

Shaping Our Place 2026



Local Development Framework

Vision and Objectives Background Paper

January 2010



Shaping Our Place

Core Strategy: Developing the Vision and Objectives

Background Paper

January 2010

1.0 Introduction

The Core Strategy will ultimately set out the long-term planning strategy for the growth of the County up until 2026. Developing a vision and objectives for the Core Strategy is a very important stage in the process of plan production as it sets the direction of travel for the spatial strategy and policies that follow. This document sets out why the Core Strategy vision is important, how the Core Strategy vision and objectives have been developed and what the next stages will be.

2.0 Why have a vision?

2.1 Government guidance states “every local planning authority should produce a Core Strategy which includes: “an overall **vision** which sets out how the area and the places within it should develop”. It also states, “a vision should be informed by an analysis of the characteristics of the area (*local distinctiveness*) ... and the key issues and challenges facing it (*community-derived objectives*). In addition, the vision should be in general conformity with the Regional Plan **and** it should closely relate to the Community Strategy for the area (Planning Policy Statement 12, Paras 4.1 and 4.2).

2.2 Local distinctiveness (what makes our area special and different from others) requires an understanding of the issues and opportunities arising in Herefordshire. Drawing out these distinctions by defining the special characteristics of the area and determining the key issues for the future through consultation with the community is important, as it will clearly influence the extent to which the final Core Strategy embodies “local distinctiveness”.

2.3 The link between the Core Strategy and the Sustainable Community Strategy is fundamental and is shown in the following diagram, Figure 1.

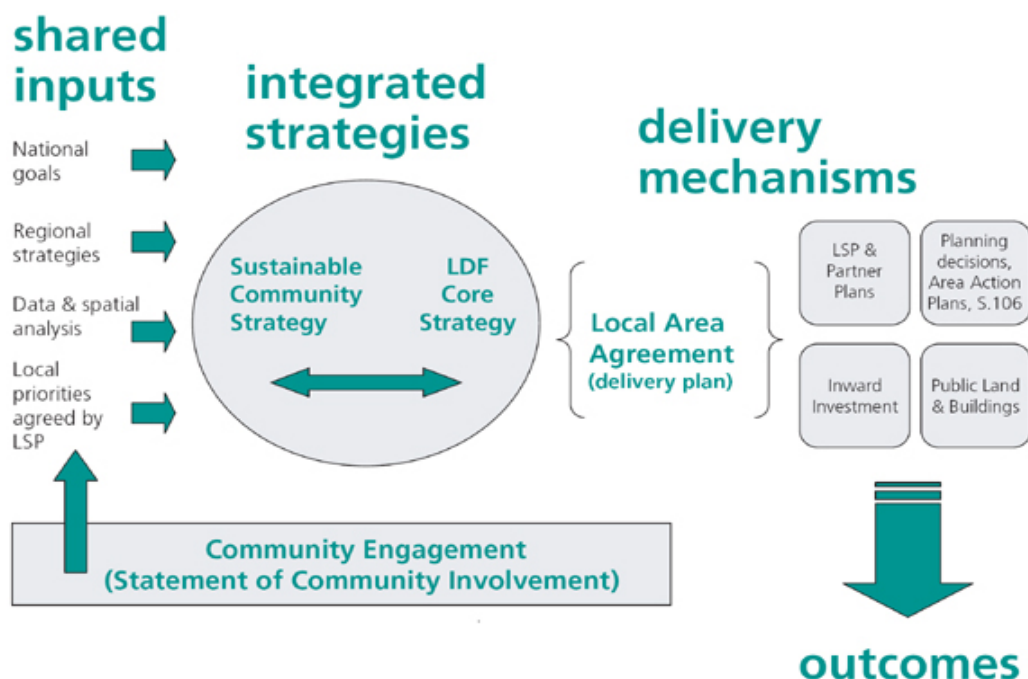


Figure 1: This diagram comes from 'Planning Together: local strategic partnerships and spatial planning – a practical guide' from Communities and Local Government.

