



Shaping our Place 2026

Core Strategy: Consultation Statement Part 1

September 2007

Local Development Framework

Contents

	Page
Consultation Statement	1 - 3
Appendices	
Appendix A Herefordshire Matter Article	4 – 5
Appendix B Herefordshire Partnership Article	6 – 9

Introduction

This statement has been prepared to accompany the Core Strategy Issues Paper published on 17th September 2007. While there is no specific requirement to prepare a Consultation Statement at this stage of the Core Strategy, it is important to provide feedback on the consultation activities that have informed the Core Strategy Issues Paper.

Consultation Activities

In order to identify the issues set out in the Core Strategy Issues Paper the Council undertook an open-ended consultation from May 2007 inviting people to comment on the issues that they felt were important in planning the future of Herefordshire. This was in the form of a leaflet highlighting the issues identified within the Community Strategy prepared by the Herefordshire Partnership and published Summer 2007.

All publicity was directed at increasing the awareness of this leaflet and generally raising knowledge of the Local Development Framework (LDF) and Core Strategy commencement. This was in the form of:

- Presentations to existing stakeholder forums and informal meetings, for example: Herefordshire Partnership, Economic Development, Visit Herefordshire Group, the Learning and Skills Council. Should you wish to be involved, please view our Council website www.herefordshire.gov.uk/ldf
- Herefordshire Matters Article (May 2007).
- A letter was distributed to everyone on the Adopted Statement of Community Involvement (SCI) database introducing the Core Strategy. The letter also contained the Core Strategy leaflet and advised of our forthcoming consultation in September, as is required by the Council's adopted SCI.
- Early discussions were undertaken with Government Office for the West Midlands, Highways Agency, West Midlands Regional Assembly and the Environment Agency in relation to Core Strategy and the issues facing the County to 2026.
- Early liaisons with water companies.

Summary of Responses

The following provides a summary of the responses received to the Issues leaflet. These have been grouped as issues contained within the Core Strategy Issues Paper that accompanies this statement. Please note that the summary below provides a synopsis of people's comments and while they will be used to inform the preparation of the Council's LDF they do not reflect the Council's formal stance on any of the issues.

Access to Services and Facilities

Many issues were raised on this point, in particular people commented on the Edgar Street Grid (ESG) proposals, such as ensuring that High Town and ESG are linked to avoid the City centre being divided in two. It was also felt that ESG should have exciting architectural projects and individual shops to avoid Hereford being considered bland. It was commented that ESG regeneration will encourage people to shop in Hereford.

There was general agreement to improve access to health services including mobility aids for the disabled, mobile NHS care and additional pre and postnatal care for children and parents. It was suggested that Bromyard should have a minor injury unit and Herefordshire hospitals to provide health services for Powys (Wales).

Improving services in the community was suggested, for example: more health visitors, midwives, dentists and police along with providing access to local rural education and to continue support for local rural schools.

Access to Sport and Recreation

General consensus is Herefordshire needs better access to sport and recreation facilities. There was also comment that the Hereford United Football Ground needs refurbishing.

Ageing Population and Loss of Young People

The county requires more activities and facilities for young people. The Council should be encouraging young professionals to stay here.

More support was sought for the elderly with particular regard to transport and emergency services. Emphasis must be given to support the elderly to live independently.

Better Waste Management

People want to be involved with recycling and are frustrated with the lack of recycling facilities in rural areas, it was suggested that all village halls should have recycling bins.

Better Use and Management of Water

Flooding was considered an important issue facing the County, and this was related to the issue of climate change. There was concern that a flood prevention barrier may impact upon views of the river from either bank or the bridge.

Climate Change

Climate change needs to be addressed with informed thinking and productive, economically viable initiatives. People commented that protecting the environment was a start but not enough and Herefordshire could lead the way. The impacts of global warming need to be taken into account and risks identified and mitigated. There should be a "Rapid reaction team" for coping with impacts such as flooding.

It was felt that the Council should encourage local energy generation, for example: utilising wind and water, with a requirement for environmentally built and sustainable maintained structures. People commented that the LDF should support and require minimum energy planning concepts, requiring development of mixed working, retail and residential communities to minimise need for travel. The planning process should take account of energy security and carbon.

