

Shaping Our Place 2026

Local Development Framework

Place Shaping Paper Results Report

July 2010

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Introduction

This report details the findings of the consultation upon the 'Place Shaping Paper', which considered a preferred strategy and further options for the emerging Core Strategy. It also formed the first stage of consultation upon the Hereford Area Plan and the Market Towns and Rural Areas Plan. All three documents ultimately form part of the Local Development Framework (LDF). The Core Strategy is a long-term strategic planning document, which sets out the vision and objectives for the county and establishes the policy framework and the board locations for development necessary to deliver them. The Hereford Area Plan and the Market Towns and Rural Areas Plan will set out proposals for the delivery of sustainable growth in their respective areas.

The consultation took place between 18th January and 12th March 2010. All responses received up to the end of April 2010 were included in this report. Respondents could respond to the consultation by either completing a paper questionnaire to be returned Freepost to the Forward Planning Department, by emailing an electronic version of the questionnaire, or by completing it online via the Herefordshire Council website. The consultation exercise was promoted via local media, the press, the Herefordshire Council website, Herefordshire Matters and a series of road shows held across the county.

A simplified version of the questionnaire was also made available through Herefordshire Matters and the local press. The results of these questionnaires do not form part of this report.

Full information about the consultation exercise can be obtained from the Forward Planning Department at Herefordshire Council.

Methodology

Consultation questionnaires were distributed across the county as described in the Introduction. The questionnaire makes reference to the document *Place Shaping Paper Consultation January 2010*.

Unless otherwise stated, the sample base is the number of respondents to the question and is the base from which the percentages are calculated. As not all of the questions were relevant for all respondents in many cases the sample base is considerably lower than the total number of respondents to the survey.

Percentages are presented rounded to the nearest whole number in the tables, however the charts are based on the unrounded percentages.

As the survey respondents do not constitute a statistically randomised sample of the target population a statistical assessment of difference is not appropriate. However, as a guide it is suggested that the following approximate assessment of difference is used:

If the total number of respondents to a question was greater than 100 a percentage point difference of between 0% and approximately 5% can be considered 'similar', a percentage point difference of between around 6% and around 10% can be considered 'a difference' and a percentage point difference of around 10% 'a marked difference'. Where two groups are being compared

i.e. in the split of responses by age group and by gender, where the size of one group was less than 100, a percentage point difference of between 0% and around 8% can be considered 'similar' or 'no real difference', a percentage point difference of between around 9% and 15% a 'difference' and a percentage point difference of more than around 15% a 'marked difference'.

In cases where the results were similar for each gender or age group, tables and charts have not been included. Similarly, where the number of responses was low no meaningful comparison can be made between groups and consequently tables and charts have again not been included. *It should be noted that an element of judgement is required when interpreting the results and caution should be exercised when considering the extent or strength of apparent differences.*

It was not appropriate to provide an analysis of the results by geographical area, as respondents in different locations had the option to complete a shortened form specific to their area. It should also be noted that in the case of Hereford, the proportions of respondents from certain Hereford wards was disproportionate to the distribution of Hereford's population as a whole and therefore the Hereford respondents cannot be said to be representative of the geographical distribution of Hereford's population.

It should be noted that age and gender splits have been included where differences were apparent, however many of the responses were made on behalf of organisations. Where such respondents gave their age and gender they have been included in the analysis, however, as they were responding on behalf of an organisation and not in a personal capacity, caution is required when interpreting the results.

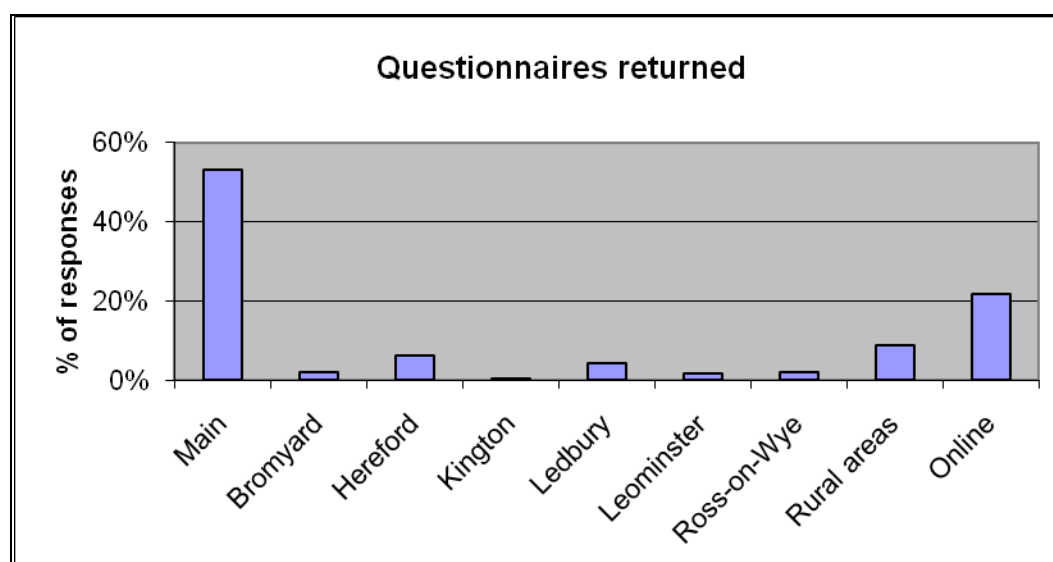
Results

A total of 844 questionnaires were returned. The majority were the full version with smaller numbers specific to the market towns and rural areas. There was also a young person's version of the main questionnaire. The fact that not all respondents had the same questionnaire should be taken into account when interpreting the results for individual questions.

258 responses (31%) were received where the respondent identified that they were responding on behalf of an organisation. It should be noted that there were some multiple responses from within single organisations, most notably 14 from employees of Herefordshire Council, 9 from CGMS (acting, it is believed, on behalf of individual clients) and 7 from Hope Family Centre, although many organisations submitted at least two responses. This should be taken into account when interpreting the results, especially when considering the extent to which the results can be regarded as representative of the views of Herefordshire's general population.

Questionnaire Type

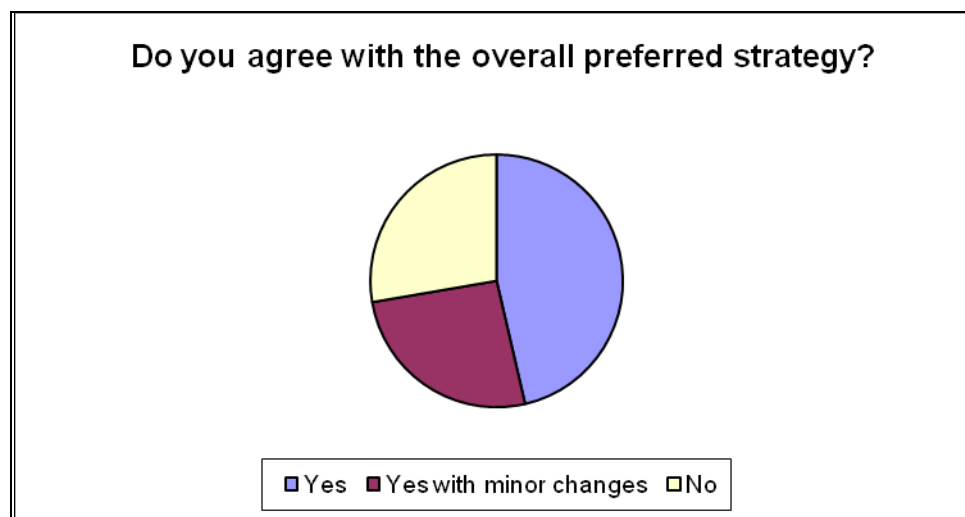
	No.	%
Main (full questionnaire including young person's version)	449	53%
Bromyard	18	2%
Hereford	53	6%
Kington	2	0%
Ledbury	37	4%
Leominster	13	2%
Ross-on-Wye	16	2%
Rural areas	73	9%
Online (full questionnaire)	183	22%
Total responses	844	



Spatial Strategy

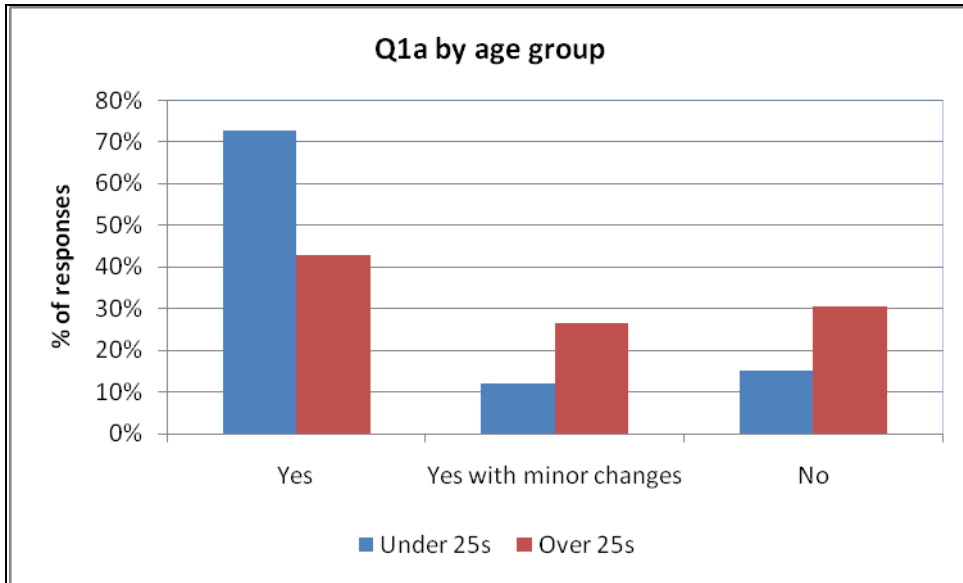
Q1a Do you agree with the overall preferred strategy for Herefordshire? (p.12)

	No.	%
Yes	211	46%
Yes with minor changes	118	26%
No	126	28%
Total responses	455	



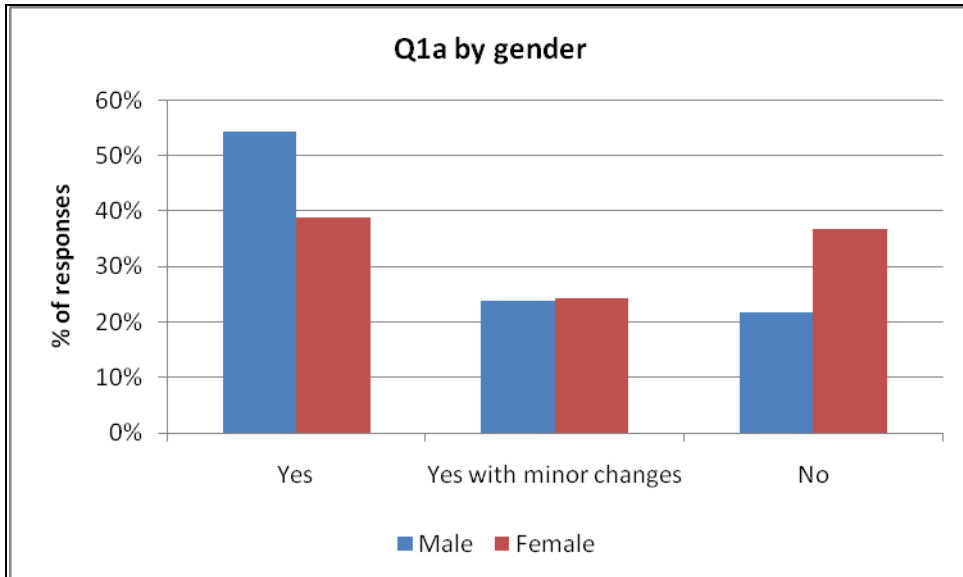
Analysis of Q1a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	48	73%	132	43%
Yes with minor changes	8	12%	82	27%
No	10	15%	94	31%
Total responses	66		308	



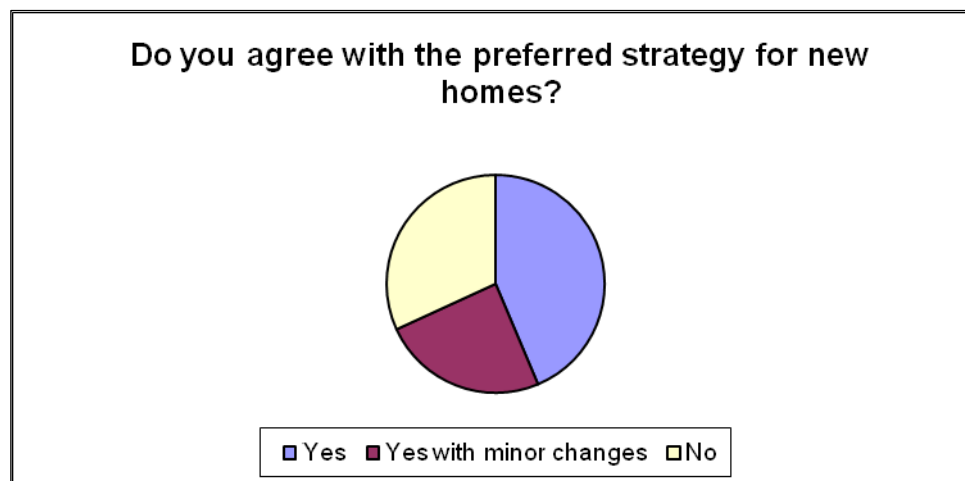
Analysis of Q1a by gender

	Male		Female	
	No.	%	No.	%
Yes	123	54%	56	39%
Yes with minor changes	54	24%	35	24%
No	49	22%	53	37%
Total responses	226		144	



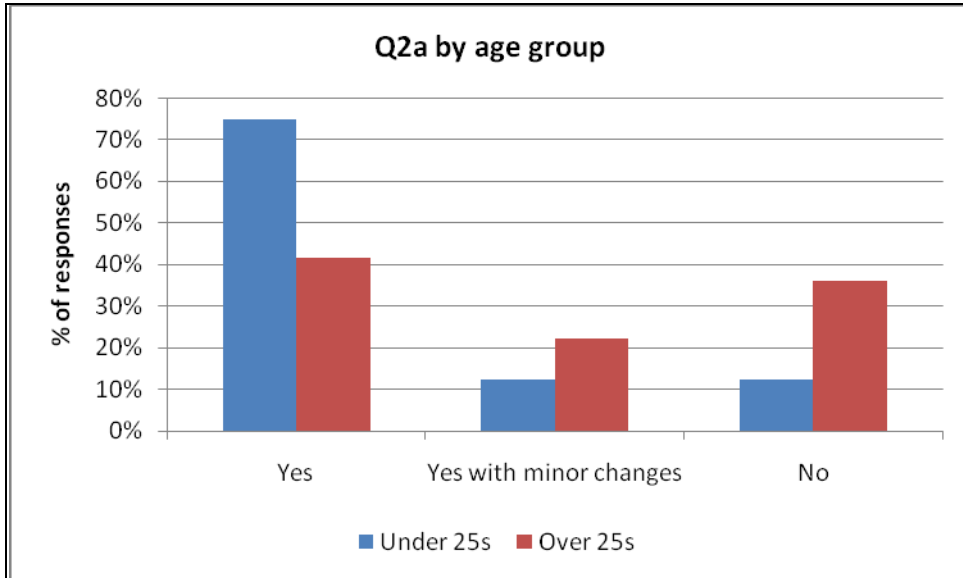
Q2a Do you agree with the preferred strategy for the distribution of new homes? (p.14)

	No.	%
Yes	196	44%
Yes with minor changes	110	24%
No	143	32%
Total responses	449	



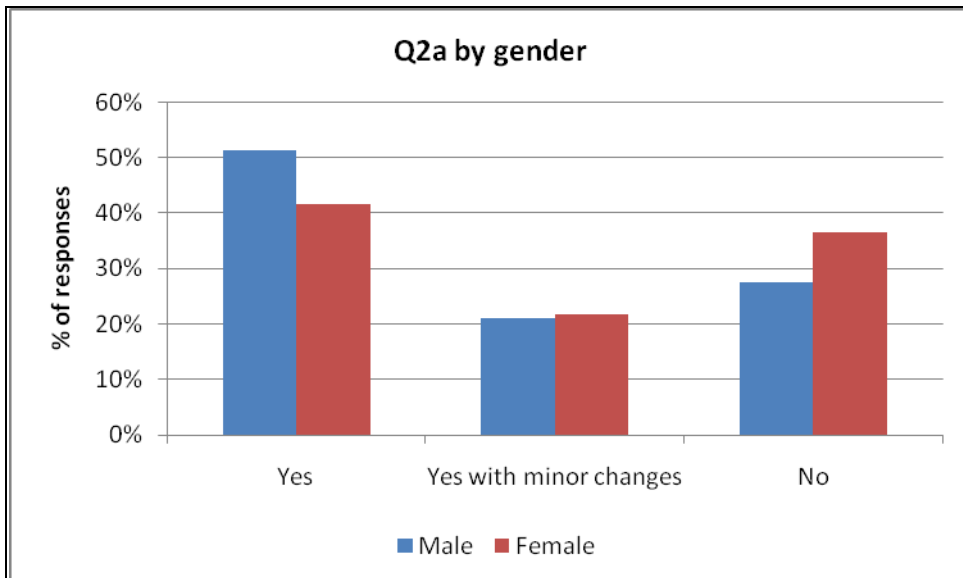
Analysis of Q2a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	48	75%	127	42%
Yes with minor changes	8	13%	68	22%
No	8	13%	110	36%
Total responses	64		305	



