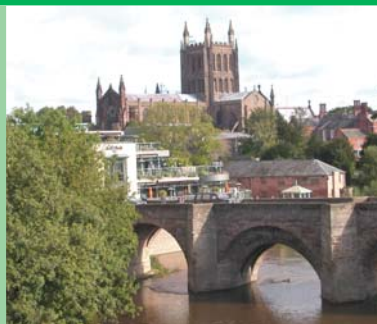


# Help plan the future of Herefordshire

September to November 2011



**We are preparing a new plan** for the future of the County. We published some ideas last year - the Preferred Options. We are now proposing some changes we believe will better tackle the future needs of those who live, work and play in the county. And we want to hear your views.



## What the new plan is aiming to do

Over the next 20 years we aim to:

- meet the needs of communities for new homes, jobs, shops, leisure and other facilities;
- provide new and improved infrastructure where needed, including transport services, water and sewerage, schools, healthcare facilities and open spaces;
- protect and improve our special environment; and
- take account of the effects of climate change.



## Why make changes to the plan now?

The new plan will set out the main areas of change in the county over the next 20 years. So, it is important to get it right. Over the last year, things have happened to make us think again about the plan.

These include the following:

- your responses to previous consultations.
- changes brought about by government proposals. Our previous ideas were based on the regional plan which the Government now intends to scrap. The Government now wants to give more say to communities about what goes on in their local areas.

- the slow down in the general economy. This makes us feel less certain about the total number of houses that are likely to be built.
- new evidence about the numbers of homes needed, which indicates that if too few houses are built the county's economy will shrink.



## What are the proposed changes to the plan?

We believe we should make changes to the plan to achieve a better future for the county.

These changes include the following:

- changing the time period that the plan will cover. It will now run until 2031, rather than to 2026. This will give us more time to plan and build the right level of homes and create the right number of jobs in the right places for Herefordshire.
- reducing the number of new homes planned across the county over the next 20 years, with less emphasis on Hereford and more on the rest of the county. The number of new homes provides for population pressures and supporting the county's economy.
- significant changes to the proposals for Hereford.
- changes to the number of new homes and jobs being provided in some of the market towns and in the rural areas.

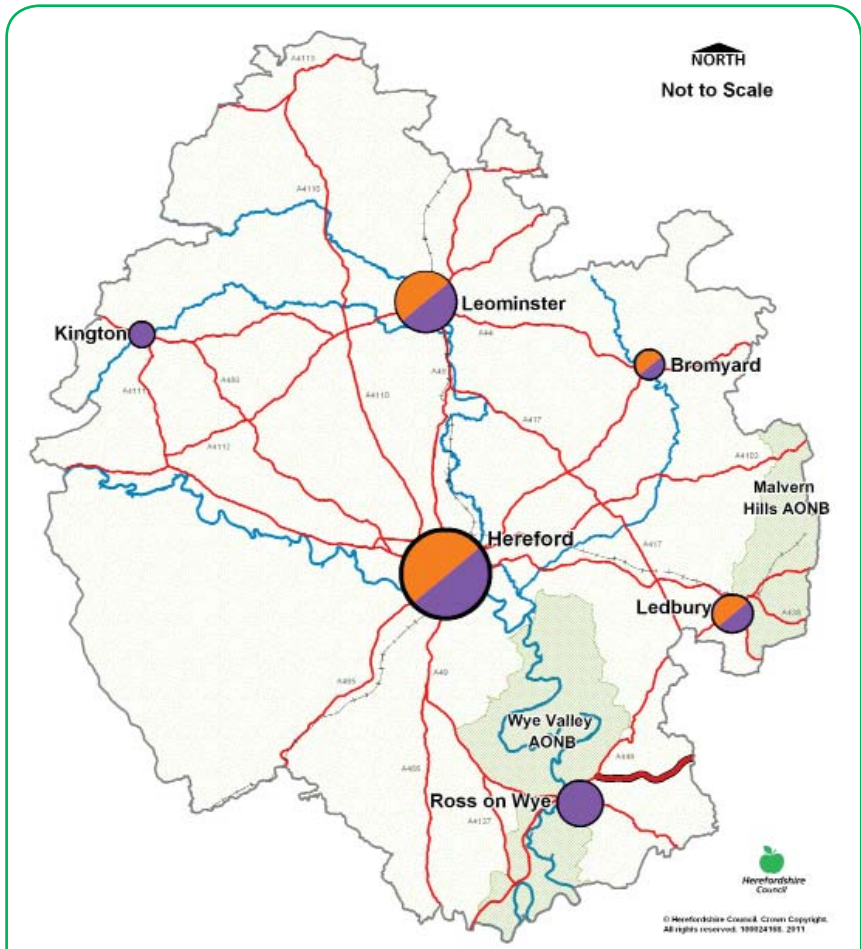
The next pages explain the suggested changes to the plan.