Diversification of the Economy

There was general acknowledgement that the Core Strategy should support rural businesses and communities and allow them to grow, develop and flourish in the future. Herefordshire would benefit from better pay levels.

Educational Achievements

In summary people would like better education facilities for all levels with improved skills and training opportunities especially vocational trades rather than the service industry.

Housing Provision

The provision of affordable housing is considered to be particularly important and challenging. Affordable housing should be available to young and elderly. There was also concern that houses should not be built on flood plains and that the feasibility of concentrating development in Hereford should be examined. Some commented that rural villages need small scale development.

Improving Air Quality

Concern was expressed over the need to reduce Carbon dioxide output and odour problems in the County in association with reducing car dependency and traffic congestion.

Protecting and Enhancing Environmental Assets

Many issues were raised expressing a priority to protect and enhance landscapes, avoid new buildings that are unsuitable or in the wrong location, encourage hedgerow planting and sustainable development. Enhance the riverbanks for tourist trail and protect and maintain the County's historic buildings and landscape. Controlling the spread of polytunnels was also a concern expressed.

Regeneration of County

Support for measures to reduce crime and anti-social behaviour in Herefordshire. In terms of design it was felt that the Council should look to the elegant Georgian town squares for inspiration and solid good design to make market towns more vibrant. When designing streets ensure they are safe and people friendly.

Tourism and Culture

The Council should recognise the opportunity to develop a more diverse and high quality tourism experience within with county and specific policies should support proposals to enhance existing tourism facilities and visitor accommodation.

Cultural activity brings economic benefits by providing employment and generating revenue. It attracts people and businesses, inward investment, job creation and supports the visitor economy.

The County has an arts policy, which should be developed and expanded where possible. Tourism brings extra wealth to the county.

Transportation and Communications

There is a need for better provision for cyclists, with better roads and better school transport. The Council needs to improve the footpath network, rail services to London and car parking. The Council should consider a new bridge in Hereford and an outer distributor road, which would ease the traffic congestion in and out of Hereford.

Please note comments are available in full should you wish to view them. Please contact the Council's Forward Planning Team.

Next Stage

The issues raised above have been developed and included within our issues paper that is out to consultation from the 17 September 2007 to 26 October 2007. Your comments on this issues paper are welcomed. Please refer to the Council's website at www.herefordshire.gov.uk/ldf

Get involved in planning Herefordshire's future

We are preparing a new style of development plan for Herefordshire which will shape the county's future until 2026.

The plan, known as the Local Development Framework, will influence many aspects of the way we live, work, travel and spend our leisure time. It will set out where development will be directed whilst continuing to protect and enhance Herefordshire's distinctive environment.

What do we need from you?

The first stage in preparing the new development plan is to identify the issues that are important across the county of Herefordshire.

In drawing up the Herefordshire Community Strategy in 2006 you told us about the issues that were important to you. These are set out over the page.

We would now like to know whether there are any other issues that you think we should consider.

What is a Local Development Framework?

A Local Development Framework differs from the existing Unitary Development Plan (UDP) in that it is made up from a folder of separate planning documents rather than a single document like the UDP.

The first document being prepared is called the "Core Strategy," which will consider the broad locations for future growth of housing, jobs, leisure and community facilities.

For more information on the documents that make up the Herefordshire Local Development Framework and future consultation, please visit the Council's website, www.herefordshire.gov.uk/forwardplanning.



Have your say on key issues for Herefordshire

As part of the consultation process for the Herefordshire Community Strategy 2006 you identified various key issues as being important.

We now need to find out whether there are additional issues that should also be considered in planning for the future of Herefordshire up to 2026.

Please have a look at the following list and add others you feel are important in the space provided below.

Issues within the Community Strategy are:

- A safe and pleasant environment to live and work in
- Affordable housing
- Better access to sport and recreational facilities
- Better information on and access to local services

- Better pay
- Business diversification and enterprise
- Flood prevention
- Improved access to health services
- Improved public facilities
- Improved public transport and less traffic congestion
- Improved skills and training opportunities
- More say in local issues and decision-making
- Protecting the environment
- Reduce crime and anti-social behaviour
- Support to live independently

If you want any further information about the Herefordshire Community Strategy see www.herefordshirepartnership.com.

