

**Herefordshire Local Plan Core Strategy
Consultation Statement**

September 2014

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1) Purpose of this Statement

- 1.1 Herefordshire Council has engaged widely and extensively on the preparation of the Local Plan Core Strategy document. This document brings together and summarises the consultation process undertaken on the Core Strategy from 2007 up to the publication of the Final Plan publication document in September 2014.
- 1.2 This Consultation Statement is one of the Submission Documents required as part of Regulation 22(c) of the Town and Country Planning (Local Planning) (England) Regulations 2012.

2) Herefordshire Council's Statement of Community Involvement (SCI)

- 2.1 The Statement of Community Involvement (SCI) was adopted by the council in March 2007. It sets out a framework which identifies how and when the council will involve you in the preparation of planning documents. It is a key document within the Local Plan which sets out the long term vision, strategy and objectives which will govern future development and land use in the county.
- 2.2 The preparation of the Core Strategy has followed the consultation principles established in the SCI, and in many cases exceeded them. The SCI can be viewed on Herefordshire Council's website at:

<https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/statement-of-community-involvement>

3) Core Strategy

- 3.1 This first document in the production of the Local Plan is the Core Strategy. This is an important part of the Local Plan because it shapes future development and sets the overall strategic planning framework for the county.
- 3.2 Community consultation and the idea of 'localism' has been a key part of the Core Strategy preparation. The council's approach to community engagement has far exceeded the level required by national regulations and has allowed the council to better reflect local communities visions and priorities.
- 3.3 The table below illustrates the separate stages involved in the preparation of the Core Strategy alongside our periods of consultation.

Core Strategy Preparation and Consultation Stages		
Production Stage	Core Strategy Consultation	Dates
Production	Get Involved	May 2007
	Issues	17/9/2007 – 26/10/2007
	Developing Options	16/6/2008 – 8/8/2008
	Place Shaping	18/1/2010 – 12/3/2010

	Preferred Options: Hereford, Bromyard, Ledbury, Ross-on-Wye, Rural Areas, General Policies.	27/7/2010 – 29/8/2010
	Revised Preferred Options	26/9/2011 – 28/11/2011
	Draft Core Strategy	4/3/2013 – 22/4/2013
	Pre-Submission Publication	22/5/2014 – 3/7/2014

3.4 As well as the specific periods of consultation and representation shown in the table in 3.3 the council has been keen to maintain meaningful engagement with local communities and developers throughout the plan preparation period.

4) Overview of key consultation stages

4.1 Getting Involved:

4.1.1 At the beginning of the plan making process, an open-ended consultation was undertaken from May 2007 inviting people to identify and comment upon the issues that they felt were important in planning the future of Herefordshire. A leaflet was published which highlighted the issues identified within the Community Strategy prepared by the Herefordshire Partnership and published 2007. All publicity was directed at increasing the awareness of this leaflet and generally raising knowledge of the Local Development Framework (LDF) and the commencement of the Core Strategy process.

Appendix A: Consultation Statement Part 1 incorporating the process and results.

4.2 Issues:

4.2.1 An Issues consultation was undertaken for a six week period from 17th September 2007 until 26th October 2007. In addition, other workshops and meetings were held later in October and November. A short paper was produced which outlined 14 key issues facing the county. The consultation requested:

- views upon the identified key issues;
- which issues were considered most important;
- whether any key issues had been missed; and
- opinions regarding what Herefordshire may look like in 2026.

4.2.2 In order to reach a wide range of the community, a number of consultation methods were used in line with the council's adopted Statement of Community Involvement (March 2007).

Appendix B: Consultation Statement Part 2 which demonstrates details of the consultation, what responses we received including any others matters raised outside of the Issues Paper Consultation. In addition, this appendix highlights how the issues were redefined considering the responses received and how the responses influence the Options.

4.3 **Developing Options:**

4.3.1 Following the Issues consultation, the comments received and emerging evidence base were analysed and the Developing Options Paper was prepared and published for consultation in June 2008.

4.3.2 This paper set out a vision for Herefordshire, 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.

4.3.3 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.

Appendix C: Consultation Statement Part 3 which demonstrates how we consulted and published, includes a profile of respondents and an analysis of the responses.

4.4 **Place Shaping:**

4.4.1 Following the Developing Options consultation, the comments received and any further emerging evidence base were analysed and the Place Shaping Paper was prepared and published in January 2010.

4.4.2 This document refined the options from the Developing Options Paper and set out an amended vision and set of strategic objectives and included a preferred spatial strategy. It also outlined a number of 'Place Shaping' 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 Place Shaping Paper dealt with a wide range of general policies such as affordable housing, renewable energy, waste, minerals and flooding.

4.4.3 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.

Appendix D: Consultation Statement Part 4 Version 2 which demonstrates how we consulted and published, includes a profile of respondents and an analysis of the responses.

4.5 **Preferred Options:**

4.5.1 The Preferred Options consultation was a targeted consultation that informed all respondents to the Place Shaping consultation the findings and the 'Preferred Option' that came forward as a result of the Place Shaping consultation.

4.5.2 This process involved a series of targeted consultations on the Core Strategy Preferred Options and took place in a series of consultations between July and

November 2010. The consultations reflected the different sections from the Place Shaping Paper and were undertaken in two parts.

- 4.5.3 The first papers that were consulted upon included Preferred Options for the Rural Areas, Market Towns – Bromyard, Ledbury and Ross-on-Wye, and a first tranche of General Policies which included: Natural and Built Heritage Assets; Green Infrastructure; Movement; Waste; Minerals; Employment; Affordable Housing; Gypsy and Traveller sites; Open Space, Sport and Recreation; and Social and Community Infrastructure. This consultation period took place from 27th July 2010 until 29th August 2010. However, to allow for parish councils to meet and provide comments, responses were accepted for all three papers until 20th September 2010.

Appendix E: Consultation Statement Part 4 Addendum – Preferred Options which demonstrates how we consulted and highlights the number of responses.

Appendix F: Free Write Analysis Schedules for Market Towns, Rural Areas and General Policies which provides a detailed analysis of all of the comments received.

Appendix G: Results Report for Preferred Options Document which evidences the results report.

4.6 **Revised Preferred Options:**

- 4.6.1 As a result of the consultation exercises undertaken in 2010, additional information commissioned for the evidence base; and due to changes made to the national planning system, a number of revisions were proposed to the Preferred Options.
- 4.6.2 These Revised Preferred Options were published in September 2011 and in brief the changes proposed extending the Plan period to 2031, making adjustments to the level of housing provision in Hereford, Leominster, Ross-on-Wye and the rural areas; and making adjustments to employment site provision in Hereford, Leominster and the rural areas. Minor amendments to the relief road route corridor and primary school provision were also proposed.
- 4.6.3 These changes were set out in a short leaflet and a range of consultation events were held during the period of consultation.

Appendix H: Consultation Statement Part 5 which demonstrates how we consulted and published, includes a profile of respondents and an analysis of the responses.

4.7 **Draft Core Strategy:**

- 4.7.1 In March 2013 a full Draft Core Strategy was assembled and consulted upon for a 7 week period until 22nd April 2013.
- 4.7.2 The consultation document was available to read on the council's website and links to the relevant sections were provided within the online questionnaire. The document was available at Info Centres and libraries in the county. Copies were sent to Parish Councils and other interested parties
- 4.7.3 The consultation was advertised on the council website and in the local press and a promotional trailer visited each locality including Hereford and each of the market towns during the consultation period. In addition, specific activities were held to

engage with local businesses and with young people in the county. Furthermore, letters were sent to all those residents and stakeholders on the Local Development Framework database.

Appendix I: Consultation Statement Part 6 which details how we consulted and a locational profile of respondents.

Details of the full comments received together with a response from the council can be found at:

https://www.herefordshire.gov.uk/media/6773183/Draft_Core_Strategy_consultation_2013_comments.pdf

4.8 Pre-Submission Strategy:

4.8.1 This Pre-Submission Publication version of the Core Strategy was published in May 2014. Comments were invited on the soundness of the plan and whether the correct legal processes have been followed.

4.8.2 A summary of the main issues raised during the publication period has been published with the submission documents and can be viewed on the Local Plan Examination Page on the council website at:

<https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/core-strategy>



Shaping our Place 2026

Core Strategy: Consultation Statement Part 1

September 2007

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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

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 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)

"But small things can make a real difference to a community," added Nancy, "such as new street lighting, improved heating at Whitney

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



Leading learning and skills

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.

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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.

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Shaping our Place 2026

Core Strategy: Consultation Statement Part 2

January 2008

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Introduction

This consultation statement outlines the methods of consultation undertaken between September and November 2007. This period includes a specific Issues Consultation and therefore this paper will predominantly be around this consultation and include reporting on the responses received and how these will influence the Options stage of the Core Strategy.

An Issues Consultation was undertaken in September and October 2007 and this consultation forms part of that required by Regulation 25 of The Town and Country Planning Local Development Regulations 2004. The consultation was undertaken in accordance with the timetable contained within the Local Development Scheme (January 2007) for the preparation of the Herefordshire Local Development Framework.

In addition, the consultation has followed the consultation 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.

For information, the Consultation Statement Part 1 describes consultations undertaken between May and September 2007 prior to the publication of the Issues Paper and Part 3 will describe the Developing Options stage (November 2007 to Sept 2008).

Issues Paper (September 2007)

The Herefordshire Core Strategy Issues Paper was published for consultation in September 2007. This outlined 14 key issues facing the County, asked for views on them and their importance, if any had been missed and what Herefordshire may look like in 2026.

These 14 issues were as follows:

- Addressing the impacts of climate change
- An ageing population and the loss of younger generations
- The need to capitalise on educational achievements
- Housing provision including affordable homes
- Improving air quality
- Better waste management
- Better use of water
- Protecting and enhancing environmental assets
- Access to important services and facilities
- Diversification of the economy
- Tourism and culture
- Transport and communications
- The regeneration of the County
- Access to sport and recreation

These issues have been identified from a range of sources:

- building upon the Herefordshire Community Strategy
- existing Herefordshire Council strategies
- relevant planning documents such as the Regional Spatial Strategy (current and emerging review)
- reflecting the responses and issues raised during the Herefordshire Matters consultation undertaken in Summer 2007 (Consultation Statement Part 1)
- stakeholder meetings

- sustainability appraisal work

How did we consult?

An Issues consultation was undertaken for six weeks from 17th September until 26th October 2007 together with additional workshops and meetings during October and November.

In order to reach a wide range of the community, a number of consultation methods were used in line with the Council's adopted Statement of Community Involvement (March 2007). These methods have been outlined below:

- **Issues Papers and Questionnaires**

As highlighted above, an Issues Paper was produced outlining each of the 14 issues with questions regarding the extent to which each issue was important and how these could be addressed. It also highlighted the dates for the roadshows, the production stages of the Core Strategy and a number of useful website links. A separate questionnaire produced alongside the paper enabled responses to be made. A copy of the questionnaire can be found in Appendix 1.

2200 Issues Papers and questionnaire were produced and were sent, with an accompanying letter and Freepost return envelope, to everyone on the Local Development Framework (LDF) database. This was a total of 1080 people or organisations including statutory consultees and all Parish Councils. Packs of leaflets and questionnaires were distributed to all the libraries within the County and the Council's Info Centres together with boxes for completed questionnaires to be deposited locally.



The Issues Paper and questionnaire were also available online to download and the questionnaire could also be completed through the Council's online 'Have your say' consultation pages.

A total of 340 completed questionnaires or letters were received of which 38 were completed online.

- **Roadshows**

An exhibition highlighting the 14 key issues and giving some background information was produced.

Eight roadshows to display the exhibition took place in the first two weeks of October. The first in the Courtyard, Hereford, one at each of the market towns (Bromyard, Ledbury, Leominster, Kington, Ross-on-Wye) and one in Peterchurch within the rural west. For the final roadshow a promotional trailer was used on a Saturday in the centre of High Town, Hereford.

At each of the roadshows, Issues Papers and questionnaires were available together with copies of the Herefordshire Partnership's Community Strategy and the State of Herefordshire Report (document which gives statistical

information and trends about the County) for reference and background to the issues identified.

Visitors also had the opportunity to complete comment cards, image cards and the comment wall (see below for explanations).



High Town, Hereford Roadshow



Ross-on-Wye Roadshow

433 people in total attended one of our roadshows, the majority of which were in High Town, Hereford (299).

- **Comment Cards**

For each issue, a set of coloured comment cards were produced to allow people to comment on an individual issue during the events rather than fill in the full questionnaire. Green cards represented agreeing with an issue, red cards for disagreeing and yellow cards for neither agreeing nor disagreeing, with space to free write any explanatory comments. White cards were also provided for people to highlight any extra issues which were not included.

A total of 716 cards were completed, 405 at the roadshows and 310 at the 'Out to schools' events (see below).

- **Images of Herefordshire Cards**

In order to help formulate a portrait and vision for the County, 20 photographs from around Herefordshire depicting a variety of views and images were displayed. Visitors were asked to choose the ones which most represented Herefordshire today and which they would like to represent the Herefordshire of 2026. These images can be seen in Appendix 8.

A total of 153 people took part, casting 210 votes for current images and 66 votes for images of 2026. See 'Images' section and Appendix 9 for the results.

- **Comment Wall**

A free write comment wall was made available at the event for participants to write words or phrases which they felt most reflect Herefordshire in response to the question 'What makes Herefordshire Herefordshire?' The responses can be seen within Appendix 7.

- **Schools Events**

Workshops were held at 3 High Schools in the County; Aylestone High School, Hereford, Wyebridge Sports College, Hereford and Lady Hawkins High School, Kington during November 2007. A total number of 54 pupils attended the workshops, which asked them for their views on the 14 key issues identified. Pupils were asked to think about their lives as young people

today, about their future and how they see Herefordshire developing and what their needs might be in 2026.

The coloured comment cards were used during the workshops and a total of 310 cards completed.

The Images of Herefordshire cards were used here also with 45 pupils casting votes, the full results of which can be seen in the Appendix 9.

How did we publicise?

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

- **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 but during this stage contained background information, the Issues Paper, a copy of the questionnaire and links to the online 'Have your say' page to enable online completion of the questionnaire. Links to these pages were available from the Council's homepage, Planning Services homepage and the Forward Planning homepage to enable maximum exposure. The web address was printed on all written material, in press releases and on pens and coasters. For the months of September and October 2007, the Core Strategy web pages received 592 and 840 hits respectively.

- **Posters**

250 posters were produced to advertise the roadshow events, the majority of these were distributed to each of the Parish / Town Councils with the intention that they placed them on their parish notice boards. The remainder were placed in public buildings for example the Council's Info Centres, libraries and shops. A copy of the poster is contained within Appendix 2.

- **Advert**



This poster was reproduced as a press advert within the Hereford Times, which appeared in the 11th October 2007 edition. This helped advertise the exhibition roadshows.

- **Press Notices**

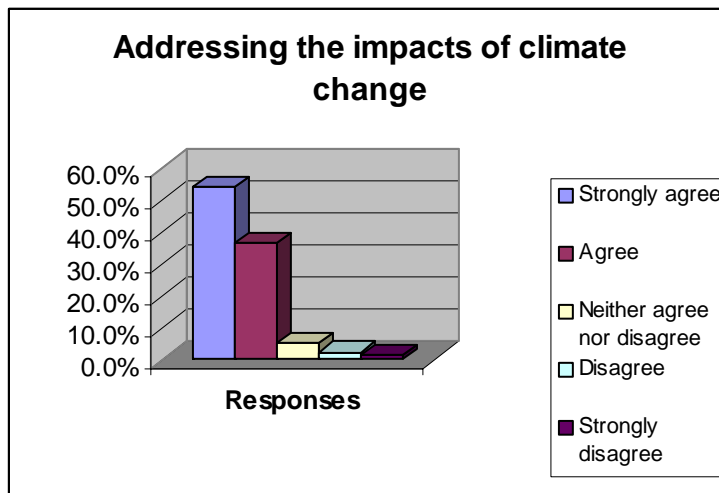
An official public notice appeared in all the local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) the week commencing 10th September 2007. A copy of which is contained within Appendix 3.

- **BBC Hereford and Worcester Radio Announcements**
A local radio station, BBC Hereford and Worcester, broadcasted a radio interview between 11th October and 16th October to publicise the roadshow events in the market towns and interviewed a local resident about the key issues affecting them.
- **Herefordshire Matters**
An article was placed within the September issue of Herefordshire Matters entitled 'Planning the future of Herefordshire'. This reported the findings of the May consultation and highlighted the Key Issues Consultation and exhibition. Herefordshire Matters is a Council produced magazine which is distributed free to 80,000 Herefordshire households.
- **First Press**
An article appeared within the October issue of First Press entitled 'Shaping Herefordshire's Future' to publicise the Key Issues Consultation. This 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.
- **Herefordshire Partnership**
The Herefordshire Partnership assisted in the awareness raising of the Issues Consultation by including reference to the Core Strategy within their Partnership meetings and articles within their newsletters. For example, the Herefordshire Partnership newsletter within the 5th September 2007 edition of the Hereford Journal included an article entitled 'Get involved in planning Herefordshire's future – Shaping our Place – 2026'. An exhibition stand, leaflets and questionnaires were also made available at the Partnership's annual Funding Fair held on 24th October 2007.
- **Stakeholder Meetings**
Officers from Forward Planning also attended a number of meetings to raise awareness of the Core Strategy and the Issues Consultation during three months from September to November 2007. These included a meeting of the local environmental and countryside group, a networking event for community groups exploring local response to climate change and the Higher Education management group.

What responses did we receive?

The following analysis is structured around the 14 Key Issues, firstly a statistical analysis of the responses to the statements set out within the questionnaire or comment cards. As it was not compulsory to complete every question on the questionnaire or fill all of the 14 comment cards, it is difficult to compare or rank issues. The second part of this analysis is a summary of the points raised within the free text explanatory part of the questionnaire and comment cards. It should be noted that as respondents were free to make as many or as little additional comments to each issue, the total number of comments reported upon in this section of the analysis will be different from the totals given in the first section.

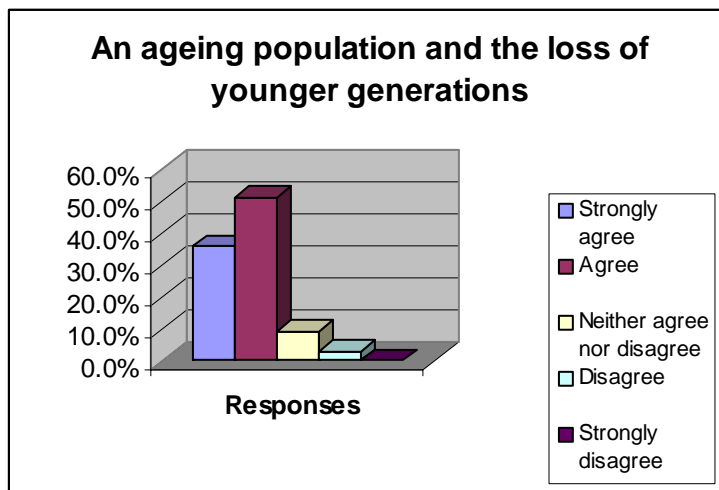
- **Addressing the impacts of climate change**
343 people commented on this issue and 54% strongly agreed with the statement 'addressing the impacts of climate change such as flooding, energy use and pollution is a key issue in preparing a new development plan for Herefordshire'. Only 3.8% of respondents disagreed to some extent that climate change was a key issue.



561 comments were received on the questionnaires or comment cards regarding the measures Herefordshire should be taking to reduce the impact of climate change. Being more energy efficient or conserving energy was the most popular suggestion made by 16% of respondents together with better use of public transport, reducing traffic levels, encouraging more recycling and the encouragement of carbon neutral developments.

A number of comments were received in this section regarding flooding. For analysis these have been grouped within 'Better use of water' as this was the key issue which specifically mentioned flooding. However, it is considered that flooding should be redefined within the 'Addressing the impacts of climate change' key issue to aid clarity.

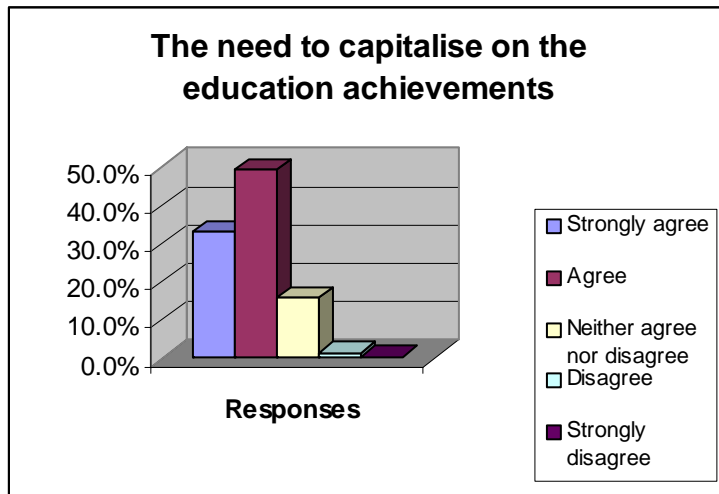
- An ageing population and the loss of younger generations**
 51% of the 358 respondents agreed that 'the high rate of growth in the County's older population combined with the loss of young people is an issue to be addressed in planning the future of Herefordshire'. Again the majority of respondents (87%) agreed to some extent that this was an issue.



461 explanatory comments were made to this key issue. Affordable housing, more higher paid jobs, better services and health care, encouraging more young families to stay and more mixed age group housing were all highlighted as ways of addressing the issue of Herefordshire's ageing population and the loss of the younger generation.

- **The need to capitalise on educational achievements**

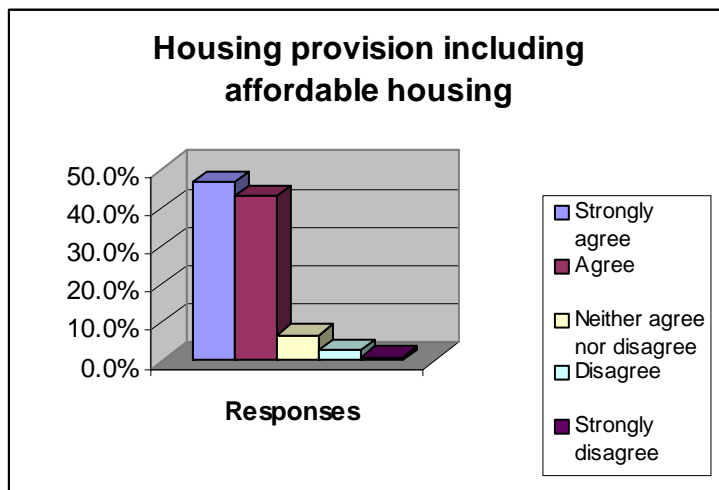
To the statement ‘providing people with better access to education and skills for life is an issue to be addressed in the new development plan’, 82% of the 333 people responding agreed to some extent with only 1.8% of people disagreeing that this wasn’t an issue for the County.



When asked what kind of education provision should be available in the future, 48% of the 334 comments received highlighted a need for more access to facilities and training. More adult education and the promotion of vocational qualifications were raised by 19% of the commentators. In order to make Herefordshire distinctive, 23 comments were received raising the idea of promoting environmental education within the County.

- **Housing provision including affordable home**

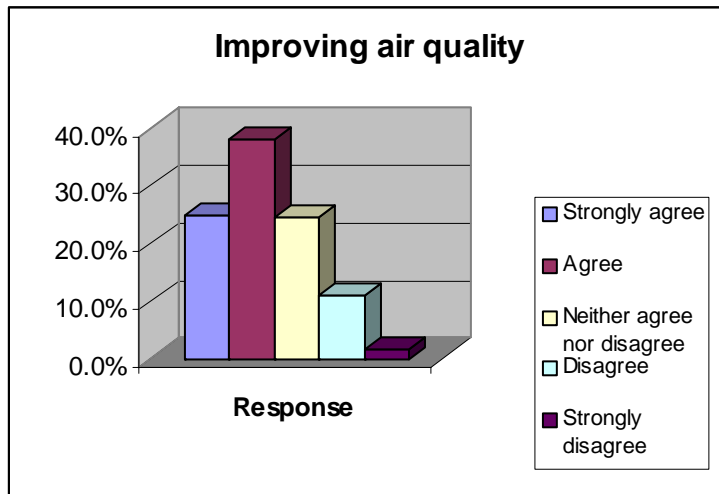
47% strongly agreed that ‘people should have access to a decent home, which they can afford, in a community where they want to live,’ with nearly 90% agreeing to some extent that this is an issue to be addressed by the Local Development Framework.



423 comments were received regarding the future of housing provision in Herefordshire. 19% would like to see more affordable housing for younger people, and 11% sought the better use of brownfield land. More houses in rural areas, the balance of facilities and communities and more housing for local people were also within the five most common comments made.

- **Improving air quality**

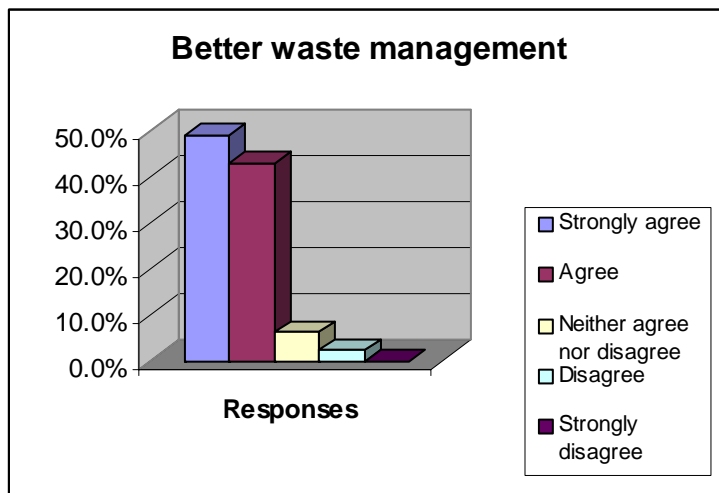
The responses were more mixed to the statement ‘reducing air pollution and improving air quality is a key consideration in preparing a new development plan in Herefordshire’. Nearly a quarter of the 329 replies received had no opinion but 38% agreed that air quality was an issue for the County.



Reducing CO² output was stated by 28% of the 210 comments received as a way of improving air quality. 20% suggested encouraging greener modes of transport and a further 13% highlighted the need to encourage better use of public transport as ways of contributing to air quality improvements.

- **Better waste management**

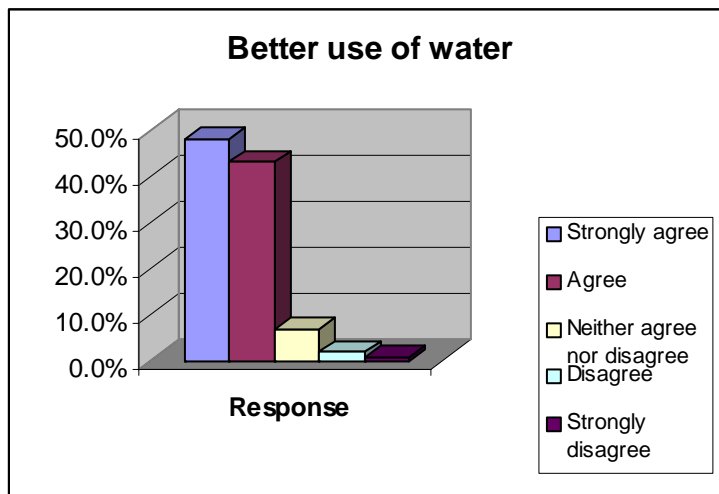
‘The management of waste and the production of waste is an important key issue for the new development plan’ according to 91% of respondents of which 49% strongly agreed.



Of the 451 comments received regarding future waste production and its management, the most common five were highlighted as the wish to see more doorstep recycling (17%), reduction of waste output (12%), better recycling facilities (11%) more rural collections (10%) and less packaging (8%).

- **Better use of water**

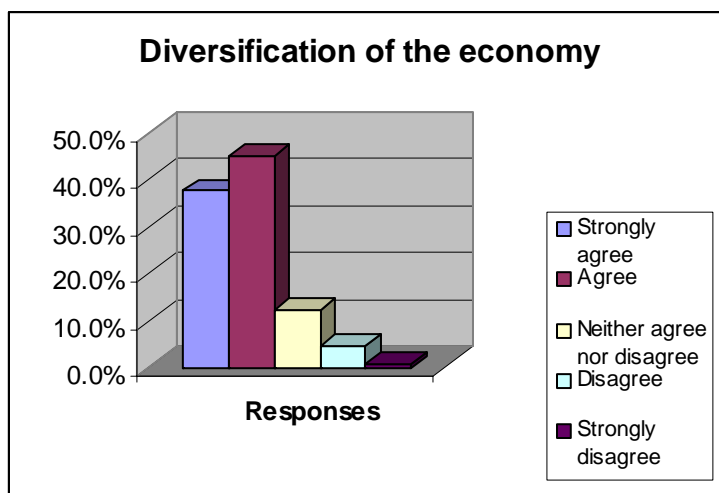
90% agreed to some extent that 'the management of water in terms of supply, sewerage and flooding is a key issue to be considered in the new development plan for Herefordshire'. 2.5% of the 326 people responding didn't feel that this was an issue to be addressed.



50% of comments received to how the future use and treatment of water including flooding should be addressed suggested applying flood prevention methods and no development on the flood plains. 17% of comments suggested making provision for the use of grey water and 11% stated that people should be encouraged to use less water initially.

- **Diversification of the economy**

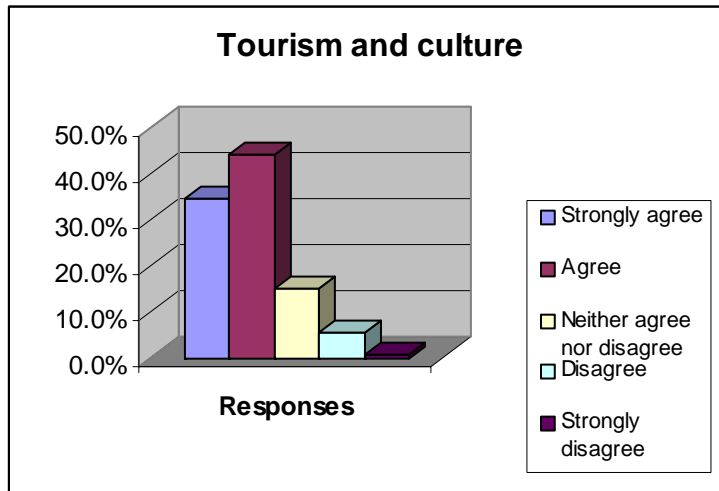
To the statement 'better quality and more diverse employment opportunities is a key issue to be addressed in the new development plan, 330 people gave a response. 12% had no specific opinion but 82% agreed to some extent that diversifying the economy of the County was important.



420 comments were received suggesting ways of diversifying Herefordshire's economy. 15% believed that allowing rural businesses to grow would enable diversification whilst 14% highlighted the promotion of niche employment sector and 11% the promotion of local produce.

- Tourism and culture**

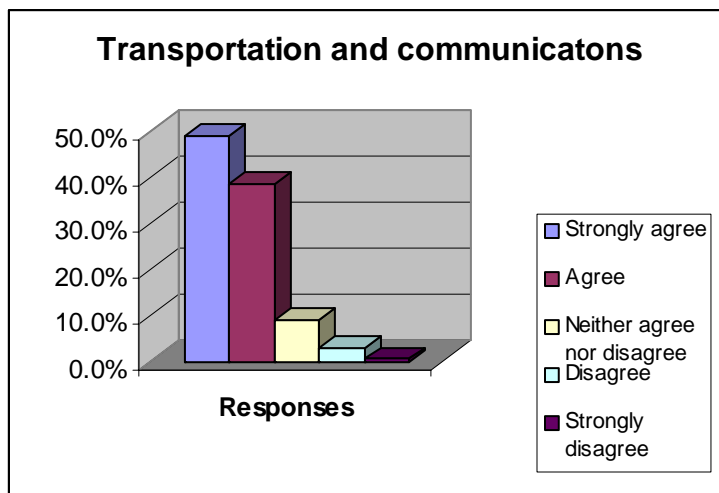
44% agreed that 'the promotion of tourism and culture should be one of the key issues within the new development plan' with 15% of the 347 respondents having no opinion.



28% of the 330 comments received suggested that better promotion of Herefordshire and Hereford as a destination would assist the role for tourism and culture in Herefordshire's future. Improved cycling, walking, riding routes and green tourism in general were highlighted as areas which should be focused upon. 7% highlighted the need for more hotels and tourism accommodation within the County.

- Transportation and communications**

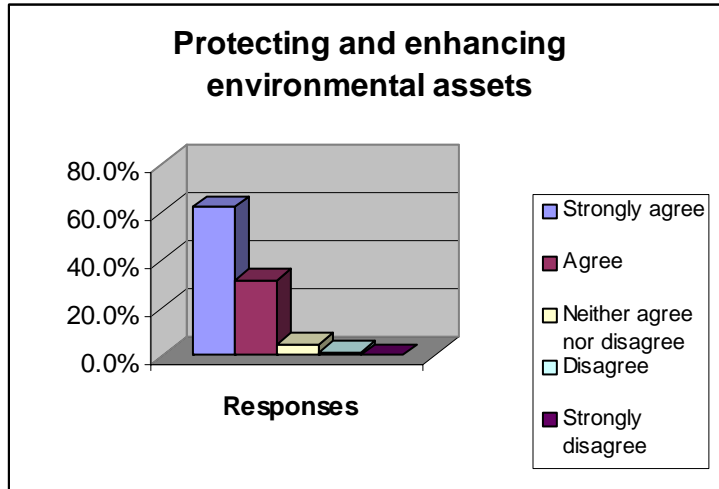
'The County's high car dependency, traffic congestion and limited crossing across the River Wye in Hereford is a key issue for the County' according to 87% of the 363 respondents. 3.6% of people disagreed that transportation issues were a key issue for the County.



632 comments were received when asked 'what kind of transport and communication network do you think Herefordshire should have in 2026?' 13% highlighted the need for a Hereford 'bypass' with a further 10% highlighting the need for a second river bridge in Hereford. 11% saw improved bus routes as a solution with a further 11% suggesting better links between bus and rail. 7% of the 632 comments pinpointed a park and ride for Hereford was required.

- **Protecting and enhancing environmental assets**

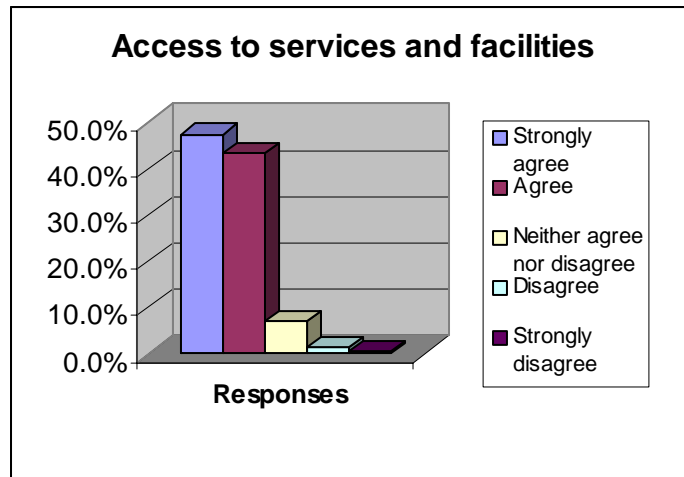
The majority (62%) of the 336 comments strongly agreed that ‘the County’s environmental assets such as its landscape character, historical assets and wildlife should be an important consideration in the new development plan’.



376 explanatory comments were received on this issue, the largest percentage saw the protection of native wildlife species as being key (28%) with 14% seeing the protection of listed buildings and trees as important.

- **Access to important services and facilities**

‘Enabling people to easily access important services such as health, education, shopping and leisure’ was considered to be important by 90% of the 339 respondents.



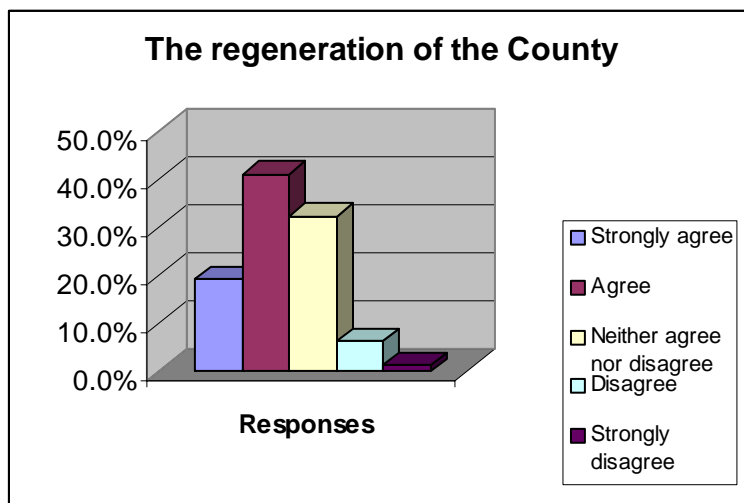
On this issue, 413 comments were received, 14% suggested that better access to health care was important with 6% raising the issue of better access to dental care. The availability of retail facilities and services also featured in many comments, including 13% wishing to see more individual and independent shops, 11% would like to see more facilities and services in the rural areas and 7% seek the retention of retail facilities in market towns.

- **The regeneration of the County**

The regeneration of the County was another issue with a mixed response. Of the 331 responses to the statement ‘are there areas of the County that are in

need of regeneration within the Core Strategy', 32% had no opinion and only 19% strongly agreed.

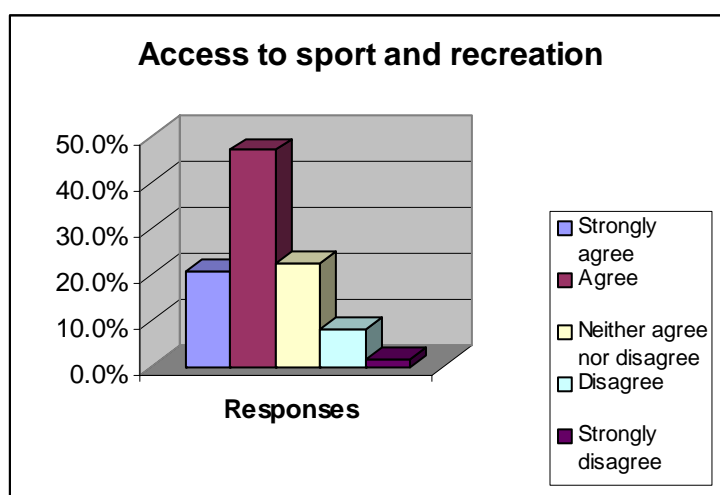
It is considered, given some of the responses received, that many didn't understand the full meaning of the term regeneration. This may have affected the result showing 32% having no opinion to this key issue. It is proposed to redefine this issue to assist the understanding of regeneration.



249 comments were made to the query as to which locations people felt should be regenerated within the County. Obviously, given its current high profile, the Edgar Street Grid was referred to in 15% of the comments made, with an extra 11% highlighting Hereford in general. Outside of Hereford, 12% of comments raised the need to improve the vitality of the market towns and 10% highlighted rural regeneration.

- **Access to sport and recreation**

The access to formal and informal sport and recreation for people within Herefordshire should be a key issue according to 47% of respondents. 22.6% of 337 respondents neither agreed nor disagreed that access to sport and recreation was important.



329 comments were received of which 26% requested better access to sports and leisure facilities. 11% saw a need for more clubs for older and younger members of the community. However, 8% didn't feel that sport and recreation was a key issue which needed addressing in the County.

It is clear from the comments received that it is not felt that access to sport and recreation specifically is a key issue to be addressed and therefore it is considered that this could be amalgamated with 'access to important service and facilities'.

- **Other important issues**

A further question was asked on the questionnaire and available on the comment cards to ascertain if there were any additional issues which had not been highlighted; 'Are there any other key issues that you consider should be included within the new development plan that are not addressed above'. Around 250 comments were received, many of which re-iterated key issues or specific elements of a key issue. Many of these involved transport, housing, flooding and the provision of services and facilities. For analysis, these comments have been taken into account under the relevant key issues headings.

91 comments were made which were unrelated to the 14 key issues. The two most common reoccurring comments were as follows; 19% suggested the need to celebrate and highlight the distinctiveness of Herefordshire and 16% highlighted a need to reduce crime.

It is proposed that these additional issues will be included whilst formulating the Objectives and Options for the Core Strategy.

Other issues raised outside the Issues Paper Consultation

- **Local Area Agreement Priorities**

During October and November 2007, the Herefordshire Partnership has undertaken consultation events to draw up a list of the Local Area Priorities for the next three years. These priorities reflect a number of current issues facing the County and will direct a choice of future Performance Indicators and influence local policies. Forward Planning Officers have been involved in a number of the indicator workshops to enable compatibility between the Community Strategy and the Core Strategy. The list of LAA priorities published in December 2007 can be seen within Appendix 10.

Many of the priorities are reflected within the key issues highlighted by the Core Strategy Issues Paper. One exception would be reference to 'further reduce the low levels of crime, disorder and anti-social behaviour in the County and to reduce any disproportionate fear of such.'

Crime and anti-social behaviour were not included as a key issue within the Core Strategy consultation as the Herefordshire Satisfaction Survey 2006 and the State of Herefordshire Report (2007) had both indicated that the fear of crime had reduced in recent years and only 23% of residents felt crime was an aspect that needed improving within Herefordshire. However, as indicated above, the Key Issues Consultation has raised this as the second most popular 'other important issue' to be addressed and the LAA priorities include it, it is considered that some reference to crime should be made within the redefined Core Strategy Key Issues.

- **Parish Plan Information**

40 parish plans have been published to date in Herefordshire. This equates to 30% of parishes within the County, many of which are located in the more rural areas. It is estimated that approximately 28,000 people have been consulted via the parish plan process and approximately half this number (14,000) have contributed by completing a questionnaire over the past five

years. These parish plans cover a wide range of issues and offer an additional resource to ascertain any important issues within the local community which will be used to inform the Core Strategy.

Work has recently been undertaken by the Herefordshire Partnership's Parish Plan Officer to produce a report highlighting the range of issues raised within the action plans outputs of these parish plans.

Redefining the Core Strategy Key Issues

To reflect the response received to the Issues Consultation, LAA priorities, and information from the Parish Plan analysis, it is possible to redefine the original 14 key issues as follows:

KI 1 Addressing the impacts of climate change, including flooding

This key issue now includes specific reference to flooding which was previously included within 'better use of water'. This is in response to many of the consultation replies associating flooding more readily with this issue.

KI 2 An ageing population and loss of younger generations

KI 3 The need to capitalise on educational achievements

KI 4 Housing provision and affordable housing

KI 5 Protection and enhancement of environmental assets

KI 6 Better use of resources including waste, water, minerals, energy and renewables

This is an amalgamation of 'better use of water' and 'better waste management' and has also been expanded to include specific reference to minerals and other natural resources.

KI 7 Access to important services and facilities

This issue has been amalgamated with 'access to sport and recreation'. Many respondents didn't see sport and recreation as being a particular issue which needed addressing. It is also considered that sport and recreation would be included as an important service and facility therefore should be within this issue.

KI 8 Diversification of the economy

KI 9 Improving air quality

KI 10 Transport and communications

KI 11 Regeneration of the County – improving choice and affordability of housing, diversified economy, better transport links, provision and access to services and the sustainable use of environmental assets

This definition has been added to this issue to help clarify the meaning of the term 'regeneration'.

KI 12 Tourism and culture

KI 13 Reducing the opportunities for crime and anti-social behaviour

This issue has been added as a result of comments to the Issues Consultation and to reflect its inclusion within the Local Area Priorities.

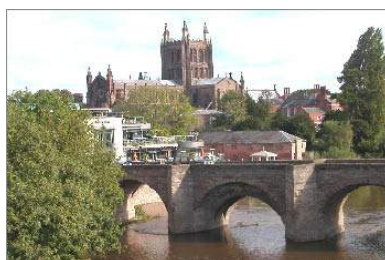
KI 14 High quality, locally distinctive, sustainable design and construction

Local distinctiveness was highlighted in the consultation as important. Therefore it is considered to be an important issue which should be addressed through the Core Strategy.

Images of Herefordshire – Vision and Portrait

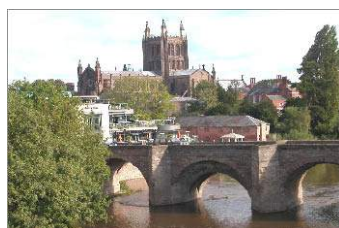
In order to help formulate a portrait and vision for the County, 20 photographs from around Herefordshire depicting a variety of views and images were displayed. Visitors were asked to choose the ones which most represented Herefordshire today and which they would like to represent the Herefordshire of 2026. All 20 images can be seen in Appendix 8.

The following three images were selected by the voters as the top three to represent Herefordshire today.



There were no captions or titles attached to the images, so they could mean different things to different people but if an interpretation had to be given, some could be that these pictures represent the County's strong agricultural base, the ability to mix the old and the new and recognising problems such as traffic congestion.

The following three images were selected to represent how voters wanted to see Herefordshire in 2026. Again no captions or titles were given but these could be interpreted as seeking to retain the agricultural and historic traditions of the County whilst not stifling the innovation and enhancing the unique environmental assets of the County.



How will these responses influence the Options?

The results of the Issues Consultation, parish plan review, continuous meetings and emerging evidence base are all being used to formulate a Vision for Herefordshire 2026, a set of strategic objectives and a series of options for the future development of the County. This will be contained within the 'Developing Options' document.

The next stage

The next stage of the Core Strategy process will be to produce a set of options for the development of the County. It is anticipated that an 8 week formal public consultation will take place in Summer 2008.

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 - Appendix 1

Core Strategy Questionnaire

September 2007

Introduction

We have identified 14 key issues facing the County and would like your views on them and their importance. They have been identified from sources such as the Herefordshire Community Strategy, existing Council strategies, consultation with a range of organisations, key stakeholders and contributions from the general public.

We are also keen to understand what you think a future Herefordshire may look like in the year 2026 for each of the 14 issues and would like you to give us your thoughts for the County and for the area in which you live.

Please see the accompanying Core Strategy Issues paper for more information on each of the issues set out below before completing this questionnaire.

Key Issue - Addressing the impacts of climate change

Q1a To what extent do you agree or disagree that addressing the impacts of climate change such as flooding, energy use and pollution is a key issue in preparing a new development plan for Herefordshire?

Strongly
agree

Agree

Neither agree
nor disagree

Disagree

Strongly
disagree

Q1b What kind of things should Herefordshire be doing in the future to reduce the impact of climate change?

Key Issue - An ageing population and the loss of younger generations

Q2a To what extent do you agree or disagree that the high rate of growth in the County's older population combined with the loss of young people is an issue to be addressed in planning the future of Herefordshire?

