

# Core Strategy: Consultation Statement Part 3

October 2008



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## **Introduction**

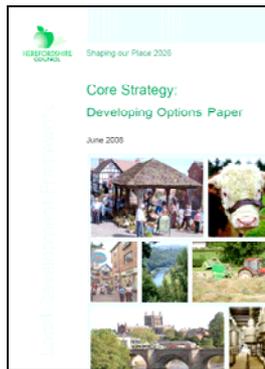
- 1.1 This statement outlines the methods of consultation and engagement undertaken between November 2007 and September 2008. This period includes a specific Developing Options consultation. This statement is the third in a series. For detailed analysis of the comments received two separate reports have been produced entitled 'Developing Options Results Report' and 'Developing Options Analysis Schedules'
- 1.2 A Developing Options consultation was undertaken in Summer 2008 and formed part of the requirement under Regulation 25 of The Town and County Planning Local Development Regulations 2004, prior to the revised PPS12 and Regulations being issued in June 2008. The timetable given within the Local Development Scheme (2008) highlights an Options consultation being undertaken in February to March 2008, however this was delayed for four months due to continuing discussions and uncertainty regarding the content of the emerging revisions to the Regional Spatial Strategy (RSS11).
- 1.3 The consultation and engagement has followed the methods outlined within the adopted Statement of Community Involvement (March 2007). A copy of the SCI can be found on the Council's website [www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf).
- 1.4 As referred to in para 1.1, this is Part 3 of the Consultation Statement. Part 1 described the consultation undertaken between May and September 2007 and Part 2 highlighted the period September to November 2007, which includes the 'Issues Consultation' and an analysis of the comments received. All 3 parts are available on the above website.

### **1.0 Preparing the Developing Options Paper**

- 2.1 Following the Issues consultation, the comments received and emerging evidence base were analysed and the Developing Options Paper was prepared. To deal with the issues being identified, this paper contained a vision for Herefordshire 2026, 10 strategic objectives and 4 spatial development options. It then outlined a number of 'Shaping our Place' options which addressed specific issues within Hereford, the five market towns and rural areas, including the future roles of places, directions for growth and employment, retail and transport implications. The final section of the Developing Options Paper dealt with a wide range of general policies such as affordable housing, renewable energy, waste, minerals and flooding.
- 2.2 To assist in the development of the paper, a number of working groups and meetings were arranged to involve both internal and external expertise in specific policy areas.
- 2.3 An Internal Officers Working Group was set up to assist the development of the options. Officers from Herefordshire Council's Conservation, Development Control, Economic Development, Education, Housing, Transportation and Waste sections were invited to give specialist advice and comments to the developing options via meetings and e-mail. Officers from the Herefordshire Partnership and the Primary Care Trust were also invited to join the group. Officers on this group were asked to contribute and comment on various drafts of the Options Paper.

- 2.4 A Technical Stakeholder Group meeting was arranged for the 19<sup>th</sup> March 2008, to which 104 stakeholders were invited to take part to help develop the Options. However, this meeting was cancelled due to lack of availability of stakeholders. Due to time constraints and future availability of stakeholders, it was felt that comments via e-mail rather than a specific meeting would be more appropriate at this stage.
- 2.5 The Local Development Framework (LDF) Task Group met on three occasions to further and agree the Options on the 12<sup>th</sup> December 2007, 29<sup>th</sup> January 2008 and 22<sup>nd</sup> April 2008. This Task Group consists of three Herefordshire Council Cabinet Members and three representatives from the Herefordshire Partnership Board. The role of the group is to provide a forum for the broad consideration of the spatial development of the County and ensure consistency and coherence across the Council and the Partnership in terms of strategies. The agreed minutes of the LDF Task Group are available on the LDF website.
- 2.6 To assist Herefordshire Council Members understanding of the new planning system and the Core Strategy, a Member Seminar took place on 1<sup>st</sup> February 2008, to which a total of 30 members attended. Six Members briefings also took place between 30<sup>th</sup> April to 21<sup>st</sup> May 2008 to inform and discuss with Members the Developing Options document. A total of 28 Members attended one of these briefings.
- 2.7 A Sustainability Appraisal (SA) has been prepared for the Options stage of the Core Strategy. A number of workshops took place in January 2008 to assess the compatibility of the draft Core Strategy objectives and Spatial Options with the principles of sustainable development. The results of these workshops assisted the further development of the Spatial Options, resulting in additional workshops being undertaken in April 2008 to reassess these revised Spatial Options. The Core Strategy – Sustainability Appraisal (June 2008) is available online on the LDF website. A Habitat Regulations Assessment (HRA) Screening Report has also been prepared in consultation with a number of key stakeholders. The Screening Report and information on its preparation is also available on the website.
- 2.8 Since November 2007, a wider range of evidence base has been developed and a number of studies or initial reports are now available. Where these were available, they have been used to inform the Developing Options. Full up to date information on the evidence base is also available on the website.
- 2.9 The Developing Options Paper was reported to Planning Committee on 23<sup>rd</sup> May 2008 and approved for consultation by Cabinet on 29<sup>th</sup> May 2008.

**Figure 1 – Core Strategy: Developing Options Paper**



## **2.0 How we consulted on the Developing Option Paper**

3.1 Within the continuous engagement undertaken in developing the Core Strategy, a targeted consultation on the Core Strategy Developing Option Paper took place from 16<sup>th</sup> June until 8<sup>th</sup> August 2008. Although the 8<sup>th</sup> August was publicised for responses, comments were received and taken into account after this period.

### **3.2 Questionnaire**

A total of 1149 stakeholders, parish councils, interest groups and individuals contained within the Local Development Framework (LDF) database were sent copies of the summary leaflet, questionnaire and an accompanying letter which explained how to obtain the full documentation. 102 of these stakeholders were sent a copy of the full Developing Options Paper and 65 were also sent a copy of the Sustainability Appraisal and Habitat Regulations. Packs of Option Papers, summary leaflet and questionnaire were distributed to all the libraries within the County, the 2 mobile libraries and the Council's Info centres. The Developing Options Paper, summary leaflet, questionnaire, Sustainability Appraisal and Habitats Regulation Assessment were also available online to download. A total of 283 completed questionnaires were received together with 51 letters and e-mails. The questionnaire could also be completed through the Council's online 'Have your say' consultation pages. 16% of questionnaires were completed online. A copy of the questionnaire can be seen in Appendix 1.

### **3.3 Herefordshire Voice survey**

About 1100 summary leaflets and questionnaires were distributed to Herefordshire Voice. This is a citizen's panel which is a sample in terms of gender, age, economic status and ward of Herefordshire's residents who have agreed to participate in consultation processes and can provide a reliable cross-section of local views. A total of 585 responses were received.

### **3.4 Launch Event**

A Launch Event was organised for invited stakeholders at Herefordshire Group Training Association, Holmer Road, Hereford on 16<sup>th</sup> June 2008. 104 stakeholders were invited to view the Developing Options exhibition, give some initial views on the Options and ask Forward Planning Officers any questions regarding the possible Options.

**Figure 2 – Photograph of Core Strategy Launch Event**



### 3.5 Roadshows

Seven ‘Shaping our Place’ roadshows took place between 1<sup>st</sup> July and 23<sup>rd</sup> July 2008 in High Town, Hereford, all five market towns (Bromyard, Ledbury, Leominster, Kington and Ross-on-Wye) and Ewyas Harold in the rural west. A promotional trailer was used for all the roadshows except in Bromyard, where the Info Centre hosted the exhibition. A total of 571 people visited one of the roadshows. People were able to view the exhibition, pick up copies of the Developing Options Paper, summary leaflet and questionnaire. Officers were also available to explain the Options further or answer any queries arising. Appendix 2 gives details of the locations, dates and attendance of these roadshows.

**Figure 3 – Photographs of Core Strategy Roadshows**



Ross-on-Wye Roadshow



High Town, Hereford Roadshow

### 3.6 Exhibitions

Two ‘Shaping our Place’ exhibitions have been held at offices and canteens of local employers in order to reach people who would usually be unavailable or unable to attend daytime roadshows and meetings. These exhibitions included Plough Lane Office canteen, which is available to 355 Herefordshire Council employees and 300 Bulmers employees and Denco offices and canteen reaching 402 employees. It is intended to continue these exhibitions to other local employers. Forward Planning Officers also attended the Edgar Street Grid Masterplan Launch Event on 8<sup>th</sup> July 2008 to answer any queries regarding the links between the Core Strategy and the Masterplan and to publicise the Core Strategy consultation to around 250 delegates attending the launch. These delegates included local businesses, interest groups and stakeholders.

### 3.7 School Events

In order to gain the views of younger people, workshops were undertaken in 2 local High Schools, Whitecross High School and Specialist Sports College in Hereford (7<sup>th</sup> July 2008) and John Kyrle High School in Ross-on-Wye (17<sup>th</sup> June 2008). This continues the model of workshop events which were held at 3 of the county's High Schools during the 'Issues Consultation'. 25 pupils aged from 11 to 18 were asked about how they would like to see Herefordshire develop over the next 20 years and completed a schools questionnaire (Appendix 3)

### 3.8 Parish Council Events

Officers from the Forward Planning Team gave a presentation to the Herefordshire Association of Local Councils (HALC), of which around 50 parish councillors attended. Presentations have also been given during June to September to individual or groups of parish / town councils, details of these can be found in Appendix 4.

**Figure 4 – Photograph of Parish Council event**



3.9 A number of presentations have been given to stakeholder and interest group meetings such as the Ross Civic Society, CPRE and Herefordshire Environmental Group, Herefordshire Environmental Partnership and the Registered Social Landlord (RSL) Forum. A list of the meetings attended is included in Appendix 4.

## 3.0 How we publicised

4.1 In line with the adopted SCI, a number of community involvement methods were used to help reach as wide an audience as possible.

### 4.2 Website

The Council's website contains pages devoted to the Local Development Framework and the Core Strategy ([www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf)). These pages are regularly updated and contained the Developing Options Paper, Summary leaflet, questionnaire, Sustainability Appraisal and Habitat Regulations Assessment. Links to the Core Strategy pages were included on the Council's home page, Planning Services home page and the Forward Planning homepage to enable maximum exposure of the web pages. The web address has been printed on all written material, in press releases and on promotional material such as pens and coasters. During the months of June to August, the site received 7180 hits, with 212 summary leaflets, 322 Developing Options Papers and 239 questionnaires being downloaded.

#### 4.3 Posters

As for the Issues consultation, 250 posters were produced to advertise the consultation and particularly the roadshow events. The majority of these were distributed to Parish / Town Councils with the intention that they placed them on their parish notice boards. The remainder were placed in public places such as libraries, Council Info Centres and local shops. A copy of the poster is contained with Appendix 5.

#### 4.4 Adverts – Hereford Times, Primary Times

As with the Issues consultation, an advert was produced for the Hereford Times, which appeared within the 26<sup>th</sup> June 2008 edition. This helped to advertise the roadshows. A similar advert appeared in the summer edition of Primary Times, which is a free 'What's on guide' distributed through primary schools to 16,000 Herefordshire families.

**Figure 5 – 'Shaping our Place' Advert**



#### 4.5 Press Notice

An official public notice appeared in all the local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) the week commencing 9<sup>th</sup> June 2008. A copy of which is contained within Appendix 6.

#### 4.6 Radio interview and announcements.

A local radio station, Radio Wyvern, broadcast a radio interview with the Forward Planning Strategic Team Leader during the week commencing 30<sup>th</sup> June 2008 to publicise the Developing Options consultation. Announcements also appeared on Radio Wyvern during the two weeks of the roadshow exhibition to publicise the events.

#### 4.7 Herefordshire Matters

Herefordshire Matters is a Council produced magazine which is distributed free to 80,000 Herefordshire households every quarter. The January – March edition of the Herefordshire Matters included an article entitled 'Who's Shaping your Place 2026'. This reported on the Issues consultation and how to find the initial findings. A middle page spread featuring the Core Strategy and the forthcoming consultation entitled 'Shaping our Place 2026' was also included in the June - September edition of the magazine. It is anticipated that a follow up article will appear in the October – December edition to feedback initial Developing Options consultation findings. The Herefordshire Matters magazine is seen as

an effective way of reaching every household in the County with ongoing news and updates on the progress of the Core Strategy.

4.8 First Press / Service update

First Press is a Herefordshire Council employee newsletter which is distributed to all of the 6,500 employees of the Council (including Education) within their monthly wage slips. The July edition included an article entitled ‘Shaping our Place 2026’ to raise awareness of the Developing Options Paper, the consultation and how to find additional information. Herefordshire Council’s Services Update (March – May 2008) also included an update on the progress of the Core Strategy. As Herefordshire Council is one of the largest local employers, First Press and Service Updates are an effective way of publicising the progress of the Core Strategy.

4.9 Press Releases

A number of press releases were produced and sent to the local press to publicise the Developing Options consultation and the roadshow events. A press release was also sent to all parish councils with the intention of them utilising it to put into an article within their parish magazines or publications.

**5.0 Profile of respondents**

5.1 The adopted SCI outlines the community profile of Herefordshire and highlights that all members of the community within Herefordshire need to be taken into account to ensure effective consultation.

5.2 The profile of respondents to the questionnaires can be seen below. The respondents are roughly representative in terms of the gender breakdown of the County (51% male, 49% female) but there is an under representation of the younger age groups, whilst the 45 –75 year olds are over–represented.

Age	No of respondents	% of respondents stating age	% of Herefordshire residents
Up to 16	0	0%	16%
17 - 24	5	0%	11%
25 - 44	130	17%	23%
45 - 64	387	50%	29%
65 - 75	167	21%	11%
75 and over	90	12%	10%
Not stated	203		

5.3 It is evident from the respondent profile that more needs to be done at the next stage to engage more effectively with younger age groups. Successful schools events are reaching the under 18s (see para 3.7) but there is a gap in the 18 to 24 age range. Contact has been made with the Council’s Community Youth Services to discuss more effective ways of engaging 18 to 24 year olds in the next stage.

5.3 The adopted SCI highlights a number of ‘groups at risk of exclusion’ from planning processes. The State of Herefordshire Report (2007) highlights that proportion of residents within the County from ethnic minority groups is very low

by national and regional comparisons. Although, it is difficult to specifically target individuals, many groups / associations are included on the LDF database and have received the letters, summary documents and questionnaire. Contact was made with the Council's Diversity Officer and Race Equality Development Officer to investigate if any additional arrangements were required to assist any specific groups to engage in the process. Following conversations with specific groups, they felt at this stage, that ensuring that targeted groups received all the standard consultation material that would be sufficient.

- 5.4 The 2001 Census highlighted that 17% of the County's residents has a disability or long term illness for more than 12 months which limits their daily activity or work. The proportion of respondents to the questionnaire reflected this (20%).

## **6.0 Analysis of Developing Options Paper comments.**

- 6.1 The results of the developing options consultation have been broken down and analysed in two sections, firstly the tick box answers from the questionnaire and secondly the freewrite text from the questionnaires, any letters/e-mails and the schools responses.
- 6.2 982 comments were received to the Developing Options Paper together with the 25 comments received as a result of the school events. Herefordshire Council's Research Team have analysed the questionnaire tick boxes, full analysis of the responses can be seen in a separate report entitled 'Developing Options Results Report' which is available on the website. The freewrite text has been analysed by Forward Planning. Schedules have been produced for each of the questions within the questionnaire highlighting the most common responses, those given by some of the key stakeholders and the related evidence base studies. These schedules can also be found on the website.

## **7.0 What happens next?**

- 7.1 Refining the Vision and Objectives  
Two 'Visioning' events are being planned for November and December 08 to further the vision contained within the Developing Options Paper. These will take place firstly with Herefordshire Council Members and then stakeholders and people who responded to the vision and objective section of the options consultation. A Visioning Background Paper is also being prepared to outline how the vision was formulated and revised and the specific consultation undertaken.
- 7.2 Climate Change Background Paper  
A number of concerns were raised in the comments received during the consultation that not enough attention was given to the effects of climate change and the vision and objectives outlined in the Developing Options Paper did not take adequate account of possible changes required as a result of climate change. A Climate Change Background Paper is being prepared to review the trends and issues for Herefordshire and how these will affect policy.
- 7.3 Settlement Hierarchy Background Paper  
The Developing Options Paper included a number of strategic development options for the County but did not refer to any possible settlement hierarchy. A

Settlement Hierarchy Background Paper is being prepared to highlight the method of determining

7.4 Place-shaping and refined options

It is anticipated that a 'place shaping' consultation will be undertaken in the summer 09 to further the development options for Hereford, the Market Towns and rural areas, including a possible the settlement hierarchy.

7.5 For up to date information on the progress of the Core Strategy, please refer to the Council's website at [www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf)

## **Appendix 1 – Core Strategy Developing Options Questionnaire (June 08)**

**LDF reference number:**  
*(if you have one)*

**Name:**

**Organisation:**

**Address:**

**Postcode:**

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**E-mail:**

**Tel:**



HEREFORDSHIRE  
COUNCIL

**Shaping our Place 2026**

**Herefordshire Core Strategy:**

**Developing Options questionnaire**

**June 2008**

This questionnaire should be completed in conjunction with either the full or summary version of the Core Strategy Developing Options Paper.

This is a long questionnaire, covering a wide range of topics. Your views are important to us, but please feel free to skip any questions or sections that you do not consider to be relevant to your specific circumstances.

If you have access to the internet, please visit [www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf) to complete the questionnaire online. If you would prefer to complete this paper copy, you can return it in the reply paid envelope provided by **Friday 8th August** at the latest, or using the contact details on the last page of this document.

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If you need help to understand this document, or would like it in another format or language, please contact the Forward Planning office on 01432 383 357.

# **Part 1 - Vision and Objectives**

The Core Strategy's long-term vision must help deliver the Community Strategy. In order to achieve this the following spatial vision is proposed:

## ***Shaping our place 2026***

***Herefordshire will be a place of distinctive environmental, historical and cultural communities, with sustainable development fostering a high quality of life for those who live, work and visit the County.***

### **Social progress**

By 2026, decent, affordable homes, jobs, health and community facilities will have been provided to meet the needs of all sections of the population creating safe, inclusive places and robust communities which promote good health and well-being. The opportunities and benefits from open space, leisure, shopping, sport, art, heritage, learning, health and tourism facilities and assets will be maximised enabling active lifestyles, reducing pollution and improving quality of life and retention of young people. Residents and workers will have a reduced need to travel by car with opportunities for active travel i.e. walking and cycling promoted. The trend of growing harmful environmental impacts from traffic growth will be lessened. In Hereford, congestion will be managed and public transport improved through the provision of a new outer distributor road, park and ride and bus priority schemes. Residents will have the opportunity to contribute to the shaping of their place.