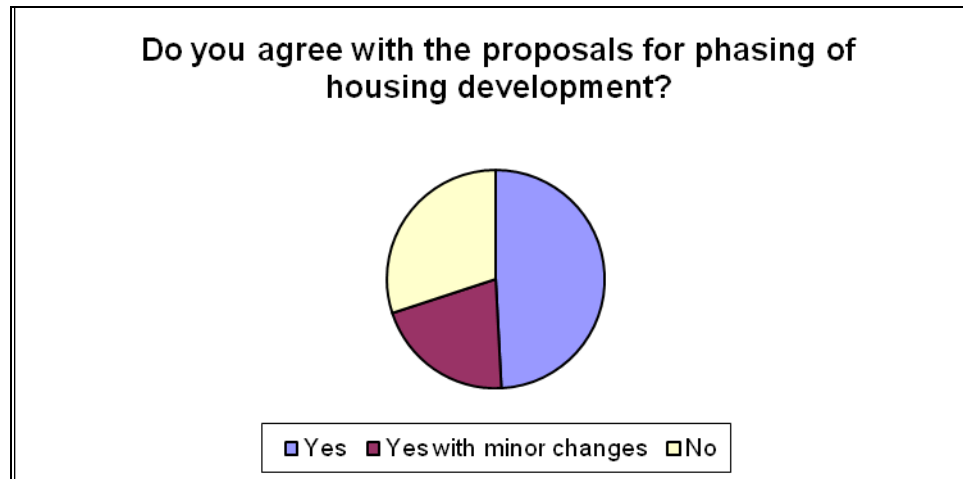
Analysis of Q2a by gender

	Male		Female	
	No.	%	No.	%
Yes	114	51%	59	42%
Yes with minor changes	47	21%	31	22%
No	61	27%	52	37%
Total responses	222		142	



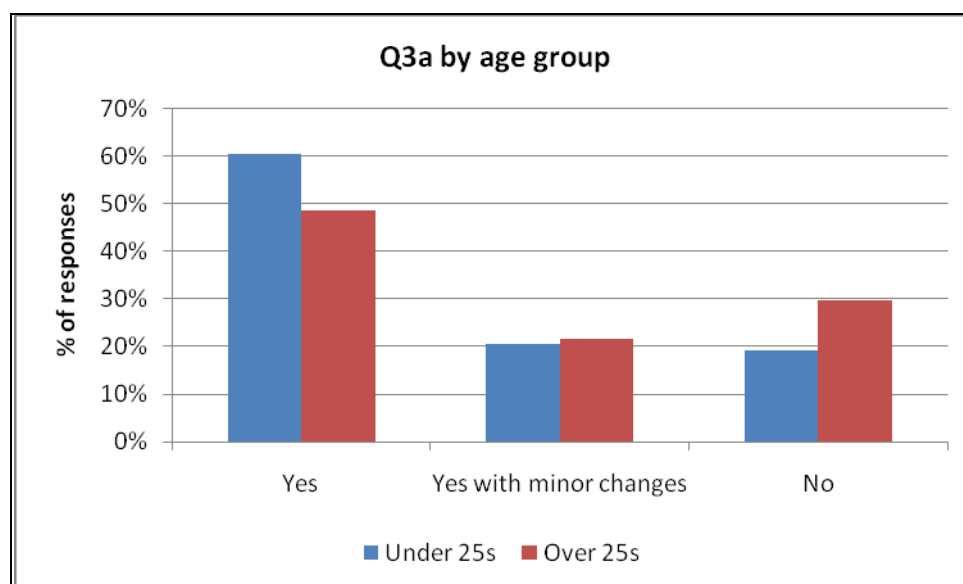
Q3a Do you agree with the proposals for phasing of housing development? (p.15)

	No.	%
Yes	208	49%
Yes with minor changes	88	21%
No	127	30%
Total responses	423	



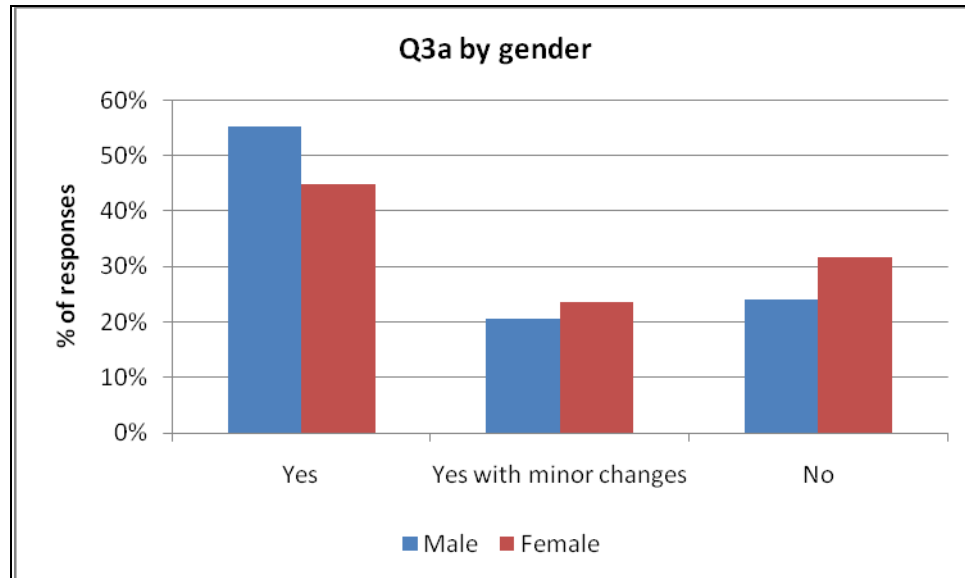
Analysis of Q3a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	38	60%	139	49%
Yes with minor changes	13	21%	62	22%
No	12	19%	85	30%
Total responses	63		286	



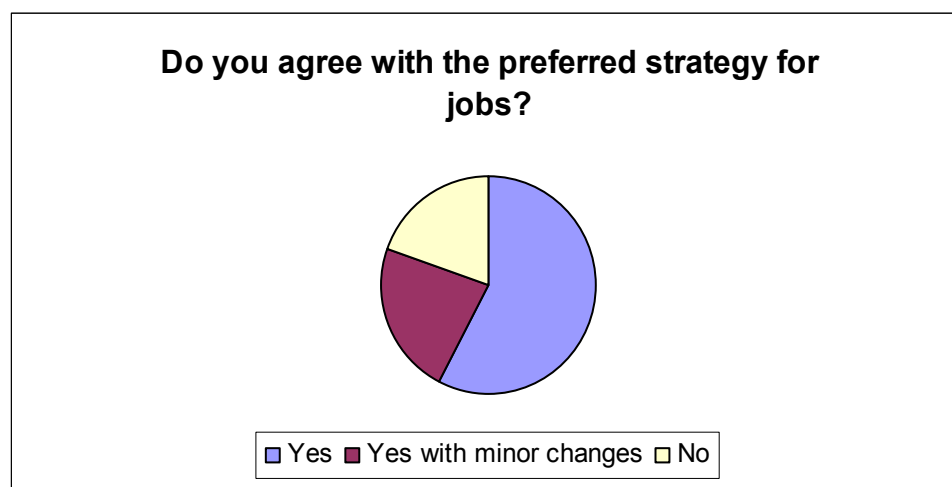
Analysis of Q3a by gender

	Male		Female	
	No.	%	No.	%
Yes	115	55%	61	45%
Yes with minor changes	43	21%	32	24%
No	50	24%	43	32%
Total responses	208		136	



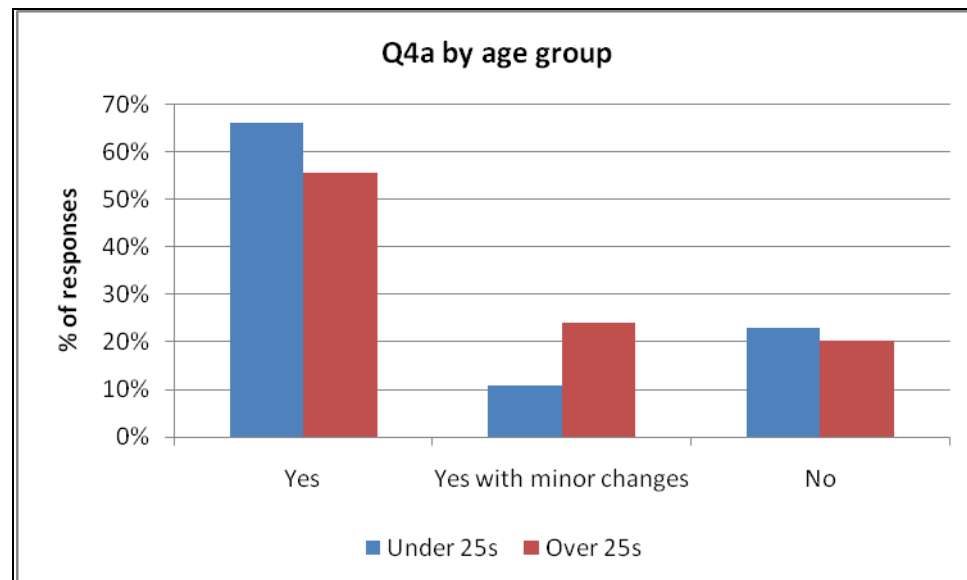
Q4a Do you agree with the preferred strategy for jobs? (p.16)

	No.	%
Yes	225	58%
Yes with minor changes	89	23%
No	77	20%
Total responses	391	



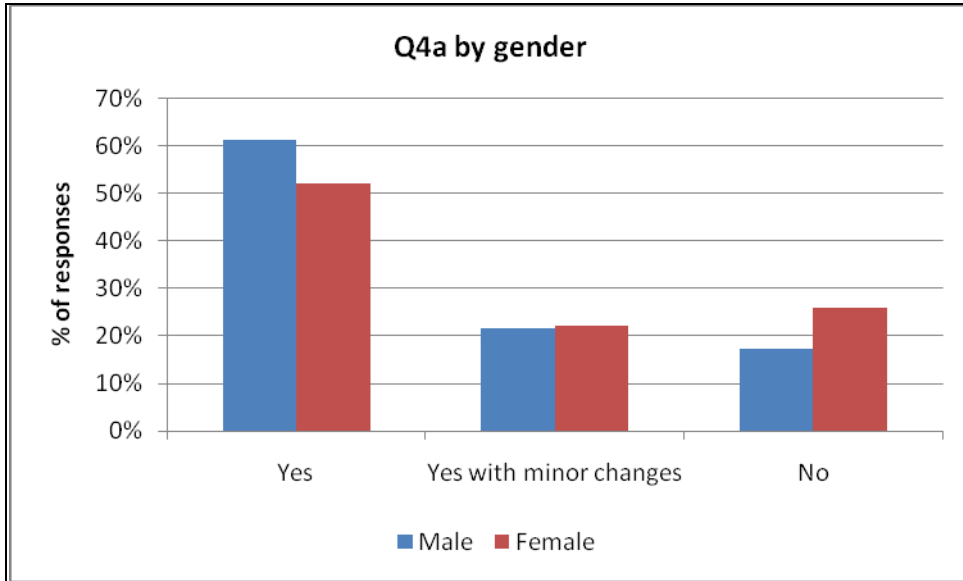
Analysis of Q4a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	43	66%	148	56%
Yes with minor changes	7	11%	64	24%
No	15	23%	54	20%
Total responses	65		266	



Analysis of Q4a by gender

	Male		Female	
	No.	%	No.	%
Yes	124	61%	66	52%
Yes with minor changes	44	22%	28	22%
No	35	17%	33	26%
Total responses	203		127	



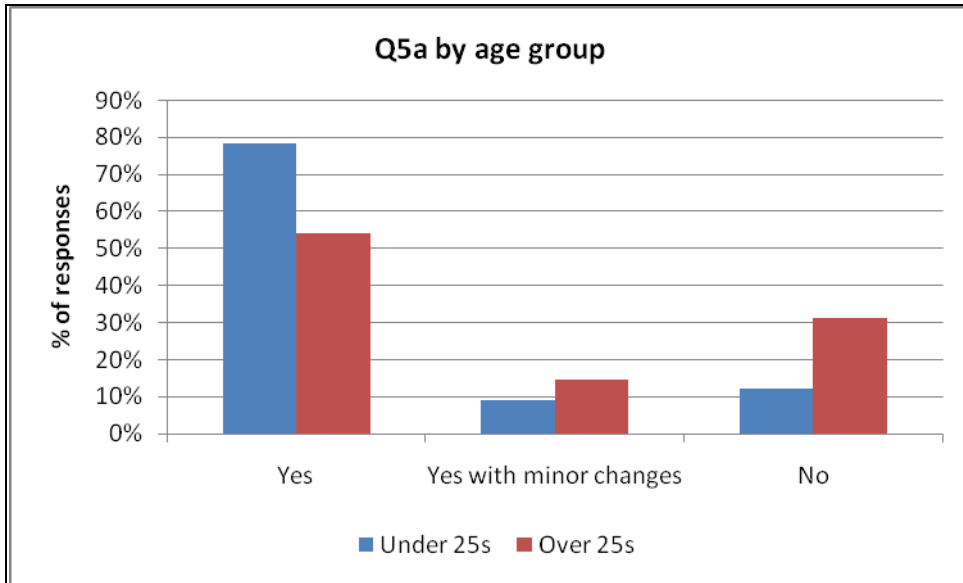
Q5a Do you agree with the preferred strategy for new shops? (p.16)

	No.	%
Yes	225	59%
Yes with minor changes	53	14%
No	103	27%
Total responses	381	



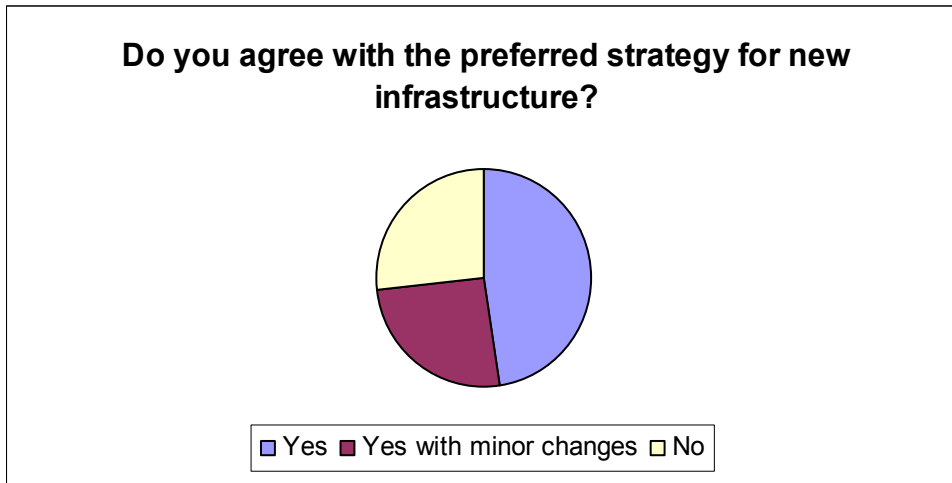
Analysis of Q5a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	51	78%	140	54%
Yes with minor changes	6	9%	38	15%
No	8	12%	81	31%
Total responses	65		259	



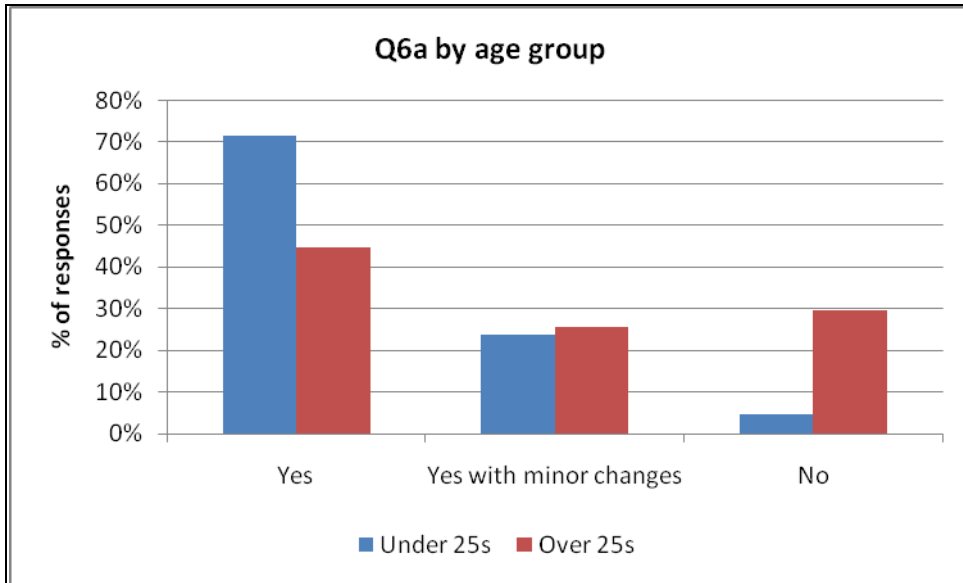
Q6a Do you agree with the preferred strategy for new infrastructure? (p.17)

