

Shaping our Place 2026
Local Development Framework

Preferred Options: Rural Areas

August 2010

Sustainability Appraisal



Herefordshire Core Strategy Preferred Options Consultation July-August 2010

Sustainability Appraisal Note – Rural Areas Policies

1 Introduction

1. Herefordshire County Council is producing a Core Strategy, in order to set out the vision, spatial strategy and core policies for the spatial development of the county. The Core Strategy will form part of the Local Development Framework (LDF), along with a number of other documents including the Hereford Area Plan (HAP).
2. Land Use Consultants (LUC) has been appointed by Herefordshire County Council to undertake Sustainability Appraisal (SA) of both the Herefordshire Core Strategy and the Hereford Area Plan DPDs. The SA of the Hereford Area Plan will be carried out and reported on separately.
3. Herefordshire County Council has begun the SA process in relation to the Core Strategy, having produced the following documents:
 - SA of Herefordshire's LDF – General Scoping Report (June 2007)
 - Developing Options Paper Sustainability Appraisal (June 2008)
 - Developing Options Paper Sustainability Appraisal Addendum (March 2009)
 - Joint SA and HRA Report for the Place Shaping Paper (January 2010)
4. Preferred Options for certain core policies within the Core Strategy, as well as spatial options for three of the towns within the county, have now been produced and are being subject to a targeted consultation exercise during July-August 2010. The initial SA work therefore covers the SA of the preferred options for the core policies relating to:
 - Spatial Options for Ledbury, Bromyard and Ross-on-Wye
 - Rural areas
 - Affordable housing
 - Employment
 - Gypsy and traveller sites
 - Local distinctiveness
 - Minerals

- Waste
 - Movement
 - Open space, sport and recreation
 - Social and community infrastructure
5. Approximately four further core policies and a spatial option for Hereford will be produced at a later date (anticipated to be late August 2010) and these will then also be subject to SA.
 6. The findings of the sustainability appraisal of the emerging Core Strategy Preferred Options are presented in three separate SA Notes: one relating to the spatial options for the market towns; one relating to the rural areas policies; and one for the general core policies. These SA Notes therefore cover only those proposals produced for the first targeted consultation (July-August 2010), but will be updated and extended to form a full interim SA Report once the second set of preferred options have been drafted and subject to the SA process.

2 Methodology

7. The SA process involved assessing each of the preferred options against the SA framework that was developed in the SA Scoping Report. The SA objectives were grouped into six themes (see **Appendix I** to this note):
 1. Education and Employment
 2. Healthy and Prosperous Communities
 3. Transport and Access
 4. Built Environment
 5. Resource Consumption and Climate Change
 6. Natural Environment.
8. Appraisal matrices were used to score each option against each theme, or group of SA objectives, using the following symbols:

++	The policy is likely to have a significant positive impact on the SA objective(s).
+	The policy is likely to have a positive impact on the SA objective(s).
0	The policy is likely to have a negligible or no impact on the SA objective(s).
+/-	The policy is likely to have a mixture of positive and negative impacts on the SA objective(s).
-	The policy is likely to have a negative impact on the SA objective(s).
--	The policy is likely to have a significant negative impact on the SA objective(s).

9. The appraisal was initially carried out for the draft policy preferred options prepared by the Council (June 2010) and recommendations for improvements were set out in the appraisal matrices. The Council then produced a finalised set of policy preferred options (July 2010), which had been amended in light of the SA recommendations made. In order to clarify where changes were made by the Council, the appraisal has been updated with a second row of scores, showing where changes to the scoring resulted from amendments made to the policies. In addition, notes have been added in *italics* underneath each recommendation, explaining whether and how the policy preferred option was amended by the Council.

3 Findings

10. **This document relates to the Rural Areas policies**, and the findings are set out in the following tables overleaf.