### **Economic prosperity**

By 2026, Herefordshire will have a thriving local economy, with a balanced and diversified business base, an adaptable and skilled workforce. Workplace and resident incomes will compare favourably with the regional average and where a genuine commitment by all businesses to sustainable development underpins a unique quality of life. Educational developments will be promoted which bolster and support local resources and strengths, such as food production, forestry, equestrian expertise and tourism.

With the implementation of the Edgar Street Grid proposals, Hereford will be a strong sub-regional shopping, employment, leisure and cultural focus for the County. The market towns will be distinctive, thriving service centres that are better linked to their catchment villages. Our village-based services will be more economically resilient and better integrated. Herefordshire will be a sought after destination for quality leisure visits and sustainable tourism by more fully utilising, but respecting, the County's unique environmental capital.

### **Environmental quality**

Herefordshire's growth will be accommodated in ways to ensure that the environment is sufficiently robust to adapt to the wider impacts of climate change, including minimising pollution, ensuring availability of water resources and providing appropriate waste management facilities. Networks of connected, well managed and accessible natural green spaces will provide a range of enhanced leisure and health benefits within and between towns, villages and the countryside. Local food production and processing will be fostered whilst supporting stewardship of soils and water, biodiversity and the characteristic Herefordshire landscape. The area's natural beauty and quality of landscape, biodiversity, built development and cultural heritage will be enhanced. It will underpin and foster growth and innovation in businesses and jobs; being accessed, appreciated and actively supported by more people, for more purposes, in all walks of life.

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Please take a minute to read the vision above before answering the following questions.

**Q1 Do you think the "vision" is appropriate for Herefordshire?**

Yes .....  No.....  No opinion .....

**Q2 If "no", what changes would you suggest and why?**

To achieve the vision, a series of objectives have been identified. A summary of these objectives can be found in the summary leaflet provided with this questionnaire, beginning on page 2. Alternatively, the full list can be found in section 3 of the full developing options paper. Please take a minute to read either of these before answering the following questions.

**Q3 Do you think the "objectives" are appropriate for Herefordshire?**

Yes .....  No .....  No opinion .....

**Q4 If "no", what changes would you suggest and why?**

## **Part 2 - Strategic options**

There are four "strategic options" for growth in Herefordshire, which set out broadly where the new development should go.

### **A: Focus on the economy**

The main points of option A can be found beginning on page 4 of the summary leaflet, or section 5 of the full developing options paper. Please take a minute to read one of these. The following advantages and disadvantages to option A have been identified:

Advantages:

- directs new housing and employment growth to key centres, allowing for a possible reduction in the number and length of journeys to work
- targets development in more economically sustainable locations
- provides opportunities for mixed use developments, with a suitable balance of housing, employment, retail and community facilities
- enables employment land with little prospect of development to be used for other purposes
- focuses development to areas of the County with the highest demand for housing / employment and with greatest delivery potential
- would also have emphasis on promoting small-scale businesses for the rural economy
- development could help provide new community facilities / infrastructure

Disadvantages:

- some existing settlements in areas where growth would be focused have little surplus brownfield land and new growth might result in a change to valued landscapes
- expansion beyond the historic limits of existing settlements would impinge on character
- some settlements are small and have few community facilities and limited public transport, and people may still need to travel by car
- there is uncertainty, given recent past low levels of employment land take-up, that areas of existing high employment demand will continue to be significant employment centres in future
- focusing growth around the most accessible parts of the County may encourage commuting both into and out of the County
- focusing growth on the east of the County may be regarded as neglecting the rural west in terms of providing housing and employment

**Q5 Are there any further major advantages or disadvantages to option A?**

**Q6 Do you agree that a strategic option with a focus on the economy is a realistic option for accommodating new growth in the County?**

Yes .....  No .....  No opinion .....

**B: Focus on society**

The main points of option B can be found beginning on page 6 of the summary leaflet, or section 5 of the full developing options paper. Please take a minute to read one of these. The following advantages and disadvantages to option B have been identified:

Advantages:

- concentrating resources in established service centres is highly sustainable in terms of reducing the need to travel and cost effective
- strong emphasis placed on regeneration principles
- recognises the needs of the whole County
- would facilitate travel by public transport
- would still provide significant opportunities for developer contributions towards infrastructure and community facilities which could enhance the range and quality of local services and reduce levels of social exclusion
- new job opportunities created in rural and urban areas could reduce the need for local people to travel further afield to work

Disadvantages:

- some existing settlements in areas where growth would be focused have little surplus brownfield land and new growth might result in a change to valued landscapes
- some settlements are small and have few community facilities and limited public transport, and people may still need to travel by car
- expansion beyond the historic limits of existing settlements would impinge on their character
- an emphasis on social regeneration may work against market forces leading to non delivery of proposals or reducing opportunities for obtaining community facilities / infrastructure from development
- the rail network may not have the capacity to cope with the increased demand
- could encourage travel out of the County for jobs, particularly if new employment could not be delivered alongside housing development

**Q7 Are there any further major advantages or disadvantages to option B?**

**Q8 Do you agree that a strategic option with a focus on society is a realistic option for accommodating new growth in the County?**

Yes .....       No .....       No opinion .....

**C: Focus on environment**

The main points of option C can be found beginning on page 8 of the summary leaflet, or section 5 of the full developing options paper. Please take a minute to read one of these. The following advantages and disadvantages to option C have been identified:

Advantages:

- protects and enhances the environmental assets that are characteristic of Herefordshire
- focusing development to the selected areas could enhance their character and value with knock on effects for the economy, tourism and well-being
- enhancing environmental assets within easy access of major areas of population would contribute to health and well-being
- realise opportunities for environmental enhancement from climate change e.g. adaptation
- avoid inappropriate development in areas at potential risk from flooding

Disadvantages:

- would still result in loss of countryside because of level of housing growth required, but targeted to ensure environmental enhancement
- opportunities for obtaining community facilities / infrastructure improvements from development in other settlements would be limited
- may have more limited impact in terms of reducing the need to travel for the majority of residents of the County
- may not entirely realise social needs and economic demands

**Q9 Are there any further major advantages or disadvantages to option C?**

**Q10 Do you agree that a strategic option with a focus on the environment is a realistic option for accommodating new growth in the County?**

Yes .....       No.....       No opinion .....

**D: Focus on a new or expanded settlement**

The main points of option D can be found beginning on page 10 of the summary leaflet, or section 5 of the full developing options paper. Please take a minute to read one of these. The following advantages and disadvantages to option D have been identified:

Advantages:

- a new settlement could be developed sustainably, incorporating the necessary infrastructure with developer contributions
- it would provide an opportunity to develop significant levels of affordable housing
- it could potentially reduce the strain on existing infrastructure in the other settlements
- a focus on one place may help to protect the historic character and distinctiveness of the majority of other settlements
- any new settlement would need to include a centre containing shops, health care facilities and community buildings which would be provided with developer contributions
- the proposal has potential to improve the provision of public transport in and around the new / expanded settlement itself and to provide links to existing centres
- the scale of development will make it easier to use on-site renewable energy generation and the use of zero or low carbon sustainable construction techniques

Disadvantages:

- there would be a significant visual change to the local area
- the proposal would have little impact in terms of reducing the need to travel for the majority of residents of the County
- opportunities for obtaining community facilities / infrastructure improvements and affordable housing as part of development in other settlements would be reduced
- concern that the scale of development required to provide a balanced community may not be able to be delivered within the plan period
- depending upon its size and location, a new / expanded settlement could impact detrimentally on the market towns and rural settlements

**Q11 Are there any further major advantages or disadvantages to option D?**

**Q12 Do you agree that a new or expanded settlement in the County is a realistic option for accommodating new growth?**

Yes .....       No .....       No opinion .....

**Q13 If "yes", do you have any suggestions as to where a new or expanded settlement could be located? Please specify.**

**Q14 Which ONE strategic option do you think would be best for Herefordshire?**

*Please tick ONE box only*

A: Focus on the economy .....       C: Focus on environment .....   
B: Focus on society .....       D: Focus on a new or expanded settlement ..

**Q15 Is there anything else you would like to say about the strategic options, including any other options that we have not thought of?**

## Part 3 - Place Shaping Options

In the following section, you will be asked about a number of options for various aspects of development in places around the County. In some cases you will be asked to choose between distinct options, while in others where the options are not mutually exclusive you will be asked if you are broadly in favour of each. More information on these options can be found in section 6 of the full developing options paper.

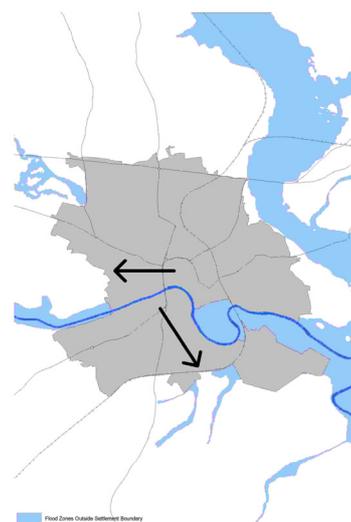
### Hereford

#### Q16 What role should Hereford have in the future? Please tick ONE box only

- Continue to plan for the city to maintain and enhance its current role as a traditional County / market town .....
- Develop a specific role which builds upon Hereford's identified strengths, for example developing a specialism in sectors such as retail, employment or education. ....

Hereford is an area of significant growth within all the spatial options, likely to hold half of the total required housing growth, which is around 8,300 homes. Evidence emerging from the Housing Land Study work indicates the main areas with potential for significant growth lie to the west and south of Hereford.

These are potential areas and do not relate to specific sites. It may be there are additional areas that also offer some potential and that some of the highlighted areas are discounted as a result of emerging evidence.



Hereford is constrained by its level of existing transport infrastructure. Development in Hereford is also significantly constrained environmentally by areas liable to flooding and important ecological designations; these constraints particularly limit significant growth to the east of the city.

*"Infrastructure" is a collective term for services such as roads, electricity, sewerage, water, social services, health facilities, recycling and refuse facilities. In the context used above, "transport infrastructure" refers to the road and rail network.*

#### Q17 How and in which directions should Hereford grow?

	Yes	No	No opinion
Allocate growth to the south	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate growth to the west	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate growth through a combination of areas to the south and west	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disperse the growth to a number of smaller areas in various locations around the city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Q18 Which type of employment should be Hereford's focus for growth? Please tick ONE box only

- Continue a policy of supporting a wide range of employment sectors building upon existing strengths .....
- Develop policies to encourage the strengthening of the economy by identifying and focusing on specialist areas such as food and drink production or tourism .....
- Develop policies to encourage diversification into new employment sectors such as research and development, offices, high tech industries .....

**Q19 How do we want Hereford to improve as a centre? Please tick ONE box only**

Continue with the current policy of planning for the town centre as a whole .....

Define specific "Quarters" or areas within the city e.g. retail, office, commercial, heritage, craft areas to provide a focus for specific activities and improve integration with the Edgar Street Grid redevelopment .....

**Q20 What range of shops should Hereford offer? Please tick ONE box only**

Protect the existing shopping provision of a range of smaller independent and specialist shops, whilst supporting the Edgar Street Grid development as a preferred location for larger units .....

Seek to increase the range and mix of retail unit sizes offered across the city including the Edgar Street Grid redevelopment .....

**Q21 What new transport infrastructure is required in Hereford to accommodate growth and how will it be provided? Please tick ONE box only**

Deliver a blended package of transport and public transport improvements including an "outer distributor road" .....

Develop a package of public transport measures to enable growth without the provision of an "outer distributor road" .....

**Q22 If an "outer distributor road" were to be built, would you favour a route to the east or west of the city? Please tick ONE box only** East.....   
West.....

**Q23 Is there anything else you would like to say about the development of Hereford?**

**The Market Towns**

By the "Market Towns", we mean Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye.

**Q24 What role should the Market Towns have in the future?**

	Yes	No	No opinion
To continue to plan for each town based on maintaining and enhancing their current roles, as providing multi-functional roles for their rural hinterlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop each market town as a place with a specialist function / role, e.g. through heritage, tourism, outdoor leisure, employment or specialist shopping, that is complementary to and doesn't compete with the others or Hereford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop better linkages between the market towns and Hereford in terms of location of services and transport links between them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*The "hinterland" of a town is the area surrounding it which makes use of that town for the provision of shopping, services etc. There is no defined boundary to a hinterland, and it may vary in size for different services.*

**Growth at Bromyard**

Evidence emerging from the Housing Land Study indicates the main areas with potential for growth beyond the current built up parts of Bromyard lie to the north or south. These only relate to potential directions for growth and not specific sites. It may be that there are additional areas that also offer some potential or following further evidence these directional areas are discounted.

Growth at Bromyard is constrained due to flooding from the River Frome. Topography is also an issue, in particular the rising land to the Bromyard Downs to the east.



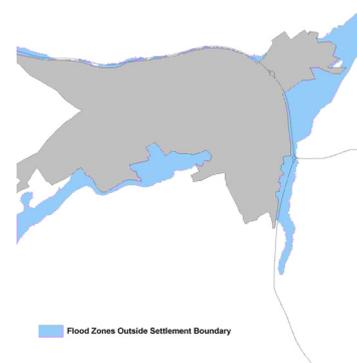
**Q25 In which direction should Bromyard grow?**

	Yes	No	No opinion
Allocate growth to the north	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate growth to the south	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disperse the growth to a number of smaller sites in various locations around the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit further growth to that falling within the existing built-up parts of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Growth at Kington**

Evidence emerging from the Housing Land Study work indicates limited potential around the town to accommodate growth.

Kington is constrained by the physical barriers such as the bypass and surrounding topography, with areas of rising land around the town. To the west lies the historic park and garden of Hergest Croft and the higher land of Hergest Ridge. Any development to the east of the town would require development outside the by-pass. In addition, there are areas of Kington that are prone to flooding from the River Arrow and its tributaries.



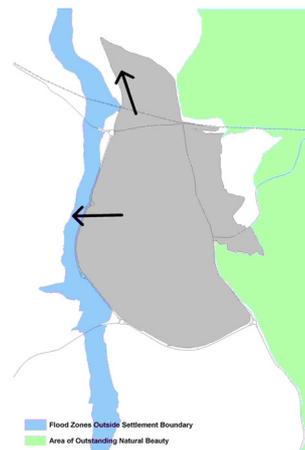
**Q26 In which direction should Kington grow? Please tick ONE box only**

- Limit any further growth to that falling within the existing built-up parts of the town .....
- Allocate limited employment and housing growth to a number of smaller sites in various locations around the town .....

### Growth at Ledbury

Evidence emerging from the Housing Land Study indicates the main areas with potential growth outside of the current built-up parts of the town lie to the north and west of the town. These only relate to potential directions of growth and not specific sites. It may be that there are additional areas that also offer some potential or following further evidence these directional areas are discounted.

The Malvern Hills Area of Outstanding Natural Beauty lies to the east of the town and the land rises sharply. Any development to the west of Ledbury would involve development outside of the by-pass. Land along the Leadon River to the east of the bypass is subject to flooding.



### Q27 In which direction should Ledbury grow?

	Yes	No	No opinion
Allocate growth to the northwest on land currently proposed for employment use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate growth to the west, on the western side of the by-pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disperse growth to a number of smaller sites in various locations around the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit further growth to that falling within the existing built-up parts of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Growth at Leominster

Evidence emerging from the Housing Land Study work indicates the main areas with potential for growth beyond the existing built up parts of the settlement lie to the south and southwest of the town. This is potentially a significant land release which would have the potential to be developed in association with new road infrastructure. These only relate to potential directions of growth and not specific sites. It may be that there are additional areas that also offer some potential or following further evidence these directional areas are discounted.



Leominster is the least constrained market town environmentally, but there are significant areas around the town which are prone to flooding or are locally valued landscape. The River Lugg, A49 by-pass and railway line provide significant barriers to development to the east of the town. However, Leominster has transport constraints imposed by the existing infrastructure in the town. The transport implications of any further housing growth will need to be considered. Any significant growth would require the construction of a new road from the B4321 (Hereford Road) to the A44 in the Barons Cross area.

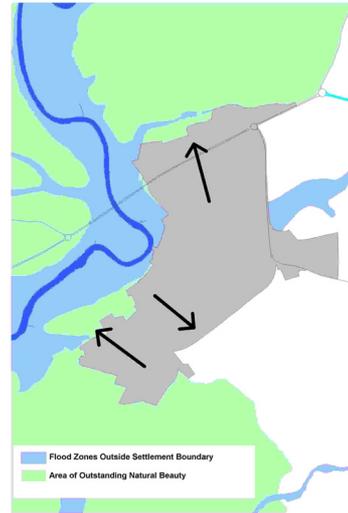
### Q28 In which direction should Leominster grow?

	Yes	No	No opinion
Allocate land to the south or southwest in conjunction with an east-west link road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disperse growth to a number of smaller sites in various locations around the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit further growth to that falling within the existing built-up parts of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Growth at Ross-on-Wye**

Evidence emerging from the Housing Land Study indicates the main areas with potential for significant growth lie to the north, the southwest and southeast of the town. These only relate to potential directions of growth and not specific sites. It may be that there are additional areas that also offer some potential or following further evidence these directional areas are discounted.

Any proposals for growth will need to take into account the significant environmental constraints which impact upon Ross-on-Wye. The town, as well as land to the north, west and south, is contained within the Wye Valley Area of Outstanding Natural Beauty. Land to the west is also subject to flooding from the River Wye and its tributaries.



**Q29 In which direction should Ross-on-Wye grow?**

	Yes	No	No opinion
Allocate significant growth to the north	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate significant growth to the southeast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allocate significant growth to the southwest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disperse growth to a number of smaller sites in various locations around the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit further growth to that falling within the existing built-up parts of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Shops in the Market Towns**

Currently primary and secondary shopping frontages are defined for the market towns. A "primary shopping frontage" comprises the main shopping streets, containing mostly retail shops. A "secondary shopping frontage" is where a mix of town centre uses are located, including estate agents, banks etc. A policy is currently used with these definitions to recognise the need to allow diverse uses within the town centre, whilst maintaining a high proportion of retail.

**Q30 How should we protect shops in the Market Towns? Please tick ONE box only**

- Continue with the current approach of defining primary and secondary shopping frontages and a policy to encourage a higher proportion of retail uses within the core of each of the town centres....
- Define primary shopping frontages only .....
- Do nothing and allow market forces to prevail .....

