

Shaping our Place 2026
Local Development Framework

Draft Preferred Options: Bromyard, Ledbury, Ross-on-Wye Sustainability Appraisal

August 2010



Herefordshire Core Strategy Preferred Options Consultation July-August 2010

Sustainability Appraisal Note – Spatial Options for Bromyard, Ledbury and Ross-on-Wye

1 Introduction

1. Herefordshire County Council is producing a Core Strategy, in order to set out the vision, spatial strategy and core policies for the spatial development of the county. The Core Strategy will form part of the Local Development Framework (LDF), along with a number of other documents including the Hereford Area Plan (HAP).
2. Land Use Consultants (LUC) has been appointed by Herefordshire County Council to undertake Sustainability Appraisal (SA) of both the Herefordshire Core Strategy and the Hereford Area Plan DPDs. The SA of the Hereford Area Plan will be carried out and reported on separately.
3. Herefordshire County Council has begun the SA process in relation to the Core Strategy, having produced the following documents:
 - SA of Herefordshire's LDF – General Scoping Report (June 2007)
 - Developing Options Paper Sustainability Appraisal (June 2008)
 - Developing Options Paper Sustainability Appraisal Addendum (March 2009)
 - Joint SA and HRA Report for the Place Shaping Paper (January 2010)
4. Preferred Options for certain core policies within the Core Strategy, as well as spatial options for three of the towns within the county, have now been produced and are being subject to a targeted consultation exercise during July-August 2010. The initial SA work therefore covers the SA of the preferred options for the core policies relating to:
 - Spatial Options for Ledbury, Bromyard and Ross-on-Wye
 - Rural areas
 - Affordable housing
 - Employment
 - Gypsy and traveller sites
 - Local distinctiveness
 - Minerals

- Waste
 - Movement
 - Open space, sport and recreation
 - Social and community infrastructure
5. Approximately four further core policies and a spatial option for Hereford will be produced at a later date (anticipated to be late August 2010) and these will then also be subject to SA.
 6. The findings of the sustainability appraisal of the emerging Core Strategy Preferred Options are presented in three separate SA Notes: one relating to the spatial options for the market towns; one relating to the rural areas policies; and one for the general core policies. These SA Notes therefore cover only those proposals produced for the first targeted consultation (July-August 2010), but will be updated and extended to form a full interim SA Report once the second set of preferred options have been drafted and subject to the SA process.

2 Methodology

7. The SA process involved assessing each of the preferred options against the SA framework that was developed in the SA Scoping Report. The SA objectives were grouped into six themes (see **Appendix I** to this note):
 1. Education and Employment
 2. Healthy and Prosperous Communities
 3. Transport and Access
 4. Built Environment
 5. Resource Consumption and Climate Change
 6. Natural Environment.
8. Appraisal matrices were used to score each option against each theme, or group of SA objectives, using the following symbols:

++	The policy is likely to have a significant positive impact on the SA objective(s).
+	The policy is likely to have a positive impact on the SA objective(s).
0	The policy is likely to have a negligible or no impact on the SA objective(s).
+/-	The policy is likely to have a mixture of positive and negative impacts on the SA objective(s).
-	The policy is likely to have a negative impact on the SA objective(s).
--	The policy is likely to have a significant negative impact on the SA objective(s).

9. The appraisal was initially carried out for the draft policy preferred options prepared by the Council (June 2010) and recommendations for improvements were set out in the appraisal matrices. The Council then produced a finalised set of policy preferred options (July 2010), which had been amended in light of the SA recommendations made. In order to clarify where changes were made by the Council, the appraisal has been updated with a second row of scores, showing where changes to the scoring resulted from amendments made to the policies. In addition, notes have been added in *italics* underneath each recommendation, explaining whether and how the policy preferred option was amended by the Council.

3 Findings

10. **This document relates to the spatial options for Bromyard, Ledbury and Ross-on-Wye**, and the findings are set out in the following tables overleaf.