Land Use Consultants

29th July 2010

Rural policies

Core Strategy policy		SA Objective Topics					
		Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RAI	(Housing allocation) (draft version June 2010)	0	0	-	+	-	0
<p>The policy states that 'regeneration of the rural economy will be encouraged', but does not provide further guidance as to how this encouragement would be provided, or opportunities for regeneration, presumably because this is addressed in policy RA5. Therefore, the impacts of this policy on objectives to promote employment opportunities (SA Objective 1) and enable a sustainable economy (3) are considered to be negligible.</p> <p>By increasing the rural population through the provision of 4,500 new homes, the policy could have a minor negative impact on road traffic, the use of sustainable transport modes, and reducing the need to travel (SA Objective 4), as the number of residents living in areas requiring the use of private vehicle to access services is very likely to increase. However, this is only expected to result in a relatively small proportional increase in vehicle journeys, as the overall population of the rural areas is only likely to rise by approximately 1%, therefore the negative effect is not likely to be significant. This issue is expected to have a similar negative impact on SA objectives related to reducing the consumption of fossil fuels (14.1) and levels of greenhouse gas emissions (16.1).</p> <p>The policy is likely to have a positive impact on increasing access to good quality housing (11.1) and a positive impact on the provision of affordable housing (11.2), although no target is given for minimum levels of affordable housing in the rural areas. The policy also provides an opportunity to reduce the percentage of unfit homes, increase the efficiency and sustainable design of homes (11.4, 11.5), and improve the wider built environment (11.6), which are addressed by other policies (e.g. Protection of Natural and Historical Assets, M4). However, as policy RAI itself does not address these elements, it is considered to have no impact on these sub objectives within the built environment topic.</p> <p><u>Recommendations made for the first draft provided by Herefordshire Council June 2010</u></p> <p>It is recommended that more explicit reference to the Affordable Housing policy be made in the supporting text as this policy contains the targets for percentage of affordable housing to be provided within housing proposals in rural areas. In the current climate, affordable housing may be more achievable in rural areas as it may be more profitable for developers to build housing in the smaller villages than in the market towns (because higher value market housing may better subsidise affordable housing), enabling more money to be used for affordable housing.</p> <p><i>A paragraph has been added to the supporting text making reference to the targets included in the affordable housing policy.</i></p>							
Core Strategy policy		SA Objective Topics					
		Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RAI	Scores for the revised policy option, as included in the consultation document (July 2010).	0	0	-	+	-	0
None of the SA scores have been affected by the revision of the policy option.							

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA2 Rural Service Centres / Hubs (draft version June 2010)	0	0	+/-	+	-	-

Directing development to Rural Service Centres (RSCs) and Hubs is likely to have a minor positive impact on reducing the need to travel (SA Objective 4.1), increasing the use of sustainable modes of transport (4.4), and helping to contribute to mitigation of any increases in transport emissions (14.1) as these settlements have been identified as RSCs and Hubs because they have the highest concentration of services and opportunities in the rural areas, and should be the best able to absorb new development. The criteria used to designate RSCs and Hubs in policy RA2 (e.g. access to services, good public transport) indicate that the policy supports the SA objective of ensuring that new development is in 'appropriate locations' (19.1), taking into account transportation impacts in particular. Therefore, residents in the RSCs and Hubs should need to travel less to the larger urban areas for their day to day needs. However, the proportion of rural households in Herefordshire with access to key services within set distances is generally lower than proportions across the West Midlands region, particularly in relation to supermarkets, libraries, petrol stations, GP surgeries and banks/cash points¹, which are not included in the five key day-to-day services defining the RSCs and Hubs. Therefore, rural residents will still need to travel to Hereford or a market town for these other services, thus not all travel needs would be reduced (4.1), and it is unlikely that all of the smaller rural settlements would be able to use sustainable modes of transport (4.4).

The policy requires RSCs and Hubs to have 'good or very good' public transport accessibility, which should help to increase use of sustainable modes to and from those settlements and reduce some transport emissions in the county. It would be helpful to define or provide guidance as to what constitutes 'good or very good' public transport, as in Policy RA3, which states 'return journeys in peak hours', however, this could be more specific (e.g. maximum travel time to specific facilities, or number of return journeys available to/from specific facilities per hour (off-peak and peak)). Without clearer guidance, the maintenance of adequate transportation services may degrade as settlements evolve over time. It is recognised that the public transport provision will need to be of a very high standard in terms of being regular, cheap and pleasant to use in order to provide an incentive for people to reduce private car use,

The policy is likely to have a positive impact on increasing access to services/facilities (7.1) and community activities (6.1), by supporting development in those rural settlements already containing key services. However, residents of smaller rural settlements are still likely to need to travel to Hereford, market towns, RSCs or Hubs for most services.