*In this context, allowing market forces to prevail means not preventing the loss of retail on the basis that other uses may have a higher economic value.*

**Q31 Is there anything else you would like to say about the development of the market towns?**

## The rural areas

### Q32 How should the rural areas grow, including the market towns and all settlements outside of Hereford? Please tick ONE box only

- Focus the significant majority of non-Hereford new growth in the market towns, with rural settlements limited to affordable housing to meet local needs only.....
- Focus new non-Hereford growth to the market towns, but enable some growth in or around a limited number of sustainable rural settlements, with the remainder of the rural area limited to affordable housing to meet local needs only.....
- Plan for an equal or similar distribution of growth between the market towns and sustainable rural settlements.....
- Focus the majority of non-Hereford growth to sustainable rural settlements.....

### Q33 Depending on the level of growth in rural areas, how could development in rural settlements be distributed? Please tick ONE box only

- Limit to brownfield land inside the existing built-up limits of sustainable rural settlements.....
- Enable sufficient growth, including greenfield release, to retain or provide new rural services or facilities in identified rural settlements .....

*"Brownfield land" is land or premises that have previously been used or developed, that could be re-used or re-developed. "Greenfield land" is land that has not previously been developed, often in agricultural use.*

### Jobs in rural areas

The economic priorities within the rural areas would be to broaden the economic base, reducing the reliance on traditional employment and providing a wider range of local jobs. The emphasis should be on regenerating local communities but not attracting businesses / jobs away from urban areas. The Core Strategy will need to balance the needs of diversifying the rural economy with the need to protect and enhance the rural landscape.

### Q34 How should we encourage the diversification of the rural economy? Please tick ONE box only

- Limit employment development in rural areas to proposals which support farm diversification and the development of small employment sites for businesses which are required to locate in a rural area.....
- Devise a policy to diversify the rural economy within and outside of rural settlements by enabling the development of new employment opportunities and enterprises.....

### Rural facilities and services

#### Q35 How should we protect our rural facilities?

- |  | Yes                      | No                       | No opinion               |
|--|--------------------------|--------------------------|--------------------------|
| Develop more robust policies to protect and / or increase the provision of small-scale, rural services / facilities, including retail e.g. farm shops, in or adjoining settlements | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Identify particular settlements outside of the market towns and Hereford as Local Service Centres, and use policies to promote / protect facilities / services                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Do nothing and allow market forces to prevail  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

*In this context, allowing market forces to prevail means not preventing the loss of rural facilities on the basis that other uses may have a higher economic value.*

#### Q36 Is there anything else you would like to say about development in the rural areas?

## **Part 4 - Policy Options**

In the following section we consider general policy issues in the way we deal with developments. These are set out based on themes. Further background information on each policy option can be found in section 7 of the full developing options paper.

### **Sustainable communities**

#### **Renewable energy**

Renewable energy is used to describe forms of energy that occur naturally and repeatedly in the environment. This includes wind, sun, water, minerals from plants or combustible or digestible waste from industrial, agricultural and domestic materials.

#### **Q37 How can Herefordshire increase its usage of renewable energy sources?**

	Yes	No	No opinion
Highlight specific technologies and locations in Herefordshire where renewable energy sources could be promoted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Set targets and design requirements for the inclusion of energy from renewable sources within new developments of a particular scale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### **Waste management**

#### **Q38 How should Herefordshire manage the waste it produces?**

	Yes	No	No opinion
Identify locations where specific waste management facilities will be required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a set of generic criteria in a policy for new waste management facilities which would be used to judge planning applications against	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devise a policy whereby all new developments of a certain size will need to be accompanied by a new local waste facility being built or contributed to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### **Minerals**

All building works and some manufacturing processes require minerals in some form. The local extraction and use of minerals reduces construction costs, increases local employment but can have some impacts on the local environment. Herefordshire Council is obliged to identify sufficient land to meet the County's share of regional production, adjusted to the local availability of different minerals. With increasing levels of housing and other growth, there may well be an increase in the quantity of minerals required.

It is necessary to ensure that mineral workings are undertaken in a sensitive manner and reclamation and aftercare of the site is undertaken to protect and where possible enhance the environment.

#### **Q39 How should Herefordshire address any additional mineral reserves requirement?**

	Yes	No	No opinion
Identify the current and required bank of permitted mineral reserves to meet the needs of Herefordshire up until 2026	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify "preferred areas of mineral extraction" to enable greater flexibility and safeguard potential mineral reserves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a policy which would be used to judge planning applications for new minerals extraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Flooding

Although flooding cannot be wholly prevented, the impacts can be avoided and reduced through planning policy. Policy should ensure that flood risk is taken into account in the development process through a risk based approach. Flooding is often associated with rivers but can also occur from high groundwater levels, surface water run-off and sewer and drainage capacity issues. The design of new developments and buildings can assist in reducing and conserving the amount of surface run-off. Under current policy, flood risk zones are identified, and mitigation measures are taken if development is allowed in areas with lesser risk of flooding.

### Q40 How should flooding issues in Herefordshire be addressed with the increasing needs for future development?

*Development in Flood Risk Areas:*

*Please tick ONE box only*

Devise a policy which includes a sequential test to determine the suitability of land for development in flood risk areas, and an exceptions test that provides a method of managing flood risk whilst still allowing necessary development to occur .....

Adopt a stricter policy, only allowing development in areas with no known flood risk .....

*Design of developments:*

	Yes	No	No opinion
Introduce built or natural design approaches to tolerate or adapt to flooding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure all new development includes methods to collect, store and reuse rainwater, including Sustainable Urban Drainage Systems (SUDS) where appropriate to reduce possible non-fluvial flooding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with developers to determine the most appropriate design solutions with regard to reducing flooding risks at the application stage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*"SUDS" is the collection of surface water and its natural drainage back into the ground via soakaways or to existing watercourses using infiltration methods where necessary.*

*"Fluvial" flooding is flooding associated with high river levels. "Non-fluvial" flooding is flooding from other sources, including high groundwater, surface run-off and overflowing drains.*

## Water use

The River Wye and part of the River Lugg have an international designation as Special Areas of Conservation (SAC). New development has the potential to impact upon both the quantity and quality of water within the River Wye SAC. In addition, the impact of climate change could result in longer periods of water shortages and put additional pressure on the amount of water available. Existing infrastructure for water and sewerage in the county may need significant investment in order to accommodate the level of new development proposed over the period up to 2026.

### Q41 How can we balance the growing needs for water and the special conservation status of the rivers Wye and Lugg?

	Yes	No	No opinion
Ensure that all new development incorporates water saving and efficiency measures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Incorporate phasing proposals to enable necessary new infrastructure to be put in place prior to the commencement of new development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Require developments of a particular size to contribute to retrofitting existing properties with SUDs or water efficiency techniques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A combination of the above three elements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Design and sustainable construction

### Q42 How can we make Herefordshire distinctive in terms of design? Please tick ONE box only

- Devise a local design policy incorporating all aspects of design and sustainable construction.....
- Integrate design elements into other policies such as renewable energy, flooding, housing provision.....
- Rely on the regionally defined sustainable design and construction policy .....

### Q43 Is there anything else you would like to say about sustainable communities?

## Diversifying and strengthening the economy

### Provision of employment sites

#### Q44 What type of employment sites should we be providing

	Yes	No	No opinion
Locate significant employment growth on new larger purpose built estates similar to Rotherwas or Leominster Enterprise Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locate employment growth on a number of new smaller sites to meet local needs and start up businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expand existing employment areas to accommodate new employment growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage the integration of new employment opportunities in mixed use developments such as live-work schemes or working from home opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locate new employment growth as part of a housing urban extension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Protection of employment land

#### Q45 Should we protect existing employment land? Please tick ONE box only

- Protect all designated employment land from development for other uses .....
- Protect no employment land and allow market forces to prevail.....
- Develop a policy to protect employment sites on their merit at the time of an application based on suitable locations, quality of site and a rolling 5 year supply .....

### Improving the County's skills base

Herefordshire has a number of higher education / post 16 facilities but does not have a dedicated university. As a result many young people leave the County for higher education and consequently younger people do not move here to study. This limits the ability of local businesses to find higher skilled workers, and can also restrict the establishment of new research, development and high tech companies in the County.

#### Q46 How can we improve the skills base in the County?

	Yes	No	No opinion
Create a university style campus in Herefordshire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support the development of new and extended school / college facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allow market forces and demand to prevail and judge any applications at the appropriate stage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Tourism and Culture

### Q47 How can Herefordshire's tourism and culture sector grow?

	Yes	No	No opinion
Devise a policy to limit the growth of tourism in Herefordshire in order to protect existing environmental assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devise a policy to strongly promote the growth of tourism across Herefordshire to help create a vibrant local economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus tourism development on key assets within Herefordshire, for example Hereford, the black and white villages or Symonds Yat to maximise the growth of tourism and attract more visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus tourism development only to those areas accessible by public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concentrate upon promoting Herefordshire as a centre for "green tourism"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

"Green tourism" is defined as "low impact, environmentally friendly tourism that cherishes, not destroys".

### Q48 Is there anything else you would like to say about diversifying and strengthening the economy?

## Housing provision

### Affordable housing

"Affordable housing" is housing that is subsidised in some way for people unable to rent or buy on the open housing market. This includes key worker housing and shared ownership homes. Currently, affordable housing is provided in Herefordshire by the requirement for 35% of houses on new developments being provided as affordable housing on sites over a certain size threshold. This threshold is 15 or more homes or 0.5 hectares in urban areas, and 6 or more homes or 0.2 hectares in rural areas.

### Q49 How should we address the need for affordable housing in the County?

	Yes	No	No opinion
Increase the percentage of affordable housing required on housing sites (currently 35%)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower the site thresholds for affordable housing, particularly in rural areas where most housing is completed on sites smaller than existing thresholds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A combination of the above two options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify settlements or areas where new housing development is limited only to affordable housing, this could mean that rural exceptions sites for affordable housing are the subject of specific allocations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Settlement boundaries**

Settlement boundaries are a well-used planning tool for guiding, controlling and identifying the limits to development for individual settlements. They are lines drawn around defined settlements to reflect the built-up area and the area to which a set of plan policies are applied. They may not necessarily reflect the full extent of the village.

Settlement boundaries have added certainty to planning decisions and are a generally accepted planning tool, as the "black line" defines the areas which the settlement and open countryside policies would be applied to. However, they have been criticised for leading to cramming of houses within the boundary and thus affecting the character of the settlement, being inflexible and increasing land values.

**Q50 Should we continue with settlement boundaries? Please tick ONE box only**

- Continue to define settlement boundaries .....
- Devise a policy against which to adjudge future development proposals, rather than using settlement boundaries.....

**Density**

"Density" refers to the number of houses that are built on a given area of land. The density of housing can affect the local character and distinctiveness of that area. Any densities set should reflect local circumstances. Higher densities can assist in urban and rural regeneration by increasing possible population numbers to support community and social facilities and public transport, as well as reducing greenfield land requirements.

**Q51 What level of density targets should Herefordshire set? Please tick ONE box only**

- Apply a single standard density to all housing provision across the county .....
- Apply different standard densities to different parts of the county to reflect accessibility (highest densities in central Hereford, market towns and adjacent areas, lower densities in non-central parts of urban areas and the lowest densities in rural areas .....
- Densities either set or determined for each site on the basis of an assessment of the character of the surrounding area .....

**Housing mix**

The Core Strategy should provide guidance upon the range and mix of housing across the County to ensure that the needs of families with children, single person households, older people and other groups such as Gypsies and Travellers are met as well as aiming to achieve balanced communities.

**Q52 What types and mix of housing does Herefordshire need?**

	Yes	No	No opinion
Allow a market led approach to the mix of new house types in new developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure all schemes have a mix of house types in accordance with up to date housing needs information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devise a policy which gives priority to specific housing types in particular areas, i.e. family homes, single persons, retirement in order to balance the housing types across the County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Gypsies and Travellers

Core strategies should set out criteria for the location of Gypsy and Traveller sites. These criteria will be used to guide the allocation of sufficient sites to meet the required number of pitches. Emerging evidence suggests a significant need for Gypsy and Traveller accommodation in Herefordshire over the plan period.

### Q53 How should we make provision for the needs of Gypsies and Travellers?

	Yes	No	No opinion
Develop a County-wide policy for location of different types of Gypsy and Traveller sites (residential, transit and temporary)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify areas or locations where Gypsy and Traveller sites would be unacceptable due to environmental constraints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide an indication of specific areas (but not sites) where Gypsy and Traveller sites are needed and sites will be directed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Q54 Is there anything else you would like to say about housing provision?

## Ensuring better health and wellbeing

### Health care provision

#### Q55 How can new developments help to make provisions for new and improved health care facilities?

	Yes	No	No opinion
Provide new facilities in areas which are a focus for growth or urban extensions, in partnership with Herefordshire Primary Care Trust and other health care providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase the capacity of existing facilities, in partnership with Herefordshire Primary Care Trust and other health care providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Open space provision

#### Q56 What is the best way to provide the required open space and recreation facilities throughout the County? *Please tick ONE box only*

- Develop a County-wide standard for the provision of open space and recreation facilities within all new developments, similar to the current approach .....
- Develop area specific standards and needs for the provision of open spaces and recreation facilities .....

### Q57 Is there anything else you would like to say about health and wellbeing?

## Conserving and enhancing the natural and built environment

### Green infrastructure

"Green infrastructure" is the network of green spaces and natural elements that fall within and connect to the places in which we live. It includes open spaces, rivers, gardens, woodlands, green corridors, wildlife corridors and open countryside.

#### Q58 How should Herefordshire protect and enhance its green spaces?

	Yes	No	No opinion
Ensure that new developments are designed in a way which enhances Herefordshire's green infrastructure, for example through linking into existing networks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seek developer contributions for identified green infrastructure proposals, particularly in areas with an identified need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make the most of the benefits of green infrastructure for a number of purposes including flood storage, biodiversity and recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Locally distinctive features / assets

#### Q59 How should we protect / conserve / enhance our locally distinctive features / assets?

- Rely on the national and regional policies only to protect Herefordshire's environmental assets.....
- Develop specific policies to provide an appropriate level of protection, conservation and enhancement for those locally distinctive features and areas which are important for their biodiversity, landscape or the historic and built environment.....
- Ensure that relevant policies of the plan include criteria which provide an appropriate level of protection, promotion and enhancement for all elements of the natural or historic environment.....

#### Q60 Is there anything else you would like to say about conserving and enhancing the natural and built environment?

## Delivery and monitoring

To ensure that sufficient and suitable land is available to achieve the objectives set out in the Core Strategy, the Council proposes to do the following:

- Working with infrastructure providers to ensure that the delivery of land for development is not restricted by inadequate infrastructure provision.
- Ensuring a continuous supply of deliverable housing sites for at least five years by preparing a Strategic Housing Land Availability Assessment.
- Identifying site-specific issues and proposals impacting on their development.
- Developing an implementation strategy that is sufficiently flexible to take into account changing circumstances.
- Continuing to monitor the implementation of planning policies to ensure that the spatial vision, policies and proposals are being delivered on the ground.

#### Q61 Is there anything else the Council should be doing to help ensure the delivery of land over the Plan period?

## Any other comments

**Q62** Is there anything else you would like to say about the Core Strategy?

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### About You

The questions in this section are voluntary, but answering them will help us when we analyse the results, to see if views vary between different sections of the community. Answers will be kept in strict confidence.

**Q63 Age:**

Up to 16.....      25 - 44 .....      65 - 74 .....  
17 - 24 .....      45 - 64 .....      75 and over .....

**Q64 Gender:**

Male.....      Female .....

**Q65 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?**

Yes .....      No.....

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**Thank you for taking the time to complete this questionnaire.**

If you have been provided with a reply paid envelope, please use this to return it, by **Friday 8th August** at the latest. Alternatively, you can post it (no stamp required) to:

Core Strategy  
Licence No. RRJX-TLSH-SCYH  
FREEPOST, Forward Planning,  
Herefordshire Council,  
PO Box 4,  
Plough Lane,  
Hereford,  
HR4 0XH

You can also return the questionnaire via our fax number 01432 383 031 or complete it online at [www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf)

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If you need help to understand this document, or would like it in another format or language, please contact the Forward Planning office on 01432 383 357.

