALDER NAVIGATION SOCIETY**

### Supporting the programme



## A NOTE FROM MARK PENNY, CHAIR NORTH EAST WATERWAY PARTNERSHIP

The canals and rivers of Yorkshire flow through a diverse spectrum of localities, from densely populated urban areas, regional towns and villages, through to beautiful open countryside. Our waterways provide a fantastic backdrop for leisure be that boating, angling, walking, canoeing, cycling, rowing, a great space for nature and places to reflect and enjoy the peace, calm and tranquillity that blue and green infrastructure provides.

As Chair of the North East Waterways Partnership our aim is simply to make these precious assets better used, more accessible and more valued by the communities that surround them. The ideas to develop over 4 miles of walking and cycling routes and for the community to come together to transform Battyeford Island into a new 'hidden gem' are a perfect demonstration of what we hope to achieve.

This plan has our full support and we are sure it will succeed as the Mirfield Community Partnership work with you, local organisations and local communities, in common purpose and a shared belief in the ability of green spaces and waterways to enrich lives, the local economy and the local environment.



Keeping people, nature & history connected

#### **EXECUTIVE SUMMARY**

This Development Plan seeks to set out the Strategy, Priority, Policy and Finance for the aspirational delivery of the Mirfield Promenade.

However, it also encompasses a local development programme which aims to demonstrate the value of working with people to deliver real sustainable changes.

By people we mean other partner organisations such as Yorkshire Water, the Environment agency, Incredible Edible, canoe and fishing interests; we also mean local employers, pubs and restaurants and retailers; we also mean organisations that exist to assist the local community such as the Rotary Club of Mirfield and the local health services; we also mean local people who may wish to get involved to reduce their own isolation or to improve their town environment.

The promenade will be one continuous 4 mile path from Ravensthorpe to Cooper Bridge. There will be a series of managed projects covering heritage, ecology, art, health & well-being.

These individual projects will come about as and when funding, land resources and energy become available to us over, hopefully a five year period.

#### **HOW DID THIS PROGRAMME COME ABOUT?**

A group of local people were discussing the need to provide a route through the town and the means to provide a link to leisure paths and recreation for social, economic and environmental benefit.

The emergence of the newly formed Canal and River Trust and its' aspiration for community involvement provided a real opportunity for joint Partnership working.

The Rotary Club of Mirfield is a keen activist in the quality of the environment in Mirfield, Ground Work Trust offers skills, resources and guidance to initiatives which work in Partnerships to enhance and sustain the environment for and with local people.

In times of such economic restraint it can be difficult to obtain direct financial resources. However, we believe that having a detailed plan for change and the involvement of so many active individuals and organisations – we can deliver a much needed resource for Mirfield.

#### MORE ABOUT OUR GROUP

We think that Mirfield is a great place to live, to work and to take leisure – and we want to improve on the environment and facilities available to local people and visitors alike. The course of the river and canal that runs through our town offer opportunities to do just that. This green corridor allows us to enjoy our leisure; to encourage more wildlife; to provide access to work places – it is a great escape from the stress and strain of everyday life.

OUR VISION is to provide and care for a treasure for the future. We will do this by working with local people and national bodies alike.

#### **OUR PRIOITIES ARE**

- To ensure that the waterways throughout Mirfield are accessible and safe for all.
- To establish a group of guardians who will provide sustainability once our initial programme is in place including our heritage and ecology.
- To encourage more people to use and enjoy the waterways of Mirfield.
- To earn financial support for our programme.
- To work with a variety of people and organisations to develop and deliver a series of interconnected projects.
- To increase wildlife habitats.

WE WILL MEASURE our achievements. We will evaluate success and failure and we will learn from this. Our work will become a tool for use by other groups embarking on similar visions.



Lucy Dockray Volunteering Leader, Canal & River Trust and Mike Fretwell, Calder Navigation Society

## GROUNDWORK WAKEFIELD SUPPORTS THE MIRFIELD PROMENADE DEVELOPMENT PLAN

The concept of a routeway along the Mirfield canal and river system with a series of environmental improvements along it is one that Groundwork wholeheartedly endorses. The initiative is a great example of the way different organisations can work together with local volunteers to achieve a really significant regeneration project.

The nature of the waterway corridor is that there are many owners, legal rights, interest groups, statutory obligations and individual users. The group of skills and resources required to successfully implement the improvements are equally diverse and the group is bringing together these skills in an impressively effective way.