Land Use Consultants

29th July 2010

Spatial policy option for Bromyard

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
Spatial Policy Option for Bromyard (draft version June 2010)	+/-	+/-	+/-	++?	+?	-?
<p>This policy should have positive impacts on employment (1) in that it makes provision for 5ha of new employment land, in an accessible location close to other employment sites. However, the Linton Trading Estate is separate from the town centre; therefore out-commuting by residents by car from the town is still likely to occur to and from the Linton Trading Estate, despite the contributions required towards improved sustainable access to the town. Apart from the reference to the provision of live/work units as part of the new urban extension at Hardwick Bank, the policy option itself does not make provision for employment spaces or land within the town or further service provision within the urban extension (although it is noted that this will be addressed within the Market Towns and Rural Areas Plan). Without provision for smaller scale employment land, there could be a negative impact on the vitality of the economy and town centre (3, 7), and reduce the self-containment of Bromyard, further encouraging out-commuting by residents for work and access to services (1). Impacts on education achievement within the county (8) will depend on the requirement for developer contributions to fund additional school places where the need has been identified. If this does not go ahead, a negative impact may result from overcrowding in schools near to the Hardwick Bank site; however if additional places are provided, positive impacts should arise.</p> <p>The provision of sustainable transport links between the town centre and the Linton employment area, and the urban extension at Hardwick Bank would have positive impacts on the health of the local population (5.3) by encouraging walking and cycling, if implemented. However, the provision of such links between Bromyard and the Linton site are dependent on the co-operation of the landowner and therefore may not be possible. The distance of the site from the town centre would otherwise necessitate car use so adverse effects may arise from the development of the site if it is not possible to make adequate provision in terms of sustainable transport links. It will be necessary to ensure that adequate provision is made for a growing population if local health centres do not have adequate capacity to accommodate the increased population resulting from the provision of 500 new homes in the town, in order that existing facilities do not become overloaded.</p> <p>The provision of sustainable transport links between the town centre and the Linton employment area/urban extension at Hardwick Bank should have additional benefits in terms of reduced road traffic and increasing accessibility for non-car drivers (4). However, as described above the link between the town and the Linton site is uncertain due to land ownership issues, therefore adverse effects may also arise if this did not go ahead. Providing live-work units may also reduce the need to travel by facilitating home working, but provision is only made in the urban extension, whereas there may be opportunities for this within the town as well.</p> <p>Significant positive impacts could result in relation to the built environment objectives (11), from the provision of a high proportion (40%) of affordable homes within all developments of 15+ properties, and by the provision of 300 new homes which should be good quality as they will be brand new. However, it is uncertain whether this level of provision of new homes, as well as 40% affordable homes, will be achievable in the current economic climate. In addition, there is an opportunity for all new homes to meet high levels of sustainable design and construction, which is not required by the policy as currently drafted. As the Sustainable Design core policy has not yet been drafted, it is unclear what standards of sustainable design and construction will be required in new development within the county.</p> <p>The provision of sustainable transport links should help to mitigate to some extent the increased air pollution that is likely to arise from an increase in vehicle traffic (18.1) as a result of development; however, the impacts on climate change of the policy are mainly uncertain as they will depend on factors such as the design and construction methods used in the housing development, which is not currently known, as well as increases in traffic inevitably arising from increased development (notwithstanding provision of sustainable transport links).</p> <p>There is potential for the development planned under this spatial option to have an adverse impact on biodiversity (13), if water quality in the River Frome is affected e.g. through increased pressure on sewage</p>						

treatment works as a result of the expanding population. However, the policy requires developers to safeguard against such impacts; therefore negligible effects should result. In addition, it is likely that discharge standards will have to be met, even if this requires increasing investment in sewage treatment works. The Habitats Regulations Assessment has not identified any likely significant effects on European designated sites from the planned development at Bromyard. The landscape (15) in the surrounding area is of high sensitivity according to the Urban Fringe Sensitivity Analysis¹, therefore may be adversely affected if appropriate screening measures are not put in place and depending on factors such as the design of buildings and the topography of the land. It is also possible for adverse effects on archaeological assets (20.1) to result from development at the Hardwick Bank site; although it is considered that such effects can be adequately mitigated through site design.

Recommendations made for the first draft provided by Herefordshire Council June 2010

The policy mentions the need for additional school places to accommodate the population growth but makes no mention of the other facilities required to support the new urban extension, such as shops, community facilities and health centres. The policy should be explicit about what will be required/provided in order to make clear whether there is likely to be any adverse impact on existing facilities as a result of their becoming overloaded, and also to ensure the urban extension does not create another dormitory area for residents who will need to travel by car to work and access services.

A broad statement to this effect has now been added, but the specific reference to the school places required has been removed. It would be preferable to include both the broad statement recognising that a range of facilities may require expansion/upgrading, as well as the more detailed information that is available in relation to school places.

