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.

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 19th 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 12th December 2007, 29th January 2008 and 22nd 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 1st February 2008, to which a total of 30 members attended. Six Members briefings also took place between 30th April to 21st 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 23rd May 2008 and approved for consultation by Cabinet on 29th May 2008.
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 16th June until 8th August 2008. Although the 8th 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 16th 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.
3.5 Roadshows
Seven ‘Shaping our Place’ roadshows took place between 1st July and 23rd 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.

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 8th 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 (7th July 2008) and John Kyrle High School in Ross-on-Wye (17th 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). 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 26th 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 9th 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 30th 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.

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

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 they 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 formulation 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
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 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.

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.

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?

[Blank space for answer]
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?

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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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.

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<thead>
<tr>
<th>Location</th>
<th>Description</th>
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Q14 Which ONE strategic option do you think would be best for Herefordshire?

*Please tick ONE box only*

A: Focus on the economy .................................................. ☐
B: Focus on society ......................................................... ☐
C: Focus on environment .................................................. ☐
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?

<table>
<thead>
<tr>
<th>Comments</th>
</tr>
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<tbody>
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</table>
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.

Q17 How and in which directions should Hereford grow?

- Allocate growth to the south
- Allocate growth to the west
- Allocate growth through a combination of areas to the south and west
- Disperse the growth to a number of smaller areas in various locations around the city

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?

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

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

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

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?**

Allocate growth to the north  
Allocate growth to the south  
Disperse the growth to a number of smaller sites in various locations around the town  
Limit further growth to that falling within the existing built-up parts of the town  

---

**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?

Allocate growth to the northwest on land currently proposed for employment use
Allocate growth to the west, on the western side of the by-pass
Disperse growth to a number of smaller sites in various locations around the town
Limit further growth to that falling within the existing built-up parts of the town

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?

Allocate land to the south or southwest in conjunction with an east-west link road
Disperse growth to a number of smaller sites in various locations around the town
Limit further growth to that falling within the existing built-up parts of the town
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?

Allocate significant growth to the north
Allocate significant growth to the southeast
Allocate significant growth to the southwest
Disperse growth to a number of smaller sites in various locations around the town
Limit further growth to that falling within the existing built-up parts of the town

Yes No No opinion

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?

---

11
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?
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  ☐  ☐  ☐
Identify particular settlements outside of the market towns and Hereford as Local Service Centres, and use policies to promote / protect facilities / services  ☐  ☐  ☐
Do nothing and allow market forces to prevail  ☐  ☐  ☐

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?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No opinion</th>
</tr>
</thead>
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</table>

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

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

Waste management

Q38 How should Herefordshire manage the waste it produces?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No opinion</th>
</tr>
</thead>
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</table>

Identify locations where specific waste management facilities will be required.

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

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.

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?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No opinion</th>
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</table>

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

Identify "preferred areas of mineral extraction" to enable greater flexibility and safeguard potential mineral reserves.

Provide a policy which would be used to judge planning applications for new minerals extraction.
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
Devising 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:

- Introduce built or natural design approaches to tolerate or adapt to flooding
- 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
- Work with developers to determine the most appropriate design solutions with regard to reducing flooding risks at the application stage

"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?

- Ensure that all new development incorporates water saving and efficiency measures
- Incorporate phasing proposals to enable necessary new infrastructure to be put in place prior to the commencement of new development
- Require developments of a particular size to contribute to retrofitting existing properties with SUDs or water efficiency techniques
- A combination of the above three elements
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

- Locate significant employment growth on new larger purpose built estates similar to Rotherwas or Leominster Enterprise Park
- Locate employment growth on a number of new smaller sites to meet local needs and start up businesses
- Expand existing employment areas to accommodate new employment growth
- Encourage the integration of new employment opportunities in mixed use developments such as live-work schemes or working from home opportunities
- Locate new employment growth as part of a housing urban extension

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?

- Create a university style campus in Herefordshire
- Support the development of new and extended school / college facilities
- Allow market forces and demand to prevail and judge any applications at the appropriate stage
Tourism and Culture

Q47 How can Herefordshire’s tourism and culture sector grow?

- Devise a policy to limit the growth of tourism in Herefordshire in order to protect existing environmental assets
- Devise a policy to strongly promote the growth of tourism across Herefordshire to help create a vibrant local economy
- 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
- Focus tourism development only to those areas accessible by public transport
- Concentrate upon promoting Herefordshire as a centre for "green tourism"

"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?

- Increase the percentage of affordable housing required on housing sites (currently 35%)
- Lower the site thresholds for affordable housing, particularly in rural areas where most housing is completed on sites smaller than existing thresholds
- A combination of the above two options
- 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
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?

- Allow a market led approach to the mix of new house types in new developments
- Ensure all schemes have a mix of house types in accordance with up to date housing needs information
- 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

Please tick ONE box only
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?