The project has grown out of committed volunteers working together as the Mirfield Community Partnership and has brought in other local volunteer groups and charities such as the Rotary Club of Mirfield and the various water related groups. They have sourced help both from ourselves, Groundwork Wakefield, the Canals and Rivers Trust and Kirklees Council, gaining access to advice and professional skills to help develop the initiative. The concept of phasing the project is something



that Groundwork endorses as a suitable way to develop resources and support so that the improvements are sustainable. The idea of encouraging different groups to help to look after different stretches is a fantastic idea and one which should be viable in this heavily populated and busy corridor.

Once complete, the project will create a complete walking route along the towpaths and river paths and greatly improve a number of the areas adjacent to the path, many of which have degraded over recent years. The ideas for

improving the environment with artwork, edible fruits and herbs and historical interpretation, alongside the practical provisions for the different user groups, are something Groundwork fully supports. The route has much to offer walkers and river users and will attract people to significant stretches of the river and canal side that are currently underutilised, hidden away or partially inaccessible. The areas of the route that are currently well used are in need of improvement and regeneration to ensure they remain a positive experience for those gaining recreation and exercise along the route.

These initiatives will ensure the success of the project in that it will attract a wide range people and positive activities.

Groundwork Wakefield has been delighted and committed to contributing to the development phase of the project and has donated significant staff time to supporting the local group, especially in the area of producing designs, drawings and lending expertise. We look forward to working on the project with the Mirfield Community Partnership and other partners for years to come in order to realise the excellent vision of the Mirfield Promenade Project.

#### THE SOCIAL HISTORY OF THE WATERWAYS IN MIRFIELD



With thanks to Kirklees Archives

#### MIRFIELD PROMENADE – HERITAGE

To the East of Battyeford Island and progressing westward along the waterway from Cooper Bridge there are a number of interesting historic buildings and smaller assets.

Cooper Bridge Floodgate is Grade 2 listed, dating from the late C18th and being constructed of massive stone retaining walls with rusticated copings. Towards the weir, this section of waterway is screened by trees, the former manager's house, known as Lilac Cottage and Navigation House, can be glimpsed through the greenery.

Cooper Bridge Lock and Footbridge are also Grade 2 listed again dating from the late C18th. Screened by mature trees, the view opens out as the cut joins to the River Calder.



The complex of the lock keeper's house and hut is located on the intersection of the Calder and Hebble Navigation and the River Calder and dates from the same period. At this point the turnover bridge straddles the River Calder.

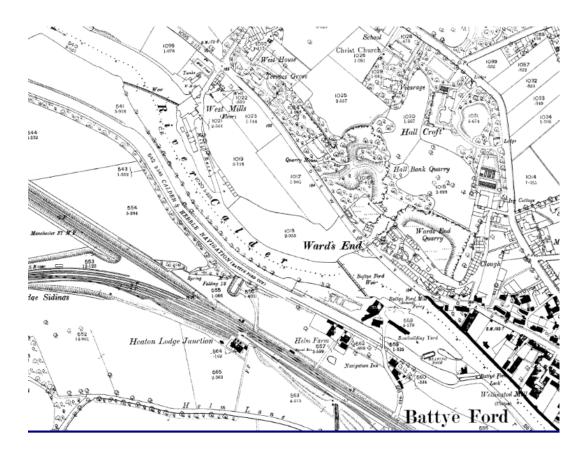
On this section, historic features such as distance markers and timber bollards are still evident,

though overgrown and at risk of being lost.

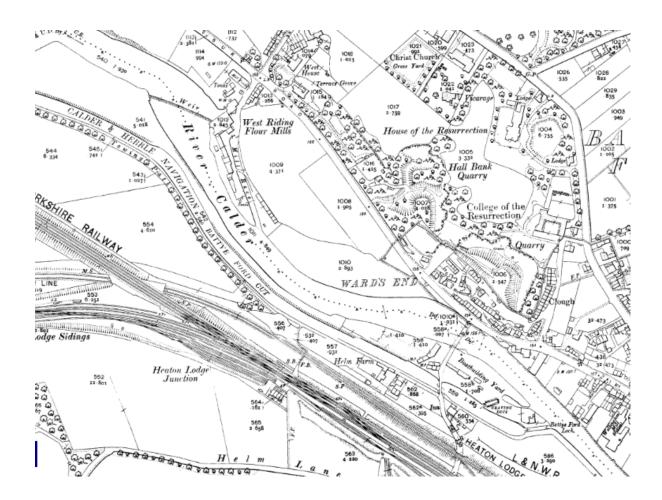


Battyeford Cut looks onto open fields to the south. The boat club and mooring at the east end of the cut add colour and atmosphere. Timber mooring bollards are still in evidence, and are characteristic of this waterway.