- 2.4 The vision should be translated into a set of objectives, policies, priorities, programmes and land allocations together with the public sector resources to deliver them in conjunction with partner organisations and associated delivery mechanisms e.g. Local Area Agreements. This is the essence of what the new spatial planning agenda is about and how it differs from the previous local planning system.
- 2.5 In sum, the vision should provide a consistent reason why the Core Strategy is pursuing the strategy that it is, as well as be a clearly understandable expression of how the “big picture” will be applied to local communities. It should provide clear directions of travel for the strategic objectives and policies that will follow in each section of the final document.

3.0 **How have the vision and objectives for the Herefordshire Core Strategy been developed so far?**

3.1 **Developing Options Paper (June 2008)**

The draft vision and objectives for the Core Strategy Developing Options Paper, were developed from:

- (i) the national agenda of building sustainable communities (Planning Policy Statement 1) and the regional agenda of promoting rural renaissance (Policies RR3 and RR4 of the Regional Spatial Strategy, June 2004).
- (ii) the aspirations of the Community Strategy (June 2006).
- (iii) the responses to the Key Issues consultation of September 2007 (itself based on the key issues arising out of the consultation for the Community Strategy);
- (iv) an analysis of other plans and programmes’ (internal and external to the Council) aims, objectives and strategies;
- (v) discussions with LDF Task Group comprising of members from the Council and the Herefordshire Partnership responsible for producing the Community Strategy;
- (vi) discussions with an internal working group comprising of officers from all the directorates of the Council (including the Herefordshire Partnership);
- (vii) views were also sought from external stakeholders with consultation on an early draft of the vision and objectives.

3.2 **Questionnaire responses to the Developing Options Paper on whether the Vision and Objectives were appropriate?**

Vision (Q1)

Number of respondents: 779

77% agreed vision was appropriate for Herefordshire

23% disagreed

Number of ‘no options’/ Answer not provided - 203

Therefore, the vision as proposed was generally supported

Q2: If not appropriate, what changes would you suggest to the Vision?

243 free write responses were made to this question suggesting ways in which the vision could be improved. A summary of written comments from consultees for Q2 (frequency of >10 similar comments) can be found in Appendix 1.

Objectives (Q3)

Number of respondents: 779

80% agreed objectives were appropriate for Herefordshire

20% disagreed

Number of no opinion / answer not provided: 203

Therefore, the objectives as proposed were generally supported.

Q4: If not, what changes would you suggest to the Objectives?

209 free write comments were received to this question suggesting changes to the objectives. A summary of written comments from consultees for Q4 (frequency of >10 similar comments) can be found in Appendix 2

3.3 Vision Workshops (November/December 2008)

Following the Developing Options Paper public consultation, two workshop events were held for Members (17/11/08) and Stakeholders (17/12/08) on the wording of the Vision.

The summary of the outcomes of the Vision Workshops is reproduced in Appendix 3.

3.4 Targeted External Consultation – February 2009

Using the comments received from both the Developing Options Paper questionnaire of summer 2008 and the workshops held in the winter of 2008, a draft Vision and Objectives Background Paper was produced in February 2009. A targeted 3-week consultation was then carried out with respondents to the vision and objectives sections of the questionnaire, attendees of the workshops and all Members. The results of this exercise are set out in Appendix 4. The comments received from this latest consultation have been used to produce a final version of the Vision and Objectives of the Core Strategy, which is set out below.

3.5 The Community Strategy (2006) is currently being refreshed to produce a Sustainable Community Strategy intended for completion Spring 2010. The issues and themes within the refreshed document build upon those that were contained within the 2006 document and therefore do not fundamentally affect the Core Strategy objectives that have been developed to date. The links between the Core Strategy objectives developed to date, the original Key Issues and the draft Sustainable Community Strategy are detailed in Appendix 6 (see also Para 3.1 of this Paper).

4.0 Final version of the Core Strategy Vision and Objectives – July 09

4.1 The main changes to the vision since the Developing Options Paper (June 2008) relate to a strengthened economic section and greater reference to climate change and rural issues. For comparison, the wording of the vision at Developing Options stage is reproduced in Appendix 5.