The policy is likely to have a positive impact within the RSCs and Hubs on increasing access to good quality housing (11.1) and meeting local needs locally (19.3) by supporting development in these settlements. Development in the RSCs and Hubs has the potential to affect other objectives, such as improving the wider built environment (11.6) and the resource efficiency of homes (11.4); however, policy RA2 does not include criteria to guide the type of development that will be delivered, and therefore is considered to have no impact on these other sub objectives within the built environment topic.

Development will generally constitute an increase in the use of fossil fuels and consumption of raw materials; therefore, the policy is likely to have a minor negative impact on objectives to reduce their use (14.1, 14.2). However, policies W1 and M4 encourage the re-use of demolition materials and the use of recycled and secondary aggregates.

Development in rural areas may also have a negative impact on landscape quality, including designated landscapes or the setting of natural or historic assets (15.1), or on local habitats or species (13.1, 13.2) by encroaching on or disturbing habitats (whether greenfield or other). The RSCs of Goodrich, Whitchurch, and Fownhope lie within the Wye Valley AONB and very close to one (in the case of Fownhope) or two (in the case of Goodrich and Whitchurch) internationally designated sites of biodiversity importance – the Wye Valley Woodlands SAC and the River Wye SAC – as well as a number of SSSIs. The RSC of Colwall lies within the Malvern Hills AONB and less

¹ Defra's Rural Evidence Hub (cited in Herefordshire Councils General Scoping Report for the LDF, June 2007.

than a mile from a number of SSSIs, while the RSC of Leintwardine is adjacent to the River Clun SAC and less than two miles from the Downton Gorge SAC, and also less than three miles from the Shropshire Hills AONB just outside Herefordshire's border. Development in these areas may cause disturbance to habitats and species, or increase recreational pressure upon or harm the character of valued landscapes.

By increasing the population of rural residents, the policy is likely to have a positive impact on increasing the use of rural areas (15.4).

Recommendations made for the first draft provided by Herefordshire Council June 2010

The village of Fownhope, identified as a RSC, does not meet the Core Strategy's own RSC criteria (because the village does not have nor is within 5km of an employment site). The policy indicates that there are no other larger villages within the broad areas of Fownhope as justification for its designation as a RSC (reflecting a consultation response summarised in the Rural Settlement Hierarchy paper² which notes that the broad area between Hereford, Ledbury, Ross and Ewyas Harold does not have a RSC, and suggesting the designation of Fownhope). The focus of development in Fownhope may help to reduce transport emissions by providing services and facilities for a wider catchment. However, it is important to note that the village lies within the Wye Valley AONB, where encroachment from development of Market towns and in-filling in villages has already been identified as an existing pressure³. The Rural Settlements Hierarchy paper also recognises that development in Fownhope is 'significantly constrained by virtue of being located within the AONB', as well as having 'significant' flooding issues. Although these factors may discourage the development of employment land in this location, it may be possible to encourage live-work units, home-working or smaller workshop facilities, in order to appropriately increase the provisions made in and around the settlement in terms of employment. It is not certain that the potential benefit of reduced transportation emissions and improved access to services would outweigh the potential harm to the quality and character of the AONB or significant flood risk. Therefore, more clearly presented evidence to support Fownhope's status as a RSC should be provided.

A footnote has been added to the policy, explaining why Fownhope is an RSC and about the role it plays.

For both policy RA2 and RA3, it would also be useful to provide more evidence in relation to the current economic/social character and function of the rural settlements and their relationship to each other, as well as to other larger settlements in the county, in order to understand if any of the settlements are net employment destinations or whether they are dormitory towns/villages (i.e. a high proportion of residents commute out of the settlement for work). It would be useful to prepare additional maps using symbols or colour coding to highlight the different services provided by the rural settlements in order to understand how residents might move around the county to access different services. Reference could also be made to the travel to work patterns identified in the Advantage West Midlands study on the Rural Economy⁴.