# The Revised Preferred Option for Herefordshire

- **Countywide**, the overall total of new homes to be built will on average be around 825 a year over the 20-year period (compared to 900 a year in the 2010 proposals). However, the amount of land set aside for businesses and industry will stay the same as proposed previously.
- **Hereford** will continue to be the focus for new development including homes, jobs and community facilities to support the general improvements to the city, but with a significant reduction in the overall number of new homes to be built from 425 a year (as in the earlier plan proposals) to around 325 a year until 2031.
- The **market towns** will continue to provide a focus for local homes and jobs improving these areas as places to live, work and enjoy. **Bromyard, Kington** and **Ledbury** will not change in terms of new homes and jobs. However, the number of new homes in **Leominster** and **Ross-on-Wye** has been reduced slightly. A proposal for new jobs in Leominster is also now included with the addition of an employment site alongside the new homes.
- For the **rural areas** we are proposing to increase the number of new homes in rural settlements with an overall total across Herefordshire of up to 265 new homes a year over the 20-year period (this compares to 225 a year as in the earlier proposals). This will provide more affordable homes in these generally more expensive areas of our county. We recognise the Government's new neighbourhood planning measures which encourage greater flexibility in where rural housing is built, to be done in close consultation with local communities.
- We will also aim to create more jobs within the rural areas to reduce the need to travel longer distances and to help the rural economy.






## County Map

(Illustrating where new homes and jobs will go.  
N.B. those in rural areas will be detailed in later plans)

### Key

 New homes and facilities

 New land for jobs

 Area of Outstanding Natural Beauty (AONB)

 Railway

 Major Roads

 River



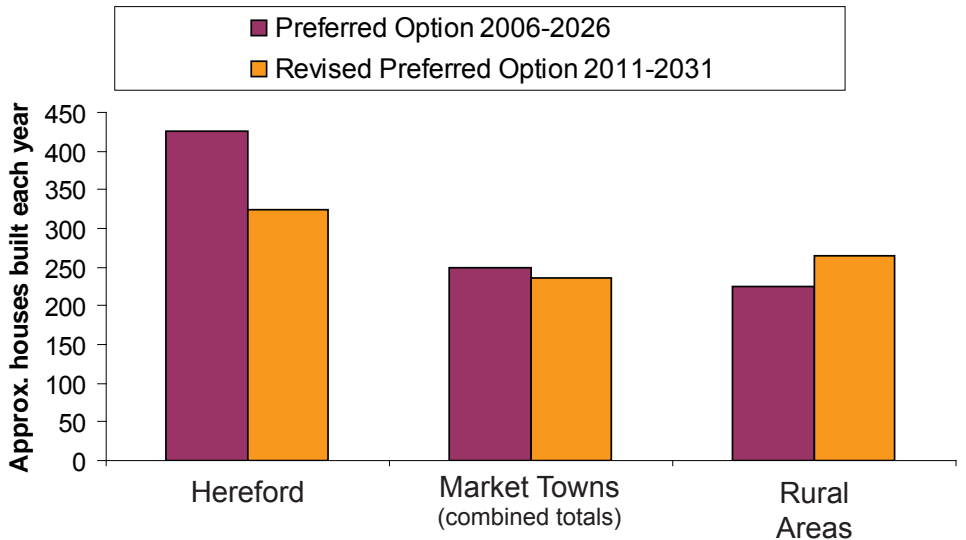
# New homes

New homes will be provided:

- in areas with access to existing services or where these can be provided;
- with community facilities, green space and infrastructure\* (paid for by a charge on developers);
- using construction methods and renewable energy to tackle climate change; and
- in ways which protect and improve our special environment.

\* Infrastructure includes transport, water supply, sewerage, schools and healthcare

The chart below shows the number of homes proposed to be built (or converted from existing buildings) in the county each year up to 2031.



## New jobs

The plan aims to help the economic wellbeing of the county by:

- making land available for more local, better paid jobs in Hereford and the market towns (smaller sites will also be provided in the rural areas through the area development plans, which will follow after this plan is finished);
- expanding Hereford's city centre shops, leisure facilities and offices; and
- enabling faster more accessible broadband to help new businesses start up and increase access to education and training.