4.2 Final 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.

1. Social Progress

By 2026, decent, affordable homes, jobs, health and community facilities and other necessary infrastructure will have been provided in urban and rural areas to meet the needs of all sections of the population creating safe, inclusive places and robust

communities that 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 more active lifestyles and the retention of our young people, and an improved quality of life. Residents and workers in urban and rural areas will have a reduced need to travel by car with opportunities for “active travel” i.e. walking and cycling promoted, along with improved accessibility to public transport. In Hereford, congestion will be managed and public transport improved through a balanced package of transport measures including the provision of a relief road, park and ride facilities and bus priority schemes. Residents will have the opportunity to contribute to the shaping of their place through continuous engagement in plan making.

2. Economic Prosperity

By 2026, Herefordshire will have a thriving local economy, with a balanced and diversified business base incorporating more knowledge-based and high-tech businesses and a more adaptable and skilled workforce. A genuine commitment by all businesses to sustainable development will underpin a unique quality of life. New employment land will have been provided to complement new homes and support higher-waged jobs enabling existing and future businesses to grow and thrive. A communications infrastructure based on fibre optics will be in place to allow a similar level of broadband service everywhere in the county, with the major employment locations enjoying broadband services matching the best in the country. Educational developments (including higher education) will bolster and support local resources and strengths, such as environmental technologies, creative industries, agriculture, food production, forestry, equestrian expertise and tourism as well as support improved skills training, development and local job opportunities. Hereford will be a strong, sub-regional shopping, employment, leisure and cultural focus for the county. Comprehensive proposals for regeneration in and around the city centre will complement the historic core in providing homes, jobs, shops and leisure facilities and transport improvements. As a result the city will be a vibrant destination of choice for shoppers and visitors alike. The market towns will be distinctive, thriving service centres that are better linked to their hinterland villages through enterprise hubs, service provision and transport accessibility. Our village-based services will be supported through new development (including live-work units) in appropriate locations to foster sustainable communities and promote rural regeneration. 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 assets such as the River Wye.

3. Environmental Quality

New development will be designed and constructed in ways to ensure that local distinctiveness is reinforced. The wider impacts of climate change will be addressed by reducing carbon emissions, minimising pollution and the risk of flooding, ensuring availability of natural resources, and by providing appropriate waste management facilities and renewable energy schemes. 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 historic and environmental resource, including its natural beauty and quality of landscape, biodiversity, geodiversity, built environment and cultural heritage, will be protected and 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.

4.3 Final Objectives

The objectives have been substantially reworded since the Developing Options Paper version (June 2008). The main differences in this final version of the objectives relate to the creation of two further objectives in total, resulting from the splitting of original objective

No.s 7 and 9, to create separate objectives on Hereford, the Market Towns and Rural Areas and on the issue of climate change. For comparison, the wording of the objectives at Developing Options stage is reproduced in Appendix 5.

Social Progress

1. To meet the housing needs of all sections of the community (especially those in need of affordable housing), by providing a range of quality, energy efficient homes in the right place at the right time.
2. To improve the health, well-being and quality of life of all residents by ensuring new developments positively contribute towards better access to, provision and use of, improved public open spaces, sport and recreation, education, cultural and health facilities.
3. To support existing education, life-long learning and the retention of our young people through the provision and/or improvement of higher education, skills development and training facilities.
4. To reduce the need to travel and lessen the harmful impacts from traffic growth, promote active travel and improve quality of life by locating significant new development where access to employment, shopping, education, health, recreation, leisure and other services are, or could be made available by walking, cycling or public transport.
5. To improve access to services in rural areas and movement and air quality within urban areas by ensuring new developments support the provision of an accessible, integrated, safe and sustainable transport network and improved traffic management schemes.

Economic Prosperity

6. To provide more local, better paid job opportunities to limit out-commuting and strengthen the economy by attracting higher value-added, knowledge based industries and cutting-edge environmental technologies to new/existing employment land and enabling existing businesses to grow and diversify, facilitated by the universal provision of a high bandwidth broadband service.
7. To strengthen Hereford's role as a sub-regional focus for the county, through city centre expansion as part of wider city regeneration and through the provision of a balanced package of transport measures including park and ride, bus priority schemes and a relief road including a second river crossing.
8. To improve the economic viability of the market towns, villages and their rural hinterlands by facilitating employment generation and diversification, improving delivery and access to services (including affordable housing and improved ICT) and realising the value of the environment as an economic asset.
9. To develop Herefordshire as a destination for quality leisure visits and sustainable tourism by enabling the provision of new, as well as enhancement of existing, tourism infrastructure in appropriate locations.