It would also be useful to provide more evidence in relation to the current economic/social character and function of Bromyard and its relationship to its rural hinterland and Hereford, in order to understand current levels of in and out-commuting and the types of employment, retail, services that should be provided within the town centre to improve self-containment and vitality of the local economy. Reference could also be made to the travel to work patterns identified in the Advantage West Midlands study on the Rural Economy².

A preamble to this effect has been added to the supporting text for the spatial option.

The evidence for the policy states that there is a lack of employment land outside of the Linton Trading Estate; however, there could be opportunities within the town for the identification and provision of small units or land for micro-businesses, as well as live-work units which could reduce the need for out-commuting by car, and improve the town centre vitality. Although allocation of sites for small scale employment will occur within the Market Towns and Rural Areas Plan, as this DPD will not be drafted until after the Core Strategy, the spatial policy option for Bromyard should state that provision will be made for small scale employment sites as part of the strategy for Bromyard, and it could also encourage proposals for these types of development, which may be ready to come forward before the Market Towns and Rural Areas Plan is drafted.

This recommendation has been implemented in the spatial option.

The standards of sustainable design and construction that should be achieved in new development should be made explicit in the still to be drafted Sustainable Design policy; however if this information is not included there, this policy should fully address the issue.

It has been confirmed that this will be dealt with under Sustainable Design policy so the spatial option has not been amended.

The policy states that 'mitigation measures will be required to protect the high sensitivity landscape'; however, there is no mention of what these measures might be or how this will be achieved. This should also be more clearly explained in the policy or supporting text.

Some additions have been made to the supporting text for the spatial option (Section 2.2) to this effect.

¹ *Urban Fringe Sensitivity Analysis. Hereford and the Market Towns.* Herefordshire Council, January 2010.

² *West Midlands Rural Economy Study.* Prepared for Advantage West Midlands by SQW and Land Use Consultants, 2007.

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
Scores for the revised spatial option, as included in the consultation document (July 2010).	+	+/-	+/-	++?	+?	-?
The revisions to the spatial option have improved the score for the Education & Employment SA objectives.						

Spatial policy option for Ledbury

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
Spatial Option for Ledbury (draft version June 2010)	+/-	+?	+/-	++?	+?	+

This policy should have positive impacts on employment (1) in that it includes the provision of 12ha of new employment land. However, the site appears to be separate from the town centre, therefore out-commuting by residents by car from the town is still likely to occur to and from the new employment site, although it may help to reduce out-commuting over longer distances (e.g. to employment in Hereford or Worcester to the east). Apart from the reference to the provision of live/work units as part of the new urban extension at the Viaduct site, the policy option itself does not make provision for employment spaces or land within the town or further service provision within the urban extension (although it is noted that the need for new non-strategic retail development and possible locations to support local trade will be addressed within the Market Towns and Rural Areas Plan). Without provision for smaller scale employment land, there could be a negative impact on the vitality of the economy and town centre (3, 7), and reduce the self-containment of Ledbury, further encouraging out-commuting by residents for work and access to services (1). Impacts on education achievement within the county (8) are likely to be positive as a result of the provision of a new 210 place primary school as part of the planned urban extension.

The provision of sustainable transport links between the town centre and the Little Marcle/Ross Road employment area should have positive impacts on the health of the local population (5) if those links encourage walking and cycling. Walking and cycling should also be encouraged from the urban extension, as the policy states that new pedestrian and cycling links will be provided to the 'Town Trail', railway station and town centre. It is assumed that this means from the new urban extension to these locations, but this is not made explicit within the wording of the policy. Retention of the existing cricket and football grounds for recreational use as well as the restoration of the canal and creation of a new linear informal park should also encourage healthier lifestyles. It will be necessary to ensure that adequate provision is made for a growing population if local health centres do not have adequate capacity to accommodate the increased population resulting from the provision of 800 new homes in the town, in order than existing facilities do not become overloaded.

The provision of sustainable transport links between the town centre and the Little Marcle/Ross Road employment area/urban extension to the north of the Viaduct should have additional benefits in terms of reduced road traffic and increasing accessibility for non-car drivers (4), if successfully implemented and attractive enough to encourage employees out of their cars. Providing live-work units may also reduce the need to travel by facilitating home working.