- Develop a County-wide policy for location of different types of Gypsy and Traveller sites (residential, transit and temporary)
- Identify areas or locations where Gypsy and Traveller sites would be unacceptable due to environmental constraints
- Provide an indication of specific areas (but not sites) where Gypsy and Traveller sites are needed and sites will be directed

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?

- 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
- Increase the capacity of existing facilities, in partnership with Herefordshire Primary Care Trust and other health care providers

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?

Ensure that new developments are designed in a way which enhances Herefordshire's green infrastructure, for example through linking into existing networks
Seek developer contributions for identified green infrastructure proposals, particularly in areas with an identified need
Make the most of the benefits of green infrastructure for a number of purposes including flood storage, biodiversity and recreation

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?

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
- 17 - 24
- 25 - 44
- 45 - 64
- 65 - 74
- 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

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

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.
# Developing Options – Roadshow dates and attendance

<table>
<thead>
<tr>
<th>Date</th>
<th>Town</th>
<th>Time</th>
<th>No of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 July</td>
<td>Kington (Burger van opposite primary school at entrance of car park)</td>
<td>10 - 1 pm</td>
<td>54</td>
</tr>
<tr>
<td>2 July</td>
<td>Bromyard (Info Centre, Café Area in window)</td>
<td>10 - 1 pm</td>
<td>9</td>
</tr>
<tr>
<td>8 July</td>
<td>Ross (Burger van Market Square)</td>
<td>10 - 1 pm</td>
<td>79</td>
</tr>
<tr>
<td>9 July</td>
<td>Leominster (Burger van Corn Square)</td>
<td>10 - 1 pm</td>
<td>52</td>
</tr>
<tr>
<td>15 July</td>
<td>Ledbury (Burger van St Katherine Street car park)</td>
<td>10 - 1 pm</td>
<td>75</td>
</tr>
<tr>
<td>16 July</td>
<td>Ewyas Harold (Memorial Hall car park)</td>
<td>10 – 1 pm</td>
<td>15</td>
</tr>
<tr>
<td>23 July</td>
<td>High Town (Burger van)</td>
<td>10 - 3 pm</td>
<td>287</td>
</tr>
<tr>
<td>Name of school</td>
<td>Whitecross</td>
<td>Whitecross</td>
<td>Whitecross</td>
</tr>
<tr>
<td>----------------</td>
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</tr>
<tr>
<td>Age</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Which of the role options would be the best for Hereford?</td>
<td>Hereford specialise in something like a University</td>
<td>Keep most of Hereford the same but change a few things</td>
<td>More nightclubs, another bridge to reduce traffic</td>
</tr>
<tr>
<td>What should Hereford specialise in?</td>
<td>University</td>
<td>University</td>
<td>Shops – shopping centre and night life</td>
</tr>
<tr>
<td>In which direction should the City growth?</td>
<td>North and south side of the river</td>
<td>Mostly North but some in the south</td>
<td>Put the same amount of houses on both sides</td>
</tr>
<tr>
<td>How can we provide housing that everyone can afford?</td>
<td>More affordable housing</td>
<td>I don't think you can because house are expensive anyway</td>
<td>Use cheaper materials</td>
</tr>
<tr>
<td>How can we improve Hereford as a centre and what range of shops should Hereford offer?</td>
<td>Bigger, different stores and more shops, more restaurants</td>
<td>More restaurants</td>
<td>Gaming shops, clothes shops, restaurants and more parking spaces</td>
</tr>
<tr>
<td>How can we tackle the traffic issues in Hereford to accommodate growth?</td>
<td>More roads and another bridge and more bus stops</td>
<td>A bypass, more roads and another bridge for vehicles and pedestrians</td>
<td>Another bridge</td>
</tr>
<tr>
<td>What type of employment is needed in Hereford / Herefordshire?</td>
<td>More high tech jobs</td>
<td>I'm not really sure</td>
<td>After college I'm leaving Hereford.</td>
</tr>
<tr>
<td>How can we improve the people’s skills within the County?</td>
<td>Better education in schools and a university</td>
<td>University</td>
<td>More sports jobs, shops and business for more talent</td>
</tr>
<tr>
<td>Name of school</td>
<td>Whitecross</td>
<td>Whitecross</td>
<td>Whitecross</td>
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<tr>
<td>Age</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td><strong>Which of the role options would be the best for Hereford?</strong></td>
<td>Develop a specific role which builds upon identified strengths</td>
<td>Option B Traditional role. Get skatepark</td>
<td>Develop a specific role which builds upon identified strengths</td>
</tr>
<tr>
<td><strong>What should Hereford specialise in?</strong></td>
<td>Entertainment, shopping, more swimming pools, teenage nightclubs, fashion shops, something like NEC for concerts</td>
<td>We should have a big outdoor skatepark which will attract loads of people. Get a skatepark!</td>
<td>Specialise in a big impressive skatepark</td>
</tr>
<tr>
<td><strong>In which direction should the City growth?</strong></td>
<td>Support a wide range of employment sectors</td>
<td>Towards Ross-on-Wye or Monmouth so we can get onto a motorway towards Cardiff or Newport. Get a skatepark!</td>
<td>Towards Monmouth, Ross, Kingstone and Credenhill. Get a skatepark</td>
</tr>
<tr>
<td><strong>How can we provide housing that everyone can afford?</strong></td>
<td>Lower prices, ask for more affordable homes to be built on new housing estates</td>
<td>Get a skatepark!</td>
<td>Have most houses the same size. Get a skatepark</td>
</tr>
<tr>
<td><strong>How can we provide housing that everyone can afford?</strong></td>
<td>Lower prices, ask for more affordable homes to be built on new housing estates</td>
<td>Get a skatepark!</td>
<td>Have most houses the same size. Get a skatepark</td>
</tr>
<tr>