Environmental Quality

10. To achieve sustainable communities and protect the environment by delivering well-designed places, spaces and buildings, which use land efficiently, reinforce local distinctiveness and are supported by the necessary infrastructure including green infrastructure.

11. To address the causes and impacts of climate change by ensuring new development: uses sustainable design and construction methods to conserve natural resources, does not increase flood risk to new or existing property, increases the use of renewable forms of energy to reduce carbon emissions, minimises waste and pollution, manages water supply and conservation and conserves and protects biodiversity and geodiversity.

12. To conserve, promote, utilise and enjoy our natural, built, historic and cultural assets for the fullest benefits to the whole community by safeguarding the County's current stock of environmental assets from loss and damage, reversing negative trends, ensuring best condition and encouraging expansion, as well as appropriately managing future assets.

5.0 How Sustainability Appraisal has influenced the Objectives

5.1 As part of the Sustainability Appraisal process of the Core Strategy, the objectives were appraised in April 2008 at Developing Options stage, against the sustainability objectives set out in the General Scoping Report for the Sustainability Appraisal of the LDF. The results of that exercise are contained in a separate Sustainability Appraisal of the Developing Options Paper (June 2008) which can be found on the Council's web-site at www.herefordshire.gov.uk/ldf. The comments made and how they have influenced further revisions to the objectives are detailed in the table below. The objectives were also subject to a compatibility assessment with each other in an Addendum to the Developing Options Sustainability Appraisal. This can also be seen on the council's website at the above address. The original conflicts regarding objectives 2 and 5, 4 and 6 and 6 and 10 have been overcome by wording changes to all the objectives.

Objective No.	SA at Developing Options Stage (June 2008)	How the Objectives have been influenced
1	Generally compatible with SA objectives, but define sustainability; possible conflicts with traffic congestion, use of resources, energy and waste minimisation; climate change, flood risk and pollution	Use of the term sustainability replaced in Objective 1. Energy efficiency now referred to in Objective 1, issue of traffic congestion addressed through objective 4. Other issues addressed through new objective 11.
2	Considered compatible	None
3	Generally compatible, but possible conflicts with traffic congestion, use of resources, energy and waste minimisation; impact on character.	Issue of traffic congestion addressed through objective 4. Other issues addressed through new objectives 10 and 11.
4	Generally compatible with SA objectives, but define sustainability; possible conflicts with use of resources, energy and waste minimisation; climate change, flood risk and pollution. Need to secure developer contributions, avoid contributing to flood risk and consider impact on character	Use of the term sustainability removed in Objective 4. Other issues addressed through new objectives 10 and 11. Developer contributions towards transport improvements referred to in objective 5
5	Suggested minor wording changes – generally compatible but with possible conflicts regarding use of resources, impact on landscape and biodiversity, avoidance of flood risk areas.	Wording changes overcome concerns. Objectives 10 and 11 address other issues.
6	Generally compatible. Need reference to existing businesses. Possible conflicts with increasing traffic congestion and pollution	Reference to existing businesses now made in Objective 6 as well as reference to limiting commuting.

7	Considered compatible but greater emphasis needed on how service centres will be improved. Reference to ESG proposals should be removed	Original objective 7 now split to strengthen emphasis on Hereford as well as the market towns and rural areas. Aspects of delivery and improvement now explicitly referred to.
8	Generally compatible but suggest minor wording changes and possible conflicts with securing an adaptable, higher skilled workforce, use of resources, energy and waste minimisation; climate change, flood risk and energy efficiency	Now objective 9. Reference to sustainable tourism maintained as originally requested in earlier consultations. Other issues considered covered by other objectives.
9	Generally compatible but minor wording changes suggested.	Revisions to objective have overcome concerns with wording
10	Generally compatible but suggest minor wording changes regarding trends.	Concerns taken on board in revision to wording prior to Developing Options stage publication.

