



HEREFORDSHIRE
COUNCIL

Shaping our Place 2026

Herefordshire Core Strategy: Developing Options Paper Summary Leaflet

June 2008

Introduction

This is a summary leaflet to accompany the Developing Options Paper and questionnaire. The full document can be viewed at www.herefordshire.gov.uk/ldf, County Info Offices and Libraries or obtained from the Forward Planning Team.

Local Development Framework



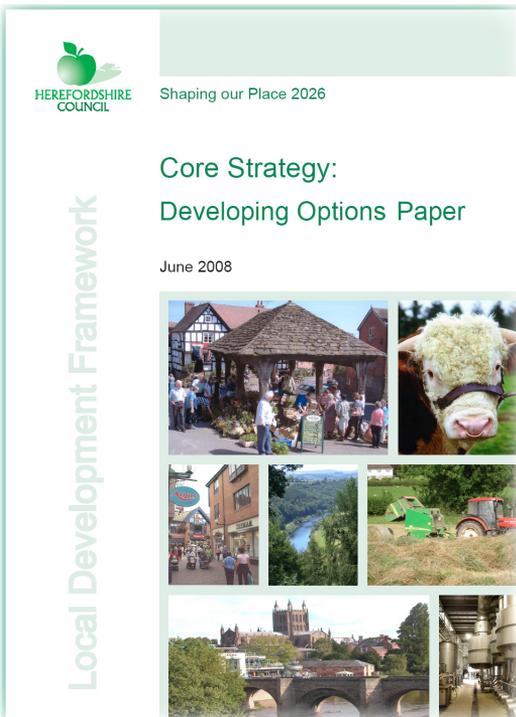
Developing Options Paper

The Developing Options Paper is the second stage in the production of the Core Strategy to shape Herefordshire up to the year 2026. It sets out some suggested ways forward or Options for dealing with the issues identified through the first stage of the Core Strategy preparation – the Issues Paper (September 2007).

The Regional Plan (RSS11) already sets the scene for the Herefordshire Core Strategy by indicating how the region should develop over the next 20 years and setting targets for new homes and employment land for the County.

The Developing Options Paper consists of a vision, a set of objectives, 4 strategic options, a number of place shaping options for Hereford, the market towns and rural areas and a number of general policy options looking at issues such as affordable housing, waste management, flooding, employment land and health care provision.

Please get involved by reading the full document and completing the questionnaire so we can be sure we have the **right** vision, objectives and options for Herefordshire.



The Vision

The Core Strategy will contain a long-term vision for the County to help deliver the Community Strategy. A spatial vision is proposed in the Developing Options Paper, the headline of which is:

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.

The full document expands on what this would mean for **Social progress**, **Economic prosperity** and **Environmental quality**.

Objectives

The Developing Options Paper includes a set of objectives which have been proposed in order to achieve the above proposed vision. The objectives can be summarised as:

- Ensuring sufficient homes, with a mix of house types and tenures, are built.
- Improving the health, well-being and quality of life of Herefordshire residents.
- Meeting the needs and aspirations of all generations through improvement to higher education, skills development and training.
- Locating development in sustainable locations.
- Ensuring improved accessibility and movement from rural areas to urban areas and within urban areas.
- Diversifying and strengthening the employment base.





- Enhancing the County's service centres.
 - Developing Herefordshire as a destination for quality leisure visits and more sustainable tourism.
 - Working with partners to deliver well designed places, spaces and buildings which use land efficiently and reduce the consumption of natural resources.
-
- Conserving, promoting, utilising and enjoying our natural, built, historic and cultural assets.

Strategic Options

The Developing Options Paper outlines four strategic options. The Options reflect different approaches, emphases' and priorities based on the objectives. The preferred Option could be a combination of one or more of these options or an entirely new approach. However, the Core Strategy must reflect national and regional planning objectives and be tested by a Sustainability Appraisal which will assess its social, economic and environmental performance.