The Council felt that this recommendation is difficult to implement due to time and resource constraints and the difficulty that it would have in highlighting the relationships between settlements as there are so many in a county with such a rural nature. Service maps have already been produced, which highlight which services each settlement has but due to the number of settlements and services, this is unreadable at even the A3 scale as all symbols merge together.

Core Strategy policy		SA Objective Topics					
		Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA2	Scores for the revised policy option, as included in the consultation document (July 2010).	0	0	+/-	+	-	-

None of the SA scores have been affected by the revision of the policy option.

² Rural Settlement Hierarchy Background Paper (Herefordshire County Council, January 2010).

³ Wye Valley AONB Management Plan 2009-2014 (Joint Advisory Committee, March 2010).

⁴ West Midlands Rural Economy Study. Prepared for Advantage West Midlands by SQW and Land Use Consultants, 2007,

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA3 Other Settlements Outside of the RSCs and Hubs (draft version, June 2010)	0	+	- / +	+ / -	-	0
<p>Despite requiring return public transport services in peak hours, the policy is likely to increase road traffic and associated transport emissions (SA objectives 4, 14.1, 16.1) as residents from new development in the other settlements outside of the RSCs and Hubs would need to travel to Hereford or the nearest market town/RSC/Hub to access services. However, given the small scale of development supported by the policy (a maximum of 30 in each settlement), this negative impact is not considered significant.</p> <p>The policy is likely to have a positive impact on increasing access to services and facilities (7.1) for rural residents, as it supports development at a scale appropriate to the locality, where criteria must be met, such as the locality having at least 4 key day-to-day services. However, this may not help to improve community vitality (7) in the smaller more isolated settlements that do not currently have 4 key day-to-day services and may benefit from the development of new services or additional homes.</p> <p>The policy is likely to have a positive impact on increasing access to housing (11.1), as it supports residential development in general, and allows for housing development, albeit limited, in appropriate rural locations (19.1), although it is uncertain how achievable provision of affordable housing would be in these other settlements outside of the RSCs and Hubs. It is also expected to have a positive impact on meeting local housing needs locally (19.3), as it allows development throughout rural areas where criteria are met; and ensuring the scale of development is appropriate (20.2), by requiring developments to be small scale, and no more than a total of 30 dwellings in one settlement over the plan period.</p> <p>Development in rural areas may have a negative impact on landscape character, depending on its location and scale. However, the policy requires small-scale development appropriate to its locality, which is likely to mitigate potential negative impacts on landscape quality (15).</p> <p><u>Recommendations made for the first draft provided by Herefordshire Council June 2010</u></p> <p>For both policy RA2 and RA3, it would also be useful to provide more evidence in relation to the current economic/social character and function of the rural settlements and their relationship to each other and larger settlements in the county, in order to understand if any of the settlements are net employment destinations or whether they are dormitory towns/villages (i.e. a high proportion of residents commute out of the settlement for work). It would be useful to prepare additional maps using symbols or colour coding to highlight the different services provided by the rural settlements in order to understand how residents might move around the county to access different services. Reference could also be made to the travel to work patterns identified in the Advantage West Midlands study on the Rural Economy⁵.</p> <p><i>The Council felt that this recommendation is difficult to implement due to time and resource constraints and the difficulty that it would have in highlighting the relationships between settlements as there are so many in a county with such a rural nature. Service maps have already been produced, which highlight which services each settlement has but due to the number of settlements and services, this is unreadable at even the A3 scale as all symbols merge together.</i></p> <p>In addition, as with Policy RA1, it is recommended that more explicit reference to the Affordable Housing policy be made in the supporting text as this policy contains the affordable housing targets for rural areas outside the RSCs and Hubs. The rural areas policies would also benefit from some discussion about implementation measures, i.e. how housing in these locations could be encouraged in order to improve community vitality, for example through rural housing enablers, making links between communities and small developers/trusts.</p> <p><i>A paragraph has been added to the supporting text making reference to the targets included in the affordable housing policy.</i></p>						

⁵ West Midlands Rural Economy Study. Prepared for Advantage West Midlands by SQW and Land Use Consultants, 2007,

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA3 Scores for the revised policy option, as included in the consultation document (July 2010).	0	+	- / +	+ / -	-	0
None of the SA scores have been affected by the revision of the policy option.						