5.2 The wording of the additional objectives was appraised again for compatibility between each other and against SA objectives as part of the preparation of the Place Shaping Paper (January 2010). The appraisal of the additional objectives against the Sustainability Appraisal Objectives identified in the LDF General Scoping Report (SA objectives), identified the need to have a reference to “affordable housing” in Objective 8. The compatibility of the Core Strategy objectives against each other has highlighted potential conflicts between objective 12 and those objectives regarding new development i.e. 1, 3, 5, 6 and 7. Allowing any new development is often a balance between assessing social, economic and environmental impacts, but objective 12 does aim to promote environmental assets for the benefit of the whole community. The SA process has highlighted the need for further references to be added to objectives 8 and 9 regarding “access to ICT” and “appropriate locations” respectively.

6.0 Next steps?

- 6.1 It is hoped to develop local area visions and portraits as part of developing the Hereford Area Plan and Market Towns and Rural Areas Plan, which will be consulted upon in 2010/11. These will be based on the responses to previous and future consultations as well as information gleaned from the emerging evidence base and existing and emerging town/parish plans.
- 6.2 The final Core Strategy vision and objectives will appear in the Submission document in 2011. When adopted the Core Strategy will be used to guide the strategy, policies and proposals of all the documents that develop from it - the Hereford Area Plan, Market Towns and Rural Areas Plan and all other Supplementary Planning Documents.

Appendix 1 - Summary of written comments made on the Vision in the Developing Options Paper Questionnaire June 2008

Comments	Frequency of comment	How the Vision has been changed
Unrealistic or complicated or too costly	61	No change – vision is inherently aspirational
Too great an emphasis on ESG	46	Reference to wider city regeneration added to Economic Prosperity (EP) section
Insufficient emphasis on infrastructure generally	19	Reference added to first sentence of Social Progress (SP) section
Too much growth/housing	18	No change – amount of housing growth set by RSS
Weak economic section	17	Section strengthened with additional references to employment land and employment generally
More emphasis needed on cost of energy	17	Reference to renewable energy made in Environmental Quality section (EQ)
Emphasis on transport generally	16	Additional references to transport made in SP section
General support	16	Noted
Need more emphasis on issues of market towns and rural areas	15	Greater reference to rural areas made throughout
Protection of rural environment/quality of life	14	No change – considered adequately covered in EQ section
Emphasis on Outer Distributor Road (ODR) is incorrect/too great	14	Reference to ODR qualified with reference to balanced package of transport measures
Need more emphasis on public transport	13	Additional references added to SP section
More emphasis needed on climate change	11	Additional references added to EQ section
More emphasis needed on local food production	11	No change – considered adequately covered in EP section
Strap line wording needs amending to include 3 themes	10	Additional sentence added to strap line

Summary of responses from stakeholders:

- **Government Office for the West Midlands:** Anticipate that the vision will be further developed in the light of consultations and further stakeholder involvement.
- **Environment Agency:** Refer to flood risk
- **English Heritage:** Should include a clear strand on protecting and enhancing its historic environment resource and safeguarding and reinforcing the distinctive and valued character of its places and landscapes.
- **Natural England:** Suggest alternative headline for vision and number themes

**Appendix 2 – Summary of written comments made on the
Objectives in the Developing Options Paper Questionnaire
June 2008**

Objective	Comments	Frequency of comment	How the Objectives have been changed
General	Unrealistic	44	The objectives represent how the aspirations of the vision are to be put into practice. They are considered realistic given the current evidence available.
General	Support	12	Acknowledged
General	Need greater emphasis on Climate Change etc	12	Separate objective (11) has been developed to address the issue of climate change
General	Lacks local distinctiveness	9	Local distinctiveness now referred to in Objective 10. The wording of all the objectives relate to the key issues facing Herefordshire and is therefore locally distinctive.
Objective 1	Too much growth	21	No change – amount of housing growth set by RSS
	Need greater emphasis on affordable housing	6	Reference made in Objective 1
	Need to define settlements	6	A settlement hierarchy will be developed as part of the evidence base for the Core Strategy and will be consulted upon in Summer 2009.
Objective 2	Need greater emphasis on infrastructure generally	9	Reference made in Objective 10
Objective 3	Need greater emphasis on education generally	5	Reference made in Objective 3.
Objective 4	Need greater emphasis on public transport in rural and urban areas	7	Reference to this in Objectives 5, 7 and 8
Objective 5	Reference to ODR is unnecessary	13	The ODR is mentioned in the Regional Spatial Strategy and Local Transport Plan and is a