Here, Battyeford Island sits between the cut and the River.



In the map of 1893, the island is clearly shown, with Battyeford weir to the eastern end and a ferry crossing the River.



The map of 1907 shows the bridge now crossing the River, and both maps clearly show a substantial group of buildings at the eastern end of the island, though there is no annotation to suggest their use.

To the East Battyeford Lock dates from the late C18th though is unlisted due to later concrete repairs.

Ledgard Flood Lock, Mirfield Cut is Grade 2 listed. Constructed as the Canal flood lock at junction with River Calder it dates from c1776, its engineer John Smeaton.



Details such as rope marks at Ledgard Bridge are reminders of the days of horse powered boats.

Ledgard weir once powered adjacent mills and Ledgard Bridge linked the mills to the south with the

town. Beyond the lock, the historic dry dock and dock yard remains.



The view east from Wheatley Bridge is straight and open along the waterway. The towpath is wide with rich greenery to both banks. A historic stone mile marker post inscribed '100 yards' lies semi-hidden in the grass.

The Double locks and lock house at Shepley Marina are both Grade 2 listed, and whilst the group of buildings that make up Shepley Marina are modern for the most part, the crane gives a sense of working waterfront. The Dry Dock is an interesting and still used asset, with stepped masonry.



Before the Greenwood Cut joins the River Calder, Grade 2 listed Low Mill Lane Bridge and similarly listed Greenwood Lock form a focus of historic interest. Although the surrounding area is developed for industrial uses, there is a slim belt of greenery along the towpath.

## ECOLOGY NOTES FROM A SITE MEETING ON BATTYEFORD ISLAND ON THE CALDER AND HEBBLE NAVIGATION 30.05.13

A site visit was made to Battyeford Island in Mirfield on the Calder and Hebble Canal on Thursday 30<sup>th</sup> May 2013. The purpose of the meeting was to identify potential habitat improvement schemes that could be adopted by the Mirfield Promenade Project. The site visit included a brief ecological walkover survey as part of the visit.

#### **Background**

The Calder and Hebble Canal extends through Mirfield leaving the River Calder at Battyeford Flood Lock running through the town until finally re-joining the river at Shepley Bridge where the river becomes navigable once again.

The canal provides an important and uninterrupted green corridor throughout the rural and urban areas of Mirfield.

The most important wild area of the canal section visited on the day of the site visit was Battyeford Island a roughly triangular 3ha parcel of land located between the River Calder and the Calder and Hebble Canal and Domestic Road Bridge close to Battyeford Marina.

The river bank area of the site links the more natural areas of the canal and this area was dominated by coarse grasses such as Cocksfoot, False-oat grass and Yorkshire fog with the alien invasive plant species Japanese knotweed and Himalayan balsam also noted in this area. Evidence from the strand line would suggest a certain amount of seasonal flooding occurs along this area hence the presence of trees able to tolerate wet ground conditions such as alder, goat and crack willow. The land link between the river and the canal makes an ideal otter habitat and a potential project might be to construct an artificial otter Holt along the bank area of Battyeford Island.



A significant barrier to fish and eel migration currently exists in the form of Battyeford Weir located opposite the large disused mill building on the offside of the River Calder and *a fish passage project based around the weir could also form a component of a broader habitat improvement project based around Battyeford Island and Mirfield generally.* The Canal & River Trust and the Environment Agency (EA) are working on a number of projects to improve fish passage on the River Calder and recently completed the Cooper Bridge Fish Pass Project further up the river. This is now completed and will provide a stronger focus for improving fish passage at Battyeford Weir.

This open grassland area also provides broader opportunities for more general improvements such as;

- Low key wheelchair/pushchair friendly footpath improvements to link to towpath and create a more formal circular route
- Introduction of picnic tables and low key wildlife interpretation
- Wildflower meadow creation scheme in a small area of grassland
- Heritage orchard planting scheme
- Bird screens from the island looking out across the river for bird and otter watching opportunities



The whole of the stretch of the promenade will be thoroughly check for the presence, or not, of water voles.