Significant positive effects could result in relation to the built environment objectives (11), from the provision of a high proportion (40%) of affordable homes within all developments of 15+ properties, and by the provision of 750 new homes which should be good quality as they will be brand new. However, it is uncertain whether this level of provision of new homes, as well as 40% affordable homes, will be achievable in the current economic climate. In addition, there is an opportunity for all new homes to meet high levels of sustainable design and construction, which is not required by the policy as currently drafted. As the Sustainable Design core policy has not yet been drafted, it is unclear what standards of sustainable design and construction will be required in new development within the county.

The provision of sustainable transport links should help to reduce air pollution from vehicle traffic (18); however, the impacts on climate change of the policy are mainly uncertain as they will depend on factors such as the design and construction methods used in the housing development, which is not currently known.

The areas in which development is proposed under this option are of low-medium landscape sensitivity (15); and concentrating development here avoids it being directed to other areas around the town which are of higher landscape/biodiversity value. The Habitats Regulations Assessment has identified the potential for significant

effects on the River Clun SAC due to potential decreases in water quality as the sewage treatment works (STW) serving Ledbury discharges to the River Clun. The Water Cycle Study³ states that the existing STW has sufficient capacity to accommodate 2,500 new houses (which would cover the planned increase in population at Ledbury), but that some refurbishment work would be needed to the terminal pumping station.

Recommendations made for the first draft provided by Herefordshire Council June 2010

The policy mentions the new primary school to be built in the urban extension at the Viaduct site, but makes no mention of the other facilities required to support the new community such as shops, community facilities and health centres. The policy should make clear what will be required/provided in order to make clear whether there is likely to be any adverse impact on existing facilities as a result of their becoming overloaded, and also to ensure the urban extension does not create a dormitory area for residents who will need to travel by car to work and access services. For example no mention is made of the capacity of the existing school system to accommodate the additional pressure on secondary places.

A broad statement to this effect has now been added.

It would also be useful to provide more evidence in relation to the current economic/social character and function of Ledbury and its relationship to its rural hinterland, other market towns and Hereford, in order to understand current levels of in and out-commuting and the types of employment, retail, services that should be provided within the town centre to improve self-containment and vitality of the local economy. Reference could also be made to the travel to work patterns identified in the Advantage West Midlands study on the Rural Economy⁴.

A preamble to this effect has been added to the supporting text for the spatial option.

The policy could also encourage opportunities within the town for the identification and provision of small units or land for micro-businesses, as well as live-work units which could reduce the need for out-commuting by car, and improve the town centre vitality. Although identification of locations for non-strategic retail development and local trade will occur within the Market Towns and Rural Areas Plan, as this DPD will not be drafted until after the Core Strategy, the spatial policy option for Ledbury should state that provision will be made for small scale employment sites as part of the strategy for Ledbury, and it could also encourage proposals for these types of development, which may be ready to come forward before the Market Towns and Rural Areas Plan is drafted.

This recommendation has been implemented in the spatial option.

The policy should be explicit about the standards of sustainable design and construction that should be achieved in new development, unless this will be addressed in the still to be drafted Sustainable Design policy.

It has been confirmed that this will be dealt with under Sustainable Design policy so the spatial option has not been amended.

The policy states that pedestrian and cycling links will be provided to the 'Town Trail', railway station and town centre; however it is not entirely clear whether this means between these facilities and the new urban extension. The wording of the policy should make this explicit. It would also be useful for the Town Trail to be described in the supporting text and shown on the map for this spatial option.

The wording of this sentence has been amended to clarify that there will be links from the urban extension directly to the Town Trail, railway station and town centre.

³ Outline Water Cycle Study Technical Report 2nd Edition – Final Report Issued. Herefordshire Council, September 2009.

⁴ West Midlands Rural Economy Study. Prepared for Advantage West Midlands by SQW and Land Use Consultants, 2007,

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
Scores for the revised spatial option, as included in the consultation (July 2010).	+	+?	+/-	++?	+?	+
The revisions to the spatial option have improved the score for the Education & Employment SA objectives.						