Objective	Comments	Frequency of comment	How the Objectives have been changed
			prime objective for the growth of Hereford.
	Need greater emphasis on public transport generally	5	Reference to this in Objectives 5, 7 and 8
Objective 6	Section on economic prosperity considered weak	5	Objective 6 reworded and made more specific
	Need more emphasis on employment generation generally	5	Objective 6 reworded and made more specific
Objective 7	Omit reference to ESG	13	Reference to wider city regeneration added
	Need more emphasis on rural areas	11	New objective introduced to cover the market towns and rural areas
Objective 8	Need more emphasis on tourism	5	Considered sufficiently covered in Objective 9.
Objective 9	Need greater emphasis on design generally and sustainable design and construction	6	Reference made in Objectives 10 and 11
	Need more emphasis on climate change including carbon reduction	5	Climate change now referred to as an objective in its own right
Objective 10	Need greater emphasis on protecting the environment	9	This is referred to in a number of objectives
	Refer to importance of agriculture/agricultural land	4	Issue is covered generally in Objective 8.

Summary of responses from Stakeholders:

- **West Midlands Regional Assembly:** There is surprisingly little discussion of specific issues facing rural areas.
- **English Heritage:** Expected to see the inclusion of a specific objective for the historic environment and recommend specific wording changes
- **Natural England:** Broad support, but recommend specific wording changes
- **Council Protection of Rural England** – Objectives should relate more directly to Key Issues. Climate Change should be an objective in its own right. Greater reference needed to affordable housing, local food production. Remove reference to ODR.
- **Wye Valley/Malvern Hills AONB** – Objectives 9 and 10 should refer to AONB's

- **Friends of the Earth** - New overarching objective needed to reflect the reduction needed in carbon emissions and dependence on fossil fuel and how food security will be enhanced through sustainable development. Suggest other specific wording changes.

Summary of main changes made to the Objectives:

- Simplified and made more specific, measurable and realistic
- New objective addressing climate change
- Greater reference to key issues ensuring local distinctiveness e.g. need for affordable housing.
- New objective regarding market towns and rural areas
- Reference to Edgar Street Grid, specifically, removed
- Hereford specific objective introduced

Appendix 3 – Summary of responses to Vision Workshops – Nov/Dec 2008

Issue	Summary Result	How the Vision has been changed
Local Distinctiveness	Settlement pattern, environment, remoteness and quality of life were considered special qualities of Herefordshire	Reference to local distinctiveness made in first sentence of EQ section.
Economic growth or stability	Split result: Vision should be based on the future of the place and realistic aspirations and we should aim for growth in particular sectors such as agriculture and tourism	Reference to growth in EQ section replaced. Tourism considered sufficiently covered in EP section. Reference to agriculture added to EP section
Reference to rural issues	Greater reference should be made to rural services and the rural economy (including agriculture)	Greater reference to rural areas made throughout.
Reference to Outer Distributor Road (ODR)	Split result: The ODR should be referred to because it will bring environmental improvements and the ODR shouldn't be referred to because we need much more information about its funding, location, and impact on housing etc before it can appear in vision.	Reference to ODR qualified with reference to balanced package of transport measures
Reference to Edgar Street Grid (ESG)	More reference should be made to wider city regeneration in Hereford, not just ESG and reference should be made regarding support for local, existing businesses.	Reference to wider city regeneration added to EP section
Reference to Climate Change	Greater reference should be made to county's response to climate change and specifically to reducing the carbon footprint. First sentence of Environmental Quality section is confusing and needs changing.	Additional references added to EQ section and first sentence amended

Summary of main changes made to Vision:

- Reference to the three themes and their interdependence made in headline
- Strengthened economic section with addition of references to employment land, high waged employment, agriculture, existing businesses and live-work units.
- Reference to Edgar Street Grid, specifically, removed but referred to in context of city centre expansion and wider city regeneration
- Greater reference to rural areas throughout
- References to reducing carbon emissions, reducing flood risk, enhancing the County's historic environmental resource and providing renewable energy have been added to the environmental quality section. First sentence simplified.
- Reference to Outer Distributor Road retained following discussion with LDF Task Group in January 2009