Strongly
agree

Agree

Neither agree
nor disagree

Disagree

Strongly
disagree

Q2b How should we address in future the needs of an ageing population and the loss of younger generations?

Key Issue - The need to capitalise on educational achievements

Q3a To what extent do you agree or disagree that providing people with better access to education and skills for life is an issue to be addressed in the new development plan?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q3b What kind of education provision should we provide in future and where?

Key Issue - Housing provision including affordable homes

Q4a To what extent do you agree or disagree that people should have access to a decent home, which they can afford, in a community where they want to live?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q4b What would you like the future to look like in relation to the provision of new homes?

Key Issue - Improving air quality

Q5a To what extent do you agree or disagree that reducing air pollution and improving air quality is a key consideration in preparing a new development plan in Herefordshire?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q5b What would you like the future to look like concerning air quality?

Key Issue - Better waste management

Q6a To what extent do you agree or disagree that management of waste and the production of waste is an important key issue for the new development plan?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q6b How would you like the future to look in relation to waste production and management?

Key Issue - Better use of water

Q7a To what extent do you agree or disagree that management of water in terms of supply, sewerage and flooding is a key issue to be considered in the new development plan for Herefordshire?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q7b How do you see the future in terms of the use of and treatment of water including flooding?

Key Issue - Diversification of the economy

Q8a To what extent do you agree or disagree that better quality and more diverse employment opportunities is a key issue to be addressed in the new development plan?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q8b What type of place do you think Herefordshire should be in the future with regard to jobs and its economy?

Key Issue - Tourism and culture

Q9a To what extent do you agree or disagree that the promotion of tourism and culture should be one of the key issues within the new development plan?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q9b What role do you see for tourism and culture in a future Herefordshire?

Key Issue - Transportation and communications

Q10a To what extent do you agree or disagree that the County's high car dependency, traffic congestion and limited crossings across the River Wye in Hereford is a key issue for the County?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q10b What kind of transport and communications network do you think Herefordshire should have in 2026?

Key Issue - Protecting and enhancing environmental assets

Q11a To what extent do you agree or disagree that the County's environmental assets such as its landscape character, historical assets and wildlife should be an important consideration in the new development plan?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q11b How do you see the future of the County in relation to its landscape, historical assets and wildlife?

Key Issue - Access to important services and facilities

Q12a To what extent do you agree or disagree that enabling people to easily access important services such as health, education, shopping and leisure is a key consideration in the new development plan?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q12b What kind of place would you like Herefordshire to be in relation to shopping, leisure, culture, health and educational provision?

Key Issue - The regeneration of the County

Q13a To what extent do you agree or disagree that there are areas of the County that are in need of regeneration within the Core Strategy?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q13b If so, where are the locations that you feel should be regenerated and what should their future be like?

Key Issue - Access to sport and recreation

Q14a To what extent do you agree or disagree that the access to formal and informal sport and recreation for people within Herefordshire should be a key issue for the Core Strategy?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Q14b What do you feel the future should look like with regards to accessible sport and recreation?

Q15 Are there any other key issues that you consider should be included within the new development plan that are not addressed above?

Name:

Organisation:

Address:

Postcode:

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E-mail:

Tel:

In accordance with the Data Protection Act 1998, your details will be retained on the Council's Local Development Framework (LDF) database and will be used solely for the purpose of preparing the LDF. They will not be passed on to any third party.

Thank you for taking the time to complete this questionnaire. If there are any further issues related to the core strategy that have not been addressed in this questionnaire, please let us know.

Please return the completed questionnaire by **Friday 26th October 2007** in the prepaid envelope provided, or if this has been misplaced, to the following FREEPOST address:

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

Alternatively you can return the questionnaire via our fax number 01432 383 031, hand deliver to any of the County Info Points or Libraries, or complete online at www.herefordshire.gov.uk/consult

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.

Are you interested....?

Appendix 2



....in the future of **your street,**
your area, your village, our County?



HEREFORDSHIRE
COUNCIL

Then come and visit our Planning roadshow at any of the following venues:

- **Hereford Courtyard** - 8th October: 9.30am to 1.30 pm
- **Bromyard Centre** - 9th October: 3.30 pm to 7.30 pm
- **Larruperz Centre, Ross** - 10th October: 3.30 pm to 7.30 pm
- **Green Lane Methodist Church, Leominster** - 11th October: 3.30 pm to 7.30 pm
- **The Burgage Hall, Ledbury** - 15th October: 3.30 pm to 7.30 pm
- **Lady Hawkins Leisure Centre, Kington** - 16th October: 4.30 pm to 7.30 pm
- **Golden Valley Community Centre, Peterchurch** - 18th October: 3.30 pm to 7.30 pm
- **Hereford High Town** - 20th October: 10 am to 3 pm

For further information please call 01432 260500

www.herefordshire.gov.uk/ldf

Appendix 3

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 – Issues Consultation

Public Consultation 17th September 2007 – 26th October 2007

A six week public consultation exercise is taking place from the **17th September 2007 until 26th October 2007** 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 and consultation statement 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.

Road show dates		
Bromyard	The Bromyard Centre, Cruxwell Street	Tuesday 9 th October 2007 3.30pm – 7.30pm
Hereford	Courtyard Theatre, Edgar Street	Monday 8 th October 2007 9.30am – 1.30pm
Hereford	High Town	Saturday 20 th October 2007 10am – 3pm
Kington	Lady Hawkins Leisure Centre	Tuesday 16 th October 2007 4.30pm – 7.30pm
Ledbury	Burgage Centre	Monday 15 th October 2007 3.30pm – 7.30pm
Leominster	Methodist Church, Green Lane	Thursday 11 th October 2007 3.30pm – 7.30pm
Peterchurch	Golden Valley Community Centre	Thursday 18 th October 2007 3.30pm – 7.30pm
Ross-on-Wye	Larruperz Centre	Wednesday 10 th October 2007 3.30pm – 7.30pm

Any comments on the document can be made online at **www.herefordshire.gov.uk/ldf** or by returning the form provided to:

Dr D Nicholson
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 26th October 2007** and will be acknowledged. Following consideration of responses an Issues and Developing Options Paper will be published in March 2008.

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		
Bromyard	The Bromyard Centre, Cruxwell Street	Mon to Fri - 8.15am - 9.00pm. Sat & Sun - 9.00am - 4.00pm
Hereford	the Hereford Centre, Garrick House, Widemarsh Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm. Sat 9.00am – 1.00pm
Kington	64 Bridge Street	Mon, Wed, Fri, Sat - 9.00am - 1.00pm. Tues - 9.00am - 6.00pm. Thurs - 12.00pm - 6.00pm
Ledbury	St Katherines, High Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Leominster	11 Corn Square	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Ross on Wye	Swan House, Edde Cross Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Libraries		
Belmont	Belmont Community Centre, Eastholme Avenue	Tues, Thurs & Fri – 9.30am - 1.00pm and 2.00pm - 5.00pm. Sat - 10.00am - 1.00pm
Bromyard	The Bromyard Centre, Cruxwell Street	Mon to Fri - 8.15am - 9.30pm. Sat & Sun - 9.00am - 6.00pm
Colwall	Humphry Walwyn Library	Mon - 5.00pm - 7.30pm. Tues & 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
Hereford	Broad Street	Tues, Wed, Fri - 9.00am - 7.30pm. Thurs - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm
Kington	64 Bridge Street	Mon, Wed, Fri, Sat - 9.00am - 1.00pm. Tues - 9.00am - 6.00pm. Thurs - 12.00pm - 6.00pm
Ledbury	Bye Street	Tues & Thurs - 9.00am - 5.30pm. Wed & Fri - 9.00am - 7.30pm. Sat - 9.30am - 4.00pm
Leintwardine	Community Centre, High Street	Tues - 10.00am - 1.00pm. Fri - 2.30pm - 5.30pm
Leominster	8 Buttercross	Tues & Fri - 9.00am - 5.30pm. Wed & Thurs - 9.00am - 7.30pm. Sat - 9.30am - 4.00pm
Ross on Wye	Cantilupe Road	Tues & Thurs - 9.00am - 7.30pm. Wed & Fri - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm
Weobley	Old Police Court, Back Lane	Mon - 10.00am - 1.00pm. Thurs - 3.00pm - 6.00pm

Andrew Ashcroft Head of Planning Services

Appendix 4 - List of LDF consultees

All Town/Parish Councils within the County of Herefordshire

Hereford City Council

Adjoining Parish Councils

Alfrick and Lulsley Parish Council

Ashford Carbonel Parish Council

Bedstone and Bucknell Parish Council

Berrow Parish Council

Bromfield Parish Council

Bromsberrow Parish Council

Burford Parish Council

Castlemorton Parish Council

Caynham Parish Council

Clifton upon Teme Parish Council

Clungunford Parish Council

Drybrook Parish Council

Dymock Parish Council

English Bicknor Parish Council

Gladestry Community Council

Gorsley & Kilcot Parish Council

Greete Parish Council

Hanley Parish Council

Hay-on-Wye Town Council

Kempley Parish Council

Knighton Town Council

Knightwick & Doddenham Parish Council

Leigh & Bransford Parish Council

Little Malvern & Welland Parish

Longhope Parish Council

Lower Sapey Parish

Ludford Parish Council

Lydbrook Parish Council

Malvern Town Council

Malvern Wells Parish Council

Martley Parish Council

Mitcheldean Parish Council

Monmouth Town Council

Newent Town Council

Onibury Parish Council

Oxenhall Parish Council

Presteigne Town Council

Richard's Castle Parish Council
Ruardean Parish Council
Stanford with Orleton Parish Meeting
Staunton (Coleford) Parish Council
Stoke Bliss, Kyre & Bockleton Parish Council
Suckley Parish Council
Tenbury Town Council
West Malvern Parish Council

Adjoining local authorities

Forest of Dean District Council
Malvern Hills District Council
Gloucestershire County Council
Monmouthshire County Council
Shropshire County Council
Worcestershire County Council
South Shropshire District Council
Powys County Council

National

English Heritage
Environment Agency
Environment Agency - Upper Severn Area
Environment Agency - Wales
Environmental Services Association
Highways Agency
National Trust
Natural England
West Midlands Regional Planning Body (West Midlands Regional Assembly)

Government Department

Government Office West Midlands

Utility Providers

BBC Transmission Headquarters
British Telecom
Dwr Cymru Welsh Water
Lower Severn Internal Drainage Board
Midlands Electricity Plc
National Grid (Transco)
National Grid Property Ltd
Radiocommunications Agency
River Lugg Internal Drainage Board
Severn Trent Water Ltd

Transport Providers

Arriva Trains Wales
Central Trains Limited
Dore Community Transport
First Great Western Trains
Freight Transport Association
Great Western Link
Great Western Trains Co. Limited
Hereford Road Action Association
Herefordshire Pedestrian Forum
Ledbury Community Transport
Network Rail
Network Rail (East)
Network Rail (West)
Rail for Herefordshire
Rail Passengers Council
Rail Property Ltd
Railtrack (Great Western)
Railway Development (Midlands)
Railway Development Society
Transport 2000 (Hereford and Worcester)
Transport Sharing Scheme North Herefordshire (HVA)

Regional Development Agency

Advantage West Midlands

Health Authorities

H M Principal Inspector Health & Safety
Herefordshire Community National Health Service
Herefordshire Health Authority
Herefordshire Health Promotion Unit
Worcestershire Health Authority

Emergency Services

West Mercia Constabulary
Hereford & Worcester Fire Brigade
Hereford & Worcester Fire & Rescue Service

Other Consultees

A. J. Carlton
Abbey Cars
ABLE Information & Advice
Ace Coaches
Active Commissions

Adams Holmes Associates
Advisory Council for the Education of Romany
Age Concern
Age Concern Bromyard & District
Age Concern Info & Advice Centre
Age Concern Ledbury and District
Age Concern Leominster & District
Age Concern Ross on Wye District
Alliance of Vol Orgs in Health & Social Care
Alzheimer's Society
Army Territorial, TA Centres
Association of Local Councils
AVRA (Arrow Valley Res Assoc) and Ramblers Assoc
Barrs Court School, Head Teacher
Beaumonts Solicitors
Belmont Voice
Bloodstock
Bloor Homes Ltd
Border Oak
Bowyers Coaches
Brecon Beacons National Park Auth.
British Aggregates Association
British Horse Society
British Museum
British Red Cross
British Waterways
Bromford Housing Group
Bromyard & District Local History Society
Bromyard Omnibus Company
Bromyard Swimming Pool Trust7
Bromyard Youth Centre
Burgoynes (Lyonshall) Ltd
Business Link West Mercia
Byways & Bridleways Trust
Caird Consulting
Camas Aggregates Limited
Campaign for Real Ale Ltd
Campaign to Protect Rural England
CAMRA (Herefordshire & Worcestershire)
Carers Action
Castle Street & District Residents Association
CB Richard Ellis
CDS Development Services Limited

CENTRO
Chartered Building Surveyor
Chartered Surveyor
City Centre Forum
Civil Aviation Authority
CLD Youth Counselling Trust
Clee, Tompkinson & Francis
Collins Engineering
Commission for Architecture and the Built Environment
Commission for Racial Equality
Communities Against Racism
Community Dev Workers Forum
Community First
Community Voluntary Action
Community Youth Service
Confederation of British Industry WM
Connexions Herefordshire and Worcestershire
Cotswold Line Promotion Group
Council for British Archaeology
Council for the Protection of Rural England, Planning Coordinator
County Association of Local Councils
Crown Castle
CTC Right to Ride, Ledbury Area
Cycle Hereford
Cyclist Touring Club
D.H. Waterhouse & Others
David Champion & Associates
Deaf Direct
Debbie Griffiths
Dialogue Communicating Planning
Dinedor Hill Action Group
Diocese of Hereford
Drivers Jonas
Drugs Service for Herefordshire
DTZ
Duchy of Cornwall
Eardisland Community Millennium Fund
ECHO for Extra Choices Across North Herefordshire
English Sports Council (West Midlands)
Enterprise Link Manager
Equal Opportunities Commission
ESG Herefordshire Limited
EWS

Farm Shops Initiative
Federation of Small Businessess
First Midland Red Buses Ltd
Flavours of Herefordshire
Forest Enterprise
Forest Garden plc
Forestry Commission
Form 2000 Ltd
Fownhope Local History Group
Fownhope Residents Association
FPD Savills
Friends of the Black Hill
Friends of the Earth (Herefordshire)
Fulfords Land & Planning
Gabb & Co. Solicitors
Garden History Society
Gateway Nursery
General Aviation Awareness Council, Bloomfields Ltd
Geoff Jones Architect
Gloucestershire Housing Association
Green Cottage
H.P.Bulmer Ltd
Hanson, Regional Offices
Harry Ellam - Quarrying/Roadstone Consultant
Hartwell Plc
Haywood High School
Health Living Community
Heart of England Fine Foods
Hereford & Worcester Probation Service
Hereford Access For All
Hereford Access Group & Pedestrian Forum
Hereford Against Supermarkets Squashing our Local Economy
Hereford Allotments and Leisure Gardeners
Hereford and Worcester Chamber of Commerce
Hereford and Worcester County Scout Council
Hereford Area Ramblers' Association
Hereford Childrens Fund Panel
Hereford Citizens Advice Bureau
Hereford City Centre Forum/HIA
Hereford City Partnership Ltd
Hereford City PCCG Vice Chairman Able Rep
Hereford Civic Society
Hereford Industrial Assoc

Hereford RNIB College
Hereford Trades Council
Hereford TUC
Herefords Centre of Ind Living
Herefordshire & Gloucestershire Canal Trust
Herefordshire & Worcs Earth Heritage Trust
Herefordshire Aero Club
Herefordshire Assoc. of Local Councils
Herefordshire Bus Operators Forum
Herefordshire Carers Support
Herefordshire College of Art & Design
Herefordshire College of Technology
Herefordshire Community Safety & Drugs Partnership
Herefordshire Early Years Development and Childcare Partnership
Herefordshire Federation of Womens' Institute
Herefordshire Football Association
Herefordshire Group Training
Herefordshire Growing Point
Herefordshire Heritage
Herefordshire Homelessness Forum
Herefordshire Housing
Herefordshire Industrial Assoc
Herefordshire Jarvis Services
Herefordshire Learning Partnership
Herefordshire Lifestyles
Herefordshire Literacy Project
Herefordshire Market Towns Forum
Herefordshire Mencap
Herefordshire Nature Trust
Herefordshire Ornithological Club
Herefordshire Partnership
Herefordshire River Leaders
Herefordshire Society of Architects
Herefordshire Sports Council
Herefordshire Trade Federation
Herefordshire Trades Council
Herefordshire Voluntary Action
Herefordshire Wildlife Trust
Herefordshire Witness Service
Herefordshire Women's Aid
Herefordshire Young Farmers
Herefordshire Youth Council
Home Builders Federation

Home Office P.L. (Sites and Planning Section)
Homestart Herefordshire
Hope for Children and their Families
HOSAG
House Builders Federation (South West)
House of Commons
Housing Ambition Group
Huntsmans Quarries Limited
Hyder Consulting (Drainage)
Individual/Hfd Travellers Support Group/FoE/CPRE
Ivory Lion - Renaissance Land
J. Patrick Power - Chartered Surveyors
J.D. Gallimore Solicitors
James Spreckley ARICS FAAV
JM Probert & Son
Job Centre
Jobcentre Plus Marches District Office
Joblink C/O Employment Service
John Kyrle High School
Johnston Roadstone Limited
Jones Day
KC3
Kidz First
Kings Acre Residents Association
Kings Cagle Parish Plan Steering Group
King's Thorne Residents Group
Kingspan Insulation Ltd
Kington & District North Hereford Chamber Commerce
Kington Day Centre
Lafarge Aggregates Ltd
Land Access and Recreation Association
Landmap Info Group Ltd
Learning & Skills Council
Ledbury & District Civic Trust Limited
Ledbury & District Volunteer Bureau
Ledbury and District Access Group
Ledbury Area Cycle Forum
Ledbury Community Association
Ledbury Shopmobility
Ledbury Youth Centre
Ledbury Youth First
Leominster and District Community Assoc
Leominster Civic Trust

Leominster Historical Society
Leominster Libraries
Leominster Shopmobility
Library Reading Group
Library Users Group
Lifeline Car Scheme
Lifestyles
Llangrove Village Voice
Longlands Farm
Lucas Land and Planning
Lynders Forest Nursery
Mainline Pipelines Ltd
Malvern Hills
Malvern Hills AONB Joint Advisory Committee
Malvern Hills Conservators
Malvern Hills District Agenda 21 Coordinating Group
Marches Energy Agency
Marches Family Network
Marches Housing Association Ltd
Marches Line Users Association
Marden Women's Institute
Market Traders Association
Marsten Developments
Maylords Shopping Centre
McCarthy & Stone
McCartneys
Meals on Wheels
Meat Hygiene Services Inspector
Member of Parliament
Midland Area Association of Amenity Societies
Midland Red First
Millbank Garages
MIND Herefordshire
Minerals Valuers Office
Mobile Operators Association
Moreton C Cullimore (Gravels) Limited
Moreton on Lugg Local History Group
Museums
Nash Rock, Stone and Lime Co. Limited
National Air Traffic Services Ltd
National Farmers Union
National Federation of Bus Users
National Federation of House Builders (Midlands)

National Grid (Transco)
National Playing Fields Association
National Power Plc
National Travellers Action Group
New Earth Solutions Ltd
Newton Farm Information Centre
Nicholas Pearson Associates
Northern Herefordshire Area
Offa's Dyke Association
Open Spaces Society
Parent Involvement Worker
Paul Dickinson and Associates
Peoples Union Self-Advocacy Network
Pershore Group of Colleges
Peter Evans Partnership Ltd
Phipps & Co Ltd
Physical & Sensory Support Services
Pipeline Management Ltd
Planning Issues
Planning Potential
PLEA
Plynlimon Trust
Polytec Holden
Post Office Property Holdings
PPI Forum
Pre-Entry Guidance Worker for Higher Educ.
R. & B. Jerman
Richard Franklin
Richards Gray
RMC Group Services Ltd
Robert Owen Society
Roger Tym and Partners
Ross & District Community Development Group
Ross Action Committee
Ross Charity Trustees
Ross Civic Society
Ross Country Cars
Ross Creative Learning Centre/Ledbury Youth First
Ross on Wye Comm Dev Ass
Ross on Wye Town
Ross on Wye Youth Centre
Ross-on-Wye Chamber of Commerce
Ross-on-Wye District Community Assoc

Rotherwas Access Group
Royal National College for the Blind
RPS
RPS Planning, Transport & Environment Ltd
Rural Community Council for Hereford & Worcester
Rural Development Service West Midlands
Rural Media Company
Rural Residents Association
S.H.A.R.P.
Sargeant Brother Coaches
SCORE
Scrutiny & Democratic Dept
Shaw Trust
Shopmobility
Society for the Protection of Ancient Buildings
South Herefordshire Garages Ltd
South Wye Regeneration Partnership
Special Metals Wiggin Ltd
Sport England
St James and Bartonsham Community Association
St Martins Bowling Club
St. Modwen Developments Limited
Stage Coach in South Wales
Stewart Ross Associates
Stoke Edith Parish Meeting (Chairman)
Stroudwater Redevelopment Partnership Ltd
Sun Valley Foods Ltd
Supported Housing Young People's Project
Sure Start
Sustrans West Midlands Office
T A Matthews Solicitors
Tarmac Quarry Products
Teme Valley Youth Project
Tenbury Tourism Association
Tenbury Wells Tourism Group
Terence o Rourke plc
TESS, Central Marches BDC
The Bell Cornwall Partnership
The British Wind Energy Association
The Bulmer Foundation
The Coal Authority
The Craswell Community Project
The Crown Estate, c/o Miss Alison Tero

The Diocese of Hereford
The Employment Service
The Friends of Castle Green
The Georgian Group
The Gypsy Council
The National Trust
The Pilgrim Hotel
The Planning Inspectorate
The Ramblers Association
The Reasonable Adjustment Reablement Trust
The Ross on Wye & District Civic Society
The Theatres Trust
Thompsons Land & Property
Three Counties Planning Consultancy
Top Garage
Traveller Health Project
Travellers Support Group
Trevase Farm
Tudorville Youth Centre
Turner and Co
Two Rivers Housing
Unity Garden
University College Worcester
Vaughan Farm Limited
Victim Support
Voluntary Sector Assembly
Walford Parish Residents Association
Walker Stewart
Ward Hadaway Solicitors
Watery Lane Farm
Waunarlwydd
West Mercia Area Probation
West Mercia Police Authority
West Mercia Probation Area
West Midlands Conservancy
West Midlands European Network
West Midlands Ldz
West Midlands Local Government Association
West Midlands Planning Aid Service
West Midlands RSL Planning Consortium c/o Tetlow King Planning
Western Division
WestMASA
Wheels to Work (HVA)

White Young Green Planning
Williamson Associates Ltd
Wimpey Homes
Withies Close Residents Association
Wood Frampton Ltd
Woodland Trust
Woolhope Naturalists Field Club
Worcs & Hfds YOT
Workmatch Ltd
WRVS Country Cars
WRVS Kington
Wye Leisure
Wye Valley
Wyedean Housing Association

Others

Members of the public who have sought involvement

Appendix 5 – Statistic analysis of the Key Issues

Key Issues	No of respondents	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Addressing the impacts of climate change	343	54.2%	36.7%	5.2%	2.3%	1.5%
An ageing population and the loss of younger generations	358	36%	51.4%	9.2%	3.1%	0.3%
The need to capitalise on educational achievements	333	33%	49.2%	15.9%	1.5%	0.3%
Housing provision including affordable homes	361	46.8%	42.9%	6.6%	2.8%	0.8%
Improving air quality	329	24.9%	38%	24.6%	10.9%	1.5%
Better use of waste management	355	48.7%	42.8%	6.2%	2.3%	0.0%
Better use of water	326	47.9%	42.9%	6.7%	1.8%	0.6%
Diversification of the economy	330	37.6%	45.2%	12.1%	4.5%	0.6%
Tourism and culture	347	34.6%	44.1%	15%	5.5%	0.9%
Transportation and communications	363	48.8%	38.6%	9.1%	3.0%	0.6%
Protecting and enhancing environmental assets	336	62.2%	31.5%	4.8%	1.5%	0%
Access to important services and facilities	339	47.5%	43.4%	7.1%	1.5%	0.6%
The regeneration of the County	331	19%	41.1%	32.3%	6.3%	1.2%
Access to sport and recreation	337	20.8%	46.9%	22.6%	8%	1.8%

Appendix 6 – Analysis of the sub-issues

	Top 5 sub-issues				
Addressing the impact of climate change 561 comments were made in relation to this issue	More energy efficiency/ conservation	Better use of public transport	Reduce traffic	Encourage more recycling	Carbon neutral developments
	Number of comments				
	87 (16%)	79 (14%)	72 (13%)	67 (12%)	58 (10%)
	Top 5 sub-issues				
An ageing population and the loss of younger generations 461 comments were made in relation to this issue	Affordable housing	More higher paid jobs	Better services and health care	Encourage more young families to stay	More mixed age group housing
	Number of comments				
	104 (23%)	84 (18%)	63 (14%)	30 (7%)	26 (6%)
	Top 5 sub-issues				
The need to capitalise on educational achievements 334 comments were made in relation to this issue	More training	More facilities and access to Higher Education	More adult education	Promote environmental education	Promote vocational qualifications
	Number of comments				
	95 (28%)	67 (20%)	43 (13%)	23 (7%)	20 (6%)
	Top 5 sub-issues				
Housing provision including affordable homes 423 comments were made in relation to this issue	Affordable housing for younger people	Better use of brownfield land	More houses in rural areas	Balanced communities	More housing for local people
	Number of comments				
	82 (19%)	48 (11%)	47 (11%)	43 (10%)	20 (5%)
	Top 5 sub-issues				
Improving air quality 210 comments were made in relation to this issue	Reduce CO₂ output	Encourage greener forms of transport	Air quality is not a key issue	Encourage the use of public transport	Resolve odour problems
	Number of comments				
	59 (28%)	43 (20%)	30 (14%)	28 (13%)	15 (7%)

	Top 5 sub-issues				
Better use of waste management 451 comments were made in relation to this issue	More doorstep recycling	Reduce waste outputs	Better recycling facilities	More rural collections	Less packaging
	Number of comments				
	75 (17%)	53 (12%)	50 (11%)	44 (10%)	38 (8%)
	Top 5 sub-issues				
Better use of water 313 comments were made in relation to this issue	Flood prevention methods	No development on the flood plains	Provision for the use of grey water	Encourage people to use less water	Build better drainage systems
	Number of comments				
	86 (27%)	73 (23%)	52 (17%)	34 (11%)	18 (6%)
	Top 5 sub-issues				
Diversification of the economy 420 comments were made in relation to this issue	Allow growth of rural businesses	Promote niche employment sectors	Promote local produce	Farm diversification	Provision for start up business
	Number of comments				
	64 (15%)	59 (14%)	48 (11%)	38 (9%)	36 (9%)
	Top 5 sub-issues				
Tourism and Culture 330 comments were made in relation to this issue	Better promotion of Herefordshire and Hereford	Improved cycling, walking and riding routes	Tourism is good for the local economy	Green tourism	More hotels and tourist accommodation
	Number of comments				
	94 (28%)	49 (15%)	45 (14%)	32 (10%)	23 (7%)
	Top 5 sub-issues				
Transport and Communications 632 comments were made in relation to this issue	Hereford bypass	Improved bus routes	Better links between rail and buses	Second river bridge in Hereford	Park and Ride
	Number of comments				
	83 (13%)	71 (11%)	69 (11%)	62 (10%)	45 (7%)

	Top 5 sub-issues				
Protecting and enhancing environmental assets 376 comments were made in relation to this issue	Promote the protection of native wildlife species	More listing of buildings and protection of trees	More green spaces in towns	Improve access to the countryside	Controls on polytunnels
	Number of comments				
	104 (28%)	54 (14%)	20 (5%)	19 (5%)	19 (5%)
	Top 5 sub-issues				
Access to important services and facilities 413 comments were made in relation to this issue	Better access to health care	More individual/independent shops	More facilities and services in rural areas	Retention of retail facilities in market towns	Better access to dental care
	Number of comments				
	59 (14%)	52 (13%)	46 (11%)	30 (7%)	27 (6%)
	Top 5 sub-issues				
The regeneration of the county 249 comments were made in relation to this issue	Edgar Street Grid	Improve vitality of the market towns	Hereford	Rural regeneration	Improved public spaces
	Number of comments				
	38 (15%)	31 (12%)	27 (11%)	25 (10%)	22 (9%)
	Top 5 sub-issues				
Access to sport and recreation 329 comments were made in relation to this issue	Better access to sports and leisure facilities	More clubs for OAPs and younger people	Access to sport and recreation is not a key issue	More dual use of facilities	More outdoor activities
	Number of comments				
	87 (26%)	38 (11%)	26 (8%)	21 (6%)	20 (6%)

A total of 91 comments were made in addition to the 14 key issues	Top 5 re-occurring comments raised				
	Celebrate the distinctiveness of Herefordshire	Reduce crime	Integrate eastern European immigrants into their local community	Return to a presumption in favour of development	Council tax relief for areas with reduced waste
	Number of comments				
	17 (19%)	15 (16%)	5 (5%)	4 (4%)	4 (4%)

Appendix 7 – Summary of Graffiti Wall Comments

Hereford Courtyard

- Play areas
- Farming
- Low population density
- Farmers markets
- City view
- Proximity to countryside
- Why does Hereford close at 6pm?
- Hereford City and deprivation: what can we do?
- Does urban housing on the edge of town cause traffic?

Bromyard Centre

No comments recorded

Larruperz Centre, Ross

- Beautiful scenery. Sparse population. No religious tension
- A.O.N.B. Slower pace of Hereford City
- Quiet. Decent values. Decent people
- Class system still in place
- Be careful and don't turn Hereford into a retirement home?
- Scenery
- The countryside

Green Lane Methodist Church, Leominster

- Countryside views
- A very pleasant place to live
- Leominster is a good working town with a wonderful gallery. Needs to be kept cleaner. A good comfortable town to live in

The Burgage Hall, Ledbury

No comments recorded

Lady Hawkins Leisure Centre, Kington

- Poor motorway links
- More play areas
- Character of the village

Golden Valley Community Centre, Peterchurch

No comments recorded

Hereford High Town

No comments recorded

Appendix 8

Pick your vision of Herefordshire



A



B



C



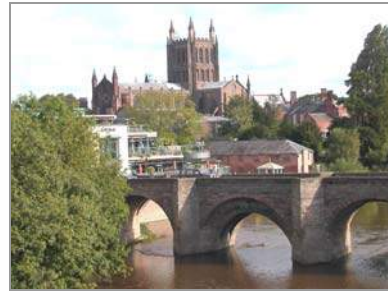
D



E



F



G



H



I



J



K



L



M



N



O



P



Q



R



S



T

Or tell us if your 'vision' isn't represented....

Appendix 9 Results of Images of Herefordshire Votes

	<u>Courtyard</u>	<u>Bromyard</u>	<u>Ross</u>	<u>Leominster</u>	<u>Ledbury</u>	<u>Kington</u>	<u>Peterchurch</u>	<u>High Town</u>	<u>Aylestone School</u>	<u>Wyebridge School</u>	<u>Lady Hawkins, Kington</u>	<u>CPD 23-Nov-07</u>	<u>CPD 29-Nov-07</u>	<u>Total</u>
Vision Today														
A		0	3	1	1	1	0	9	3	1	5	3	2	29
B	2	0	1				0	13	5	6		9	2	38
C		0					0	3	1			0		4
D		0	3		1		0	7	5		1	1	2	20
E	1	0	5		2	1	0	1	1	1		1	2	14
F	1	0		1	1		0	6	1		2			12
G	1	0	7	2	2	2	0	17	10	3	3	3		50
H		0					0	3	2	1		2	1	9
I		0	2		2		0	15	5		1		1	26
J		0					0	2	1			1		4
K		0	3				0	10	4	1				18
L	1	0					0	5		4	2	1		13
M	1	0			2		0	14	1	2			1	21
N		0					0	1	4			1		6
O		0	1				0	3	1	6	2		1	14
P		0					0	5	7	1				13
Q	1	0	2		1		0							4
R		0			1		0	4	1		1		1	8
S	1	0	3	1	2		0	28	9	4	3			51
T		0					0	2						2
Total	9	0	30	5	15	4	0	147	61	30	20	22	13	356

Vision 2026														
A		0		1			0	1			1	1		3
B		0	1			1	0	1						1
C		0					0			2			1	3
D		0	1				0	4	5	2	2		3	16
E	1	0			1		0							0
F		0	1				0	1				4	3	8
G		0	1	2			0	15	3	8	1	1	2	30
H		0	1				0							0
I		0					0	1		1				2
J	2	0	2			2	0			1		2	3	6
K		0		1	2	1	0	2	1	2		1		6
L		0					0	1	1	1				3
M		0					0	1	1					2
N		0	1				0			1				1
O		0	1				0							0
P		0					0	4			3	3		10
Q		0	4		1		0			1				1
R	1	0					0	1			1	5	3	10
S	1	0					0	4	10	3	2			19
T		0					0							0
Total	5	0	13	4	4	4	0	36	21	22	10	17	15	151



LAA priorities announced

Herefordshire Partnership's Chief Executives' Group (CEG) put their seal of approval on the final list of Local Area Agreement (LAA) priorities when it met last Friday. Members of the CEG were presented with the outcome of consultation which had taken place with a number of organisations and groups throughout October and early November.

Through the consultation exercise two cross cutting themes were identified; Volunteering and Leisure, and Culture and Sport. Both are considered important in terms of the impact they have on achievement of the other priorities.

The list of key priorities (below) will direct our choice of Performance Indicators for the LAA. They will guide local and regional organisation's policies and activities, as well as provide a focus to deliver the outcomes of Herefordshire's Community Strategy.

Herefordshire's Local Area Agreement Priorities

- * Increase the economic potential of the County with a particular regard to higher skilled and better paid jobs
- * Increase access to and participation in learning and development at all levels in order to raise achievement, address worklessness and improve workforce skills
- * To improve access to integrated public and community transport, reduce traffic congestion and encourage alternatives to car use
- * Increase the availability of appropriate, decent and affordable housing
- * Improve access to and availability of sustainable services and facilities
- * Encourage thriving communities where people are able to influence change and take action to improve their area, regardless of their background
- * Encourage and promote a healthy lifestyle with particular attention to: reducing smoking, encouraging healthy eating and avoiding excessive consumption of alcohol
- * Help vulnerable people to live safely and independently in their own homes
- * To further reduce the low levels of crime, disorder and anti-social behaviour in the County and to reduce any disproportionate fear of such
- * Children and Young People priorities (the Children and Young Peoples Board are identifying specific issues)
- * Minimise domestic and commercial waste and improve recycling
- * Lead a local contribution to Climate Change reduction
- * To strengthen the resilience needed to offer an effective and coordinated emergency response across the county

What happens next?

Dec 2007
Herefordshire's LAA priorities submitted to Government Office

Dec 2007 / Jan 08
Indicator Workshops taking place

Jan 2008
LAA Special Newsletter No. 4 issued to keep you informed of progress

Jun 2008
Target date for Central Government to sign off Herefordshire's LAA

NEED TO KNOW MORE?

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Or use the contact details at the top of this page



Shaping our Place 2026

Core Strategy: Consultation Statement Part 3

October 2008

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Introduction

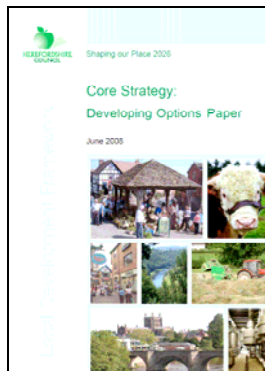
- 1.1 This statement outlines the methods of consultation and engagement undertaken between November 2007 and September 2008. This period includes a specific Developing Options consultation. This statement is the third in a series. For detailed analysis of the comments received two separate reports have 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.

Figure 1 – Core Strategy: Developing Options Paper



2.0 How we consulted on the Developing Option Paper

3.1 Within the continuous engagement undertaken in developing the Core Strategy, a targeted consultation on the Core Strategy Developing Option Paper took place from 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.

Figure 2 – Photograph of Core Strategy Launch Event



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.

Figure 3 – Photographs of Core Strategy Roadshows



Ross-on-Wye Roadshow



High Town, Hereford Roadshow

3.6 Exhibitions

Two ‘Shaping our Place’ exhibitions have been held at offices and canteens of local employers in order to reach people who would usually be unavailable or unable to attend daytime roadshows and meetings. These exhibitions included Plough Lane Office canteen, which is available to 355 Herefordshire Council employees and 300 Bulmers employees and Denco offices and canteen reaching 402 employees. It is intended to continue these exhibitions to other local employers. Forward Planning Officers also attended the Edgar Street Grid Masterplan Launch Event on 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.

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

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

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

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

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

6.0 Analysis of Developing Options Paper comments.

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

7.0 What happens next?

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

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

7.4 Place-shaping and refined options

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

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

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

LDF reference number:
(if you have one)

Name:

Organisation:

Address:

Postcode:

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E-mail:

Tel:



HEREFORDSHIRE
COUNCIL

Shaping our Place 2026

Herefordshire Core Strategy:

Developing Options questionnaire

June 2008

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

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

If you have access to the internet, please visit www.herefordshire.gov.uk/ldf 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?

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

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

Yes No No opinion

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

Part 2 - Strategic options

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

A: Focus on the economy

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

Advantages:

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

Disadvantages:

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

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

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

Yes No No opinion

B: Focus on society

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

Advantages:

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

Disadvantages:

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

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

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

Yes No No opinion

C: Focus on environment

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

Advantages:

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

Disadvantages:

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

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

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

Yes No..... No opinion

D: Focus on a new or expanded settlement

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

Advantages:

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

Disadvantages:

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

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

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

Yes No..... No opinion

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

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

Please tick ONE box only

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

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

Part 3 - Place Shaping Options

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

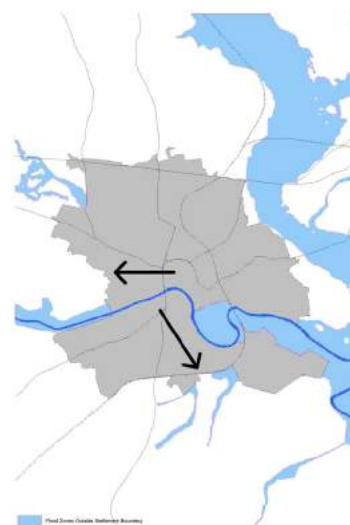
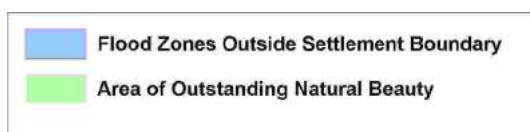
Hereford

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

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

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

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



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

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

Q17 How and in which directions should Hereford grow?

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

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

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

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

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

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

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

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

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

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

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

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

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

East.....

West.....

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

The Market Towns

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

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

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

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

Growth at Bromyard

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

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



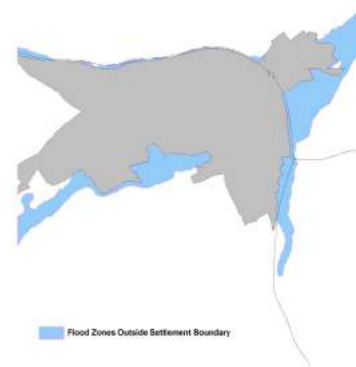
Q25 In which direction should Bromyard grow?

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

Growth at Kington

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

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



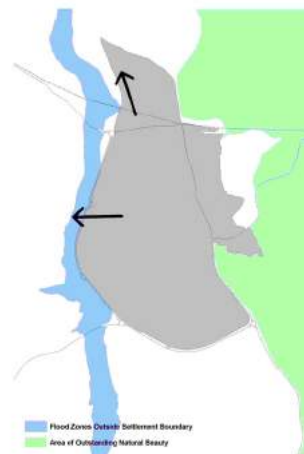
Q26 In which direction should Kington grow? Please tick ONE box only

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

Growth at Ledbury

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

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



Q27 In which direction should Ledbury grow?

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

Growth at Leominster

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



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

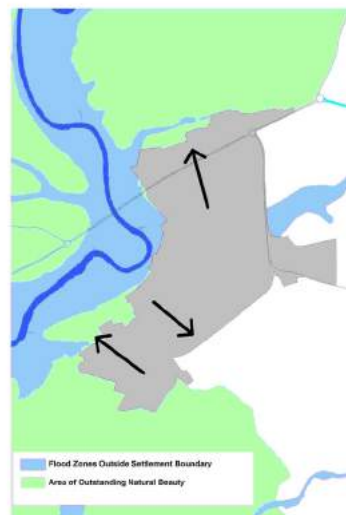
Q28 In which direction should Leominster grow?

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

Growth at Ross-on-Wye

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

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



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

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

Shops in the Market Towns

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

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

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

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

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

The rural areas

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

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

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

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

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

Jobs in rural areas

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

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

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

Rural facilities and services

Q35 How should we protect our rural facilities?

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

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

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

Part 4 - Policy Options

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

Sustainable communities

Renewable energy

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

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

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

Waste management

Q38 How should Herefordshire manage the waste it produces?

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

Minerals

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

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

Q39 How should Herefordshire address any additional mineral reserves requirement?

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

Flooding

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

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

Development in Flood Risk Areas:

Please tick ONE box only

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

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

Design of developments:

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

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

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

Water use

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

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

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

Design and sustainable construction

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

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

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

Diversifying and strengthening the economy

Provision of employment sites

Q44 What type of employment sites should we be providing

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

Protection of employment land

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

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

Improving the County's skills base

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

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

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

Tourism and Culture

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

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

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

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

Housing provision

Affordable housing

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

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

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

Settlement boundaries

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

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

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

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

Density

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

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

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

Housing mix

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

Q52 What types and mix of housing does Herefordshire need?

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

Gypsies and Travellers

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

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

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

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

Ensuring better health and wellbeing

Health care provision

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

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

Open space provision

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

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

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

Conserving and enhancing the natural and built environment

Green infrastructure

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

Q58 How should Herefordshire protect and enhance its green spaces?

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

Locally distinctive features / assets

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

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

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

Delivery and monitoring

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

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

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

Any other comments

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

About You

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

Q63 Age:

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

Q64 Gender:

Male..... Female

Q65 Do you have a disability, long-term illness or health problem (12 months or more) which limits your daily activities or the work you can do?

Yes No.....

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

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

Shaping Our Place 2026
Developing Options Schools comment form - Hereford

Appendix 3

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

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

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

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

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

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

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

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

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

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

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

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

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

Shaping our Place 2026

What are the options....?



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



HEREFORDSHIRE
COUNCIL

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

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

See the Developing Options Paper at:

www.herefordshire.gov.uk/ldf

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.

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

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

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

Andrew Ashcroft, Head of Planning and Transportation

Appendix 7

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

178 members of the public.

586 Herefordshire Voice Panellists

Organisations:

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

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

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

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

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

Developing Options Launch Event comment form

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

Herefordshire Core Strategy: Developing Options Consultation Initial Results

Appendix 9

Summary of Consultation Statistics

Comments received – 982 in total

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

Roadshows

- 7 Roadshows had a total of 571 visitors

Exhibitions

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

Schools event

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

Web hits

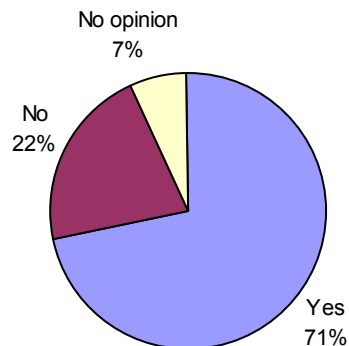
- 7180 hits between June and August on the LDF home page
- 212 Summary leaflets downloaded
- 322 Developing Options Papers downloaded
- 239 questionnaires downloaded

Questionnaire Results

Part 1 Vision and Objectives

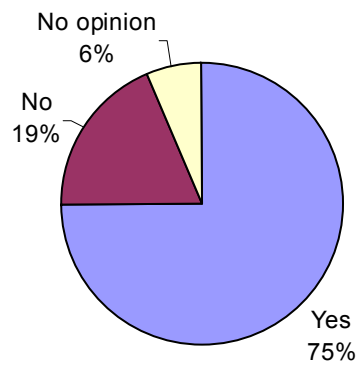
Q1: Do you think the 'vision' is appropriate for Herefordshire?

Number of respondents - 835



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

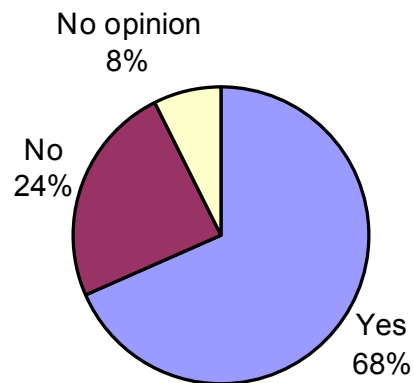
Number of respondents - 833



Part 2 Strategic Options

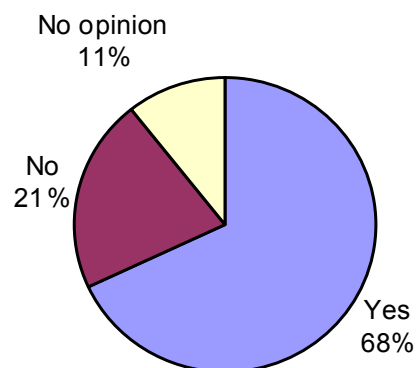
Q6: Do you agree that a strategic option with a focus on the economy is a realistic option for accommodating new growth in the County?

Number of respondents - 809



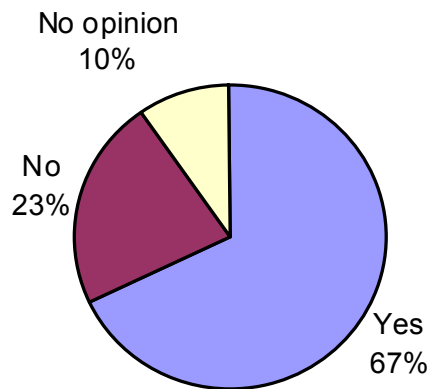
Q8: Do you agree that a strategic option with a focus on society is a realistic option for accommodating new growth in the County?

Number of respondents - 804



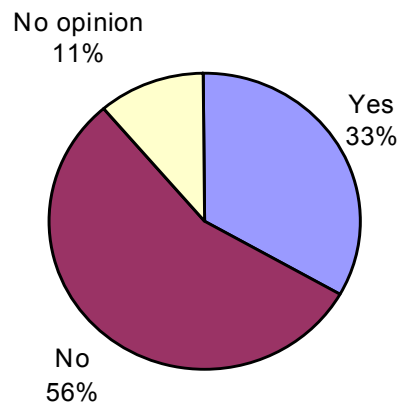
Q10: Do you agree that a strategic option with a focus on the environment is a realistic option for accommodating new growth in the County?