Spatial policy option for Ross-on-Wye

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
Spatial Option for Ross-on-Wye (draft version June 2010)	+/-	+?	+	++?	+?	+/-?
<p>This policy should have positive impacts on employment (1) in that it allows for the provision of 10ha of new employment land at the Model Farm site (allocated in the UDP), within the proposed urban extension at Hildersley. This should help to create a more mixed use, self-contained extension, and help to encourage walking and cycling and reduce the need (but not necessarily the propensity) to travel to work by car. The policy option itself does not make provision for employment spaces or land within the town or further service provision (other than recreation space) within the urban extension (although the need for new non-strategic retail development, new tourist accommodation and possible locations to support local trade will be addressed within the Market Towns and Rural Areas Plan). Without provision for smaller scale employment land, there could be a negative impact on the vitality of the economy and town centre (3, 7), and the self-containment of Ross-on-Wye could be reduced, further encouraging out-commuting by residents for work and access to services (1).</p> <p>The provision of sustainable transport links between the town centre and the urban extension at Hildersley (including the new employment land at the Model Farm business park) should have positive impacts on the health of the local population (5) by encouraging walking and cycling. It will be necessary to ensure that adequate provision is made for a growing population if local health centres do not have adequate capacity to accommodate the increased population resulting from the provision of 1,000 new homes in and around the town, in order than existing facilities do not become overloaded.</p> <p>The provision of sustainable transport links between the town centre and the Hildersley urban extension should have additional benefits in terms of reduced road traffic and increasing accessibility for non-car drivers (4).</p> <p>Significant positive effects could result in relation to the built environment objectives (11), from the provision of a high proportion (40%) of affordable homes within all developments of 15+ properties, and by the provision of 450 new homes which should be good quality as they will be brand new. However, it is uncertain whether this level of provision of new homes, as well as 40% affordable homes, will be achievable in the current economic climate. In addition, there is an opportunity for all new homes to meet high levels of sustainable design and construction, which is not required by the policy as currently drafted. As the Sustainable Design core policy has not yet been drafted, it is unclear what standards of sustainable design and construction will be required in new development within the county.</p> <p>The provision of sustainable transport links should help to mitigate to some extent the increased air pollution that is likely to result from an increase in vehicle traffic (18); however, the impacts on climate change of the policy are mainly uncertain as they will depend on factors such as the design and construction methods used in the housing development, which is not currently known. This information should be included in the still to be drafted Sustainable Design policy, or failing that it should be included within the spatial options for each of the market towns.</p> <p>The Habitats Regulations Assessment has identified the potential for significant effects on the River Wye SAC due to potential decreases in water quality as the sewage treatment works (STW) serving Ross-on-Wye discharges to the River Wye, which is already being affected by pollution. The Water Cycle Study⁵ states that the existing STW has sufficient capacity to serve the planned increase in population, however, the Environment Agency's review of existing consented discharges showed that the SAC is already being adversely affected by discharges to the river. In combination with planned housing increases at Hereford and other towns served by STWs discharging to the River Wye, it is uncertain whether pollution levels will increase. In addition, the urban</p>						

⁵ Outline Water Cycle Study Technical Report 2nd Edition – Final Report Issued. Herefordshire Council, September 2009.

extension at Hildersley is within 10km of the Wye Valley and Forest of Dean Bat SACs, and it is even closer to a number of bat roosting sites identified in a study by the Herefordshire Biological Records Centre⁶. While the Herefordshire Biological Records Centre bat study has concluded that providing housing at Hildersley will have no adverse effects on nearby bats, it does not discuss any potential effects from light or noise associated with new development. Therefore, the Habitats Regulations Assessment has not yet been able to discount the potential for significant effects (e.g. from light and noise disturbance) on the qualifying bat species from development at the urban extension. Finally, the Habitats Regulations Assessment has identified the potential for recreation pressure on Wye Valley Woodlands SAC and the Walmore Common SAC associated with the increased population from the additional housing development at Hildersley urban extension. Both of these sites are accessible from the urban extension location.

However, the policy option states that creation of green infrastructure within the urban extension site should help to mitigate effects on biodiversity (13) by benefitting the local bat population. The option also states that the urban extension will include on site recreation space or an off-site area through developer contributions, and the creation of green infrastructure within the site is also likely to encourage residents to use these local open spaces, and help to relieve any pressure on the SAC sites further away. Further information from the water company is needed in relation to the STW capacity and potential effects on the River Wye SAC. The landscape (15) in this area is of low sensitivity, meaning that development is directed away from areas where harm to the landscape may result. Positive effects on the landscape (including open spaces) (15) are also likely to result from the inclusion of on-site recreation space within the planned urban extension at Hildersley.

Comments/Recommendations

The policy makes no reference to the provision of any community services/facilities to be provided to support the growing population; particularly at the urban extension at Hildersley. Any requirements additional to that able to be accommodated by existing facilities such as schools should be specified, along with plans to meet the increasing demand.