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Developing Options – Roadshow dates and attendance

Date	Town	Time	No of visitors
1 July	Kington (Burger van opposite primary school at entrance of car park)	10 - 1 pm	54
2 July	Bromyard (Info Centre, Café Area in window)	10 - 1 pm	9
8 July	Ross (Burger van Market Square)	10 - 1 pm	79
9 July	Leominster (Burger van Corn Square)	10 - 1 pm	52
15 July	Ledbury (Burger van St Katherine Street car park)	10 - 1 pm	75
16 July	Ewyas Harold (Memorial Hall car park)	10 – 1 pm	15
23 July	High Town (Burger van)	10 - 3 pm	287

**Shaping Our Place 2026**  
**Developing Options Schools comment form - Hereford**

**Appendix 3**

<b>Name of school</b>	Whitecross	Whitecross	Whitecross	Whitecross
<b>Age</b>	14	14	14	13
<b>Which of the role options would be the best for Hereford ?</b>	Hereford specialise in something like a University	Keep most of Hereford the same but change a few things	More nightclubs, another bridge to reduce traffic	Option B
<b>What should Hereford specialise in ?</b>	University	University	Shops – shopping centre and night life	We should specialise in youth facilities, sport, housing and more shops for work
<b>In which direction should the City growth ?</b>	North and south side of the river	Mostly North but some in the south	Put the same amount of houses on both sides	I think that if there are so many houses to built then they should be built east and west
<b>How can we provide housing that everyone can afford ?</b>	More affordable housing	I don't think you can because house are expensive anyway	Use cheaper materials	By using cheaper material and products
<b>How can we improve Hereford as a centre and what range of shops should Hereford offer?</b>	Bigger, different stores and more shops, more restaurants	More restaurants	Gaming shops, clothes shops, restaurants and more parking spaces	Shops for everyone, designer, sports and children's
<b>How can we tackle the traffic issues in Hereford to accommodate growth?</b>	More roads and another bridge and more bus stops	A bypass, more roads and another bridge for vehicles and pedestrians	Another bridge	We can put more traffic lights and more roads
<b>What type of employment is needed in Hereford / Herefordshire?</b>	More high tech jobs	I'm not really sure	After college I'm leaving Hereford.	I think more businesses , shops and the hospital for more jobs
<b>How can we improve the people's skills within the County?</b>	Better education in schools and a university	University		More sports jobs, shops and business for more talent

<b>Name of school</b>	Whitecross	Whitecross	Whitecross	Whitecross
<b>Age</b>	14	14	14	14
<b>Which of the role options would be the best for Hereford ?</b>	Develop a specific role which builds upon identified strengths	Option B	Traditional role. Get skatepark	Develop a specific role which builds upon identified strengths
<b>What should Hereford specialise in ?</b>	Entertainment, shopping, more swimming pools, teenage nightclubs, fashion shops, something like NEC for concerts	We should have a big outdoor skatepark which will attract loads of people. Get a skatepark!	Specialise in a big impressive stakepark	Entertainment and shopping. More late night teenage entertainment.
<b>In which direction should the City growth ?</b>	Support a wide range of employment sectors	Towards Ross-on-Wye or Monmouth so we can get onto a motorway towards Cardiff or Newport. Get a skatepark !	Towards Monmouth, Ross, Kingstone and Credenhill. Get a skatepark	East
<b>How can we provide housing that everyone can afford ?</b>	Lower prices, ask for more affordable homes to be built on new housing estates	Get a skatepark !	Have most houses the same size. Get a skatepark	Ask for more affordable homes to be built on every new housing estate of 15 or more houses
<b>How can we improve Hereford as a centre and what range of shops should Hereford offer?</b>	Bigger shops, size and type of shops, more choose of shop and a bigger town	We should have a retail outlet shop and a skatepark!	Knock down the whole of town and make a huge shopping centre. Get skatepark	Bigger shops (size and type) Plan for the whole town, more choice of shops and a bigger town.
<b>How can we tackle the traffic issues in Hereford to accommodate growth?</b>	More cycle paths	Have a huge ring road that goes right around the City. Get a skatepark !	Have a huge ring road that goes all round the city. Get a skatepark	More cycle paths, more trams, trains and bus routes
<b>What type of employment is needed in Hereford / Herefordshire?</b>	University and colleges. A wide range of different jobs	University teachers so there can be a university. Get a skatepark !	Have a university and a better job centre. Get a skatepark	A wide range from entertainment to professional
<b>How can we improve the people's skills within the County?</b>	Adding more stuff. Entertainment and shopping, cycle paths, more education, shops	Get a skatepark, it will keep people off the streets and give them hobbies and they will keep fit and won't get bored	Get a skatepark, please	

<b>Name of school</b>	Whitecross	Whitecross	Whitecross	Whitecross
<b>Age</b>	14	14	14	14
<b>Which of the role options would be the best for Hereford ?</b>	Develop a specific role which builds upon identified strengths		Option B	Focus on society
<b>What should Hereford specialise in ?</b>	Entertainment and shopping. More swimming pools for free. More nightclubs for teenagers and fashion shops	University	I think sports facilities	The football this is including the sports
<b>In which direction should the City growth ?</b>	Outwards - East	East	Southside	I think that is should grow south
<b>How can we provide housing that everyone can afford ?</b>	Ask for more affordable houses to be built on every new housing estate	New housing estates	By doing it cheap	By doing it cheap
<b>How can we improve Hereford as a centre and what range of shops should Hereford offer?</b>	Bigger shops, size and type. More choice of shop and a bigger town.	Multiplex	More designer shops and sports	Bigger better sports shops, better brand shops
<b>How can we tackle the traffic issues in Hereford to accommodate growth?</b>	More cycle paths, more trains and trams	More and better bus services	Better traffic lights	I don't know
<b>What type of employment is needed in Hereford / Herefordshire?</b>	A wide range of different types of jobs locally gives people in Hereford more opportunity to work within the County	Businesses to locate here.	Bigger business less factory jobs	
<b>How can we improve the people's skills within the County?</b>		Have skilled workforce. Higher / better education / college facilities.	Get more people around schools looking at skills.	

<b>Name of school</b>	Whitecross	Whitecross	Whitecross	
<b>Age</b>	14	14	14	
<b>Which of the role options would be the best for Hereford ?</b>	Option B	Option B	Option B	
<b>What should Hereford specialise in ?</b>	Hereford should specialise in sports facilities and get more attractions. Build a new town road by the common	Sport, housing	We should get more health places for people and more shops	
<b>In which direction should the City growth ?</b>	South	East – Aylestone Hill	From the centre out and down by the river and Aylestone Hill	
<b>How can we provide housing that everyone can afford ?</b>	Build them not close to the city centre	Make the housing cheap so people can afford them	Make it cheaper	
<b>How can we improve Hereford as a centre and what range of shops should Hereford offer?</b>	More clothes shops and sports shops. More sports centres for sport to find talent	We need more sports	More clothes shops – bigger shops and better places e.g. cinemas, leisure pool	
<b>How can we tackle the traffic issues in Hereford to accommodate growth?</b>	Better traffic lights like Westfailing Street and ASDAs	Build a big road	Make a by-pass around Hereford, better traffic lights.	
<b>What type of employment is needed in Hereford / Herefordshire?</b>	Get bigger and better businesses	Any that ensures employment		
<b>How can we improve the people's skills within the County?</b>	Get more polish to build buildings and roads	More sports facilities to find young talent		

**Shaping Our Place 2026**  
**Developing Options Schools comment form – Ross-on-Wye**

<b>Name of school</b>	John Kyrle	John Kyrle	John Kyrle
<b>Age</b>	13	13	13
<b>Which of the role options would be best for you town?</b>	Continue to plan for each town and continue their current roles	Update the town but keep the old historic place	Ross as a market town is historic and though if you can compromise by improving and modernising the town and keeping it historical
<b>What should your town specialise in?</b>	I think that the River Wye is a largely protected area, I think that this should become a national park which could bring in tourism. I would ask for the town not to be too specialised and be an all rounder	Cinema, bowling alley, more decent shops, a good shopping centre	You could add some more facilities eg cinema theatre, leisure centre but keep historical things to draw in tourists
<b>In which direction should your town grow?</b>	I think that as there are not more well known national parks in England, we should put Herefordshire on the map and then expand the population and also economy results	Leisure and tourism	Leisure and tourism drawn by historical things
<b>How can we provide housing that everyone can afford?</b>	I think we can do this by raising the interest rate and also allowing buyers to extend their own houses to have more profit and buy a better house. I think we can also make more houses available for rent.	25% affordable houses	50/50 affordable and non affordable
<b>What type of employment is needed in your town?</b>	I think we should have advanced work and office work so that the business is wealthy and the town is more attractive	Lots and lots and lots more than there is at the moment	Lots – different types to attract different people
<b>How can we improve the skills base in the County?</b>	If we expand the housing population in Hereford then we can grown in home occupations and that will give more skills from wealthy	?	A University which would attract different businesses and create more jobs

<b>Name of school</b>	John Kyrle	John Kyrle	John Kyrle
<b>Age</b>	16	17	11
<b>Which of the role options would be best for you town?</b>	Enhancement and current tourist appeals	Enhancing current roles	To build a university in Herefordshire and a new attraction kids enjoy
<b>What should your town specialise in?</b>	Tourism is a significant appeal of Ross, the principle attraction for those not living in Ross is the historic town however in terms of specialisation it would be good to increase the 'maturity' of the town and make it more than a stop off for tourism and more attractive for residents	Tourism is a big thing in Ross and so we should focus more on that. Ross seems to be more of a base for the walking holidays etc. We should make more of that.	Marketing and farming and manufacturing
<b>In which direction should your town grow?</b>	A continuing increasing expansion of the town will not have a significant advantage as the commercial centre of Ross has not expanded significantly proportion to the housing expansion. Also risks such as flooding would seem to limit any further expansion	I'm not sure money should be going towards growth, but to developing what we already have to bring in more money to the town. People that can buy houses to commute to other towns wouldn't necessarily bring in income.	Ross-on-Wye should grow to a more eco friendly such as on future housing install solar panels
<b>How can we provide housing that everyone can afford?</b>	I think would be most beneficial if the mixes of more affordable and more expensive homes to prevent isolation which could led to ghetto like situations. The aim should be to maintain a good mix of more expensive and cheaper homes in order to appeal to tall markets	We think it should be new developments of mixed price houses to discourage 'ghetto' type living	Making half the houses on an estate cheap but the other half can't go up in price
<b>What type of employment is needed in your town?</b>	A variety of employments including those more orientated towards a more highly skilled audience in areas such as science and similar more skilled jobs.	A variety of employment because there is lots of teaching but not much variety.	Mainly in farming and marketing also in education
<b>How can we improve the skills base in the County?</b>	By increasing the awareness of things such as evening classes, perhaps a university could appeal to those wanting to develop skills in agriculture both in the cases of locals and people from further afield	Rural based university to encourage people from cities who wouldn't otherwise get the opportunity to be interested in agricultural or rural activities / jobs	More money on education and building also eco friendly items

<b>Name of school</b>	John Kyrle	John Kyrle	John Kyrle	John Kyrle
<b>Age</b>	14	14	14	15
<b>Which of the role options would be best for you town?</b>	Yes, but we should add more facilities for the youth to use	Develop a specialist function	Developing each market town as a place with a specialist function /role	Second option
<b>What should your town specialise in?</b>	We should have more things in Ross like a cinema and make Ross a known town like other well known towns we should make some parts of Ross more a shopping town with a shopping mall, cinema, bowling alley, football pitch	Attracting more people to the town	I think it should specialise in education (research university) or entertainment (cinema, arcade, inside football pitches)	Tourism, getting people into the town and spending their money. A leisure centre to keep crime down in Ross
<b>In which direction should your town grow?</b>	South east	South east	North east to south east	South east
<b>How can we provide housing that everyone can afford?</b>	You could send a questionnaire to people who are looking for houses to see what houses are good from them and then suggest a house on the market that is ideal for them	A combination of all	Identify areas where affordable housing needs to be built and build any amount regardless of the number or size	A combination of all
<b>What type of employment is needed in your town?</b>	Farming, industrial, engineering, sport, education	Transport employment	Research	More places to work
<b>How can we improve the skills base in the County?</b>	Yes we need a university for people who don't want to spend half the year in Cardiff and Birmingham	Build a university in Hereford	Research university	Build a university

## List of meetings and events attended – November 2007 to September 2008

Date	Meeting	Purpose
23 <sup>rd</sup> November 2007	'Shaping Herefordshire' CPD Event	Training event open to all Herefordshire Council employees to explain the new planning system, LDF and Core Strategy
29 <sup>th</sup> November	Shaping Herefordshire' CPD Event	Training event open to all Herefordshire Council employees to explain the new planning system, LDF and Core Strategy
10 <sup>th</sup> December	Herefordshire Exchange – Herefordshire Partnership	Exhibition of Core Strategy material and officers available to answer queries during a Herefordshire Partnership Event
12 <sup>th</sup> December	LDF Task Group	Review issue consultation results and workshops regarding the how to progress the developing options
19 <sup>th</sup> December	Higher Education for Herefordshire Management Group	Presentation explaining Core Strategy and its development
9 <sup>th</sup> January 2008	Hereford Business Partnership	Update on Core Strategy progress
15 <sup>th</sup> January	Herefordshire Environment Partnership	Update on Core Strategy progress
16 <sup>th</sup> January	Breinton Parish Council	Presentation explaining Core Strategy and its development
18 <sup>th</sup> January	Herefordshire Council Planning Committee	Exhibition of Core Strategy material
23 <sup>rd</sup> January	Environment Management Team meeting	Presentation explaining Core Strategy and its development
29 <sup>th</sup> January	LDF Task Group	Consult on initial draft of developing options
1 <sup>st</sup> February	Herefordshire Council Members Seminar	Presentation explaining Core Strategy and its development
20 <sup>th</sup> February	Gypsy and Travellers Accommodation Assessment stakeholders meeting	Update on process of Core Strategy.
3 <sup>rd</sup> March	Core Strategy Internal Working Group	Officer group to work on initial draft of the

<b>Date</b>	<b>Meeting</b>	<b>Purpose</b>
		developing options
17 <sup>th</sup> March	Herefordshire Council Members	Affordable housing seminar which included how affordable housing could be addressed in the Core Strategy.
19 <sup>th</sup> March	Technical Stakeholders Group meeting	Meeting to discuss developing options with stakeholder. However, this meeting was cancelled and email used instead
14 <sup>th</sup> April	Core Strategy Internal Working Group	Officer group to work on further drafts of the developing options
22 <sup>nd</sup> April	LDF Task Group	To update on RSS review, agree Options paper, SA and HRA. Evidence base update including SHLAA and parish plan report
28 <sup>th</sup> April	Stakeholder meeting – NE, EA and WW	Stakeholder meeting for Natural England, Environment Agency and Welsh Water regarding developing options
30 <sup>th</sup> April	Herefordshire Council Members Briefing - Hereford	To inform Members about the developing options and Strategic Housing Land Availability Assessment work
2 <sup>nd</sup> May	Herefordshire Council Members Briefing - Kington	To inform Members about the developing options and Strategic Housing Land Availability Assessment work
6 <sup>th</sup> May	Herefordshire Council Members Briefing - Bromyard	To inform Members about the developing options and Strategic Housing Land Availability Assessment work
14 <sup>th</sup> May	Herefordshire Council Members Briefing - Ross-on-Wye	To inform Members about the developing options and Strategic Housing Land Availability Assessment work
19 <sup>th</sup> May	Herefordshire Council Members Briefing - Ledbury	To inform Members about the developing options and Strategic Housing Land Availability Assessment work
21 <sup>st</sup> May	Herefordshire Council Members Briefing -	To inform Members about the developing options

<b>Date</b>	<b>Meeting</b>	<b>Purpose</b>
	Leominster	and Strategic Housing Land Availability Assessment work
5 <sup>th</sup> June	Fownhope Residents Association	Outline of LDF and new planning system
10 <sup>th</sup> June	Regional Gypsy and Travellers meeting	Update on Developing Options.
16 <sup>th</sup> June	Core Strategy Launch Event	Launch event targeted at stakeholders
17 <sup>th</sup> June	Schools Event – John Kyrle High School	Presentation and schools questionnaire workshops to pupils
18 <sup>th</sup> June	Ross Civic Society	Presentation of the Developing Options and question and answer session
24 <sup>th</sup> June	Parish Council HALC Event	Presentation of the Developing Options and question and answer session
24 <sup>th</sup> June	Herefordshire Registered Society Landlord Forum	Presentation of the Developing Options and question and answer session
30 <sup>th</sup> June	Herefordshire Council Conservation Team meeting	Presentation of the Developing Options and question and answer session
1 <sup>st</sup> July	Kington Roadshow	Exhibition of the Developing Options
2 <sup>nd</sup> July	Bromyard Roadshow	Exhibition of the Developing Options
7 <sup>th</sup> July	Schools Event – Whitecross High School	Presentation and schools questionnaire workshops to pupils
7 <sup>th</sup> July	Bodenham Parish Council	Presentation of the Developing Options and question and answer session
8 <sup>th</sup> July	Ross Roadshow	Exhibition of the Developing Options
8 <sup>th</sup> July	Herefordshire Environmental Partnership	Presentation of the Developing Options and question and answer session
8 <sup>th</sup> July	ESG Masterplan Launch	Exhibition of the Developing Options and officers available to answer queries
9 <sup>th</sup> July	Leominster Roadshow	Exhibition of the Developing Options

<b>Date</b>	<b>Meeting</b>	<b>Purpose</b>
12 <sup>th</sup> July	The South Wye Big Event	Community event for public and community groups to publicise what's on. Developing Option material available at a Herefordshire Council stand
15 <sup>th</sup> July	Environmental Interest Groups meeting	Forum for local environmental interest groups where a presentation of the Developing Options was given with a question and answer session.
15 <sup>th</sup> July	Ledbury Roadshow	Exhibition of the Developing Options
16 <sup>th</sup> July	Ewyas Harold Roadshow	Exhibition of the Developing Options
17 <sup>th</sup> July	Lebdury HALC	Presentation of the Developing Options and question and answer session
22 <sup>nd</sup> July	Kington HALC	Presentation of the Developing Options and question and answer session
23 <sup>rd</sup> July	Hereford Roadshow	Exhibition of the Developing Options
28 <sup>th</sup> July	Plough Lane (Herefordshire Council and Bulmers) Exhibition	Exhibition of the Developing Options
29 <sup>th</sup> July	Canon Pyon Parish Council	Presentation of the Developing Options and question and answer session
29 <sup>th</sup> July	Herefordshire Partnership Board Meeting	Developing Option material available
30 <sup>th</sup> July	Denco / Moreton Business Park Exhibition	Exhibition of the Developing Options and question and answer session
31 <sup>st</sup> July	Stretton Sugwas Parish Council	Presentation of the Developing Options
13 <sup>th</sup> August	Herefordshire Gypsy and Travellers Working Group	Update on the Developing Options
22 <sup>nd</sup> September	Sub-regional Gypsy and Travellers Group	Update on the Developing Options

Shaping our Place 2026

# What are the options....?



.... for your street, your area,  
your village, our County?



Come and visit our Planning roadshow to see the Developing Options for the future growth of the County at any of the following venues:

- Mill Street Car Park, Kington - 1st July: 10 am to 1 pm
- Info Centre, Bromyard - 2nd July: 10 am to 1 pm
- Market Square, Ross - 8th July: 10 am to 1 pm
- Corn Square, Leominster - 9th July: 10 am to 1 pm
- St Katherine Street Car Park, Ledbury - 15th July: 10 am to 1 pm
- Memorial Hall, Ewyas Harold - 16th July: 10 am to 1pm
- High Town, Hereford - 23rd July: 10 am to 3 pm

See the Developing Options Paper at:

[www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf)

For further information please call 01432 260500

## Appendix 6

**The County of Herefordshire District Council  
The Town and Country Planning (Local Development) (England) Regulations 2004 (Regulation 17)  
Local Development Framework  
Core Strategy Development Plan Document – Developing Options Consultation  
Public Consultation 16<sup>th</sup> June – 8<sup>th</sup> August 2008**

An eight week public consultation exercise is taking place from the **16<sup>th</sup> June 2008 until 8<sup>th</sup> August 2008** on the above planning document. On adoption, the Council's Core Strategy will form part of the emerging Local Development Framework for Herefordshire and set out the strategic planning policy framework for the County to the year 2026.

The document can be viewed on the Council's website at [www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf) or at the locations shown below. Copies of the documents can be obtained on request.

Public exhibitions are being held at the following locations where officers will be available to assist with any enquiries.