Number of respondents - 808



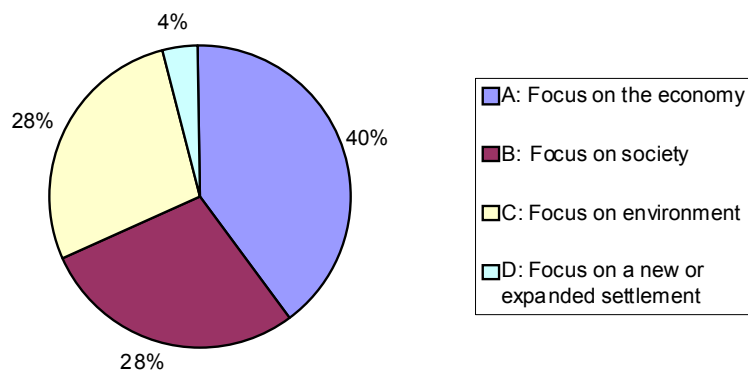
Q12: Do you agree that a new or expanded settlement in the County is a realistic option for accommodating new growth?

Number of respondents - 799



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

Number of respondents - 777



Part 3 – Place Shaping Options

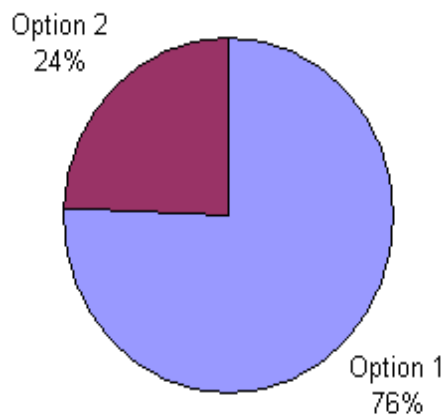
Hereford:

Q16: What role should Hereford have in the future?

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

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

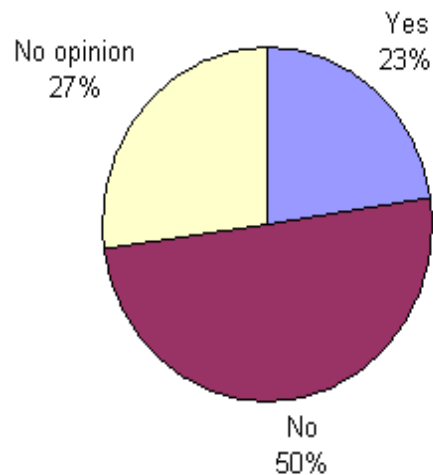
Number of respondents - 732



Q17: How and in which direction should Hereford grow?

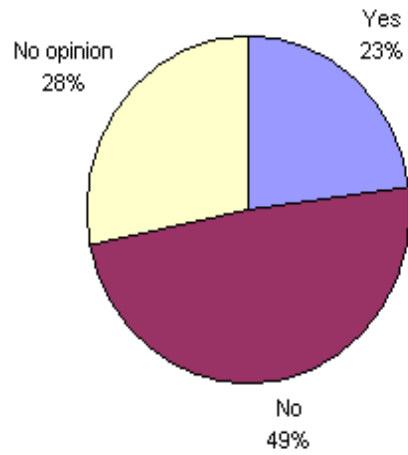
Allocate growth to the south

Number of respondents - 495



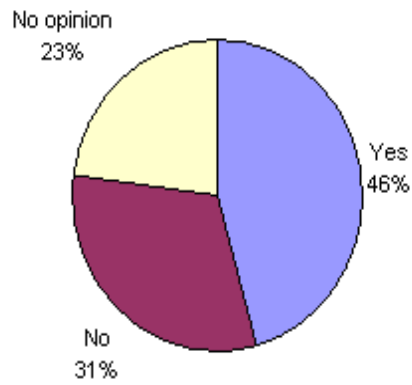
Allocate growth to the west

Number of respondents - 492



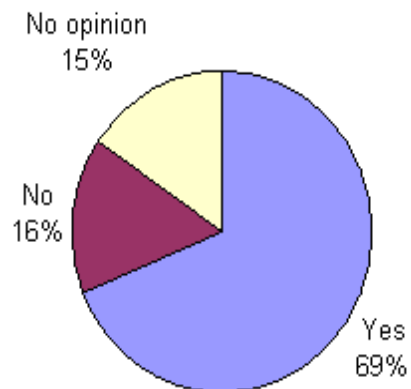
Allocate growth through a combination of areas to the south and west

Number of respondents - 559



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

Number of respondents - 681



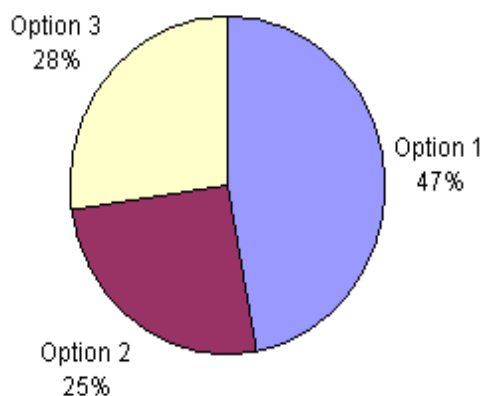
Q18: Which type of employment should be Hereford's focus for growth?

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

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

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

Number of respondents - 811



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

Number of respondents - 805

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

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

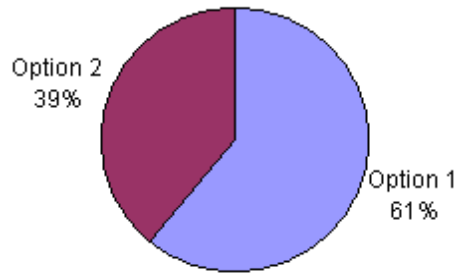


Q20: What range of shops should Hereford offer?

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

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

Number of respondents - 782

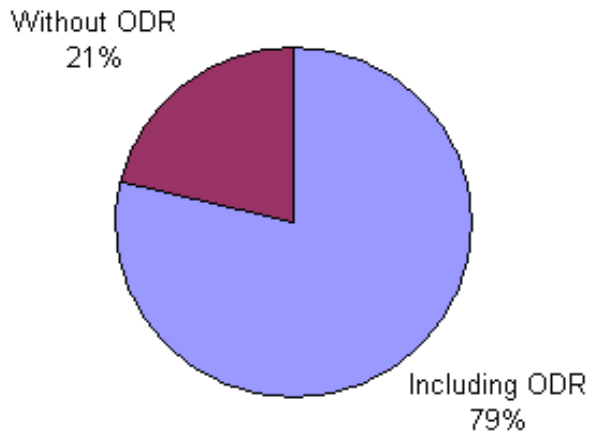


Q21: What new transport infrastructure is required in Hereford to accommodate growth and how will it be provided?

Option 1 – Deliver a blended package of transport and public transport improvements including an ‘outer distributor road’

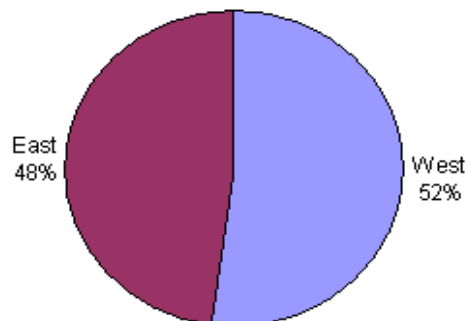
Option 2 – Develop a package of public transport measures to enable growth without the provision of an ‘outer distributor road’

Number of respondents – 807



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

Number of respondents - 728

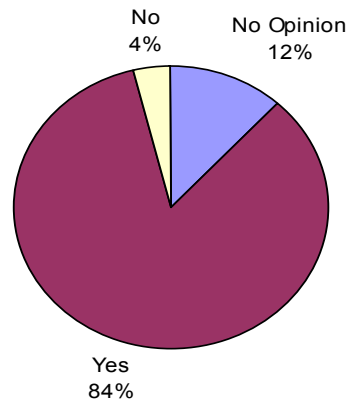


The Market Towns

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

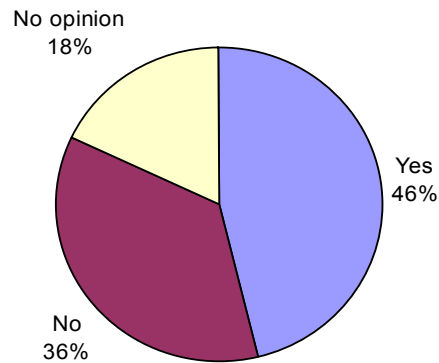
Option 1 – To continue to plan for each town based on maintaining and enhancing their current roles, as providing multi-functional roles for their rural hinterlands

Number of respondents - 716



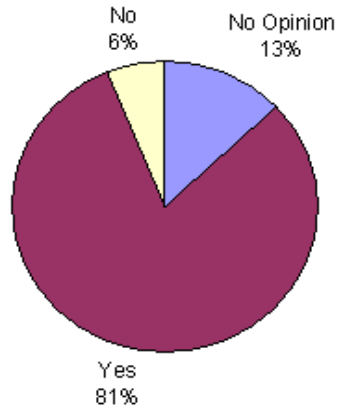
Option 2 – Develop each market town as a place with a specialist function/role that complements and doesn't compete with others or Hereford.

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

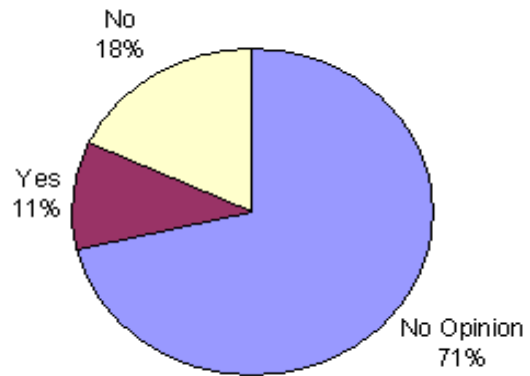


Bromyard

Q25 In which direction should Bromyard grow?

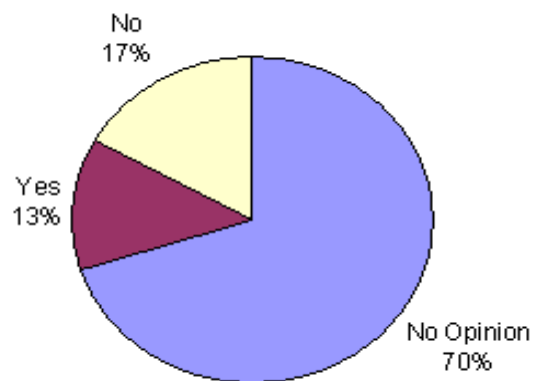
Allocate growth to the north

Number of respondents - 577



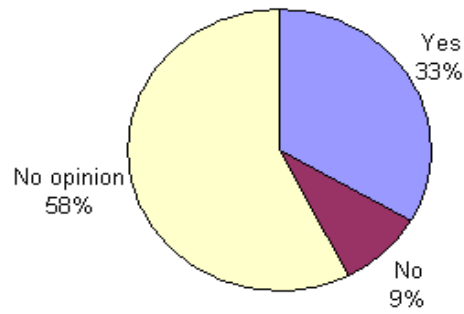
Allocate growth to the south

Number of respondents - 552



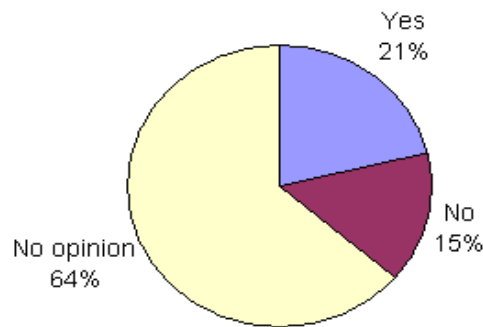
Disperse the growth to a number of smaller sites in various locations around the town

Number of respondents - 612



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

Number of respondents - 577

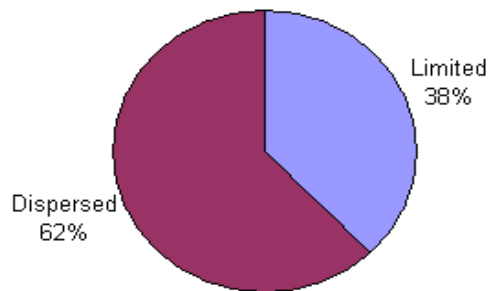


Kington

Q26 In which direction should Kington grow?

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

Number of respondents - 571

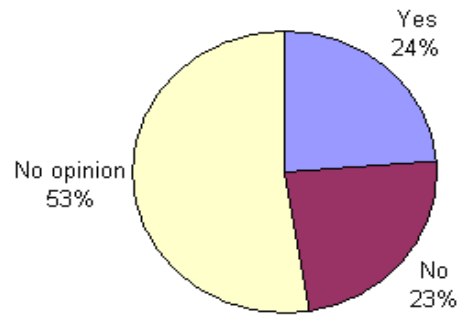


Ledbury

Q27 In which direction should Ledbury grow?

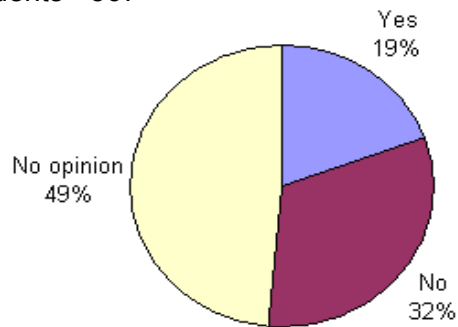
Allocate growth to the northwest on land currently proposed for employment use.

Number of respondents - 583



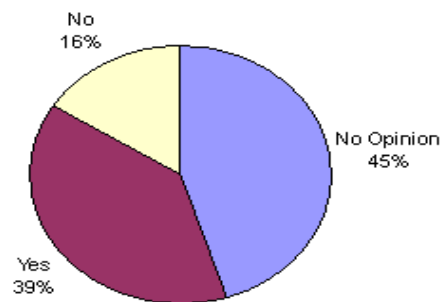
Allocate growth to the west, on the western side of the by-pass.

Number of respondents - 567



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

Number of respondents - 604



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

Number of respondents - 576

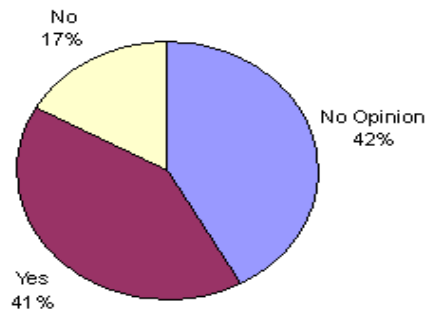


Leominster

Q28 In which direction should Leominster grow?

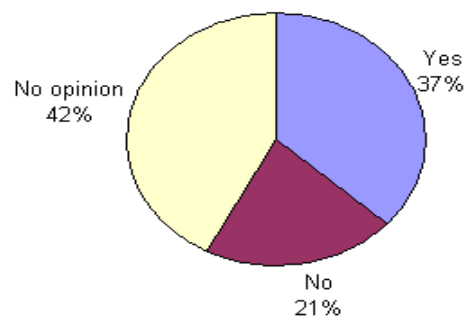
Allocate land to the south or southwest in conjunction with an east-west link road

Number of respondents - 621



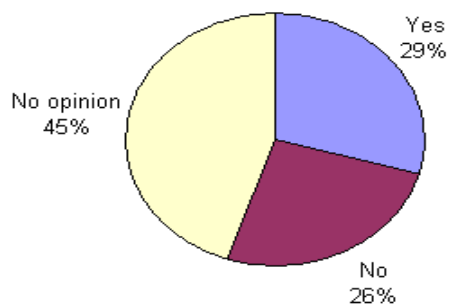
Disperse growth to a number of smaller sites in various locations around the town

Number of respondents - 587



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

Number of respondents - 565

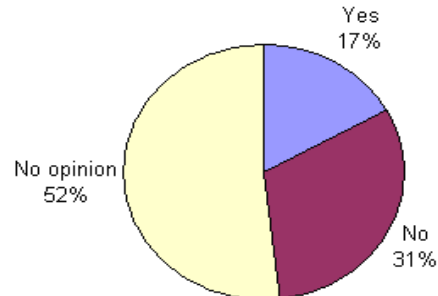


Ross-on-Wye

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

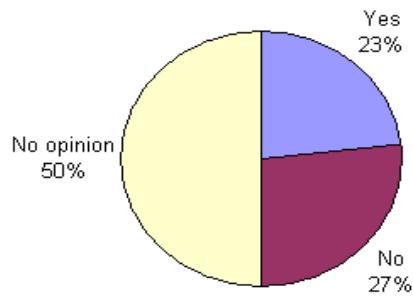
Allocate significant growth to the north

Number of respondents - 569



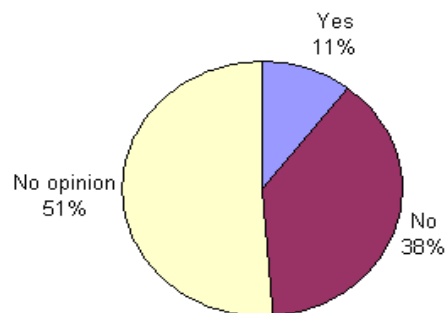
Allocate significant growth to the southeast

Number of respondents - 563



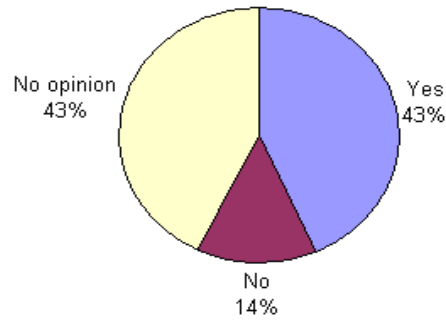
Allocate significant growth to the southwest

Number of respondents - 539



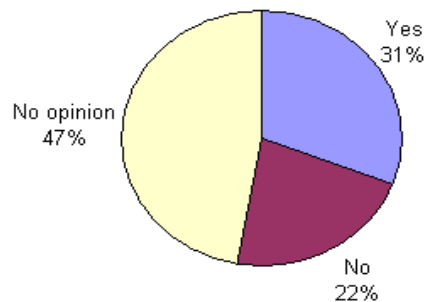
Disperse growth to a number of smaller sites in various locations around the town

Number of respondents – 613



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

Number of respondents - 586



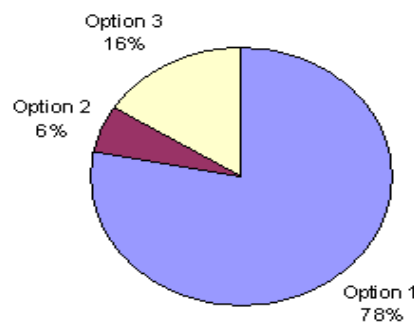
Q30 How should we protect shops in the market towns?

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

Option 2 – Define primary shopping frontages only

Option 3 – Do nothing and allow market forces to prevail

Number of respondents - 775



Rural areas

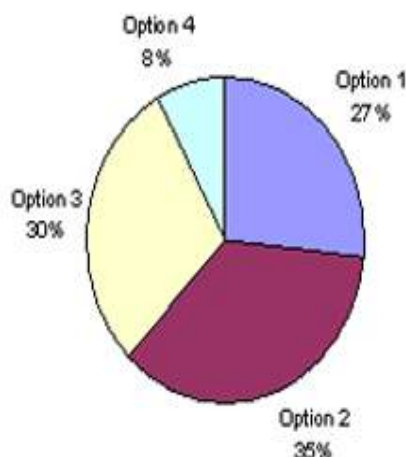
Q32 How should the rural areas grow, including the market towns and all settlement outside of Hereford?

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

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

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

Number of respondents - 798

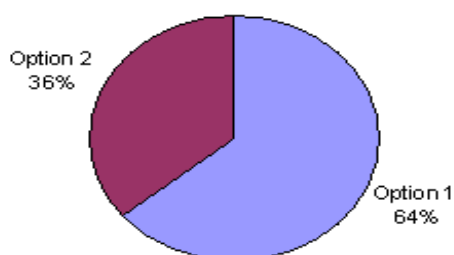


Q33 Depending on the level of growth in rural areas, how could development in rural settlements be distributed?

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

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

Number of respondents - 801

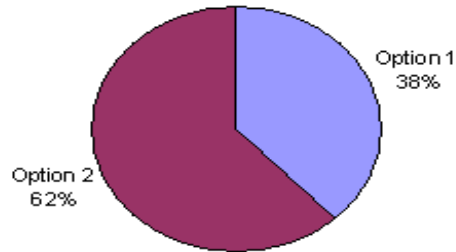


Q34 How should we encourage the diversification of the rural economy?

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

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

Number of respondents - 785



Q35 How should we protect our rural facilities?

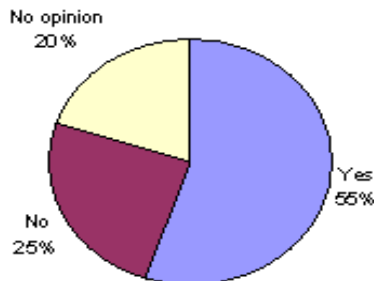
Option 1 – Develop more robust policies to protect and /or increase the provision of small-scale, rural services / facilities, including retail, farm shops in or adjoining settlement.

Number of respondents - 728



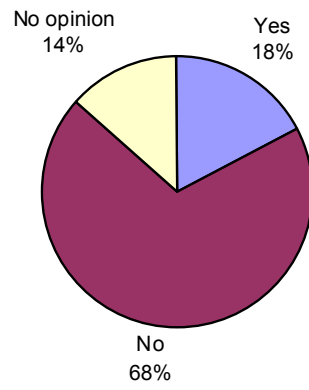
Option 2 – Identify particular settlements outside the market towns and Hereford as Local Service Centres and use policies to promote / protect facilities / services.

Number of respondents - 562



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

Number of respondents - 568



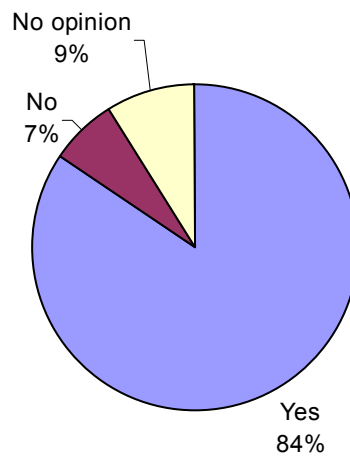
Part 4 – Policy Options

Renewable energy

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

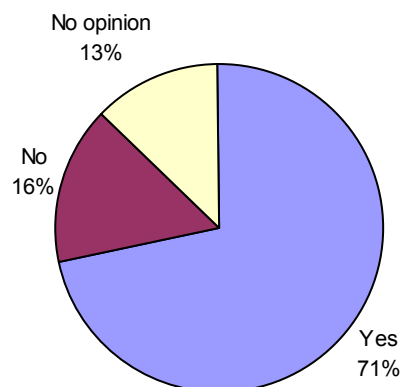
Option1 – Highlight specific technologies and locations in Herefordshire where renewable energy sources could be promoted.

Number of respondents - 760



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

Number of respondents - 686

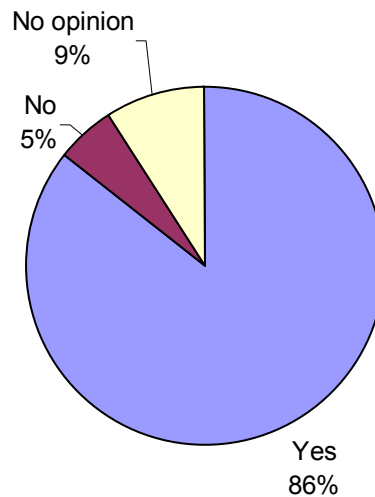


Waste Management

Q38 How should Herefordshire manage the waste it produces?

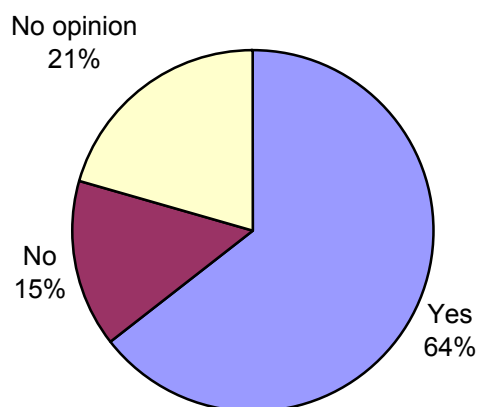
Option 1 – Identify locations where specific waste management facilities will be required.

Number of respondents - 668



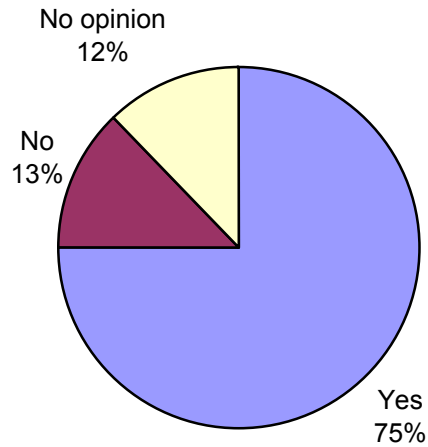
Option 2 – Provide a set of generic criteria in a policy for new waste management facilities which would be used to judge planning applications against.

Number of respondents - 611



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

Number of respondents - 698

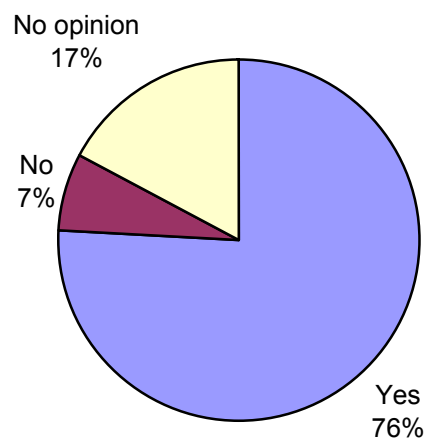


Minerals

Q39 How should Herefordshire address any additional mineral reserves requirements?

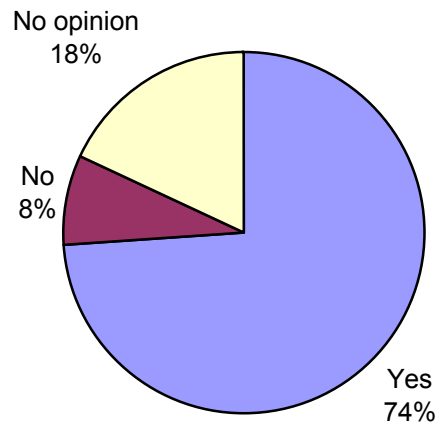
Option 1 – Identify the current and required bank of permitted mineral reserves to meet the needs of Herefordshire up until 2026.

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



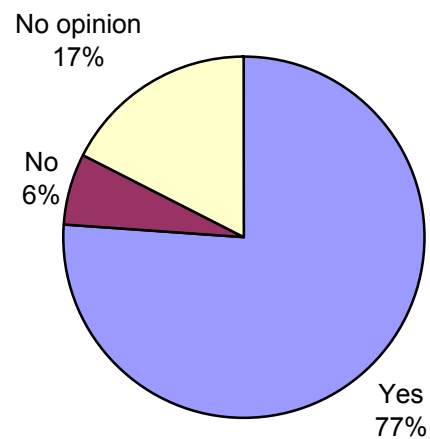
Option 2- Id entify 'preferred areas of mineral e xtraction' to enable greater flexibilit y and safeguard potential mineral reserves.

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



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

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



Flooding

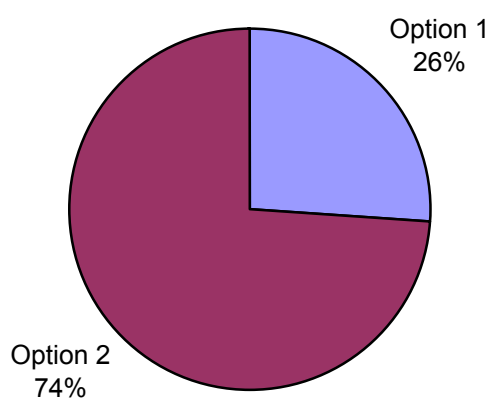
Q40 How should flooding issues in Herefordshire be addressed with the increasing needs for future development?

Development of flood risk areas:

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

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

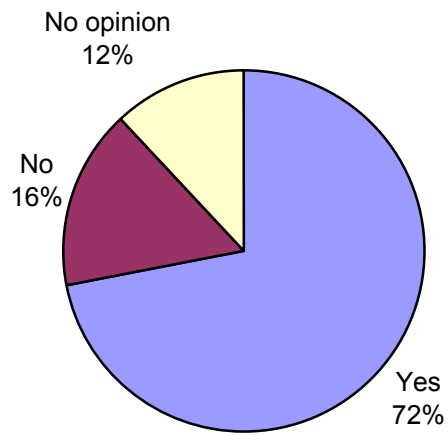
Number of respondents - 781



Design of development:

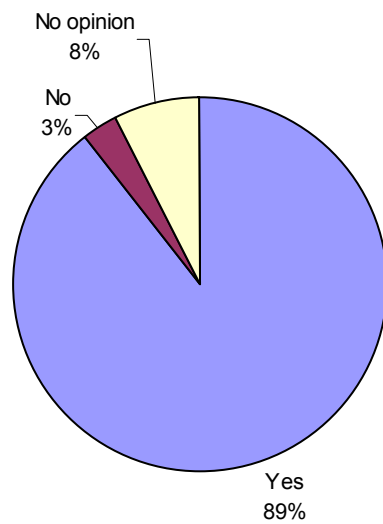
Option 1- Introduce built or natural design approaches to tolerate or adapt to flooding.

Number of respondents - 615



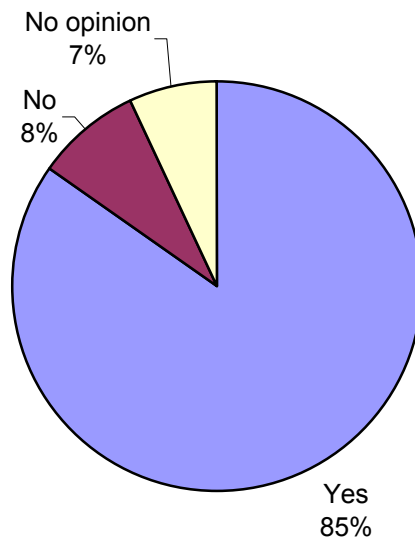
Option 2 – Ensure all new development includes methods to collect, store and reuse rainwater, including Sustainable Urban Drainage Systems where appropriate to reduce possible non-fluvial flooding.

Number of respondents - 741



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

Number of respondents - 700

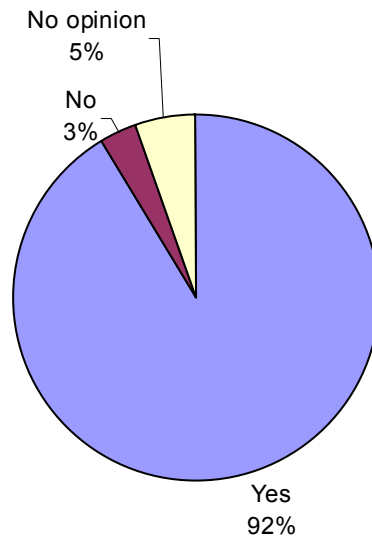


Water use

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

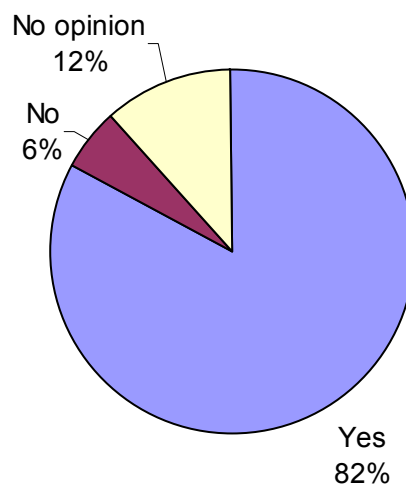
Option 1 – ensure that all new development incorporates water saving and efficiency measures.

Number of respondents - 631



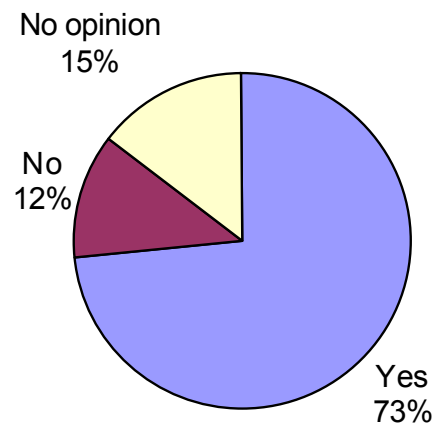
Option 2 – Incorporate phasing proposals to enable necessary new infrastructure to be put in place prior to the commencement of new development

Number of respondents - 561



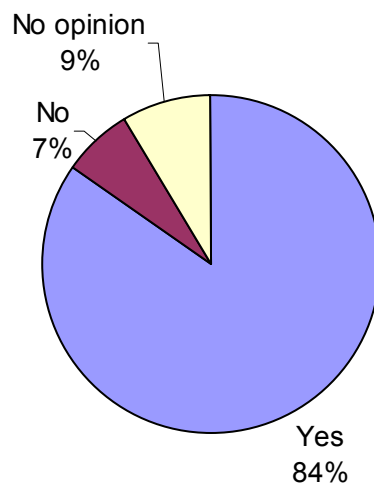
Option 3 – Require developments of a particularly size to contribute to retrofitting existing properties with SUDs or water efficiency techniques

Number of respondents - 550



Option 4 – A combination of the above three elements.

Number of respondents - 708



Design and sustainable construction

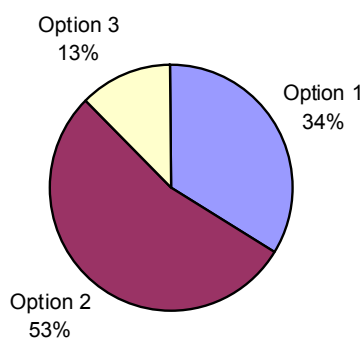
Q42 How can we make Herefordshire distinctive in terms of design?

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

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

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

Number of respondents - 754

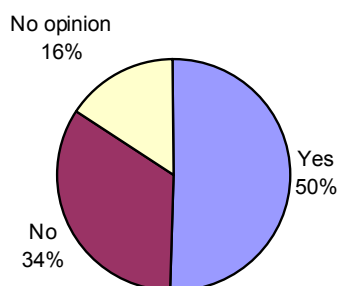


Provision of employment sites

Q44 What type of employment sites should we be providing?

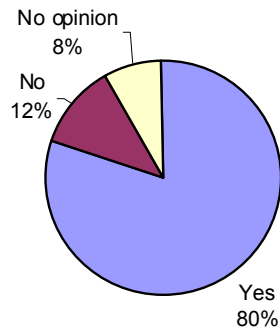
Option 1 – Locate significant employment growth on new larger purpose built estates

Number of respondents - 637



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

Number of respondents - 678

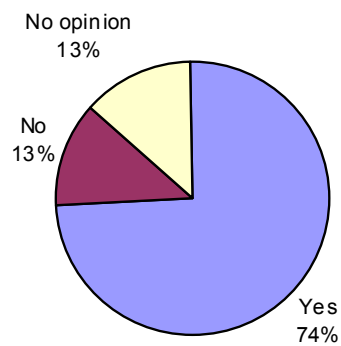


Option 3 – Expand existing employment areas to accommodate new employment growth.

Number of respondents - 637

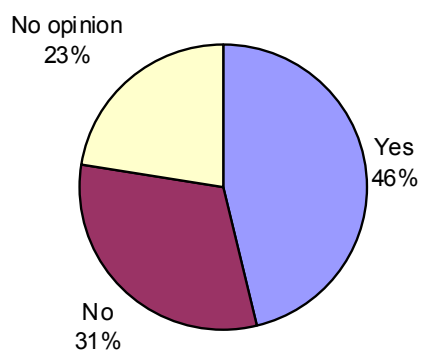
Option 4 – Encourage the integration of new employment opportunities in mixed use developments such as live-work schemes or working from home opportunities.

Number of respondents - 656



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

Number of respondents – 597



Protection of employment land

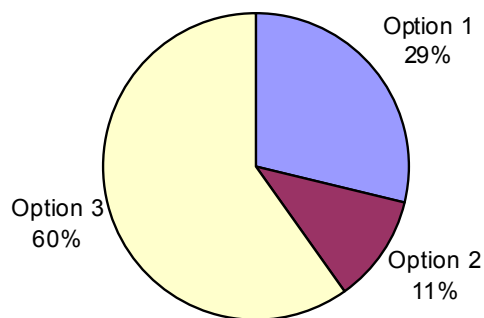
Q45 Should we protect existing employment land?

Option 1 – Protect all designated employment land from development for other uses.

Option 2 – Protect no employment land and allow market forces to prevail

Option 3 – Develop a policy to protect employment sites on their merits at the time of an application based on suitable location, quality of sites and a rolling 5 year supply.

Number of respondents - 807

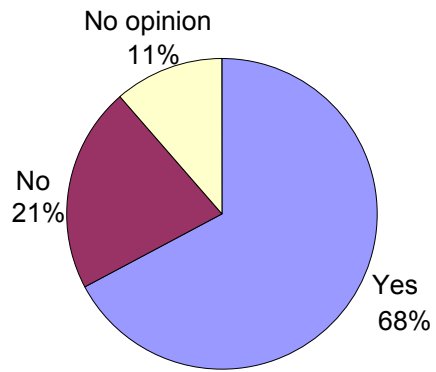


Improving the County's skills base

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

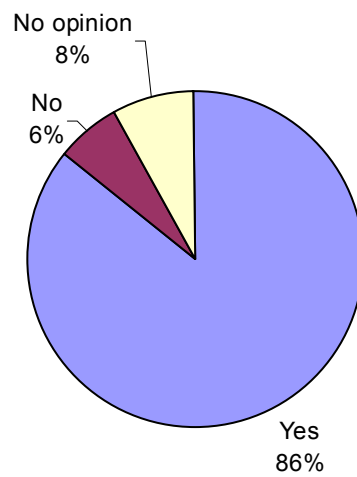
Option 1 – Create a university style campus in Herefordshire

Number of respondents - 715



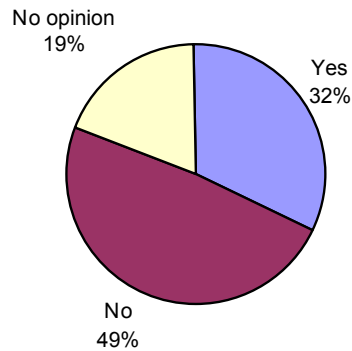
Option 2 – Support the development of new and extended school / college facilities

Number of respondents - 694



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

Number of respondents - 609

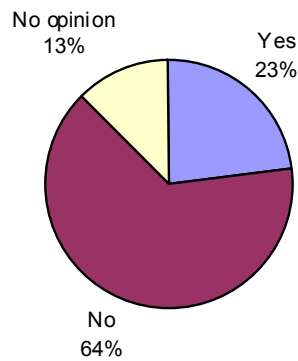


Tourism and Culture

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

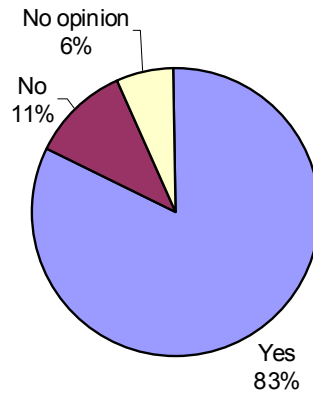
Option 1 – Devise a policy to limit the growth of tourism in Herefordshire in order to protect existing environment assets.

Number of respondents - 589



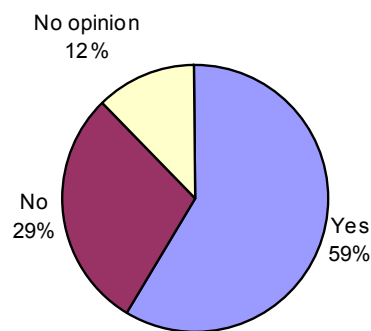
Option 2 – Devise a policy to strongly promote the growth of tourism across Herefordshire to help create a vibrant local economy.

Number of respondents - 711



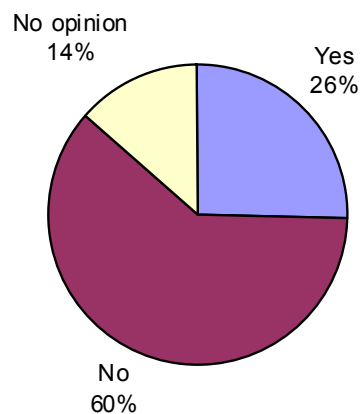
Option 3 – Focus tourism development on key assets within Herefordshire to maximise the growth of tourism and attract more visitors.

Number of respondents - 634



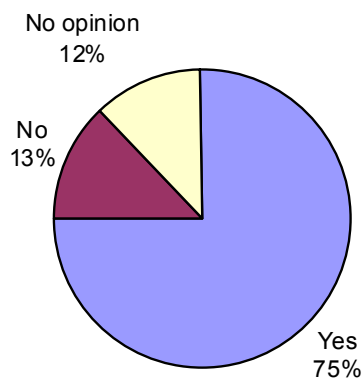
Option 4 - Focus tourism development only to those areas accessible by public transport.

Number of respondents - 600



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

Number of respondents - 728

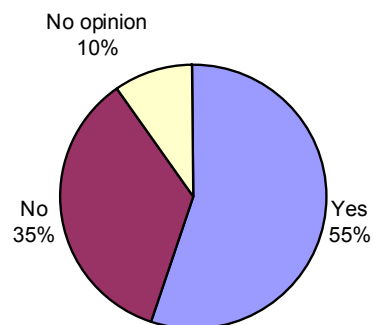


Affordable Housing

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

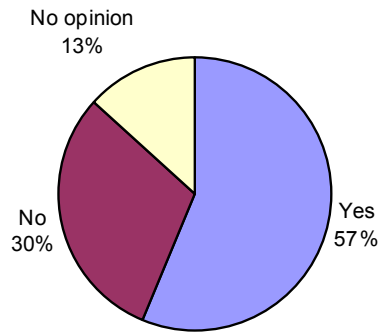
Option 1 – Increase the percentage of affordable housing required on housing sites

Number of respondents - 603



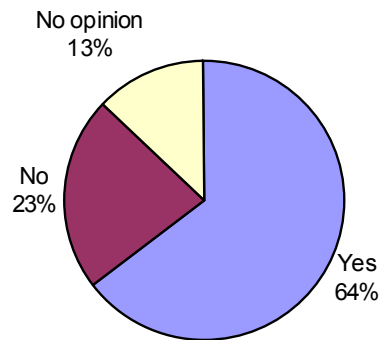
Option 2 – Lower the site thresholds for affordable housing, particularly in rural areas where most housing is completed on sites smaller than existing thresholds

Number of respondents - 557



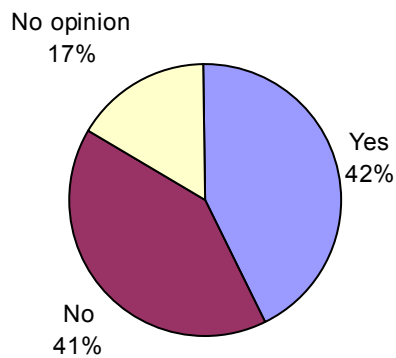
Option 3 – A combination of the above two options

Number of respondents - 647



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

Number of respondents - 589



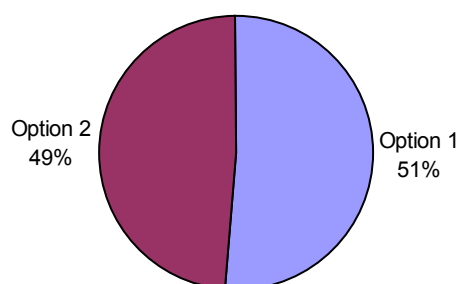
Settlement boundaries

Q50 Should we continue with settlement boundaries?

Option 1 – Continue to define settlement boundaries

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

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



Density

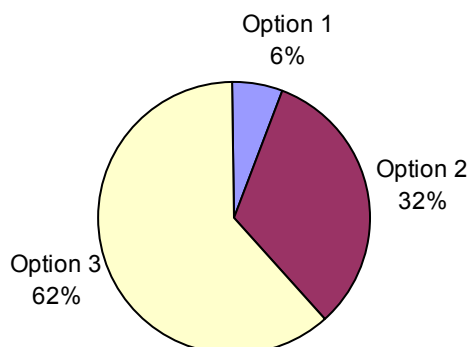
Q51 What level of density targets should Herefordshire set?

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

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

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

Number of respondents - 823

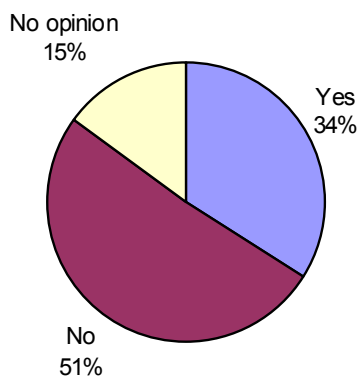


Housing Mix

Q52 What types and mix of housing does Herefordshire need?

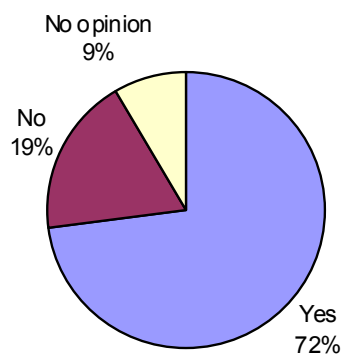
Option 1 – Allow a market led approach to the mix of new housing types in new developments.

Number of respondents - 556



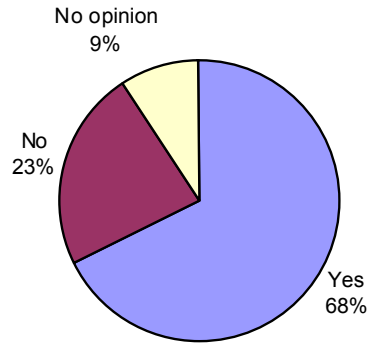
Option 2 – Ensure all schemes have a mix of house types in accordance with up to date housing needs information.