Option A - Focus on Economy

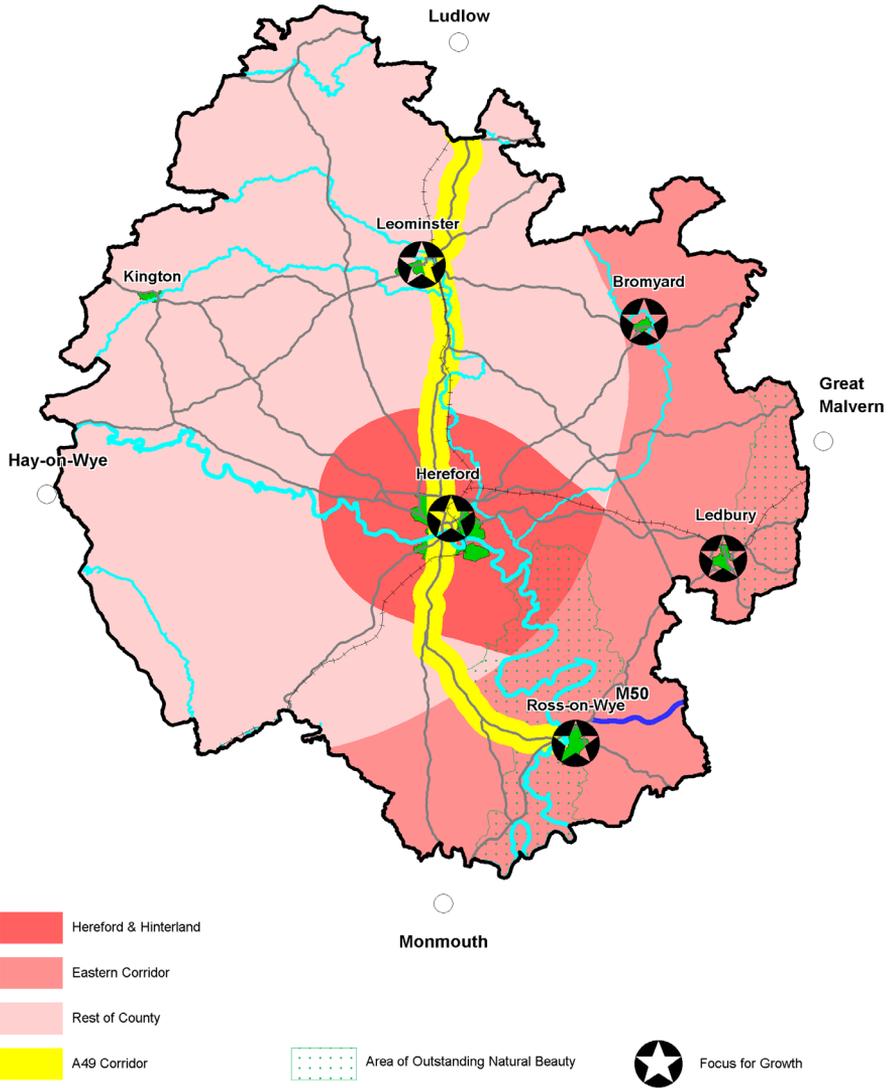
This Option places emphasis on economic objectives and reflects the Economic Development Strategy for Herefordshire.

It would focus housing and employment growth to Hereford, Leominster and the market towns and hinterland settlements in the south and east of the County (around Bromyard, Ross-on-Wye and Ledbury) where employment demand is greatest. This Option also draws upon the potential for transport improvements to support economic growth in the towns and settlements based on the A49 Corridor, including Hereford, Leominster and Ross-on-Wye, as referred to in the regional plan. New growth would be focused at these locations at levels appropriate to the settlement size and function, character and environmental capacity.

If significant elements of Option A are preferred, consideration could also be given to incorporating elements of Option D i.e. a new or expanded settlement, depending on the level of growth required by the regional plan.

The full Developing Options Paper outlines the advantages and disadvantages of this Option and which Key Issues could be addressed.