Moving further into the "interior" of the island secondary woodland has begun to develop and the ground flora would suggest that there has been some degree of woodland cover on the island for a considerable period in the past. The tree species consist mainly of oak, birch, sycamore and ash with some holly and hazel in the Under-storey. The ground flora also indicates a woodland past with blue-bells, greater stitchwort, foxglove and a small number of fern species all currently present. It was clear on the day of the visit that very limited active woodland management is currently carried out in any of the woodland areas and this would make another good element of a wider habitat creation and management programme and which could include increased tree planting, coppicing and the introduction of bird and bat boxes.

We are very fortunate to have herons, kingfishers and oyster catchers frequently sighted on the Island.

Having only spent a brief period of time on Battyeford Island it was clear that a number of opportunities are available for projects to improve the wildlife habitats, nature conservation management and wildlife interpretation of the site and much of this work could be done by volunteers, community involvement and fund raising schemes.

In many ways Battyeford Island has much in common with the Woodlesford area Canal & River Trust manages with a number of volunteer groups on the Aire and Calder Navigation just outside Leeds. Much of what has been proposed above has already been realised at Woodlesford and it would be useful to arrange a site visit with the Battyeford Group to have a walk round the site and see if the same approach would work for their site. I would be happy to arrange a site visit if the group felt this would be useful.

Jonathan Hart-Woods, Environment Manager, Canal & River Trust

August 2013

#### **CANOEING OPPORTUNITIES**

There are strong aspirations for canoes and other non-powered craft along the canal and river and the creation of a loop system for the benefit of such craft.

#### There are aims to:

- Establish a canoe trail along the Natural River Channel of the Calder from Sowerby Bridge to the Humber
- Establish a canoe trail along the Calder powered craft navigation (i.e. Through the cuts and locks).
- Establish a series of short circular canoe trails, down the river returning up the cut(s).
- Establish a permanent home for Pennine Canoe Club.

There are river "put in" points. For example, The Ship pub car park at Mirfield, or into the cut from Sainsbury's car park in Brighouse.

We have 3 large Canoe Clubs on the Calder

The river is already paddled regularly along its entire length by expert experienced paddlers, as is the navigation; These two could be joined together to form a natural loop.



There is a huge demand from the less experienced who in order to be inclusive need, signed landings and launch points lower to the water than powered craft, plus the ability to get over and around any obstacles, weirs, locks for example.



If small Canal side/river side access points and car parks could be provided, either existing by agreement or new provision, then they can be shared by other sports. e.g. Cyclists, Anglers, open water swimmers, and lowered landings can be used by disabled anglers as long as they understand why the landings have been lowered.



Finally, the improved safety aspects of access to the water's edge cannot be underestimated.

The number of times folks accidentally fall into a canal or river and drown, is not because they cannot swim but because they cannot get out and hypothermia sets in.

To implement a canoe trail, there needs to be a detailed survey, which involves paddling the proposed trails taking pictures and notes and make recommendations. Chris Hawkesworth has volunteered to do this



## THE PROJECTS (IDENTIFIED TO DATE) WHICH WILL PROVIDE FOR OR ASSIST THE MIRFIELD PROMENADE

**BATTYEFORD ISLAND** 

**COOPER BRIDGE WORKS** 

HA'PENNY BRIDGE

LEDGARD WEIR

THE RIVER TOW PATH

THE CANAL TOWPATH

SHEPLEY BRIDGE MARINA

**SOUTH PENNINE BOAT CLUB** 

**GREENWOOD LOCK** 

CENTRAL MIRFIELD

ON GOING SUSTAINABLE CARE AND REPAIR

INCREDIBLE EDIBLE

#### THE PROPOSED PROJECTS



#### **BATTYEFORD ISLAND**



This will be our first project of many.

This is a joint initiative between Groundwork Trust, Canal and Rivers Trust, the Rotary Club of Mirfield, Mirfield Community Partnership and local people.

The aim is to provide a pleasant circular walk around the River Calder and Calder and Hebble Navigation canal. We will clear overgrown areas; plant orchards; plant flora to benefit wildlife including wild meadows; provide seating; improve access to the waterways for those wishing to canoe or fish by means of fishing points and jetty's.