	No.	%
Yes	192	47%
Yes with minor changes	105	26%
No	108	27%
Total responses	405	



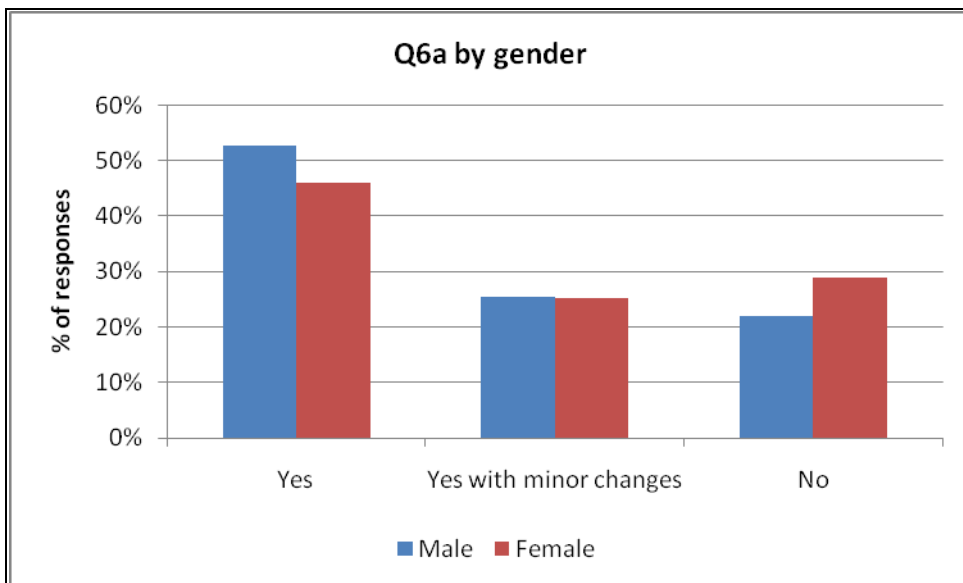
Analysis of Q6a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	45	71%	123	45%
Yes with minor changes	15	24%	71	26%
No	3	5%	82	30%
Total responses	63		276	



Analysis of Q6a by gender

	Male		Female	
	No.	%	No.	%
Yes	106	53%	62	46%
Yes with minor changes	51	25%	34	25%
No	44	22%	39	29%
Total responses	201		135	



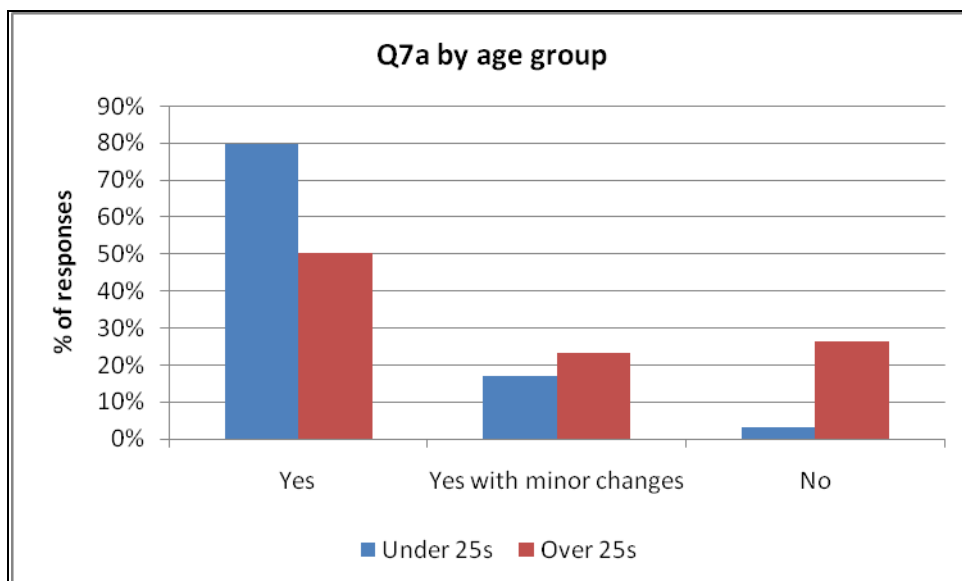
Q7a Do you agree with the overall strategy for Hereford? (p.19)

	No.	%
Yes	220	56%
Yes with minor changes	86	22%
No	87	22%
Total responses	393	



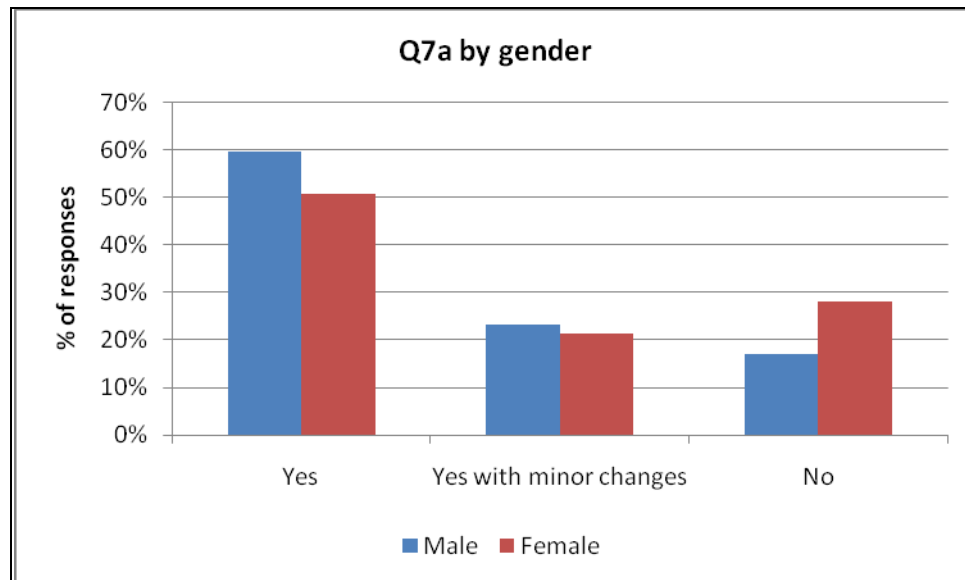
Analysis of Q7a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	51	80%	133	50%
Yes with minor changes	11	17%	61	23%
No	2	3%	70	27%
Total responses	64		264	



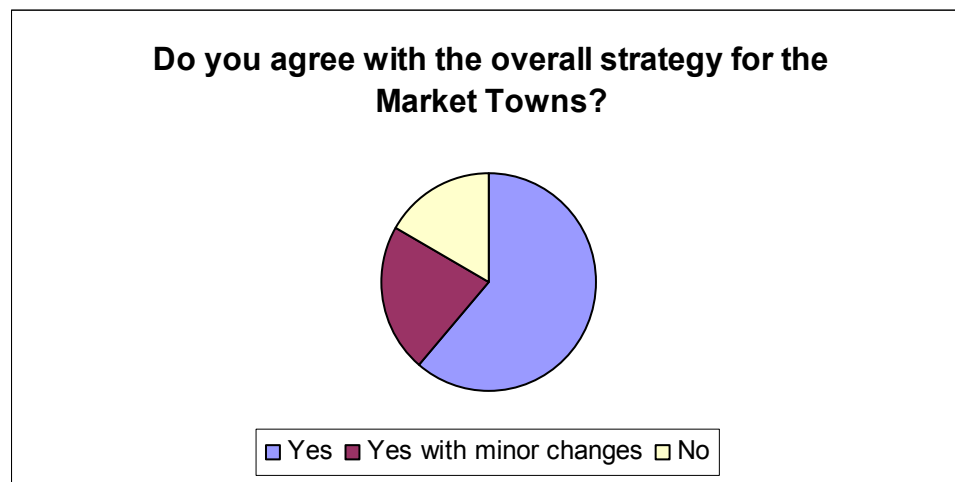
Analysis of Q7a by gender

	Male		Female	
	No.	%	No.	%
Yes	115	60%	67	51%
Yes with minor changes	45	23%	28	21%
No	33	17%	37	28%
Total responses	193		132	



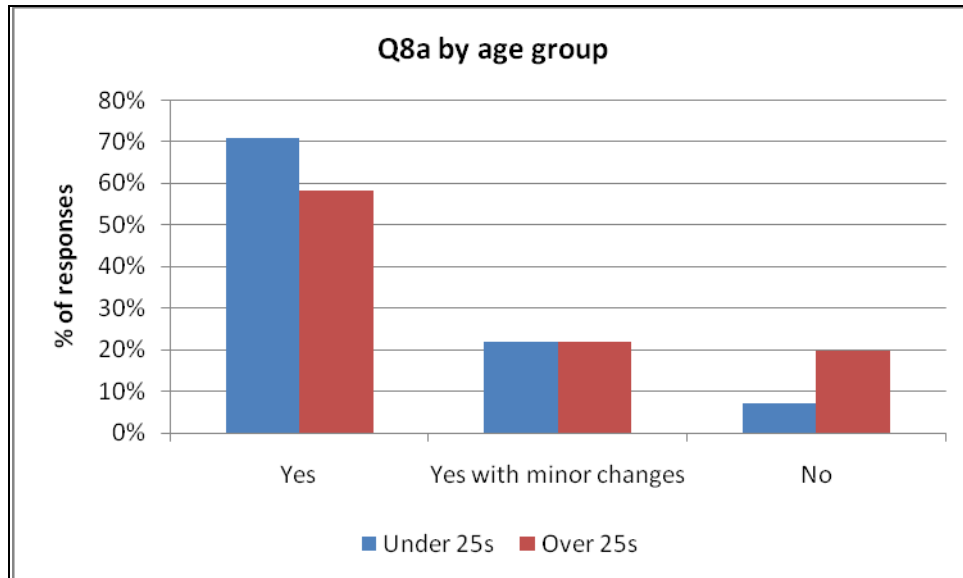
Q8a Do you agree with the overall strategy for the Market Towns? (p.19)

	No.	%
Yes	230	61%
Yes with minor changes	82	22%
No	63	17%
Total responses	375	



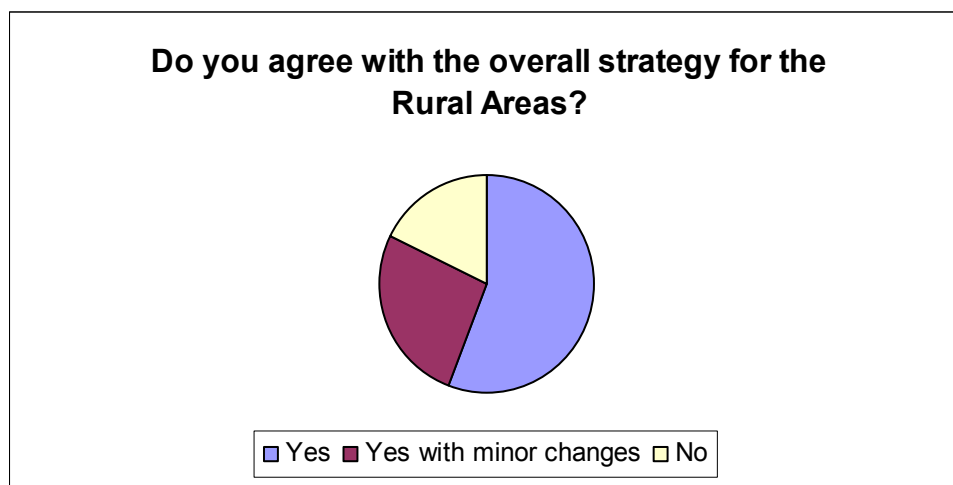
Analysis of Q8a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	39	71%	153	58%
Yes with minor changes	12	22%	58	22%
No	4	7%	52	20%
Total responses	55		263	



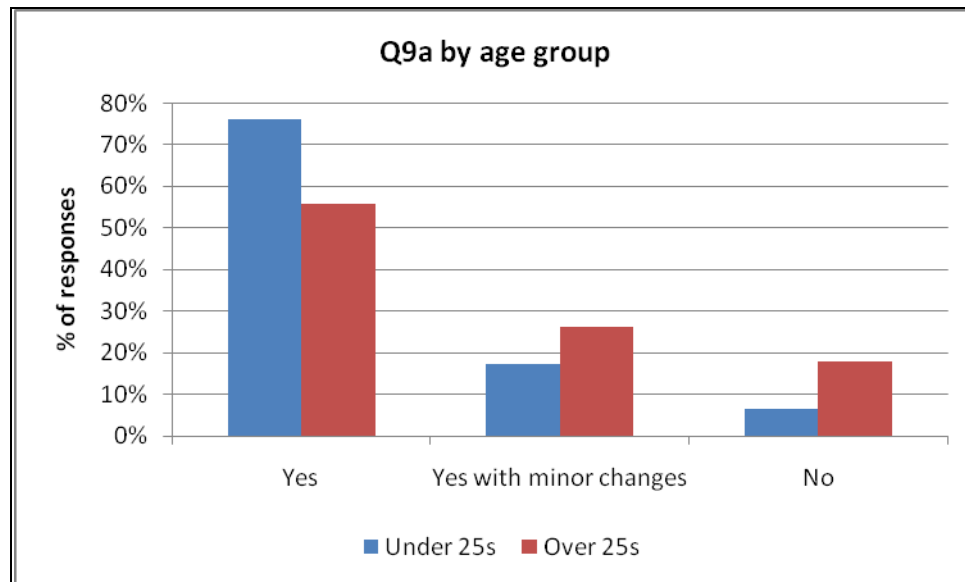
Q9a Do you agree with the overall strategy for the Rural Areas? (p.20)

	No.	%
Yes	210	56%
Yes with minor changes	99	26%
No	67	18%
Total responses	376	



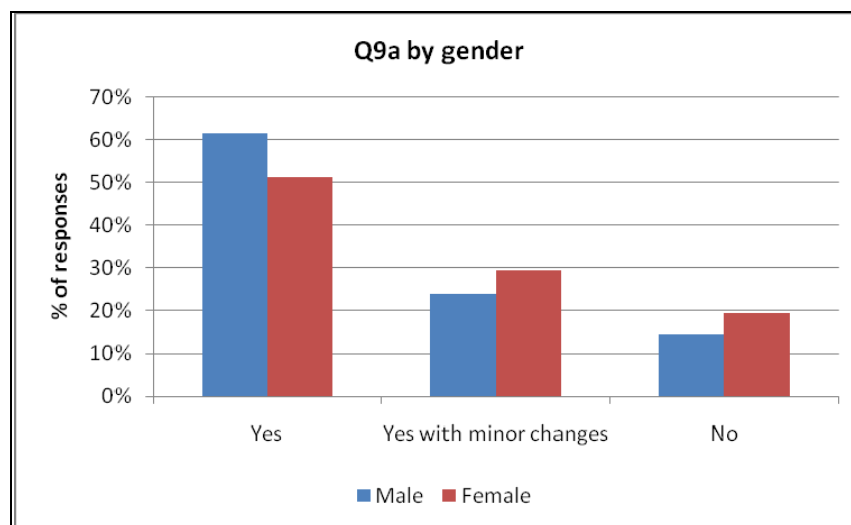
Analysis of Q9a by age group

	Under 25s		Over 25s	
	No.	%	No.	%
Yes	35	76%	146	56%
Yes with minor changes	8	17%	69	26%
No	3	7%	47	18%
Total responses	46		262	



Analysis of Q9a by gender

	Male		Female	
	No.	%	No.	%
Yes	115	61%	61	51%
Yes with minor changes	45	24%	35	29%
No	27	14%	23	19%
Total responses	187		119	

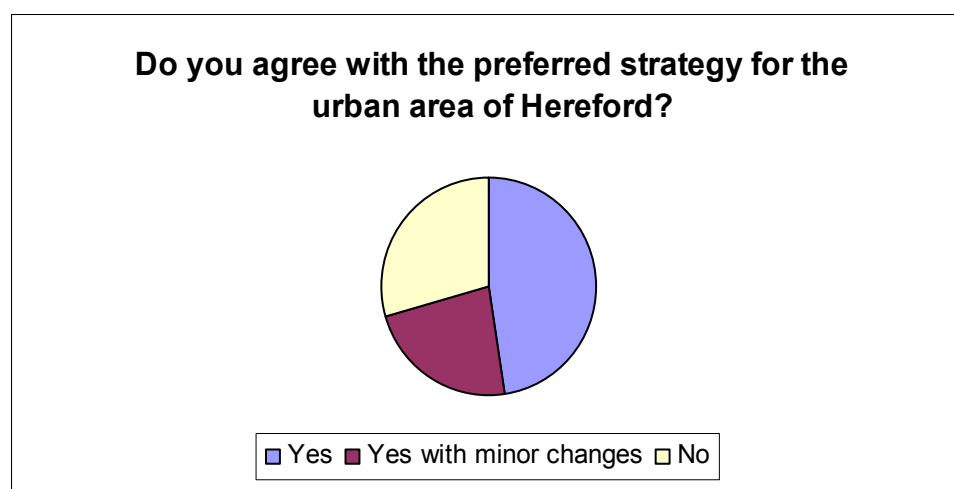


Place Shaping Issues and Core Strategy Options

Hereford (p.23)