Appendix 4 – Summary of main changes made to Vision and Objectives following from consultation on Background Paper (February 2009)

22 external letters/e-mails were received, many supporting the revised wording in part or full.

a) Further comments made regarding **vision** include:

- Still too unrealistic (2)
- Need reference to geodiversity (1)
- Need greater reference to biodiversity with respect to climate change (2)
- Need greater reference to comprehensive proposals for regeneration in and around city centre (from ESG)
- Need greater emphasis on cost of energy (1)
- Need more emphasis on climate change affected by transport (1)
- Need greater emphasis on transport generally (2)
- Emphasis on outer distributor road (ODR) is still too great and/or commitment to it should be re-examined in light of climate change (5)
- Should not link ODR with improvement in environmental quality (1)
- ODR will result in loss of good quality agricultural land (1)
- Vision and objectives are unrelated to evidence on key issues of transport energy, land and water use (1)
- Other minor wording changes

b) Further comments made regarding the objectives:

- Unrealistic (1)
- Reference to ODR and second river crossing unnecessary (1)
- Need an objective regarding energy use (1)
- Too many objectives (1)
- Objective 1 – need to define “affordable”
- Objective 4 – Wording as stands would result in decline of rural villages if no new development allowed
- Objective 4 and 9 – should refer to reducing fossil fuels (1)
- Objective 11 - Should refer to green technology (1)

Summary of final changes

- Reference to geodiversity added to environmental quality section of vision
- Reference to protection of biodiversity made in environmental section of vision and protection and expansion in objectives 11 and 12
- Revised sentence regarding city centre proposals added to economic section of vision
- Reference to causes of climate change added to objective 11
- Objective 4 altered to allow for provision of sustainable transport facilities
- Reference to green infrastructure added to objective 10

Remaining issues referred to above in a) and b) are considered adequately covered by the existing wording of the vision and objectives.

Appendix 5 – Wording of Vision and Objectives at Developing Options Stage – July 2008

Vision

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.

Objectives

1. To ensure sufficient homes, with a mix of house types and tenures, are built in sustainable locations in the period to 2026, to meet the housing needs of all sections of the community in accordance with the Regional Plan.
2. To improve the health, well-being and quality of life of Herefordshire residents by improving access to, provision and use of, improved public open spaces, recreation, education, cultural and health facilities in urban and rural areas.
3. To meet the needs and aspirations of all generations through the provision and/or improvement of higher education, skills development and training facilities. Thereby retaining young people in the County, ensuring life-long learning for all generations and supporting the economy.
4. To locate development in sustainable locations where access to employment, shopping, education, health, recreation, leisure and other services are available by public transport, walking and cycling - in order to reduce the need to travel, particularly by private car; and thus lessen the trend of harmful impacts from traffic growth, and promote active travel to improve quality of life and protect the environment.
5. To ensure improved accessibility and movement from rural areas to urban areas and within urban areas to key services, places of work and recreation; through the better provision and integration of safe, affordable and frequent travel choices and traffic management throughout Herefordshire; and the provision of an outer distributor road for Hereford, in order to improve the quality of life for County residents, businesses and visitors alike.
6. To diversify and strengthen the employment base by attracting higher value added industries and cutting edge environmental technologies to Herefordshire; as well as enabling local businesses to start, grow and diversify, in order to raise resident incomes.
7. To enhance the County's service centres and thus the economy by: providing better linkages between Hereford, the market towns and their catchment villages; improving the economic resilience and integration of village-based services; and implementing the Edgar Street Grid proposals in Hereford.
8. To develop Herefordshire as a destination for quality leisure visits and more sustainable tourism by utilising the opportunities provided by, and contributing to the maintenance and restoration of, our high quality natural and built environment through increased provision of tourist accommodation in urban areas and visitor information/facilities in rural areas.
9. To work with partners to deliver well designed places, spaces and buildings which use land efficiently, reduce the consumption of natural resources through sustainable

construction methods, increase the use of renewable forms of energy, reduce waste and pollution and addressing the wider impacts of climate change including flood risk and the availability of water supply and sewerage facilities.