A broad statement to this effect has now been added to the spatial option, stating that development contributions will be required towards any identified need for new/improved community facilities.

It would also be useful to provide more evidence in relation to the current economic/social character and function of Ross-on-Wye and its relationship to its rural hinterland, other market towns and Hereford, in order to understand current levels of in and out-commuting and the types of employment, retail, services that should be provided within the town centre to improve self-containment and vitality of the local economy. Reference could also be made to the travel to work patterns identified in the Advantage West Midlands study on the Rural Economy⁷.

A preamble to this effect has been added to the supporting text for the spatial option.

The policy could also encourage opportunities within the town for the identification and provision of small units or land for micro-businesses, as well as live-work units which could reduce the need for out-commuting by car, and improve the town centre vitality. Although identification of locations for non-strategic retail development and local trade will occur within the Market Towns and Rural Areas Plan, as this DPD will not be drafted until after the Core Strategy, the spatial policy option for Ross-on-Wye should state that provision will be made for small scale employment sites as part of the strategy for Ross-on-Wye, and it could also encourage proposals for these types of development, which may be ready to come forward before the Market Towns and Rural Areas Plan is drafted.

This recommendation has been implemented in the spatial option.

The policy should be explicit about the standards of sustainable design and construction that should be achieved in new development, unless this will be addressed in the still to be drafted Sustainable Design policy.

It has been confirmed that this will be dealt with under Sustainable Design policy so the spatial option has not been amended.

As further information is obtained as part of the Habitats Regulations Assessment, more explicit reference to

⁶ *Greater and Lesser Horseshoe Bats in South Herefordshire 2010. A study to inform Herefordshire Council's Local Development Framework.* Herefordshire Biological Records Centre, June 2010.

⁷ *West Midlands Rural Economy Study.* Prepared for Advantage West Midlands by SQW and Land Use Consultants, 2007,

mitigation of potential effects on the bat sites, River Wye SAC, Wye Valley Woodlands SAC and the Walmore Common SAC will be needed.

Core Strategy policy	SA Objective Topics					
	Education & Employment	Healthy & Prosperous Communities	Transport & Access	Built Environment	Resource Consumption & Climate Change	Natural Environment
Scores for the revised spatial option, as included in the consultation (July 2010).	+	+?	+	++?	+?	+/-?
The revisions to the spatial option have improved the score for the Education & Employment SA objectives.						

Appendix 1: SA Framework grouped by topic

The SA objectives and sub-objectives have been presented below under the relevant topic heading. Note that sub-objectives may be organised under different Topics, according to the issues that they address (e.g. sub-objectives in SA Objectives 7, 18).

Education and Employment

SA Objectives	
1	<p>Support, maintain or enhance the provision of high quality, local or easily accessible employment opportunities, suited to the changing needs of the local workforce.</p> <p>1.1 Maintain or increase current employment rates in knowledge and technology intensive sectors.</p> <p>1.2 Provide flexible employment land near to the workforce or provide opportunities easily accessible by public transport.</p> <p>1.3 Encourage fair and decent work conditions and increase median weekly earnings.</p> <p>1.4 Help to increase diversity of job opportunities.</p>
2	<p>Secure a more adaptable and higher skilled workforce.</p> <p>2.1 Provide or facilitate through investment, appropriate training and learning to help build, attract and retain a highly skilled workforce that meets existing and future needs.</p> <p>2.2 Reduce inequalities in skills across the county.</p> <p>2.3 Promote the voluntary sector, lifelong learning and life/environmental skills.</p>
3	<p>Maintain or enhance conditions that enable a sustainable economy and continued investment.</p> <p>3.1 Improve the resilience and/or diversity of business and the economy.</p> <p>3.2 Provide or facilitate availability of appropriate sites and properties for new business opportunities or growth whilst using natural resources efficiently.</p> <p>3.3 Encourage and support a culture of enterprise and innovation, including social enterprise or the voluntary sector.</p> <p>3.4 Encourage corporate social and environmental responsibility, with county organisations leading by example.</p> <p>3.5 Promote and support the development of new high value and low impact technologies, especially resource-efficient technologies and environmental technology initiatives.</p>
7	<p>Sustainable regeneration</p> <p>7.2 Help create an appropriate range of independent, competitive and national retailers.</p> <p>7.3 Help reduce the number of vacant properties and support vitality.</p>
8	<p>Raise educational achievement levels across the County.</p> <p>8.1 Ensure that education infrastructure meets projected future demand and need.</p>