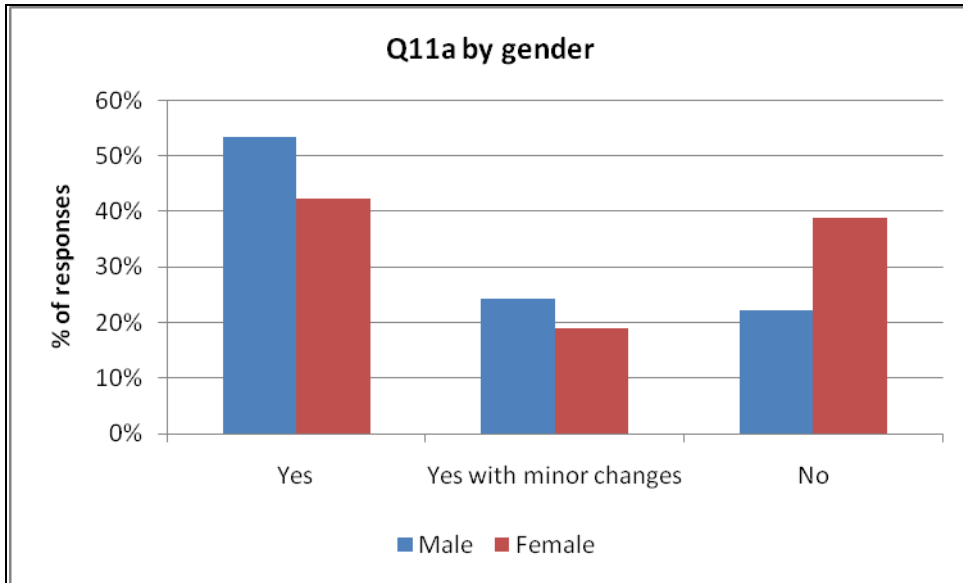
Q11a Do you agree with the preferred options for the urban area of Hereford? (p.27)

	No.	%
Yes	156	47%
Yes with minor changes	76	23%
No	97	29%
Total responses	329	



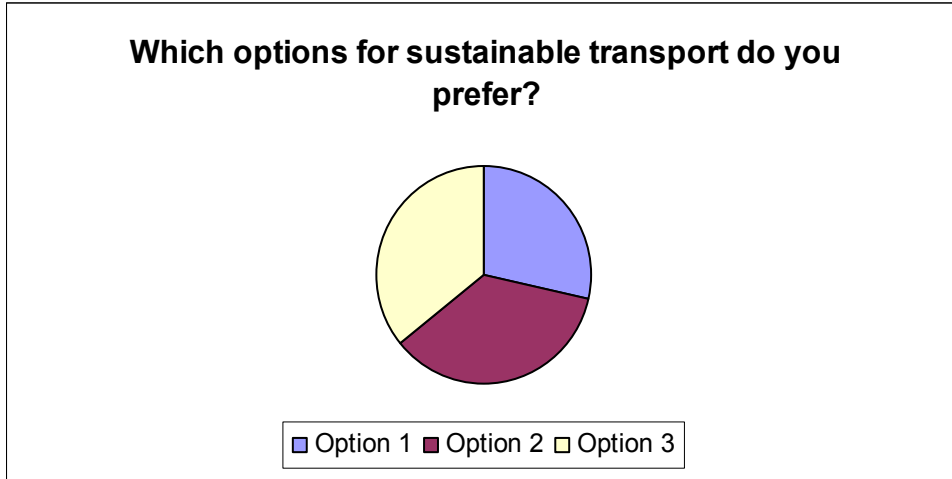
Analysis of Q11a by gender

	Male		Female	
	No.	%	No.	%
Yes	79	53%	38	42%
Yes with minor changes	36	24%	17	19%
No	33	22%	35	39%
Total responses	148		90	



Q12a Which of the options for sustainable transport measures do you prefer – Option 1, 2 or 3? (p.30)

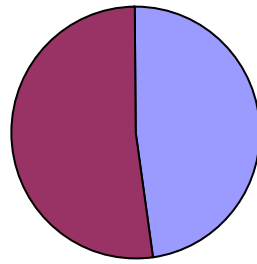
	No.	%
Option 1	77	29%
Option 2	96	36%
Option 3	97	36%
Total responses	270	



Q13 Given the relief road is included in the Place Shaping Paper as a preferred option, which route of a relief road would you prefer – eastern or western? (p.31)

	No.	%
East	160	48%
West	175	52%
Total responses	335	

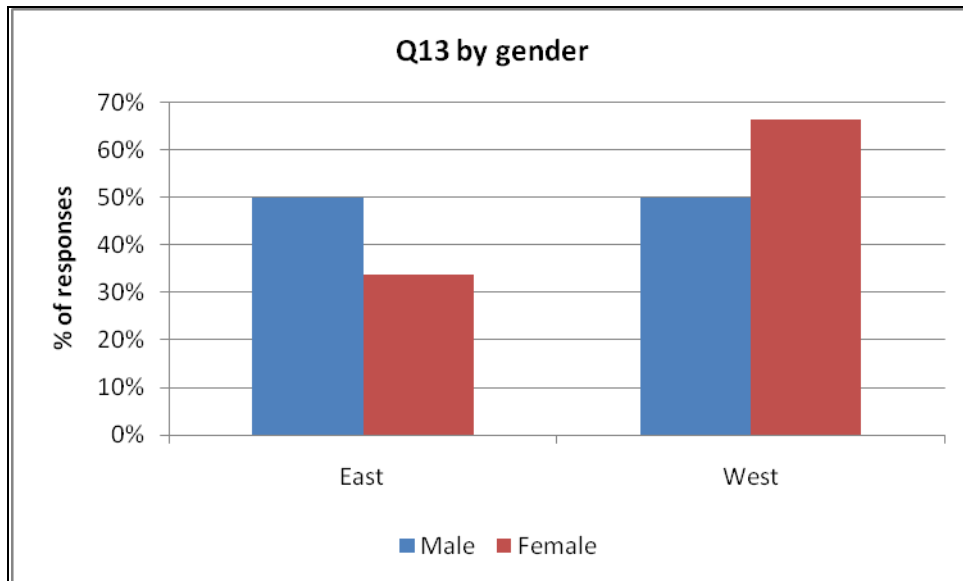
Which route of a relief road would you prefer?



■ East ■ West

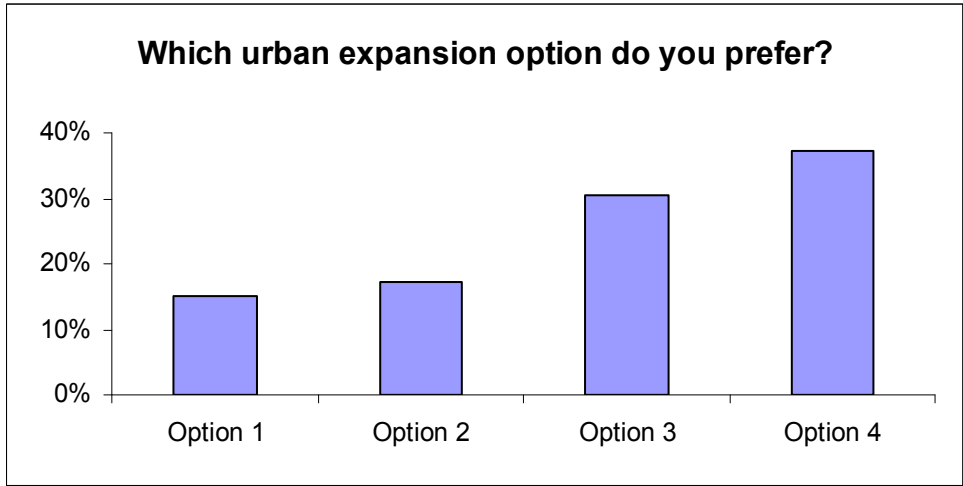
Analysis of Q13 by gender

	Male		Female	
	No.	%	No.	%
East	76	50%	28	34%
West	76	50%	55	66%
Total responses	152		83	



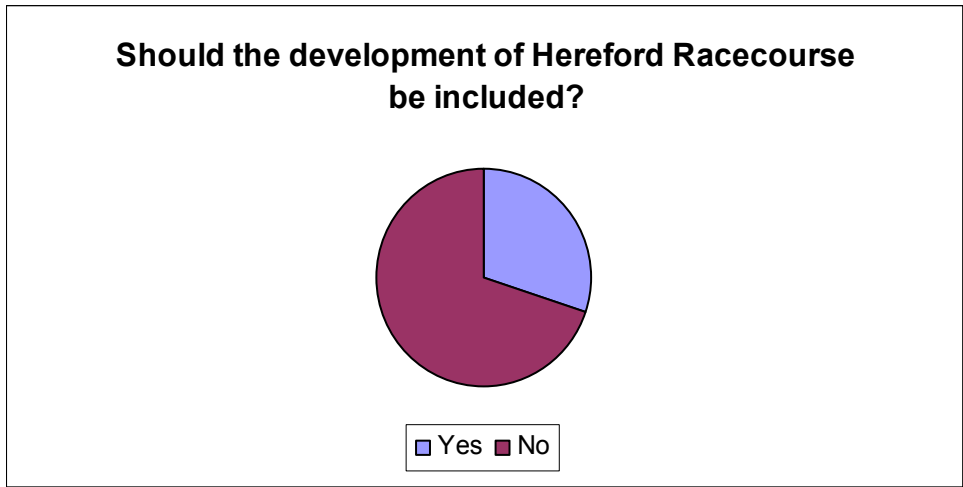
Q14a Which urban expansion option do you prefer – Option 1, 2, 3 or 4? (p.37)

	No.	%
Option 1	44	15%
Option 2	50	17%
Option 3	89	31%
Option 4	108	37%
Total responses	291	



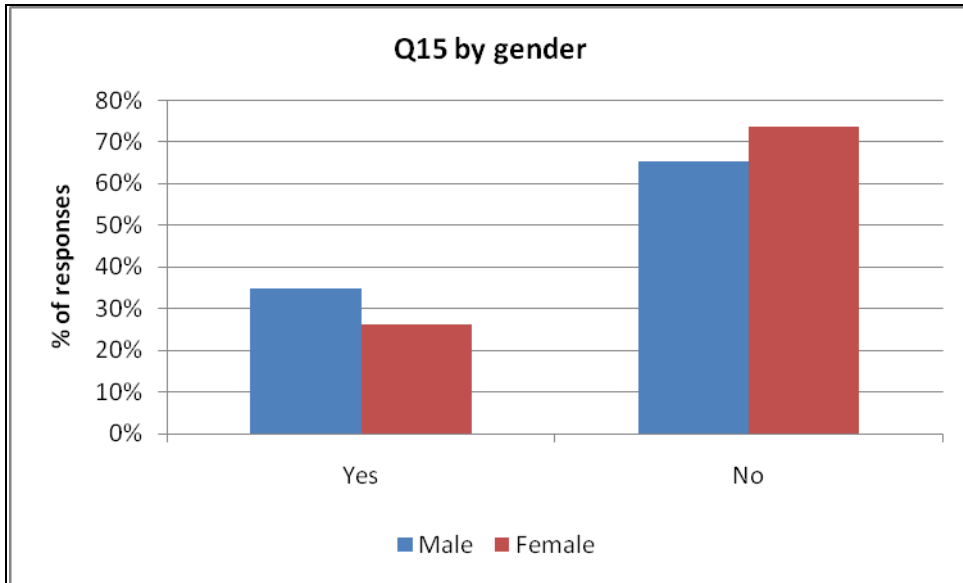
Q15 Should the development of Hereford Racecourse be included as part of the options? (p.43)

	No.	%
Yes	104	30%
No	242	70%
Total responses	346	



Analysis of Q15 by gender

	Male		Female	
	No.	%	No.	%
Yes	56	35%	25	26%
No	105	65%	70	74%
Total responses	161		95	

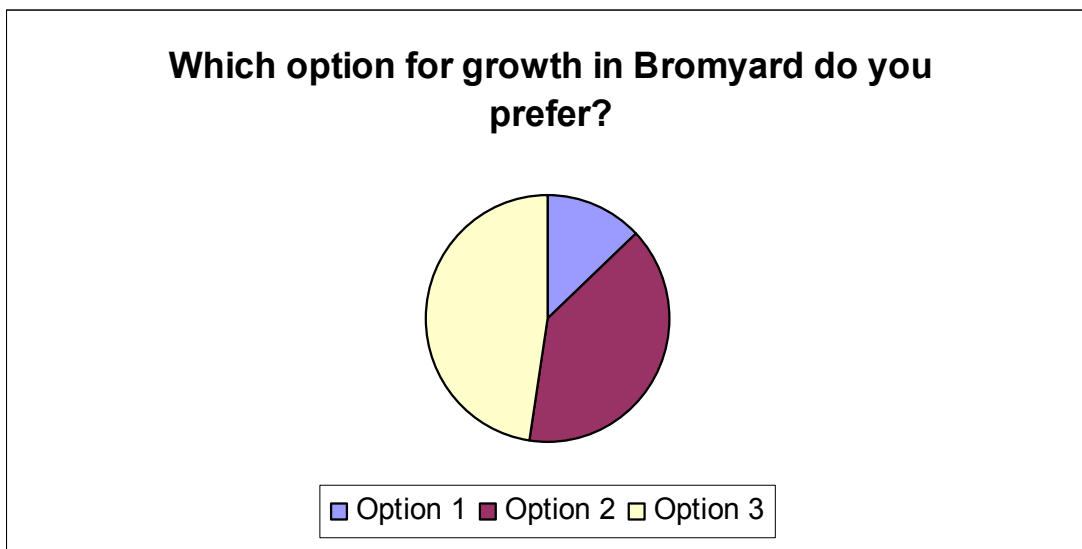


Bromyard (p.45)

Q17a Which option for growth in Bromyard do you prefer? Option 1, 2 or 3 (p.46)

	No.	%
Option 1	12	13%
Option 2	36	39%
Option 3	44	48%
Total responses	92	

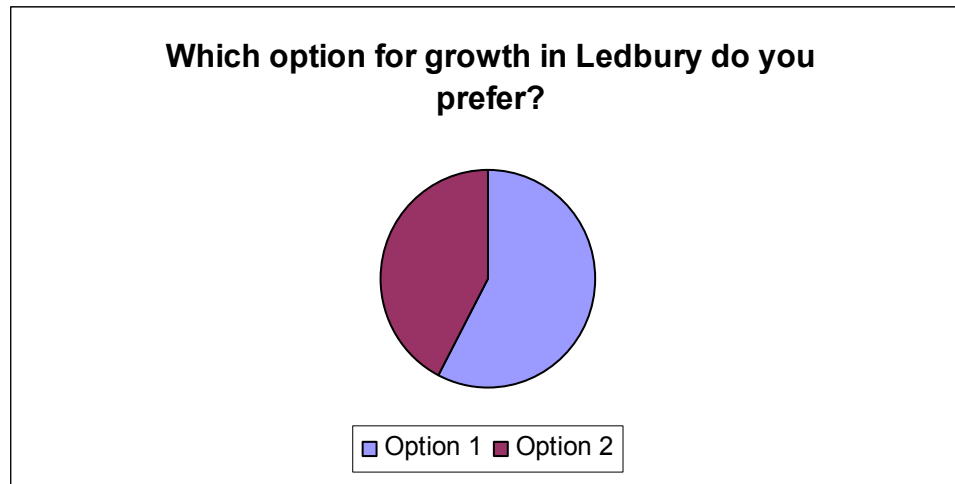
Note: The young person's questionnaire included an option 4 – the very few responses where this was selected have not been counted.