The work will be done by professional contractors assisted by local volunteers.

We will aim to offer training and new skills to those who volunteer and to offer a social atmosphere for anyone suffering isolation – a good time will be had by all those involved.

Funding has been sought and the Canal and Rivers Trust have offered a financial contribution as well as improvements to a well known and loved bridge as complementary funding and significant staff resources. Groundwork Trust have drawn up initial landscape plans and assisted in consultation processes with local people – their staff as currently working at risk and are very much appreciated.

#### **COOPER BRIDGE WORKS**



Canal & River Trust Staff and Volunteers

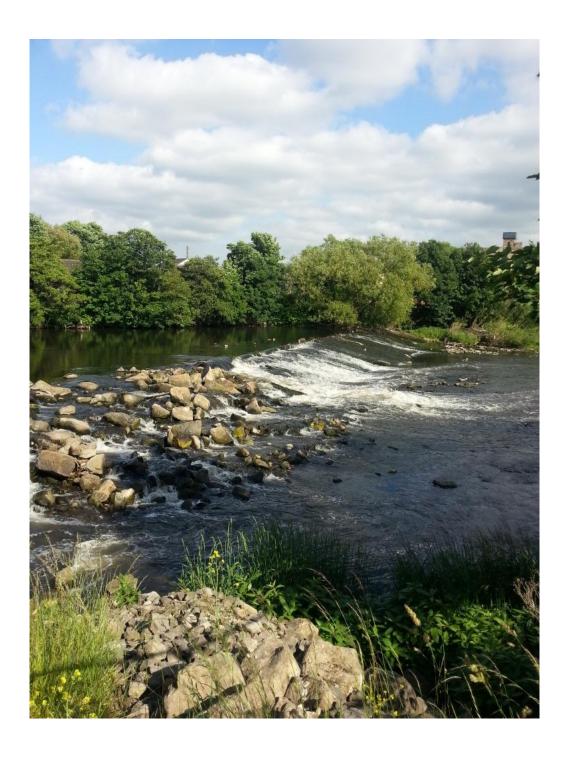
New weir and fish pass have now been installed at Cooper Bridge which will greatly alleviate the potential for flooding further down-stream as well as assisting fish travelling to their spawning grounds.

#### **HA'PENNY BRIDGE**



The bridge locally known as the Ha'Penny bridge will be refurbished by Canal & River Trust as part of their contribution to the improvement and enhancement of Battyeford island. The intention is that the work should be carried out in the spring of 2014.

#### **LEDGARD WEIR**



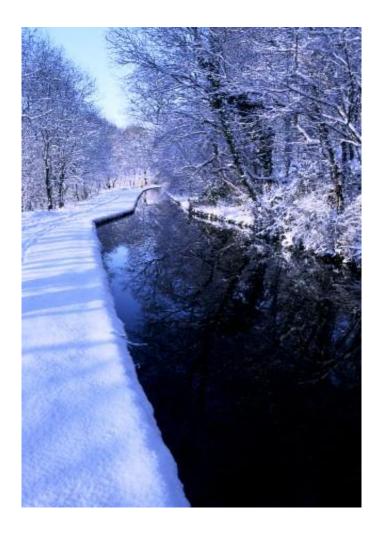
This weir is within the Canal & River Trust development plan for works to be carried out within the next two years.

#### THE RIVER TOW PATH



This project will be developed once we have clarification on land ownership and permission to fully restore the towpath along this stunning stretch of the river

#### THE CANAL TOWPATH



It is our intention to improve "where necessary" the towpath as it runs through Mirfield. This will provide improved access for all

#### THE SAFE ANCHOR TRUST AND SHEPLEY BRIDGE MARINA



We would like to acknowledge the tremendous amount of volunteer work carried out by the Safe Anchor Trust for the benefit of local people, some of whom would rarely leave their homes, let alone experience the beauty of the waterways without this organisation

#### **SOUTH PENNINE BOAT CLUB**



South Pennine Boat Club have welcomed us to their splendid open day and we continue to work closely with them and will do so in the future to establish their needs and how they can be part of the programme

#### **GREENWOOD LOCK**



There have been a number of litter picks and vegetation management activities in this area, strongly supported by local volunteers including Calder Navigation Society, Rotary Club of Mirifield, Mirfield Community Partnership and individuals responding to our calls for help



The volunteers

#### **CENTRAL MIRFIELD**



This is a well-used much loved waterway oasis just yards from the shopping centre of Mirfield. It will be improved in conjunction with local business, developers, Groundwork Trust and Canal & River Trust.