What happens next?

We will provide feedback on the issues you raise through regular Herefordshire Matters articles and other publications.



Your views will be used to develop the issues for the Core Strategy further. We will also be asking for your views on possible options for planning the future of the county in September.

Early next year details on the possible options for future development in the county will be published for you to comment on further.

Other issues

Please list up to five additional issues in order of importance, or use the box below to expand on any of those listed in the Community Strategy (see above).

1.
2.
3.
4.
5.

Your Details

Name/Organisation Name:

Postal address:

Email address:

Tel No:

please expand...

Thank you for taking the time to complete this survey.

Please place your completed survey in an envelope and return to Dr David Nicholson, Forward Planning Manager at the FREEPOST address below.

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

We will ask you about key issues and options for how we plan for the future of Herefordshire in more detail later this year (September 2007), so please look out for further articles in Herefordshire Matters.

This survey can also be downloaded at www.herefordshire.gov.uk/forwardplanning.

Summer 2007

Eardisley's Group Parish Plan – it's all there in Black and White

Nearly 3 years since Eardisley Group proudly published its Parish Plan, the enthusiastic steering group who put it together aren't allowing it to gather dust on a shelf.

"The real work started after the plan was published," said steering group member, Avril Killick. "Feasibility studies, grant applications and contacts with service providers - all time consuming and challenging tasks!"

The Parish Plan was based on a questionnaire sent to everyone in the 3 communities of Eardisley, Whitney-on-Wye and Winforton with Willersley.

76% of residents filled in and returned the questionnaire, providing an accurate snapshot of views and aspirations across a huge range of local issues – from public transport to housing, youth facilities to recycling.

"As this was such an important and complex document it would be unreasonable to expect the Parish Council to take it forward without some support," said fellow steering group member, Nancy James.

So the original steering group, (including a councillor from each of the 3 parishes), evolved into a monitoring group to advise the Group Parish Council on implementation of the plan and progress has already been made on a number of fronts.



- St Mary Magdalene Church will benefit from new kitchen, toilets and storage areas which will greatly support local social events.
- A Parish Directory has been produced to help local residents and tourists on the Black and White Trail get the most out of local facilities and attractions.
- A room has been refurbished at Eardisley village hall to house a Community Access Point (CAP), pictured right, providing access to laptops, printers and the internet for residents.

village hall, and the new waste freighter service for Winforton. We also employ a lengthsman to look after our ditches which helps reduce the risk of flooding.

"We've had some successes, especially in areas where we have a degree of local control. But there is still a long way to go



(continued on page 2)

Dates for your Diary

16 July 07

Deadline for Pride of Herefordshire Awards nominations

20 July 07

Chief Executives' Group meeting

20 September 07

Pride of Herefordshire Awards Night

24 October 07

Funding Fair @ Aylestone School

**NO BUTTS WE'RE
SMOKE FREE
HEREFORDSHIRE
From 1 July 2007**

England becomes Smokefree

Second hand smoke is a killer!

Smokefree Herefordshire a
Herefordshire Partnership Initiative

Fire & Rescue to join Chief Executives Group

Herefordshire & Worcestershire Fire and Rescue Service has been invited to join the Chief Executives and Performance Management Groups.

"We are very pleased to be joining" commented Lucy Phillips, Deputy Chief Fire Officer. "The Fire and Rescue Service has much to contribute to achieving the Herefordshire Vision and enhancing community wellbeing".

Economic Development and Enterprise

Children and Young People

Healthier Communities and Older People

Safer and Stronger Communities

Eardisley's Group Parish Plan – it's all there in Black & White

(continued from front page)

on some of the bigger issues such as traffic and housing, where we need wider support. The questionnaire deliberately identified residents' concerns, not solutions. Positive solutions for complex issues only come from good dialogue with service providers. "It's essential to work closely with various agencies, such as Community First, Herefordshire Council, Herefordshire Association of Local Councils and the Herefordshire Partnership, in implementing our Plan."

Coming In September... ... a Parish Plan Workshop for North West Herefordshire

Who is it for?