Ledbury (p.53)

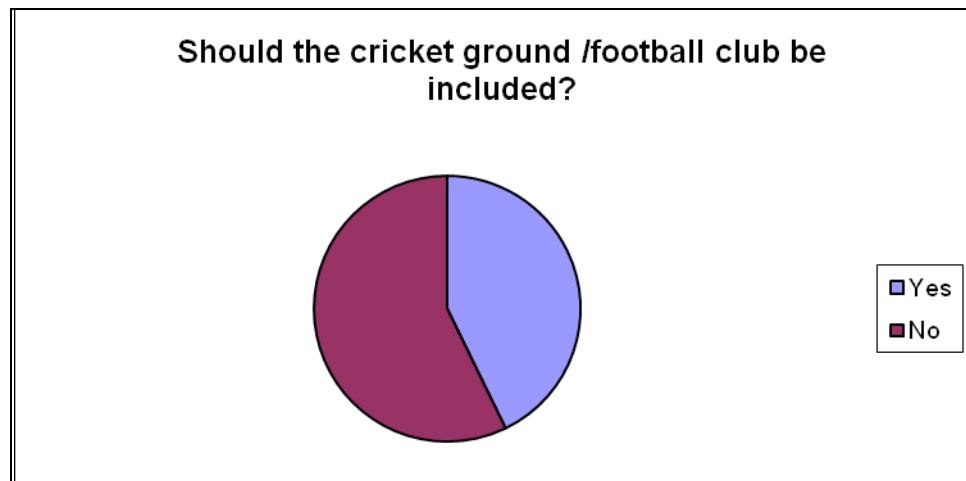
Q20a Which option for growth in Ledbury do you prefer, Option 1 or 2? (p.54)

	No.	%
Option 1	70	57%
Option 2	52	43%
Total responses	122	



Q21 Should the cricket ground/football club relocation be part of any proposals? (p.56/57)

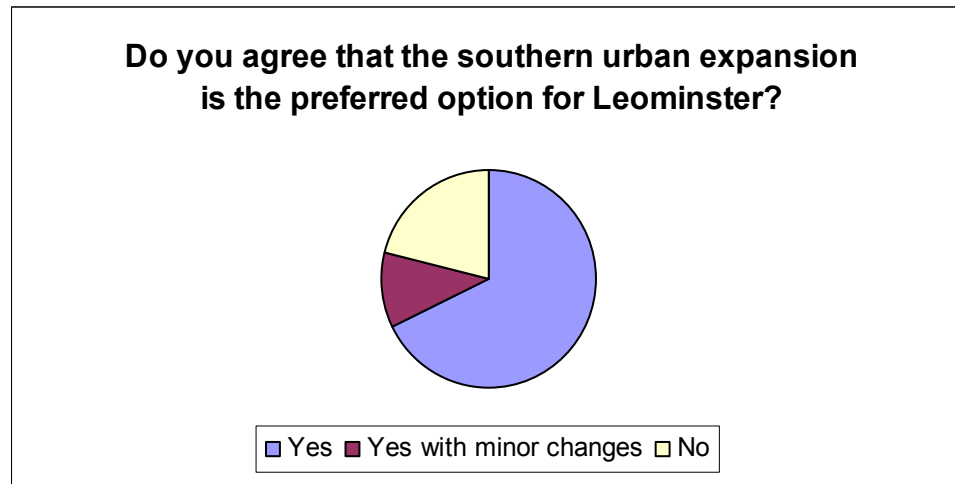
	No.	%
Yes	65	43%
No	87	57%
Total responses	152	



Leominster (p.58)

Q23a Do you agree that the southern urban extension is the preferred option for Leominster? (p.60)

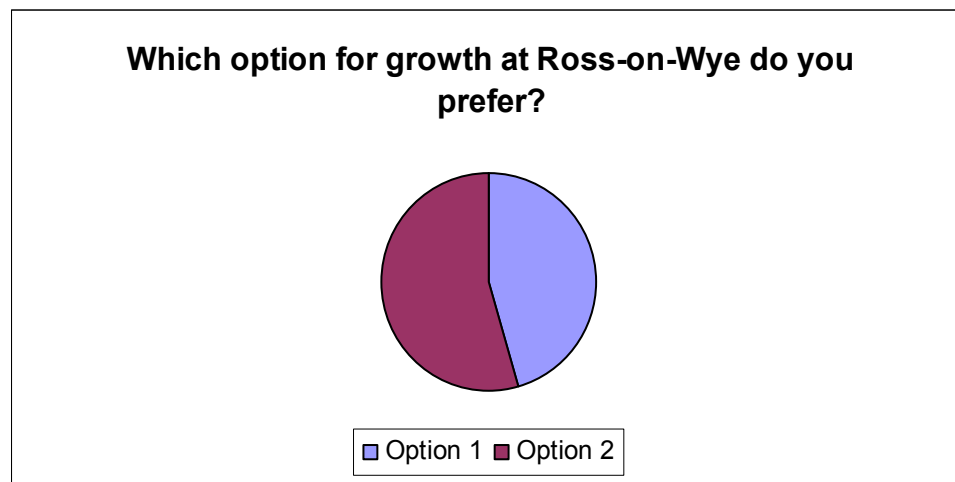
	No.	%
Yes	103	68%
Yes with minor changes	17	11%
No	32	21%
Total responses	152	



Ross-on-Wye (p.62)

Q25a Which option for growth in Ross-on-Wye do you prefer, Option 1 or 2? (p.65)

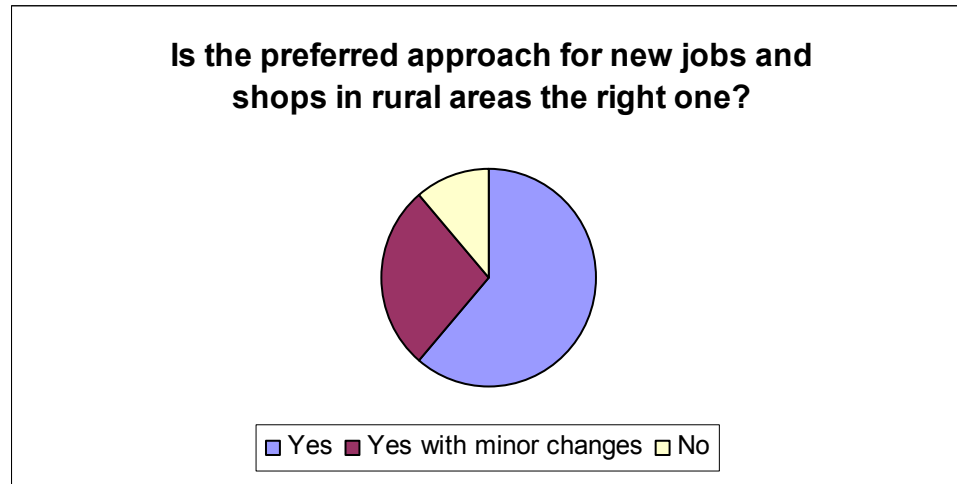
	No.	%
Option 1	57	46%
Option 2	68	54%
Total responses	125	



Rural areas (p.69)

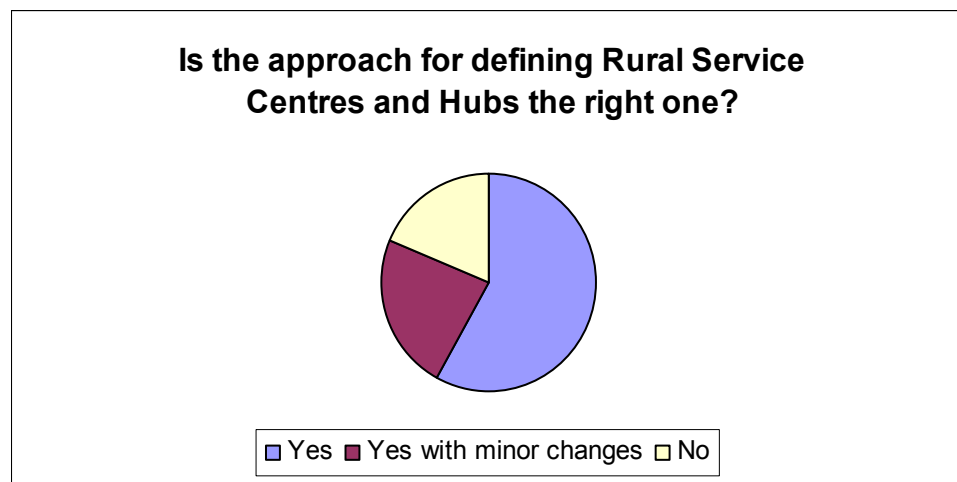
Q27a Is the preferred approach for new jobs and shops in the rural areas the right one? (p.71)

	No.	%
Yes	224	61%
Yes with minor changes	101	28%
No	42	11%
Total responses	367	



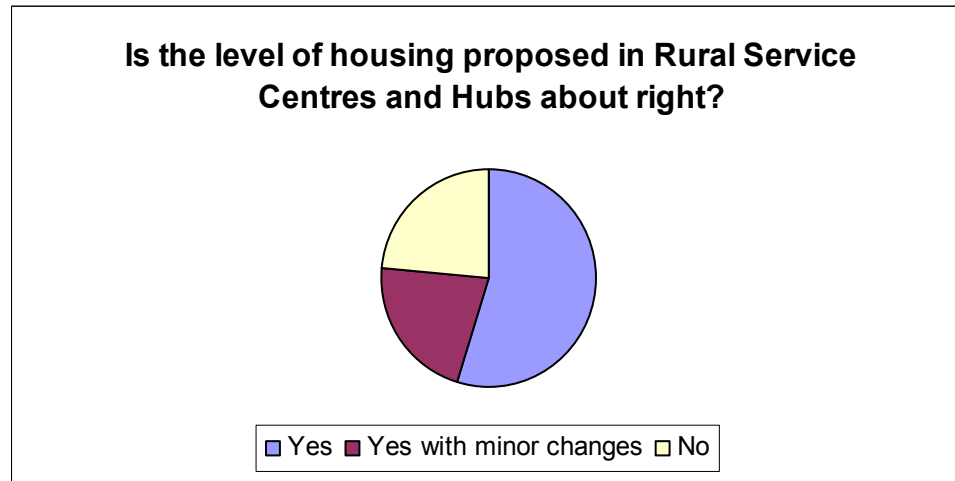
Q28a Is the preferred approach for defining Rural Service Centres and Hubs (Tier 1) the right one? (p.72)

	No.	%
Yes	182	58%
Yes with minor changes	73	23%
No	58	19%
Total responses	313	



Q29a Is the level of housing proposed in the Rural Service Centres and Hubs about right? (p.73)

	No.	%
Yes	171	55%
Yes with minor changes	67	21%
No	74	24%
Total responses	312	



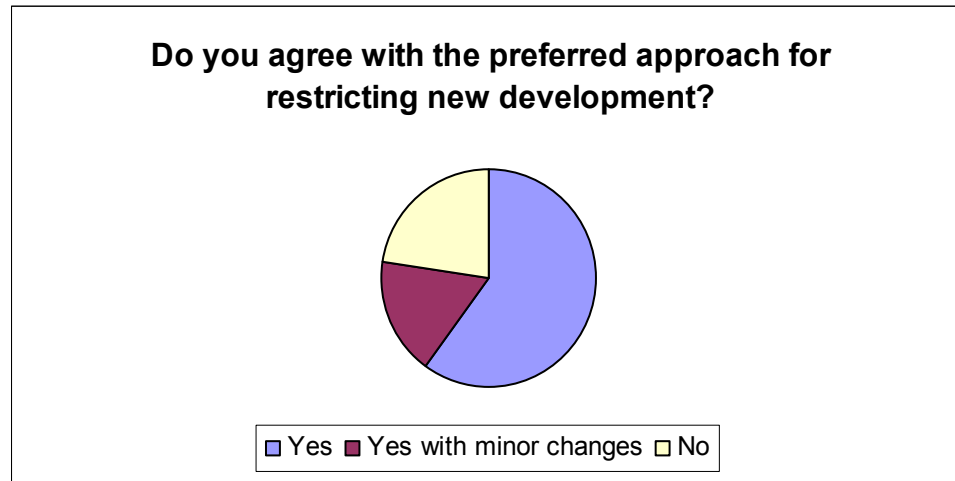
Q30a Which option for local centres (Tier 2) do you prefer, Option 1 or 2? (p.73)

	No.	%
Option 1	120	42%
Option 2	167	58%
Total responses	287	



Q31a Do you agree with the preferred approach for restricting new development in areas outside Tiers 1 and 2? (p.75)

	No.	%
Yes	194	60%
Yes with minor changes	55	17%
No	74	23%
Total responses	323	

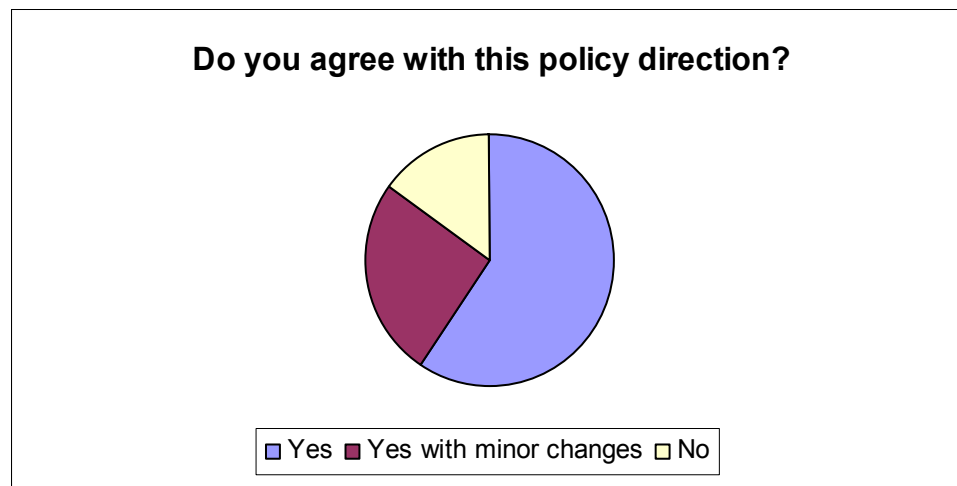


General Core Policies (p.78)

Renewable Energy/Energy Efficiency (p.79)

Q32a Do you agree with this policy direction?

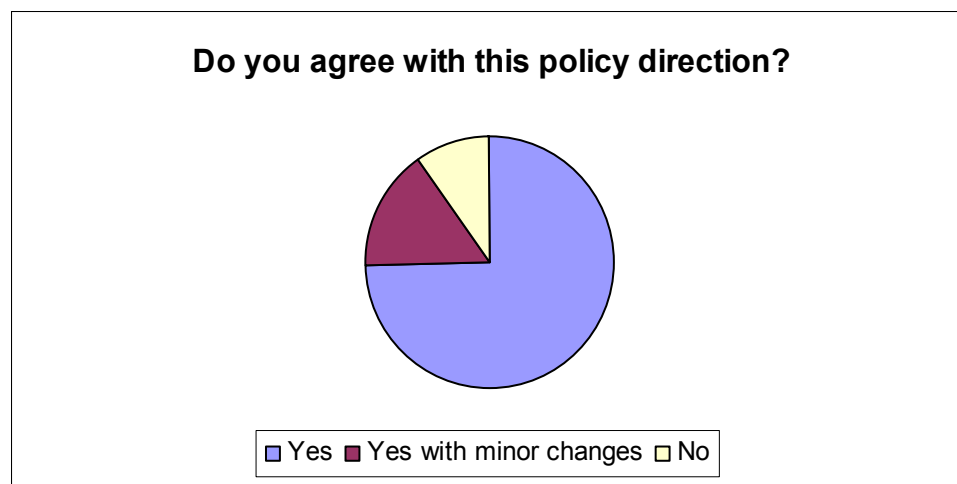
	No.	%
Yes	169	59%
Yes with minor changes	73	26%
No	43	15%
Total responses	285	



Managing Flood Risk (p.81)

Q33a Do you agree with this policy direction?

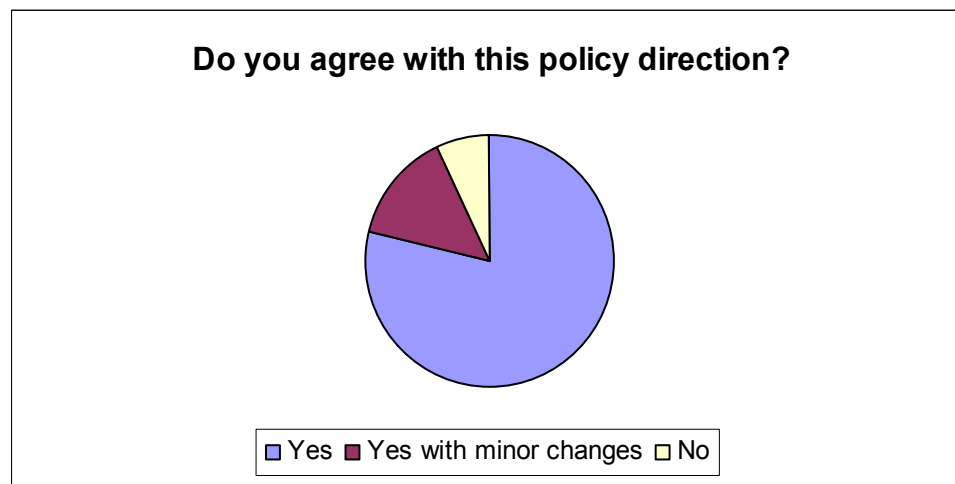
	No.	%
Yes	214	75%
Yes with minor changes	45	16%
No	28	10%
Total responses	287	



Water Resources (p.83)

Q34a Do you agree with this policy direction?