<b>Road show dates</b>		
Bromyard	The Bromyard Centre, Cruxwell Street	Wednesday 2 <sup>nd</sup> July 10am – 1pm
Hereford	High Town	Wednesday 23 <sup>rd</sup> July 10am – 3pm
Kington	Mill Street car park	Tuesday 1 <sup>st</sup> July 10am – 1pm
Ledbury	St Katherine's Street car park	Tuesday 15 <sup>th</sup> July 10am – 1pm
Leominster	Corn Square	Wednesday 9 <sup>th</sup> July 10am – 1pm
Ross-on-Wye	Market Square	Tuesday 8 <sup>th</sup> July 10am – 1pm
Ewyas Harold	Memorial Hall	Wednesday 16 <sup>th</sup> July 10am – 1pm

Any comments on the document can be made online at [www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf) or by returning the form provided to: **Forward Planning Manager, Core Strategy, Licence No. RRJX-TLSH-SCYH, FREEPOST, Forward Planning, PO Box 4, Plough Lane, Hereford, HR4 0XH, Fax 01432 383031, E-mail [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)**

All responses need to be submitted before 5pm on the **8<sup>th</sup> August 2008** and will be acknowledged. Following consideration of responses a Preferred Options Paper will be published in Summer 2009.

For further information about the Core Strategy please contact Info in Herefordshire on tel: **01432 260500** or email [\*\*ldf@herefordshire.gov.uk\*\*](mailto:ldf@herefordshire.gov.uk)

<b>INFO in Herefordshire</b>		
Bromyard	The Bromyard Centre, Cruxwell Street	<b>Mon to Fri</b> - 8.15am - 9.00pm. <b>Sat &amp; Sun</b> - 9.00am - 4.00pm
Hereford	the Hereford Centre, Garrick House, Widemarsh Street	<b>Mon to Thurs</b> - 8.45am - 5.15pm. <b>Fri</b> - 8.45 - 4.45pm. <b>Sat</b> 9.00am – 1.00pm
Kington	64 Bridge Street	<b>Mon, Wed, Fri, Sat</b> - 9.00am - 1.00pm. <b>Tues</b> - 9.00am - 6.00pm. <b>Thurs</b> - 12.00pm - 6.00pm
Ledbury	St Katherines, High Street	<b>Mon to Thurs</b> - 8.45am - 5.15pm. <b>Fri</b> - 8.45 - 4.45pm
Leominster	11 Corn Square	<b>Mon to Thurs</b> - 8.45am - 5.15pm. <b>Fri</b> - 8.45 - 4.45pm
Ross on Wye	Swan House, Edde Cross Street	<b>Mon to Thurs</b> - 8.45am - 5.15pm. <b>Fri</b> - 8.45 - 4.45pm
<b>Libraries</b>		
Belmont	Belmont Community Centre, Eastholme Avenue	<b>Tues, Thurs &amp; Fri</b> – 9.30am - 1.00pm and 2.00pm - 5.00pm. <b>Sat</b> - 10.00am - 1.00pm
Bromyard	The Bromyard Centre, Cruxwell Street	<b>Mon to Fri</b> - 8.15am - 9.30pm. <b>Sat &amp; Sun</b> - 9.00am - 6.00pm
Colwall	Humphry Walwyn Library	<b>Mon</b> - 5.00pm - 7.30pm. <b>Tues &amp; Fri</b> - 10.00am - 1.00pm and 2.00pm - 5.30pm. <b>Wed</b> - 2.00pm - 7.30pm. <b>Sat</b> - 10.00am - 1.00pm and 2.00pm - 4.00pm

Hereford	Broad Street	<b>Tues, Wed, Fri</b> - 9.00am - 7.30pm. <b>Thurs</b> - 9.00am - 5.30pm. <b>Sat</b> - 9.30am - 4.00pm
Kington	64 Bridge Street	<b>Mon, Wed, Fri, Sat</b> - 9.00am - 1.00pm. <b>Tues</b> - 9.00am - 6.00pm. <b>Thurs</b> - 12.00pm - 6.00pm
Ledbury	Bye Street	<b>Tues &amp; Thurs</b> - 9.00am - 5.30pm. <b>Wed &amp; Fri</b> - 9.00am - 7.30pm. <b>Sat</b> - 9.30am - 4.00pm
Leintwardine	Community Centre, High Street	<b>Tues</b> - 10.00am - 1.00pm. <b>Fri</b> - 2.30pm - 5.30pm
Leominster	8 Buttercross	<b>Tues &amp; Fri</b> - 9.00am - 5.30pm. <b>Wed &amp; Thurs</b> - 9.00am - 7.30pm. <b>Sat</b> - 9.30am - 4.00pm
Ross on Wye	Cantilupe Road	<b>Tues &amp; Thurs</b> - 9.00am - 7.30pm. <b>Wed &amp; Fri</b> - 9.00am - 5.30pm. <b>Sat</b> - 9.30am - 4.00pm
Weobley	Old Police Court, Back Lane	<b>Mon</b> - 10.00am - 1.00pm. <b>Thurs</b> - 3.00pm - 6.00pm

Andrew Ashcroft, Head of Planning and Transportation

## Appendix 7

### **A list of people who have responded to the Developing Options Questionnaire**

178 members of the public.

586 Herefordshire Voice Panellists

#### **Organisations:**

A J Lowther & Son Ltd  
Advantage West Midlands  
Almeley Parish Council  
Anthony Aspbury Associates Ltd.  
Arrow Valley Residents Association  
Atisreal UK  
Aymestrey Parish Council  
BBR Optometry Ltd  
Beddards Ltd  
Bell Cornwell  
Biddle Property  
Big Carrot Ltd  
Biologic Design Ltd  
Bishopstone & District Group Parish Council  
Blencowe Associates  
Bodenham Parish Council  
Border Group Parish Council  
Boyer Planning Ltd  
Breinton Parish Council  
British Waterways  
Brockhampton and Much Fawley Parish Council  
Bromyard & Winslow Town Council  
Bruton Knowles  
Burghill Parish Council  
Button Fingers / Gorsley Village FC  
C A Maddox and Son Ltd  
C N Trophies and Gifts  
Caird Consulting  
Callow & Haywood Group Parish Council  
Campaign to Protect Rural England  
CB Richard Ellis  
CEMEX UK Materials Limited  
CENTRO  
Chamber of Commerce Herefordshire and Worcestershire

City Centre Forum  
CLA West Midlands  
CMD  
Colwall Parish Council  
Costa Coffee  
Cycle Hereford  
Damage Limited  
David Edwards and Associates  
Defence Estates  
Development Planning Partnership LLP  
Dilwyn Parish Council  
Dinedor Hill Action Group  
Dinedor Parish Council  
DLP Planning Ltd  
Dorstone Parish Council  
Drivers Jonas LLP  
Duchy Of Cornwall  
Eastnor & Donnington Parish Council  
Edward Bulmer Limited  
Ellis Properties  
English Heritage  
Environment Agency - Upper Severn Area  
ESG Herefordshire Limited  
Ewyas Harold Group Parish Council  
Federation of Small Businesses  
Fiddle Cottage  
Fownhope Parish Council  
Fownhope Residents Association  
Foxley Tagg Planning Ltd  
Friends of the Earth (Herefordshire)  
Friends, Families and Travellers  
Garden Association  
General Aviation Awareness Council, Bloomfields Ltd  
GL Hearn Planning  
Glasson Planning  
Gloucestershire County Council  
Goodrich & Welsh Bicknor Group Parish Council  
Government Office West Midlands  
GR and HC Davies & Son  
GVA Grimley  
Halls Worcester LLP  
Harmers Ltd  
Harris Lamb Planning  
Hatfield and District Group Parish Council  
Hereford Access for All  
Hereford Access Group & Pedestrian Forum  
Hereford City Council  
Hereford City Partnership Ltd  
Hereford Civic Society

Hereford Map Centre Ltd  
Herefordshire & Worcs Earth Heritage Trust  
Herefordshire Council  
Herefordshire Friends of the Earth and Hereford Civic Society  
Herefordshire Nature Trust  
Herefordshire Trades Council  
Herefordshire Witness Service  
Holme Lacy Parish Council  
Hope Under Dinmore Parish Council  
Humber, Stoke Prior & Ford Group Parish Council  
Indigo Planning  
Kentchurch Parish Council  
King Sturge LLP/behalf of DRE Group  
Kington Local Environment and Energy Network  
Kington Town Council  
Lea Parish Council  
Ledbury & District Civic Trust Limited  
Ledbury Town Council  
Leintwardine Group Parish Council  
Leominster Civic Trust  
Leominster Historical Society  
Leominster Shopmobility  
Leominster Town Council  
Llangarron Parish Council  
Llantilio Crossenny Community Council/  
Longtown Group Parish Council  
Ludlow Rail Users  
Malvern Hills  
Malvern Hills AONB Joint Advisory Committee  
Manager Ann Harvey  
Maylord Shopping Centre  
MDF Bipolar Self Help Group  
Middleton-on-the-Hill and Leysters Group Parish Council  
Mobile Operators Association  
Mousetrap Cheeseshop  
Much Birch Parish Council  
Nathaniel Lichfield and Partners  
Natural England  
NFU West Midlands  
North Herefordshire Green Party  
Northern Herefordshire Area  
Off the Wall  
Offa's Dyke Association  
Orcop Parish Council  
Paul Bainbridge Planning Consultancy  
Peacock & Smith  
Pegasus Planning Group  
Peterchurch Parish Council  
Philip Morris and Son

Pixley & District Parish Council  
Planning and Environmental Services Ltd  
PMW Lettings  
Posies Ltd  
Pritchards  
Pyons Group Parish Council  
Quarry Products Association  
Rail for Herefordshire  
Really Use-less group, Ledbury  
Reprodux Printers Ltd  
River Wye Preservation Trust  
Roger Oates Design Ltd  
Roman Originals  
Ross on Wye Comm Dev Ass  
Ross on Wye Town Council  
Ross Rural Parish Council  
Ross-on-Wye & District Civic Society  
Royal National College for the Blind  
RPS Planning  
RRA Architects  
Rural Residents Association  
Savills on behalf of Penoyre Trust  
Shropshire County Council  
Simply Fragrant  
SLR Consulting Ltd  
Smiths Gore  
South Shropshire District Council  
Special Occasions (Greetings) Ltd  
St. Weonards Parish Council  
Stanford with Orleton Parish Meeting  
Station and Services  
Station Auto Services Ltd  
Tarrington Parish Council  
The Balloon Display Co and Party Shop  
The Body Shop International Plc  
The Bulmer Foundation  
The Coal Authority  
The Cooks Haven  
The National Trust  
The Planning Bureau Ltd  
The Planning Company  
The Ramblers Association  
The Theatres Trust  
Tie Rack  
Travellers Support Group  
Vision Express  
Voluntary Sector Assembly  
Walford Parish Residents Association  
Walker Stuart Land and Planning

Wall, James and Davies  
Waunarwydd  
Welsh Newton & Llanrothal Group Parish Council  
Weobley Parish Council  
West Midlands Regional Planning Body (West Midlands Regional  
Assembly)  
West Midlands RSL Planning Consortium c/o Tetlow  
Woodland Trust  
Woolhope Parish Council  
Workmatch Ltd  
Wye Valley AONB Office  
Wyenet Ltd

## Developing Options Launch Event comment form

<b>Organisation</b>	ESG Herefordshire LTD	South Shropshire Housing Association	Advantage West Midlands
<b>Have we got the right vision for Herefordshire?</b>	Very positive, but ignores potential for national retrenchment in the face of national economic downturn. How will the vision embrace that possibility	Importance of delivering quality affordable housing in identified areas of need – whether identified as a sustainable settlement or not	Overall vision fine – formal response will follow
<b>Have we got the right objectives? Have we missed anything?</b>	Economic viability must be on objective. How does Herefordshire become self-sustaining?	Importance of rural transport issues need to be addresses	Good – formal response to follow
<b>Have we got the right options? Have we missed any?</b>	Yes, but not self-sustainability. Without that Herefordshire cannot deliver	Option 3 preferred	Further reading required – well formally respond
<b>Do you have any comments on the place shaping issues?</b>	Just one. The information is soundly based as far as it goes. How about a plan which identifies limitations which may impact on the ability to deliver the future. Flooding prone areas is one; there are others – classic is the single river crossing in Hereford – a choke point.		Fine – further reading required will respond formally
<b>Do you have any comment on the general policy options?</b>			Further reading required – will be responding formally
<b>Do you have any comments on the SA and HRA?</b>	No		Will respond formally

# Herefordshire Core Strategy: Developing Options Consultation Initial Results

## Appendix 9

### Summary of Consultation Statistics

Comments received – 982 in total

- 283 questionnaires
- 51 letters and e-mails
- 63 online / e-consul
- 585 Herefordshire Voice questionnaires

Roadshows

- 7 Roadshows had a total of 571 visitors

Exhibitions

- Herefordshire Council / Bulmers exhibition open to 655 employers
- Denco open to 402 employers

Schools event

- 25 pupils aged 11 to 18 at Whitecross High, Hereford and John Kyrle High, Ross-on-Wye

Web hits

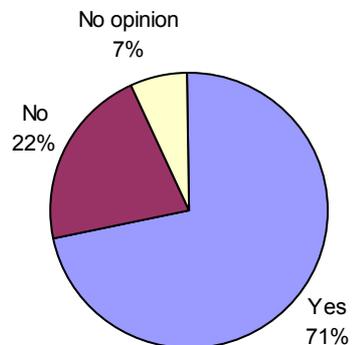
- 7180 hits between June and August on the LDF home page
- 212 Summary leaflets downloaded
- 322 Developing Options Papers downloaded
- 239 questionnaires downloaded

### Questionnaire Results

#### Part 1 Vision and Objectives

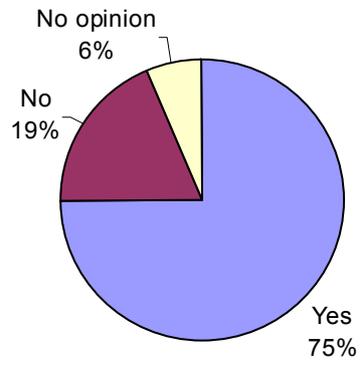
Q1: Do you think the 'vision' is appropriate for Herefordshire?

Number of respondents - 835



Q3: Do you think the 'objectives' are appropriate for Herefordshire?

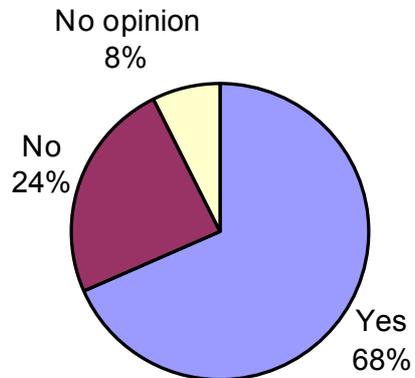
Number of respondents - 833



## Part 2 Strategic Options

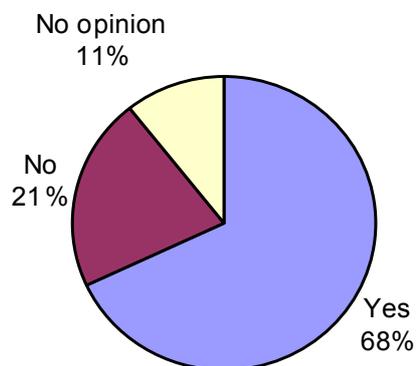
Q6: Do you agree that a strategic option with a focus on the economy is a realistic option for accommodating new growth in the County?

Number of respondents - 809



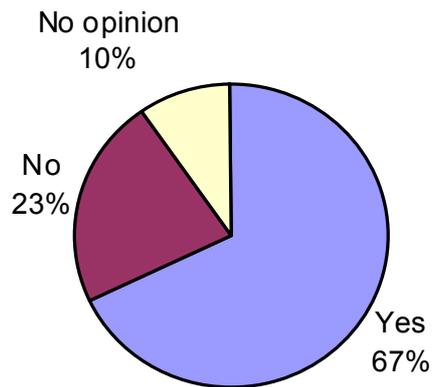
Q8: Do you agree that a strategic option with a focus on society is a realistic option for accommodating new growth in the County?

Number of respondents - 804



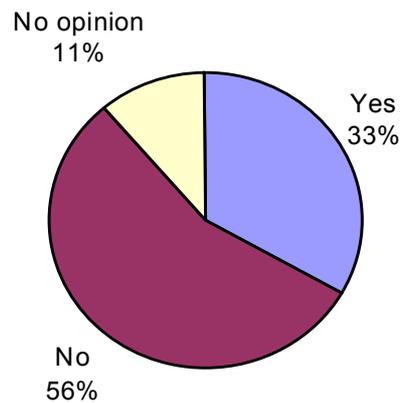
Q10: Do you agree that a strategic option with a focus on the environment is a realistic option for accommodating new growth in the County?

Number of respondents - 808



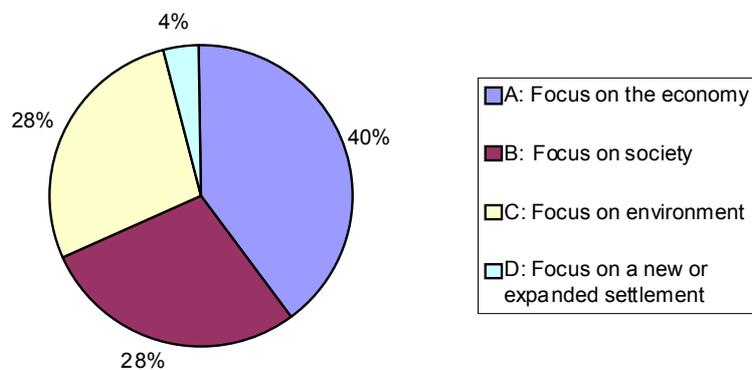
Q12: Do you agree that a new or expanded settlement in the County is a realistic option for accommodating new growth?

Number of respondents - 799



Q14: Which one strategic option do you think would be the best for Herefordshire?

Number of respondents - 777



### Part 3 – Place Shaping Options

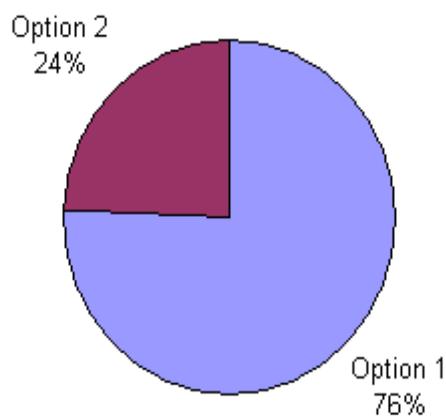
Hereford:

#### Q16: What role should Hereford have in the future?

Option 1 – Continue to plan for the city to maintain and enhance its current role as a traditional County / market town.