## The environment

The final plan will set out a number of policies which will tackle the effects of climate change and protect the environment as well as the other distinctive characteristics of the county.



## What does this mean for Hereford?

**Whitecross:** We have dropped the proposal to build 1,500 homes to reflect landscape and access issues as well as public concern. We could consider smaller parts of the site for new homes in the future.

**Holmer East:** We have dropped the Roman Road employment site, mainly due to unresolved contamination issues, public concern and a reduced employment need for Hereford.

**Holmer West:** We have halved the housing on this site to 500 homes over the plan period to reflect landscape issues and public concern. This location will include a park-and-ride site and cycling links to existing facilities within the city.

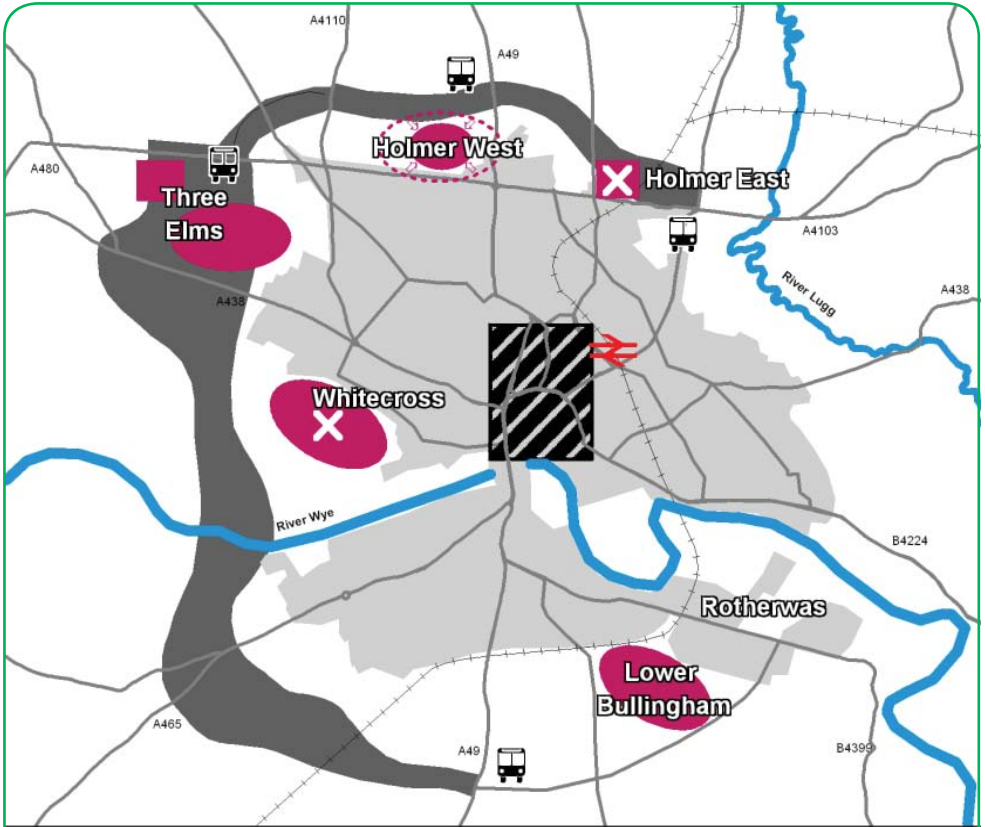
**City centre:** This will continue to grow and prosper, protecting Hereford's heritage while providing the new shops, homes and leisure facilities that are needed. Updated studies have confirmed the need for new shops in and around the historic core over the next 20 years.

**Lower Bullingham:** There are no changes proposed to this expansion area which will support economic development nearby at Rotherwas. This site will provide new homes at an average of around 50 a year, a new primary school, community facilities and a park-and-ride service together with open space and cycling routes.

**Three Elms:** As before, this expansion area will include new employment land, new homes at around 50 a year, community facilities and a park-and-ride site linked, via a park alongside the Yazor Brook, to existing facilities within the city. A new primary school has been added to the proposals.

**Western Relief Road:** We will continue to propose a western relief road. This links to the new homes and jobs and avoids the Lugg Meadows to the east, which are protected for their importance to nature conservation. Some minor amendments to the road corridor are proposed in the south. The relief road is proposed **alongside** measures to increase bus use, walking and cycling in the city.