Number of respondents - 642



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

Number of respondents - 681

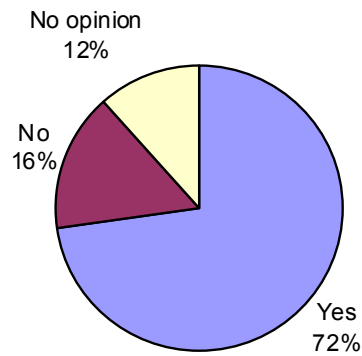


Gypsies and Travellers

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

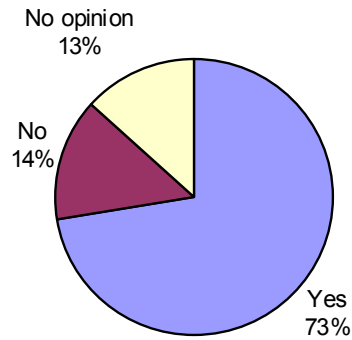
Option 1 – Develop a Countywide policy for location of different types of Gypsy and Traveller sites (residential, transit and temporary).

Number of respondents - 711



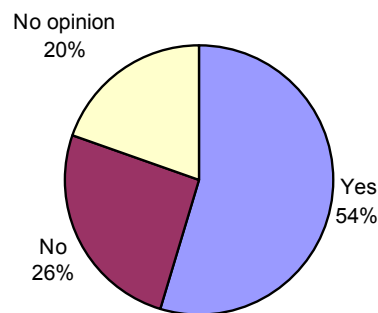
Option 2 – Identify areas or locations where Gypsy and Travellers sites would be unacceptable due to environmental constraints.

Number of respondents - 629



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

Number of respondents - 615

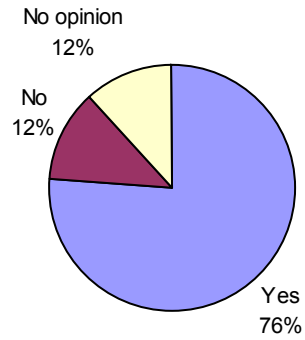


Health care provision

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

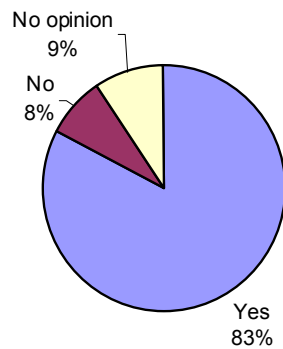
Option 1 – Provide new facilities in areas which are a focus for growth or urban extensions, in partnership with Herefordshire Primary Care Trust and other health care providers

Number of respondents - 679



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

Number of respondents - 677



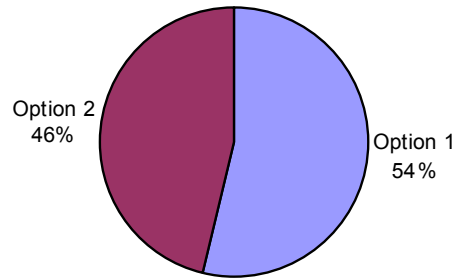
Open Space provision

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

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

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

Number of respondents - 787

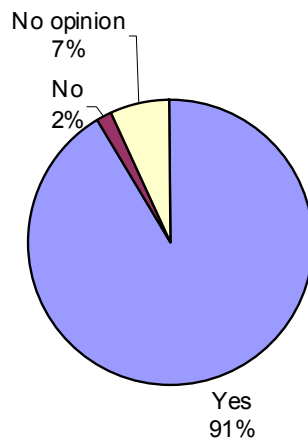


Green infrastructure

Q58 How should Herefordshire protect and enhance its green spaces?

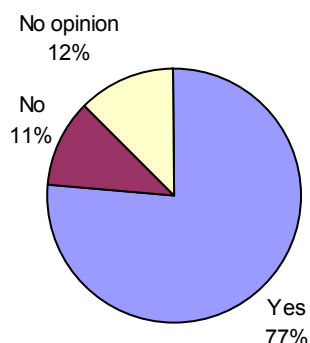
Option 1 – Ensure that new developments are designed in a way which enhances Herefordshire’s green infrastructure, for example through linking into existing networks

Number of respondents - 745



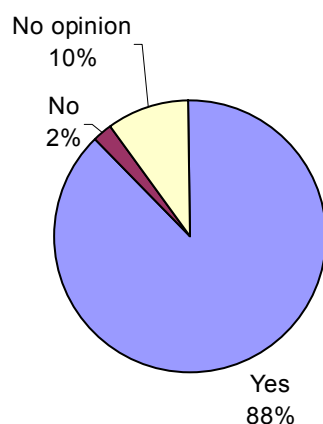
Option 2 – Seek developer contributions for identified green infrastructure proposals, particularly in areas with an identified need.

Number of respondents - 652



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

Number of respondents - 684



Locally distinctive features / assets

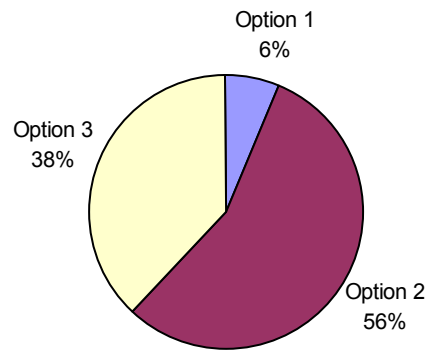
Q59 How should we protect / conserve / enhance our locally distinctive features / assets?

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

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

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

Number of respondents - 591



Shaping our Place 2026

Local Development Framework

Core Strategy

Consultation Statement Part 4 Version 2

July 2010

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- 2.0 Preparing the Place Shaping Paper
- 3.0 How we consulted on the Place Shaping Paper
- 4.0 How we publicised the consultation
- 5.0 Profile of respondents
- 6.0 Analysis of Place Shaping Paper comments
- 7.0 What happens next?

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- Figure 2 – Photograph of Place Shaping public evening event
- Figure 3 – Youth Project venues and attendees
- Figure 4 – ‘Place Shaping’ advert
- Figure 5 – Age of respondents

Appendices

- Appendix 1 - Core Strategy: Place Shaping Questionnaire
(18 January – 12 March 2010)
- Appendix 2 - Short Questionnaire
- Appendix 3 – List of roadshow dates and attendance
- Appendix 4 - Record of events attended
- Appendix 5 - Poster
- Appendix 6 - Public Notice – week commencing 11 January 2010

Introduction

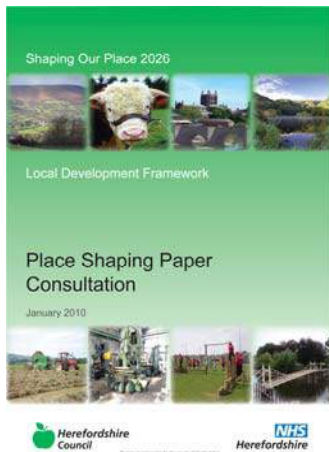
- 1.1 This statement outlines the methods of consultation and engagement undertaken between 18 January and 12 March 2010. This period includes a specific Place Shaping consultation. This statement is the fourth in a series. For detailed analysis of the comments received two separate reports will be produced entitled 'Place Shaping Results Report' and 'Place Shaping Analysis Schedules'.
- 1.2 A Place Shaping consultation was undertaken in early 2010 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.
- 1.3 The consultation and engagement has followed the methods outlined within the adopted Statement of Community Involvement (SCI), 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 paragraph 1.1, this is Part 4 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. Part 3 detailed the Developing Options consultation undertaken between June to August 2008. All 4 parts are available on the above website.
- 1.5 In addition, comments received through this consultation, will also identify any Key Issues for the forthcoming Hereford Area Plan and the Market Towns and Rural Areas Plan.

2.0 Preparing the Place Shaping Paper

- 2.1 Following the Developing Options consultation, the comments received and any further emerging evidence base were analysed and the Place Shaping Paper was prepared. In order to refine the options from the Developing Options Paper, the Place Shaping Paper contained the vision for Herefordshire 2026, 12 strategic objectives and the Preferred Spatial Strategy for the County. It then outlined a number of 'Place Shaping' 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 Place Shaping 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, Children's Services, 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.

- 2.4 The Local Development Framework (LDF) Task Group met in April 2008, October 2008, January 2009, May 2009, September 2009 and November 2009. This Task Group consists of three Herefordshire Council Cabinet Members, three Councillors 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.
- 2.5 To update Herefordshire Council Members on the Place Shaping Paper, a Member Seminar took place on 15 January, to which a total of 30 members attended.
- 2.6 A Sustainability Appraisal (SA) has been prepared for the Place Shaping Paper, January 2010 of the Core Strategy. A number of workshops took place in September 2009 to evaluate the effects of the Place Shaping Options and Policy Directions with the principles of sustainable development.
- 2.7 The results of these workshops and internal assessment of updates, on compatibility of the plan objectives from the previous Developing Options Paper, informed appropriate changes to the Core Strategy Place Shaping Document. The Core Strategy SA, January 2010 is available on the LDF website.
- 2.8 The Habitats Regulations Assessment (HRA) Screening Report, June 2008, and its addendum dated April 2009, screened and assessed the strategic, place and policy options for potential impacts upon site sensitivities of the screened designated European sites. The latest HRA of the Place Shaping Paper, January 2010, has involved a workshop with key consultation members and continual engagement with Natural England. The aforementioned documents are available on the LDF website.
- 2.9 Since November 2008, 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 Place Shaping Options. Full up to date information on the evidence base is also available on the website.
- 2.10 The Place Shaping Paper was reported to Planning Committee on 23 October 2009 approved for consultation by the Cabinet on 26 November 2009.

Figure 1 – Core Strategy: Place Shaping Paper



3.0 How we consulted on the Place Shaping Paper

- 3.1 Within the continuous engagement undertaken in developing the Core Strategy, a targeted consultation on the Core Strategy Place Shaping Paper took place from 18 January until 12 March 2010. Although the 12 March was publicised for responses, comments were received and taken into account after this period.
- 3.2 Questionnaire
A total of 1111 stakeholders, parish councils, interest groups and individuals contained within the Local Development Framework (LDF) database were sent copies of the summary leaflet, questionnaire, CD and an accompanying letter. 252 of these stakeholders were sent a copy of the full Place Shaping Paper and a copy of the Sustainability Appraisal and Habitat Regulations Assessment. Packs of Places Shaping Papers, summary leaflets, questionnaires, Sustainability Appraisal and Habitats Regulation Assessment were distributed to all the libraries within the county, the 2 mobile libraries and the Council's Info Centres. The Place Shaping Paper, summary leaflet, questionnaire, Sustainability Appraisal and Habitats Regulation Assessment were also available online to download. In total 846 completed questionnaires were received together with letters and e-mails. The questionnaire could also be completed through the Council's online 'Have your say' consultation pages. 22% of questionnaires were completed online. A copy of the questionnaire can be seen in Appendix 1.
- 3.3 A 'short' questionnaire of 6 questions was available at all of the public events and roadshows, a copy of this questionnaire can be seen in Appendix 2. This short questionnaire was aimed to help engage more members of the public into the consultation process. It was included as part of the 'wrap-around' newspaper features, see paragraph 4.4. The short questionnaire had two questions similar to those found in the 'main' questionnaire; the Hereford options and the direction of the relief road, the remainder of the questions were seeking opinions on how to improve and develop the county up to 2026. There were 1127 responses to the short questionnaire, as the questions differed slightly from the main questionnaire, the results analysis undertaken did not include the results from these short questionnaires, a separate analysis can be found on the website entitled Short Questionnaire results analysis.

3.4 Launch and Public Events

A Launch Event was organised for invited stakeholders at The Kindle Centre, Hereford on 18 January 2010. 1111 stakeholders were invited to view the Place Shaping exhibition, give some initial views on the Options and ask Forward Planning Officers any questions regarding the possible Options. An event was held on the 26 January at the Town Hall, Hereford which focussed specifically on the issues and options within Hereford. Also an evening public event was held at Aylestone Business and Enterprise College on 23 February 2010 which followed the same structure as the launch event.

Figure 2 – Photographs of Place Shaping Public Evening Event



3.5 Roadshows

Seven 'Place Shaping' roadshows took place between 2 February to 24 February 2010 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. A total of 976 people visited the roadshows. People were able to view the exhibition, pick up copies of the Place Shaping Paper, summary leaflet and questionnaire. Officers were also available to explain the Options further or answer any queries arising. Appendix 3 gives details of the locations, dates and attendance of these roadshows. At the Hereford Roadshow, in addition voting slips were used to allow the public the opportunity to comment on two questions there and then, in a simple and easy way. The voting slips were also used at the Hereford public evening event, in total 717 voting slips were filled in. The results of the voting slips can be found in the Short Questionnaire Results report available on the web.

3.6 Business Exhibition and Breakfast Meetings

A business exhibition was held at Evans Easyspace, Rotherwas on 4 February 2010 where 29 people attended, and a stand was manned at the Herefordshire Business Expo at Hereford Leisure Centre. Business breakfast meetings were held in Bromyard on 9 February 2010 and at Belmont Lodge on 26 February 2010, to brief members of the business community. A presentation was also made to the Herefordshire Business Partnership Meeting on 14 January in advance of the main consultation event.

3.7 School Events

In order to gain the views of younger people, workshops were undertaken in 3 local Secondary Schools, Bishop of Hereford Bluecoat School (24 February 2010), Kingstone High School (2 March 2010) and Queen Elizabeth Humanities College (3 March 2010). This continues the model of workshop events which were held at 2 of the county's Secondary Schools during the 'Developing Options Consultation'. Students from Holme Lacy Sports College were also

consulted on 11 February 2010. In total, 101 pupils aged from 11 to 18 were asked to consider the Options within the Place Shaping Paper and completed a range of tasks that were specific to the area that the school was located.

3.8 Parish Council Events

Officers from the Forward Planning Team attended 24 meetings held in the rural areas, largely at Parish Council venues. These were evening meetings targeted at Parish Councillors and rural residents generally and organised on a ward-by-ward rather than individual parish council basis. In total they were attended by 736 people. The aim was to brief all attendees on the Place Shaping Paper, advise consultation dates and encourage responses. Details of these can be found in Appendix 4.

3.9 A number of presentations have been given to stakeholder and interest group meetings such as the Hereford Civic Society, Country Landowners and Business Association, Herefordshire Environmental Partnership, National Farmers Union, Green Alliance/Transition Meeting. A list of the meetings attended is included in Appendix 4.

3.10 Youth Project

In order to engage with the 16-25 year olds across the County, Herefordshire Council Voluntary Youth Service organised various meetings and events at 11 locations across the County specifically targeted to this age group. The consultation process took the form of conversations with individuals and groups, with some participants being facilitated to work through a questionnaire, others filling in the questionnaire after open discussion around the questions and some taking the questionnaire away to fill out in their own time. Figure 3 below, details the venues, the date they were held and the number of young people in attendance, in total 59 16-25 year old participated.

Figure 3 – Youth Project venues and attendees

DATE	TIME	LOCATION	NOS. OF YOUNG PEOPLE
23/02/10	7-8pm	Bishops Frome	1
24/02/10	7-8pm.	Winforton	1
02/03/10	3.30 – 5pm.	Centre 18, Hereford	7 (3x Hereford, Leominster, Easthampton, Bartestree, Pembridge)
03/03/10	2.30 – 4pm.	Close House, Hereford	6 (4x Hereford, Ledbury, Clehonger)
04/03/10	7 -8pm.	Cradley	4
05/03/10	7 – 9pm.	Peterchurch	5
06/03/10	10 – 12am.	Orcop	6
06/03/10	2 – 4pm.	Hereford	8
08/03/10	7-8pm.	Kington	4
08/03/10	7 – 8pm.	Shobdon	7
09/03/10	6 – 7.30pm.	Centre 18	7 (4x Hereford, Weobley, St. Nicholas, Withington)
09/03/10	7-8pm.	Wigmore	3

4.0 How we publicised the consultation

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 Place Shaping Paper, 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 balloons. During the months of January to March, the site received 12,171 hits, 10,130 Place Shaping Papers and 521 questionnaires were downloaded from the Forward Planning web pages.

4.3 Posters

500 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, Hereford Journal and Admag
As with the Issues and the Developing Options consultation, an advert was produced for the Hereford Times and Primary Times to advertise the roadshows. A similar advert appeared in the Primary Times, which is a free 'What's on guide' distributed through primary schools to 16,000 Herefordshire families. Further to this a 'wrap around' front page advertisement was produced for the Hereford Journal and the Admag. This contained a two-sided, front and back page cover which detailed the consultation, highlighted the options, advertised the roadshows and contained a short questionnaire that could be returned either via the freepost address, to the Info Centres or libraries.

Figure 4 – 'Place Shaping' Advert



- 4.5 **Public Notice**
An official public notice appeared in all the local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) during week commencing 11 January 2010. A copy of which is contained within Appendix 6.
- 4.6 **Radio interview and announcements.**
During the eight week consultation period, there was extensive radio coverage with local radio stations Wyvern FM, BBC Hereford and Worcester and Sunshine Radio, advertising the roadshows and other public events as well as giving details as to where to see the documents.
- 4.7 **Herefordshire Matters**
Herefordshire Matters is a Council produced magazine which is distributed free of charge to 80,000 Herefordshire households every quarter. The November 2009 issue had a small article on page 29, which advertised the forthcoming 'Place Shaping' consultation. The February - April 2010 edition of the Herefordshire Matters included a four-page article entitled 'Let's Create a New Land of Opportunity Right Here in Hereford'. This reported on the current 'Place Shaping' consultation and how to provide comments on the various Options for Hereford, the market towns and the Rural Areas. There was also a short questionnaire available to cut out and send to the Freepost address provided. It is anticipated that a follow up article will appear in the autumn edition to feedback initial Place Shaping 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 employees of the Council (including Education and PCT) within their monthly wage slips. The 26th January edition included an article entitled 'Take a few moments to Shape the Future of Herefordshire' to raise awareness of the Place Shaping Paper, the consultation, how to find additional information and links to the documents online. 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 Place Shaping consultation and the roadshow events. Information 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. There is an over-representation of males in the respondents (60% male, 40% female). However, the representation of the younger age groups has improved since the Developing Options Paper, the respondents are now representative of the percentage of Herefordshire residents within that age group. Following the

Figure 6 – Age of respondents

Age	No of respondents	% of respondents stating age	% of Herefordshire residents
Up to 16	99	19%	16%
17 - 24	44	9%	11%
25 - 44	70	14%	23%
45 - 64	177	35%	29%
65 - 75	81	16%	11%
75 and over	34	7%	10%
Not stated	414		

5.3 The adopted SCI highlights a number of 'groups at risk of exclusion' from planning processes. The State of Herefordshire Report (2009) highlights that the proportion of residents within the County from ethnic minority groups is very low, by both 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.

6.0 Analysis of Developing Options Paper comments.

- 6.1 The results of the Place Shaping consultation have been broken down and analysed in two sections, firstly the tick box answers from the questionnaire, short questionnaire and newspaper wrap-arounds and secondly the "freewrite" text from the questionnaires, any letters/e-mails and the schools responses. ("Freewrite" is the term used to describe the text of the various comments and commentaries received and included in the response forms).
- 6.2 846 full questionnaire comments were received to the Place Shaping Paper, this includes the online questionnaires, and 1127 short questionnaire and newspaper wrap-around questionnaire responses were received. Two questions regarding sustainable transport packages and the route of the relief road were asked in a voting slip manner, 717 slips were returned. A further 73 comments were received as a result of the school events. Herefordshire Council's Research Team have analysed the questionnaire tick boxes from the Main questionnaire, full analysis of the responses will be available in a separate report entitled 'Place Shaping Results Report' which can be found on the Herefordshire Council website.
- 6.3 Schedules are being 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. The Place Shaping Free write Analysis schedule can also be found on the Herefordshire Council website.

7.0 What happens next?

- 7.1 Following analysis of the comments, where the range of options are narrowed down to a single preferred option there is to be further, more specifically targeted consultations as the work progresses, due to take place through the Summer 2010. It is currently (July 2010) proposed to draft the submission copy of the Core Strategy before the end of 2010 with the intention of formal submission to the Secretary of State taking place in early 2011.
- 7.2 The issues raised through this consultation will inform the development of the options for both the Hereford Area Plan and the Market Towns and Rural Areas Plan.
- 7.3 For up to date information on the progress of the Core Strategy, please refer to the Council's website: www.herefordshire.gov.uk/ldf

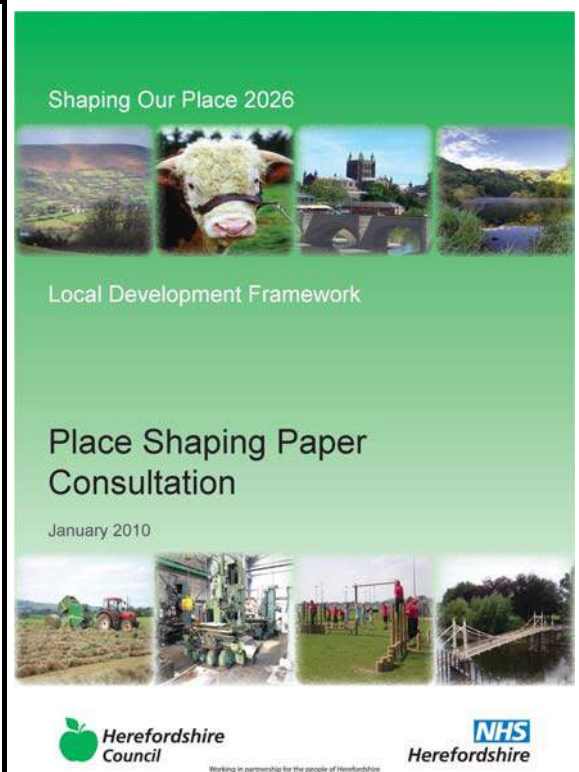
Office use only	
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Acknowledge	

**Shaping our Place 2026
Place Shaping questionnaire
18th January – 12th March 2010**

The purpose of this questionnaire is to allow comments to be made regarding the content of the 'Place Shaping Paper'. This questionnaire needs to be read in conjunction with that paper. Each question in this questionnaire identifies which page of the Place Shaping Paper should be referred to in making your response.

This questionnaire covers 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 concerns or where you do not have an opinion. If you do have a view, please tick only one box.

If you have access to the internet, please visit www.herefordshire.gov.uk/ldf to complete the questionnaire online. This helps enormously in terms of analysing and reporting on the responses. If you would prefer to complete this paper copy, you can return it in the pre-paid envelope provided by **12 March 2010**, or using the contact details on the last page of this document.



Data protection: The back sheet of the questionnaire will be removed to protect personal details. However, it should be noted that all responses will be available for public inspection.

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 383357.

Ref No	
Name	
Organisation	

Spatial Strategy

Q1a Do you agree with the overall preferred strategy for Herefordshire? (p.12)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q1b Please explain any changes or things you do not agree with and why.

Q2a Do you agree with the preferred strategy for the distribution of new homes? (p.14)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q2b Please explain any changes or things you do not agree with and why.

Q3a Do you agree with the proposals for phasing of housing development? (p.15)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q3b Please explain any changes or things you do not agree with and why.

Q4a Do you agree with the preferred strategy for jobs? (p.16)

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q4b Please explain any changes or things you do not agree with and why.

--

Q5a Do you agree with the preferred strategy for new shops? (p.16)

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q5b Please explain any changes or things you do not agree with and why.

--

Q6a Do you agree with the preferred strategy for new infrastructure? (p.17)

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q6b Please explain any changes or things you do not agree with and why.

--

Q7a Do you agree with the overall strategy for Hereford? (p.19)

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q7b Please explain any changes or things you do not agree with and why.

--

Q8a Do you agree with the overall strategy for the Market Towns? (p.19)

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q8b Please explain any changes or things you do not agree with and why.

--

Q9a Do you agree with the overall strategy for the Rural Areas? (p.20)

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q9b Please explain any changes or things you do not agree with and why.

--

Place Shaping Issues and Core Strategy Options

Hereford (p.23)

Q10 Are there any additional key issues in Hereford that should be addressed?

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Q11a Do you agree with the preferred options for the urban area of Hereford? (p.27)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q11b Please explain any changes or things you do not agree with and why.

Q12a Which of the options for sustainable transport measures do you prefer – Option 1, 2 or 3? (p.30)

1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>
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Q12b Which of the specific sustainable transport measures do you favour the most, or are there other measures that could be considered?

Q13 Given the relief road is included in the Place Shaping Paper as a preferred option, which route of a relief road would you prefer – eastern or western? (p.31)

East	<input type="checkbox"/>	West	<input type="checkbox"/>
------	--------------------------	------	--------------------------

Q14a Which urban expansion option do you prefer – Option 1, 2, 3 or 4? (p.37)

1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>
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Q14b Is there another combination of the suggested locations which could form an appropriate and realistic alternative option?

Q15 Should the development of Hereford Racecourse be included as part of the options? (p.43)
(Please tick as appropriate)

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Bromyard (p.45)

Q16 Are there any additional key issues in Bromyard that should be addressed?

--

Q17a Which option for growth in Bromyard do you prefer? Option 1, 2 or 3 (Please tick as appropriate) (p.46)

1	<input type="checkbox"/>
---	--------------------------

2	<input type="checkbox"/>
---	--------------------------

3	<input type="checkbox"/>
---	--------------------------

Q17b Please explain any changes or things you do not agree with and why.

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Kington (p.51)

Q18 Are there any additional key issues in Kington that should be addressed?

--

Ledbury (p.53)

Q19 Are there any additional key issues in Ledbury that should be addressed?

--

Q20a Which option for growth in Ledbury do you prefer, Option 1 or 2? (Please tick as appropriate) (p.54)

1	
---	--

2	
---	--

Q20b Please explain any changes or things you do not agree with and why

--

Q21 Should the cricket ground/football club relocation be part of any proposals? (p.56/57)

Yes	
-----	--

No	
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Leominster (p.58)

Q22 Are there any additional key issues in Leominster that should be addressed?

--

Q23a Do you agree that the southern urban extension is the preferred option for Leominster? (Please tick as appropriate) (p.60)

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q23b Please explain any changes or things you do not agree with and why.

--

Ross-on-Wye (p.62)

Q24 Are there any additional issues in Ross-on-Wye that should be addressed?

--

Q25a Which option for growth in Ross-on-Wye do you prefer, Option 1 or 2? (Please tick as appropriate) (p.65)

1	<input type="checkbox"/>	2	<input type="checkbox"/>
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Q25b Please explain any changes or things you do not agree with and why

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Rural areas (p.69)

Q26 Are there any additional issues in the rural areas that should be addressed?

--

Q27a Is the preferred approach for new jobs and shops in the rural areas the right one? (Please tick as appropriate) (p.71)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q27b Please explain any changes or things you do not agree with and why.

--

Q28a Is the preferred approach for defining Rural Service Centres and Hubs (Tier 1) the right one? (p.72)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q28b Please explain any changes or things you do not agree with and why.

Q29a Is the level of housing proposed in the Rural Service Centres and Hubs about right? (Please tick as appropriate) (p.73)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q29b Please explain any changes or things you do not agree with and why.

Q30a Which option for local centres (Tier 2) do you prefer, Option 1 or 2? (Please tick as appropriate) (p.73)

1	<input type="checkbox"/>	2	<input type="checkbox"/>
---	--------------------------	---	--------------------------

Q30b For Option 2, what do you consider to be a 'reasonable' level of service and please explain any changes or things you do not agree with and why. (p.74)

Q31a Do you agree with the preferred approach for restricting new development in areas outside Tiers 1 and 2? (p.75)

Yes	<input type="checkbox"/>	Yes with minor changes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	------------------------	--------------------------	----	--------------------------

Q31b Please explain any changes or things you do not agree with and why.

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General Core Policies (p.78)

Renewable Energy/Energy Efficiency (p.79)

Q32a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q32b Please explain any changes or things you do not agree with and why.

--

Managing Flood Risk (p.81)

Q33a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q33b Please explain any changes or things you do not agree with and why.

--

Water Resources (p.83)

Q34a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q34b Please explain any changes or things you do not agree with and why.

--

Local Distinctiveness (p.85)

Q35a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q35b Please explain any changes or things you do not agree with and why.

--

Design (p.88)

Q36a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q36b Please explain any changes or things you do not agree with and why.

--

Movement in Herefordshire (p.91)

Q37a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q37b Please explain any changes or things you do not agree with and why.

--

Infrastructure Delivery (p.93)

Q38a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q38b Please explain any changes or things you do not agree with and why.

--

Waste (p.95)

Q39a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q39b Please explain any changes or things you do not agree with and why.

--

Minerals (p.97)

Q40a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q40b Please explain any changes or things you do not agree with and why.

--

Maintaining employment land supply (p.99)

Q41a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q41b Please explain any changes or things you do not agree with and why.

--

Employment Land Provision (p.101)

Q42a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q42b Please explain any changes or things you do not agree with and why.

--

Education and Skills (p.103)

Q43a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q43b Please explain any changes or things you do not agree with and why.

--

Tourism, Culture and Leisure (p.105)

Q44a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q44b Please explain any changes or things you do not agree with and why.

--

Housing Density (p.107)

Q45a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q45b Please explain any changes or things you do not agree with and why.

--

Housing Type and Mix (p.109)

Q46a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q46b Please explain any changes or things you do not agree with and why.

--

Affordable Housing (p.112)

Q47a Which one of the options for a required percentage of affordable housing in the county would you prefer?

Option1: 35% for all of the county

Option 2: 35% for all of the county except Leominster

Option 3: 40% in Ross-on-Wye, Ledbury and their hinterlands and the rural north of the county (including Bromyard)
35% in Hereford, Kington and the west of the county,
25% in Leominster

Q47b Which one option for setting site thresholds for affordable housing in rural areas do you prefer?

Option1: Retain a threshold of 6 dwellings

Option 2: Reduce the threshold to 1 dwelling

Gypsies and Travellers (p.114)

Q48a Do you agree with this policy direction?

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q48b Please explain any changes or things you do not agree with and why.

--

Open Space, Sport and Recreation (p.116)

Q49a Do you agree with this policy direction?

Yes	
-----	--

Yes with minor changes	
------------------------	--

No	
----	--

Q49b Please explain any changes or things you do not agree with and why.

--

Green Infrastructure (p.118)

Q50a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q50b Please explain any changes or things you do not agree with and why.

--

Health (p.120)

Q51a Do you agree with this policy direction?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q51b Please explain any changes or things you do not agree with and why.

--

Implementation and Monitoring (p.122)

Q52a Do you agree with the Implementation and Monitoring Strategy?

Yes		Yes with minor changes		No	
-----	--	------------------------	--	----	--

Q52b Please explain any changes or things you do not agree with and why.

--

Please ensure you complete the following table:

LDF Reference number: (if you have one)	
Name:	
Organisation:	
Address:	
Postcode:	
E-mail:	
Telephone number:	

About You

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

Age:

Up to 16	
----------	--

17 - 24	
---------	--

25 - 44	
---------	--

45 - 64	
---------	--

65 - 74	
---------	--

75 and over	
-------------	--

Gender:

Male	
------	--

Female	
--------	--

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 pre-paid envelope, please use this to return the questionnaire by Friday **12th March 2010** 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

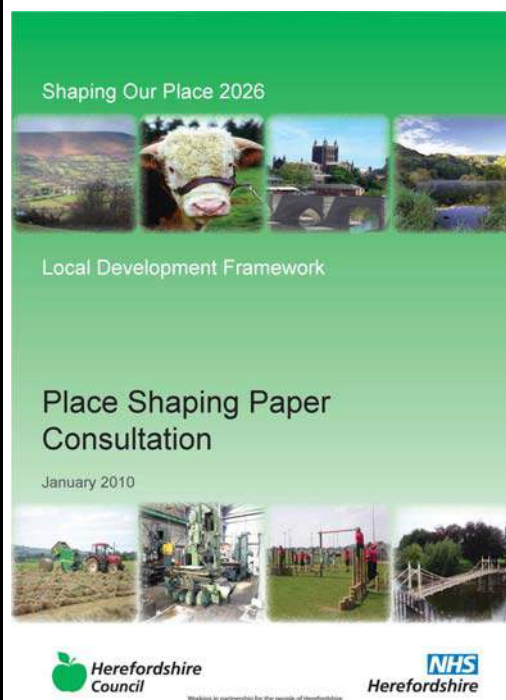
You can also return the questionnaire via our fax number 01432 383031 or complete it online at www.herefordshire.gov.uk/ldf

**Shaping our Place 2026
Short questionnaire**

18th January – 12th March 2010

Herefordshire Council are undertaking a major consultation to help determine the future of the county starting on the 18 January. Over the page are 6 simple questions which we would like you to think about regarding the future of the county. Please take the time to complete and return this form to the Forward Planning Department by 12 March 2010.

Should you be interested in finding out more about the details of the emerging strategy for the future of the county and options for its place, these are contained within the **Place Shaping Paper** which is available online at www.herefordshire.gov.uk/ldf or at libraries and info shops across the county. More detailed questionnaires are also available at these venues should you wish to comment upon the contents of the Place Shaping Paper. Alternatively the questionnaire can be completed online at www.herefordshire.gov.uk.



Data protection: All names and addresses will be kept confidential. However, it should be noted that all responses will be available for public inspection.

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 383357.

Please return the questionnaire by Friday **12th March 2010** at the latest (no stamp required) to:

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

Shaping our Place 2026

Herefordshire Council are undertaking a major consultation to help determine the future of the county starting on 18th January. Below are 6 simple questions which we would like you to think about regarding the future of the county. Please take the time to complete and return this form to the address overleaf by 12th March 2010.

1. Do you agree that we need to take action to sustain and enhance our communities in the county?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

2. Do you agree that planned growth will assist in this process both in Hereford and elsewhere in the county?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

3. Do you support the vision that there should be decent and affordable housing in the county?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

4. In previous consultations you have told us that a Hereford relief road is needed. Which route for a relief road for Hereford is most appropriate – east or west of the City?

East	<input type="checkbox"/>	West	<input type="checkbox"/>
------	--------------------------	------	--------------------------

5. Do you support the view that the council should seek to widen the range of jobs available in the county and improve the skills of its workforce?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

6. Do you support the approach of sustaining rural facilities by enabling appropriate growth in rural centres?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

Name:.....
Email:.....
Address:.....
.....

Do you want to receive further correspondence regarding the preparation of planning policies in the county?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

*This is a short questionnaire.
Other more detailed questionnaires are available for Hereford, each of the market towns and the rural areas.
There is also a comprehensive questionnaire for the whole plan.
All of these other questionnaires are available from Officers at this event/meeting.*



Place Shaping Roadshows

<u>Date</u>	<u>Town</u>	<u>Time</u>
Tuesday 2 nd February 2010	Ross (Market Square)	10 – 1pm
Wednesday 3 rd February 2010	Leominster (Corn Square)	10 – 1pm
Tuesday 9 th February 2010	Kington (Mill Street car park)	10 – 1pm
Thursday 11 th February 2010	Bromyard (Tenbury Road car park)	10 – 1pm
Saturday 13 th February 2010	High Town	10 – 3pm
Tuesday 23 rd February 2010	Ledbury (St Katherine Street car park)	10 – 1pm
Wednesday 24 th February 2010	Ewyas Harold (Memorial Hall car park)	10 – 1pm

Herefordshire Council – Local Development Framework – Core Strategy
Place Shaping Paper Consultation 18th January to 12th March 2010
Record of Events and Attendances from 1st January 2010 onWards

Date	Event	Number attended
11/01/2010	Country Landowners and Business Association	9
11/01/2010	Upton Ward parishes	7
14/01/2010	Herefordshire Business Partnership meeting	9
18/01/2010	Launch Event – Kindle Centre (morning session)	68
	(afternoon session)	73
26/01/2010	City consultation event – Town Hall	101
28/01/2010	Ledbury Town Council	76
28/01/2010	PACT Meeting Hereford	10
29/01/2010	HEP Meeting	15
01/02/2010	Meeting for parishes in Burghill, Holmer and Lyde Ward	19
02/02/2010	Roadshow at Ross-on-Wye	107
03/02/2010	Roadshow at Leominster	157
03/02/2010	Hereford City Council Planning Committee	6
03/02/2010	Bishops Frome Ward parishes	19
04/02/2010	Evans Easyspace, Rotherwas	29
04/02/2010	Stoney Street Ward parishes	19
04/02/2010	Pembridge and Lyonshall with Titley Ward parishes	37
06/02/2010	Breinton Parish Council and Credenhill Ward	142
08/02/2010	Golden Valley Parishes, Peterchurch	24
08/02/2010	ESG Consultation	80
09/02/2010	Business Breakfast Meeting, Bromyard	20
09/02/2010	Green Alliance/ Transition meeting	20
09/02/2010	Roadshow at Kington	43
09.02.10	PACT Meeting – Larraperz, Ross on Wye – 7pm	23
09/02/2010	Backbury Ward parishes	20
09/02/2010	NFU	43
10/02/2010	Kerne Bridge Ward, Bishopwood	22
11/02/2010	Holme Lacy Sports College consultation (HCT)	41
11/02/2010	RSL Core Strategy Meeting – Kindle Centre	20
11/02/2010	Roadshow in Bromyard	30
11/02/2009	Rural Area Partnership Meeting, Brockington 2pm	15
13/02/2010	Saturday Roadshow in High Town, Hereford	507
15/02/2010	Sutton Walls Ward parishes	20
15/02/2010	PACT Meeting, Hereford	37
16/02/2010	Three Elms/St Nicholas Ward Event, Westfield Community Centre	26
17/02/2010	Much Marcle Tourism Group	14
17/02/2010	Golden Cross with Weobley Ward parishes	47
18/02/2010	Belmont Rural Parish Council	14
22/02/2010	CLA Conference, Broadfield Court, Bodenham	30
22/02/2010	Herefordshire Council, Regeneration Directorate Day	150
22/02/2010	Castle Ward Parishes event	22
22/02/2010	Wormsley Ridge Ward Parishes event at Wellington	35
22/02/2010	Llangarron Ward Parishes event at Llangrove	27

Appendix 4

Date	Event	Number attended
23/02/2010	Market Day Roadshow at Ledbury	110
23/02/2010	Public evening event at Aylestone Business and Enterprise College	37
24/02/2010	Bishop of Hereford Bluecoat School	30
24/02/2010	Amey Employees – lunchtime seminar at Thorn Training Room	28
24/02/2010	Roadshow at Ewyas Harold	22
24/02/2010	Hereford Civic Society	25
24/02/2010	Vallets and Pontrilas Wards event	13
25/02/2010	Old Gore Ward parishes	25
25/02/2010	Kerne Bridge Ward parishes (Whitchurch)	25
26/02/2010	Business Breakfast Meeting, Belmont Lodge Golf Course	15
26/02/2010	Herefordshire Housing Strategy Consultation Launch, Town Hall	50
02/03/2010	Kingstone School	14
02/03/2010	Ross Town Council	65
03/03/2010	Queen Elizabeth Humanities College, Bromyard	29
03/03/2010	Herefordshire Business Expo 2010, Leisure Centre, Hereford.	8
03/03/2010	Hope End Ward parishes	12
04/03/2010	Hagley Ward Parishes (Withington)	17
05/03/2010	Credenhill and Stretton Sugwas Parishes	46
08/03/2010	Kington and neighbouring parishes	20
10/03/2010	South Wye Partnership Board	15
11/03/2010	Ewyas Harold and neighbouring parishes	78
	Total	2917

'Shaping our Place 2026'

Find out what the options are for: your street, your area, your village, our county.

See the Place Shaping Paper at:
www.herefordshire.gov.uk/corestrategy

For further information please call 01432 260386

Come and visit our planning roadshows where you can see the Place Shaping Options for the future growth of the county.

Tuesday 2nd February 2010 Ross-on-Wye Market Square 10 am to 1 pm	Wednesday 3rd February 2010 Leominster Corn Square 10 am to 1 pm	Tuesday 9th February 2010 Kington Mill Street Car Park 10 am to 1 pm	Thursday 11th February 2010 Bromyard Tenbury Road Car Park 10 am to 1 pm
Saturday 13th February 2010 Hereford High Town 10 am to 3 pm	Tuesday 23rd February 2010 Ledbury St. Katherine St. Car Park 10 am to 1 pm	Wednesday 24th February 2010 Ewyas Harold Memorial Hall Car Park 10 am to 1 pm	



Appendix 6

The County of Herefordshire District Council
The Town and Country Planning (Local Development) (England) Regulations 2004 (Regulation 17)
Local Development Framework
Place Shaping Paper, which includes the Core Strategy and the Issues Stage of the Hereford Area Plan and
Market Towns and Rural Areas Plan.
Public Consultation 18th January - 12th March 2010

An eight week public consultation exercise is taking place from the **18th January - 12th March 2010** on the above planning document. On adoption, all three documents 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 Place Shaping Paper can be viewed on the Council's website at www.herefordshire.gov.uk/corestrategy 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.

Roadshow dates		
Bromyard	Tenbury Road car park	Thursday 11 th February 10am to 1pm
Hereford	High Town	Saturday 13 th February 2010 10am – 3pm
Kington	Mill Street car park	Tuesday 9 th February 10am – 1pm
Ledbury	St Katherine's Street car park	Tuesday 23 rd February 10am – 1pm
Leominster	Corn Square	Wednesday 3 rd February 10am – 1pm
Ross-on-Wye	Market Square	Tuesday 2 nd February 10am - 1pm
Ewyas Harold	Memorial Hall car park	Wednesday 24 th February 10am - 1pm

A series of public meetings will also take place - please refer to the website for details.

Details of events can be seen and any comments on the document can be made online at www.herefordshire.gov.uk/ldf or by returning the form provided to: **Planning Policy 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 5:00pm on the **12th March 2010** and will be acknowledged. Following consideration of responses a Submission Core Strategy and Options Stage of the Hereford Area Plan and Market Towns and Rural Areas Plan will be published.

For further information about the Local Development Framework please contact Info in Herefordshire on Tel: **01432 260386** or email ldf@herefordshire.gov.uk

Info in Herefordshire		
Bromyard	The Bromyard Centre, Cruxwell Street	Mon, Wed, Fri - 8.15am - 9.30pm. Tues, Thurs - 9.00am - 9.30pm Sat & Sun - 9.00am - 4.00pm
Hereford	The Hereford Centre, Garrick House, Widemarsh Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm. Sat - 9.00am - 1.00pm
Kington	64 Bridge Street	Mon, Wed, Fri, Sat - 9.00am - 1.00pm. Tues - 9.00am - 6.00pm. Thurs - 12.00pm - 6.00pm
Ledbury	The Masters House, St Katherines, High Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Leominster	11 Corn Square	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Ross-on-Wye	Swan House, Edde Cross Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm
Libraries		
Belmont	Belmont Community Centre, Eastholme Avenue	Tues, Thurs & Fri - 9.30am - 1.00pm and 2.00pm - 5.00pm. Sat - 10.00am - 1.00pm
Bromyard	The Bromyard Centre, Cruxwell Street	Mon, Wed, Fri - 8.15am - 9.30pm. Tues, Thurs - 9.00am - 9.30pm Sat & Sun - 9.00am - 4.00pm

Libraries (cont)		
Colwall	Walwyn Road	Tues - 2.00pm - 7.30pm. Wed & Fri – 10.00am - 1.00pm and 2.00pm - 5.30pm. Thurs - 5.00pm - 7.30pm. Sat - 10.00am - 1.00pm and 2.00pm - 4.00pm
Hereford	Broad Street	Tues, Wed, Fri - 9.00am - 7.30pm. Thurs - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm
Kington	64 Bridge Street	Mon, Wed, Fri, Sat - 9.00am - 1.00pm. Tues - 9.00am - 6.00pm. Thurs - 12.00pm - 6.00pm
Ledbury	Bye Street	Tues & Thurs - 9.00am - 5.30pm. Wed & Fri - 9.00am - 7.30pm. Sat - 9.30am - 4.00pm
Leintwardine	Community Centre, High Street	Tues - 10.00am - 1.00pm. Fri – 3:00pm – 6.00pm
Leominster	8 Buttercross	Tues & Fri - 9.00am - 5.30pm. Wed & Thurs - 9.00am - 7.30pm. Sat - 9.30am - 4.00pm
Peterchurch	St. Peters Church, Church Road	Tues - 5.00pm - 7.00pm. Wed - 12.00pm - 3.00pm. Thurs - 10.00am - 11.00am and 2.30pm - 4.30pm. Sat - 10.00am - 12.00pm
Ross on Wye	Cantilupe Road	Tues & Thurs - 9.00am - 7.30pm. Wed & Fri - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm
Weobley	Old Police Court, Back Lane	Mon - 10.00am - 1.00pm. Thurs - 3.00pm - 6.00pm

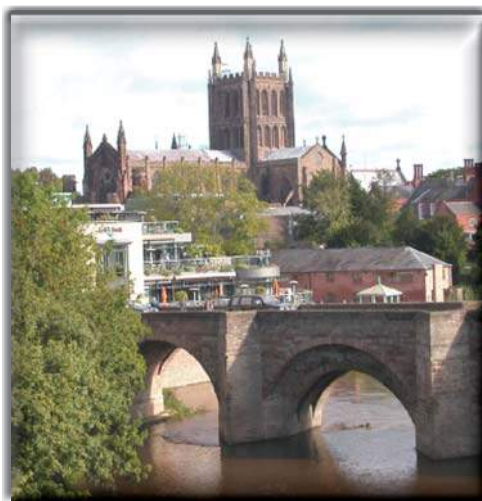
Andrew Ashcroft, Head of Planning and Transportation

APPENDIX E

Shaping our Place 2026
Local Development Framework

Core Strategy Consultation Statement Part 4 Addendum - Preferred Options

December 2010



Contents

1.0 Introduction	1
2.0 How we consulted on the preferred options	1
3.0 Responses	2
4.0 Next Steps	2
Appendix 1 – Preferred Options consultation events	

Introduction

- 1.1 This statement outlines the public consultation and engagement undertaken for the Preferred Options stage of the Core Strategy. This statement is an addendum to the Consultation Statement Part 4 'Place Shaping Paper' consultation. This preferred option consultation was a targeted consultation that informed all respondents to the Place Shaping consultation the findings and the 'preferred option' that came forward as a result of the Place Shaping consultation. It should be noted that this stage of consultation is no longer a statutory requirement.