Healthy and Prosperous Communities

SA Objectives	
5	<p>Improve the health of the people of Herefordshire, reduce disparities in health geographically and demographically and encourage healthy living for all.</p> <p>5.1 Help to ensure there is adequate provision of healthcare services appropriate to local needs, which are accessible by sustainable modes of transport.</p> <p>5.2 Help to reduce inequalities in health.</p> <p>5.3 Encourage healthy lifestyles, e.g. reducing car use and maintaining or enhancing access to physical sports, green space and recreation.</p>
7	<p>Sustainable regeneration.</p> <p>7.4 Support or create high quality public realm and community/amenity space that is safe and encourages positive community interaction.</p>
9	<p>Reduce and prevent crime/fear of crime and antisocial behaviour in the county.</p> <p>9.1 Enhance community safety, security and reduce crime or fear of crime and anti-social behaviour.</p> <p>9.2 Help improve quality of life and address the opportunity for crime or anti-social behaviour through design measures.</p> <p>9.3 Encourage respect for people and the environment.</p>
10	<p>Reduce poverty and promote equality, social inclusion by closing the gap between the most deprived areas in the county and the rest of the county.</p> <p>10.1 Ensure easy and equitable access to and provision of services and opportunities, including jobs and learning, and avoid negative impacts on different groups of people because of their ethnicity, gender, religion, disability, sexuality or age.</p> <p>10.2 Enable the involvement of all affected parties, including hard to reach groups.</p> <p>10.3 Promote equality, fairness and respect for people and the environment.</p> <p>10.4 Address poverty and disadvantage, taking into account the particular difficulties of those facing multiple disadvantages.</p>

Transport and Access

SA Objectives	
4	<p>Reduce road traffic and congestion, pollution and accidents and improve health through physical activity by increasing the proportion of journeys made by public transport, cycling and walking.</p> <p>4.1 Reduce the need to travel.</p> <p>4.2 Promote more sustainable transport patterns in areas suffering from congestion,</p> <p>4.3 Improve the quality and/or provision of integrated transport options in areas of need and that are accessible to all.</p> <p>4.4 Increase the use of public transport, cycling and walking.</p> <p>4.5 Secure the implementation of green travel plans.</p> <p>4.6 Minimise risks associated with car travel.</p> <p>4.7 Promote a shift of freight from road to rail.</p>
6	<p>Improve equality of access to and engagement in quality cultural, educational, leisure, sporting, recreational and community activities for all.</p> <p>6.1 Maintain or increase the type or quality of facilities (including open space) in areas where there is need, ensuring easy and equitable access by sustainable modes of transport.</p> <p>6.2 Promote Herefordshire's facilities to local people and tourists encouraging appreciation of the heritage of the county and participation by all.</p> <p>6.3 Promote the use of inland waterways for leisure, recreation, telecommunication, freight transport and/or as a catalyst for urban and rural regeneration.</p>
7	<p>Sustainable regeneration</p> <p>7.1 Support viability or develop services and facilities appropriate to the community, function, character and scale of the centre and existing facilities using sustainable, resource- efficient designs.</p>

The Built Environment

SA Objectives	
11	<p>Provide everyone with the opportunity to live in good quality, affordable housing of the right type and tenure, in clear, safe and pleasant local environments.</p> <p>11.1 Increase access to good quality housing meeting people's needs (e.g. tenure, aspirations, location, affordability, size and type, accessible to disabled people).</p> <p>11.2 Increase the supply of affordable housing.</p> <p>11.3 Reduce the percentage of unfit homes/empty homes.</p> <p>11.4 Improve the energy and resource efficiency of homes and reduce fuel poverty and ill-health.</p> <p>11.5 Increase the use of sustainable design techniques, improve the quality of housing and use sustainable building materials in construction.</p> <p>11.6 Improve the wider built environment and sense of place.</p>
19	<p>Ensure integrated, efficient and balanced land use.</p> <p>19.1 Ensure new developments are in appropriate locations, optimising the use of previously developed land and buildings, primarily focussed on the urban areas and are accessible by walking, cycling or sustainable transport and/or will increase the share of these transport modes, thereby reducing the need to travel.</p> <p>19.2 Encourage an appropriate density and mix of uses using sustainable resource-efficient design.</p> <p>19.3 Promote ways of meeting local needs locally by encouraging local sourcing of food, goods and materials.</p>
20	<p>Value, protect and enhance the character and built quality of settlements and neighbourhoods and the county's historic environment and cultural heritage.</p> <p>20.1 Preserve, protect and enhance Conservation Areas, Listed Buildings, archaeological remains, and other features and areas of historical heritage and cultural value e.g. locally listed buildings.</p> <p>20.2 Prevent development which is inappropriate in scale, form or design to its setting or to its function or local area.</p> <p>20.3 Encourage development that creates and sustains well-designed, high quality built environments that incorporate green space, encourage biodiversity and promote local distinctiveness and sense of place?</p> <p>20.4 Encourage cleanliness and/or improve the general appearance of the area.</p>