© Crown copyright. All rights reserved (100024168) (2008)
 Scale 1:350,000

Option B – Focus on Society

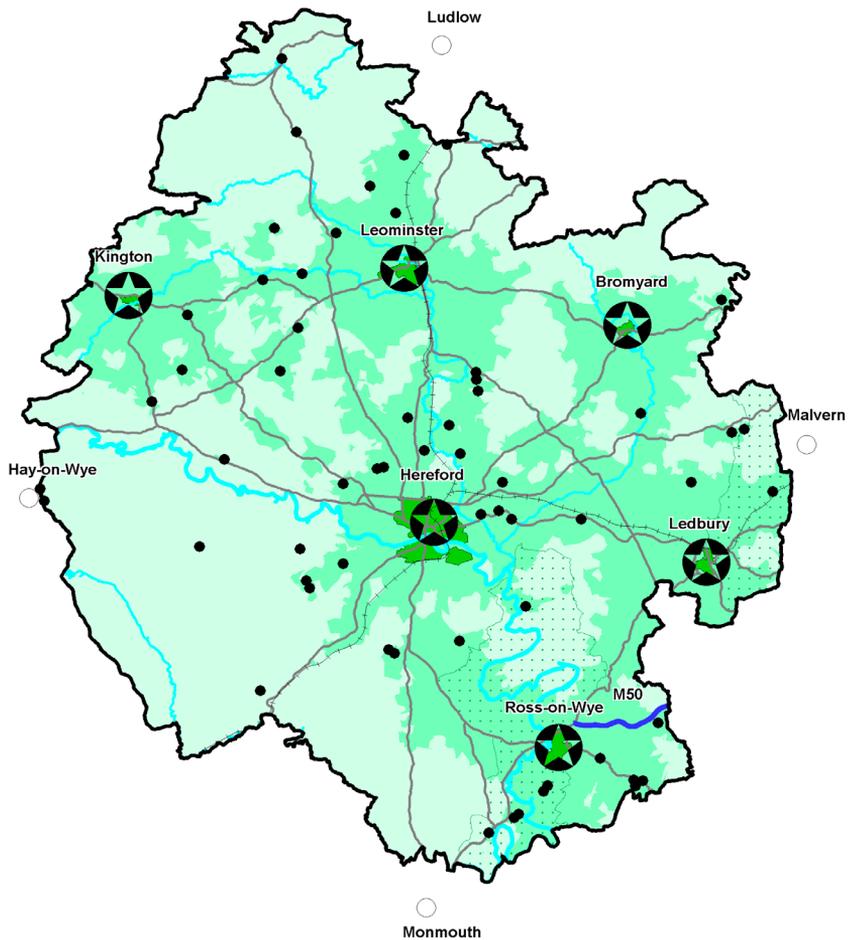
Option B places emphasis on social objectives or regeneration. Regeneration is about addressing the impacts of deprivation, which for Herefordshire means tackling income and employment deprivation in parts of Hereford and Leominster as well as tackling deprivation in terms of access to services and facilities (including housing) across the rest of the County, particularly in rural areas.

The focus for growth would be towards Hereford and Leominster but with a dispersal of development to other market towns and sustainable settlements (yet to be determined). New growth would be focused at these locations at levels appropriate to the settlement size and function, character and environmental capacity. This approach has sub-options, which vary in relation to how we could address the accessibility of services:

- i. Focus new development to settlements with the best level of existing services. This is similar to the approach taken in the Herefordshire Unitary Development Plan (UDP); or
- ii. Plan for groups of market towns and/or settlements to share services and facilities in a way that keeps travel more local, and plan for better transport links, new housing and employment as part of this approach; or
- iii. Focus new development to those settlements served by existing or potential sustainable public transport, including railway stations shown as accessible areas on the map. There are currently railway stations in Hereford, Leominster, Ledbury and Colwall. In addition there may be potential to develop new facilities elsewhere.

If significant elements of Option B are preferred, consideration could also be given to incorporating elements of Option D i.e. a new or expanded settlement, depending on the level of growth required by revisions to the housing figures of the regional plan.

The full Developing Options Paper outlines the advantages and disadvantages of this Option and which Key Issues could be addressed.