How we consulted on the Preferred Options

- 2.1 Within the process of continuous engagement undertaken in developing the Core Strategy, a series of targeted consultations on the Core Strategy Preferred Options took place from July to November 2010.
- 2.2 The consultations reflected the different sections from the Place Shaping Paper and were undertaken in two parts. The first papers that were consulted upon included Preferred Options for the Rural Areas, Market Towns – Bromyard, Ledbury and Ross-on-Wye, and a first tranche of General Policies which included: Natural and Built Heritage Assets; Green Infrastructure; Movement; Waste; Minerals; Employment; Affordable Housing; Gypsy and Traveller sites; Open Space, Sport and Recreation; and Social and Community Infrastructure. This consultation period took place from 27th July 2010 until 29th August 2010. However, to allow for parish councils to meet and provide comments, responses were accepted for all three papers until 20th September 2010.
- 2.3 It should be noted that within the Market Towns Preferred Option paper Kington was not included as there are no strategic sites identified for Kington within the plan period, and Leominster's preferred option had been identified and consulted on within the Place Shaping paper consultation (January – March 2010) results of which can be seen within Consultation Statement Part 4 (July 2010) available on the website.
- 2.4 The second round of consultations incorporated the Hereford Preferred Option and a second tranche of General Policies including policies on: the Economy; Sustainable Strategic Design; Tourism; Sustainable Water Management; Renewable Energy; and Infrastructure Contributions. The General Policies second tranche paper was out to consultation from 11th October until 5th November. The Hereford Preferred Option was out to consultation from 27th September 2010 until 5th November 2010. However, due to the high level of interest in the Hereford Options paper comments were accepted until 19th November 2010.
- 2.5 For each stage of the consultation, letters were sent out along with a copy of the relevant preferred option document to everybody who had responded and shown an interest to a particular section within the Place Shaping paper consultation in January to March 2010. Copies of each of the Preferred Options documents were also distributed to each Info Shop and Library within the county. Posters detailing the consultation dates and advertising various public events were published within the Hereford Times, Hereford Journal and the Primary Times. There was also an article published in November 2010 issue of Herefordshire Matters, entitled 'Your views on shaping Hereford'.
- 2.6 In addition to the published articles there were 22 drop in / public meetings or parish council events organised over the consultation periods at which over 1070 people

- 2.7 For each Preferred Option paper the question was asked 'Do you agree with this preferred option?' 'If not, please explain which elements of the policy you do not agree with and why.'

Responses

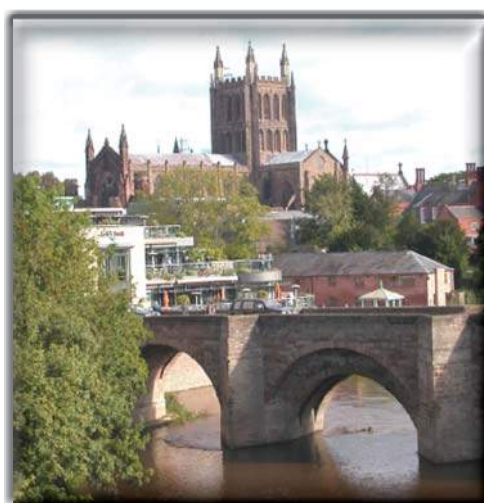
- 3.1 Over the period of consultation around 950 people responded to one or more of the preferred option documents. This included over 600 responses to the Hereford Preferred Option, over 200 responses to the market towns Preferred Options, and over 100 responses to the Rural Areas Preferred Option. For both tranches of the General Policies a total of over 670 responses were received.
- 3.2 For detailed analysis of all of the comments received, a separate report will be produced entitled 'Preferred Options Analysis Schedules'. Also a results report will be produced which gives a graphical representation of each preferred option. Both of these reports can be found on the Herefordshire Council website.

Next Steps

- 4.1 The analysis of the results will be taken into account when drafting the final wording of the policies and explanation text for the Pre-Submission Core Strategy document, which will be out to consultation following approval from Full Council.

Free Write Analysis Schedules for market towns, rural areas and general policies

December 2010



Contents

Introduction

Analysis Schedules

Bromyard

Ledbury

Ross-on-Wye

Rural Areas

Natural & Built Heritage

Green Infrastructure

Movement

Waste

Minerals

Employment Provision

Employment Supply

Affordable Housing

Gypsy & Traveller Sites

Open Space, Sport & Recreation

Social & Community Infrastructure

Economy

Sustainable Strategic Design

Tourism

Sustainable Water Management

Renewable Energy

Infrastructure Contributions

Introduction

Preferred Option Papers for the Core Strategy were published and a targeted consultation took place between July and November 2010. These papers detailed the preferred options that arose out of the Place Shaping Consultation (Jan to March), for the Market Towns of Bromyard, Ledbury and Ross; the rural areas; and the general policies to be included in the Core Strategy.

The Leominster preferred option was not consulted on in this round, as it was detailed and consulted upon as part of the Place Shaping consultation. Kington does not have any strategic sites identified for the Core Strategy and therefore does not have any options to consult upon at this stage.

In order to gain opinions on the preferred options the documents were sent to all those who responded to the Place Shaping consultation copies were made available on the website and at the information evenings. More details on the consultation methods undertaken and the numbers of responses received can be seen in 'Consultation Statement Part 4 – Addendum Preferred Options' which is available on www.herefordshire.gov.uk/ldf or on request from the Planning Policy section.

This report contains a number of schedules summarising the responses to the free write text questions. These have been grouped into themes. The schedules list the comments which were raised most often but it should be noted that the total number of comments made can be seen in the summary of questionnaire response section. The schedules also highlight some of the key stakeholder responses, and the relevant evidence base studies which need to be examined to further the Core Strategy.

There is also a graphical representation of the number of responses which can be found in the 'Consultation Statement Part 4 – Preferred Options Results Report', available on the website.

Do you agree with the Preferred Option for Bromyard?	
Summary of Questionnaire responses (from associated report)	
<p>35 people responded to questions specifically about Bromyard. (49%) 17 agreed (8%) 3 agreed in part (26%) 9 disagreed. (17%) 6 not specified</p>	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Bullet point about treatment works is too vague. Needs to be clarified that developers will need to contribute to works if not in Welsh Water's capital programme.	Further information received from Welsh Water (see below). Requirements such as hydraulic modelling can be addressed in MTRAP.
Linton Trading Estate should not be in the plan as an employment allocation.	No change. Meets with spatial strategy
Bromyard residents want more sport and recreational space.	A formal park is proposed as part of the urban extension. Further recreational and sports facilities can be addressed in the Market Towns and Rural Areas Plan (MTRAP)
There should be a relief road from A44 to B4214 Tenbury Road	A relief road in this location would not be feasible.
Ensure that sufficient land exists at Porthouse for future expansion.	These issues can be addressed through employment policies within the Core Strategy
Linton site would only be able to accommodate small units due to its prominence	Landscape impacts addressed in Core Strategy wording and to be further addressed at masterplanning stage and in MTRAP.
There should be a dispersed strategy for employment land	There is a limited supply of potential employment land within Bromyard to provide a total of 5 hectares for potential development.
Additional services and facilities need to be provided to absorb the increase in local population.	New development will need to provide appropriate infrastructure in accordance with requirements of statutory undertakers
Question the need for a new formal park	Open Space Study provides evidence for the need for a formal park
The development at Hardwick Bank would provide a good opportunity to investigate the archaeology in the Leominster Road site area.	Noted
Bromyard is not a good location for large manufacturing companies as workforce will be mainly commuters	No change. Policy is in accordance with spatial strategy.

There is a lack of open market and affordable housing	The policy for Bromyard proposes 40% affordable development and this is evidenced in the Affordable Housing Viability Study
Tenbury Road site (Option one in Place Shaping Paper 2010) is a better site.	No change. Least favoured option in Place Shaping consultation and evidence provided.
Objection to the 40% affordable housing target, 35% more acceptable	The Affordable Housing Viability Study provides evidence for requesting 40% affordable housing in Bromyard.
No more infilling within the town	No change. UDP policies will be used to determine future development until MTRAP addresses such issues
Better opportunities for people to live and work in the same location	Addressed in Core Strategy policies
Support for small scale employment proposals	Addressed in Core Strategy policies
Future housing proposals must ensure the River Frome is not affected.	Addressed in Core Strategy policies
Stoke Lacy, Bishops Frome and the outlying villages could accommodate housing and employment development	Rural Areas settlement hierarchy sets out the policies for these locations.
Development at Hardwick Bank will increase the existing issue of surface water run-off	Surface water drainage/ water matters will be considered in MTRAP.
Bromyard Police Station and airwaves communications network to be extended	Developer contributions will be required to address impacts on community facilities/services.
Bromyard Retained Duty System (RDS) fire station capacity to be upgraded.	Developer contributions will be required to address impacts on community facilities/services.
Further expansion on the type of mitigation measures required for the proposed urban extension and employment site.	Addressed in Core Strategy policies
Need to be more specific about type of sports facilities to be provided as part of the urban extension	Will be addressed in MTRAP
Demand for a swimming pool is likely to be low but it may be necessary for quality improvements to the Sports Hall.	Will be addressed in MTRAP
Open up land at the back of Holdens along the Tenbury Road for further major industrial development.	Land liable to flood
The urban extension is isolated from the town	No change, Considered at Place Shaping consultation and Preferred Options consultation with minimal opposition.
Housing association ratios should be 60-40% not 40-60% especially in this economic climate.	The policy for Bromyard proposes 40% affordable development and this is evidenced in the Affordable Housing Viability Study

Summary of responses from Stakeholders

Welsh Water: Fully support the policies for the market towns. Development within the town area would not cause an issue but any proposal on the outskirts would necessitate the need for off site water mains, the extent of which would need to be determined through hydraulic modelling assessment, paid for by developers.

Waste Upgrading works to the Bromyard Waste water Treatment works were completed in March 2010 and will be able to accept the additional 250 homes proposed. The localised problems at Petty Bridge Sewage Pumping Station are being resolved by March 2011. The risk of flooding at Bromyard (Linton Lane) is expected to be reduced by a planned maintenance scheme at Petty Bridge Pumping Station.

English Heritage: More consistency is needed when addressing historic environment considerations. There should be further expansion on the type of general mitigation measures required for the proposed urban extension and employment site. Green infrastructure should be more clearly linked.

Sport England: Demand is likely to be insufficient, even taking into account growth, to justify a new pool or STP however it might be necessary for quality improvements to the Sports Hall. There is underprovision of outdoor sports. It would be useful to identify what type of sports facilities were needed in the park.

Bromyard & Winslow Town Council: The Council supports the preferred option. There should be a relief road from the A44 on the western side of Bromyard to the B4214, Tenbury Road. There should be protection of the existing industry in place at Porthouse Industrial Estate and does not wish to see it threatened by large scale residential development. Support for the redevelopment of Linton.

West Mercia Police: WMP request the following references:

Bromyard Police Station and Airwaves communications network to be extended. Bromyard Retained Duty System (RDS) Fire Station capacity to be upgraded.

The Coal Authority: There are no coal mining issues affecting Bromyard.

Any new issues to be considered in HAP or MTRAP:

The Council Depot could be relocated to Linton

The Cricket Club could relocate to Porthouse.

Adequate provision for bus stops should be made in the town centre due to the likelihood of increased traffic.

The road network could benefit from better signage for lorry routes

The evidence base developed through the rapid urban characterisation of the market towns, the series of HEDIDS reports (e.g. Bromyard) and the county wide historic farmsteads mapping report should be actively used to inform policy and implementation context for these areas- this should be set out in the Core Strategy but with greater detail in the MTRAP. The issue of the town's Conservation area being at risk can also be addressed in the MTRAP.

There should be a review of speed limits along lanes

Consider land at 'Freshacre' Panniers Lane as a non strategic site

Any new options to be considered before Submission?

No

Any new evidence required?

Surface water management plan required for the urban extension.

Question: Do you agree with the preferred option for Ledbury?

Summary of Questionnaire responses (from associated report)

Support - 9

Yes with minor changes - 16

No- 38

Undecided - 7

Total responses - 70

Therefore a total of 36% of respondents generally support the proposal, whereas 54% of respondents do not.

Summary of free-write questionnaire comments received

How addressed in Core Strategy

Too many houses proposed

No change - meets with spatial strategy

Proposal is unviable

Awaiting final viability testing

Density too high

Considered acceptable in edge of town location - no change

Need pedestrian/cycle and road junction improvements

Addressed in Policy wording

Concern at new school

Will be addressed in MTRAP

Concern at proposed live-work units

Will be addressed in MTRAP

Need bypass under viaduct

Addressed in policy wording

Concern at impact on car parking

Will be addressed in MTRAP

Needs to be supported with sufficient infrastructure

Addressed in policy wording

Concern at phasing

Addressed in policy wording

Any affordable housing needs to be for local people

Addressed in general policy on affordable housing

Too separate from town

Addressed in Policy wording

Concern at impact on listed viaduct

Addressed through masterplanning

Impact on AONB

No change - meets with spatial strategy

Need renewable energy scheme

Addressed in policy wording

Summary of responses from Stakeholders

Malvern Hills AONB - Concern at impact on AONB, suggest use of renewable

CPRE - support

Ledbury Civic Society - Concern at amount of new housing, need good pedestrian links, need new open space

Ledbury Town Council - Concern at amount of new housing, need good links into town, Bromyard Rd junction improvements needed, affordable housing should be for local people, needs to be supported by sufficient infrastructure

Sport England - need new provision - dual use with school?

Any new issues to be considered in HAP or MTRAP:

Car parking

Open space provision/protection

Any new options to be considered before Submission?

Move FC/CC to Viaduct site? - Considered unrealistic option given site size constraints, flooding and other infrastructure requirements of site.

Any new evidence required?

Transport assessment

SWMP

Noise Assessment

Question: Do you agree with the preferred option for Ross-on-Wye?	
Summary of Questionnaire responses (from associated report)	
Total: 41 Yes: 29% (12) Yes with minor changes: 22% (9) No: 24% (10) Not specified: 24% (10)	
Summary of free-write questionnaire comments received	How addressed in Core Strategy
Support Hildersely site	No change
Adverse impacts on traffic flows (adjoining site & in Ross town)	Detailed transport assessments/modelling to be carried out at masterplanning stage.
Concern over consultation methods/respose rate	Consultation undertaken in accordance with the Town & Country Planning (Local Development) (England) (Amendment) Regulations 2008, PPS 12 and the Statement of Community Involvement
Firing range: noise /safety concerns	Acoustic assessments & safety issues will be addressed at masterplanning stage. Will be addressed in MTRAP.
Hildersley: oppose site	No change. Considered as option in Place Shaping Paper and follow-on consultation stages.
Oppose overall housing strategy	No change. Meets with spatial strategy.
Water & sewerage infrastructure considerations	Development will need to provide appropriate infrastructure in accordance with requirements of statutory undertakers.
Need more employment opportunities	10ha Model Farm site will provide new employment opportunities during plan period.
Impacts on community facilities/services	Addressed in policy wording.
Opposes Ross' level of housing growth	No change. Meets with spatial strategy.
Support housing strategy for Ross	No change.
Support need to protect landscape, townscape &	No change.
Adverse landscape impacts	Landscape impacts addressed during site selection stage & in CS wording & to be further addressed at masterplanning stage and in MTRAP.
Need road linking Hildersley to Tudorville	Detailed transport assessments/modelling to be carried out at masterplanning stage.
Support promotion of sustainable transport links	No change.
Hildersley: good relationship/links with town	No change.
Alternative sites proposed	No change. Policy provides for smaller dispersed developments in/around Ross.

Housing will attract more retired people	No change. Policy is in accordance with spatial strategy.
Will need additional car parking in Ross	Will be addressed in MTRAP.
Emergency services requirements	Developer contributions will be required to address impacts on community
Support promotion of green infrastructure	No change.
Adverse impacts on biodiversity	Addressed in policy wording.
Viability/delivery concerns	Awaiting report on viability testing.
Oppose Overross	No change. Considered as option in Place Shaping Paper and follow-on consultation stages.
Flood risk	Assessments/statutory consultations did not highlight flooding as an issue. Surface water drainage/water matters will be considered in MTRAP/masterplanning stages.
Support Overross	No change. Considered as option in Place Shaping Paper and follow-on consultation stages.
Limited demand for new homes	No change proposed levels of growth accord with spatial strategy.
Hildersley: does not unacceptably encroach into	No change.
Hildersely: no physical constraints to development	No change.
Hildersley: provides opportunities for development in future plan periods	No change.
Hildersely: is site large enough for 350 homes?	No change. Site size considered appropriate.
Hildersley: want fewer houses on this site	No change. Capacity considered appropriate.
Support affordable housing targets	No change.
Is 40% affordable housing target viable?	No change. Target is in accordance with strategy on affordable housing.
Support tourism elements of strategy	No change.
Adverse impacts on tourism	No change. MTRAP will address promotion of Ross as tourist destination. Strategic developments not considered to adversely impact on tourism attraction of Ross.
Need to address sustainable design & energy technologies	No change. These issues are addressed through Core Strategy policies.
Concerned over retail evidence/proposals	No change. Policies developed in accordance with evidence base studies.
Support recognition of important historic heritage	No change.
Want more detail on proposed housing development	No change. More detail will be provided in MTRAP/masterplanning.
Support contents of Ross Town Plan	Noted.

Summary of responses from Stakeholders

Dwr Cymru Welsh Water: Overall support for policy. Water: development on outskirts requires need for off-site water mains. Waste: treatment works upgrade completed in March 2010 and able to accept additional 350 homes proposed; new development would need to connect to public sewers at locations which would avoid exacerbation of service to customers.

Ross Civic Society: Agrees with preferred option, but notes that additional housing will result in more traffic using Ross and there will be a subsequent need for additional car parking.

Ministry of Defence: Concerned that the strategic housing site encroaches onto MOD firing range. Reiterates that MOD not prepared to release land unless new provision is made, and developer would need to purchase entire range. Requires clarification that development would not encroach on to MOD land. Supports need for acoustic/visual buffer between development and rifle range. Alternative site would need to be ready for immediate use with all associated facilities and good access to Pontrilas/Credenhill. MOD will not release only part of the site.

West Mercia Police: Ross police station needs to be extended.

Ross Town Plan: New infrastructure to alleviate traffic congestion. South bypass is vital. New jobs needed.

Sports England: Possible need for a new 4 court sports hall, an artificial football/rugby pitch and 4 lane swimming pool (modelling required). Extensive under provision of outdoor sport. Need to be more specific about protecting outdoor sports facilities (evidence needed).

Ross & District Civic Society: Support 350 homes at Hildersley. Would not like to see Hildersley developed but not tanyard Lane because housing need calculations were excessive. Could Homs Road car park be considered for housing? It is scarcely used by motorists and is unattractive.

Hereford & Worcester Fire & Rescue Service: additional fire engine required for Ross RDS Fire Station.

Wye Valley AONB unit: satisfied with overall approach in Ross. Agree will local issues for inclusion in MTRAP, but consider further reference should be made to enhancement & protection of AONB. Development at Hildersley should be confined to lower slopes and not extend up to woodland edge. Townscape, landscape & visual impact issues should be fully addressed at masterplanning stage. Incorporate sustainable design and alternative energy technologies.

English Heritage: The preferred option appears justified on the basis of the information presented.

Ross Town Council: General support for spatial strategy for Ross. Recognise that some greenfield development will be required. Would prefer more dispersed development, but prefer Hildersley to Overross. Welcome affordable housing targets. Welcome developer contributions towards community facilities. Supports Ross Town Plan and recommends it is used to guide policy direction.

CPRE: Agree with preferred option for Ross.

Association of Ross Traders: retail study is flawed in its assumption that it is appropriate to convert surplus expenditure to floorspace, in order to provide an indication of need for further provision. There are still 13% empty shops. Note additional comparison retail space suggested has been reduced. Oppose loss of Red Meadow car park as suitable development. Pleased that number of discount/charity shops is acknowledged as a weakness. What proposals will be advanced to address this? Pleased that historic & important town centre and tourism is recognised. Why is an additional 3,500 sq m comparison retail proposed towards the end of the plan period?

Any new issues to be considered in HAP or MTRAP

No

Any new options to be considered before Submission?

No

Any new evidence required?

Acoustic Evaluation of firing range - to be undertaken by the developer

Traffic Assessment - to be undertaken by the developer

Question: Rural Areas Preferred option

Summary of Questionnaire responses (from associated report)

Of the 114 comments received:
75% (85) Agreed / Agreed with some comments
22% (25) Disagreed
3% (4) Did not comment

Of the above a total of 39 Parish and Town councils responded:
90% (35) Agreed / Agreed with some comments
8% (3) Disagreed
2% (1) Did not specifically state

Summary of free-write questionnaire comments received How addressed in the Core Strategy

A majority of the respondents agreed with the rural areas preferred option however there were some concerns raised, these included:

Strong need for more affordable housing for local people, not just social housing	The affordable housing policy ensures that there should be a local connection. Affordable housing is not just social housing but a range of other options are available, these are to be defined within the affordable housing policy.
The strategy should allow more than 4,500 houses to the rural areas	The Strategy is to reduce the number of houses to the rural areas and to focus development to the areas with the highest services. Therefore no change will be made to the Core Strategy, however the number of completions within the rural areas will be monitored.
Too many houses proposed for the rural areas	The number of houses proposed for the rural areas is less than historic trends, no change to strategy as the number of houses will be deliverable.
More flexibility required for Policy RA.3 to allow smaller villages to have some growth if needed	More flexibility has been written into the RA.3 policy which allows smaller villages that have not currently got all of the criteria requirements.
Flexibility required to the number of key services needed in policy RA.3	More flexibility has been written into the RA3 policy, which will allow some compensation for those villages that do not currently have all the required key services but have an additional service a an identified community benefit.
Would like Policy RA.4 to consider next generation dwelling for farmers	This is an issue that will be dealt with in the MTRAP, policy RA.4 covers agricultural dwellings. This will be detailed in more depth within the MTRAP.

Would like current service provision in RSCs improved / extended if development goes ahead / receive community benefit also	The policy now allows the RSCs/Hubs to receive an identified community benefit.
Community Stakeholders to be given a greater voice in design and location of any new development	As part of localism the local community will be more involved in what goes on in their village with regards to new developments, this will be taken forward within the MTRAP.
Would like to ensure that housing development does not substantially change the historic identity of a village	This is an issue that will be dealt with in MTRAP.
Ensure infrastructure is in place to deal with additional housing	Infrastructure will be a key part of any development, this will be detailed further within the MTRAP.
Would like the term 'open countryside' to be changed	The term has been changed from open countryside.
Comments made in regards to the matrix information from Appendix 6 (settlement hierarchy background paper)	A re-assessment of the matrix undertaken, and two further hubs were identified, Holme Lacy and Walford.

Summary of responses from Stakeholders

Parish Councils are in majority in support of the preferred option, however they raised concerns about some smaller settlements that just miss the criteria in Policy RA.3 to be allowed some small scale development and ensure there is enough flexibility within the policy to allow this, as it will be beneficial for community benefit. They would also like to ensure that infrastructure will be able to cope with the additional dwellings.

Sport England - Agreed with preferred option but would also like to see that village halls and primary schools could utilise and gain further sports facilities to go towards the community benefit.

Natural England - Agrees with preferred option

Wye Valley and Malvern Hills AONB - Support the policies but would like AONBs to be specifically referred to constraints in RSCs.

English Heritage - Agree with policy options

CPRE - Broadly agree but would like more clarification in the text for RA.3

Any new issues to be considered in MTRAP:

No but further policy development required in the MTRAP.

Any new options to be considered before Submission?

No new options - but some refinement of detailed wording of Policy RA.3, RA.4 and RA.5, and their

Any new evidence required?

No

Question: Do you agree with the preferred policies for Natural and built Heritage Assets	
Summary of Questionnaire responses (from associated report)	
Of the 51 responses received; 56.9% (29) agree / agree with minor 27.4% (14) disagree 15.7% (8) Not response stated	
Summary of free-write questionnaire comments received How addressed in Core Strategy	
<i>While a high percentage of respondents supported the preferred options, a number of issues were raised in the responses.</i>	
1. While the general principles of the policy were supported, doubt existed whether it was possible due to the level of growth.	The evidence base for the growth has been subject to detailed examination. Furthermore the process of identification of strategic sites incorporated examining constraints of sites including those of the natural and built environment. Within rural areas Herefordshire Council accept not all settlements will be able to accommodate the same level of growth due to site specific constraints. The preferred option also provides guidance on mitigating the impact of new development upon natural and built heritage assets. The role of site masterplanning may be a method of outlining and demonstrating appropriate mitigation techniques.
2. Recommended that the policy be divided further with more detailed policies on each natural and built heritage asset.	Local distinctiveness involves a suite of interrelated topics, sub-dividing the policy may lead to a loss in this concept. Furthermore the core strategy should not be a replacement UDP and the preferred option tries to adopt a broader strategic view to guide future developments.
3. Regarding biodiversity, development should be allowed in and adjacent to sensitive areas where mitigation methods are used.	Comments noted and supported by the preferred options policy. Detailed guidance on mitigation is not provided within the core strategy as these may vary on a site-by-site basis.
4. Policy should allow for the improvement or extension to listed buildings or for development on sites of archaeological interest.	Guidance regarding development alterations to or impacting upon heritage assets is covered in PPS5 and the core strategy is not designed to reproduce or reformulate higher level guidance.
5. Greater reference to climate change impacts.	Comments noted, local distinctiveness has a vital role in mitigating the impacts on climate change and the policy will be reviewed to strengthen this aspect.
6. Greater reference to Public Rights of Way especially within urban areas.	PRoW are covered in the green infrastructure chapter of the local distinctiveness section.
7. Greater reference to the historic environment assets of rural settlements.	While Herefordshire Council acknowledge the importance of such assets, site specific issues will be covered within the MTRAP.
8. Specific policy should be contained on AONB as, while protect under national guidance, the Government may streamline policy and remove AONB statutory protection.	AONB is covered in national guidance and there is no indication that the coalition Government wish to see large-scale development within the AONB. Furthermore the policy is based on the ELC principle of all landscapes matter, which, following amendments will be further stressed within the text.
9. Specific reference should be made to PPS15.	PPS15 has been replaced by PPS5.
10. Do not agree with the term sensitivity as this is subjective.	The term sensitivity and areas of greatest sensitivity are within the evidence base repeatedly referenced within the text. However, following comments received, more detailed guidance and reference will be included within the text.

<p>11. Does not agree with the need to build on greenfield sites as this will destroy the Council's character.</p>	<p>Comments noted. However, locating all growth on brownfield sites would lead to high density developments, urban overcrowding and greater congestion within the urban centres, all contrary to the principles of sustainable development. Policies on local distinctiveness are designed to ensure minimal impact of new developments on the Council's character and ensure the assimilate into the existing settlement pattern.</p>
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<p>Summary of responses from Stakeholders</p>	
<p>1. Natural England: Does not agree with the preferred options policy. In general greater cross referencing is required between policies and all policies should be based on the three pronged approach of protect, restore and improve.</p>	<p>Comments noted, cross referencing is within the text but more explicit detail will be provided once all policies within local distinctiveness are complete.</p>
<p>NE's views on NH1 – Landscape</p>	
<p>Explanation required how applicants and officers determine whether the requirements are met.</p>	<p>Comments noted, however detailed criteria would be contrary to the role of the core strategy as it would become too restrictive.</p>
<p>Use ELC definition.</p>	<p>Comments noted.</p>
<p>Landscape policy should be underpinned by Landscape Character Assessment and Historic Landscape Characterisation. Policy should include criteria such as requirement future development to be well designed, in keeping with its location and sensitive to character of its settings.</p>	<p>Comments noted, specific design policies on these issues are emerging.</p>
<p>The wider purposes of the AONBs should be recognised and their management plans referred to in the supporting text.</p>	<p>Comments noted, however, the role and protection of AONBs is covered nationally and the role of the core strategy is not to repeat national guidance.</p>
<p>Should define what phrases used in the policy, such as "areas in need of restoration".</p>	<p>Comments noted.</p>
<p>NE's views of NH2 – Biodiversity</p>	
<p>Title should also include geodiversity.</p>	<p>Comments noted.</p>
<p>Preservation of designated sites already covered in law and national policy. Recommend changing 'preserve and improve' to 'protect, restore and add to'.</p>	<p>Comments noted</p>
<p>'Protect, restore and add to' applies to local sites.</p>	<p>Comments noted</p>
<p>Policy needs to refer to safeguarding species.</p>	<p>Comments noted</p>
<p>"Provide a positive contribution" is already contained within PPS9 and furthermore the criteria only cover preservation and mitigation not enhancement.</p>	<p>Comments noted</p>
<p>The location of where buffer zones are needs to be defined in the policy.</p>	<p>Comments noted, however, the evidence base is referred to within the supporting text.</p>
<p>Connectivity between biodiversity sites is important in relation to climate change adaption and should be highlighted in the text. This is a clear link to G.I.</p>	<p>Comments noted</p>
<p>Reference should be made to Priority Landscape Scale Projects and Landscape for Living.</p>	<p>Comments noted – need to research these projects</p>

<p>2. English Heritage: Does not agree with the preferred options policy</p> <p>General views: Distinctiveness - greater references to aspects that are locally distinctiveness are required rather than just listing designated sites.</p>	<p>Comments noted however the policy does contain reference to non-designated sites of local importance.</p>
<p>EH's views on NH1 – Landscape</p>	
<p>Closer reference to the ELC in terms of positive protection, management and planning of the landscape.</p>	<p>Comments noted – following comments received the policy is to be re-examined and updated to include the ELC</p>
<p>EH's views on NH3 and 4</p>	
<p>Should join the two policies together.</p>	<p>Comments noted – the ability to link the policies together will be examined.</p>
<p>Provide more positive and pro-active policies on how heritage assets can be opportunities rather than policy seeking to control development.</p>	<p>Comments noted.</p>
<p>Link the policy more strongly to the evidence base, such as</p>	
<p>1. Historic Landscape Characterisation.</p>	<p>Landscape characterisation assessment referred to in the supporting text and evidence base.</p>
<p>2. Historic Farmsteads Report.</p>	<p>The role of historic farmsteads can be examined within the MTRAP, however, coalition Government are undertaking a review on similar ideas with proposals due in Autumn 2010.</p>
<p>3. HEDIDs</p>	<p>Initial work undertaken by Herefordshire Council's archaeology department has fed into the LDF, however the overall report has not been made available at the time of writing.</p>
<p>4. Heritage at Risk Register - national register and any local registers.</p>	<p>National register does not show any heritage assets at risk in Herefordshire and there is no local register</p>
<p>5. Local lists – or a commitment to their preparation.</p>	<p>There is no local list and at present no plans to create one.</p>
<p>6. Conservation area appraisals.</p>	<p>Comments noted</p>
<p>Clearer links to other policies specifically the sustainable design policy and PPS5 and PPS1 design policies.</p>	<p>Comments noted, this will be within the sustainable strategic design principles with further guidance to come within the Design Code SPD.</p>
<p>Shropshire have committed to producing a Historic Environment SPD.</p>	<p>At present Herefordshire is not committed to producing a Historic Environment SPD. Locally important heritage assets will be identified through community consultation to inform the MTRAP and HAP.</p>
<p>3. Sport England: no preference stated on the response.</p>	
<p>Policy NH3. should contain details on layout of new developments. Comments noted and the design requirements of new developments will be within the sustainable strategic design policy.</p>	<p>The core strategy is a move away from land-use planning and provides broad strategic guidance on developments. Site specific constraints will be examined within the HAP and MTRAP.</p>
<p>4. Parish and Town Councils: The majority of parish and town councils supported the preferred policies. The issues stated by the parish councils for not supporting the policy are summarised as part of the summary of the free-write questionnaire comments above.</p>	
<p>Any new issues to be considered in HAP or MTRAP:</p>	
<p>Specific design and layout of strategic sites. Natural and built heritage assets within rural areas. Potential implications of central Government policies regarding development within rural areas.</p>	

Any new options to be considered before Submission?

Inclusion of an overarching policy on local distinctiveness, highlighting the interconnectedness of the different facets and identifying AONBs as exemplars.

Comments noted and this could be beneficial in helping to 'set the story' in accordance with CABE guidance.

Any new evidence required?

For the MTRAP work will be required to identify locally distinctive natural and built assets.

Question: Green Infrastructure	
Summary of Questionnaire responses (from associated report)	
Of the 43 comments received; 76.7% (33) agree / agree with minor amendments 18.6% (8) disagree 4.7% (2) not stated	
Summary of free-write questionnaire comments received How addressed in Core Strategy	
<i>While a high percentage of respondents supported the preferred options, a number of issues were raised in the responses.</i>	
1. While the general principles of the policy were supported, doubt existed whether it was possible due to the level of growth.	The evidence base for the growth has been subject to detailed examination. Furthermore the process of identification of strategic sites incorporated examining constraints of sites including those of the natural environment and existing green infrastructure. Within rural areas Herefordshire Council accept not all settlements will be able to accommodate the same level of growth due to site specific constraints. The preferred option also provides guidance on mitigating the impact of new development upon existing green infrastructure and providing new green infrastructure on developments.
2. A number of issues relating to Public Rights of Way, including the need to direct them away from agricultural land and buildings.	Public Rights of Way are protected by national legislation and their improvements are objectives within Herefordshire's Local Transport Plan.
3. Distinguish between wildlife site and recreational areas of green infrastructure.	Green Infrastructure is multi-functional and to separate the policy would be unnecessary as Herefordshire Council are seeking to protect and enhance all forms of green infrastructure. Specific policy within the core strategy will cover open space and recreational provision.
4. Under use of transport infrastructure verges. Comments noted.	Comments noted - the policy will be amended to specifically include reference to transport infrastructure verges within the policy
5. Policy refers to green corridors but details on green non-corridors should be provided.	Comments noted. The evidence base and policy refer to green corridors. Outside of these corridors policies covering the natural and built heritage will apply.
6. Recommend that for strategic sites a Green Infrastructure Framework is provided.	Comments noted and the provision of green infrastructure frameworks within applications is supported but a number of methods to achieve this are available (masterplanning) and site specific requirements will be examined on a site by site basis.
7. Green corridors are not needed within the rural areas.	The green infrastructure corridors in the rural areas contain a number of large infrastructure routes which, through the use of green infrastructure, their impacts can be mitigated. They also contain important heritage and natural resources. Full details on these corridors is referred to in the evidence base which, in accompanying national guidance and protocol, has been placed online for comment since publication in February 2010.
8. Queries why historic parks and gardens are relegated to the district tier.	Designations within the district tier are because the sites are of national or local significance rather than international importance. Furthermore, the County Tier contains relatively larger sites that link into adjoining green infrastructure assets that often cross administrative boundaries. Historic parks and gardens are to be protected by the policy and PPS5.
9. Greater reference to protecting small woodlands and species.	Comments noted and the policy is designed to protect such assets.
Summary of responses from Stakeholders	
1. Natural England: Do not support the preferred options policy General Comments: Need to define green infrastructure. The list of GI objectives does is incomplete and should incorporate other key themes such as landscape, historic environment and the water environment.	Comments noted however a table is within the GI policy providing a range of GI examples. Comments noted however the policy specific states that it should not be read in isolation and other policies on local distinctiveness cover issues regarding landscape and the historic environment while the water environment is stated in the examples of GI.

<p>A GI vision is needed.</p>	<p>This is included in the first paragraph of the section</p> <p>Comments noted, and this will be examined. However, firstly Coventry is a city authority and Herefordshire is a County which limits the ability to transfer over ideas. Secondly the level of detail and content of a core strategy is linked to what further DPDs are proposed. Coventry is proposing an area action plan for the city centre (which has subsequently been withdrawn). Herefordshire Council is proposing a HAP and MTRAP which will provide detailed site specific policies for a much higher number of areas. As such less site specific detail can be contained with HC's core strategy as the vast number of sites to be examined in the HAP and MTRAP will each be affected by their own site specific constraints and opportunities.</p>
<p>Should incorporate the ideas and structure on GI as contained within the Coventry City Council submission draft core strategy. GI Policy:</p>	<p>The policy specifically refers to the requirements of development proposals – failure of development proposals not to follow the criteria without specific justification would be sufficient to refuse an application.</p>
<p>Unclear as to what is required by developers.</p>	
<p>No need to refer to historic environment as this is an integral part of GI.</p>	<p>Comments noted.</p>
<p>Refer to specific local GI assets.</p>	<p>Comments noted, however, the introductory section provides a range of GI assets.</p>
<p>Greater reference to multifunctionality and connectivity.</p>	<p>Comments noted.</p>
<p>Support the inclusion of local site.</p>	<p>Comments noted.</p>
<p>No mention of species within the policy.</p>	<p>Comments noted.</p>
<p>Further clarification required on identified buffer zones and strategic corridors.</p>	<p>Comments noted, buffer zones and strategic corridors are defined in the evidence base as referred to in paragraph 3.4.</p>
<p>Policy will not actually provide any enhancement but merely protect the status quo.</p>	<p>Comments noted, however the policy states the inclusion of new soft landscaping schemes which itself will enhance linkages and connectivity of GI. As stated the policy should not be read in isolation and policies regarding water courses and sustainable water management will be within the core strategy.</p>
<p>2. Sport England: Supports the preferred options policy but would like greater reference to policies on community infrastructure and open space.</p>	<p>Comments noted.</p>
<p>3. English Heritage: No preference stated but could be made more concise by effectively cross-referencing to Green Infrastructure Strategy.</p>	<p>Comments noted.</p>
<p>4. Parish and Town Councils: The majority of parish and town councils supported the preferred policies. The issues stated by the parish councils for not supporting the policy are summarised as part of the summary of the free-write questionnaire comments above.</p>	
<p>Any new issues to be considered in HAP or MTRAP:</p>	
<p>No</p>	
<p>Any new options to be considered before Submission?</p>	
<p>Greater linkages between the open space strategy and policies.</p>	
<p>Any new evidence required?</p>	
<p>No</p>	

Question: Do you agree with the preferred policies for Movement?	
Summary of Questionnaire responses	
50 responses	
Yes - 26 (52%)	
No - 17 (34%)	
N/A - 7 (14%)	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Support those elements of the policy that relate to Leominster Southern Relief Road	No action required
More emphasis on bus availability and car parking at rail stations	Will be addressed in HAP and MTRAP
Building a Hereford Relief Road will not solve traffic congestion	No change - the justification for a relief road is contained in the Multi-Modal Model Forecasting Report
Support for proposals to improve public transport provision	No action required
Eastern route would be the best option for a Hereford Relief Road	No change - an eastern route could be successfully challenged both by statutory and non-statutory environmental groups; therefore it would be undeliverable
Support proposal to twin-track the Hereford-Ledbury line	No action required
Promotion of green modes of travel will not help economic growth	A package of transport measures designed to discourage use of the private car is considered appropriate given the demands of the Climate Change Act (2008)
Proposals will be undeliverable due to lack of money	No change - Council has a statutory duty to prepare a Development Plan irrespective of economic conditions
Encouraging walking and cycling as the primary means of travel is unrealistic given the dispersed settlement pattern	Addressed in policy wording
Concerned about the lack of emphasis on rail improvements	Those elements of the policy relating to rail improvements are considered adequate
Not enough emphasis on protecting old railway lines for the sake of green infrastructure	Will be addressed in HAP and MTRAP
Opposed to proposal for Park and Ride on the premise that such schemes run at a loss	No change - blend of transport measures is required

Summary of responses from Stakeholders	
Highways Agency - Unable to make specific comments at this stage	No action required
AONB Unit - Policy could be strengthened by including reference to transport for tourism and recreational purposes	Comments noted
West Mercia Police - Insufficient information provided in supporting text	Justification for the policy is sufficient
CPRE Herefordshire - Opposed to the proposed Hereford Relief Road	No change - the justification for a relief road is contained in the Multi-Modal Model Forecasting Report
Natural England - Misgivings regarding the proposed Hereford Relief Road and concerned about the lack of reference to climate change.	The justification for a relief road is contained in the Multi-Modal Model Forecasting Report. Climate change is now addressed in the policy wording
English Heritage - Unable to comment on the potential impact of the Hereford Relief Road on	No action required
Sport England - To achieve greater uptake of walking and cycling, hygiene facilities must be	Will be addressed in HAP and MTRAP
Town/Parish Councils - Support the proposal to explore whether there is any scope to twin track	No action required
Any new issues to be considered in HAP or MTRAP:	
<p>Car parking at transport interchanges</p> <p>Protection of disused railway lines for green infrastructure</p> <p>Hygiene facilities in public places</p>	
Any new options to be considered before Submission?	
None. However, refer to climate change in the supporting text. Delete reference to encouraging walking and cycling as the primary means of travel (unrealistic given the dispersed settlement pattern)	
Any new evidence required?	
Viability study	

Question: Waste	
Summary of Questionnaire responses (from associated report) Agree = 82% (23) Disagree = 18% (5) (including those with no reason given or raising matters outside the scope of the policy) Total = 28	
Summary of free-write questionnaire comments received	How addressed in Core Strategy
Domestic recycling is important - more emphasis should be placed on that	This is already a feature of the Council's Waste Strategy and is covered in there
Objections to the use of incinerators on principle	No incinerators are proposed as part of the policy. A "Blanket ban" on them would not be appropriate in any case.
Policy W4 should be widened to consider not just Anaerobic digestion	Policy wording changed to address this point
Objection to the proposed installation at Hartlebury (in Worcestershire)	Herefordshire Council cannot have policies for the determination of development proposals in another authority.
Support for Energy-from-waste in principle.	
Summary of responses from Stakeholders No significant objections from stakeholders - but significant support	Some minor text changes made to cover detailed points.
Any new issues to be considered in HAP or MTRAP: none - but further policy development will be required in the Minerals and Waste DPD	
Any new options to be considered before Submission? no new options - but some refinement of detailed wording of policy W4	
Any new evidence required? no	

Question:Minerals	
Summary of Questionnaire responses (from associated report) Agree/agree with minor changes = 82 % (18) Part Agree/part disagree = 14% (3) Disagree - no reason given = 4% (1) Total = 22	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Concern that views of local people need to be taken into account.	Environmental impacts are an intrinsic part of the assesement of minerals developments.
Summary of responses from Stakeholders	
Concern over use of "Historic" sites - term not adequately described for the benefit of stakeholders.	Policy wording amended to avoid this term.
Concern that energy minerals not fully considered,	Policy wording amended to be inclusive of energy minerals (which will be covered in MSAs anyway)
Suggested alternative apportionment figures	Apportionment figures will need to be addressed in the Minerals and Waste DPD - they cannot be addressed before then due to significant changes in governance arrangements for what was formerly the regional bodies.
Concern at lack of full survey data	Individual sites will have to be surveyed by would-be developers. The BGS anticipated schedule of surveys is not within the control of the Council
Support for policy on secondray aggregates	noted
Any new issues to be considered in HAP or MTRAP: none - but the definition of the MSAs and review of apportionments need to be taken forward in the Minerals and Waste DPD (already proposed in the policy)	
Any new options to be considered before Submission? no	
Any new evidence required? not at this stage	

Question:Employment provision	
Summary of Questionnaire responses (from associated report)	
Agree/agree with minor changes = 24 (80%) Disagree = 4 (13.3%) Undecided = 2 (6.7%) Total = 30	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Develop Hereford City Centre, and forget the ESG.	The Core Strategy policy on Hereford City will address this issue.
Allow some employment development in villages where necessary	The availability of employment land has been identified through the 2009/2010 employment land study. Where any shortfall has been identified, more detailed policies will be developed as part of the Hereford City, market towns & rural areas plans.
There are already numerous small and medium sized trading estates with a variety of businesses. However their facilities need to be vastly improved.	The availability and quality of employment land has been identified through the 2009/2010 employment land study. Where any shortfall has been identified, more detailed policies will be developed as part of the Hereford City, market towns & rural areas plans.
Freehold land is required urgently	The availability and quality of employment land has been identified through the 2009/2010 employment land study. Where any shortfall has been identified, more detailed policies will be developed as part of the Hereford City, market towns & rural areas plans. Whether or not land is designated as Freehold, is outside of the remit of Core Strategy policy.
Need to be more self sufficient in food. Need more place for permaculture.	The Core Strategy policy on the economy highlights the need to continue development in traditional sectors such as the food and drink industries. The policies of the Core Strategy aim to facilitate development in the most sustainable manner possible. The policy on the economy states that innovative changes in agriculture will be supported where they assist in maintaining the viability of farming and other supporting rural businesses, and where they do not have an adverse impact on the environment.
The Council should find work for all able bodied people on benefits, at the national minimum hourly rate.	This is outside the remit of planning policy.
Growth is no longer morally possible on a planet of overused and dwindling resources. Need to take seriously, the fact that the SA has found that the promotion of new business would negatively impact on emissions, the consumption of raw materials and would increase the need for new build.	The Core Strategy policies aim to facilitate any needed growth through the most sustainable means as possible. This includes the use of renewable resources, sustainable design, and methods which reduce CO2 emissions. The Core Strategy policy on the economy specifically refers to the reuse of existing buildings where possible.
As far as possible locate new employment near housing.	This comment is noted. New growth areas are decided upon, where both housing and employment can be facilitated.
Developers should have to prove why they cant develop in brownfield areas that already have spare capacity.	The reuse of existing buildings and sites is supported under the Core Strategy policy for the economy.
Summary of responses from Stakeholders	
Any new issues to be considered in HAP or MTRAP: No new issues identified	
Any new options to be considered before Submission? No new options identified.	
Any new evidence required? None at present	

Question:Employment supply	
Summary of Questionnaire responses (from associated report) Agree/agree with minor changes = 23 (74.2%) Disagree = 4 (12.9%) Undecided = 4 (12.9%) Total = 31	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Areas such as Rotherwas seem to have plenty of land – policy should look at using this	The quantity and quality of employment land in the county has been indentified through the 2009/2010 employment land study. This evidence will form the basis for policy development.
There is considerable unused capacity in Leominster, Moreton-on-Lugg and Rotherwas. There is no necessity for further employment land.	The quantity and quality of employment land in the county has been indentified through the 2009/2010 employment land study. This evidence will form the basis for policy development.
More good sized plots are urgently required.	The availability of employment land has been identified through the 2009/2010 employment land study. Where any shortfall has been identified, more detailed policies will be developed as part of the Hereford City, market towns & rural areas plans.
Growth is no longer morally possible on a planet of overused and dwindling resources. Need to take seriously, the fact that the SA has found that the promotion of new business would negatively impact on emissions, the consumption of raw materials and would increase the need for new build.	The Core Strategy policies aim to facilitate any needed growth through the most sustainable means as possible. This includes the use of renewable resources, sustainable design, and methods which reduce CO2 emissions. The Core Strategy policy on the economy specifically refers to the reuse of existing buildings where possible.
Summary of responses from Stakeholders	
West Mercia Police: Employment development growth will place additional pressures on emergency services that will require mitigation.	The functionality of emergency services is outside the remit of Core Strategy policy. The Infrastructure Delivery Plan will deal specifically with any need for additional or increased services.
Any new issues to be considered in HAP or MTRAP: No new issues identified.	
Any new options to be considered before Submission? No new options to be considered.	
Any new evidence required? None at present.	