Resource Consumption and Climate Change

SA Objectives	
12	<p>Reduce the amount of waste requiring disposal and minimise the use of non-reusable materials and encourage recycling.</p> <p>12.1 Minimise the use of non re-usable materials.</p> <p>12.2 Minimise waste from households, businesses etc including hazardous waste.</p> <p>12.3 Promote re-use, recovery and recycling of waste.</p> <p>12.4 Deal with waste locally and/or through the best Practical Environmental Option.</p>
14	<p>Use natural resources and energy more efficiently.</p> <p>14.1 Maximise energy efficiency and minimise the consumption of non-renewable energy i.e. from fossil fuels.</p> <p>14.2 Minimise the consumption of water, land, soil, minerals, aggregates and other raw materials by all? E.g. through integrated transport, sustainable resource-efficient design, local sourcing of food, goods, materials.</p> <p>14.3 Encourage the re-use/enhancement (to high standards of sustainable resource-efficient design) of existing buildings and minimise the need for new build.</p>
16	<p>Reduce Herefordshire's vulnerability to the impacts of climate change as well as its contribution to the problem.</p> <p>16.1 Reduce the county's contribution to climate change by reducing greenhouse gas emissions from transport, domestic, commercial and industrial sources.</p> <p>16.2 Increase the proportion of energy generated from renewable and low carbon sources including by micro-generation, Combined Heat and Power (CHP), district heating and in transportation.</p>
18	<p>Minimise local and global pollution and protect or enhance environmental resources.</p> <p>18.5 Encourage the use of clean technologies and water minimisation techniques.</p>

The Natural Environment

SA Objectives	
13	<p>Value, maintain, restore and expand county biodiversity .</p> <p>13.1 Protect or enhance habitats of international, national, regional or local importance.</p> <p>13.2 Protect international, national, regional or locally important terrestrial or aquatic species.</p> <p>13.3 Maintain wildlife corridors and minimise fragmentation of ecological areas and green spaces.</p> <p>13.4 Manage access to sites in a sustainable way that protects or enhances their nature conservation value.</p> <p>13.5 Create new appropriate habitats.</p>
15	<p>Value, protect, enhance and restore the landscape quality of Herefordshire, including its rural areas and open spaces.</p> <p>15.1 Value, enhance and protect natural environmental assets including AONB's, historic landscapes, open spaces, parks and gardens and their settings.</p> <p>15.2 Encourage local stewardship of local environments, for example by promoting best practices in agricultural management.</p> <p>15.3 Ensure that environmental impacts caused by mineral operations and the transport of minerals are minimised.</p> <p>15.4 Promote the use of rural areas and open space by all, encourage easy non-car based access, and accommodate the needs of disabled users.</p>
17	<p>Reduce the risk of flooding and the resulting detriment to public well-being, the economy and the environment.</p> <p>17.1 Reduce flood risk both presently and taking into account climate change.</p> <p>17.2 Prevent inappropriate development of the floodplain, and include flood protection systems.</p> <p>17.3 Include sustainable urban drainage systems where appropriate.</p>
18	<p>Minimise local and global pollution and protect or enhance environmental resources.</p> <p>18.1 Minimise water, air, soil, groundwater, noise and light pollution from current activities and the potential for such pollution.</p> <p>18.2 Protect and enhance the quality of watercourses.</p> <p>18.3 Provide opportunities to improve soil quality or reduce contaminated land.</p> <p>18.4 Help achieve the objectives of Air Quality Management Plans through for e.g. increasing use of public transport, cycling and walking.</p>