■ Accessible Areas
■ Less Accessible Areas

 Area of Outstanding Natural Beauty

★ Focus For Growth

● Sustainable Settlements

© Crown copyright. All rights reserved (100024168) (2008)
 Scale 1:350,000

Option C – Focus on Environment

This Option places emphasis on environmental objectives being the driver in accommodating new growth. A key priority of Option C would be to use the opportunities presented through growth to invest in the provision, restoration and enhancement of environmental assets ensuring a robust and adaptable environmental framework across the County and beyond. For further details on this option, see the Developing Options Paper.

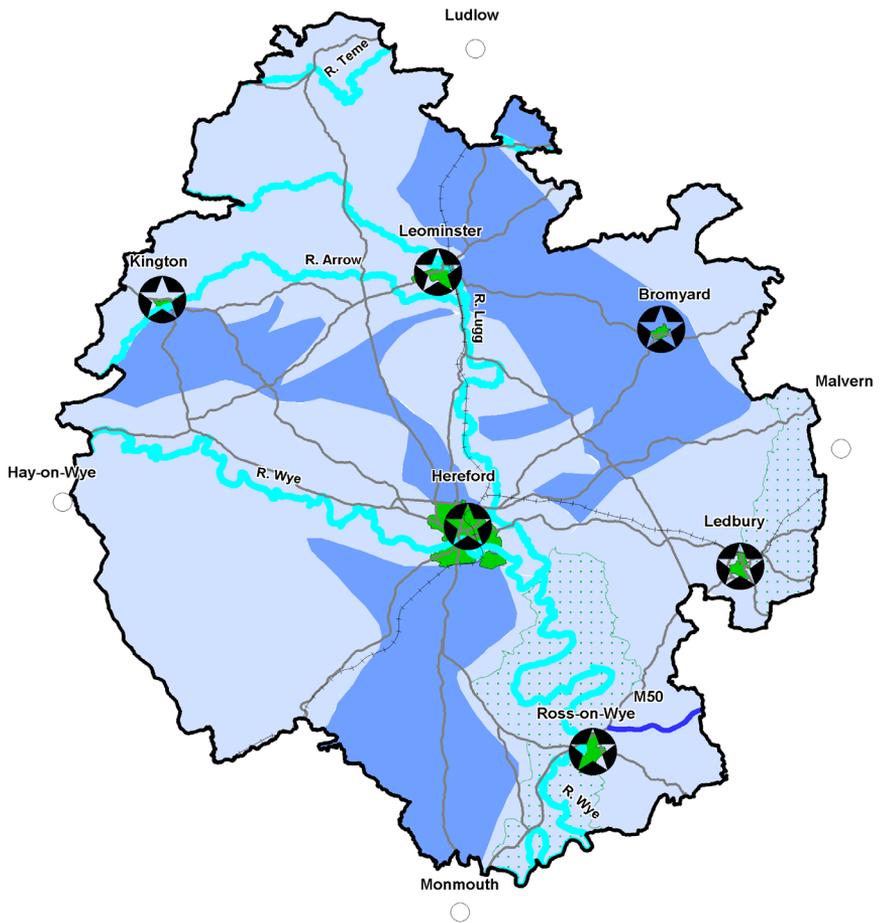
The focus of development in this Option would be towards Hereford and the market towns as well as to sustainable settlements (yet to be determined). It is anticipated that growth within these areas could help to deliver either:

- Protection or enhancement of priority areas of high value where environmental assets currently are concentrated e.g. restoration of wetland areas along the floodplains of the western reaches of the River Wye; and/or
- The creation or retention of new, restored or enhanced environmental assets in areas of fewer assets and/or lesser quality, for example a new Country Park or raising air quality levels.

New growth would be focused at these locations at levels appropriate to the settlement size and function, character and environmental capacity.

As with Options A and B, if significant elements of this option are preferred, consideration could also be given to incorporating elements of Option D i.e. a new or expanded settlement, depending on the level of growth required by revisions to the housing figures of the regional plan.

The full Developing Options Paper outlines the advantages and disadvantages of this Option and which Key Issues could be addressed.