Question: Do you agree with the preferred policies for affordable housing?	
Summary of Questionnaire responses (from associated report)	
58 responses	
Yes - 27 (47%)	
No - 20 (34%)	
N/A - 11 (19%)	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Smaller targets for rural settlements in and around Leominster	No change - justification for preferred options is contained affordable housing viability study
Target for Leominster should be raised to 30%	No change - justification for preferred options is contained in affordable housing viability study
Smaller targets for Bromyard, Ledbury and Ross-on-Wye	No change - justification for preferred options is contained in affordable housing viability study
Target of 40% for Ross will compromise the viability of many housing schemes	No change - justification for preferred options is contained in affordable housing viability study
Policy will lead to the provision of affordable housing in open countryside	Addressed in criteria based policy on housing outside RSCs and Hubs
Not convinced that policy will deliver affordable housing in the best locations	Will be addressed in MTRAP
Best solution would be to build more houses	No change - meets with spatial strategy
Likely reduction in housing grants will make the targets unachievable	No change - Council has a statutory duty to set targets for the provision of affordable housing in its Development Plan irrespective of economic conditions
Threshold for affordable housing is too low	No change - justification for preferred options is provided by affordable housing viability study

Summary of responses from Stakeholders	
Advantage West Midlands - Disappointed by the failure to mention the Rural Affordable Housing Programme in supporting text	Comments noted
AONB Unit - Concerned that the continuation of the policy on rural exception sites will harm the AONBs	Addressed in criteria based policy on housing outside RSCs and Hubs
NFU - Reducing the site size threshold for affordable housing in rural areas could affect the viability of affordable housing schemes.	No change - justification for preferred options is provided by affordable housing viability study
Parish/Town Councils - Of those Parish and Town Councils who responded to this question, the site size threshold for rural areas is considered to be too low. One Town Council	No change - justification for preferred options is contained in affordable housing viability study
Any new issues to be considered in HAP or MTRAP:	
None	
Any new options to be considered before Submission?	
None	
Any new evidence required?	
None	

Question: Gypsy and Traveller sites	
Summary of Questionnaire responses (from associated report)	
Of the 35 comments received; 21 agree with the policy (60.0%) 10 disagree with the policy (28.6%) 4 stated no preference (14.4%)	
Summary of free-write questionnaire comments received How addressed in Core Strategy	
<i>While a high percentage of respondents supported the preferred options, a number of issues were raised in the responses.</i>	
1. Do not agree with the need for more pitches especially with an under occupation with existing pitches.	The GTAA does state the reasons for under-occupancy of existing pitches (design, vandalism, crime, poor accessibility). The GTAA requirement is on top of existing pitch levels and Herefordshire Council has a statutory duty to meet the needs of the Gypsy and Traveller community.
2. The Gypsy and Traveller community should integrate with the settled community.	Comment noted, the location of future pitches will be in areas of close proximity of existing service provision allowing for easier integration into the wider community. The 5km threshold is based on national transport and movement guidance and represents rural accessibility thresholds.
3. Members of the G and T communities should accord to general planning laws.	Once the need had been met, Gypsy and Traveller pitch provision will be subject to planning policies on development in the open countryside as stated in the preferred options policy
4. The development of new pitches need to be carefully controlled.	Comments noted, the development of pitches will be subject to the criteria within the policy and wider design principles.
5 Reference to options in another document that we do not have at the time we are reviewing this document is unacceptable.	The GTAA has been available for public comment since 2008. The document does not put forward options for meeting this need as it is a statutory, not optional, requirement of local authorities to meet the needs of the Gypsy and Traveller Community.
6. Queries whether the site at Shobdon rock is deemed a tolerated site.	While site specific issues are to be examined within the MTRAP, the Annual Monitoring Report 2008/2009 states that this site has been in occupation for over 10 years and would therefore be exempt from enforcement action. Herefordshire Council's planning enforcement department has undertaken an expediency report on this site.
Summary of responses from Stakeholders	
Parish and Town Councils: While the majority supported Herefordshire Council's preferred options policy, representations were received disagreeing with policy. Those comments are covered above in the summary of free-write questionnaire	
Any new issues to be considered in HAP or MTRAP:	
Impacts of emerging new national guidance to replace circular 01/2006 (ODPM) - Planning for Gypsy and Traveller Caravan	
Any new options to be considered before Submission?	
Impacts of emerging new national guidance to replace circular 01/2006 (ODPM) - Planning for Gypsy and Traveller Caravan	
Any new evidence required?	
Impacts of emerging new national guidance to replace circular 01/2006 (ODPM) - Planning for Gypsy and Traveller Caravan	

Question: Do you agree with the preferred policies for Open Space, Sport and Recreation?	
Summary of Questionnaire responses (from associated report)	
37 responses	
Yes - 29 (78%)	
No - 7 (19%)	
N/A - 1 (3%)	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Concerned that the policy will change once the Playing Pitch Strategy is published	Playing Pitch Strategy is required by PPG17
Policy should include references to cultural activities	Addressed in general policy on social and community infrastructure
PROWs and cycle paths should feature more prominently	Addressed in general policy on movement
Summary of responses from Stakeholders	
AONB Unit - Policy could be strengthened by referring to the importance of green infrastructure	Addressed in general policy on green infrastructure
Natural England - Policy needs to make clear that delivery of open space will be required, not just supported	No change - Under the provisions of Circular 05/05 developers are only required to provide the infrastructure necessary to allow the development to proceed.
English Heritage - Why not combine this policy theme with Green Infrastructure?	Comments noted
Sport England - Policy does not comply with PPG17 or Sport England policy because evidence is either missing or out-of-date	To be addressed through preparation of a Playing Pitch Strategy
Parish/Town Councils - Of those Parish and Town Councils who responded to this question, there were calls for greater emphasis on the role that PROWs have in promoting health, tourism etc. One Town Council strongly supports the preferred option	Addressed in general policy on movement

Any new issues to be considered in HAP or MTRAP:

None

Any new options to be considered before Submission?

Combine policies on Open Space, Sport and Recreation with those on Green Infrastructure

Any new evidence required?

Playing Pitch Strategy

Question: Do you agree with the preferred policies for Social and Community Infrastructure?	
Summary of Questionnaire responses (from associated report)	
41 responses	
Yes - 32 (78%) No - 4 (10%) N/A - 5 (12%)	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Proposal for a university gateway at Hereford is unrealistic	No change - the Council is already committed to HE provision, which is intrinsic to economic growth
Acknowledge that there are two theatres in operation	Addressed in policy wording
Clarify the meaning of the term 'University Gateway'	Will be clarified in Glossary of Terms
Give greater emphasis to places of worship and associated community facilities	Addressed in policy wording
Summary of responses from Stakeholders	
AONB Unit - Scope for improving green infrastructure and walking and cycling routes	Addressed in general policies on green infrastructure and movement
West Mercia Police - Encouraged to see the inclusion of police and fire services as social infrastructure	No action required
Natural England - Confused about the purpose of the policy	Addressed in supporting text
NFU - Considers Policy SC1(2) to be unlawful by virtue of section 122 of the Community Infrastructure Levy Regulations (2010)	Policy SC1(2) removed
English Heritage - Welcomes the recognition that heritage and archaeology can be part of social and community infrastructure	No action required
Parish and Town Councils - General support for the policy amongst all respondents	No action required

Any new issues to be considered in HAP or MTRAP:

None

Any new options to be considered before Submission?

Amend Policy SC1(2) as appropriate

Any new evidence required?

None

Question:Economy	
Summary of Questionnaire responses (from associated report)	
Agree/agree with minor changes = 36 (61.0%) Disagree = 21 (35.6%) Undecided = 2 (3.4%) Total = 59	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
I fail to see reference to the heritage sector industries. I also see no acknowledgement of the role that Hay-on-Wye plays within the economy of the Golden Valley area. Hay carries a special case as it is physically so close and has a profile and market place of its own which has an impact on Herefordshire.	We are unable to include criteria in Core Strategy policy to guide development in an area outside of the county. Hay-on-Wye is outside the remit of Herefordshire Council's planning control. Heritage issues will be dealt with more specifically within the tourism policy, however heritage sector industries have now been referenced as part of the policy wording.
Don't just provide jobs in agriculture. Need to provide homes for people who work in the county. Ensure farmers make proper use of land.	The 2009/2010 employment land study identifies employment land in a range of areas throughout the county. This will allow for a range of employment types, to include live/work. The planned urban extensions will allow for a range of homes to include affordable housing. The use of farmland is not within the remit of the strategic level Core Strategy Policy.
Stop losing employment land to housing development.	The 2009/2010 employment land study identifies employment land in a range of areas throughout the county. These sites have been assessed in terms of their quality, and only those sites deemed to be poor quality will be released (if appropriate) for housing development.
'Evidence base' is selective and therefore the conclusions are optimistic and inappropriate.	Evidence base studies provide the basis from which decisions can be made. The conclusions made in such studies therefore, can be taken into consideration; while ensuring that any decisions made are appropriate to the local area.
Don't close tourist offices and encourage investment by small businesses.	The closure of tourist offices are outside the remit of Core Strategy policy. The Core Strategy aims to encourage tourism opportunities throughout the county.
Include reference to improving and increasing tourism accomodation.	The need to retain existing, and encourage the development of new tourism accomodation, is dealt with under policy EC.2 - Tourism.

Sustainable economic growth is not defined.	Addressed in the Core Strategy through changes to text.
Hereford needs better trunk roads to support national distribution.	Herefordshire Local Transport Plan will look at the county's priorities in terms of investing in transport. Policy M.1 - Movement of the Core Strategy, will also look at facilitating improvements to the strategic and local highway networks.
The policy does not go far enough to support the rural economy.	The rural economy is considered under specific rural areas policies which can be found in the Preferred Options: Rural Areas paper.
The policy is ambiguous and lacking in detail.	More detailed policies will be developed as part of the Hereford Area Plan, and the Market Towns and Rural Areas Plan.
Object to limited explanation of the LEP.	This will be included as part of the overall Glossary.
Need to summarise the main points of the Economic Development Strategy.	Supporting text amended.
What is the largest employment sector in the county?	Supporting text amended to define this.
Define 'sustainable tourism.'	Supporting text under the Tourism policy (EC.2) has been amended to define this.
Define 'highest quality employment land.'	Supporting text amended to define this.
The criteria used to determine 'appropriate levels of development' must be set out.	This will be determined as part of the lower tier plans - the Hereford Area Plan, and the Market Towns and Rural Areas Plan.
Need to mention the 'Rights of Way' network in the policy.	Supporting text amended to expand on this. Policy M.1 - Movement will look at this issue.
The policy lists many issues to be addressed however is lacking in detail on how this will happen.	This policy forms part of the overarching Core Strategy. More detailed policies will follow as part of the lower tier area plans.
To develop sustainable tourism, provide bike hire in Hereford and improve rail connections. Especially Pontrilas, Tram Inn, Withington. Dual tracking between Ledbury and Malvern.	Sustainable transport will be looked at in more detail under the Policy M.1 - Movement.
Not appropriate to encourage a large department store or another supermarket in Hereford City.	The Retail Strategy was considered under the UDP. Due to the loss of shoppers from Hereford City to other nearby towns and cities; the strategy arrived at the conclusion that the development of large anchor stores in the city was necessary in order to avoid this out-migration of expenditure.
Do not need growth, only limited re-generation to ensure enough workers and jobs for the existing land/natural resources. Build on roll-out of broadband, go for green jobs.	The need for growth in the county is looked at as part of the overall strategy for the county, and is therefore not dealt with under this policy.

Need to highlight the importance of agriculture as food security becomes important but it has to be labour intensive and remuneration should be comparable to other occupations. Yes to green businesses and renewable energy.	The need for farm diversification and agriculture will be considered in more detail under the policies for the rural economy. The move towards the use of renewable energy is looked at under Policy EN.1 - Renewable Energy.
Housing proposals will not necessarily improve economic prosperity of the county. County's strengths are the land and biodiversity and farming – need to focus on strengths.	Housing proposals are put forward as a result of housing need. The strengths of the county will be supported; for example in the case of agriculture, as part of the policies on the rural economy. Biodiversity issues are looked at a strategic level under Policy GI.1 - Green Infrastructure. More detailed policies will be formed as part of the lower tier area plans.
Importance of tourism is not reflected adequately in EC1.	Tourism is dealt with specifically under Policy EC.2, and as part of the policies on the rural economy.
County infrastructure and economic development are closely associated and solutions to problems should be considered together.	The Infrastructure Delivery Plan will look at the issues of infrastructure in more detail.
Retail development should be focussed through the improvement to the existing centre.	The Core Strategy policy on Hereford City will address this issue.
To develop sustainable tourism, provide sustainable means of transport.	Policy M.1 - Movement will look specifically at the need for sustainable transport.
Summary of responses from Stakeholders	
Barclays Bank: Lack of policies on retailing is a serious omission.	Policies on retail will feature as part of the Hereford Area Plan and Market Towns and Rural Areas Plan. A retail impact assessment will also feature as part of these plans.
Employment developments place increasing demand on the emergency services and so should make contributions to mitigate the impacts they have on social infrastructure.	An Infrastructure Delivery Plan will be prepared to consider the need for contributions.
Theatres Trust: Current provision of venues for cultural activities should be protected and enhanced. New facilities should be of highest quality.	This subject will be dealt with in more detail as part of the policy on tourism, and is also included as part of the policies on the rural economy. The provision of new facilities would be considered as part of the lower tier area plans.
English Heritage: Data on the current use of farmsteads could be of use in expanding the supporting text.	This subject will be dealt with in more detail as part of the policies on the rural economy, and subsequently as part of the Market Towns and Rural Areas Plan.
CPRE: Proposed additional wording to the end of criterion 3.	Comment noted and text reworded.

<p>Malvern Hills AONB: Like to see AONBs developed as exemplar projects for both movement of residents and visitors. High quality tourism, cultural and leisure developments would be supported when sensitive to the primary purpose of AONBs.</p>	<p>Policy EC.2 - Tourism, recognises the high quality of the Herefordshire landscape as a key visitor attraction - in terms of enjoyment of the countryside. Policy EC.2 states that such tourism will be supported where it will not have a detrimental impact on environmental assets and designations.</p>
<p>Natural England: Point 1 should be amended to recognise the need for high design standards. Food and drink production requires large amounts of water, therefore this policy may have to be amended in line with recommendations emerging from the HRA in order to safeguard the River Wye SAC. The monitoring indicators suggested are limited in scope, additional indicators around the delivery of live/work units and supply of broadband would give a broader understanding of the success of the policy.</p>	<p>The need for high quality design will be looked at specifically under Policy EQ.2 - Sustainable Strategic Design. Furthermore a Design Code SPD will be developed, in order to guide design throughout the county. The results of the HRA will be taken into consideration as soon as they become available, and where necessary, amendments made. Additional indicators have been added, in order to monitor the delivery of live/work units and broadband coverage.</p>
<p>Any new issues to be considered in HAP or MTRAP: No new issues identified</p>	
<p>Any new options to be considered before Submission? No new options to be considered.</p>	
<p>Any new evidence required? Not at this time</p>	

Question: Sustainable Strategic Design	
Summary of Questionnaire responses (from associated report)	
41 Agree / Agree subject to minor amendments (71.9%) 11 Disagree (19.3%) 5 Not stated (8.8%)	
Summary of free-write questionnaire comments received	How addressed in Core Strategy
<i>While a high percentage of respondents supported the preferred options, a number of issues were raised in the responses.</i>	
1. All builders should build to the same standard	The policy is applicable to all development by all builders.
2. Concerns raised about the loss of greenfield sites, previously developed land should be a priority.	Herefordshire Council are prioritising development on previously developed land. However, the development required to meet local needs cannot be met solely through developing previously developed land and the local distinctiveness section is seeking to ensure the most sensitive greenfield sites are protected.
3. Garden grabbing should be abolished	National Government have amended the rules on garden grabbing giving local authorities the ability to refuse permission where appropriate.
4. Wish to see zero carbon housing	Code for Sustainable Homes is introducing zero carbon homes in 2016 and the policy is following national standards
5. Queries over the density figure within the text.	The density figure is a guideline and details are contained explaining this. Furthermore the site specific DPDs and Design Code SPD will examine appropriate design and densities of development.
6. Not ambitious enough and cycle and bus routes are a must throughout the County.	The criteria cover all development across the County and are based on evidence and good practice guidance. More stringent design criteria may negatively impact the deliverability and feasibility of schemes, further exacerbating current issues. Further guidance will be contained within the site specific DPDs and Design Code SPD.
7. Not possible with the level of growth proposed.	The evidence base for housing figures were subject to independent Examination in Public and found to be sound and robust. The design policy is applicable to all developments and should an proposal not accord with the criteria then the application will be refused unless material considerations state otherwise.
8. The social and environmental costs to the development west of Hereford will be huge.	The Sustainability Appraisal of the Core Strategy (incorporating the Strategic Environmental Assessment) is examining the impacts of the policies and is available for comment.
9. The policy will not meet reduction targets in levels of carbon dioxide	The policy is supportive of national targets to reduce energy levels in new households and development proposals are to follow national standards.
10. Parking principles are insufficient and do not meet current demands	The Core Strategy is seeking to promote more sustainable methods of movement and transportation than reliance on private motorised transport.
Summary of responses from Stakeholders	
Parish and Town Councils. Comments queried the housing figures. Two comments disagreed with policy stating it was ambiguous and lacking in specific detail.	The evidence base for housing figures were subject to independent Examination in Public and found to be sound and robust. The design policy is applicable to all developments and should an proposal not accord with the criteria then the application will be refused unless material considerations state otherwise. Site specific detail is to be examined within the HAP, MTRAP and Design Code SPD. The core strategy policy is designed to provide a set of strategic criteria to ensure all new developments are designed in the most sustainable methods.

Woodland Trust: No definitive answer provided but wish to see greater recognition to the importance of green space.	Comments noted and the Core Strategy supports and recognises the importance of green space and this is included within the local distinctiveness section through policy on green infrastructure as well as further policies on open space, sport and recreation.
Coal Authority: No definitive answer provided but wish for the inclusion of land stability reclamation	Comments noted and will be taken forward in the core strategy
West Mercia Police and Hereford and Worcester Fire and Rescue: No definitive answer provided but wish for fire protection and crime prevention to included within development proposals from the outset.	Comments noted and the Core Strategy supports the principles and will be take them forward in the core strategy
AONB Management Boards: AONBs should be seen as exemplars and would like to see Government targets (BREEAM, CfSH) within the policy.	Comments noted and AONBs are awarded national protection through other legislation which the Core Strategy supports. Development proposals are expected to accord with national targets but including them in the policy is problematic as if Government alter targets then the policy is out of date and requires review.
Environment Agency: Would like to see Government targets (BREEAM, CfSH) within the policy.	Development proposals are expected to accord with national targets but including them in the policy is problematic as if Government alter targets then the policy is out of date and requires review.
English Heritage: Broadly welcomes the overall approach. Wish to see reference to re-use of existing buildings alongside the re-use of previously developed land. Also the last two indicators require further development.	Comments noted. The indicators are currently being reviewed. The policy does support the re-use of existing buildings in sustainable locations and will be amended to explicitly reference this.
Natural England: Do not support the preferred policy for design. Greater reference and linkages should be made to the natural environment. Water issues should be included within the policy. Property could be more aspirational with regard to on-site energy provision. Definition of design code needed in glossary.	Comments noted. Part 1 of the preferred policy seeks development to be designed respecting the surrounding character, both natural and built. Water impacts are development requirements are set out in the water policy which the design policy refers to. On-site energy creation may impact feasibility and viability of necessary development and as such the policy supports and follows national guidance.
Herefordshire Friends of the Earth: Agrees with the policy	
Dwr Cymru Welsh Water: Agrees with the policy	
E.on: Agrees with the policy	
Any new issues to be considered in HAP or MTRAP:	
Specific design issues / styles of differing areas. Identification of site specific locally distinctive assets such as local heritage assets.	
Any new options to be considered before Submission?	
No	
Any new evidence required?	
No	

Question: Tourism	
Summary of Questionnaire responses (from associated report)	
Agree/agree with minor changes = 75% (15)	
Disagree = 15% (3)	
Undecided = 10% (2)	
Total = 20	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
The role of music in the county's tourism economy needs to be promoted. There is also great potential for developing the use of church buildings for tourism. Other tourism areas in addition to that of food and drink need to be promoted. Policy should include supporting the development of tourist attractions as well as accommodation.	The Core Strategy policy on tourism will look to support a wide range of tourist activities throughout the county. The policy specifically refers to maintaining existing and encouraging new tourist accommodation.
Allow for tourists to use their cars	The Core Strategy policy on movement will address transport issues.
Keep the existing city centre, but refurbish it.	The Core Strategy policy on Hereford City will address this issue.
Would benefit from an increase in museums, heritage centres, historic buildings, exhibitions and other cultural facilities to retain visitors for longer stays.	The Tourism policy recognises the need for tourism development, and states that it will facilitate tourism by encouraging new accommodation and attractions throughout the county, to help to diversify the tourist provision - through capitalising on the county's assets.
Encourage development of B&B's and Guest Houses at village level	The Core Strategy policy specifically refers to maintaining existing and encouraging new tourist accommodation.
Absence of a definition of sustainable tourism and lack of criteria that will be used to determine how sustainable tourism is.	Sustainable tourism has been defined within the supporting text. This is an overarching strategic policy, therefore criteria will be considered when developing the lower tier local area plans.
Discourage day-trippers. Encourage new attractions in other parts of the county.	Day tourism provides a significant contribution to the local economy. The Core Strategy policy on tourism will look to support a wide range of tourist activities throughout the county.
Would like to see PROW added as a further asset to be capitalised on.	This is detailed as part of the explanatory text in the Economy section. PROW will be looked at in more detail under Policy M.1 - Movement.
Policy should make specific reference to tourist development in rural areas.	Tourism in rural areas will be looked at in more detail as part of the policies on the rural economy.

Improved rail links and other public transport/walking and cycling networks is essential.	This issue will be looked at under Policy M.1 - Movement.
The River Wye is a greatly neglected potential as	The policy recognises the need to capitalise on the county's natural and heritage assets.
The visiting of heritage places, farms and is not considered.	Policy text now incorporates reference to encouraging heritage tourism by facilitating the development of long distance walking and cycling routes and heritage trails. Farm diversification will be looked at under policies for the rural economy. The policy text now incorporates reference to recognising the high quality of the Herefordshire countryside as a key visitor attraction and the location for smaller scale tourist development - based on the enjoyment of the countryside.
Need to insert text to state that tourist information services and facilities will be supported.	Tourist information facilities are outside the remit of planning. Tourism in general will be supported under the Core Strategy policy on Tourism, and through the policies which deal specifically with the rural economy.
The policy lacks in detail that is critical to carry out any initiative.	This policy forms part of the overarching Core Strategy. More detailed policies will follow as part of the lower tier area plans.
'Significant tourist accomodation' focussed in Hereford is not consistent with the high carbon cost of tourism in rural areas.	The Core Strategy policy refers to maintaining existing and encouraging new tourist accomodation. This will be on a county-wide basis.
Summary of responses from Stakeholders	
Hereford Access for All: Would like to see more use made of trams and the canal.	The Core Strategy policy on movement will address transport issues. The Infrastructure Delivery Plan will look in detail, at a wide range of infrastructure issues.
Bourne Leisure: EC.2 should make specific reference to recognising the need for listed buildings and their settings to be improved, altered and extended to enable their use for sustainable tourism. Reference should be made to improving accomodation, as well as retaining it. Need to recognise that at times there is no alternative than to use the car.	Listed buildings are dealt with under specific national legislation on listed buildings. Improving tourist accommodation falls outside the remit of Core Strategy strategic policy. The policy recognises the need for sustainable transport, while Policy M.1 - Movement looks at transport in more detail.
Theatre Trust: Amend title of policy to include Leisure, to avoid confusion.	Leisure issues are dealt with under Policies OS 1-3: Open Space, Sport and Recreation.

Transition Hay-on-Wye: Where are the dedicated cycle routes and bus routes? Park and ride needed to visitor attractions. Links to farm diversification.	The Core Strategy policy on movement will address transport issues. The Infrastructure Delivery Plan will look in detail, at a wide range of infrastructure issues. The rural economy to include farm diversification, will be looked at under separate policies dealing specifically with the rural economy.
Herefordshire Local Access Forum: Add to the end of criterion 2, that the existing PROW will be maintained.	Policy text reworded.
Malvern Hills/Wye Valley AONB: Suggested text change to specify AONBs. Recognise that tourism within AONBs must be sustainable.	The policy text has been changed to add 'does not have a detrimental effect' as suggested. The policy refers to 'Environmental Designations,' which will include AONBs.
CPRE: suggested rewording of policy text.	Text reworded as suggested.
Natural England: NE wishes to see the AONB promoted as exemplars of sustainable transport and tourism, we would support a reference to this in the policy.	The policy recognises the high quality of the Herefordshire countryside as a key visitor attraction and the location for smaller scale tourist development - based on the enjoyment of the countryside. Policy LD.1 - local distinctiveness specifically refers to the AONBs as being exemplars of local distinctiveness, with their adopted management plans as material for future development proposals.
Any new issues to be considered in HAP or MTRAP:	
No new issues have been identified.	
Any new options to be considered before Submission?	
No new options at this time.	
Any new evidence required?	
No	

Question:Sustainable water management	
Summary of Questionnaire responses (from associated report) Agree/agree with minor changes = 41 (77.4%) Disagree = 10 (18.9%) Undecided = 2 (3.8%) Total = 53	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
A clearer assessment of flood risk areas is needed	The Core Strategy SFRA provides a detailed study of flood risk areas in the county. This information will be used when developing policy.
Adequate sewage treatment ensured before new building takes place. New buildings should incorporate rain-water harvesting.	A design code will be prepared as a Supplementary Planning Document to provide baseline standards for design across the whole county. This will expand on the Core Strategy policy on Sustainable Strategic Design.
A large agricultural development would have runoff problems which have not been considered.	Only those proposals that result in planning applications can be controlled.
The plan to build more homes in the county is not sustainable given the water shortages we are likely to face.	The proposal for new homes is based on housing need. The implementation of these developments will strive towards water neutrality, through water conservation and sustainable drainage measures. The Water Cycle Study which forms part of the Core Strategy evidence base, states that there is enough water available to allow for the level of planned housing development.
No new housing in floodplains.	The Core Strategy SFRA provides a detailed study of flood risk areas in the county. This information will be used when determining planning applications for housing development.
Consider the use of wetland sewage disposal.	The policy considers sustainable drainage measures, whatever type these may be.
Summary of responses from Stakeholders	
River Lugg Internal Drainage Board: A Flood Risk Assessment is needed for all developments within the Board's area to ensure the proposals are not at risk, or that they do not increase the flood risk to adjacent plots. Request a written Land Drainage consent from the board if the proposals change an existing drainage system (e.g. increased surface water runoff) under the terms of the Land Drainage Act 1991.	Comment noted. Developers will need to clearly demonstrate that surface water management issues will be managed as part of the development process in Herefordshire; and as a means to support this, further guidance on the design of sustainable developments, to include surface water management and water efficiency will be provided in Herefordshire Council's Design Code Supplementary Planning Document. The need for written land drainage consent will be dealt with through the planning application process.

Herefordshire Friends of the Earth: Remove the word 'appropriate' from criterion	This wording has been taken from our evidence base - where it is deemed that in some instances achieving a reduction in run-off rate may not be appropriate.
Boughton Butler Consulting: Policy wording - criterion 5 too weak.	This criterion has been reworded as suggested.
Hereford Diocese Board: The policy does not express sufficient flexibility with respect to development in flood risk areas. LPAs should look favourably on well founded development in areas of flood risk, subject to the implementation of appropriate mitigation measures.	National guidance - PPS25 states that a risk-based approach should be adopted at all levels of planning; and that a sequential risk-based approach to determining the suitability of land for development in flood risk areas is central to the policy statement and should be applied at all levels of the planning process.
The policy lacks in detail that is critical to carry out any initiative.	This policy forms part of the overarching Core Strategy. More detailed policies will follow as part of the lower tier area plans.
Woodland Trust: Insert a new criterion to 'pursue active land use management...'	Active land use management is considered now as part of the policy, and within the supporting text.
Malvern Hills/Wye Valley AONB: Must commit the council to working with other local authorities and statutory agencies to implement its recommendations and comply with the WFD.	This joint working approach is already undertaken.
CPRE: Policy does not go far enough to address problems, especially with regard to agricultural water use. Also policy does not take into account of the Wye/Lugg designation as a SAC and the standard of protection this entails.	Agricultural water use lies outside of planning control, as stated in the supporting text of the policy. There is national guidance in place - for example PPS9 (para 6), which is already in place to protect designated areas such as SACs. All policies also have to go through the appropriate assessment process, to ensure any potential impacts are identified.
Environment Agency: Criterion 1: Refer to relevant Surface Water Management Plans. Include guidance on how to comply with the sequential test in the design code SPD. Add a para to the SFRA "Site Checklist of flood and drainage issues to help focus developers on key areas of importance with regard to flood risk and the sequential test. Incorporate reference to "safe" development within the policy . Criterion 2: Recommend removal of "wherever possible". Highlight need for no increase in run off. Criterion 3: New residential development should include water efficiency targets to a minimum of 105 litres per day from the adoption of the plan.	We have identified a need for surface water management plans. This will be looked at when developing design code SPD. We will consider making the suggested additions to the SFRA. The suggestion given to include reference to safe development, is too detailed for this level of policy. This would be looked at in more detail for site allocations and as part of the Design Code SPD. The text has been reworded to remove the term 'wherever possible.' The Policy has been reworded to highlight the need for no increase in runoff. Specific water efficiency targets will form part of the design policies, and of the lower tier area plans - to include a Design Code SPD.

<p>Environment Agency: Criterion 4 - It is vital that the evidence base is in place with regards to waste water infrastructure to inform deliverability with both the Core Strategy and Implementation Plan.</p> <p>Criterion 5: This point could address the issue of culverting. The opening up of watercourses is not a policy requirement of PPS25 and would be of benefit to be included.</p> <p>Maintenance and management of SUDs should also be a requirement.</p>	<p>We will continue to liase with water companies to establish as much information as possible, in order to inform deliverability of waste water infrastructure. The policy text has been amended to address culverting.</p> <p>The policy text has been amended to include the maintenance and management of SuDS.</p>
<p>Natural England: The policy would be strengthened by the inclusion of a water efficiency target or a reference to targets sitting elsewhere. The council should support applications to move to winter water harvesting/water storage, where these are in accordance with other policies. Food and drink manufacturing should be recognised as the other big water user in the county. Planning permissions which would require additional water abstractions should not be granted unless it is proven that: a) the river or groundwater resource has adequate headroom to allow for further abstractions, taking climate change projections into account; b) achieving ecological targets such as those set out in the WFD or in conservation status targets for SACs, would not be compromised. Recommend adding ' and volumes' after 'runoff rate' in criterion 5.</p>	<p>Water efficiency targets are to be included as part of the design policies, and the Design Code SPD.</p> <p>Water harvesting has been included within the policy.</p> <p>Agricultural use of water is specifically highlighted within the supporting text, as it is the largest consumer of water in the county, yet it is largely outside of planning control. Water abstractions would need to be dealt with through further consultation with the environment agency.</p> <p>There is already national guidance in place that sets out ecological targets that need to be met. Policy reworded to add the term 'volumes' as suggested.</p>
<p>Any new issues to be considered in HAP or MTRAP: No new issues identified.</p>	
<p>Any new options to be considered before Submission? Not at this time.</p>	
<p>Any new evidence required? We must continue to liase with water companies to establish as much information as possible, in order to inform deliverability of waste water infrastructure. Furthermore, as part of more detailed policies to be set out in the HAP and MTRAPs, surface water management plans may be required.</p>	

Question: Renewable energy	
Summary of Questionnaire responses (from associated report) Agree/agree with minor changes = 36 (72%) Disagree = 11 (22%) Undecided = 3 (6%) Total = 50	
Summary of free-write questionnaire comments received	How addressed in the Core Strategy
Make renewable energy installations easier to instigate through flexible planning policy.	The Core Strategy general policy on renewable energy gives support to the development of renewable energy technologies in the county. Further more detailed policies on this will be developed as part of the area plans, with the aim of encouraging renewable energy production in the county wherever possible.
Biomass energy should only be generated from waste and not from grown crops	The potential for a range of biomass fuel sources has been identified in the 2010 renewable energy study.
Make use of the rivers and streams for hydro-power.	The potential for hydropower has been investigated through the 2010 renewable energy study.
Communities and Parish Councils may need financial assistance and advice in developing local renewable energy sources.	Advice would be available as part of the planning application process. Further information will be held in the Design Code SPD. The provision of financial assistance is outside the remit of planning policy.
All types of renewable energy should be promoted and the conservation of energy through insulation.	The Renewable Energy evidence base study has assessed the potential for a range of renewable energy measures. These have been taken into account through the formulation of this policy. Further information on energy efficiency can be found in the policies on Design. They will also form part of the Design Code SPD.
We need pilot projects which can be visited by householders.	This is outside the remit of Core Strategy planning policy.
We do not look in favour on the production of crops for energy.	The need for a balance between food and energy crops has been identified.
Other ways of reducing carbon emissions will need to be found - given that the county is comprised of such a large rural area.	The need to reduce carbon emissions also falls under policies for movement (transport) and energy efficiency through design, and will be looked at more closely under these categories. The Design Code SPD will look at a range of design issues, with the aim of reducing carbon emissions in the county.

<p>Rather than concentrate on alternative sources of energy, we should first be aiming at using energy efficiently. New housing and public buildings should be built to passivhaus standards.</p>	<p>Energy efficiency will be looked at under policies for design, and as part of the Design Code SPD. New buildings will be expected to conform with the Code for Sustainable Homes and BREEAM standards.</p>
<p>Wind with its variable nature can never be a prime source of energy, nor is it financially effective. More emphasis on biomass.</p>	<p>The Renewable Energy evidence base study has assessed the potential for a range of renewable energy measures, and biomass was identified as a key resource in the county. This has been taken into account through the formulation of this policy.</p>
<p>Many of the assumptions of the renewable energy study are based on an incorrect figure relating to CO2 production. All potential savings of CO2 by renewables in this report must be reduced by 21% for the report to have any validity. There is also a small hydro scheme on the Teme at Leintwardine, that has been identified in the study. A local group has studied this possibility and dismissed it as being non-viable. This raises suspicion that some of the other projected sites may also be non-viable, particularly when assessed using the wrong 'savings' figure as explained above.</p>	<p>The value for CO2 emissions used in the study is from the latest available data (2010) from DEFRA/DECC. Figures used to represent emissions from turbines are also used by Government when appraising their policies. The methodology used for the study (developed by Government), provides a strategic view of the potential for renewable or low carbon energy technologies but does not provide for an in-depth study for a specific location or site. The study therefore, provides a guide as to where the opportunities for renewable and low carbon technologies exist. It does not, and is not intended to, state whether such technologies should be installed - as this can only be determined following a site specific feasibility study and engagement with the local community.</p>
<p>If new homes were fitted with solar panels it would be less damaging than windfarms which are less efficient. Homes should also be fitted with water butts and ground source heating.</p>	<p>The requirement for solar panels, domestic water harvesting and ground source heating, comes under the remit of design, and will be looked at more closely as part of the Design Code SPD.</p>
<p>Summary of responses from Stakeholders</p>	
<p>CAA: All wind turbine proposals should be notified to CAA's Directorate of Airspace. Tall structures might constitute an aviation hazard. LPAs are asked to inform CAA about developments that exceed 91.4m (300ft). The release and flaring of gases needs to be evaluated in terms of aviation hazard.</p>	<p>These issues will be looked at as part of the planning application process.</p>
<p>Transition Hay-on-Wye: Make stronger than 'encouraged.' Renewable energy schemes must be installed unless case can be made to the contrary.</p>	<p>The policy text has been amended to incorporate this.</p>

Herefordshire Friends of the Earth: The policy does not mention small-scale projects, they should not be excluded.	The policy relates to projects of all scales.
Malvern Hills/Wye Valley AONB: suggested amendment to criterion 2 to recognise the need to create a balance between food and energy crops. Priority should be given to biomass which makes use of the natural components of the landscape, i.e. woodland.	Policy text amended as suggested, to prioritise the use of natural components such as woodland, and to balance the need for food and energy crops.
Bloor Homes: The benefit of strategic sites in Hereford is the ability to adopt an approach to energy provision - to identify the most suitable and viable sustainable energy generation strategy which will assist in meeting national targets and the CSH.	This opportunity has been identified, and incorporated into the policy. It is acknowledged that retrofitting is an expensive and difficult process; therefore infrastructure to enable the use of renewable energy sources should be put in place during the process of development in the first instance.
English Heritage: To accord with PPS5, the policy should be expanded to refer to the historic environment and heritage assets.	Policy text amended as suggested, and now forms part of criterion 6.
CPRE: Suggest insertion of the text 'subject to community involvement and to assessment of landscape capacity and sensitivity.' Suggest to delete the term 'integrity of' and include 'have significant adverse landscape or visual impacts.' Delete 'where land of lower quality is available' - since the best and most versatile land is itself a major renewable resource, it would be absurd to destroy it.	Policy text amended as suggested.
Boughton Butler Consulting: Policy should support proposals which encourage the responsible use of heat.	This issue will be looked at in more detail as part of policies on design; and the Design Code SPD. Both of which will look at energy efficiency.
Any new issues to be considered in HAP or MTRAP: No new issues identified.	
Any new options to be considered before Submission? No new options at this time.	
Any new evidence required? No further evidence is required at this time. The 2010 Renewable Energy study provides an assessment of the potential for renewable energy production in the county.	

Question: Do you agree with the preferred policy for Infrastructure Contributions	
Summary of Questionnaire responses (from associated report)	
Agree: 36 (63%) Disagree: 21 (37%) Total 57	
Summary of free-write questionnaire comments received	How addressed in Core Strategy
Suggest specific text changes	Text changes to policy made where considered appropriate
Reduce growth	Levels of growth are as per the spatial strategy
Contributions should not fund a relief road but focus on sustainable transport	Sustainable transport measures are included in the types of infrastructure required through the Community Infrastructure Levy
Contributions should fund the relief road Infrastructure should come before development	Noted The timing of infrastructure provision will be set out in the Infrastructure Delivery Programme
More facilities in market towns will be detrimental to Hereford City vitality	The spatial strategy focuses on promoting self containment for the market towns to reduce the need to travel
Don't agree with non-negotiable tariff system	The tariff system is set out through central government regulations
Policy premature	Disagree - consultation on way forward is necessary at this stage of Core Strategy production
Exclude tourism development from tariff	Disagree. Large scale tourism proposals may have significant impacts on infrastructure requirements.
Unsound as viability assessment not complete	Accepted Viability Assessment not complete but modifications to policy will be made if significant changes required following receipt of study.
Need to agree on priorities and ensure no double counting	Agreed - already covered in policy explanation
Summary of responses from Stakeholders	
English Heritage - Reference to cultural facilities, heritage assets and built environment and public realm should be included	Noted - text changes made to policy
Malvern Hills and Wye Valley AONB - would like to be involved in SPD production	Noted - text changes made to policy
Sport England - Need to complete the sports assessment and strategy. Suggest text changes.	Noted - text changes made to policy
Hereford and Worcester Gardens Trust - Contradictions exist between the desire for new road infrastructure and new green infrastructure.	Agree - but balance has to be struck to achieve implementation of strategy

CPRE - CIL should not apply to relief road	Disagree - legitimate use of tariff monies.
Any new options to be considered before Submission? None	
Any new evidence required? None	

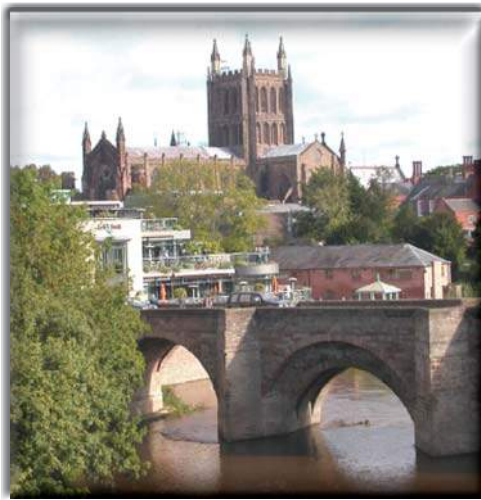
APPENDIX G

Shaping our Place 2026

Local Development Framework

Results Report for Preferred Options documents

December 2010



Introduction

This report details the findings of the consultation upon the Preferred Options' for the Core Strategy. The Core Strategy is a long-term strategic planning document, which sets out the vision and objectives for the county and establishes the policy framework and the board locations for development necessary to deliver them.

The consultation took place through late summer 2010. All responses received up to the beginning of December 2010 were included in this report. The consultation exercise was promoted via local media, the press, the Herefordshire Council website, Herefordshire Matters and a series of road shows held across the county.

Full information about the consultation exercise can be obtained from the Consultation Statement Part 4 – Addendum – Preferred Options Report. A detailed analysis of the responses that were received can be found in the report entitled, 'Preferred Options Free Write Analysis Schedules'

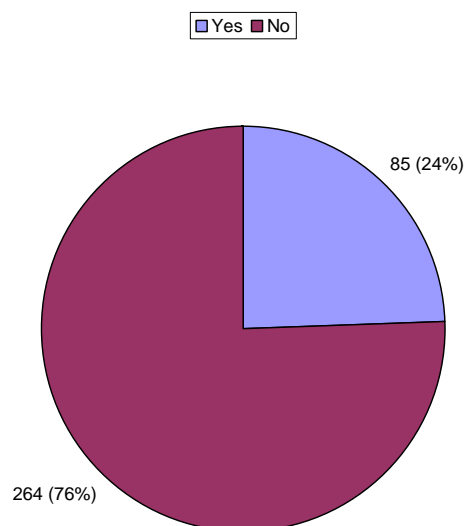
A graphical representation of the results for all sections of the Core Strategy can be found below.

Hereford

Q1 Do you agree with the preferred policy for the city centre?

Yes	85
No	264
Total	331

Question 1 - Do you agree with the preferred policy for the city centre?

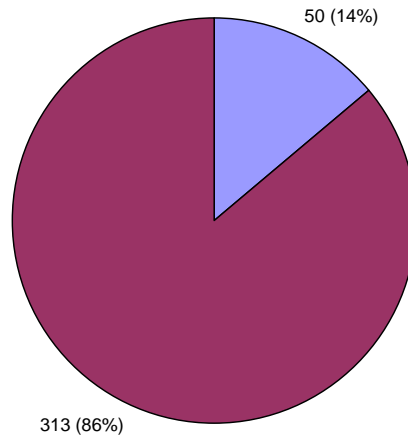


Q3 Do you agree with the preferred movement policy for Hereford?

Yes	50
No	313
Total	363

Question 3 - Do you agree with the preferred movement policy for Hereford?

Yes No

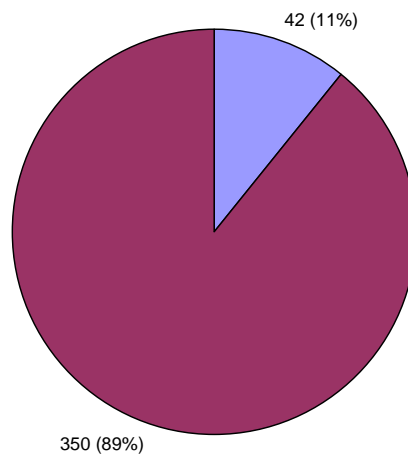


Q5 Do you agree with the preferred growth distribution policy for Hereford?

Yes	42
No	350
Total	392

Question 5 - Do you agree with the preferred growth distribution policy for Hereford?

Yes No

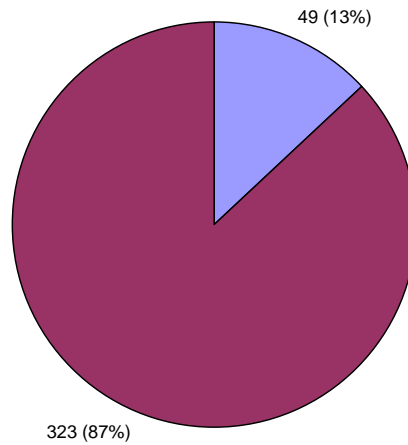


Q7 Do you agree with the preferred northern expansion policy?

Yes	49
No	323
Total	372

Question 7 - Do you agree with the preferred northern expansion policy?

Yes No

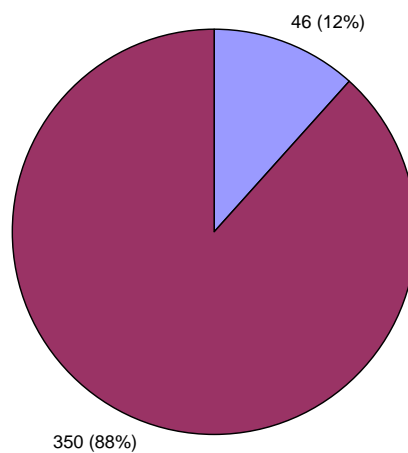


Q9 Do you agree with the preferred western expansion policy?

Yes	46
No	350
Total	396

Question 9 - Do you agree with the preferred western expansion policy?

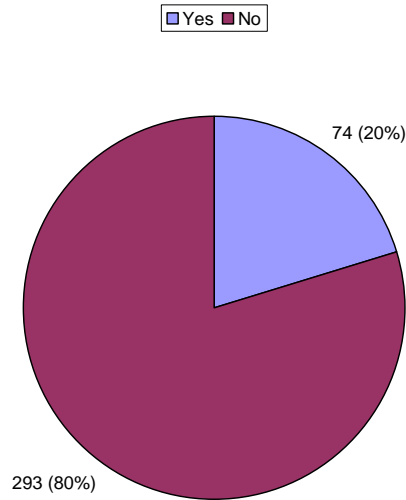
Yes No



Q11 Do you agree with the preferred southern expansion policy for Hereford?

Yes	74
No	293
Total	367

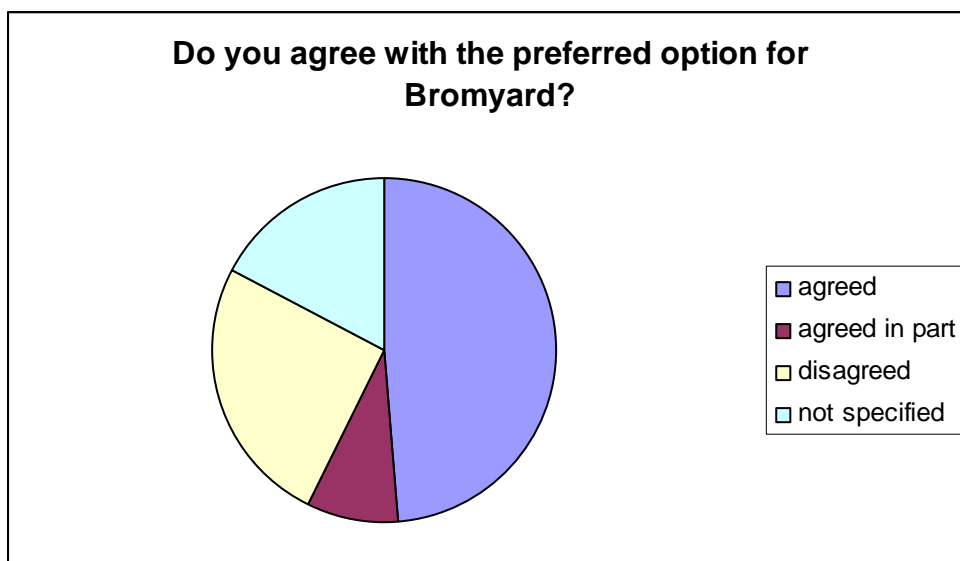
Question 11 - Do you agree with the preferred southern expansion policy for Hereford?