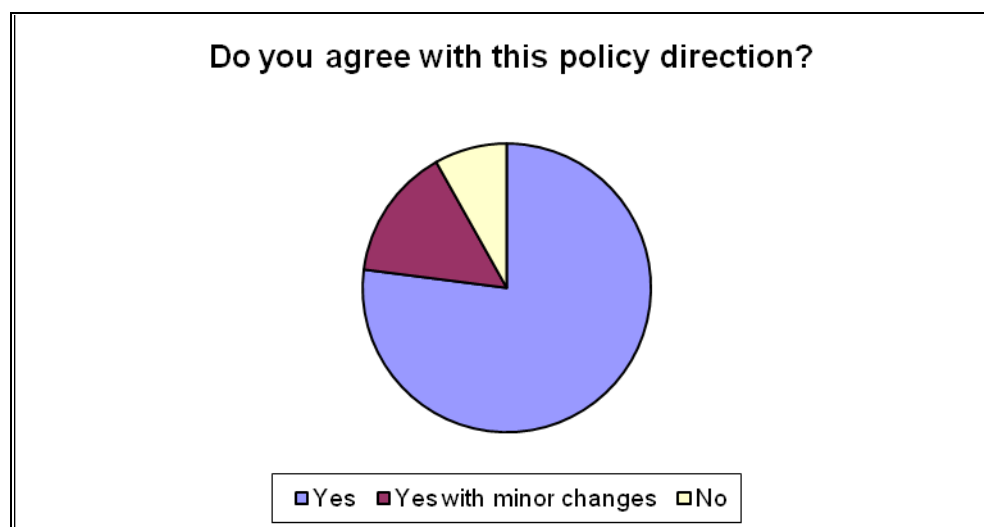
	No.	%
Yes	218	79%
Yes with minor changes	40	14%
No	19	7%
Total responses	277	



Local Distinctiveness (p.85)

Q35a Do you agree with this policy direction?

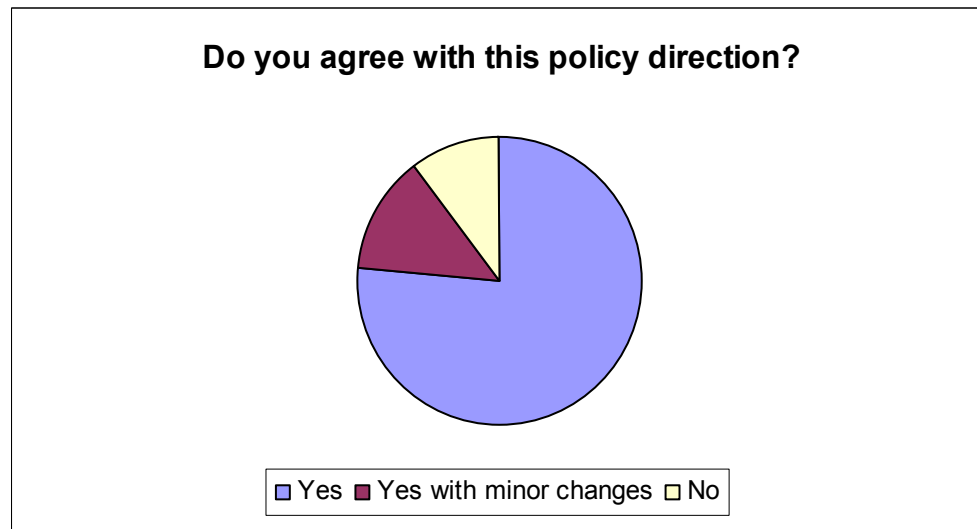
	No.	%
Yes	208	77%
Yes with minor changes	40	15%
No	22	8%
Total responses	208	



Design (p.88)

Q36a Do you agree with this policy direction?

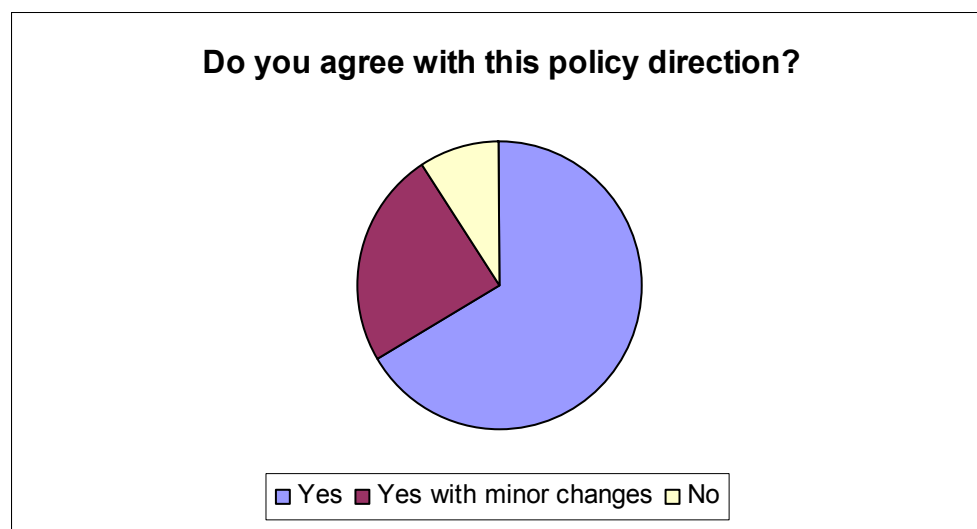
	No.	%
Yes	193	76%
Yes with minor changes	34	13%
No	26	10%
Total responses	253	



Movement in Herefordshire (p.91)

Q37a Do you agree with this policy direction?

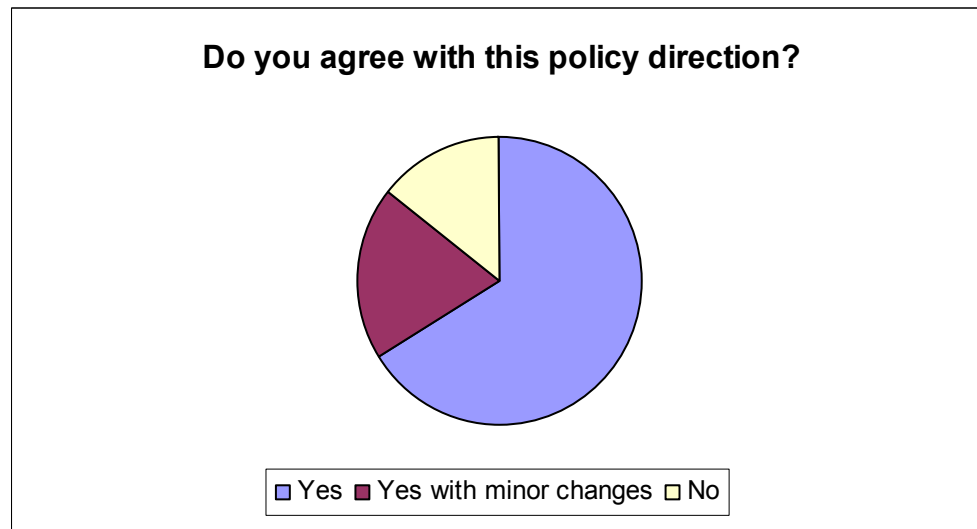
	No.	%
Yes	187	66%
Yes with minor changes	69	24%
No	26	9%
Total responses	282	



Infrastructure Delivery (p.93)

Q38a Do you agree with this policy direction?

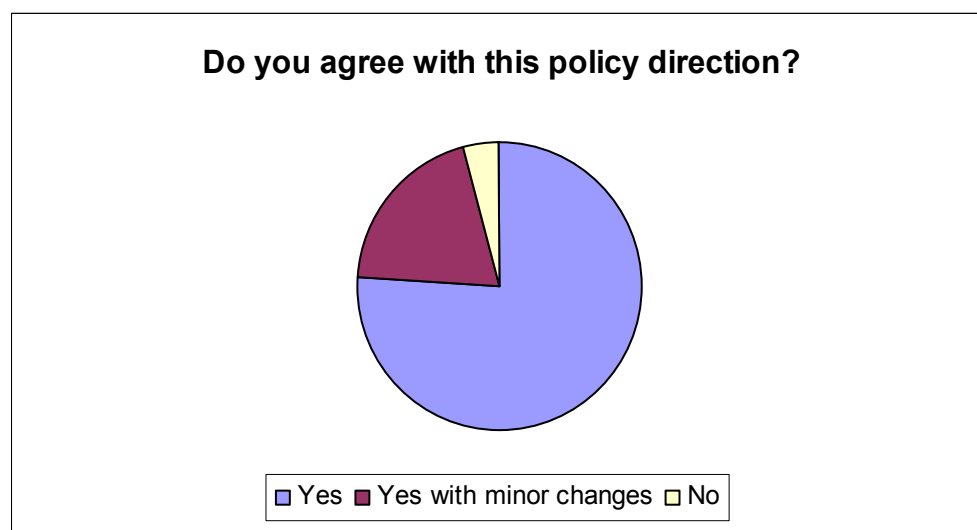
	No.	%
Yes	166	66%
Yes with minor changes	49	20%
No	36	14%
Total responses	251	



Waste (p.95)

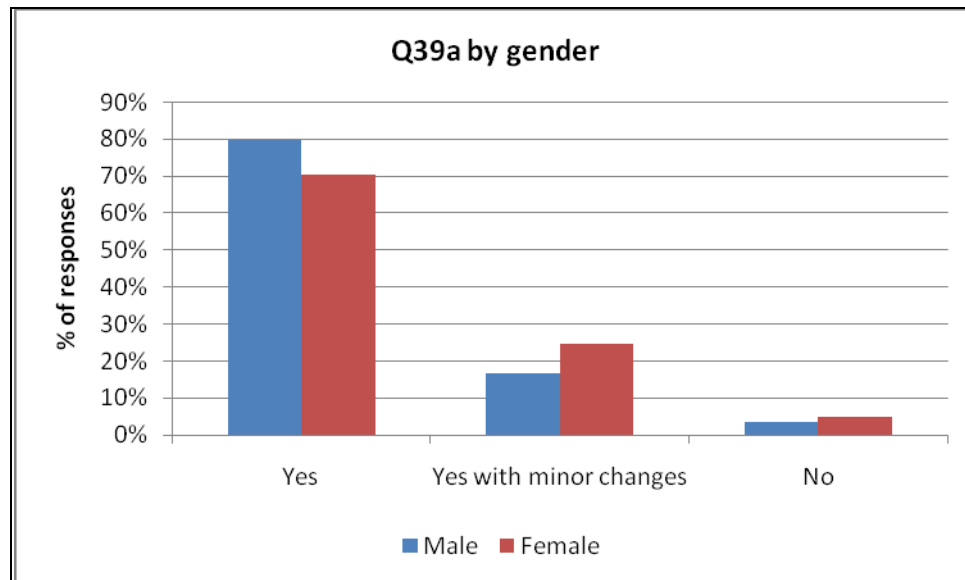
Q39a Do you agree with this policy direction?

	No.	%
Yes	202	76%
Yes with minor changes	53	20%
No	11	4%
Total responses	266	



Analysis of Q39a by gender

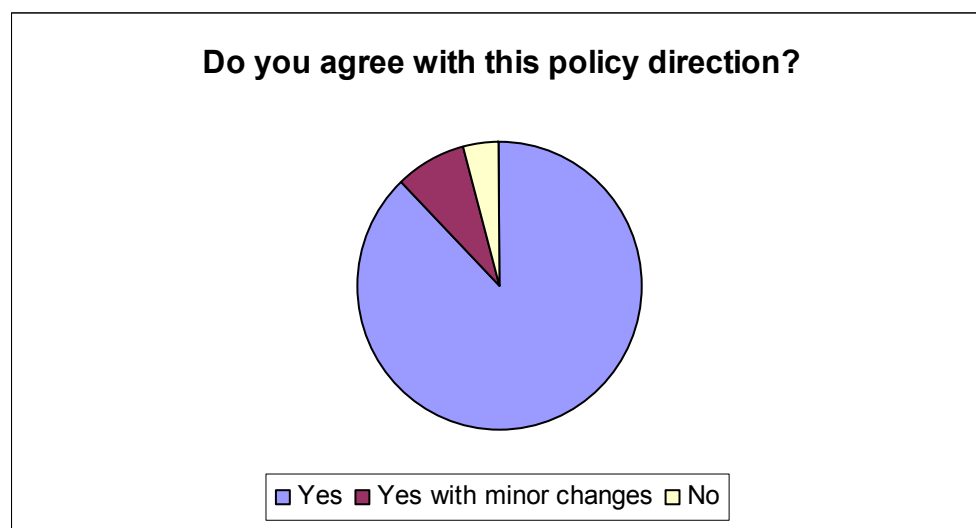
	Male		Female	
	No.	%	No.	%
Yes	111	80%	57	70%
Yes with minor changes	23	17%	20	25%
No	5	4%	4	5%
Total responses	139		81	



Minerals (p.97)

Q40a Do you agree with this policy direction?

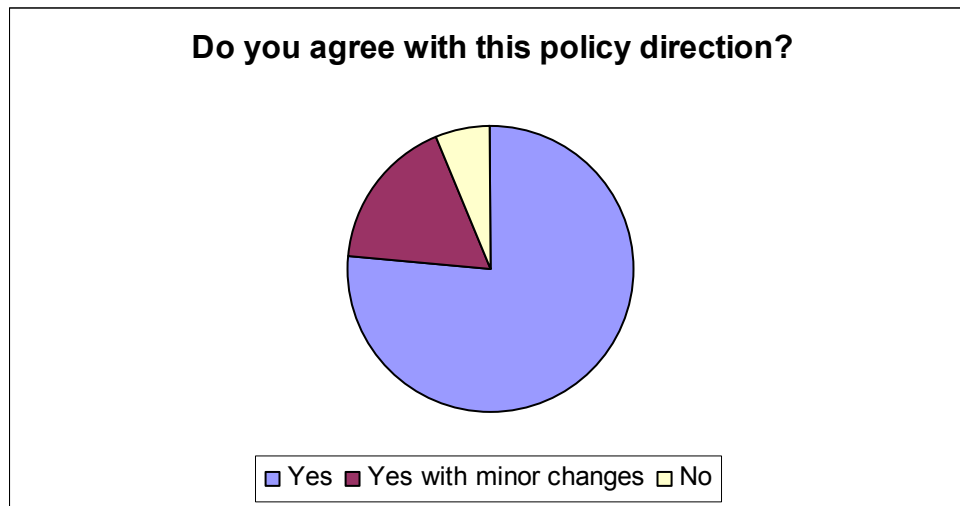
	No.	%
Yes	195	88%
Yes with minor changes	18	8%
No	9	4%
Total responses	222	



Maintaining employment land supply (p.99)

Q41a Do you agree with this policy direction?

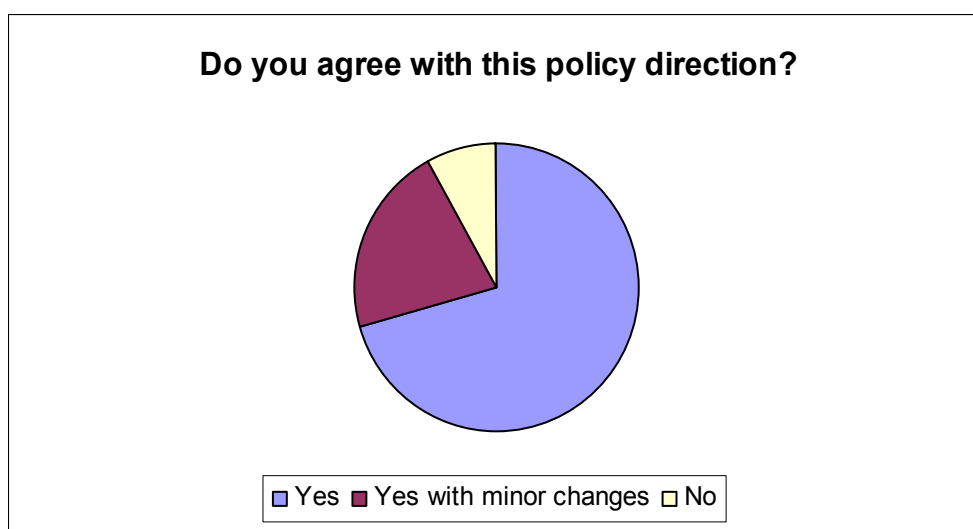
	No.	%
Yes	187	76%
Yes with minor changes	43	18%
No	15	6%
Total responses	245	



Employment Land Provision (p.101)

Q42a Do you agree with this policy direction?