- Parishes in the North-west of the County who have published parish plans
- New Parish Plan Steering Groups are also welcome to attend

What is the purpose of the Workshop?

- To explore possible solutions to common issues with service providers and neighbouring parish plan groups.



Which parishes are included?

- Parishes North of the A428 and A4112 (including Leysters and Willersley & Winforton).

Chris Gooding 01432 383612 cgooding2@herefordshire.gov.uk

Local Development Framework

A new style development plan to shape the County's future to 2026 is being prepared. The Local Development Framework (LDF) will influence many aspects of the way we live, work, travel and spend our time. It will set out where development will be directed, whilst continuing to protect and enhance Herefordshire's distinctive environment.

Herefordshire Partnership Board members are actively involved developing the LDF's policies, role and future direction, and ensuring that it dovetails with the successful delivery of the Community Strategy. The Forward Planning service at Herefordshire Council wel-

comes public involvement in this consultation process. Participation can be undertaken by downloading the information leaflet available at the website address below, or by contacting Tim Watton 01432 260146 tdwatton@herefordshire.gov.uk

www.herefordshire.gov.uk/forwardplanning

THE COUNTY'S CLIMATE IS CHANGING. It's not a single issue and doesn't only sit within the "environmental" category. In fact it could be argued that it is more about health, the local economy, biodiversity impacts and safety issues. At a global level climate change is arguably mostly about humanitarian issues.

Herefordshire is witnessing excellent initiatives producing some fantastic results, including

- 1000 primary school children taking part in discussion sessions at 16 County schools.
- A carbon footprinting exercise carried out through the myherefordshire.com portal.
- Great news from Herefordshire Partnership's Board – aiming to become the first Local Strategic Partnership in the UK to "go carbon neutral".



These are certainly exciting times. To find out more about Climate Change and other "environmental" issues and initiatives look out for the Autumn of this Newsletter. You too can get involved in making a difference ... right here in Herefordshire.

Geoff Perrott 01432 260707 gperrott@herefordshire.gov.uk

Results of the Teenage Lifestyle Survey— a widely sampled County survey of 11 to 15 year olds—are now available. The findings offer a wealth of information about the lifestyles of almost 4,000 Herefordshire teenagers in 2006, including perceptions on relationships, health, progress at school, safety, leisure pursuits and aspirations for the future.

If you work with children and young people, or you're involved with planning services for them you need to read this! www.herefordshire.gov.uk/research



- 69% of pupils reported that they are in general satisfied with their life.

Source: Teenage Lifestyle Survey



- 41% of boys and 51% of girls said they want to continue in full time education after leaving school.



Source: Teenage Lifestyle Survey

- 78% of 11 to 15 year olds surveyed in Herefordshire cleaned their teeth at least twice the previous day.
- 84% of pupils had been to the dentist within the past 6 months.

2007 State of Herefordshire Report Out Now!

This 6th annual report - produced by Herefordshire Partnership Research Officers and replacing the 2006 version - is linked to the Community Strategy which sets out 'outcomes' for the County by 2020 and how they might be achieved. Key performance indicators have been chosen to monitor progress towards these outcomes. The Report provides trend data for these and other supplementary indicators, together with relevant contextual facts and figures and includes Herefordshire Satisfaction Survey 2006. The report is divided into five main chapters:

- **General Contextual Information** including population statistics, deprivation and information about quality of life.
- **Economic Development and Enterprise** including economic data such as earnings, economic activity, Gross Value Added (GVA), qualification levels as well as distance and method of travel to work, traffic congestions and air pollution (NO₂ levels)
- **Healthier Communities and Older People** including life expectancy and mortality rates, disabilities, healthy lifestyles, housing, numbers of older people and vulnerable adults helped to live at home and benefit take up rates.
- **Children and Young People** includes relevant information structured around the 5 themes of the Every Child Matters Framework; health, safety, educational and personal standards, positive behaviour and further education, training and employment.
- **Safer and Stronger Communities** includes levels of crime in Herefordshire, mortality rates from accidents and numbers of people killed and seriously injured, household waste, Sites of Special Scientific Interest (SSSIs) and river quality. Access to services and facilities as well as how people feel about aspects of their community.