Option 2 – Develop a specific role which builds upon Hereford's identified strengths, for example a specialism in sectors such as retail, employment or education

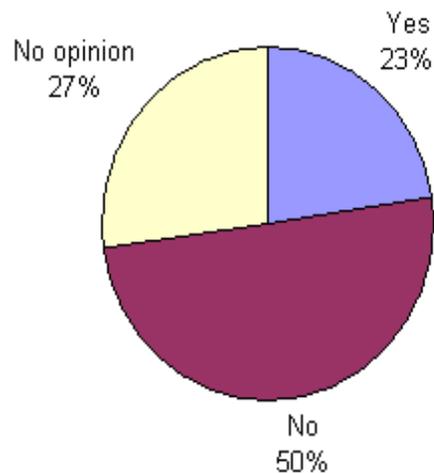
Number of respondents - 732



#### Q17: How and in which direction should Hereford grow?

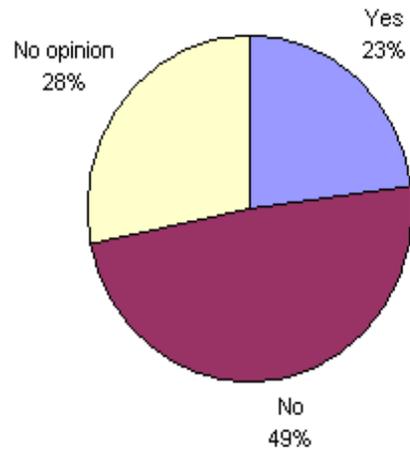
Allocate growth to the south

Number of respondents - 495



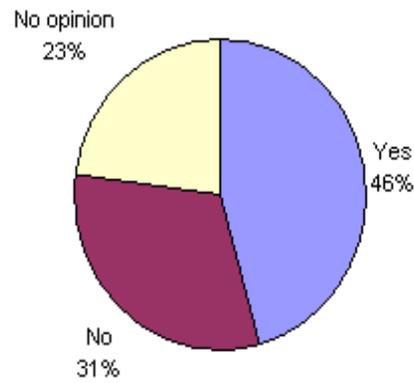
Allocate growth to the west

Number of respondents - 492



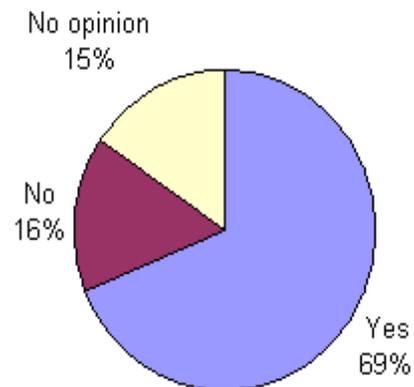
Allocate growth through a combination of areas to the south and west

Number of respondents - 559



Disperse the growth to a number of smaller areas in various locations around the city

Number of respondents - 681



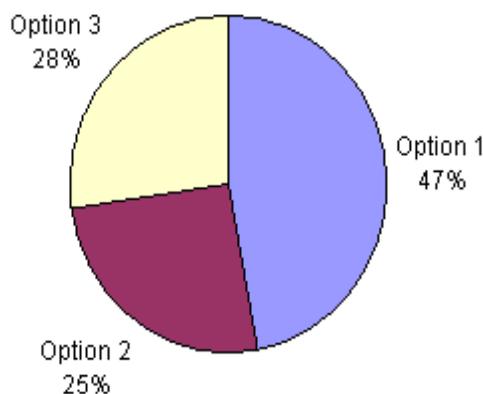
**Q18: Which type of employment should be Hereford's focus for growth?**

Option 1 – Continue a policy of supporting a wide range of employment sectors building upon existing strengths

Option 2 – Develop policies to encourage the strengthening of the economy by identifying and focusing on specialist areas such as food and drink production or tourism

Option 3 – develop policies to encourage diversification into new employment sectors such as research and development, office, high tech industries

Number of respondents - 811

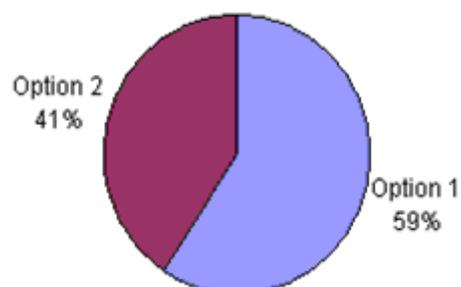


**Q19: How do we want Hereford to improve as a centre?**

Number of respondents - 805

Option 1 – Continue with the current policy of planning for the town centre as a whole

Option 2 – Define specific 'quarters' or areas within the city to provide a focus for specific activities and improve integration with the Edgar Street Grid redevelopment.

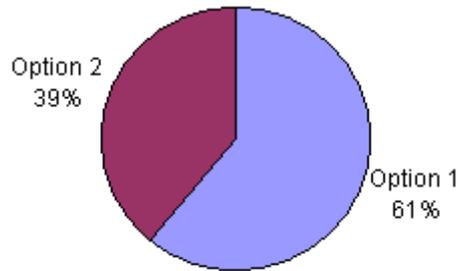


**Q20: What range of shops should Hereford offer?**

Option 1 – Protect the existing shopping provision of a range of smaller independent and specialist shops, whilst supporting the Edgar Street Grid development as a preferred location for larger units

Option 2 – Seek to increase the range and mix of retail unit sizes offered across the city including the Edgar Street Grid redevelopment.

Number of respondents - 782

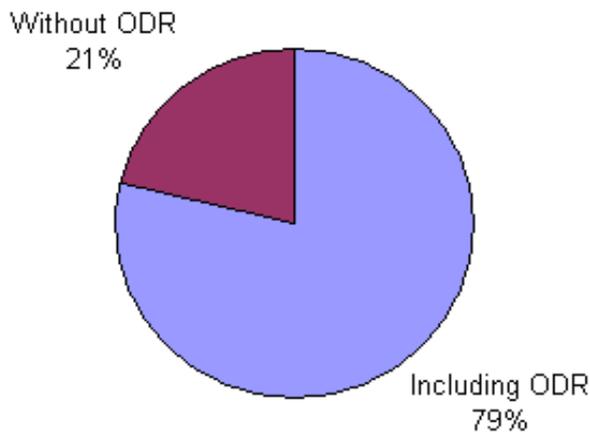


**Q21: What new transport infrastructure is required in Hereford to accommodate growth and how will it be provided?**

Option1 – Deliver a blended package of transport and public transport improvements including an ‘outer distributor road’

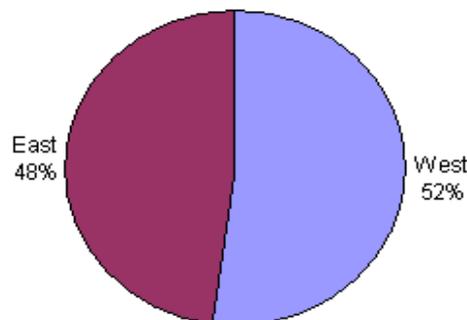
Option 2 – Develop a package of public transport measures to enable growth without the provision of an ‘outer distributor road’

Number of respondents – 807



**Q22: If an ‘outer distributor road’ were to be built, would you favour a route?**

Number of respondents - 728

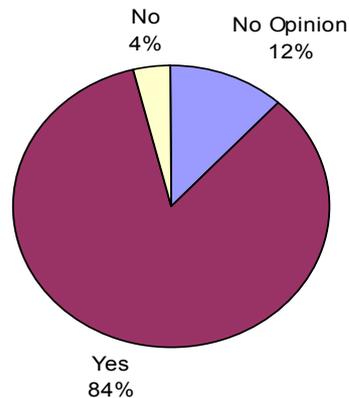


## The Market Towns

### Q24: What role should the Market Towns have in the future?

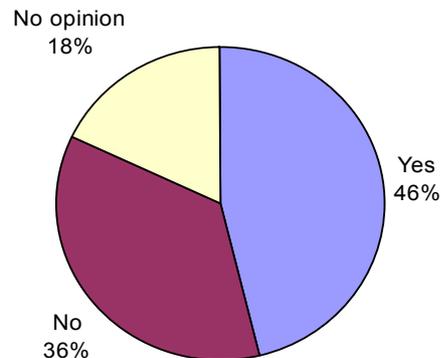
Option 1 – To continue to plan for each town based on maintaining and enhancing their current roles, as providing multi-functional roles for their rural hinterlands

Number of respondents - 716



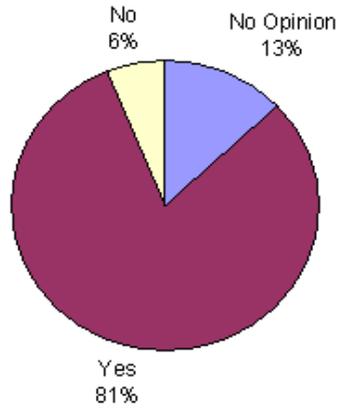
Option 2 – Develop each market town as a place with a specialist function/role that complements and doesn't compete with others or Hereford.

Number of respondents - 666



Option 3 – Develop better linkages between the market towns and Hereford in terms of location of services and transport links between them.

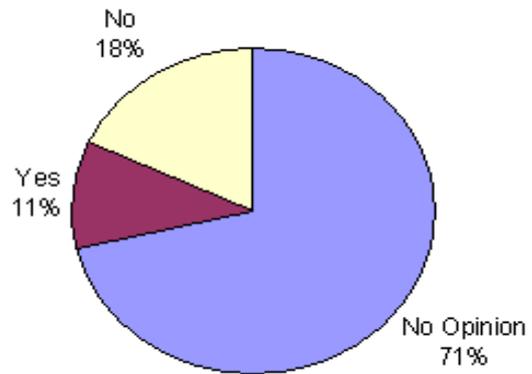
Number of respondents - 679



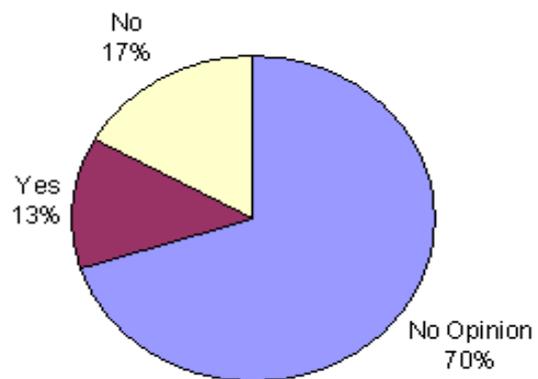
Bromyard

**Q25 In which direction should Bromyard grow?**

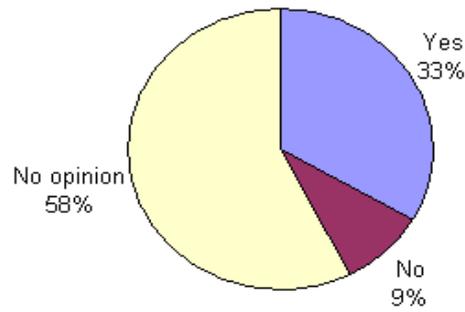
Allocate growth to the north  
 Number of respondents - 577



Allocate growth to the south  
 Number of respondents - 552

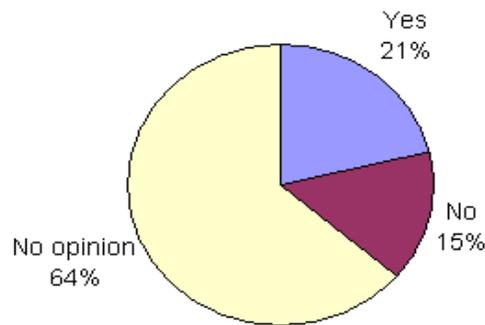


Disperse the growth to a number of smaller sites in various locations around the town  
 Number of respondents - 612



Limit further growth to that falling within the existing built-up parts of the town

Number of respondents - 577

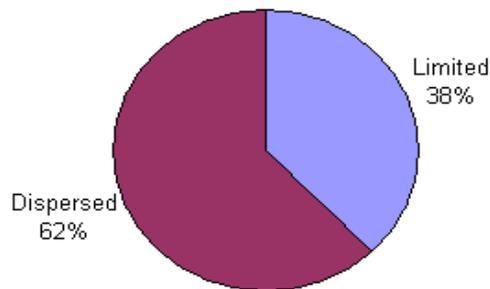


Kington

**Q26 In which direction should Kington grow?**

Limit any further growth to that falling within the existing built-up parts of the town  
 Allocate limited employment and housing growth to a number of smaller sites in various locations around the town.

Number of respondents - 571

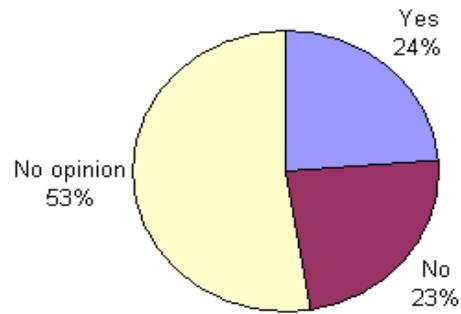


Ledbury

**Q27 In which direction should Ledbury grow?**

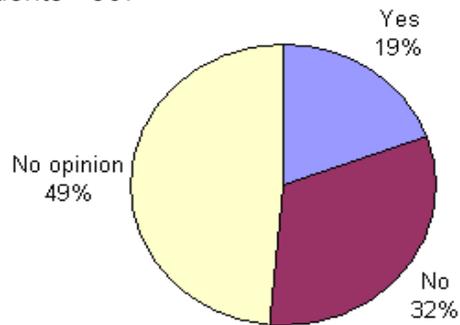
Allocate growth to the northwest on land currently proposed for employment use.

Number of respondents - 583



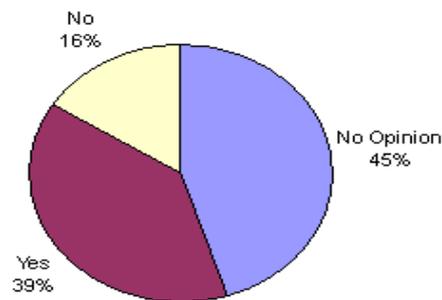
Allocate growth to the west, on the western side of the by-pass.

Number of respondents - 567



Disperse growth to a number of smaller sites in various locations around the town.

Number of respondents - 604



Limit further growth to that falling within the existing built up parts of the town.

Number of respondents - 576

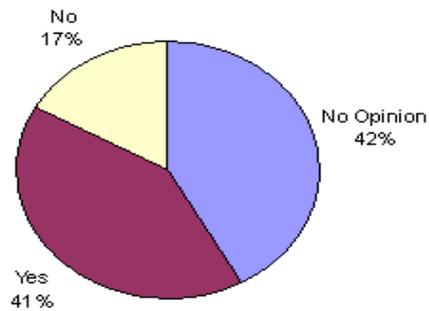


## Leominster

### Q28 In which direction should Leominster grow?

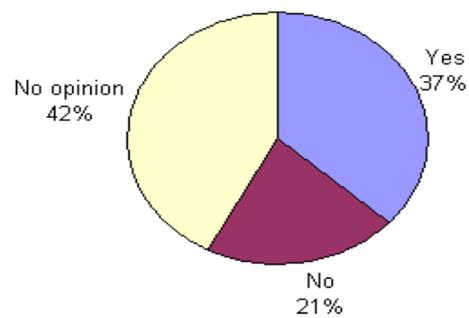
Allocate land to the south or southwest in conjunction with an east-west link road

Number of respondents - 621



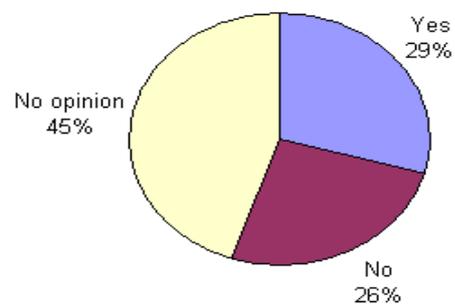
Disperse growth to a number of smaller sites in various locations around the town

Number of respondents - 587



Limit further growth to that falling within the existing built up parts of the town.

Number of respondents - 565

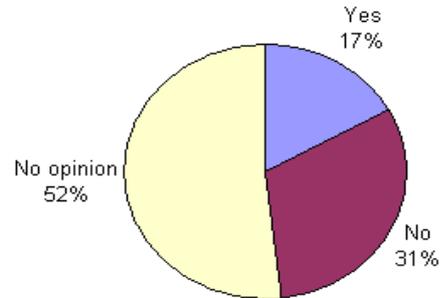


Ross-on-Wye

**Q29 In which direction should Ross-on-Wye grow?**

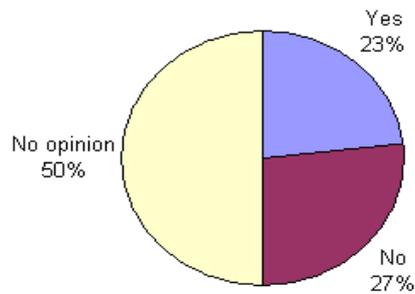
Allocate significant growth to the north

Number of respondents - 569



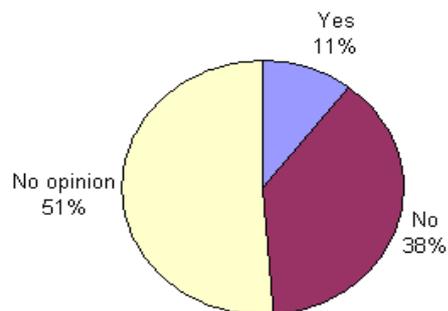
Allocate significant growth to the southeast

Number of respondents - 563



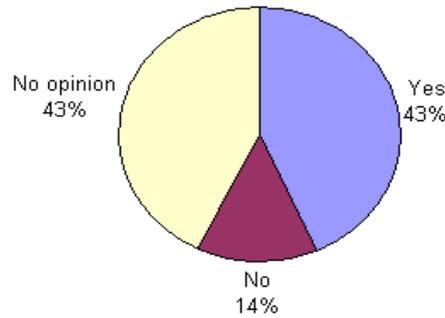
Allocate significant growth to the southwest

Number of respondents - 539



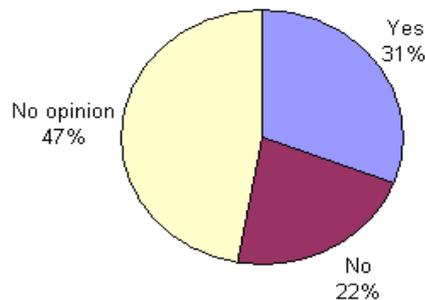
Disperse growth to a number of smaller sites in various locations around the town

Number of respondents – 613



Limit further growth to that falling within the existing built-up parts of the town

Number of respondents - 586



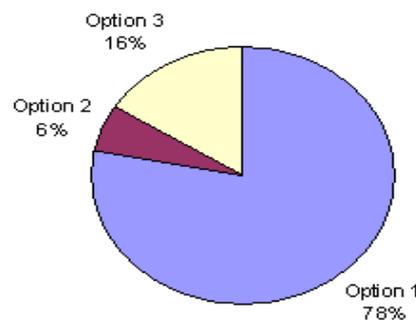
### Q30 How should we protect shops in the market towns?