Bromyard

Do you agree with the preferred option for Bromyard?

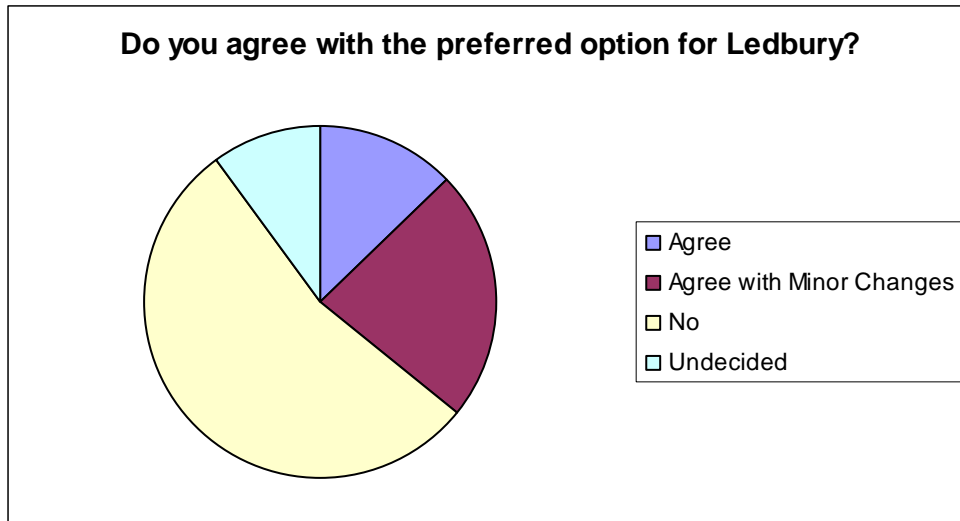
Agree	Agree with minor changes	Disagree	Not Specified
17	3	9	6



Ledbury

Do you agree with the preferred option for Ledbury?

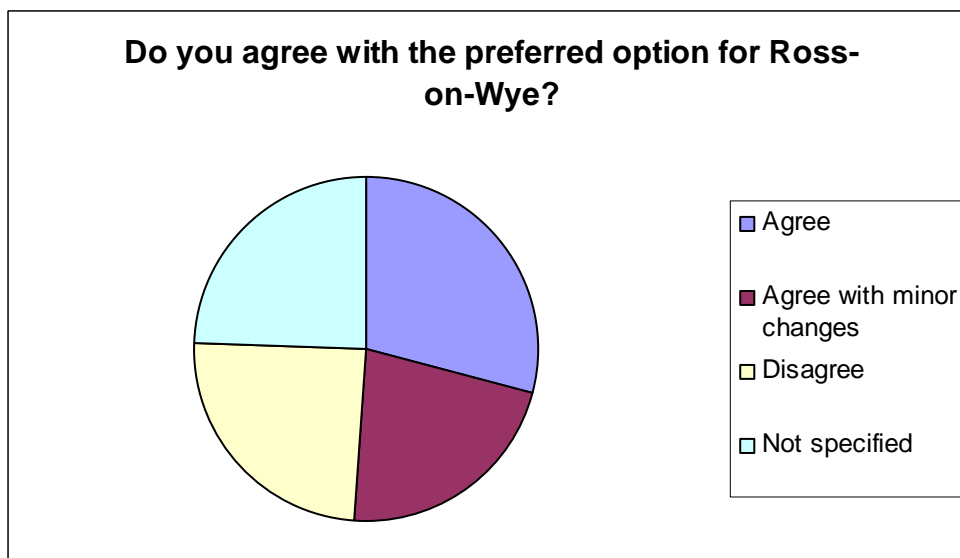
Agree	Agree with Minor Changes	Disagree	Not Specified
9	16	38	7



Ross-on-Wye

Do you agree with the preferred option for Ross-on-Wye?

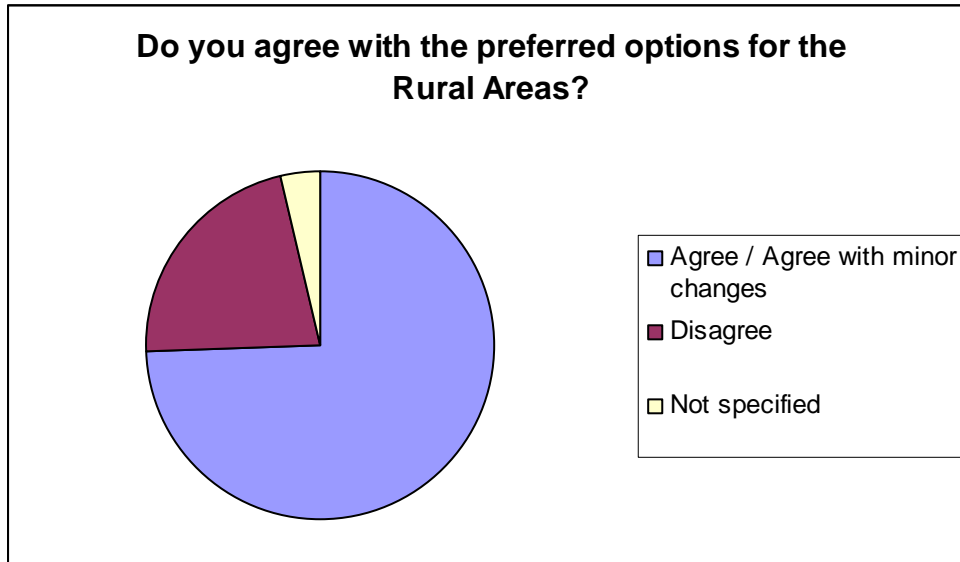
Agree	Agree with minor changes	Disagree	Not Specified
12	9	10	10



Rural Areas

Do you agree with the preferred policy options for the Rural areas?

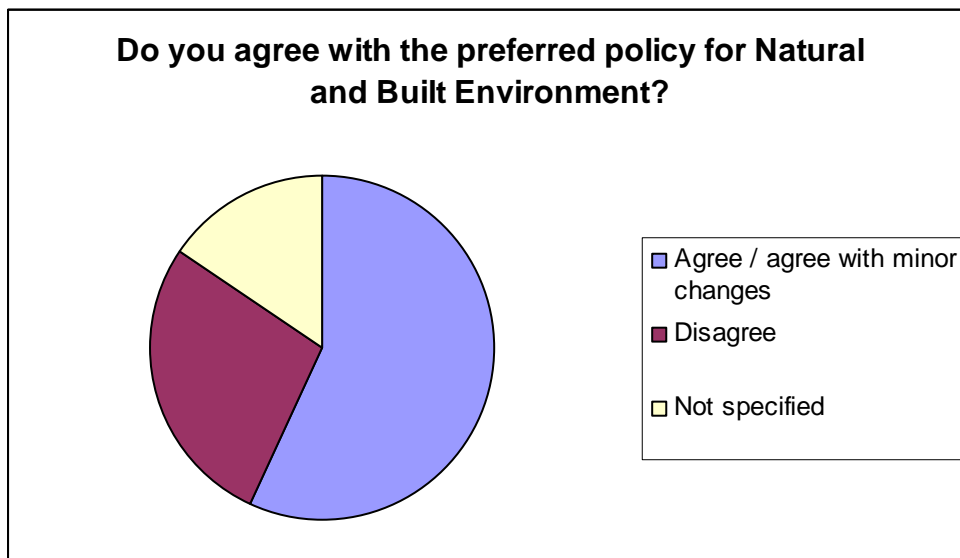
Agree	Disagree	Not Specified
85	25	4



Natural and Built Heritage Assets

Do you agree with the preferred policy for Natural and Built Assets?

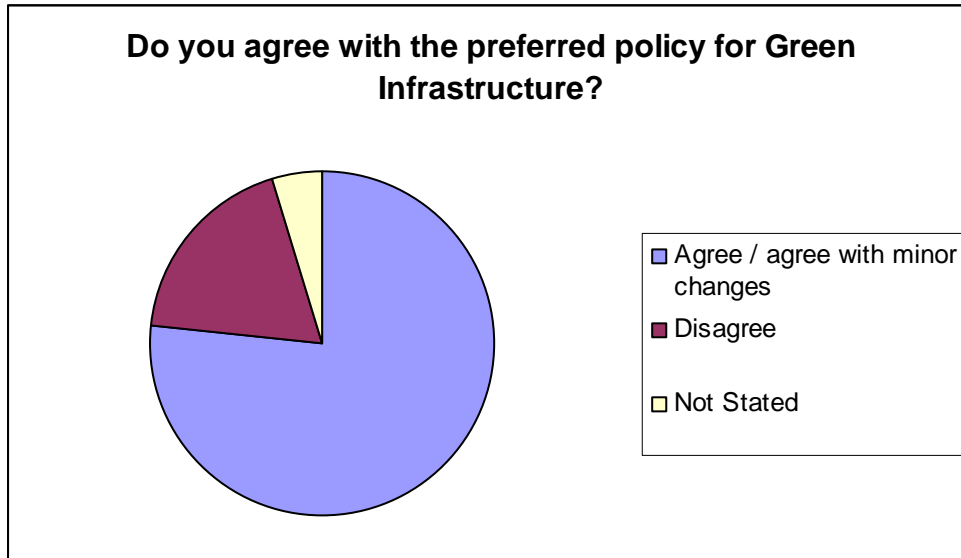
Agree	Disagree	Not Specified
29	14	8



Green Infrastructure

Do you agree with the preferred policy for Green Infrastructure?

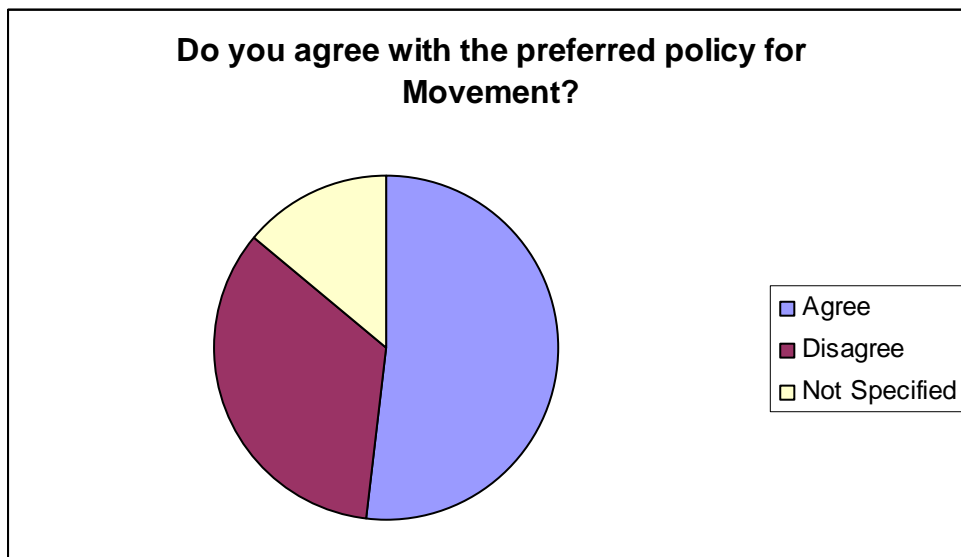
Agree	Disagree	Not Specified
33	8	2



Movement

Do you agree with the preferred policy for Movement?

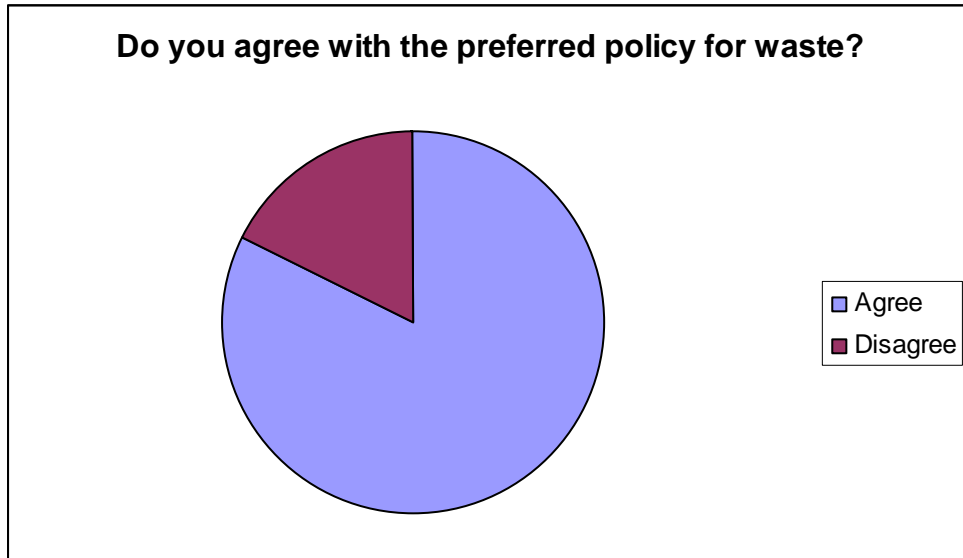
Agree	Disagree	Not Specified
26	17	7



Waste

Do you agree with the preferred policy for waste?

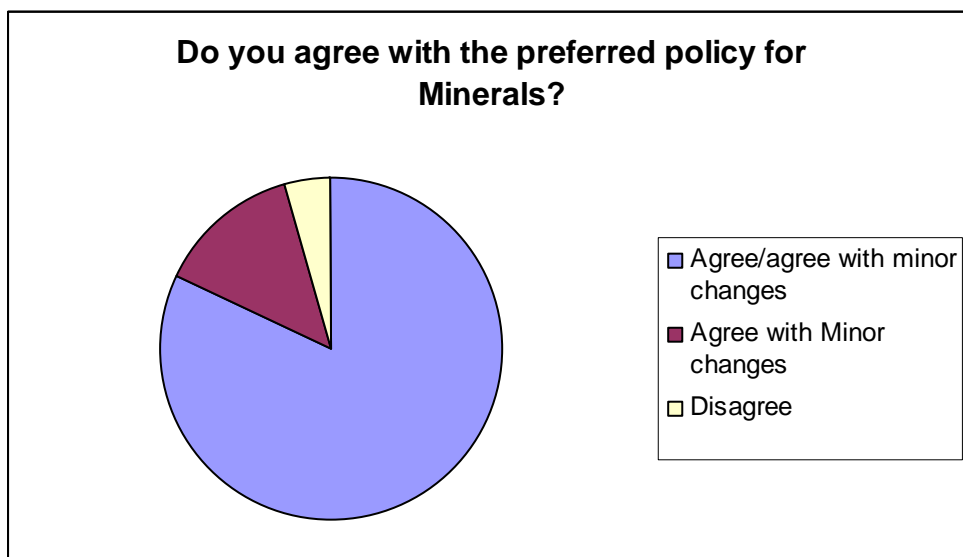
Agree	Disagree
23	5



Minerals

Do you agree with the preferred policy for Minerals?

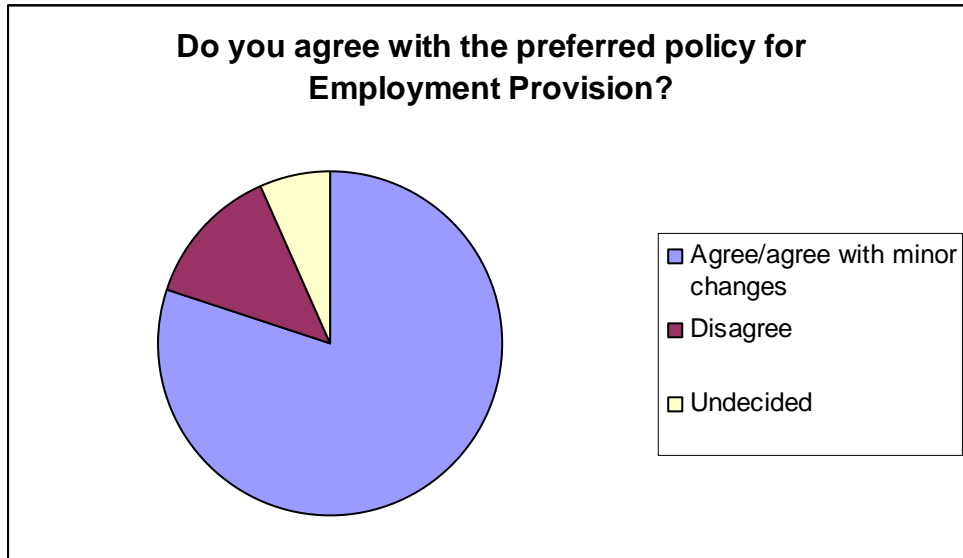
Agree	Disagree	Not Specified
18	3	1



Employment

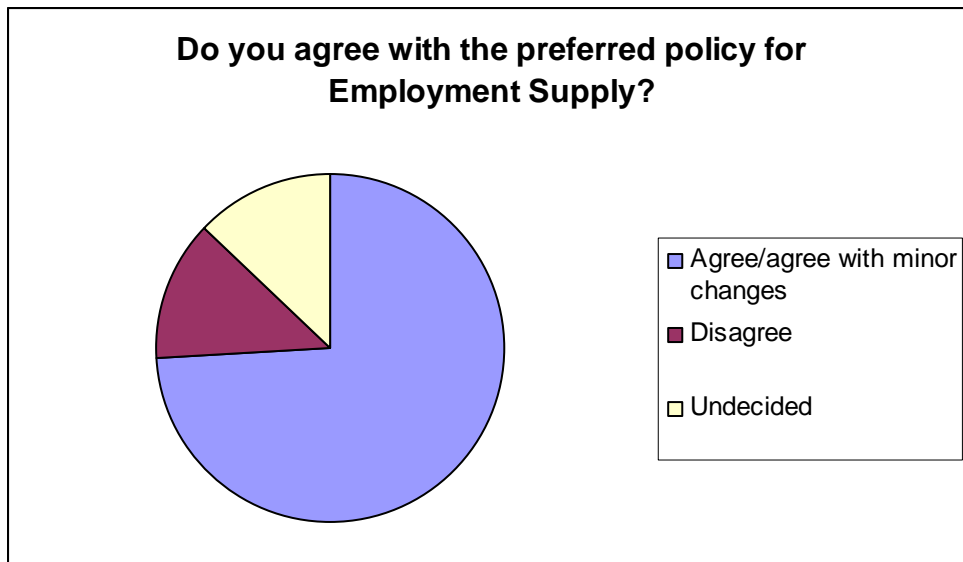
Do you agree with the preferred policy for Employment provision?

Agree	Disagree	Not Specified
24	4	2



Do you agree with the preferred policy for Employment Supply?

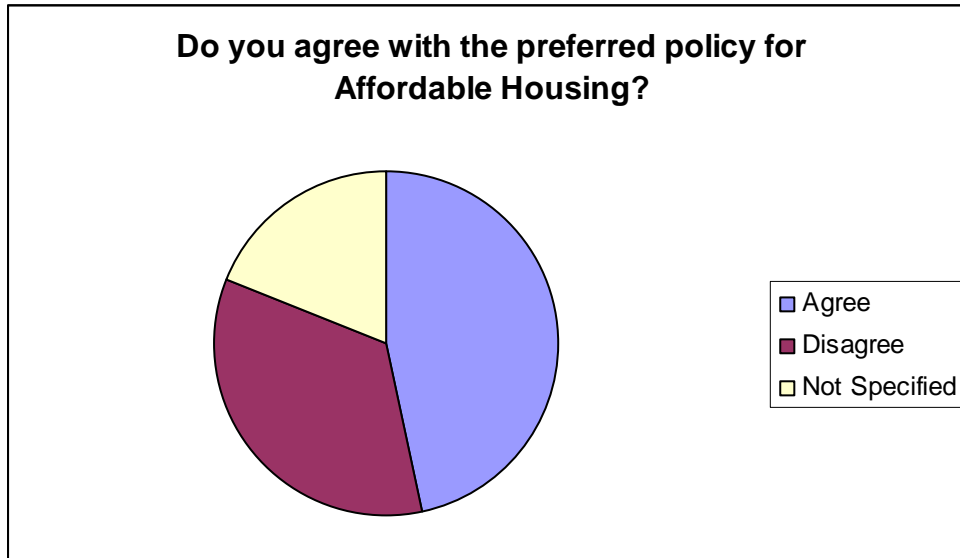
Agree	Disagree	Not Specified
23	4	4



Affordable Housing

Do you agree with the preferred policy for Affordable Housing?

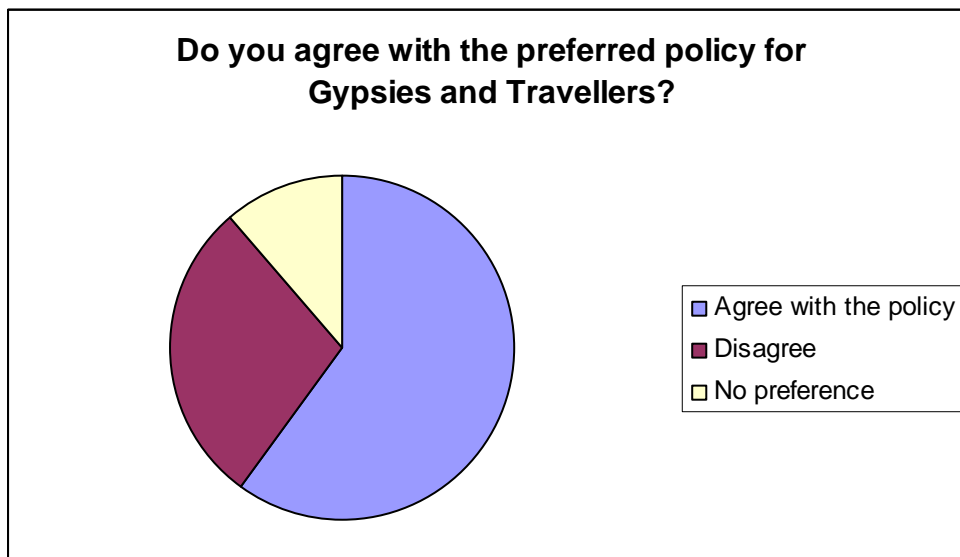
Agree	Disagree	Not Specified
27	20	11



Gypsy and Traveller Sites

Do you agree with the preferred policy for Gypsy and Traveller sites?

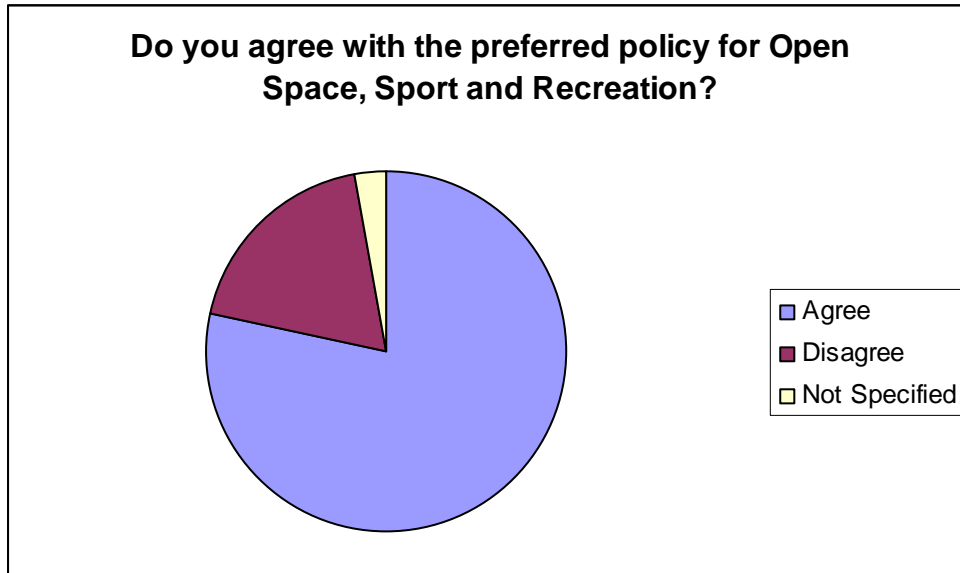
Agree	Disagree	Not Specified
21	10	4



Open Space, Sport and Recreation

Do you agree with the preferred policy for Open Space, Sport and Recreation?

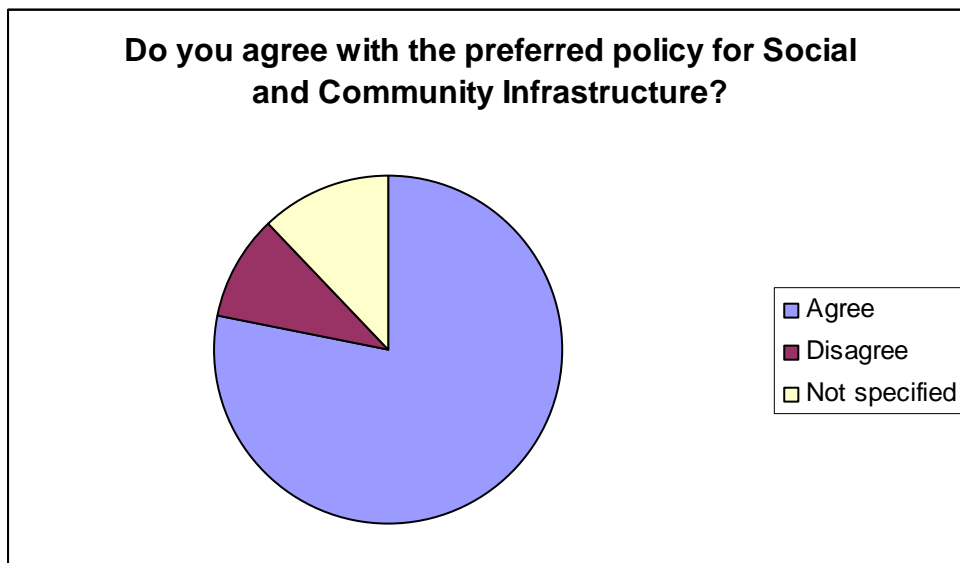
Agree	Disagree	Not Specified
29	7	1



Social and Community Infrastructure

Do you agree with the preferred policy for Social and Community Infrastructure?

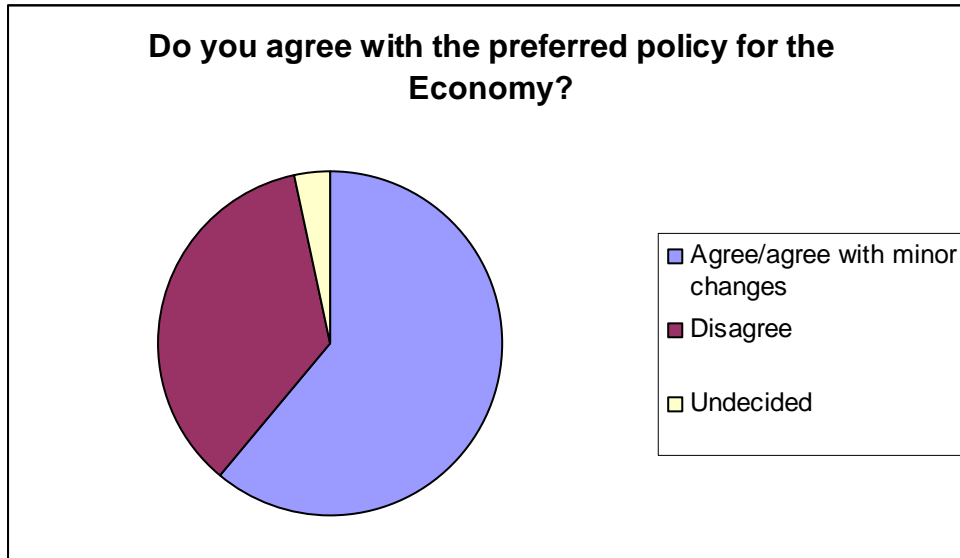
Agree	Disagree	Not Specified
34	4	5



The Economy

Do you agree with the preferred policy for the Economy?

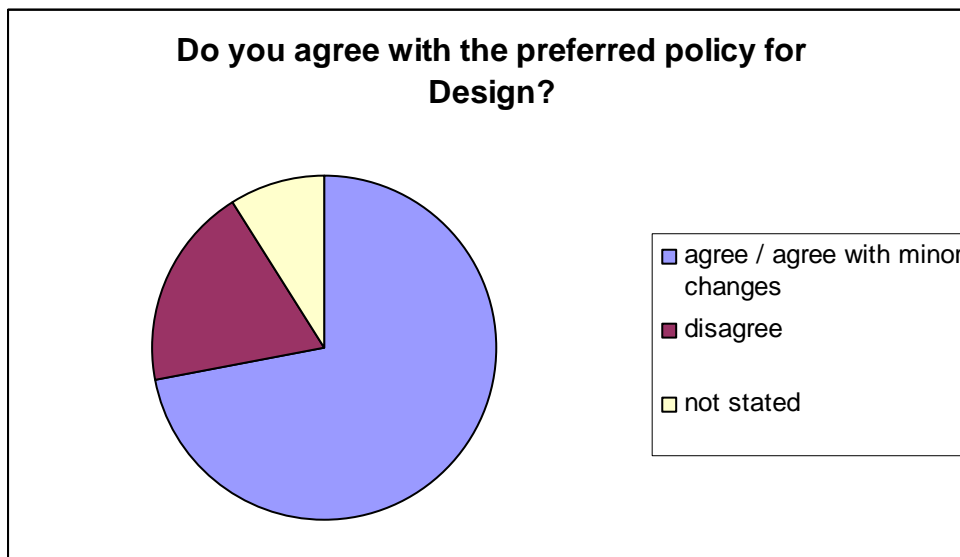
Agree	Disagree	Not Specified
36	21	2



Sustainable Strategic Design

Do you agree with the preferred policy for Sustainable Strategic Design?

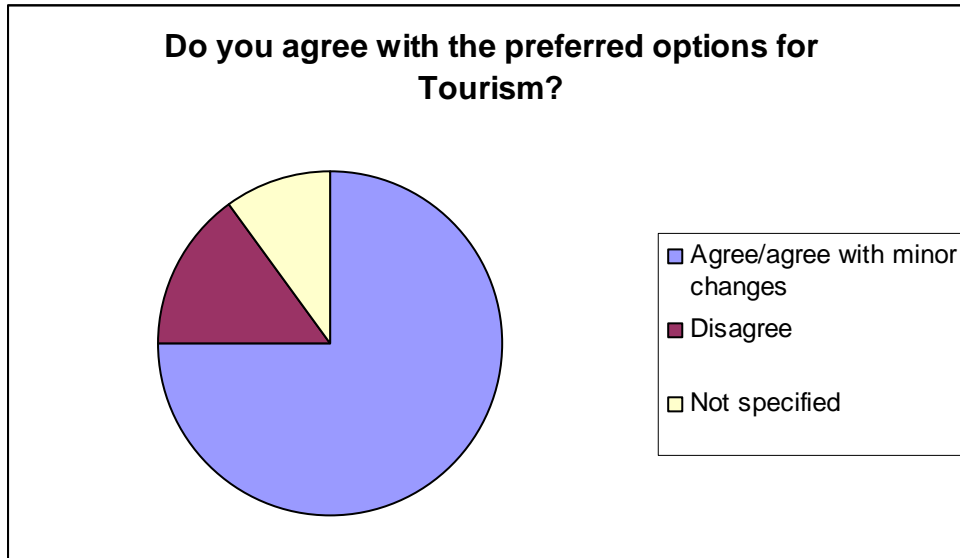
Agree	Disagree	Not Specified
41	11	5



Tourism

Do you agree with the preferred policy for Tourism?

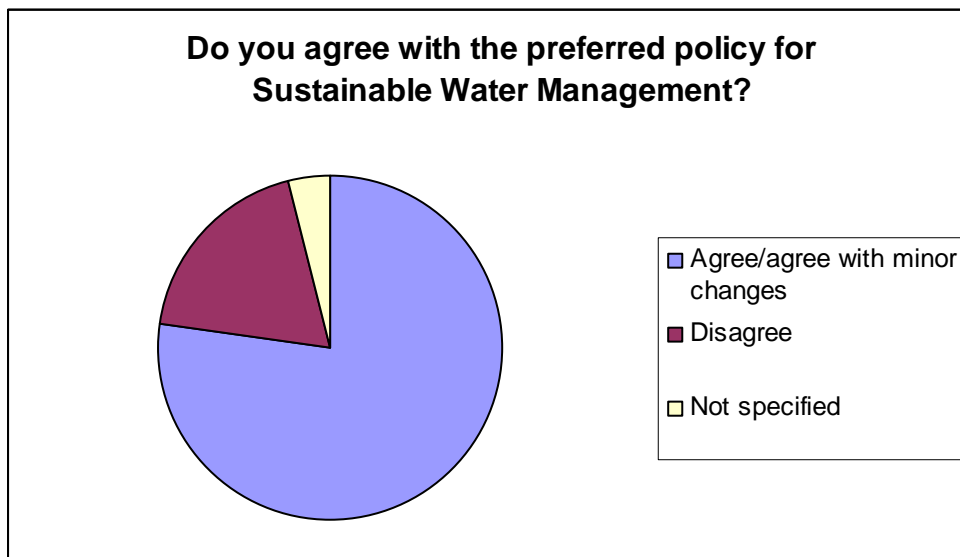
Agree	Disagree	Not Specified
15	3	2



Sustainable Water Management

Do you agree with the preferred policy for Sustainable Water Management?

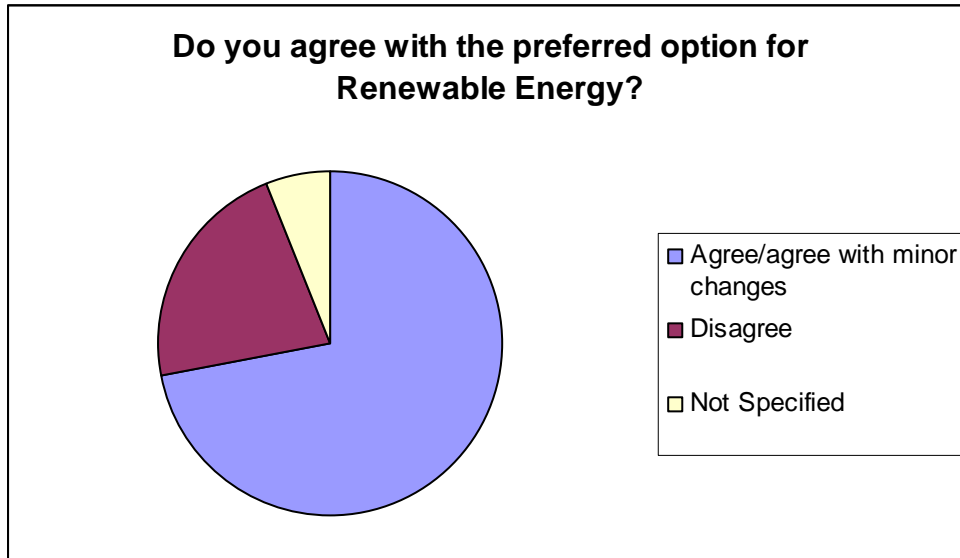
Agree	Disagree	Not Specified
41	10	2



Renewable Energy

Do you agree with the preferred policy for Renewable Energy?

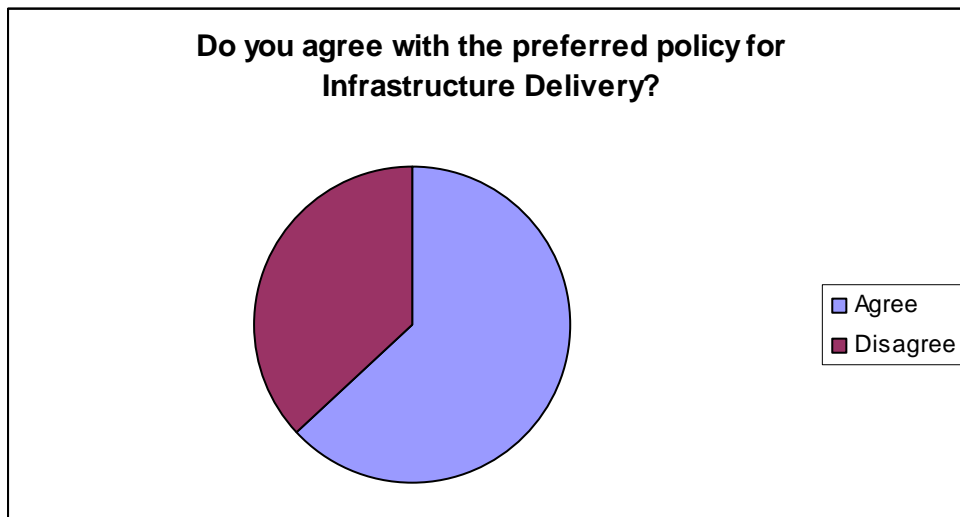
Agree	Disagree	Not Specified
36	11	3



Infrastructure Contributions

Do you agree with the preferred policy for Infrastructure Delivery?

Agree	Disagree
36	21



APPENDIX H

Core Strategy

Consultation Statement Part 5

August 2012



Contents

1.0	Introduction
2.0	Preparing the Revised Preferred Options
3.0	How we consulted on the Revised Preferred Options
4.0	How we publicised the consultation
5.0	Profile of respondents
6.0	Analysis of Revised Preferred Option comments

Figures

Figure 1 - Revised Preferred Option Leaflet

Figure 2 – Revised Preferred Option Poster

Figure 3 – Number of respondents from each Ward

Figure 4 –Consultation response numbers summary

Introduction

- 1.1 This statement outlines the methods of consultation and engagement undertaken between 26th September and 28th November 2011. For detailed analysis of the comments received a separate report will be produced entitled 'Revised Preferred Options Results Report'.
- 1.2 This statement outlines the public consultation and engagement undertaken for the Revised Preferred Options stage of the Core Strategy. This statement is part 5 of the Consultation Statement and follows the addendum to Part 4.
- 1.3 It should be noted that this stage of consultation is no longer a statutory requirement, but has been carried out in line with PPS 12 – Local Spatial Planning and the 2007 Statement of Community Involvement.
- 1.3 This is the sixth period of consultation, previous consultations were as follows:
 - Identifying the Issues, May 2007;
 - Key Issues Consultation , September – October 2007;
 - Developing Options, June – August 2008;
 - Place Shaping, January – March 2010;
 - Preferred Options, July –November 2010.

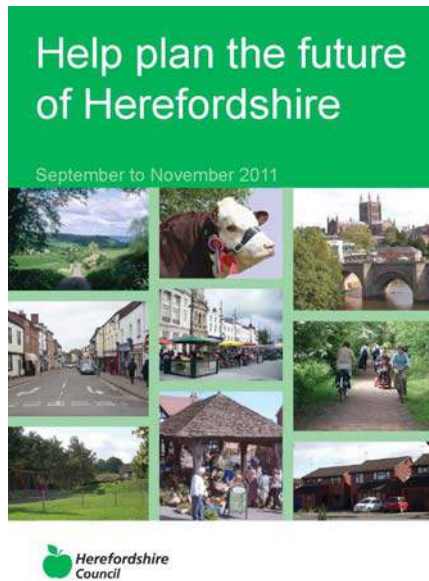
2.0 Preparing the Revised Preferred Options

- 2.1 As a result of the consultation exercises undertaken in 2010, additional information commissioned for the evidence base; and due to changes made to the national planning system, a number of revisions were proposed to the Preferred Options.
- 2.2 The proposed changes were concerned with extending the Plan period to 2031, making adjustments to the level of housing provision in Hereford, Leominster, Ross-on-Wye and the rural areas; and making adjustments to employment site provision in Hereford, Leominster and the rural areas. An amendment to the Hereford relief road route corridor and primary school provision were also proposed.
- 2.3 As a result of these changes it was considered appropriate to undertake a further consultation focusing upon the proposed changes, set within the context of the overall proposed strategy.

3.0 How we consulted on the Revised Preferred Options

- 3.1 Within the continuous engagement undertaken in developing the Core Strategy, a targeted consultation on the Revised Preferred Options took place from 26th September 2011 until 28th November 2011.
- 3.2 Letters and a summary leaflet detailing the Revised Preferred options were sent out to the 2,008 contacts on the LDF database on 23rd September 2011.

Figure 1 - Revised Preferred Option Leaflet



3.3 Leaflets

Around 900 leaflets were supplied to the Federation of Small Business for distribution with one of their newsletters, and a number of Councillors requested copies of the leaflet to distribute locally.

3.4 In addition to the summary leaflet a number of other forms of consultation were undertaken.

3.5 Ward / public meetings and drop in events

33 evening events were held across the county during September, October and November 2011 largely based upon Herefordshire Council wards with over 1060 people in attendance. These events were aimed primarily at Parish Council's and arranged locally with the support and help of local Ward members who encouraged all of their Parish Councils to attend the meetings. The meetings consisted of a presentation to identify the overall changes to the Core Strategy and also a localised Ward presentation. Similar presentations were given to Hereford City and Town Councils. In addition there was a separate public meeting held in Hereford (Whitecross School) and a day-time drop in event held in Clehonger.

3.6 Stakeholders / interest group meetings

In addition to the public and Ward based meetings further meetings were arranged with a number of stakeholder groups including Hereford City Forum, Hereford Futures and Registered Social Landlords through October 2011. A stakeholder event was also held on the 5th October at the Kindle Centre, Hereford to inform the Stakeholders of the content of the Revised Preferred Option and to allow for comments and discussion.

3.9 Questionnaire

No questionnaire was prepared to generate responses by the Council; however a number of various groups drew up their own questionnaires and structured forms with a number of targeted questions for members of the public. These questionnaires have been accepted as responses to the consultation. The analysis of the tick box responses of representations made in this format are

included within the Results Report accompanying this statement, and written comments made in these responses have been incorporated into the Analysis schedules with other comments received in letters and emails.

4.0 How we publicised the consultation

4.1 In line with the adopted Statement of Community Involvement, 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 following documents:

- Help plan the future of Herefordshire - Revised Preferred Options Leaflet (September 2011)
- Revised Preferred Options Background Paper (October 2011)
- Revised Preferred Options - Sustainability Appraisal Note (July 2011)
- Revised Preferred Options - Habitats Regulations Assessment Note (August 2011)

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 and in press releases.

4.3 Posters

175 posters were produced to advertise the consultation. 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. See Figure 2.

4.4 Adverts

Poster adverts detailing the consultation dates and the consultation leaflet were published within the Hereford Times, Hereford Journal, Ross Gazette, Ledbury Reporter, Malvern Gazette and the Mid-Wales Journal on the week commencing 19th September 2011

4.5 Radio interview and announcements

During the consultation period, there was extensive radio coverage with local radio stations Wyvern FM, BBC Hereford and Worcester and Sunshine Radio, advertising the consultation and giving details as to where to view the documents. There was also an interview with the Planning Policy Manager on BBC Hereford and Worcester.

Figure 2 – Revised Preferred Options Poster



4.6 Press Releases

A number of press releases were produced to publicise and clarify the Revised Preferred Option consultation. The releases were published on the 1st August, 19th September, 24th October, 14th November and 28th November. Copies were provided to those Councillors who wanted to advertise their ward meetings.

4.7 Herefordshire Matters

An article was published in the August 2011 edition of Herefordshire Matters to advertise the forthcoming consultation and details of the Revised Preferred Option were incorporated in the November edition.

4.8 First Press

First Press is a Herefordshire Council employee newsletter which is distributed to all employees of the Council (including Education and PCT) via email. The 25th October edition included an article entitled 'Have your say on the County's development' to raise awareness of the Revised Preferred Options consultation, how to find additional information and links to the documents online. As Herefordshire Council is one of the largest local employers, First Press is an effective way of publicising the progress of the Core Strategy.

5.0 Location of respondents

5.1 From the address points given on responses to the consultation, a distribution of addresses by ward has been produced. The table identifies the address points of respondents by ward in Herefordshire, and the number of respondent addresses from outside of the County. Please note this is number of address points and not number of people who responded.

Figure 3 – Number of respondents from each Ward

Ward	Respondents
Aylestone	43
Backbury	17
Belmont	34
Bircher	7
Bringsty	9
Bromyard	9
Burghill, Holmer and Lyde	125
Castle	15
Central	50
Credenhill	120
Frome	10
Golden Cross with Weobley	8
Golden Valley North	16
Golden Valley South	26
Hagley	11
Hampton Court	9
Hollington	47
Hope End	17
Kerne Bridge	6
Kington Town	7
Ledbury	54
Leominster North	15
Leominster South	22
Llangarron	5
Mortimer	24
Old Gore	14
Pembridge and Lyonshall with Titley	15
Penyard	3
Pontrilas	22
Ross-on-Wye East	6
Ross-on-Wye West	6
St Martins and Hinton	34
St Nicholas	66
Stoney Street	48
Sutton Walls	33
Three Elms	71
Tupsley	80
Upton	7
Valletts	16
Wormsley Ridge	24
Out of county	54
Total	1151

Revised Preferred Option Responses.

6.1 As detailed previously there were various methods used to respond to the consultation, including; letters, emails and specific structured forms and questionnaires that were prepared by a local political party (Its Our County) and other local groups (Here for Hereford and Burghill/Holmer/Lyde). Over the period of consultation 1681 separate responses were made to the consultation. Figure 4 below provides a breakdown of the number of responses received via the various methods.

Figure 4:

Consultation Response Numbers

Method	Responses	
General Letters	241	14%
General Emails	367	22%
Its our County - Electronic	177	11%
Its our County - Paper	377	22%
Its our County - Ledbury	14	1%
Here for Hereford	398	24%
Burghill/Holmer/Lyde	103	6%
Petitions	4	0%
Total	1681	

6.2 An analysis of the comments received, will be published in a separate report which will include a summary of key issues and details of the questionnaires/forms and petitions received.

APPENDIX I

Herefordshire Local Plan

Core Strategy consultation statement

Part 6



Shaping our place

Consultation period: 4 March - 22 April 2013

Contents

- 1.0 Introduction
- 2.0 Preparing the Herefordshire Local Plan - Core Strategy 2011 – 2031 (draft)
- 3.0 How we consulted on the Herefordshire Local Plan - Core Strategy 2011 – 2031 (draft)
- 4.0 Locational profile of respondents

Figures

Figure 1 – Number of website hits per week during the consultation 4 March – 22 April 2013 to the Local Plan – Core Strategy (draft) website homepage

Figure 2 – Number of website hits per week during the consultation 4 March – 22 April 2013 to the Local Plan – Core Strategy (draft) consultation page

Figure 3 – Number of respondents from each Ward

Figure 4 – Geography of respondents from each Ward

Appendices

Appendix A – Display laminates used during the roadshows

Introduction

- 1.1 This statement outlines the public consultation and engagement undertaken for the Herefordshire Local Plan - Core Strategy 2011 – 2031 (draft) stage of the Core Strategy. This statement is part 6 of the Consultation Statement and follows part 5. The consultation and engagement was undertaken between 4 March 2013 to 22 April 2013. For detailed analysis of the comments received a spreadsheet has been produced entitled “Core Strategy consultation responses” and can be accessed through the following link: <https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/core-strategy/psp/>
- 1.2 This is the seventh period of consultation undertaken, previous consultations were as follows:
- Identifying the Issues, May 2007;
 - Key Issues Consultation, September – October 2007;
 - Developing Options, June – August 2008;
 - Place Shaping, January – March 2010;
 - Preferred Options, July – November 2010.
 - Revised Preferred Options, September – November 2011.