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA4 Open Countryside (draft version June 2010)	+	0	- / +	+	-	- / +
<p>The policy supports agricultural and forestry diversification, which is likely to have a minor positive impact on employment opportunities (SA Objective 1) and enabling a sustainable economy (2). The policy may also help to support vitality in rural communities and reduce the number of vacant properties (7.3). The conversion of buildings in rural settings may have a negative impact on landscape quality (15), depending on the character, scale, and use of the new development. However, there is no indication of the types of economic activity that are likely to be best suited to rural areas. Some of LUC's research for Advantage West Midlands has shown that rural areas are often highly successful in generating small start-up businesses, and there are high levels of home working and self-employment, therefore space for micro-businesses (i.e. fewer than 5 employees), including live-work units might be favoured.</p> <p>By supporting development in rural locations, which may be remote, the policy may have a negative impact on reducing the need to travel (4.1) or increasing the use of public transport (4.4), and reducing the use of fossil fuels and greenhouse gas emissions, unless the development provides employment locally for residents of the smaller villages and reduces their need to commute to Hereford or a market town for work. However, as the scale of supported development is small, any negative impact is not likely to be significant. The policy is also likely to have a minor positive impact on access to services and facilities (7.1), by supporting modest, appropriate development in rural locations.</p> <p>The policy is likely to have a positive impact on increasing access to good quality housing (11.1) and increasing the supply of affordable housing (11.2); however, the scale of housing / affordable housing is expected to be quite small, therefore, the impact is not likely to be significant. Agricultural diversification may include the preservation of historic buildings (20.1) and provides an opportunity to improve the general appearance of a site (20.3) where there has been a period of decline or neglect.</p> <p>All development has the potential to negatively impact biodiversity, through land take, disturbance or pollution, and rural areas may be particularly sensitive to development where biodiversity assets have been protected. However, agricultural diversification may provide an opportunity to improve environmental quality by implementing sensitive land management practices. Therefore, this policy alone is considered to have a mixed impact on biodiversity (13), as positive or negative impacts may emerge dependent upon individual development proposals. The policy is likely to have a positive impact on promoting the use of rural areas (15.4), by supporting development that would otherwise be directed to larger settlements.</p> <p><u>Recommendations made for the first draft provided by Herefordshire Council June 2010</u> It would be useful for the policy to positively encourage economic activity by cross referencing to policy RA5. <i>No changes have been made to this policy as the Council feels that it is a purely residential development policy and not an economic one. However, the SA recommendation was trying to refer to encouragement of economic activity within the open countryside, as well as residential development. It is recognised that policy RA5 does support a wide range of farm diversification projects, including employment uses in rural buildings which are likely to be in the open countryside. Therefore this recommendation no longer stands.</i></p>						
Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA4 Scores for the revised spatial option, as included in the consultation document (July 2010).	+	0	- / +	+	-	- / +
None of the SA scores have been affected by the revision of the policy option.						