#### ON GOING SUSTAINABLE CARE AND REPAIR



The Canal & River Trust are doing a sterling job in improving and maintaining many of our waterways. Once the programme and projects within this document have been redeveloped it is the intention of local people, organisations and businesses to adopt certain sections of the canal for their future maintenance and sustainability

# **INCREDIBLE EDIBLE**



# INCREDIBLE SUPPORTS THE MIRFIELD PROMENADE DEVELOPMENT PLAN

#### Pam Warhurst

The importance of canals in the 21st century can be experienced in so many different ways. They offer a sustainable way of connecting our communities, of creating economic opportunity and of enhancing our environments.

That's why four years ago, Incredible Edible Todmorden set itself the task of contributing to all these aspects of our lives by creating edible canal towpaths. Planted entirely by volunteers, stretches of land along the pathways in the centre of Todmorden that had previously been a place to throw litter or worse, use as a dog toilet, became herb gardens, linear orchards and edible flower beds. Now, if you watch from the bridge in the centre of town, you will see families stop, smell the herbs and explain to their children what they can see growing there. Tourists can be seen snapping pictures of some of the signs and installations that have been commissioned by local artists, to tell the story of the bee and pollination. Canal boats moor up and pick a few leaves to add to their sandwich or salad, being asked to do no more in exchange than water the plants in the driest of weather.

Our vision is for towpaths the length and breadth of the canal network to become edible and bring a smile and pride to so many communities and visitors who enjoy them.

All power to your elbow in Mirfield. Your edible towpath will be the talk of the town.

# THE ROTARY CLUB OF MIRFIELD SUPPORTS THE MIRFIELD PROMENDADE DEVELOPMENT PLAN

#### Alan Speight

A general misconception about Rotary is that it's all about raising money for good causes both at home and overseas.

Whilst this is part of the activities of the Mirfield Rotary Club, a significant strand of its activities is involved with supporting the local community. It is not just helping the disadvantaged and needy in our community, but also being part of the community activities to maintain and improve the environment in Mirfield.

Mirfield Rotary Club has been involved with environmental projects for a number of years. Many individual groups get involved with picking litter on the canal towpath – the problem is they often all pick litter on the same stretch resulting in some areas being neglected.

This became clear when a major Rotary funding event took place involving several Rotary clubs, the Navigation Walk, was instigated some years ago to raise money for local hospices. The state of the towpath in Mirfield was a cause for concern, and this prompted Mirfield Rotary to become involved and be part of the Mirfield Community Partnership. The Club has ensured that at least one member attends the Partnership meetings.

It is from that involvement that Mirfield Rotary Club has become part of this initiative. It became clear from the start that there needed to be more to the Mirfield Promenade than just litter picking and the Club looks forward to a long and successful partnership with this project.

# WHO ARE OUR PARTNERS?

MIRFIELD COMMUNITY PARTNERSHIP

KIRKLEES COUNCIL

MIRFIELD TOWN COUNCIL

CANAL AND RIVERS TRUST

**INCREDIBLE EDIBLE** 

THE ROTARY CLUB OF MIRFIELD

SAFE ANCHOR TRUST

**SOUTH PENNINE BOAT CLUB** 

LOCAL SCHOOLS

THE SCOUTS

THE DUKE OF EDINBOURGH SCHEME

**CALDER NAVIGATION SOCIETY** 

THE POLICE

**GROUNDWORK TRUST** 

#### **COMMUNITY INVOLVEMENT**

We know that being close to water and an open green environment can help people to relax, to become friends with new people, to learn and to achieve. We also know that less can be provided by government and the private sector – it is this realism which has inspired us to get out there and make changes ourselves, which will benefit all.

The more people who become involved in our projects the more we can achieve and the more we can put back into the local community and environment.

Sustainability is a key watch word and we believe that if people become attracted to and involved in the development and delivery of a project, then the better the future for all.

We aim to increase awareness and understanding of the need s of our local communities, we want to work with a wide cross section of people to understand their needs and aspirations and not be closed to new ideas.