2.0 Preparing the Herefordshire Local Plan - Core Strategy 2011 – 2031 (draft)

- 2.1 The Herefordshire Local Plan – Core Strategy 2011 – 2031 (draft) is the primary policy document the council is required to produce as part of the Local Plan. This is a very important part of the Local Plan because it shapes future development and sets the overall strategic planning framework for the county. The Core Strategy balances environmental issues with economic and social needs and ensures that development is sustainable. It sets a vision as to how the county will look and function and how development needs will be met up to 2031. When it is adopted, it will form part of the development plan for Herefordshire and will provide the basis for determining future planning applications. It will also play an important role in delivering the council’s vision in the longer term as well as supporting the key aims of the Corporate Plan.

3.0 How we consulted on the Hereford Local Plan - Core Strategy 2011 – 2031 (draft)

- 3.1 Taking into account the representations received to the revised preferred options consultation and having completed further work to support the evidence base, Cabinet agreed on 27 February 2013 to the council carrying out a seven week consultation on the whole Plan, the Sustainability Appraisal and the Habitats Regulation Assessment. The consultation ran from 4 March to 22 April 2013. The following methods of consultation were used:
- 3.2. *Questionnaire* – All parish councils, were sent a copy of the questionnaire, a hard copy of the Core Strategy and an accompanying letter which explained how to access the full documentation and make representations to the consultation. They also received a powerpoint presentation outlining the content of the Core Strategy. Technical and interest stakeholders were sent a letter, questionnaire and compact disc which contained the Core Strategy

document. Additional stakeholders were sent a letter which explained how to access the full documentation and make representation to the consultation. A total of 2,681 consultation letters were sent out. Subsequent requests for hard copies of the Core Strategy, compact discs of the Plan or questionnaires were supplied when requested.

- 3.3 *Statutory Consultees* – Prior to the consultation commencing a series of 1-2-1 briefings were held with a number of the statutory consultees to ensure that the Core Strategy dovetailed with their plans for future infrastructure provision. The Environment Agency, Natural England, English Heritage, Highways Agency and Countryside Council for Wales were consulted directly upon the Sustainability Appraisal and Habitat Regulations Assessment as required by the regulations.
- 3.4 *Ward Members* – Prior to the consultation commencing 9 briefing sessions were held with members from Bromyard, Hereford City, Kington, Ledbury, Leominster, Ross-on-Wye and all rural members to share with them the proposed content of the Plan; and enable them to influence the emerging policies pertaining to their relevant area. Following these meetings an all member briefing session was held on 7 December 2012. A further series of member briefings were held on 3 June, 7 June, 14 June and 28 June to provide a summary of the consultations received for their respective areas and discuss the key issues emerging from the consultation and any revisions to the policies that may arise.
- 3.5 *Ward Member Briefing Pack* - Prior to the consultation commencing on 4 March member briefing sessions were held on 28 February and 1 March 2013. Officers were present at these sessions to provide members on a 1-2-1 basis with an overview of the Plan and to provide a briefing pack containing a hard copy of the Core Strategy, a copy of the questionnaire, a laminated copy of the proposals map, a chart showing the demographics of the county and a summary of the proposals for Hereford City, the market towns and the general policies. In addition, members were provided with a powerpoint presentation which outlined the content of the Plan to deliver to their constituents. This was all provided to empower members and enable them to actively engage with their constituents on the content of the Plan and encourage representations. Where members requested additional copies of the Core Strategy, questionnaires or to use the council exhibition, this was facilitated.
- 3.6 *Parish Council Events* – All parish councils were invited by letter to attend a consultation drop in session on 6 March, 20 March and 15 April 2013 between 16.00 – 20.00pm. Officers were present to take attendees through the Plan on a 1-2-1 basis if required. There was also an exhibition outlining the content of the Plan and a powerpoint presentation. These sessions were also available for members to attend.
- 3.7 *Public Roadshows* – Eight roadshows took place in High Town Hereford, Bromyard, Kington, Ledbury, Leominster, Ross-on-Wye, Peterchurch in the rural west and Wigmore in the rural north. Members of the public could attend any of these sessions. Officers were available to explain the Plan on a 1-2-1 basis. People were able to view the exhibition, pick up a hard copy or compact disc of the Core Strategy, and a questionnaire. The roadshows were attended by a total of 683 people. The display laminates used at the roadshows can be found in Appendix A.

- 3.8 *Members of Parliament* – A 1-2-1 briefing session was held with Bill Wiggin MP on 8 February 2013 and with Jesse Norman MP on 1 March 2013. Officers provided a presentation on the proposed content of the Core Strategy and invited representations to the content.
- 3.9 *Business engagement* – A meeting was held with Neil Kerr (Chair of Herefordshire Business Board) and Bill Jackson (Chair for the Hereford Enterprise Zone) on 13 March 2013, to brief them on the content of the Core Strategy. Hereford & Worcester Chamber of Commerce held a breakfast business meeting on Wednesday 17 April 2013 for the top 20 businesses in Herefordshire. Officers provided a presentation on key elements of the Core Strategy followed by 3 facilitated workshop sessions regarding growth, transportation and the Community Infrastructure Levy. In addition, an officer provided a presentation to the Hereford Business Board on 16 April 2013.
- 3.10 *Neighbouring Authorities* – A meeting was held on 26 November 2012 with representatives of some of the neighbouring authorities to discuss whether there were any cross border policy areas that should be considered in the preparation of the Plan.
- 3.11 *Youth Event* – In order to engage with the 16-25 year olds across the county, an event was held at Hereford Sixth Form College and the Herefordshire College of Technology on 26 March 2013. Officers were available to explain the Plan, provide questionnaires and encourage representations to be made.
- 3.12 *Libraries and Information Centres* – Hard copies of the Core Strategy, compact discs, copies of the questionnaire, Sustainability Appraisal and Habitats Regulations Assessment were distributed to all the libraries, including the community libraries, within the county and the council's Information centres. Public displays of the information also appeared on the exterior of Hereford Library, the Customer Information Centre at Franklin House, Hereford and the interior of council offices at Plough Lane. In addition, all Customer Service Officers received a briefing pack on the Core Strategy to enable them to engage with members of the public attending the Customer Information Centres or calling the council switchboard.
- 3.13 *Website* – Prior to the consultation commencing a new website was established which contained access to all the evidence base supporting the Core Strategy <https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/localplan-evidence-base/> The questionnaire was available electronically and could also be completed through the council's online 'Have your say' consultation pages and was available to download from Herefordshire Council's website.

The Local Plan - Core Strategy 2011 – 2031 (draft) home website page <https://www.herefordshire.gov.uk/local-plan/> had the links to the consultation pages of the Core Strategy. Figure 1 below sets out the number of hits per week on this page of the website.

Week Commencing	Number of hits on the Local Plan homepage on website
4 March 2013	159
11 March 2013	119
18 March 2013	177

25 March 2013	115
1 April 2013	120
8 April 2013	166
15 April 2013	208
22 April 2013	163
Total:	1068

Figure 2 below sets out the number of hits per week to the consultation page of the Local Plan – Core Strategy 2011 – 2031 (draft)
<https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/core-strategy/>

Week Commencing	Number of hits on consultation page of the council website
4 March 2013	330
11 March 2013	226
18 March 2013	194
25 March 2013	112
1 April 2013	151
8 April 2013	203
15 April 2013	248
22 April 2013	137
Total:	1601

- 3.14 *Weekly Briefing Note* – Weekly briefing notes outlining how work was progressing on the Core Strategy and how the consultation was progressing were produced and sent to all ward members and published on the council website <https://www.herefordshire.gov.uk/planning-and-building-control/planning-policy/corestrategy/local-plan-core-strategy-weekly-briefing-notes/> These updates have continued.
- 3.15 *Posters* – Posters were produced to advertise the roadshow events, and how to make representations to the consultation. These were distributed to each of the parish / town councils for them to place on their parish notice boards.
- 3.16 *Advert* – An advert was produced for the consultation which appeared in the local papers (Hereford Times, Hereford Journal, Ross Gazette, Malvern Gazette, Mid-Wales Journal) week commencing 25 February 2013. A similar advert appeared in the Primary Times, which is a free ‘What’s on guide’ distributed through primary schools to 16,000 Herefordshire families. A further advert was publicised week commencing 1 April 2013 in the Hereford Times and Hereford Journal, advertising a meeting to be held on 15 April 2013.
- 3.17 *Radio Interview* – The Cabinet Member Environment, Housing and Planning was interviewed by BBC Hereford and Worcester on 27 February and 19 April 2013; where he stressed the importance of the Core Strategy for the whole county and encouraged representations to be made to the consultation.
- 3.18 *Core Strategy Video* – A video was produced by the Cabinet Member Environment, Housing and Planning and made available on the council website outlining the importance of the Core Strategy to the whole county and encouraging representations to be made to the consultation.

- 3.19 *Press Releases* – A press release was produced on 8 March 2013 entitled ‘How the County develops’ which encouraged people to respond to the consultation. A further press release was produced on 15 April 2013 entitled ‘Still time to provide your views on the Core Strategy’. A press release was also provided to all parish / town councils to use it as an article within their parish magazines or publications.
- 3.20 *Social Media* – Twitter and Facebook were used to promote the content of the Plan and encourage representations to be made to the consultation.
- 3.21 *Incoming enquiries* – Officers have responded to telephone calls and emails regarding the consultation or content of the Core Strategy throughout the consultation process.
- 3.22 *Encore* – This is a Herefordshire Council employee newsletter which is distributed to all employees of the council (including Education and PCT) via email. The March edition gave information about the consultation and where to find information and how to comment. As Herefordshire Council is one of the largest local employers, Encore is an effective way of publicising the progress of the Core Strategy.
- 3.23 *Herefordshire Council Directorate Day* - The Core Strategy (draft) was one of the discussion groups on the Directorate Day on 20th March 2013. These are open to all staff in the Directorate to disseminate information about on-going projects and engage in discussion.

4.0 Locational profile of respondents

- 4.1 Figure 3 below identifies the address points of respondents by ward in Herefordshire, and the number of respondent addresses from outside of the County. Please note this is number of address points not number of people who responded or how many responses they made. The following figures show the data that we were able to collate from the database, however, a number of households submitted multiple responses, and some responses are from businesses, and it is thus only where we have a clear and correct postcode.

Figure 3 – Number of respondents from each Ward

Ward	Number
Aylestone Ward	7
Backbury Ward	4
Belmont Ward	9
Bircher Ward	9
Bringsty Ward	34
Bromyard Ward	81
Burghill, Holmer & Lyde Ward	90
Castle Ward	8
Central Ward	21
Credenhill Ward	27
Frome Ward	7
Golden Cross with Weobley Ward	7
Golden Valley South Ward	9

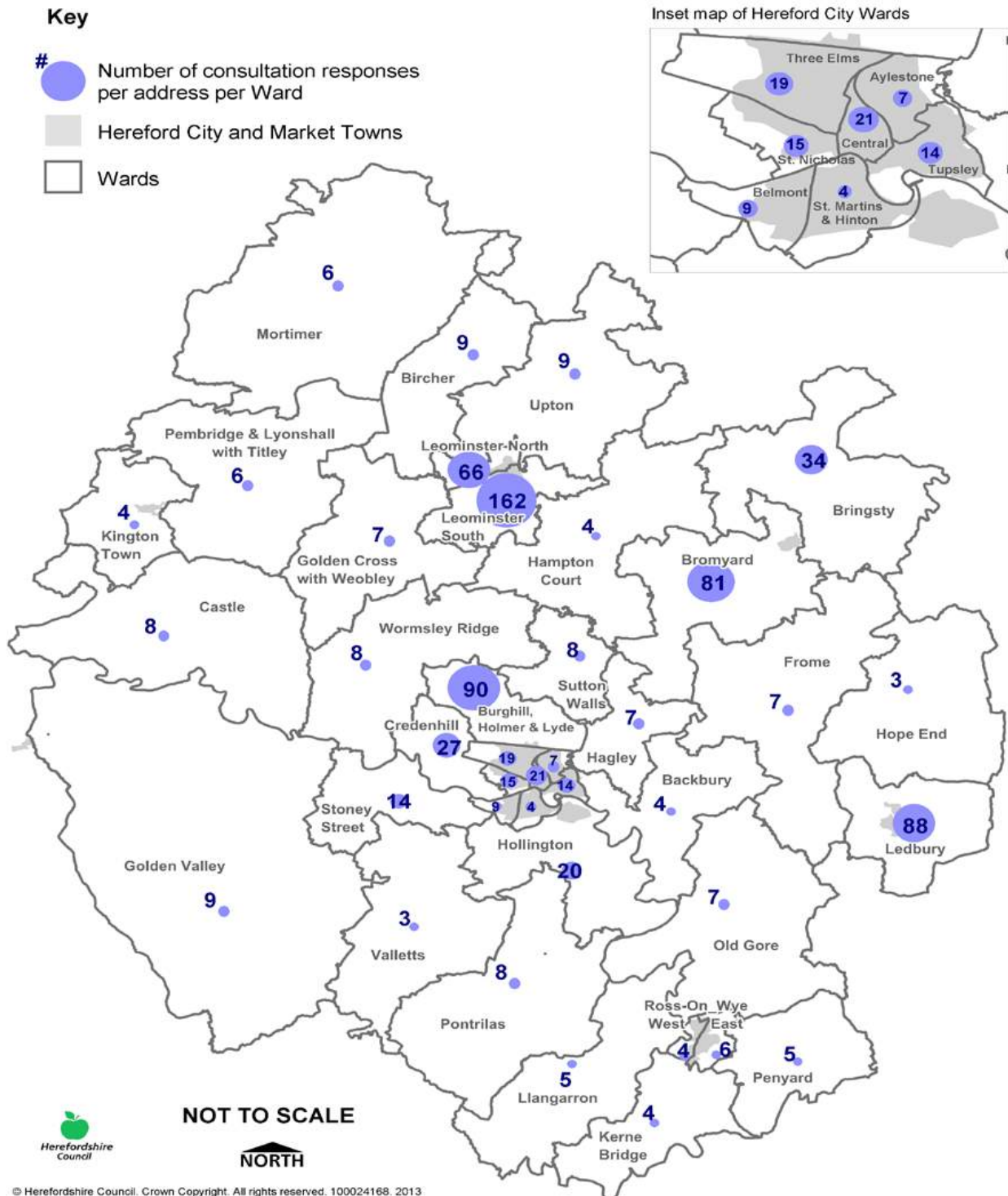
Hagley Ward	7
Hampton Court Ward	4
Hollington Ward	20
Hope End Ward	3
Kerne Bridge Ward	4
Kington Town Ward	4
Ledbury Ward	88
Leominster North Ward	66
Leominster South Ward	162
Llangarron Ward	5
Mortimer Ward	6
Old Gore Ward	7
Pembridge & Lyonshall with Titley Ward	6
Penyard Ward	5
Pontrilas Ward	8
Ross-on-Wye West Ward	4
St. Martins & Hinton Ward	4
St. Nicholas Ward	15
Stoney Street Ward	14
Sutton Walls Ward	8
Three Elms Ward	19
Tupsley Ward	14
Upton Ward	9
Valletts Ward	3
Wormsley Ridge Ward	8
Total In County	806

Not In County	69
Unknown HR Postcode	43
	<hr/>
	918
	<hr/>

4.2 Figure 4 below identifies the address points of respondents on a geographical basis by ward in Herefordshire. Please note this is number of address points not the number of people who responded or how many responses they made.

Figure 4 – Number of respondents from each ward

Number of responses to the Draft Core Strategy consultation



Local Plan

Core Strategy 2011 - 2031

What is the Core Strategy?



- A key planning document which sets out the vision for the long term development of Herefordshire until 2031.
- The Core Strategy needs to balance environmental issues with economic and social needs and ensure that development is sustainable and does not cause irreversible harm to important resources and features.
- The main purpose of the document is to identify where new development will take place in the future, its type and scale, as well as protecting what is valued about the area. The Strategy also identifies what services, facilities and infrastructure are needed and when and how these will be achieved.

www.herefordshire.gov.uk/ldf

The Vision and Strategy

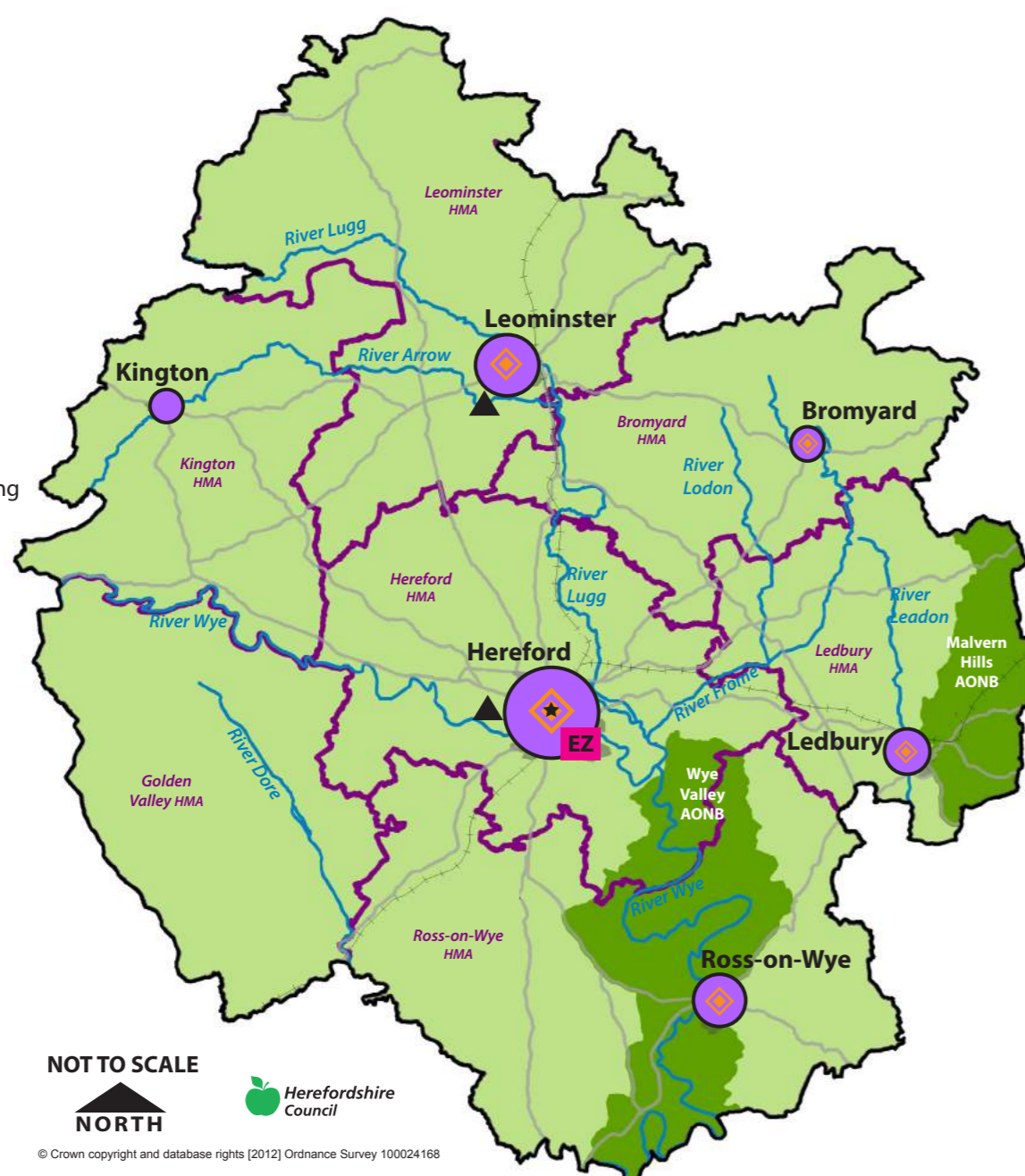
The Vision:

“Herefordshire will be a place of distinctive environmental, historical and cultural assets and local communities, with sustainable development fostering a high quality of life for those who live, work and visit here. A sustainable future for the county will be based on the interdependence of the themes of social progress, economic prosperity and environmental quality with the aim of increasing the county’s self-reliance and resilience.”

The Strategy:

Key diagram

- Key**
 - New homes and facilities
 - New land for jobs
 - Hereford Enterprise Zone
 - Transport improvements in and/or around settlements
 - City centre regeneration area including new shopping, learning gateway, new homes
 - AONB (Area of Outstanding Natural Beauty)
 - County boundary
 - Housing Market Area (HMA)
 - Main River
 - A road
 - Railway network
- Principal centre**
Hereford is the principal centre for health, employment, shopping and leisure
- Secondary centre**
Kington, Leominster, Bromyard, Ledbury and Ross-on-Wye are the secondary centres offering more local facilities



Distribution of homes and jobs

Broad locations	Homes	Land for jobs
Hereford	6500	15ha
Bromyard	500	5ha
Kington	200	-
Ledbury	800	12ha
Leominster	2300	10ha
Ross-on-Wye	900	10ha*

Rural part of Housing Market Area (HMA)**

Broad locations	Homes	Land for jobs
Golden Valley	304	To be determined in other development plan documents and/or neighbourhood development plans, and through Policy 6d
Bromyard	364	
Hereford	1870	
Kington	317	
Ledbury	565	
Leominster	730	
Ross-on-Wye	1150	

* Existing UDP employment allocation
** HMAs exclude the city and town wards

www.herefordshire.gov.uk/ldf

Rural areas

A housing strategy based upon 7 Housing Market Areas



Housing Market Areas

Herefordshire Council
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Imagery copyright Getmapping PLC. www.getmapping.com

- 5,300 new houses across all rural areas
- Enhancing the role villages have traditionally played as hives of social & economic activity
- Focusing on market housing for people with local connections in smaller villages
- Restricting new isolated development to protect the environment unless justified by special circumstances
- Employment driven proposals to diversify the economy

Localised Approach

Builds upon evidence

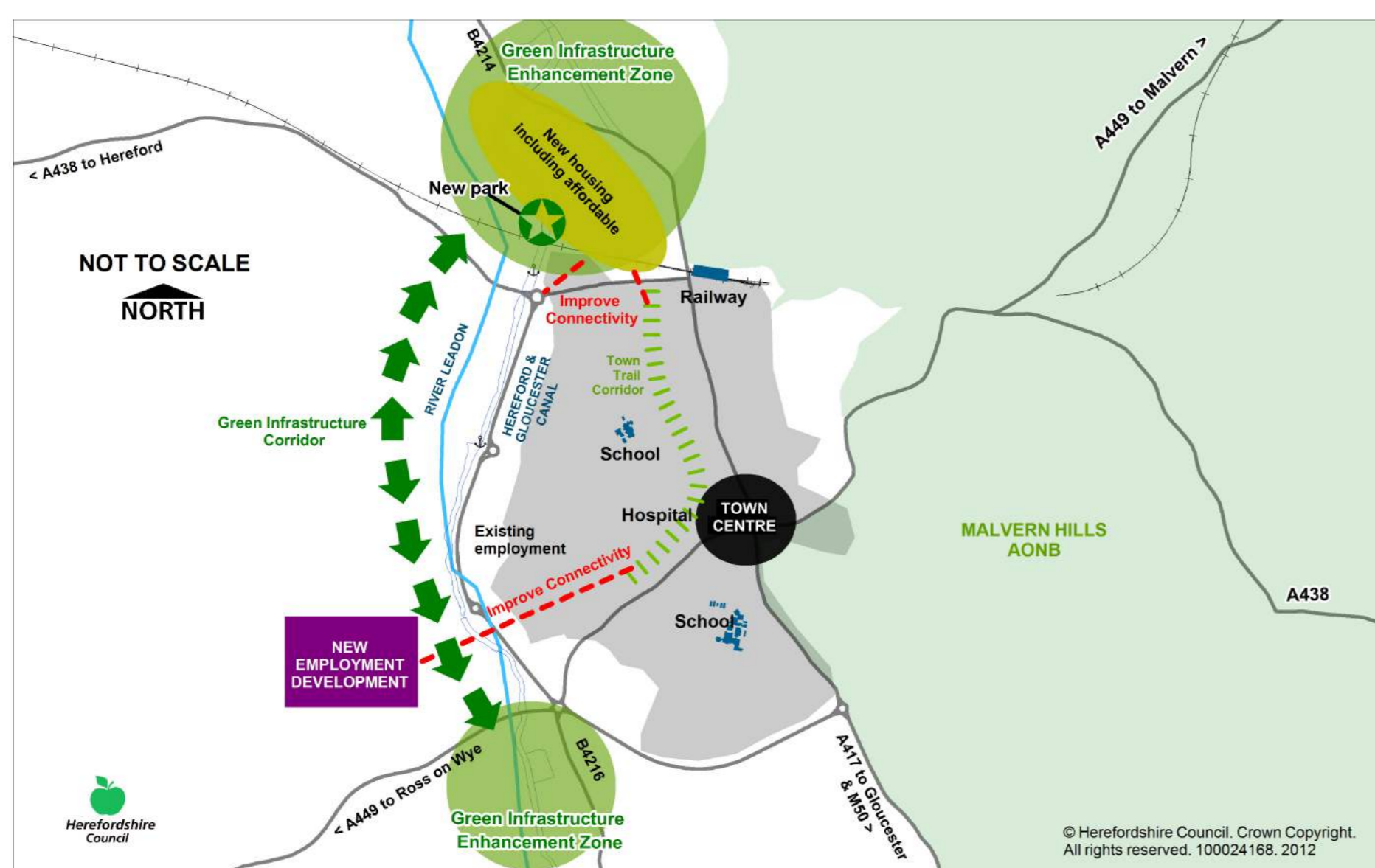
Locally Responsive

Compliments Neighbourhood Planning

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Ledbury

The proposals for 2011 - 2031

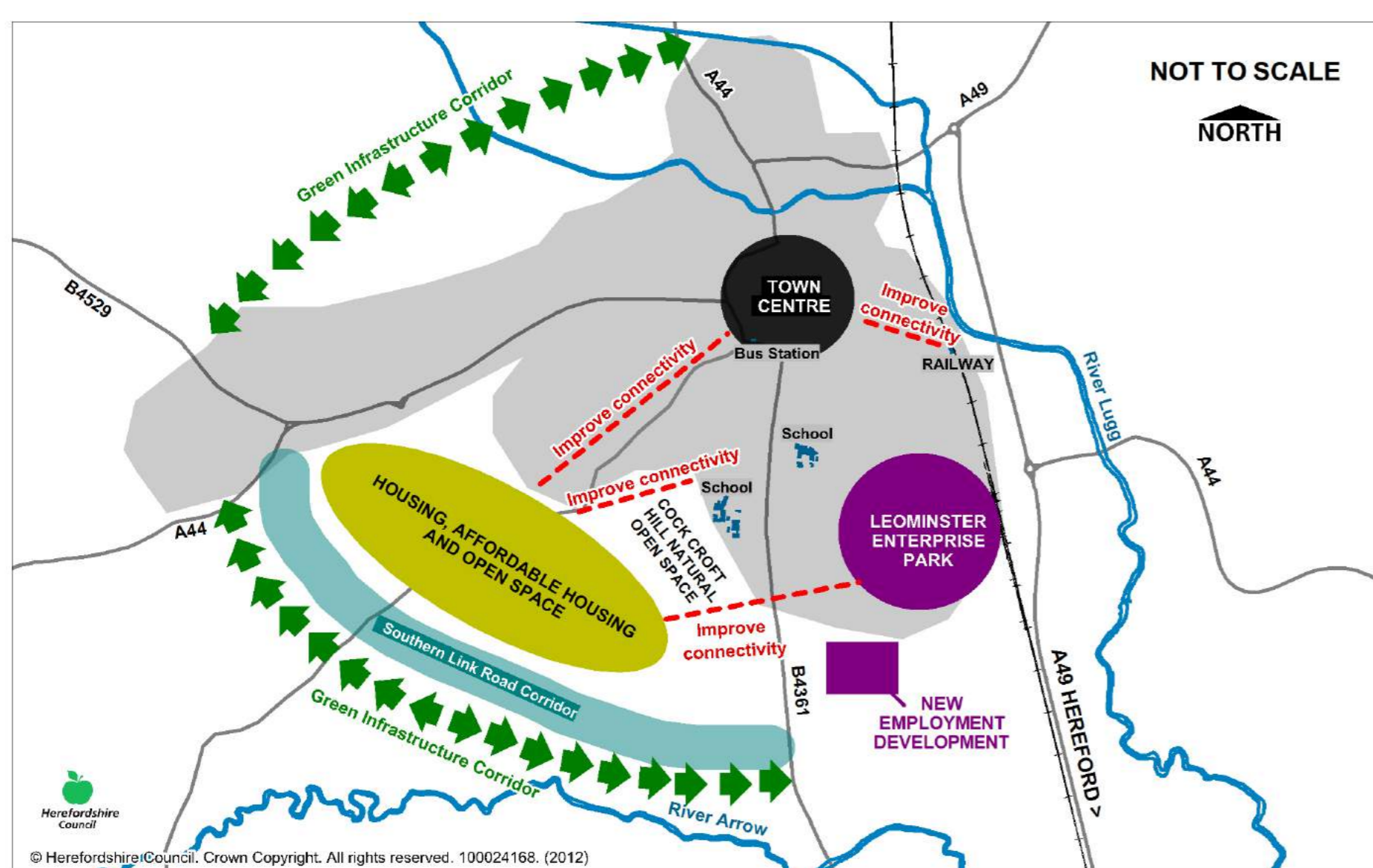


- At least 12 hectares of new employment land
- Around 800 new homes including a sustainable urban extension at land north of the Viaduct
- 40% of new housing to be affordable
- New linear park
- New primary school
- New recreational open space
- New walking, cycling and bus links
- Sustainable design and construction working towards less carbon dioxide production
- Restored canal through the Viaduct site

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Leominster

The proposals for 2011 - 2031

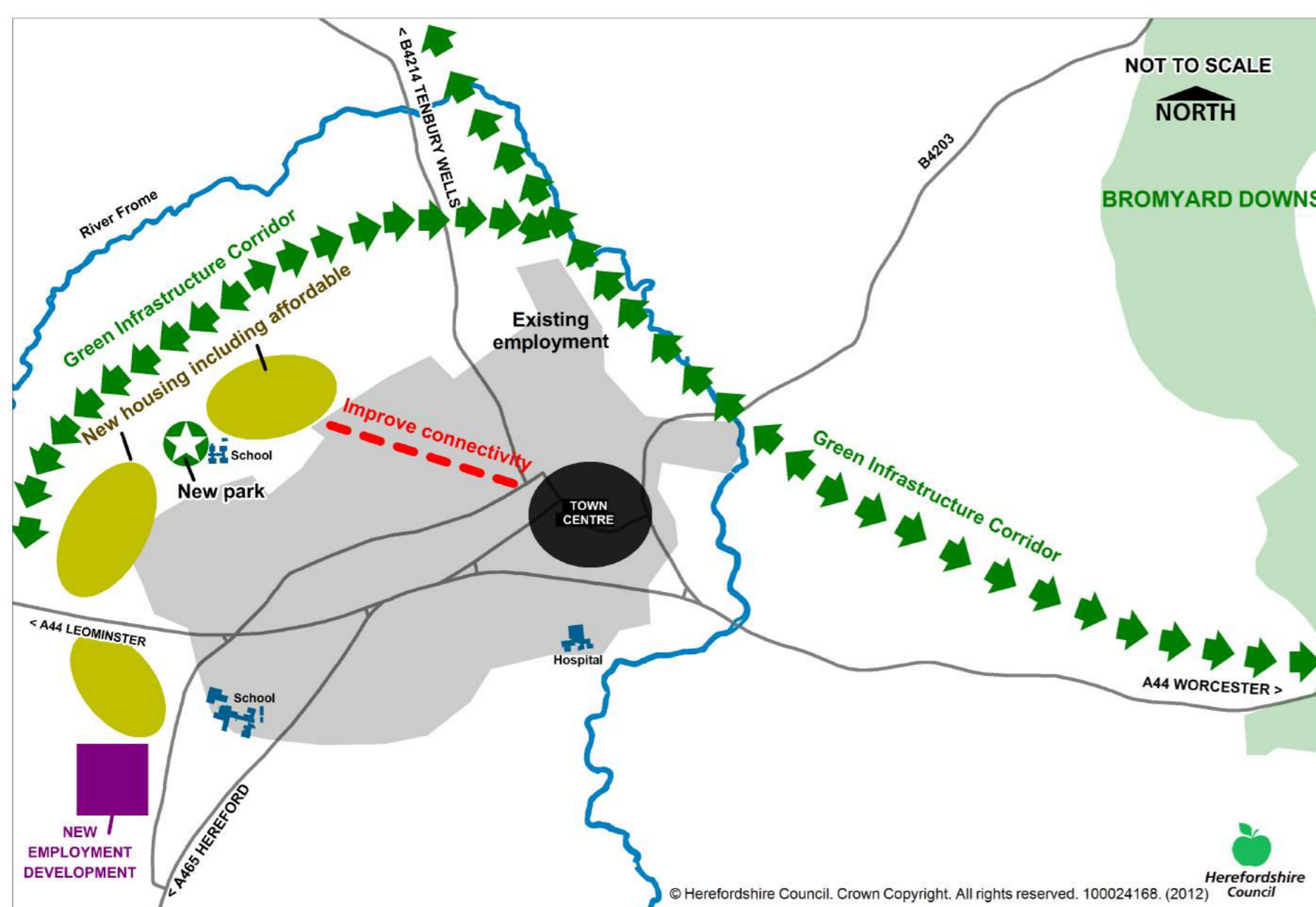


- Up to 10 hectares of new employment land
- Around 2300 new homes including a sustainable urban extension of 1500 dwellings to the south-west of the town
- 25% of new housing to be affordable
- Small scale neighbourhood retail facilities
- New link road between the B4361 to the A44 Barons Cross Road
- New recreational open space and community facilities
- New primary school
- New walking and cycling links
- Sustainable design and construction working towards less carbon dioxide production

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Bromyard

The proposals for 2011 - 2031



- At least 5 hectares of new employment land
- Around 350 new homes including a sustainable urban extension at land at Hardwicke Bank and south of the A44 (Leominster Rd)
- 40% of new housing to be affordable
- New park
- New recreational open space
- New walking, cycling and bus links
- New classroom provision at local primary school
- Sustainable design and construction working towards less carbon dioxide production

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Kington

The proposals for 2011 - 2031



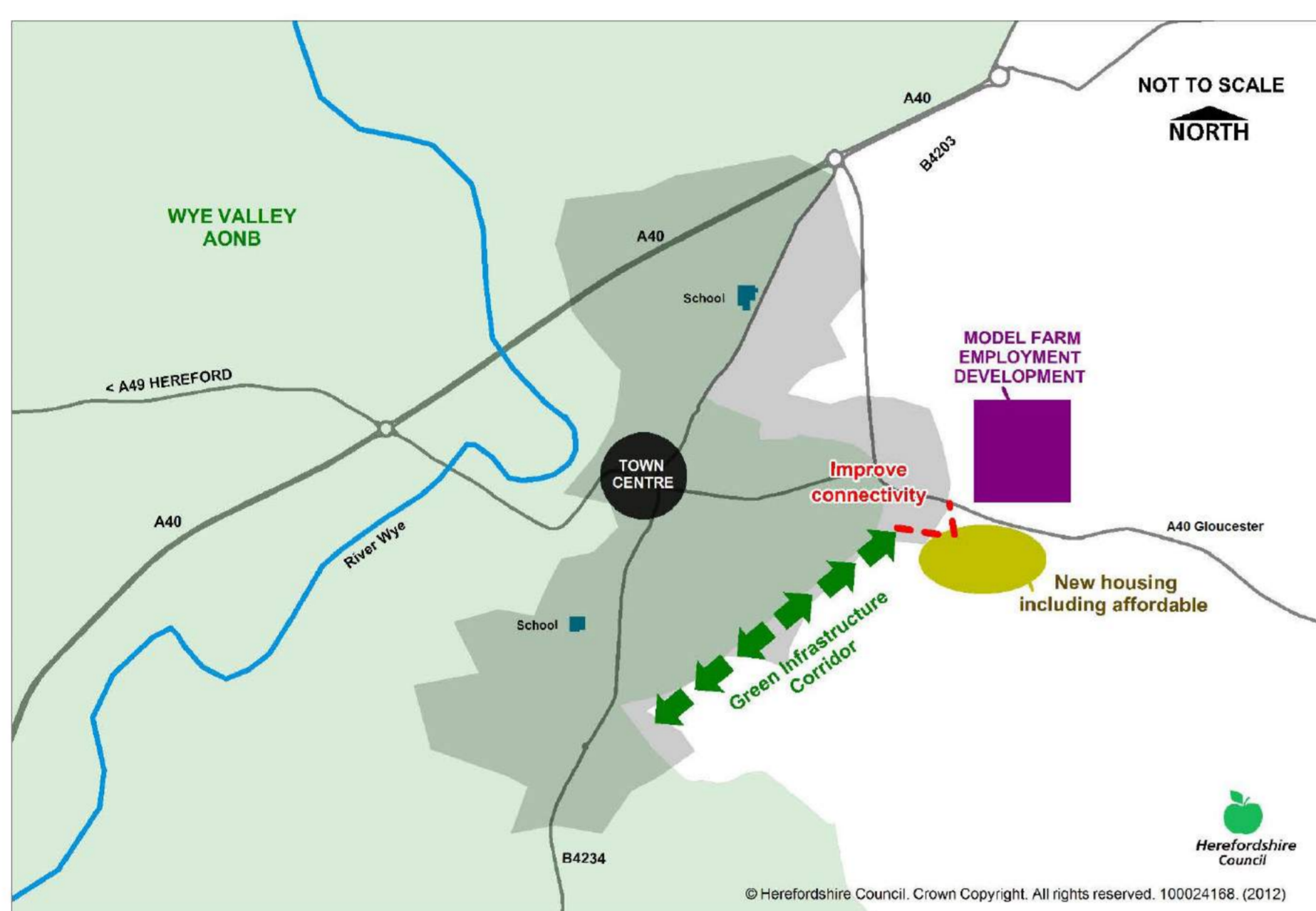
No urban extensions proposed but the following will be encouraged:

- Small scale employment uses
- Around 200 new homes
- 35% of all new housing to be affordable
- Provision for green infrastructure and amenity open space
- New walking and cycling links
- Sustainable design and construction working towards less carbon dioxide production

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Ross-on-Wye

The proposals for 2011 - 2031



- Around 900 new homes including a sustainable urban extension of 200 new dwellings at land at Hildersley to support the existing employment allocation at Model Farm
- 40% of all new housing to be affordable
- New provision for education and community facilities
- New recreational open space and green infrastructure
- New walking and cycling links
- Sustainable standards of design and construction that minimises carbon dioxide emissions

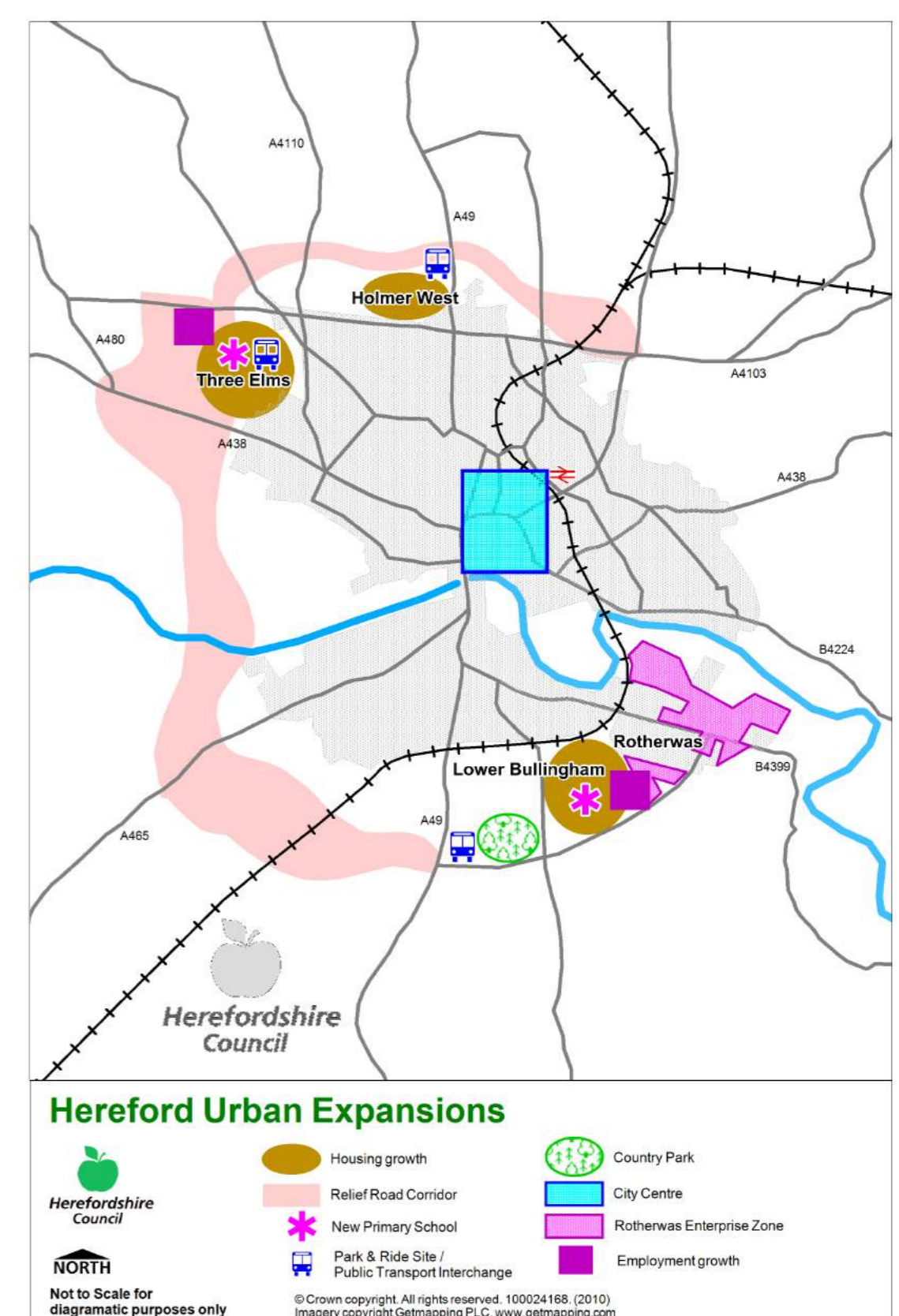
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Hereford

The proposals for 2011 - 2031

Hereford City:

- Around 800 new homes (mostly in the urban village) - at least 35% affordable
- Encourage residential use above shops and offices
- Employment through –
 - retail and leisure developments on the Edgar Street regeneration zone
 - Hereford Enterprise Zone
 - small-scale employment opportunities in and on the edge of the city area
 - encouraging small scale environmental & knowledge based employment
- Transport interchange to encourage more use of public transport, more walking and cycling
- Car parking facilities for shoppers and visitors



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Hereford

The proposals for 2011 - 2031

Holmer West:

- 500 new homes - at least 35% affordable
- 350 space park and ride
- Preschool facility and contributions to other schools
- Provide walk, cycle routes and green infrastructure.
- Upgrade to mains water supply
- Measures to address flood risk from Ayles Brook
- Incorporation of sustainable urban drainage
- Provision of open space and community allotments
- Design will have to safeguard listed buildings and Scheduled Ancient Monument

Three Elms:

- 1000 new homes – at least 35% affordable
- To include land for relief road
- At least 10 hectares of employment land close to the livestock market
- 150 place transport interchange
- Linear park along Yazor Brook
- 210 place primary school & extension of Whitecross School
- Neighbourhood Community hub

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Hereford

The proposals for 2011 - 2031

Lower Bullingham:

- 1000 new homes – at least 35% affordable
- 5 hectares of employment land
- 350 space park and ride
- 210 place primary school
- Community hub
- Community orchards and allotments
- Walking and cycling links to the city, the park and ride and Hereford Enterprise Zone

Sustainable Transport

- Transport improvements focussing on key routes into the city
- Encourage walking, cycling and bus use with new facilities and improved links
- Improved access to public transport and better links between bus and to rail services
- Deter commuter parking in the city centre with new Park and Ride/Share/Cycle sites
- A western relief road to reduce the volume of traffic in to the city improving the environment for walking, cycling and bus services

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General Policies

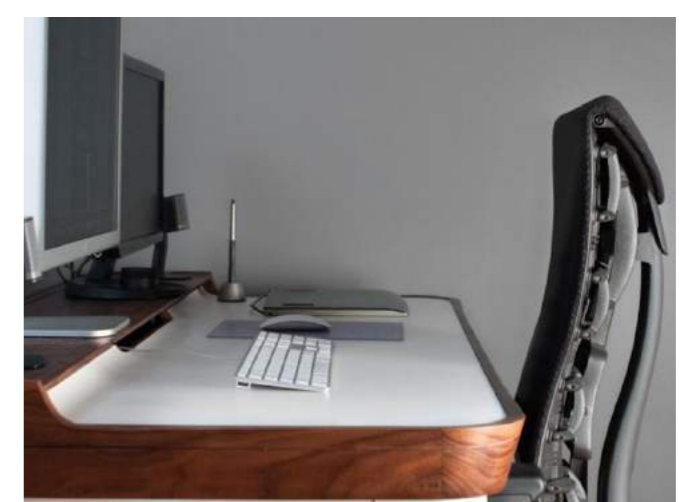
Social progress

- Affordable housing
- Rural affordable housing
- Appropriate housing types
- Traveller sites
- Social and community facilities
- Open space, sports and recreation
- Traffic management, highway safety and promotion of active travel



Economic prosperity

- Employment
- Home working
- Tourism
- Town centres
- Shopping



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General Policies

Environmental quality

- Local distinctiveness
- Landscape and streetscape
- Biodiversity
- Green infrastructure
- Historic environment and heritage assets



Sustainable design

- Sustainable design and energy efficiency
- Renewable energy
- Water management and water quality



Natural resources - minerals and waste

- Safeguarding minerals areas
- Small scale stone and clay production
- Waste facilities, minimisation and management
- Anaerobic digesters



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