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA5 Rural Economy (draft version June 2010)	++	0	+	+	- / +	0
<p>This policy is likely to have a significant positive impact on the provision of employment opportunities (SA objective 1) and enabling a sustainable economy (3), as well as supporting vitality and a range of retailers (7.2, 7.3), and may help to reduce skills inequalities across the County (2.2) by increasing employment opportunities outside of Hereford and the market towns. It is also likely to have a positive impact on the provision of and access to services and facilities (7.1), and tourism development supported by the policy may help to promote rural areas to local people and visitors (6.2). However, it does focus employment development in the RSCs and Hubs, and may miss opportunities in some of the other rural settlements to encourage small start-up businesses, which would benefit from encouragement and provision of small scale employment land, premises and live-work units.</p> <p>In promoting rural businesses, the policy may have a minor positive impact on sourcing goods and materials locally (19.3), where existing markets are supported or new markets created to supply such materials (e.g. food, renewable energy).</p> <p>By supporting development in rural areas, the policy could have a negative impact on the use of fossil fuels and greenhouse gas emissions (14.1, 16.1) associated with business operation and growth. However, the policy also supports renewable energy developments, with is likely to have a positive impact on the proportion of renewable energy generated in the County (16.2); therefore, the policy is considered to have both positive and negative impacts on these objectives.</p> <p>The support for developments which capitalise on the County's natural and historic environments may have a positive impact on certain assets where these are sensitively maintained or restored (13.1, 15.1); however, increased use or insensitive development could have a negative impact on these same assets. The nature of any impact will be dependent upon individual developments; therefore, the impact of this policy alone has been assessed as having no impact in relation to the Natural Environment objectives.</p> <p><u>Recommendations made for the first draft provided by Herefordshire Council June 2010</u> Although point 7 of the policy states that the development of live/work schemes will be encouraged, the policy could go further to encourage appropriate scale employment development, e.g. including encouraging home-working. No changes have been made to the policy in light of this particular recommendation as the Council feels there is sufficient encouragement provided within point 7 for live/work units not only in RSCs and Hubs, but also through 'suitable conversions' which would be likely to take place within the open countryside. The SA team have found that this is already a very positive policy in terms of ensuring provision of employment opportunities and encouraging a sustainable economy in the rural areas. However, the recommendation was attempting to reflect the Taylor Review⁶ (July 2008), which concluded that local planning authorities should encourage the use of residential properties for home working by taking a more supportive approach to planning applications for workspace extensions to the home (subject to assessment of impacts such as scale, noise and disturbance) and policy supporting home-based work should be incorporated into Local Development Frameworks.</p>						
Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
RA5 Scores for the revised policy option, as included in the consultation document (July 2010).	++	0	+	+	- / +	0
None of the SA scores have been affected by the revision of the policy option.						

⁶ Living Working Countryside – The Taylor Review of Rural Economy and Affordable Housing. Matthew Taylor, July 2008.

Appendix 1: SA Framework grouped by topic

The SA objectives and sub-objectives have been presented below under the relevant topic heading. Note that sub-objectives may be organised under different Topics, according to the issues that they address (e.g. sub-objectives in SA Objectives 7, 18).

Education and Employment

SA Objectives	
1	<p>Support, maintain or enhance the provision of high quality, local or easily accessible employment opportunities, suited to the changing needs of the local workforce.</p> <p>1.1 Maintain or increase current employment rates in knowledge and technology intensive sectors.</p> <p>1.2 Provide flexible employment land near to the workforce or provide opportunities easily accessible by public transport.</p> <p>1.3 Encourage fair and decent work conditions and increase median weekly earnings.</p> <p>1.4 Help to increase diversity of job opportunities.</p>
2	<p>Secure a more adaptable and higher skilled workforce.</p> <p>2.1 Provide or facilitate through investment, appropriate training and learning to help build, attract and retain a highly skilled workforce that meets existing and future needs.</p> <p>2.2 Reduce inequalities in skills across the county.</p> <p>2.3 Promote the voluntary sector, lifelong learning and life/environmental skills.</p>
3	<p>Maintain or enhance conditions that enable a sustainable economy and continued investment.</p> <p>3.1 Improve the resilience and/or diversity of business and the economy.</p> <p>3.2 Provide or facilitate availability of appropriate sites and properties for new business opportunities or growth whilst using natural resources efficiently.</p> <p>3.3 Encourage and support a culture of enterprise and innovation, including social enterprise or the voluntary sector.</p> <p>3.4 Encourage corporate social and environmental responsibility, with county organisations leading by example.</p> <p>3.5 Promote and support the development of new high value and low impact technologies, especially resource-efficient technologies and environmental technology initiatives.</p>
7	<p>Sustainable regeneration</p> <p>7.2 Help create an appropriate range of independent, competitive and national retailers.</p> <p>7.3 Help reduce the number of vacant properties and support vitality.</p>
8	<p>Raise educational achievement levels across the County.</p> <p>8.1 Ensure that education infrastructure meets projected future demand and need.</p>