#### Therefore, we will

- Actively promote opportunities to be involved
- Encourage people who may be shy or isolated to come and join us
- Encourage people from a wide religious or ethnic groups to come and join us
- Work with local and national bodies
- Grow volunteering opportunities
- Adapt ways of working to suit local need
- Obtain funding to support work with people as well as the infrastructure
- Aim for a healthier local community.

## TIMESCALE AND OPPORTUNITY

## 2013 to 2018

We are confident that we can develop and deliver the Mirfield Promenade programme and the component projects, as identified in this document. However, we are realistic about the time scale, hence the five year plan.

We will be opportunistic as land, finance, partners and resources come available. For example, a local developer may be intending to work alongside a waterway and may wish to partner the plans that we have to enhance her / his development.

There are a plethora of government and charitable funds available – as appropriate we will put forward bids for individual projects or the wider programme. Although we have secured commitment from some partners, they in turn will require funds for development and delivery of projects. Finance is currently scarce due to the current state of the economy. Often resources in kind (staff, materials, voluntary activity) can form a significant part of any overall budget.

On a less positive note we are only too aware of the volatile and uncertain world in which we are living. Issues are complex and sometimes we may need to partner with uneasy bed fellows – we will talk and we will achieve.

## **COMMUNICATIONS**

There is little point in developing all these exciting schemes if we are not going to alert the wider world to the achievements and opportunities to get involved. Therefore, communications and marketing are vital to success and the encouragement of more interest.

To balance this we must consider the right time to launch information. Aspirations are important and good ideas must be aired and shared. However, there can be a local negative effect if we outline a vision which does not come to fruition.

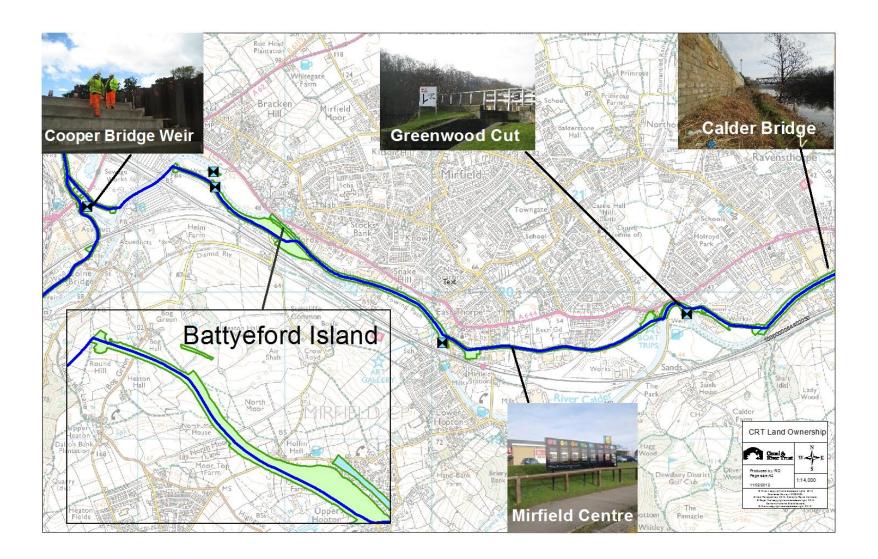
Therefore, we will seek advice from professional PR, communications and marketing staff at CRT and gain from their assistance in development and delivery of a communications strategy.

A professional Blog has already been launched to promote the programme and this is regularly updated by a dedicated volunteer.

Several articles have appeared in a local newspaper.

Consultation has taken place at a series of local events





## THE GEOGRAPHICAL AREA

The promenade will run through Mirfield from Calder Road in Ravensthorpe to Cooper Bridge on the outskirts of Huddersfield.

The route will pass via Greenwood Lock and on to Shepley Bridge Marina. This is an interesting area to visit where the River Calder intersects with the Calder Hebble Navigation to provide safe passage around fast flowing weirs.



The route then follows the current tow path into the centre of Mirfield, a point of great interest for boats, access to the water side and a magnet for children feeding wildlife. Former dock yards and mill sites, maltsters, and rail engineering are clearly identifiable.



The route then becomes more difficult to access as it requires a detailed knowledge of the local area, highways and foot paths to re-join the proposed route along the banks of the River Calder. This is well known locally but has become dangerous due to vegetation encroachment and lack of repair.