<td><strong>How can we improve Hereford as a centre and what range of shops should Hereford offer?</strong></td>
<td>Bigger shops, size and type of shops, more choose of shop and a bigger town</td>
<td>We should have a retail outlet shop and a skatepark!</td>
<td>Knock down the whole of town and make a huge shopping centre. Get skatepark</td>
</tr>
<tr>
<td><strong>How can we improve Hereford as a centre and what range of shops should Hereford offer?</strong></td>
<td>Bigger shops, size and type of shops, more choose of shop and a bigger town</td>
<td>We should have a retail outlet shop and a skatepark!</td>
<td>Knock down the whole of town and make a huge shopping centre. Get skatepark</td>
</tr>
<tr>
<td><strong>How can we tackle the traffic issues in Hereford to accommodate growth?</strong></td>
<td>More cycle paths</td>
<td>Have a huge ring road that goes right around the City. Get a skatepark</td>
<td>Have a huge ring road that goes all round the city. Get a skatepark</td>
</tr>
<tr>
<td><strong>What type of employment is needed in Hereford / Herefordshire?</strong></td>
<td>University and colleges. A wide range of different jobs</td>
<td>University teachers so there can be a university. Get a skatepark!</td>
<td>Have a university and a better job centre. Get a skatepark</td>
</tr>
<tr>
<td><strong>What type of employment is needed in Hereford / Herefordshire?</strong></td>
<td>University and colleges. A wide range of different jobs</td>
<td>University teachers so there can be a university. Get a skatepark!</td>
<td>Have a university and a better job centre. Get a skatepark</td>
</tr>
<tr>
<td><strong>How can we improve the people’s skills within the County?</strong></td>
<td>Adding more stuff. Entertainment and shopping, cycle paths, more education, shops</td>
<td>Get a skatepark, it will keep people off the streets and give them hobbies and they will keep fit and won’t get bored</td>
<td>Get a skatepark, please</td>
</tr>
<tr>
<td>Name of school</td>
<td>Whitecross</td>
<td>Whitecross</td>
<td>Whitecross</td>
</tr>
<tr>
<td>---------------</td>
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<td>------------</td>
</tr>
<tr>
<td>Age</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Which of the role options would be the best for Hereford?</td>
<td>Develop a specific role which builds upon identified strengths</td>
<td>Option B</td>
<td>Focus on society</td>
</tr>
<tr>
<td>What should Hereford specialise in?</td>
<td>Entertainment and shopping. More swimming pools for free. More nightclubs for teenagers and fashion shops</td>
<td>University</td>
<td>I think sports facilities</td>
</tr>
<tr>
<td>In which direction should the City growth?</td>
<td>Outwards - East</td>
<td>East</td>
<td>Southside</td>
</tr>
<tr>
<td>How can we provide housing that everyone can afford?</td>
<td>Ask for more affordable houses to be built on every new housing estate</td>
<td>New housing estates</td>
<td>By doing it cheap</td>
</tr>
<tr>
<td>How can we improve Hereford as a centre and what range of shops should Hereford offer?</td>
<td>Bigger shops, size and type. More choice of shop and a bigger town.</td>
<td>Multiplex</td>
<td>More designer shops and sports</td>
</tr>
<tr>
<td>How can we tackle the traffic issues in Hereford to accommodate growth?</td>
<td>More cycle paths, more trains and trams</td>
<td>More and better bus services</td>
<td>Better traffic lights</td>
</tr>
<tr>
<td>What type of employment is needed in Hereford / Herefordshire?</td>
<td>A wide range of different types of jobs locally gives people in Hereford more opportunity to work within the County</td>
<td>Businesses to locate here.</td>
<td>Bigger business less factory jobs</td>
</tr>
<tr>
<td>How can we improve the people's skills within the County?</td>
<td>Have skilled workforce. Higher / better education / college facilities.</td>
<td>Get more people around schools looking at skills.</td>
<td></td>
</tr>
<tr>
<td>Name of school</td>
<td>Whitecross</td>
<td>Whitecross</td>
<td>Whitecross</td>
</tr>
<tr>
<td>----------------</td>
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</tr>
<tr>
<td>Age</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Which of the role options would be the best for Hereford?</td>
<td>Option B</td>
<td>Option B</td>
<td>Option B</td>
</tr>
<tr>
<td>What should Hereford specialise in?</td>
<td>Hereford should specialise in sports facilities and get more attractions. Build a new town road by the common</td>
<td>Sport, housing</td>
<td>We should get more health places for people and more shops</td>
</tr>
<tr>
<td>In which direction should the City growth?</td>
<td>South</td>
<td>East – Aylestone Hill</td>
<td>From the centre out and down by the river and Aylestone Hill</td>
</tr>
<tr>
<td>How can we provide housing that everyone can afford?</td>
<td>Build them not close to the city centre</td>
<td>Make the housing cheap so people can afford them</td>
<td>Make it cheaper</td>
</tr>
<tr>
<td>How can we improve Hereford as a centre and what range of shops should Hereford offer?</td>
<td>More clothes shops and sports shops. More sports centres for sport to find talent</td>
<td>We need more sports</td>
<td>More clothes shops – bigger shops and better places e.g. cinemas, leisure pool</td>
</tr>
<tr>
<td>How can we tackle the traffic issues in Hereford to accommodate growth?</td>
<td>Better traffic lights like Westfailing Street and ASDAs</td>
<td>Build a big road</td>
<td>Make a by-pass around Hereford, better traffic lights.</td>
</tr>
<tr>
<td>What type of employment is needed in Hereford / Herefordshire?</td>
<td>Get bigger and better businesses</td>
<td>Any that ensures employment</td>
<td></td>
</tr>
<tr>
<td>How can we improve the people’s skills within the County?</td>
<td>Get more polish to build buildings and roads</td>
<td>More sports facilities to find young talent</td>
<td></td>
</tr>
</tbody>
</table>
## Shaping Our Place 2026
### Developing Options Schools comment form – Ross-on-Wye