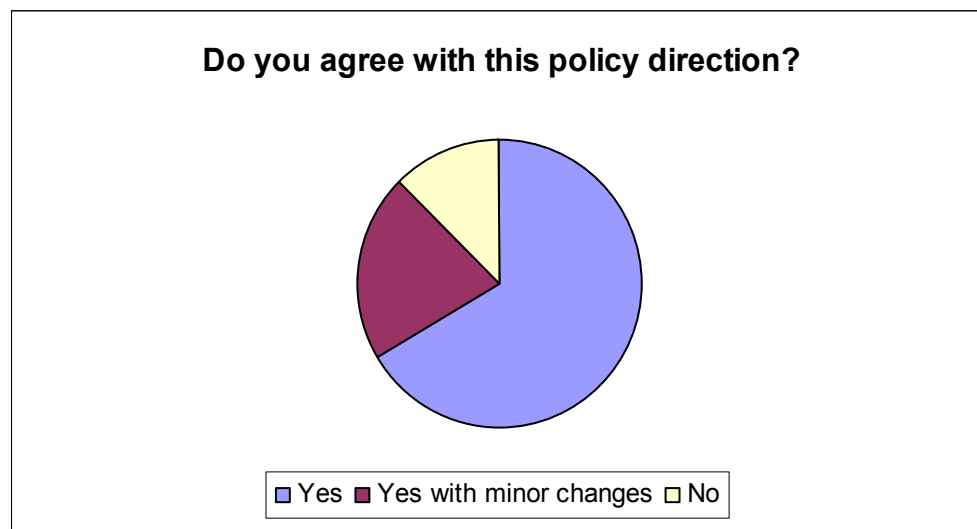
	No.	%
Yes	173	71%
Yes with minor changes	52	21%
No	20	8%
Total responses	245	



Education and Skills (p.103)

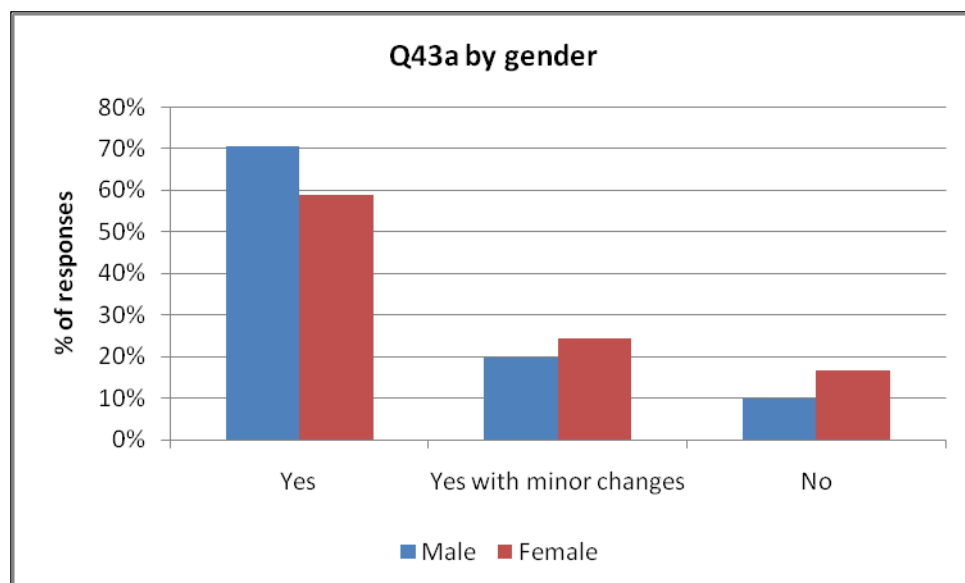
Q43a Do you agree with this policy direction?

	No.	%
Yes	182	66%
Yes with minor changes	58	21%
No	34	12%
Total responses	274	



Analysis of Q43a by gender

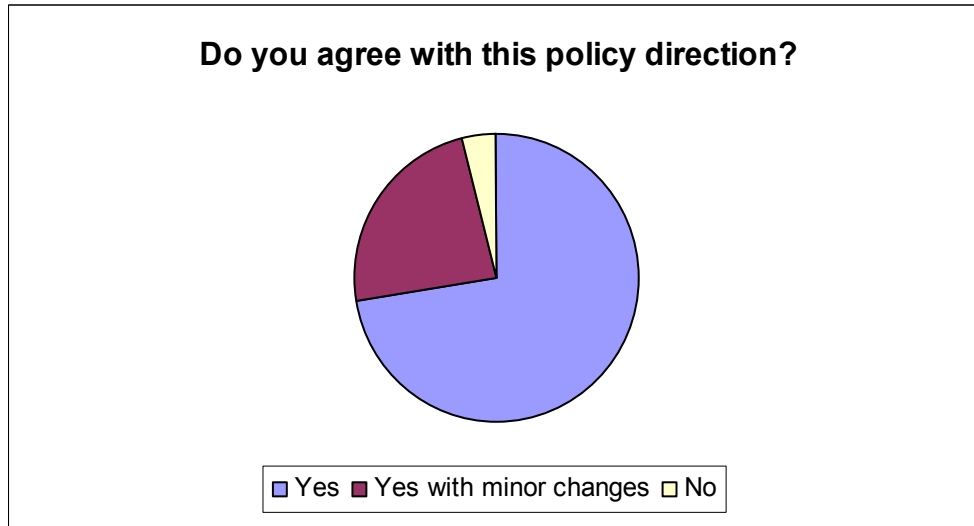
	Male		Female	
	No.	%	No.	%
Yes	93	70%	53	59%
Yes with minor changes	26	20%	22	24%
No	13	10%	15	17%
Total responses	132		90	



Tourism, Culture and Leisure (p.105)

Q44a Do you agree with this policy direction?

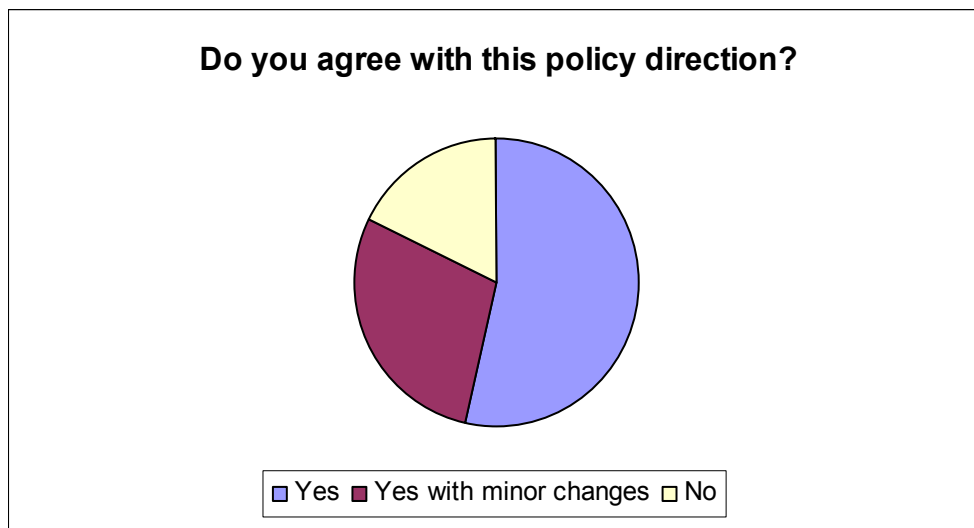
	No.	%
Yes	204	72%
Yes with minor changes	68	24%
No	11	4%
Total responses	283	



Housing Density (p.107)

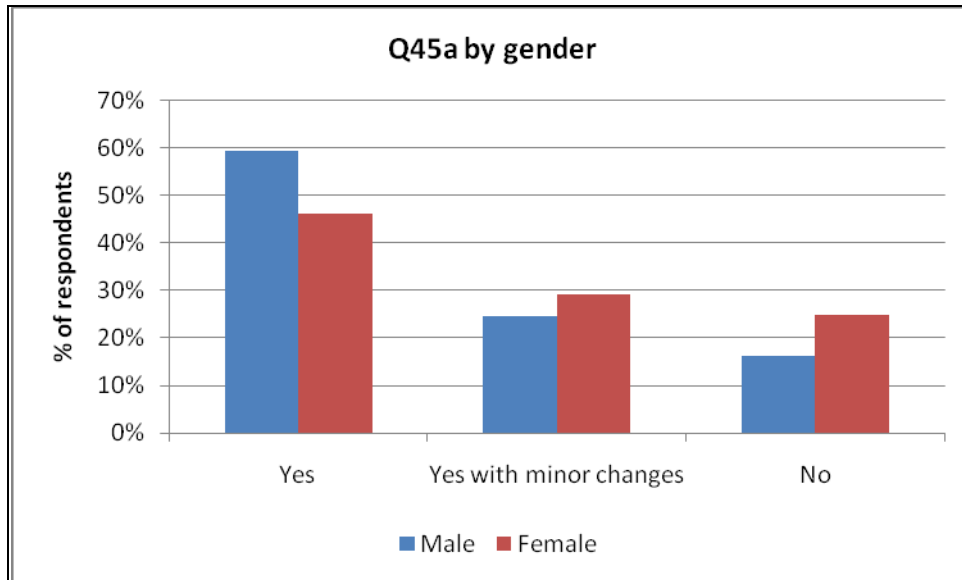
Q45a Do you agree with this policy direction?

	No.	%
Yes	155	53%
Yes with minor changes	84	29%
No	52	18%
Total responses	291	



Analysis of Q45a by gender

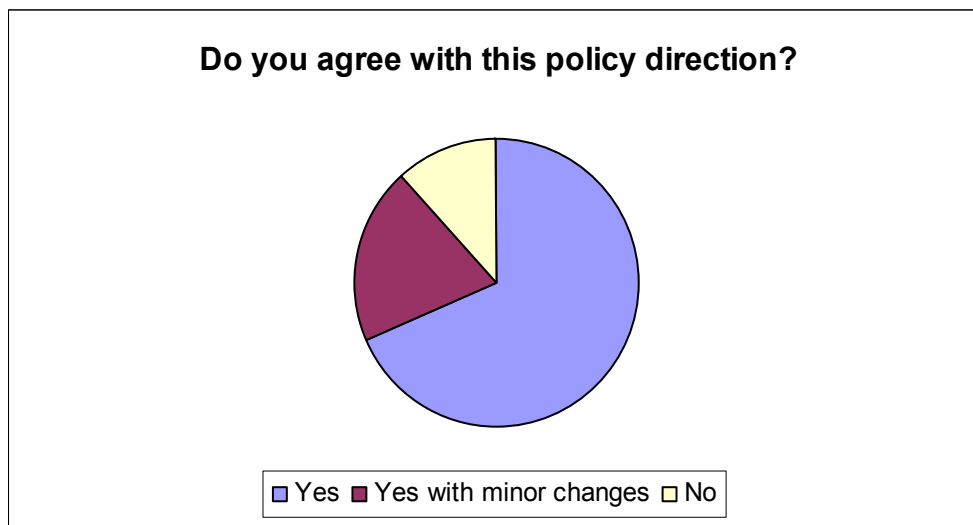
	Male		Female	
	No.	%	No.	%
Yes	85	59%	41	46%
Yes with minor changes	35	24%	26	29%
No	23	16%	22	25%
Total responses	143		89	



Housing Type and Mix (p.109)

Q46a Do you agree with this policy direction?

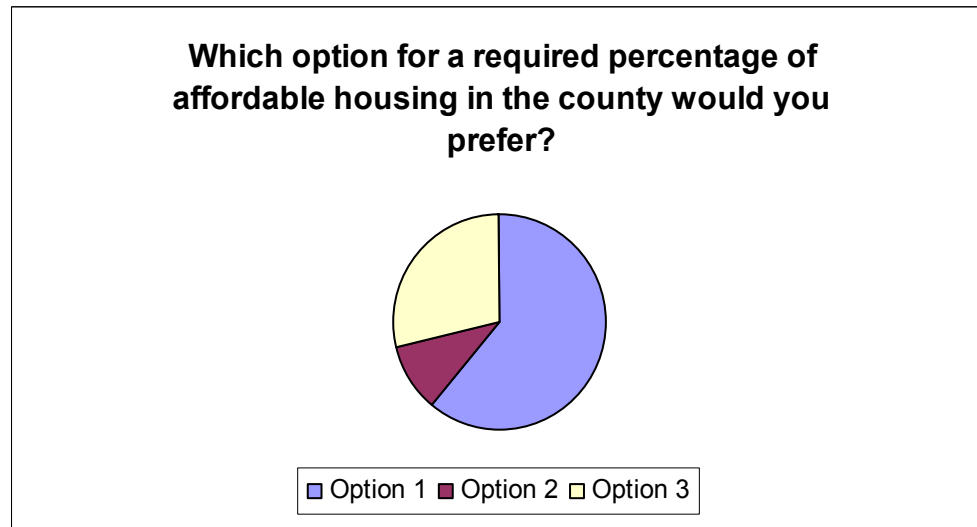
	No.	%
Yes	195	68%
Yes with minor changes	57	20%
No	33	12%
Total responses	285	



Affordable Housing (p.112)

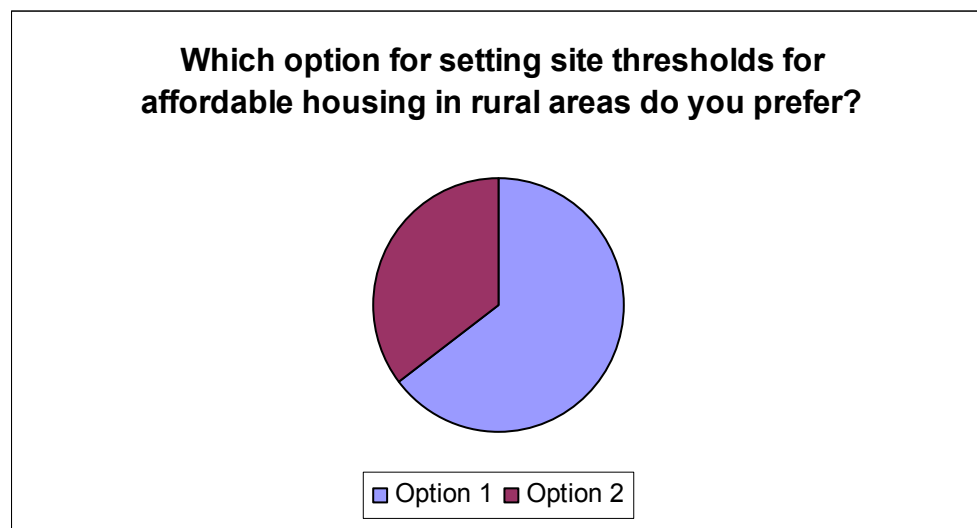
Q47a Which one of the options for a required percentage of affordable housing in the county would you prefer?

	No.	%
Option 1	171	61%
Option 2	29	10%
Option 3	81	29%
Total responses	281	



Q47b Which one option for setting site thresholds for affordable housing in rural areas do you prefer?

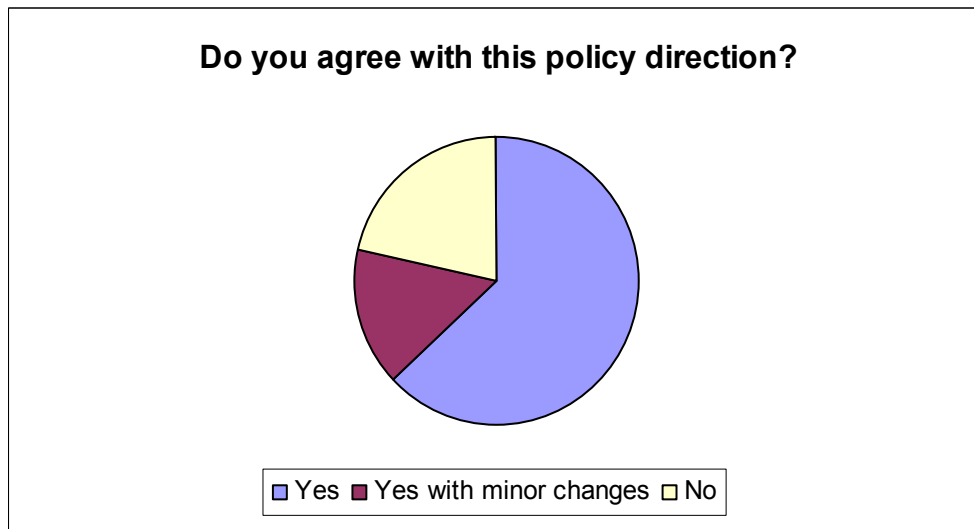
	No.	%
Option 1	180	65%
Option 2	98	35%
Total responses	278	



Gypsies and Travellers (p.114)

Q48a Do you agree with this policy direction?

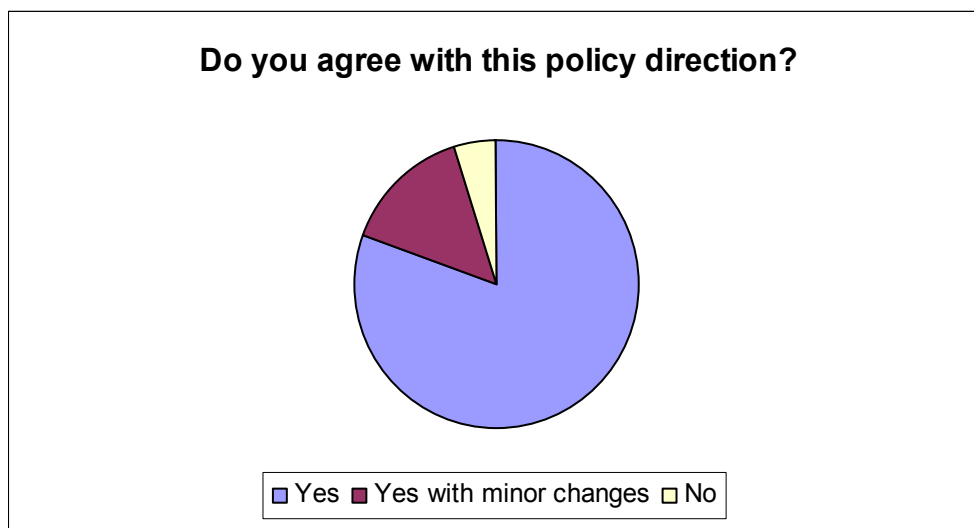
	No.	%
Yes	161	63%
Yes with minor changes	40	16%
No	56	22%
Total responses	257	



Open Space, Sport and Recreation (p.116)

Q49a Do you agree with this policy direction?