Priority Areas of High Value Environmental Assets

Lesser Quality of Environmental Assets

Strategic River Corridors

Area of Outstanding Natural Beauty

Focus For Growth

Option D – Focus on a New or Expanded Settlement

Option D places specific emphasis on housing objectives and promotes the distribution of growth to Hereford, the market towns and a new or expanded settlement in the County. Further work would need to be carried out to identify sustainable locations for such a settlement. This Option is not in conformity with the existing or emerging regional plan, which generally directs larger scale growth to existing settlements. However, there is continuing uncertainty regarding the regional housing requirement and the Option may become more realistic if the housing targets of the regional plan are raised significantly above those that are currently proposed.



No potential areas or locations for a new settlement have been identified at present. For further details on this Option, please see the Developing Options Paper.

‘Shaping our Place’ Options

This section of the Developing Options Paper outlines ‘place shaping’ policy options. Planning should help to create pleasant and thriving places where people want to live and work, in safe and attractive physical environments with a strong community sense of well-being. ‘Shaping our Place’ in Herefordshire will seek to create or maintain a sense of identity for the places across the County.

Herefordshire comprises of Hereford and five market towns, each distinctive from each other, and over 200 “settlements” set within a wider rural area. The Core Strategy will include strategic policies for Hereford, the market towns and settlements within the rural area. A major part of place shaping will be to define the roles of our places and how they interact together.

- **Hereford** - The Developing Options Paper addresses the strategic policy options for Hereford, including defining its role, directing strategic housing/employment growth, ensuring regeneration, taking into account the development of the Edgar Street Grid area, providing for an appropriate level of retail provision and ensuring that the resulting transportation and other infrastructure requirements of further growth to the City are provided for.



- **Market Towns** - The Market Towns could play a significant part in assisting with rural regeneration as well as retaining or enhancing local services. These centres could contribute to meeting a range of Key Issues raised in the Issues consultation i.e. increased growth of local businesses, reducing the need to travel to work and shopping; raising income levels; improving access to services and facilities and rural regeneration.

The Developing Options Paper includes the future roles for each market town, the potential directions for growth and options for retail facilities and town centres.

- **Rural Areas** - Herefordshire is predominately a rural County with numerous villages, hamlets and isolated properties. Agriculture remains an important source of employment. The Developing Options Paper looks at the possible policy options for growth in the rural areas to enable people to live, work and gain access to local facilities and services.



Policy Options

As well as the strategic options and place shaping policies, the Core Strategy will need to incorporate important general policies to bring about changes to the way we deal with development. The Developing Options Paper includes a set of options for a number of issues including renewable energy, waste management, minerals, flooding, water use, employment, improving the skills base, affordable housing, density, housing mix, gypsies and travellers, healthcare provision, open space and locally distinctive features and assets.

Where can I find out more?

You can download a copy of the full Developing Options Paper, the accompanying Sustainability Appraisal and Habitat Regulation Assessment and the questionnaire at www.herefordshire.gov.uk/ldf.

Details of the emerging evidence base which will underpin the Core Strategy are also available.

And...

You can come and visit our road shows on the Developing Options Paper at the following venues:

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

How can I make comments?

Your views and comments are needed to help us decide which options should be looked at in more detail.

Please complete the questionnaire which accompanies this leaflet and the Developing Options Paper by 8th August 2008, available online at:

www.herefordshire.gov.uk/ldf

Alternatively, return the completed questionnaire by 8th August 2008 to:

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

What happens next?

We will analyse all of the information gathered from this consultation, to prepare a Preferred Options Paper in summer 2009. This will set out proposals for a spatial strategy and a set of planning policies to implement the vision and objectives of the Core Strategy.

It is expected that the Core Strategy will be finalised and submitted to Government in spring 2010, with an Examination in the summer and adoption towards the end of that year.

For further information, please visit the website or contact the Forward Planning Team on:

ldf@herefordshire.gov.uk

If you need help to understand this document, or would like it in another format or language, please contact the Forward Planning Team 01432 260500 or send an email to:
ldf@herefordshire.gov.uk



HEREFORDSHIRE
COUNCIL

www.herefordshire.gov.uk

Putting people first | Promoting our county | Providing for our communities | Protecting our future