<table>
<thead>
<tr>
<th>Name of school</th>
<th>John Kyrle</th>
<th>John Kyrle</th>
<th>John Kyrle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td><strong>Which of the role options would be best for you town?</strong></td>
<td>Continue to plan for each town and continue their current roles</td>
<td>Update the town but keep the old historic place</td>
<td>Ross as a market town is historic and though if you can compromise by improving and modernising the town and keeping it historical</td>
</tr>
<tr>
<td><strong>What should your town specialise in?</strong></td>
<td>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</td>
<td>Cinema, bowling alley, more decent shops, a good shopping centre</td>
<td>You could add some more facilities eg cinema theatre, leisure centre but keep historical things to draw in tourists</td>
</tr>
<tr>
<td><strong>In which direction should your town grow?</strong></td>
<td>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</td>
<td>Leisure and tourism</td>
<td>Leisure and tourism drawn by historical things</td>
</tr>
<tr>
<td><strong>How can we provide housing that everyone can afford?</strong></td>
<td>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.</td>
<td>25% affordable houses</td>
<td>50/50 affordable and non affordable</td>
</tr>
<tr>
<td><strong>What type of employment is needed in your town?</strong></td>
<td>I think we should have advanced work and office work so that the business is wealthy and the town is more attractive</td>
<td>Lots and lots and lots more than there is at the moment</td>
<td>Lots – different types to attract different people</td>
</tr>
<tr>
<td><strong>How can we improve the skills base in the County?</strong></td>
<td>If we expand the housing population in Hereford then we can grow in home occupations and that will give more skills from wealthy</td>
<td>?</td>
<td>A University which would attract different businesses and create more jobs</td>
</tr>
<tr>
<td>Name of school</td>
<td>John Kyrle</td>
<td>John Kyrle</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Age</td>
<td>16</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>Which of the role options would be best for you town?</td>
<td>Enhancement and current tourist appeals</td>
<td>Enhancing current roles</td>
<td>To build a university in Herefordshire and a new attraction kids enjoy</td>
</tr>
<tr>
<td>What should your town specialise in?</td>
<td>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</td>
<td>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.</td>
<td>Marketing and farming and manufacturing</td>
</tr>
<tr>
<td>In which direction should your town grow?</td>
<td>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</td>
<td>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.</td>
<td>Ross-on-Wye should grow to a more eco friendly such as on future housing install solar panels</td>
</tr>
<tr>
<td>How can we provide housing that everyone can afford?</td>
<td>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.</td>
<td>We think it should be new developments of mixed price houses to discourage 'ghetto' type living</td>
<td>Making half the houses on an estate cheap but the other half can’t go up in price</td>
</tr>
<tr>
<td>What type of employment is needed in your town?</td>
<td>A variety of employments including those more orientated towards a more highly skilled audience in areas such as science and similar more skilled jobs.</td>
<td>A variety of employment because there is lots of teaching but not much variety.</td>
<td>Mainly in farming and marketing also in education</td>
</tr>
<tr>
<td>How can we improve the skills base in the County?</td>
<td>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</td>
<td>Rural based university to encourage people from cities who wouldn’t otherwise get the opportunity to be interested in agricultural or rural activities / jobs</td>
<td>More money on education and building also eco friendly items</td>
</tr>
<tr>
<td>Name of school</td>
<td>John Kyre</td>
<td>John Kyre</td>
<td>John Kyre</td>
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</tr>
<tr>
<td>Age</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Which of the role options would be best for you town?</td>
<td>Yes, but we should add more facilities for the youth to use</td>
<td>Develop a specialist function</td>
<td>Developing each market town as a place with a specialist function /role</td>
</tr>
<tr>
<td>What should your town specialise in?</td>
<td>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</td>
<td>Attracting more people to the town</td>
<td>I think it should specialise in education (research university) or entertainment (cinema, arcade, inside football pitches)</td>
</tr>
<tr>
<td>In which direction should your town grow?</td>
<td>South east</td>
<td>South east</td>
<td>North east to south east</td>
</tr>
<tr>
<td>How can we provide housing that everyone can afford?</td>
<td>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</td>
<td>A combination of all</td>
<td>Identify areas where affordable housing needs to be built and build any amount regardless of the number or size</td>
</tr>
<tr>
<td>What type of employment is needed in your town?</td>
<td>Farming, industrial, engineering, sport, education</td>
<td>Transport employment</td>
<td>Research</td>
</tr>
<tr>
<td>How can we improve the skills base in the County?</td>
<td>Yes we need a university for people who don’t want to spend half the year in Cardiff and Birmingham</td>
<td>Build a university in Hereford</td>
<td>Research university</td>
</tr>
</tbody>
</table>
## List of meetings and events attended – November 2007 to September 2008