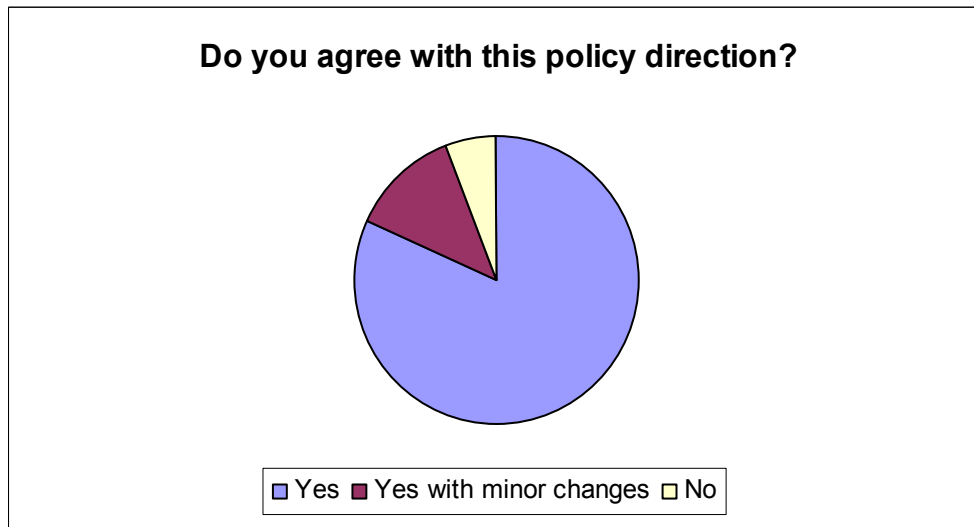
	No.	%
Yes	225	81%
Yes with minor changes	41	15%
No	13	5%
Total responses	279	



Green Infrastructure (p.118)

Q50a Do you agree with this policy direction?

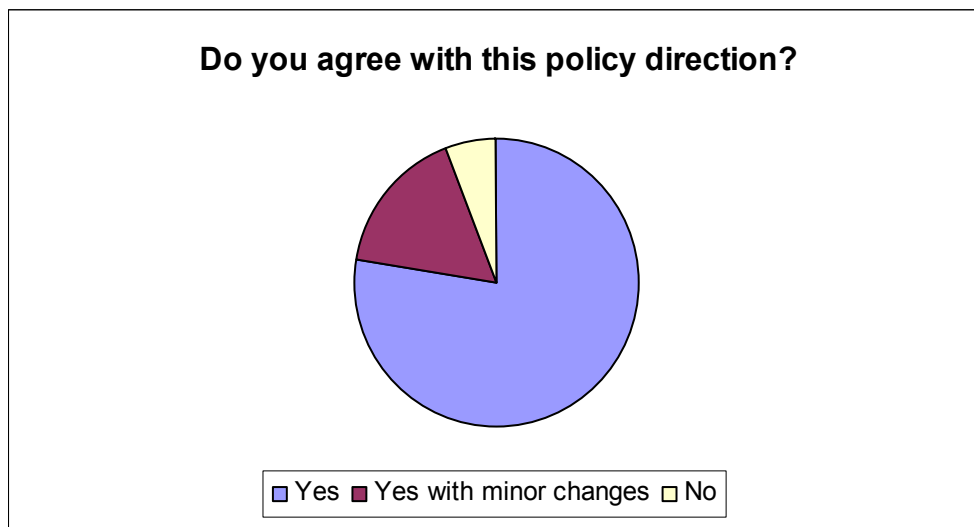
	No.	%
Yes	226	82%
Yes with minor changes	35	13%
No	16	6%
Total responses	277	



Health (p.120)

Q51a Do you agree with this policy direction?

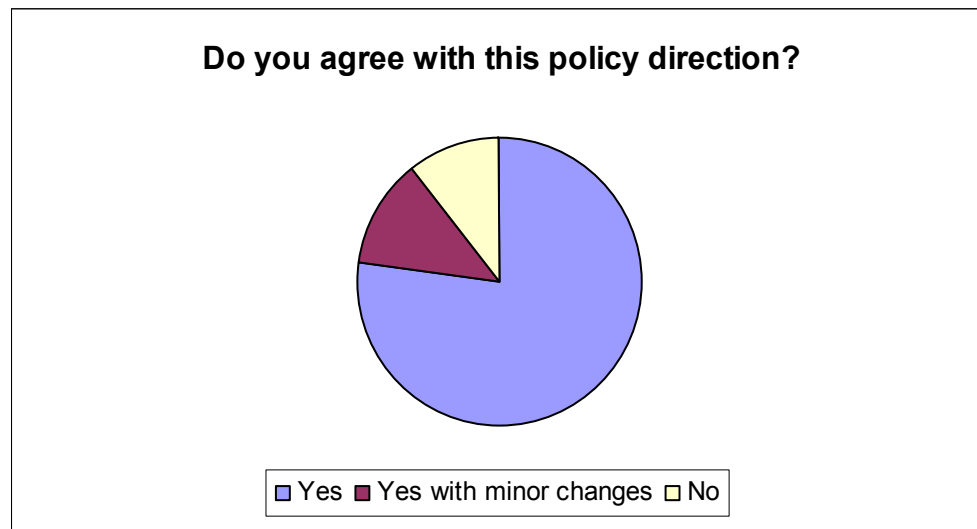
	No.	%
Yes	210	77%
Yes with minor changes	45	17%
No	16	6%
Total responses	271	



Implementation and Monitoring (p.122)

Q52a Do you agree with the Implementation and Monitoring Strategy?

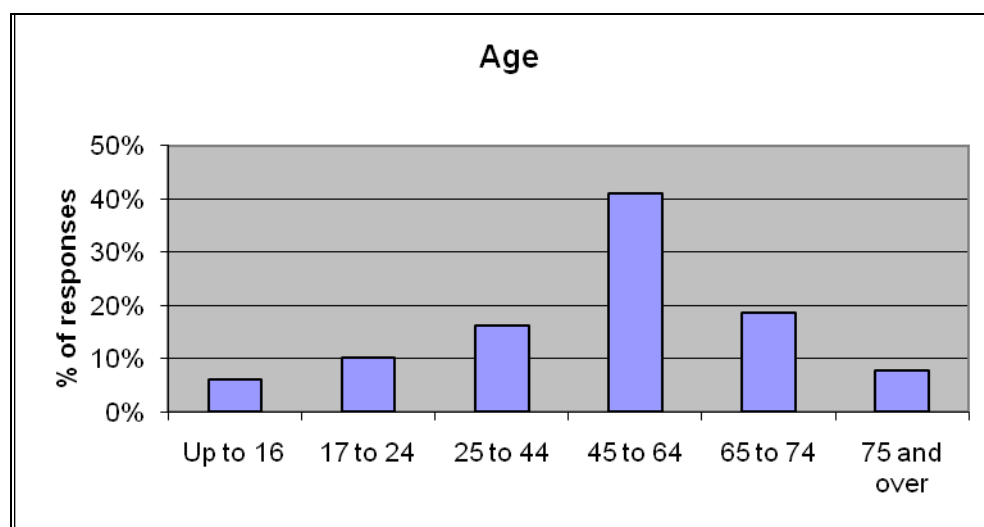
	No.	%
Yes	180	77%
Yes with minor changes	29	12%
No	25	11%
Total responses	234	



About You

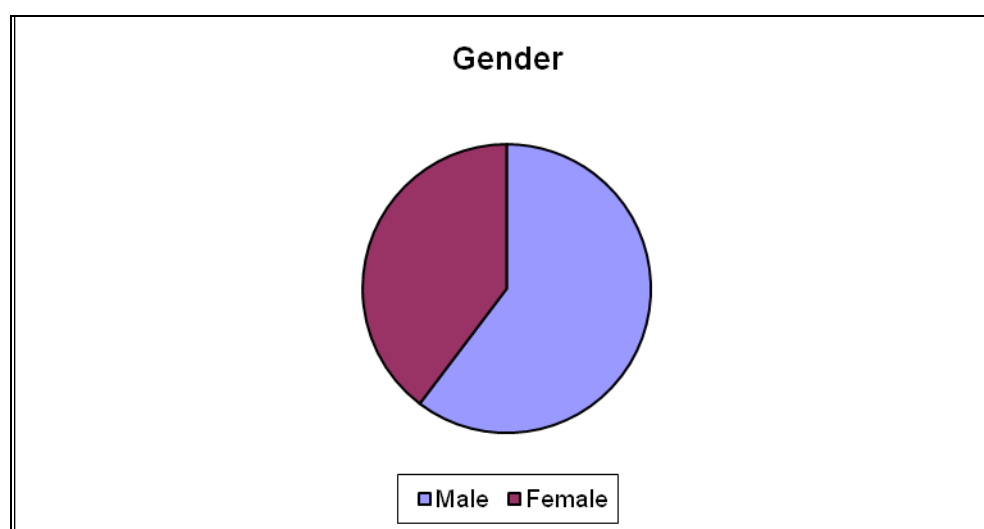
Age:

	No.	%
Up to 16	26	6%
17 to 24	44	10%
25 to 44	70	16%
45 to 64	177	41%
65 to 74	80	19%
75 and over	34	8%
Total responses	431	



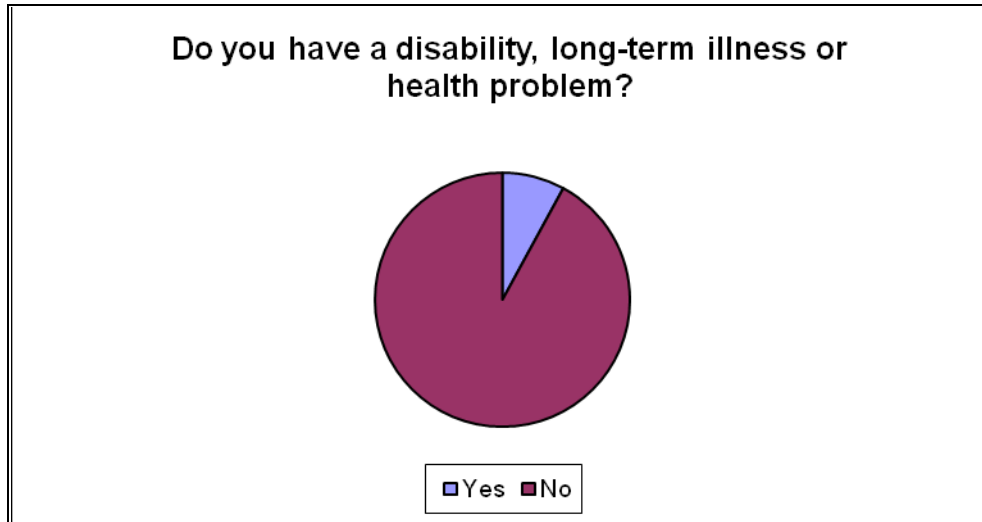
Gender:

	No.	%
Male	257	60%
Female	169	40%
Total responses	426	



Do you have a disability, long-term illness or health problem (12 months or more) which limits your daily activities or the work you can do?

	No.	%
Yes	28	8%
No	324	92%
Total responses	352	



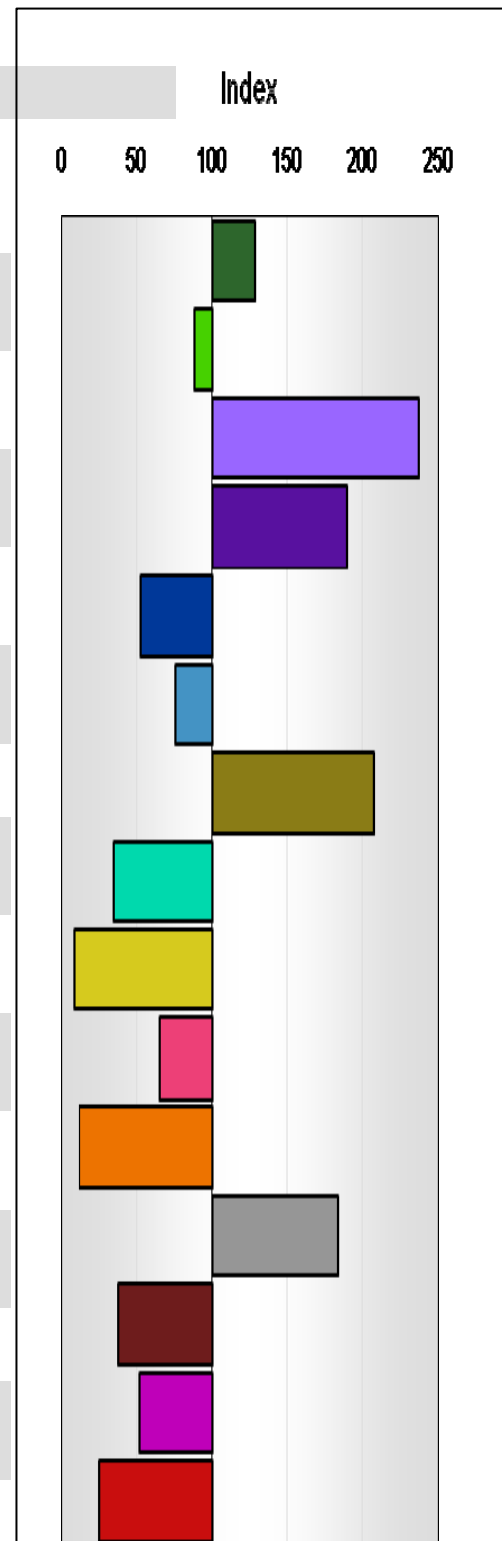
Mosaic Analysis of survey respondents

Mosaic is a customer segmentation tool which categorises people into 15 groups (A to O – see table below) based on information from a large number of sources including the 2001 census and other commercial data. This gives a general idea of the likely social group, demographics, lifestyle, culture and behaviour of the households in a group. It does not give facts about individuals or individual households but gives an indication of the likely characteristics of the people in the group. The tool can be used to show how the characteristics of a group of people – in this case respondents to the survey - compare with the people in the county as a whole.

It should be noted that the survey was not confined to residents of Herefordshire and where respondents' addresses were outside of the county they have not been included in this analysis. Respondents who did not provide a valid postcode could not be included in this analysis.

It should also be recognised that around a third of responses to the survey were made on behalf of organisations and this needs to be taken into account when interpreting these results.

	Survey respondents	% Herefordshire pop.	% Pen. %	Index*
Residents of isolated rural communities	235	40.03	55,804 31.14	0.42 129
Residents of small and mid-sized towns with strong local roots	80	13.63	27,622 15.42	0.29 88
Wealthy people living in the most sought after neighbourhoods	5	0.85	642 0.36	0.78 238
Successful professionals living in suburban or semi-rural homes	119	20.27	19,162 10.69	0.62 190
Middle income families living in moderate suburban semis	15	2.56	8,697 4.85	0.17 53
Couples with young children in comfortable modern housing	12	2.04	4,846 2.70	0.25 76
Young, well-educated city dwellers	14	2.39	2,061 1.15	0.68 207
Couples and young singles in small modern starter homes	6	1.02	5,316 2.97	0.11 34
Lower income workers in urban terraces in often diverse areas	1	0.17	3,800 2.12	0.03 8
Owner occupiers in older-style housing in ex-industrial areas	29	4.94	13,563 7.57	0.21 65
Residents with sufficient incomes in right-to-buy social housing	7	1.19	17,536 9.79	0.04 12
Active elderly people living in pleasant retirement locations	50	8.52	8,286 4.62	0.60 184
Elderly people reliant on state support	8	1.36	6,485 3.62	0.12 38
Young people renting flats in high density social housing	3	0.51	1,761 0.98	0.17 52
Families in low-rise social housing with high levels of benefit need	3	0.51	3,599 2.01	0.08 25
	587**	100	179,180 100	0.33 100



* The base is 100, which represents the proportion of the group represented in the survey respondents being the same as the proportion of that group in the target population, Herefordshire residents. Where the index number for the group is less than 100 that group is under-represented in the survey respondents compared to the county's population and conversely where it is greater than 100 the group is over-represented in the survey

respondents. The extent of deviation from the base of 100 is indicative of the degree of over or under-representation.

** The number of respondents who provided a valid Herefordshire postcode.

It can be seen from the analysis of respondents to the survey compared to the population of Herefordshire as a whole that some groups are significantly over-represented and some significantly under-represented. Mosaic groups A (Residents of isolated rural communities), C (Wealthy people living in the most sought after neighbourhoods), D (Successful professionals living in suburban or semi-rural homes), G (Young, well-educated city dwellers) and L (Active elderly people living in pleasant retirement locations) were over-represented and all other groups were under-represented, with the most under-represented being groups I (Lower income workers in urban terraces in often diverse areas), K (Residents with sufficient incomes in right-to-buy social housing) and O (Families in low-rise social housing with high levels of benefit need). It should be noted that the numbers in some groups are quite small and in such cases caution is required when interpreting these results.

The reasons for certain groups being under or over-represented cannot be established from these results, but could potentially involve factors such as the means and locations of questionnaire distribution, the media through which the survey was publicised and differing levels of interest in, or ability/willingness to complete, the survey questionnaire between different groups.