Healthy and Prosperous Communities

SA Objectives	
5	<p>Improve the health of the people of Herefordshire, reduce disparities in health geographically and demographically and encourage healthy living for all.</p> <p>5.1 Help to ensure there is adequate provision of healthcare services appropriate to local needs, which are accessible by sustainable modes of transport.</p> <p>5.2 Help to reduce inequalities in health.</p> <p>5.3 Encourage healthy lifestyles, e.g. reducing car use and maintaining or enhancing access to physical sports, green space and recreation.</p>
7	<p>Sustainable regeneration.</p> <p>7.4 Support or create high quality public realm and community/amenity space that is safe and encourages positive community interaction.</p>
9	<p>Reduce and prevent crime/fear of crime and antisocial behaviour in the county.</p> <p>9.1 Enhance community safety, security and reduce crime or fear of crime and anti-social behaviour.</p> <p>9.2 Help improve quality of life and address the opportunity for crime or anti-social behaviour through design measures.</p> <p>9.3 Encourage respect for people and the environment.</p>
10	<p>Reduce poverty and promote equality, social inclusion by closing the gap between the most deprived areas in the county and the rest of the county.</p> <p>10.1 Ensure easy and equitable access to and provision of services and opportunities, including jobs and learning, and avoid negative impacts on different groups of people because of their ethnicity, gender, religion, disability, sexuality or age.</p> <p>10.2 Enable the involvement of all affected parties, including hard to reach groups.</p> <p>10.3 Promote equality, fairness and respect for people and the environment.</p> <p>10.4 Address poverty and disadvantage, taking into account the particular difficulties of those facing multiple disadvantages.</p>

Transport and Access

SA Objectives	
4	<p>Reduce road traffic and congestion, pollution and accidents and improve health through physical activity by increasing the proportion of journeys made by public transport, cycling and walking.</p> <p>4.1 Reduce the need to travel.</p> <p>4.2 Promote more sustainable transport patterns in areas suffering from congestion,</p> <p>4.3 Improve the quality and/or provision of integrated transport options in areas of need and that are accessible to all.</p> <p>4.4 Increase the use of public transport, cycling and walking.</p> <p>4.5 Secure the implementation of green travel plans.</p> <p>4.6 Minimise risks associated with car travel.</p> <p>4.7 Promote a shift of freight from road to rail.</p>
6	<p>Improve equality of access to and engagement in quality cultural, educational, leisure, sporting, recreational and community activities for all.</p> <p>6.1 Maintain or increase the type or quality of facilities (including open space) in areas where there is need, ensuring easy and equitable access by sustainable modes of transport.</p> <p>6.2 Promote Herefordshire's facilities to local people and tourists encouraging appreciation of the heritage of the county and participation by all.</p> <p>6.3 Promote the use of inland waterways for leisure, recreation, telecommunication, freight transport and/or as a catalyst for urban and rural regeneration.</p>
7	<p>Sustainable regeneration</p> <p>7.1 Support viability or develop services and facilities appropriate to the community, function, character and scale of the centre and existing facilities using sustainable, resource- efficient designs.</p>

The Built Environment

SA Objectives	
11	<p>Provide everyone with the opportunity to live in good quality, affordable housing of the right type and tenure, in clear, safe and pleasant local environments.</p> <p>11.1 Increase access to good quality housing meeting people's needs (e.g. tenure, aspirations, location, affordability, size and type, accessible to disabled people).</p> <p>11.2 Increase the supply of affordable housing.</p> <p>11.3 Reduce the percentage of unfit homes/empty homes.</p> <p>11.4 Improve the energy and resource efficiency of homes and reduce fuel poverty and ill-health.</p> <p>11.5 Increase the use of sustainable design techniques, improve the quality of housing and use sustainable building materials in construction.</p> <p>11.6 Improve the wider built environment and sense of place.</p>
19	<p>Ensure integrated, efficient and balanced land use.</p> <p>19.1 Ensure new developments are in appropriate locations, optimising the use of previously developed land and buildings, primarily focussed on the urban areas and are accessible by walking, cycling or sustainable transport and/or will increase the share of these transport modes, thereby reducing the need to travel.</p> <p>19.2 Encourage an appropriate density and mix of uses using sustainable resource-efficient design.</p> <p>19.3 Promote ways of meeting local needs locally by encouraging local sourcing of food, goods and materials.</p>
20	<p>Value, protect and enhance the character and built quality of settlements and neighbourhoods and the county's historic environment and cultural heritage.</p> <p>20.1 Preserve, protect and enhance Conservation Areas, Listed Buildings, archaeological remains, and other features and areas of historical heritage and cultural value e.g. locally listed buildings.</p> <p>20.2 Prevent development which is inappropriate in scale, form or design to its setting or to its function or local area.</p> <p>20.3 Encourage development that creates and sustains well-designed, high quality built environments that incorporate green space, encourage biodiversity and promote local distinctiveness and sense of place?</p> <p>20.4 Encourage cleanliness and/or improve the general appearance of the area.</p>