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>23rd November 2007</td>
<td>‘Shaping Herefordshire’ CPD Event</td>
<td>Training event open to all Herefordshire Council employees to explain the new planning system, LDF and Core Strategy</td>
</tr>
<tr>
<td>29th November</td>
<td>Shaping Herefordshire’ CPD Event</td>
<td>Training event open to all Herefordshire Council employees to explain the new planning system, LDF and Core Strategy</td>
</tr>
<tr>
<td>10th December</td>
<td>Herefordshire Exchange – Herefordshire Partnership</td>
<td>Exhibition of Core Strategy material and officers available to answer queries during a Herefordshire Partnership Event</td>
</tr>
<tr>
<td>12th December</td>
<td>LDF Task Group</td>
<td>Review issue consultation results and workshops regarding the how to progress the developing options</td>
</tr>
<tr>
<td>19th December</td>
<td>Higher Education for Herefordshire Management Group</td>
<td>Presentation explaining Core Strategy and its development</td>
</tr>
<tr>
<td>9th January 2008</td>
<td>Hereford Business Partnership</td>
<td>Update on Core Strategy progress</td>
</tr>
<tr>
<td>15th January</td>
<td>Herefordshire Environment Partnership</td>
<td>Update on Core Strategy progress</td>
</tr>
<tr>
<td>16th January</td>
<td>Breinton Parish Council</td>
<td>Presentation explaining Core Strategy and its development</td>
</tr>
<tr>
<td>18th January</td>
<td>Herefordshire Council Planning Committee</td>
<td>Exhibition of Core Strategy material</td>
</tr>
<tr>
<td>23rd January</td>
<td>Environment Management Team meeting</td>
<td>Presentation explaining Core Strategy and its development</td>
</tr>
<tr>
<td>29th January</td>
<td>LDF Task Group</td>
<td>Consult on initial draft of developing options</td>
</tr>
<tr>
<td>1st February</td>
<td>Herefordshire Council Members Seminar</td>
<td>Presentation explaining Core Strategy and its development</td>
</tr>
<tr>
<td>20th February</td>
<td>Gypsy and Travellers Accommodation Assessment stakeholders meeting</td>
<td>Update on process of Core Strategy.</td>
</tr>
<tr>
<td>3rd March</td>
<td>Core Strategy Internal Working Group</td>
<td>Officer group to work on initial draft of the</td>
</tr>
<tr>
<td>Date</td>
<td>Meeting</td>
<td>Purpose</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17th March</td>
<td>Herefordshire Council Members</td>
<td>Developing options</td>
</tr>
<tr>
<td>19th March</td>
<td>Technical Stakeholders Group meeting</td>
<td>Meeting to discuss developing options with stakeholder. However, this</td>
</tr>
<tr>
<td></td>
<td></td>
<td>meeting was cancelled and email used instead</td>
</tr>
<tr>
<td>14th April</td>
<td>Core Strategy Internal Working Group</td>
<td>Officer group to work on further drafts of the developing options</td>
</tr>
<tr>
<td>22nd April</td>
<td>LDF Task Group</td>
<td>To update on RSS review, agree Options paper, SA and HRA. Evidence base</td>
</tr>
<tr>
<td></td>
<td></td>
<td>update including SHLAA and parish plan report</td>
</tr>
<tr>
<td>28th April</td>
<td>Stakeholder meeting – NE, EA and WW</td>
<td>Stakeholder meeting for Natural England, Environment Agency and Welsh</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Water regarding developing options</td>
</tr>
<tr>
<td>30th April</td>
<td>Herefordshire Council Members Briefing -</td>
<td>To inform Members about the developing options and Strategic Housing</td>
</tr>
<tr>
<td></td>
<td>Hereford</td>
<td>Land Availability Assessment work</td>
</tr>
<tr>
<td>2nd May</td>
<td>Herefordshire Council Members Briefing -</td>
<td>To inform Members about the developing options and Strategic Housing</td>
</tr>
<tr>
<td></td>
<td>Kington</td>
<td>Land Availability Assessment work</td>
</tr>
<tr>
<td>6th May</td>
<td>Herefordshire Council Members Briefing -</td>
<td>To inform Members about the developing options and Strategic Housing</td>
</tr>
<tr>
<td></td>
<td>Bromyard</td>
<td>Land Availability Assessment work</td>
</tr>
<tr>
<td>14th May</td>
<td>Herefordshire Council Members Briefing -</td>
<td>To inform Members about the developing options and Strategic Housing</td>
</tr>
<tr>
<td></td>
<td>Ross-on-Wye</td>
<td>Land Availability Assessment work</td>
</tr>
<tr>
<td>19th May</td>
<td>Herefordshire Council Members Briefing -</td>
<td>To inform Members about the developing options and Strategic Housing</td>
</tr>
<tr>
<td></td>
<td>Ledbury</td>
<td>Land Availability Assessment work</td>
</tr>
<tr>
<td>21st May</td>
<td>Herefordshire Council Members Briefing</td>
<td>To inform Members about the developing options</td>
</tr>
<tr>
<td>Date</td>