After a mile the route emerges onto Wood Lane, adjacent to the South Pennine Boat Club. There are a number of historical buildings to be viewed before the route transfers to Battyeford Island – the first project within the scheme.

Subsequently the route passes to the banks of the River Calder once more before reaching Cooper Bridge and the magnificent site of the new weir and fish pass recently installed by the Canal and River Trust at a cost of £2.5m.





This is a distance of **four miles.** The route will be broken down into manageable projects which will each have its' own detailed project plan which will be fully costed so that opportunities for partner working and funding can be harnessed as available.

The first area to be tackled is Battyeford Island – where funds allocated by CRT for improvements to a well-known bridge will match with external funds to create walks, seating, traditional fruit orchards and wildflower planting and heritage interpretation.

A Development and delivery plan is now being drawn up with the assistance of Ground Work Trust.

There are **urban areas** on this route with significant industrial heritage — mills, locks, bridges, archaeology

Rural areas, with stunning scenery, peace and quiet.

Wildlife – including otters, kingfishers, swans, herons- oyster catchers

We are seeking to provide easy pleasant **links to the town centre and work places; to countryside paths** with gentle strolls and steep climbs into woodland; and to offer options for cycling, running and walking. We envisage activities for schools, families and individuals.

## FRIENDS AND CONSULTEES.

We have already met with and consulted with a number of local people, business and public bodies – it is important to engage with people from across sectors **before asking for financial support**.

**Mirfield Community Partnership** 

Canal & River Trust
Groundwork Trust
Rotary Club of Mirfield
Retailers
Boatyards
Kirklees Council
Restaurants and pubs
Police
Sustrans
Business Bistro
Banks
Community boats
Housing developers
Schools
Scouts
We will be at future community events and continuing to <b>build working relationships</b> and consulting with organisations and local people, to ensure that it is locally led and delivered to obtain sustainable rather than short term outcomes.



Lucy Dockray, Volunteering Leader with a local Police Officer

## THE COMMUNITY MATTERS

If there is one thing that will **make Canal & River Trust and this Mirfield Promenade** a **success** – it is local communities of people and interests.

This is their space and their opportunity to be involved in something big – CRT and major public bodies are simply the custodians, the facilitators, making best use of ever decreasing public funds.

This is about building enthusiasm, passion and focus.

#### This is about addressing

Social isolation,

Opportunities to work together

Training and skills

Building of confidence

Better health

Learning from and respecting each other

Pride in a local area

Making a difference

#### THIS IS A DEMONSTRATION PROGRAMME FOR WHAT CAN BE ACHIEVED TOGETHER



## **SPORTING ACTIVITY**

We are in discussions with a number of sporting organisations including Sustrans, the Ramblers, Pennine Canoe Club and the 3 angling organisations that operate in Mirfield. As our consultations continue we will integrate their hopes and aspirations for the area within our plans, for example we have already included a series of new fishing platforms within our plans for Battyeford island

# **ARTS ON THE WATERWAY**

We are working with several arts organisations to provide innovative art and interpretation along the waterways



#### THE EXIT STRATEGY

Every development and delivery plan requires an exit strategy — many a person has struggled to provide such a thing. In this case, however, it is clear. As local people, schools and organisations become involved in this programme they will naturally want to see it flourish and continue into the future.

Thus groups or individuals will be invited to **adopt** a specific area for care. This may be the maintenance and painting of a lock gate; the care of an area around a seat or site of heritage interest; a length of tow path; wildlife observation; vegetation pruning.

By linking in with bank staff individuals will be able to identify problems as they emerge and thus prevent major incidents along the water ways.

All projects will be sustainable into the future. We will achieve this by

- Ensuring that on-going maintenance is built into all projects
- Creating adoption schemes so that local people can continue to work on and benefit from our projects – for example caring from a section of path, clearing vegetation within the waterway, regular litter picks, painting programmes, telephone links for reporting of problems
- Engaging with **other agencies** such as Yorkshire Water, Sustrans or NHS Trusts
- Establishing regular wildlife watchers.
- Working with schools, colleges, fishermen, scouting groups and others so that there is a constant change in those interested.

# **GROUNDWORK TRUST VOLUNTEERS**



# **FURTHER INFORMATION**

For more information see <a href="http://mirfieldpromenade.blogspot.co.uk/">http://mirfieldpromenade.blogspot.co.uk/</a>