Option 1 – Continue with the current approach of defining primary and secondary shopping frontages and a policy to encourage a higher proportion of retail uses within the core of each of the town centres.

Option 2 – Define primary shopping frontages only

Option 3 – Do nothing and allow market forces to prevail

Number of respondents - 775



### Rural areas

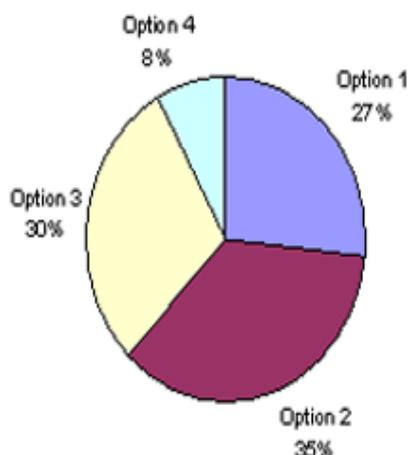
#### Q32 How should the rural areas grow, including the market towns and all settlement outside of Hereford?

Option 1 – Focus the significant majority of non-Hereford new growth in the market towns, with rural settlements limited to affordable housing to meet local needs only.

Option 2 – Focus new non-Hereford growth to the market towns but enable some growth in or around a limited number of sustainable rural settlements with the remainder of the rural area limited to affordable housing to meet local needs only.

Option 3 – Plan for an equal or similar distribution of growth between the market towns and sustainable rural settlements  
Option 4 – Focus the majority of non-Hereford growth to sustainable rural settlements.

Number of respondents - 798



**Q33 Depending on the level of growth in rural areas, how could development in rural settlements be distributed?**

Option 1 – Limit to brownfield land inside the existing built-up limits of sustainable rural settlements

Option 2 – Enable sufficient growth, including greenfield release, to retain or provide new rural services or facilities in identified rural settlements.

Number of respondents - 801



**Q34 How should we encourage the diversification of the rural economy?**

Option 1 – Limit employment development in rural areas to proposals which support farm diversification and the development of small employment sites for businesses which are required to locate in a rural area.

Option 2 – Devise a policy to diversify the rural economy within and outside of rural settlements by enabling the development of new employment opportunities and enterprises.

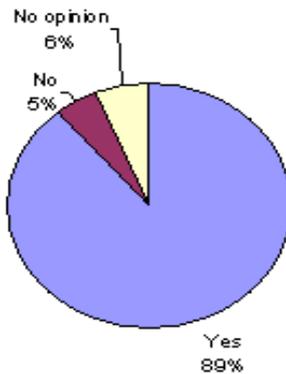
Number of respondents - 785



**Q35 How should we protect our rural facilities?**

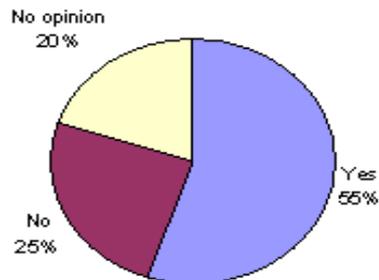
Option 1 – Develop more robust policies to protect and /or increase the provision of small-scale, rural services / facilities, including retail, farm shops in or adjoining settlement.

Number of respondents - 728



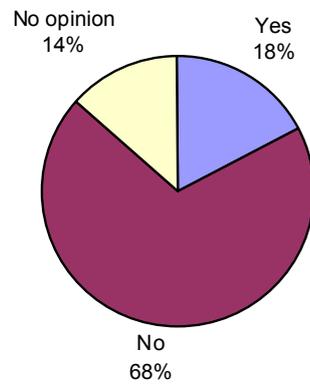
Option 2 – Identify particular settlements outside the market towns and Hereford as Local Service Centres and use policies to promote / protect facilities / services.

Number of respondents - 562



Option 3 – Do nothing and allow market forces to prevail.

Number of respondents - 568



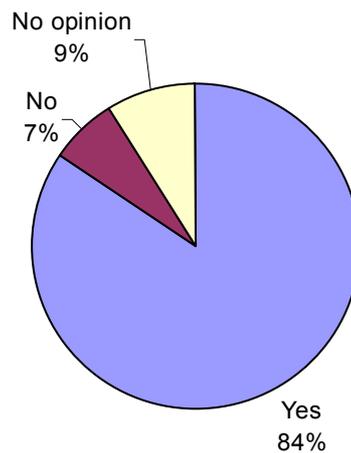
## Part 4 – Policy Options

### Renewable energy

#### Q37 How can Herefordshire increase its usage of renewable energy sources?

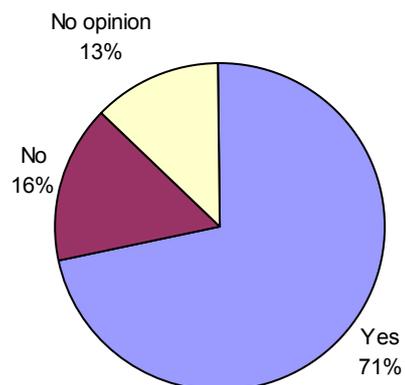
Option1 – Highlight specific technologies and locations in Herefordshire where renewable energy sources could be promoted.

Number of respondents - 760



Option 2 – Set targets and design requirements for the inclusion of energy from renewable sources within new developments of a particular scale.

Number of respondents - 686

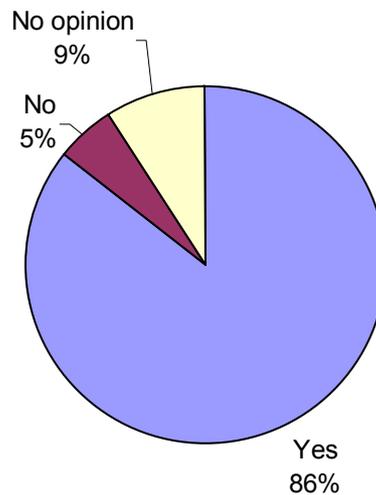


## Waste Management

### Q38 How should Herefordshire manage the waste it produces?

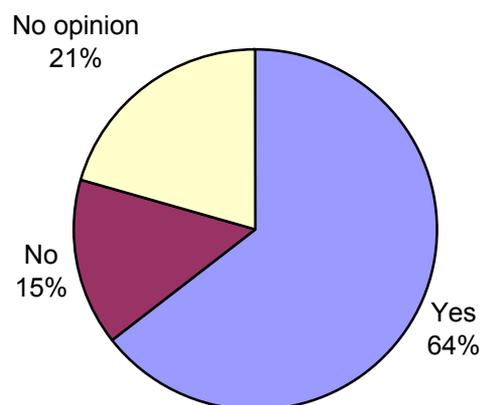
Option 1 – Identify locations where specific waste management facilities will be required.

Number of respondents - 668



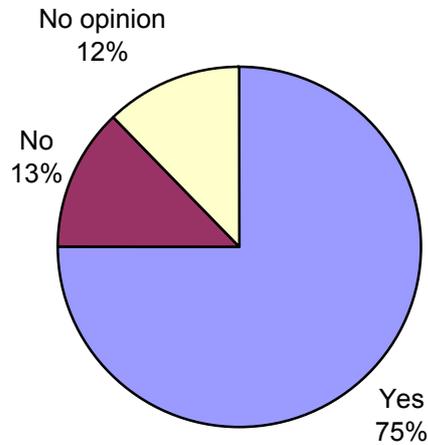
Option 2 – Provide a set of generic criteria in a policy for new waste management facilities which would be used to judge planning applications against.

Number of respondents - 611



Option 3 – Devise a policy whereby all new developments of a certain size will need to be accompanied by a new local waste facility being built or contributed to.

Number of respondents - 698

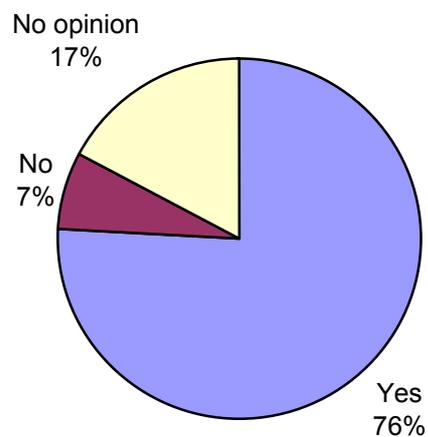


#### Minerals

#### **Q39 How should Herefordshire address any additional mineral reserves requirements?**

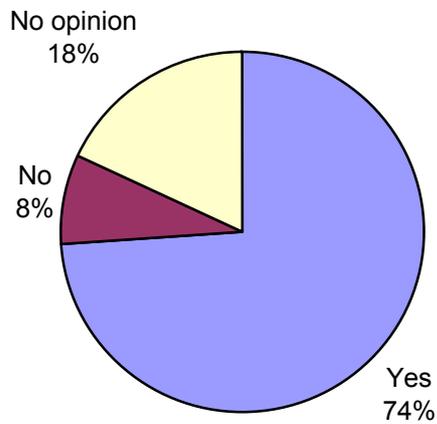
Option 1 – Identify the current and required bank of permitted mineral reserves to meet the needs of Herefordshire up until 2026.

Number of respondents – 220 (This question was not included in the Herefordshire Voice version of the questionnaire)



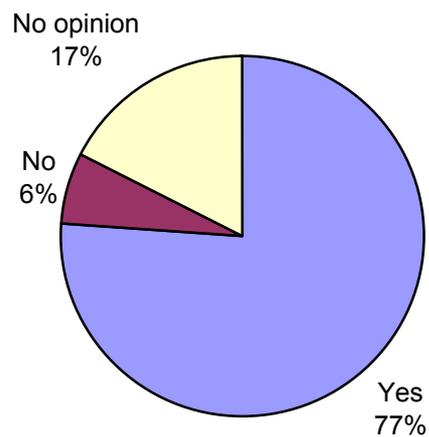
Option 2- Id entify 'preferred areas of mineral e xtraction' to enable greater flexibilit y and safeguard potential mineral reserves.

Number of respondents – 227 (This question was not includ ed in the Herefordshire Voice version of the questionnaire)



Option 3 – Provide a policy which would be used to ju dge planning applications for new mineral extraction.

Number of respondents – 223 (This question was not includ ed in the Herefordshire Voice version of the questionnaire)



## Flooding

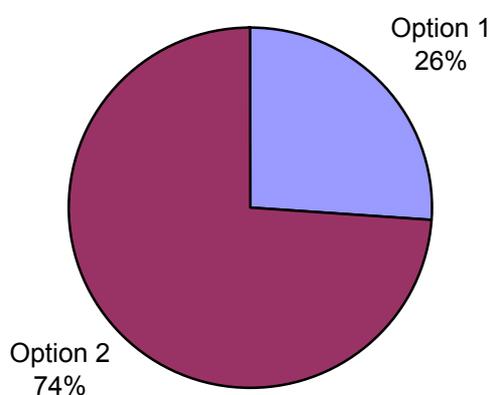
### Q40 How should flooding issues in Herefordshire be addressed with the increasing needs for future development?

Development of flood risk areas:

Option 1 – Devise a policy which includes a sequential test to determine the suitability of land for development in flood risk areas, and an exceptions test that provides a method of managing flood whilst still allowing necessary development to occur.

Option 2 – Adopt a stricter policy, only allowing development in areas with no known flood risk.

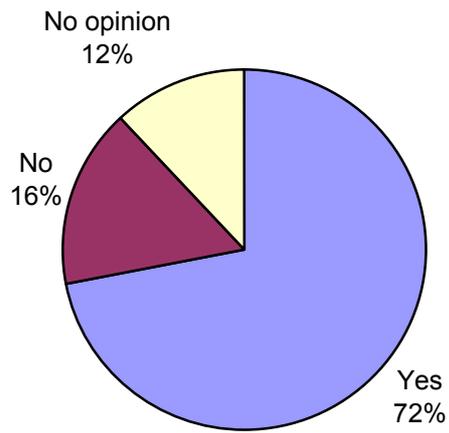
Number of respondents - 781



Design of development:

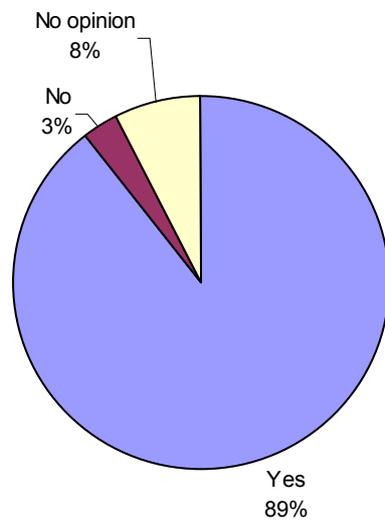
Option 1- Introduce built or natural design approaches to tolerate or adapt to flooding.

Number of respondents - 615



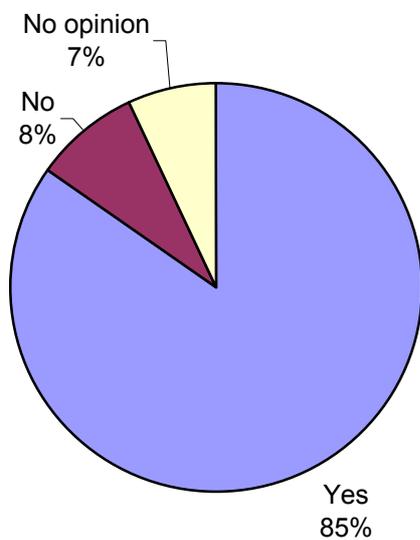
Option 2 – Ensure all new development includes methods to collect, store and reuse rainwater, including Sustainable Urban Drainage Systems where appropriate to reduce possible non-fluvial flooding.

Number of respondents - 741



Option 3 – Work with developers to determine the most appropriate design solution with regards to reducing flooding risk at the application stage.

Number of respondents - 700

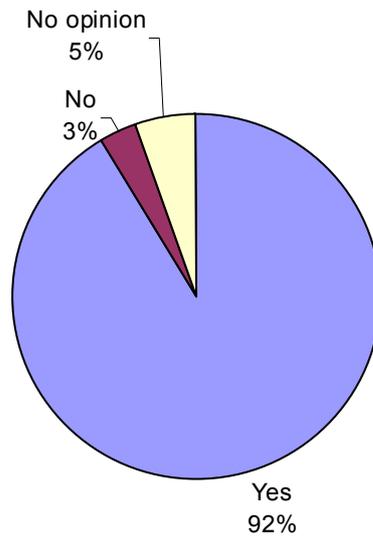


Water use

**Q41 How can we balance the growing needs for water and the special conservation status of the rivers Wye and Lugg?**

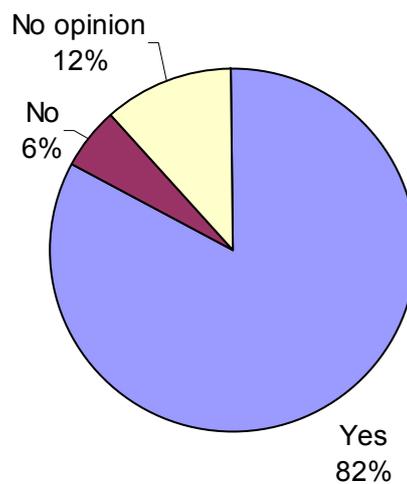
Option 1 – ensure that all new development incorporates water saving and efficiency measures.

Number of respondents - 631



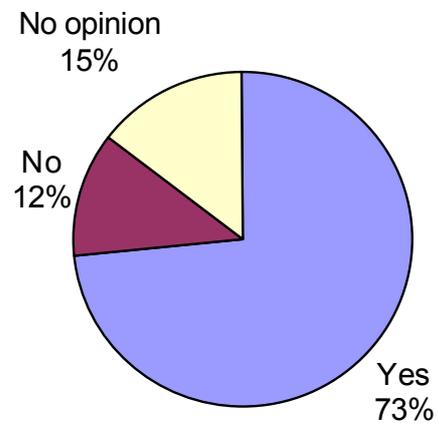
Option 2 – Incorporate phasing proposals to enable necessary new infrastructure to be put in place prior to the commencement of new development

Number of respondents - 561



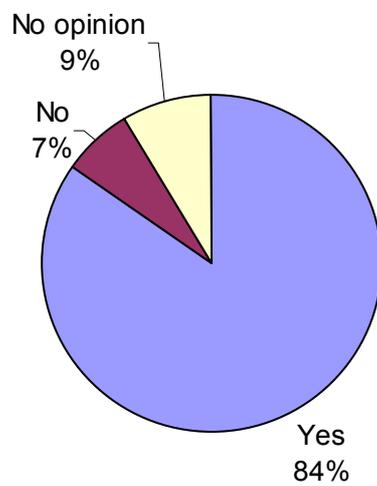
Option 3 – Require developments of a particularly size to contribute to retrofitting existing properties with SUDs or water efficiency techniques

Number of respondents - 550



Option 4 – A combination of the above three elements.

Number of respondents - 708



## Design and sustainable construction

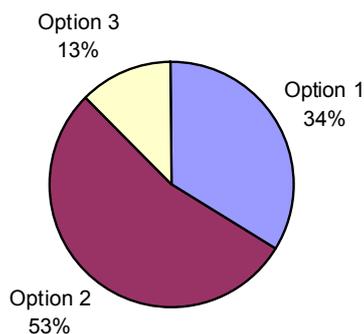
### Q42 How can we make Herefordshire distinctive in terms of design?

Option 1 – Devise a local design policy incorporating all aspects and sustainable construction

Option 2 – Integrate design elements into other policies such as renewable energy, flooding, housing provision

Option 3 – Rely on the regionally defined sustainable design and construction policies

Number of respondents - 754

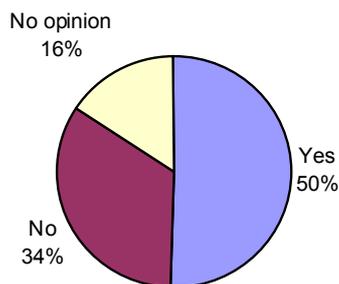


## Provision of employment sites

### Q44 What type of employment sites should we be providing?

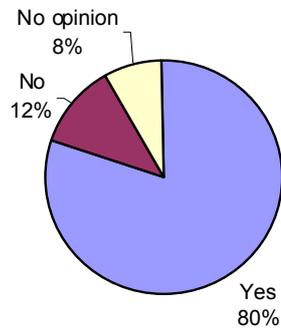
Option 1 – Locate significant employment growth on new larger purpose built estates

Number of respondents - 637



Option 2 – Locate employment growth on a number of new smaller sites to meet local needs and start up businesses

Number of respondents - 678

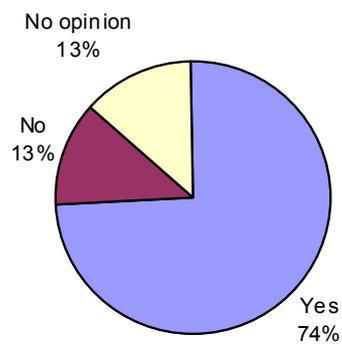


Option 3 – Expand existing employment areas to accommodate new employment growth.