<td>Meeting</td>
<td>Purpose</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>5&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Fownhope Residents Association</td>
<td>Outline of LDF and new planning system</td>
</tr>
<tr>
<td>10&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Regional Gypsy and Travellers meeting</td>
<td>Update on Developing Options.</td>
</tr>
<tr>
<td>16&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Core Strategy Launch Event</td>
<td>Launch event targeted at stakeholders</td>
</tr>
<tr>
<td>17&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Schools Event – John Kyrle High School</td>
<td>Presentation and schools questionnaire workshops to pupils</td>
</tr>
<tr>
<td>18&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Ross Civic Society</td>
<td>Presentation of the Developing Options and question and answer session</td>
</tr>
<tr>
<td>24&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Parish Council HALC Event</td>
<td>Presentation of the Developing Options and question and answer session</td>
</tr>
<tr>
<td>24&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Herefordshire Registered Society Landlord Forum</td>
<td>Presentation of the Developing Options and question and answer session</td>
</tr>
<tr>
<td>30&lt;sup&gt;th&lt;/sup&gt; June</td>
<td>Herefordshire Council Conservation Team meeting</td>
<td>Presentation of the Developing Options and question and answer session</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; July</td>
<td>Kington Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; July</td>
<td>Bromyard Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>7&lt;sup&gt;th&lt;/sup&gt; July</td>
<td>Schools Event – Whitecross High School</td>
<td>Presentation and schools questionnaire workshops to pupils</td>
</tr>
<tr>
<td>7&lt;sup&gt;th&lt;/sup&gt; July</td>
<td>Bodenham Parish Council</td>
<td>Presentation of the Developing Options and question and answer session</td>
</tr>
<tr>
<td>8&lt;sup&gt;th&lt;/sup&gt; July</td>
<td>Ross Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>8&lt;sup&gt;th&lt;/sup&gt; July</td>
<td>Herefordshire Environmental Partnership</td>
<td>Presentation of the Developing Options and question and answer session</td>
</tr>
<tr>
<td>8&lt;sup&gt;th&lt;/sup&gt; July</td>
<td>ESG Masterplan Launch</td>
<td>Exhibition of the Developing Options and officers available to answer queries</td>
</tr>
<tr>
<td>9&lt;sup&gt;th&lt;/sup&gt; July</td>
<td>Leominster Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>Date</td>
<td>Meeting</td>
<td>Purpose</td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12th July</td>
<td>The South Wye Big Event</td>
<td>Community event for public and community groups to publicise what’s on. Developing Option material available at a Herefordshire Council stand</td>
</tr>
<tr>
<td>15th July</td>
<td>Environmental Interest Groups meeting</td>
<td>Forum for local environmental interest groups where a presentation of the Developing Options was given with a question and answer session.</td>
</tr>
<tr>
<td>15th July</td>
<td>Ledbury Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>16th July</td>
<td>Ewyas Harold Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>17th July</td>
<td>Lebdury HALC</td>
<td>Presentation of the Developing Options and question and answer session.</td>
</tr>
<tr>
<td>22nd July</td>
<td>Kington HALC</td>
<td>Presentation of the Developing Options and question and answer session.</td>
</tr>
<tr>
<td>23rd July</td>
<td>Hereford Roadshow</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>28th July</td>
<td>Plough Lane (Herefordshire Council and Bulmers) Exhibition</td>
<td>Exhibition of the Developing Options</td>
</tr>
<tr>
<td>29th July</td>
<td>Canon Pyon Parish Council</td>
<td>Presentation of the Developing Options and question and answer session.</td>
</tr>
<tr>
<td>29th July</td>
<td>Herefordshire Partnership Board Meeting</td>
<td>Developing Option material available</td>
</tr>
<tr>
<td>30th July</td>
<td>Denco / Moreton Business Park Exhibition</td>
<td>Exhibition of the Developing Options and question and answer session.</td>
</tr>
<tr>
<td>31st July</td>
<td>Stretton Sugwas Parish Council</td>
<td>Presentation of the Developing Options</td>
</tr>
<tr>
<td>13th August</td>
<td>Herefordshire Gypsy and Travellers Working Group</td>
<td>Update on the Developing Options</td>
</tr>
<tr>
<td>22nd September</td>
<td>Sub-regional Gypsy and Travellers Group</td>
<td>Update on the Developing Options</td>
</tr>
</tbody>
</table>
What are the options....?