Resource Consumption and Climate Change

SA Objectives	
12	<p>Reduce the amount of waste requiring disposal and minimise the use of non-reusable materials and encourage recycling.</p> <p>12.1 Minimise the use of non re-usable materials.</p> <p>12.2 Minimise waste from households, businesses etc including hazardous waste.</p> <p>12.3 Promote re-use, recovery and recycling of waste.</p> <p>12.4 Deal with waste locally and/or through the best Practical Environmental Option.</p>
14	<p>Use natural resources and energy more efficiently.</p> <p>14.1 Maximise energy efficiency and minimise the consumption of non-renewable energy i.e. from fossil fuels.</p> <p>14.2 Minimise the consumption of water, land, soil, minerals, aggregates and other raw materials by all? E.g. through integrated transport, sustainable resource-efficient design, local sourcing of food, goods, materials.</p> <p>14.3 Encourage the re-use/enhancement (to high standards of sustainable resource-efficient design) of existing buildings and minimise the need for new build.</p>
16	<p>Reduce Herefordshire's vulnerability to the impacts of climate change as well as its contribution to the problem.</p> <p>16.1 Reduce the county's contribution to climate change by reducing greenhouse gas emissions from transport, domestic, commercial and industrial sources.</p> <p>16.2 Increase the proportion of energy generated from renewable and low carbon sources including by micro-generation, Combined Heat and Power (CHP), district heating and in transportation.</p>
18	<p>Minimise local and global pollution and protect or enhance environmental resources.</p> <p>18.5 Encourage the use of clean technologies and water minimisation techniques.</p>

The Natural Environment

SA Objectives	
13	<p>Value, maintain, restore and expand county biodiversity .</p> <p>13.1 Protect or enhance habitats of international, national, regional or local importance.</p> <p>13.2 Protect international, national, regional or locally important terrestrial or aquatic species.</p> <p>13.3 Maintain wildlife corridors and minimise fragmentation of ecological areas and green spaces.</p> <p>13.4 Manage access to sites in a sustainable way that protects or enhances their nature conservation value.</p> <p>13.5 Create new appropriate habitats.</p>
15	<p>Value, protect, enhance and restore the landscape quality of Herefordshire, including its rural areas and open spaces.</p> <p>15.1 Value, enhance and protect natural environmental assets including AONB's, historic landscapes, open spaces, parks and gardens and their settings.</p> <p>15.2 Encourage local stewardship of local environments, for example by promoting best practices in agricultural management.</p> <p>15.3 Ensure that environmental impacts caused by mineral operations and the transport of minerals are minimised.</p> <p>15.4 Promote the use of rural areas and open space by all, encourage easy non-car based access, and accommodate the needs of disabled users.</p>
17	<p>Reduce the risk of flooding and the resulting detriment to public well-being, the economy and the environment.</p> <p>17.1 Reduce flood risk both presently and taking into account climate change.</p> <p>17.2 Prevent inappropriate development of the floodplain, and include flood protection systems.</p> <p>17.3 Include sustainable urban drainage systems where appropriate.</p>
18	<p>Minimise local and global pollution and protect or enhance environmental resources.</p> <p>18.1 Minimise water, air, soil, groundwater, noise and light pollution from current activities and the potential for such pollution.</p> <p>18.2 Protect and enhance the quality of watercourses.</p> <p>18.3 Provide opportunities to improve soil quality or reduce contaminated land.</p> <p>18.4 Help achieve the objectives of Air Quality Management Plans through for e.g. increasing use of public transport, cycling and walking.</p>