Hereford Revised Preferred Option  
For illustration purposes

-  Housing growth
-  Employment growth
-  Deleted strategic site
-  Reduced site
-  Hereford relief road preferred route corridor
-  City Centre Regeneration
-  Park & Ride Site



**NORTH**  
Not to Scale

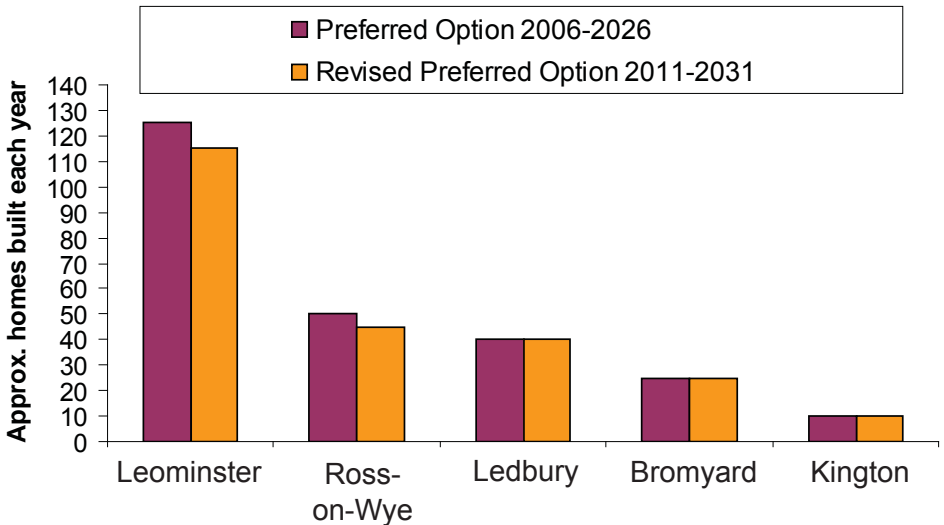
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## What does this mean for the market towns?

The reductions in housing growth in Leominster and Ross-on-Wye reflect the issues raised earlier about the rate of house building and local concerns. The introduction of employment land at the urban extension in Leominster is to meet the need for jobs over the extended plan period to 2031.

The chart below shows the number of homes proposed to be built (or converted from existing buildings) in the market towns each year up to 2031.



## What does this mean for the rural areas?

The rural areas will see more growth to tackle issues of affordable housing and to support local services. Sites for new homes and jobs in the rural areas will be considered through a separate consultation in the area development plans that will follow after we have finished this plan.



## General Polices

We will review and produce all of the general policies set out in the Preferred Options 2010 on issues like housing design, protecting open spaces and tourism, in full in the final version of this plan next year.



## Other ways forward

In suggesting changes to the plan we considered other options. However, we think they are either not realistic or are not the best way forward for Herefordshire.

You can find the full reasons for not choosing these other options, including how they scored in the sustainability appraisal, in the document referred to in the [Finding out more](#) box.

## What happens next?

May 2012	July 2012	August - September 2012	October 2012	Winter 2012/2013	Spring 2013
Our Cabinet will consider the draft plan (Core Strategy)	The full Council will approve the draft Core Strategy	Publicity for the Core Strategy before it is sent to the Secretary of State	The Core Strategy will be sent to the Secretary of State	Examination of the Core Strategy in public	We start to use the Core Strategy

Thank you for taking the time to read this leaflet. Please see over the page for details of how to find out more and how to comment.



## Finding out more

If you want to read more about these changes please see the background information which we used in preparing this leaflet.

**Revised Preferred Option Background Paper  
Sustainability Appraisal Note  
Habitats Regulations Assessment  
Preferred Options Papers 2010 (online only) and  
Local Development Framework Evidence Base (online only)**

You can find these on the planning pages of our website at [www.herefordshire.gov.uk/corestrategy](http://www.herefordshire.gov.uk/corestrategy) or at any local info centre or library.

## How to comment

We welcome your views on the new plan. Please send them to us using the Freepost address below by **Monday 28th November 2011**.

Local Development Framework  
Licence Number - RRJX-TLSH-SCYH  
Freepost - Forward Planning  
Herefordshire Council  
PO Box 4  
Plough Lane  
Hereford  
HR4 0XH

Or, you can e-mail: [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)

If you need help to understand this document, or would like it in another format or language, please call the Planning Policy team on 01432 260386 or send an email to [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)