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 1 pm
- High Town, Hereford - 23rd July: 10 am to 3 pm

See the Developing Options Paper at: 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 16th June – 8th August 2008

An eight week public consultation exercise is taking place from the 16th June 2008 until 8th 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 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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bromyard</td>
<td>The Bromyard Centre, Cruxwell Street</td>
<td>Wednesday 2nd July 10am – 1pm</td>
</tr>
<tr>
<td>Hereford</td>
<td>High Town</td>
<td>Wednesday 23rd July 10am – 3pm</td>
</tr>
<tr>
<td>Kington</td>
<td>Mill Street car park</td>
<td>Tuesday 1st July 10am – 1pm</td>
</tr>
<tr>
<td>Ledbury</td>
<td>St Katherine’s Street car park</td>
<td>Tuesday 15th July 10am – 1pm</td>
</tr>
<tr>
<td>Leominster</td>
<td>Corn Square</td>
<td>Wednesday 9th July 10am – 1pm</td>
</tr>
<tr>
<td>Ross-on-Wye</td>
<td>Market Square</td>
<td>Tuesday 8th July 10am - 1pm</td>
</tr>
<tr>
<td>Ewyas Harold</td>
<td>Memorial Hall</td>
<td>Wednesday 16th July 10am - 1pm</td>
</tr>
</tbody>
</table>

Any comments on the document can be made online at 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

All responses need to be submitted before 5pm on the 8th 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

### INFO in Herefordshire

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Opening Times</th>
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</thead>
<tbody>
<tr>
<td>Bromyard</td>
<td>The Bromyard Centre, Cruxwell Street</td>
<td>Mon to Fri - 8.15am - 9.00pm. Sat &amp; Sun - 9.00am - 4.00pm</td>
</tr>
<tr>
<td>Hereford</td>
<td>the Hereford Centre, Garrick House, Widemarsh Street</td>
<td>Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm. Sat 9.00am – 1.00pm</td>
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<td>Kington</td>
<td>64 Bridge Street</td>
<td>Mon, Wed, Fri, Sat - 9.00am - 1.00pm. Tues - 9.00am - 6.00pm. Thurs - 12.00pm - 6.00pm</td>
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<tr>
<td>Ledbury</td>
<td>St Katherines, High Street</td>
<td>Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm</td>
</tr>
<tr>
<td>Leominster</td>
<td>11 Corn Square</td>
<td>Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm</td>
</tr>
<tr>
<td>Ross on Wye</td>
<td>Swan House, Edde Cross Street</td>
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### Libraries