Number of respondents - 637

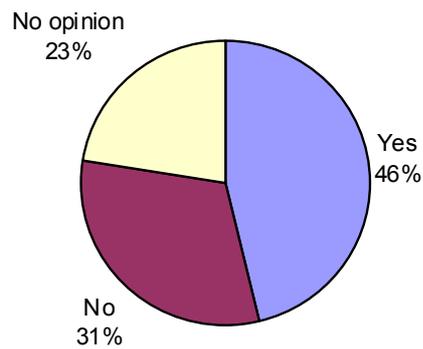
Option 4 – Encourage the integration of new employment opportunities in mixed use developments such as live-work schemes or working from home opportunities.

Number of respondents - 656



Option 5 – Locate new employment growth as part of a housing urban extension.

Number of respondents – 597

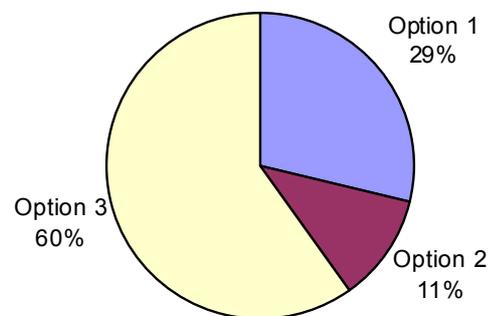


Protection of employment land

**Q45 Should we protect existing employment land?**

- Option 1 – Protect all designated employment land from development for other uses.
- Option 2 – Protect no employment land and allow market forces to prevail
- Option 3 – Develop a policy to protect employment sites on their merits at the time of an application based on suitable location, quality of sites and a rolling 5 year supply.

Number of respondents - 807

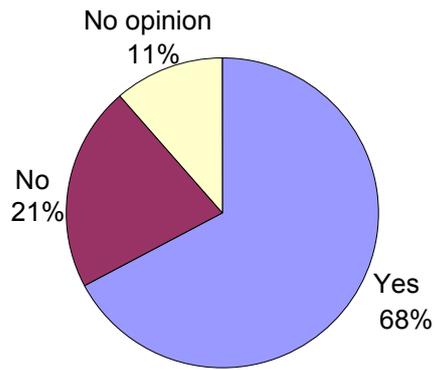


Improving the County's skills base

**Q46 How can we improve the skills base in the County?**

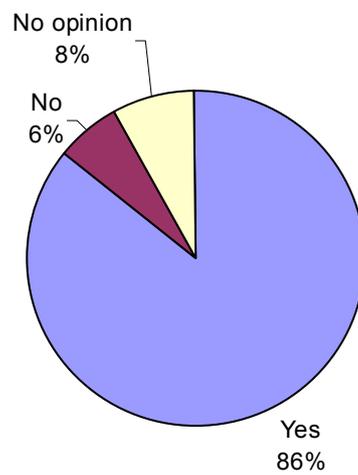
- Option 1 – Create a university style campus in Herefordshire

Number of respondents - 715



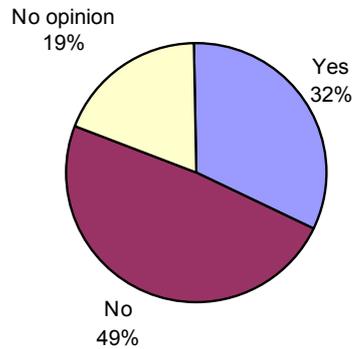
Option 2 – Support the development of new and extended school / college facilities

Number of respondents - 694



Option 3 – Allow market forces and demand to prevail and judge any applications at the appropriate stage.

Number of respondents - 609

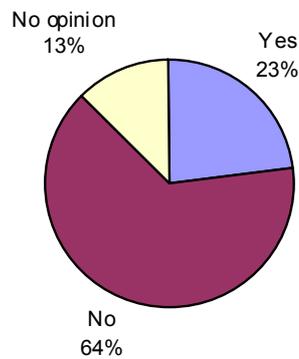


Tourism and Culture

**Q47 How can Herefordshire's tourism and culture sector grow?**

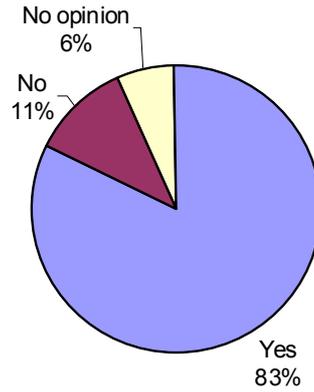
Option 1 – Devise a policy to limit the growth of tourism in Herefordshire in order to protect existing environment assets.

Number of respondents - 589



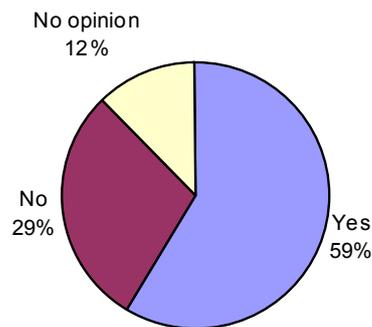
Option 2 – Devise a policy to strongly promote the growth of tourism across Herefordshire to help create a vibrant local economy.

Number of respondents - 711



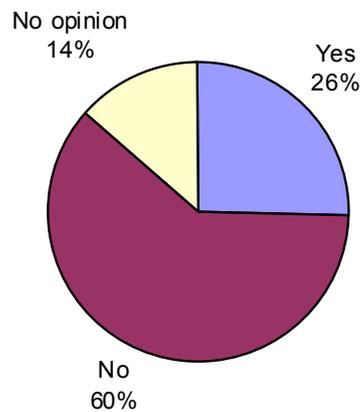
Option 3 – Focus tourism development on key assets within Herefordshire to maximise the growth of tourism and attract more visitors.

Number of respondents - 634



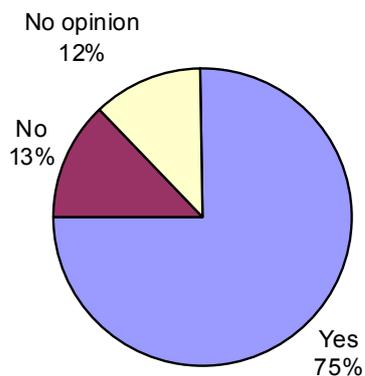
Option 4 - Focus tourism development only to those areas accessible by public transport.

Number of respondents - 600



Option 5 – Concentrate upon promoting Herefordshire as a centre for ‘green tourism’.

Number of respondents - 728

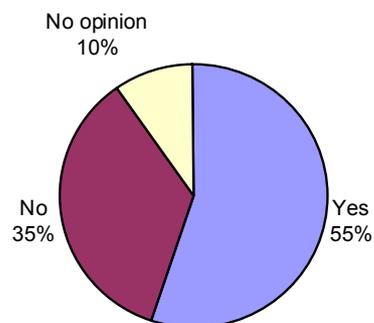


Affordable Housing

**Q49 How should we address the need for affordable housing in the County?**

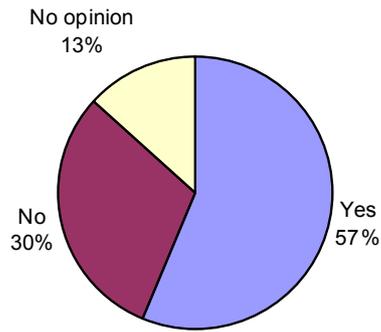
Option 1 – Increase the percentage of affordable housing required on housing sites

Number of respondents - 603



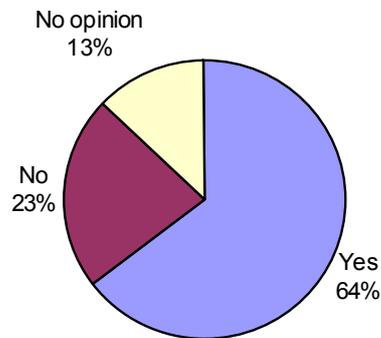
Option 2 – Lower the site thresholds for affordable housing, particularly in rural areas where most housing is completed on sites smaller than existing thresholds

Number of respondents - 557



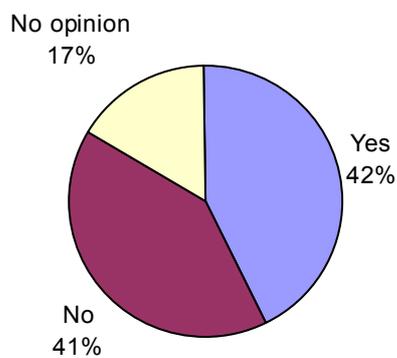
Option 3 – A combination of the above two options

Number of respondents - 647



Option 4 – Identify settlements or areas where new housing development is limited only to affordable housing, this could mean that rural exceptions sites for affordable housing are subject of specific allocations

Number of respondents - 589



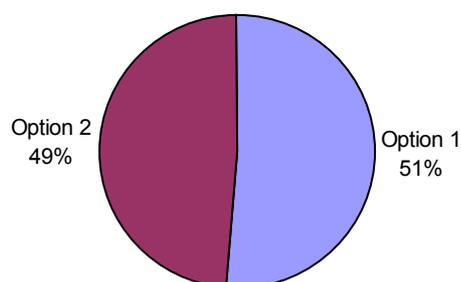
## Settlement boundaries

### Q50 Should we continue with settlement boundaries?

Option 1 – Continue to define settlement boundaries

Option 2 – Devise a policy against which to adjudicate future development proposals, rather than using settlement boundaries

Number of respondents – 276 (This question was not included in the Herefordshire Voice version of the questionnaire)



## Density

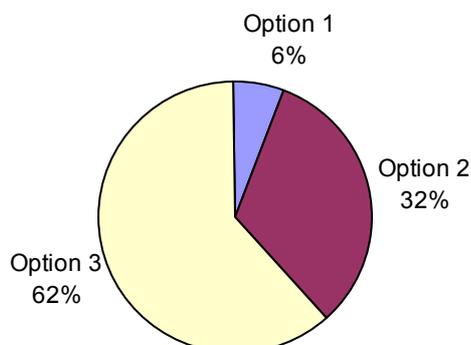
### Q51 What level of density targets should Herefordshire set?

Option 1 – Apply a single standard density to all housing provision across the County

Option 2 – Apply different standard densities to different parts of the County to reflect accessibility

Option 3 – Densities either set or determined for each site on the basis of an assessment of the character of the surrounding area.

Number of respondents - 823

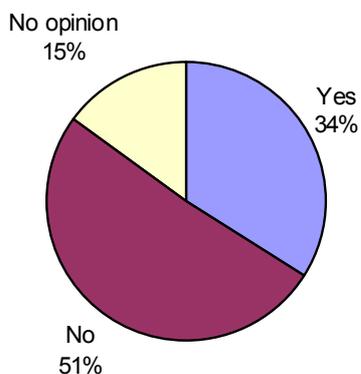


## Housing Mix

### Q52 What types and mix of housing does Herefordshire need?

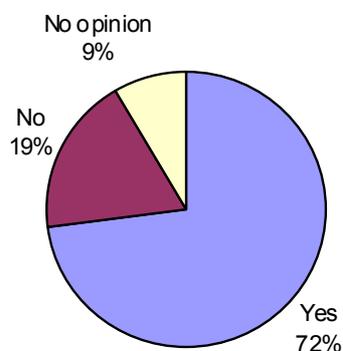
Option 1 – Allow a market led approach to the mix of new housing types in new developments.

Number of respondents - 556



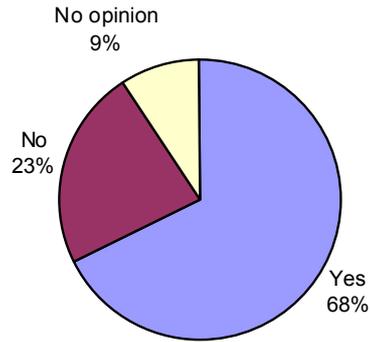
Option 2 – Ensure all schemes have a mix of house types in accordance with up to date housing needs information.

Number of respondents - 642



Option 3 - Devise a policy which gives priority to specific housing types in particular areas in order to balance the housing types across the County.

Number of respondents - 681

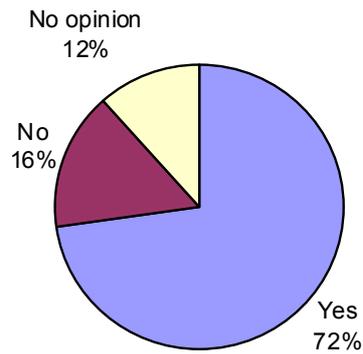


Gypsies and Travellers

**Q53 How should we make provision for the needs of Gypsies and Travellers?**

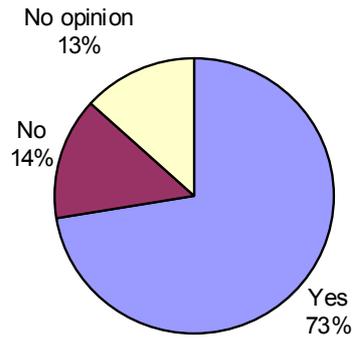
Option 1 – Develop a Countywide policy for location of different types of Gypsy and Traveller sites (residential, transit and temporary).

Number of respondents - 711



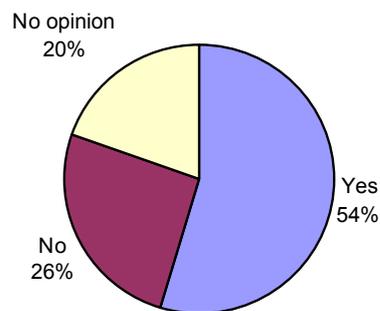
Option 2 – Identify areas or locations where Gypsy and Travellers sites would be unacceptable due to environmental constraints.

Number of respondents - 629



Option 3 – Provide an indication of specific areas (but not sites) where Gypsy and Traveller sites are needed and sites will be directed.

Number of respondents - 615

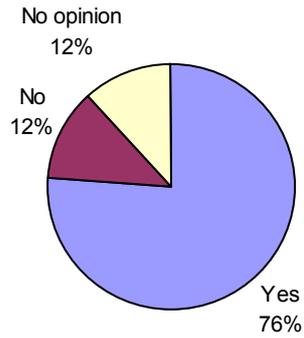


Health care provision

**Q55 How can new development help to make provisions for new and improved health care?**

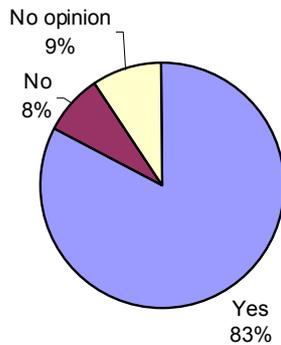
Option 1 – Provide new facilities in areas which are a focus for growth or urban extensions, in partnership with Herefordshire Primary Care Trust and other health care providers

Number of respondents - 679



Option 2 – Increase the capacity of existing facilities in partnership with Herefordshire Primary Care Trust and other health care providers

Number of respondents - 677



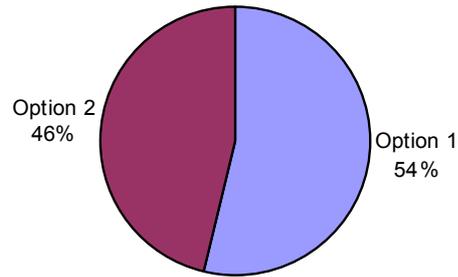
Open Space provision

**Q56 What is the best way to provide the required open space and recreation facilities throughout the County?**

Option 1 – Develop a Countywide standard for the provision of open spaces and recreation facilities within all new developments, similar to the current approach.

Option 2 – Develop an area specific standards and needs for the provision of open spaces and recreation.

Number of respondents - 787

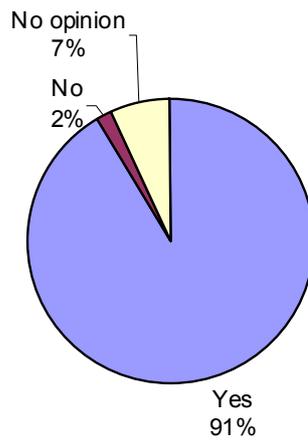


Green infrastructure

**Q58 How should Herefordshire protect and enhance its green spaces?**

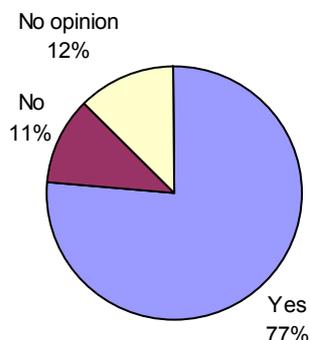
Option 1 – Ensure that new developments are designed in a way which enhances Herefordshire’s green infrastructure, for example through linking into existing networks

Number of respondents - 745



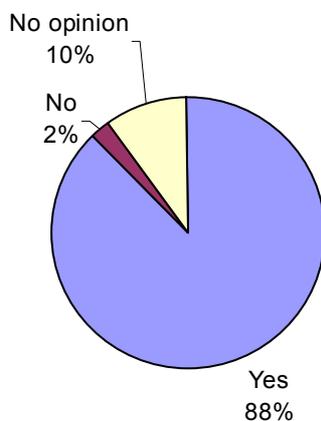
Option 2 – Seek developer contributions for identified green infrastructure proposals, particularly in areas with an identified need.

Number of respondents - 652



Option 3 – Make the most of the benefits of green infrastructure for a number of purposes including flood storage, biodiversity and recreation.

Number of respondents - 684



Locally distinctive features / assets

**Q59 How should we protect / conserve / enhance our locally distinctive features / assets?**

Option 1 – Rely on the national and regional policies only to protect Herefordshire's environmental assets.

Option 2 – Develop specific policies to provide an appropriate level of protection, conservation and biodiversity, landscape or the historic and built environment.

Option 3 – Ensure that relevant policies of the plan include criteria which provide an appropriate level of protection, promotion and enhancement for all elements of the natural or historic environment.

Number of respondents - 591