Maxine Bassett 01432 383634 mbassett@herefordshire.gov.uk

www.herefordshire.gov.uk/research www.herefordshirepartnership.com



Equal

Working Together for Offender Employment in Herefordshire, Worcestershire and Shropshire
Herefordshire Partnership is working

with the Learning and Skills Council (LSC), Worcester College of Technology, the Probation Service, Youth Offending Service and Jobcentre Plus to develop a pilot project aiming to reduce re-offending rates. The project aims to help break down the barriers associated with the employment of offenders by ensuring that employers have a positive experi-

ence, which benefits their business, with offenders gaining confidence and experience in the workplace.

The project is funded through the European Social Fund (EQUAL) and is being delivered in partnership with the LSC.

Chris Bucknell 01432 261789
cbucknell@herefordshire.gov.uk

Herefordshire Partnership, Herefordshire Voluntary Action and Ledbury Volunteer Bureau are promoting volunteering in the County.

"In May we launched a campaign to encourage more people to consider taking up local volunteering opportunities" said Community Involvement Officer Clare McNally.

"Thanks to everyone who volunteered to have their picture taken - this has proved to be a really useful way to get our message out and about across Herefordshire. So if you're following a bus, look out for some familiar faces!"

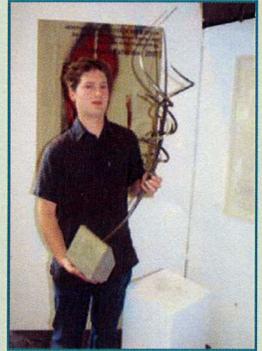
Clair McNally 01432 261751 cmcnally@herefordshire.gov.uk



Herefordshire College of Art and Design student Ambrose Burne (right) has won the contract to design trophies for the first Pride of Herefordshire awards scheme.

Ambrose, 29, of Green Street, Hereford, has just completed an artist blacksmithing BA (Hons) degree course at the college and is now setting up his own business. Prior to studying locally Ambrose worked as a blacksmith in London gaining practical experience of traditional techniques.

"I'm delighted to have won this competition which will give me a chance to showcase my design work to a wider audience" commented Ambrose. "The trophy design represents the growth and vigour of plants in spring and I feel this fits in perfectly with the aims of the awards scheme which is to celebrate the County's nurturing of talent". The trophy will be half the size of the one featured in the photograph.



Philippa Lydford, Pride of Herefordshire Awards co-ordinator, said: "I'd like to thank the college for all their support and all of the students who took part in the design competition, as well as tutor Clive Hickingbottom who encouraged and guided the entrants".

Herefordshire Partnership is co-ordinating the Pride of Herefordshire Awards and commissioned the trophy design and production, working closely with the Herefordshire College of Art and Design. The Awards ceremony will be held on Thursday September 20, at the Three Counties Hotel, Hereford. Nominations for the eight award categories are being accepted up until Monday, July 16th and nomination forms can be found at www.herefordshirepartnership.com

Philippa Lydford 01432 261788 plydford@herefordshire.gov.uk

A Memorandum of Understanding

— developed over the past year by English and Welsh organisations to address the challenges faced by communities living near to the border—will soon be signed by Herefordshire Partnership Board. The Understanding aims to achieve cross border collaboration between Central Wales and West Midlands on both policy development and service delivery.

By signing up, organisations involved agree to share relevant non-confidential information, to "border proof" proposals for policy changes, consult each other on proposals for change, seek

opportunities for collaboration and share good practice.

Vinia Abesamis 01432 260625 vabesamis@herefordshire.gov.uk

Will Lindesay's excellent presentation on the Value of the Voluntary Sector, and Geoff Perrott's keynote speech on Climate Change were highlights at last month's Voluntary Sector Assembly.

This well attended event also offered a day packed with presentations, workshops and an opportunity to walk around the many interesting displays

which had been put on by various voluntary and statutory organisations.

Herefordshire Partnership presented one of five workshops outlining the Partnership's structure, who's who, the decision-making process, and how the voice of the voluntary and community sector can be heard. The session also included an overview of the new Local Area Agreement (LAA)'s development and how future funding will be structured through an increased level of pooled funding through the Single Pot.

Chris Bucknell 01432 261789 cbucknell@herefordshire.gov.uk