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</tr>
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<td>Bromyard</td>
<td>The Bromyard Centre, Cruxwell Street</td>
<td>Mon to Fri - 8.15am - 9.30pm. Sat &amp; Sun - 9.00am - 6.00pm</td>
</tr>
<tr>
<td>Colwall</td>
<td>Humphry Walwyn Library</td>
<td>Mon - 5.00pm - 7.30pm. Tues &amp; Fri - 10.00am - 1.00pm and 2.00pm - 5.30pm. Wed - 2.00pm - 7.30pm. Sat - 10.00am - 1.00pm and 2.00pm - 4.00pm</td>
</tr>
<tr>
<td>Location</td>
<td>Address</td>
<td>Hours</td>
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</tr>
<tr>
<td>Hereford</td>
<td>Broad Street</td>
<td><strong>Tues, Wed, Fri</strong> - 9.00am - 7.30pm. <strong>Thurs</strong> - 9.00am - 5.30pm. <strong>Sat</strong> - 9.30am - 4.00pm</td>
</tr>
<tr>
<td>Kington</td>
<td>64 Bridge Street</td>
<td><strong>Mon, Wed, Fri, Sat</strong> - 9.00am - 1.00pm. <strong>Tues</strong> - 9.00am - 6.00pm. <strong>Thurs</strong> - 12.00pm - 6.00pm</td>
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<td>Ledbury</td>
<td>Bye Street</td>
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<tr>
<td>Leintwardine</td>
<td>Community Centre, High Street</td>
<td><strong>Tues</strong> - 10.00am - 1.00pm. <strong>Fri</strong> - 2.30pm - 5.30pm</td>
</tr>
<tr>
<td>Leominster</td>
<td>8 Buttercross</td>
<td><strong>Tues &amp; Fri</strong> - 9.00am - 5.30pm. <strong>Wed &amp; Thurs</strong> - 9.00am - 7.30pm. <strong>Sat</strong> - 9.30am - 4.00pm</td>
</tr>
<tr>
<td>Ross on Wye</td>
<td>Cantilupe Road</td>
<td><strong>Tues &amp; Thurs</strong> - 9.00am - 7.30pm. <strong>Wed &amp; Fri</strong> - 9.00am - 5.30pm. <strong>Sat</strong> - 9.30am - 4.00pm</td>
</tr>
<tr>
<td>Weobley</td>
<td>Old Police Court, Back Lane</td>
<td><strong>Mon</strong> - 10.00am - 1.00pm. <strong>Thurs</strong> - 3.00pm - 6.00pm</td>
</tr>
</tbody>
</table>

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 Bypolar Self Help Group
Middleton-on-the-Hill and Leyesters 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
Waunarlwydd
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
<table>
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<tr>
<th>Organisation</th>
<th>ESG Herefordshire LTD</th>
<th>South Shropshire Housing Association</th>
<th>Advantage West Midlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have we got the right vision for Herefordshire?</td>
<td>Very positive, but ignores potential for national retrenchment in the face of national economic downturn. How will the vision embrace that possibility</td>
<td>Importance of delivering quality affordable housing in identified areas of need – whether identified as a sustainable settlement or not</td>
<td>Overall vision fine – formal response will follow</td>
</tr>
<tr>
<td>Have we got the right objectives? Have we missed anything?</td>
<td>Economic viability must be on objective. How does Herefordshire become self-sustaining?</td>
<td>Importance of rural transport issues need to be addresses</td>
<td>Good – formal response to follow</td>
</tr>
<tr>
<td>Have we got the right options? Have we missed any?</td>
<td>Yes, but not self-sustainability. Without that Herefordshire cannot deliver</td>
<td>Option 3 preferred</td>
<td>Further reading required – well formally respond</td>
</tr>
<tr>
<td>Do you have any comments on the place shaping issues?</td>
<td>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.</td>
<td></td>
<td>Fine – further reading required will respond formally</td>
</tr>
<tr>
<td>Do you have any comment on the general policy options?</td>
<td></td>
<td></td>
<td>Further reading required – will be responding formally</td>
</tr>
<tr>
<td>Do you have any comments on the SA and HRA?</td>
<td>No</td>
<td></td>
<td>Will respond formally</td>
</tr>
</tbody>
</table>
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

![Pie chart showing responses to Q1]

No opinion 7%
No 22%
Yes 71%
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

- Yes: 68%
- No: 24%
- No opinion: 8%

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

- Yes: 68%
- No: 21%
- No opinion: 11%

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

- Yes: 68%
- No: 24%
- No opinion: 8%
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?

Option 1 – 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

Core Strategy Consultation Statement Part 3 – Appendix 9 (October 2008)
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?

Option 1 – Highlight specific technologies and locations in Herefordshire where renewable energy sources could be promoted.

Number of respondents - 760

![Pie chart showing 84% in favor and 7% against]

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

![Pie chart showing 71% in favor and 16% against]
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

Yes 86%
No 5%
No opinion 9%

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

Yes 64%
No 15%
No opinion 21%
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 - Identify ‘preferred areas of mineral extraction’ to enable greater flexibility and safeguard potential mineral reserves.

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

- No opinion: 18%
- Yes: 74%
- No: 8%

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

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

- No opinion: 17%
- Yes: 77%
- No: 6%
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

- Yes: 73%
- No: 12%
- No opinion: 15%

Option 4 – A combination of the above three elements.

Number of respondents - 708

- Yes: 84%
- No: 7%
- No opinion: 9%
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

![Chart showing the percentage of respondents for each option]

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

![Chart showing the percentage of respondents for each option]
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 adjudge 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

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No opinion 12%
No 11%
Yes 77%
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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

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No opinion 10%
No 2%
Yes 88%
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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

Core Strategy Consultation Statement Part 3 – Appendix 9 (October 2008)
Option 1: 6%
Option 2: 56%
Option 3: 38%