10. To conserve, promote, utilise and enjoy our natural, built, historic and cultural assets for the fullest benefits to the whole community by safeguarding the County's current stock of environmental capital from loss and damage, reversing negative trends and ensuring best condition as well as enhancing and appropriately managing future green space.

Appendix 6 – Links between the Core Strategy objectives and the draft Sustainable Community Strategy

Draft Core Strategy Objectives (see Section 4)	Draft new Community Strategy priorities as at October 2009
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Objective 1	
To meet housing needs of all sections of the community	Ensure vulnerable people have access to a range of housing options, including support and the ability to live independently
	Support people with assessed social care needs to live independently in their own homes wherever possible, with the services and information they need
	Provide affordable housing and address homelessness

Objective 2	
Improving health, wellbeing and quality of life.	Children and young people are healthy and have healthy lifestyles
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Protect and enhance biodiversity within the county
	Encourage investment in high quality streets, public spaces and the built environment
	Support smokers to quit, particularly young, pregnant and long-term smokers
	Support people to maintain a healthy weight
	Reduce the level of harmful alcohol use, particularly among young people
	Work with local people to enhance emotional wellbeing and intervene to reduce suicide, accidents and injuries
	Support people with assessed social care needs to live independently in their own homes wherever possible, with the services and information they need
	Ensure vulnerable adults are kept safe by a fast and reliable response
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
Ensure fair access to the services which Herefordshire residents need	

Objective 3	
To support existing education, life-long learning and retention of our young people	Children and young people achieve their potential in education, personal, social and physical development
	Children and young people engage in further education, employment and training on leaving school
	Develop a more adaptable and higher skilled workforce and make training available to help businesses take on employees
	Attract high quality and better paid employment into the county and encourage entrepreneurship and innovation
	Provide accessible, high quality sporting, cultural and recreational facilities and activities

Objective 4	
To reduce the need	Support businesses and home working through better broadband services

for travel and lessen harmful impacts of traffic growth, promote active travel and improve quality of life	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Act to mitigate climate change and its consequences including promoting adaptation where this is necessary and appropriate
	Encourage investment in high quality streets, public spaces and the built environment
	Increase road safety

Objective 5	
To improve access to services in rural areas and movement and air quality within urban areas	Support businesses and home working through better broadband services
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage investment in high quality streets, public spaces and the built environment
	Increase road safety
	Act to mitigate climate change and its consequences including promoting adaptation where this is necessary and appropriate
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
	Ensure fair access to the services which Herefordshire residents need

Objective 6	
To provide more local, better paid job opportunities to limit out-commuting and strengthen the economy	Attract high quality and better paid employment into the county and encourage entrepreneurship and innovation
	Promote Herefordshire as a destination for food, tourism and businesses
	Sustain existing businesses with advice and guidance to minimise job losses and work with partners to support employment
	Develop a more adaptable and higher skilled workforce and make training available to help businesses take on employees
	Support businesses and home working through better broadband services
	Improve business accommodation and employment land quality and availability
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices
	Encourage investment in high quality streets, public spaces and the built environment

Objective 7	
To strengthen Hereford's role as a sub-regional focus for the county	Sustain existing businesses with advice and guidance to minimise job losses and work with partners to support employment
	Improve business accommodation and employment land quality and availability
	Attract high quality and better paid employment into the county and encourage entrepreneurship and innovation
	Promote Herefordshire as a destination for food, tourism and businesses
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices
	Encourage investment in high quality streets, public spaces and the built environment

	Assist local communities to identify, retain and develop local distinctiveness
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
	Ensure fair access to the services which Herefordshire residents need

Objective 8	
To improve the economic viability of the market towns, villages and their rural hinterlands	Sustain existing businesses with advice and guidance to minimise job losses and work with partners to support employment
	Improve business accommodation and employment land quality and availability
	Attract high quality and better paid employment into the county and encourage entrepreneurship and innovation
	Promote Herefordshire as a destination for food, tourism and businesses
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices
	Encourage investment in high quality streets, public spaces and the built environment
	Assist local communities to identify, retain and develop local distinctiveness
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
	Ensure fair access to the services which Herefordshire residents need

Objective 9	
To develop Herefordshire as a destination for quality leisure visits and sustainable tourism.	Support businesses and home working through better broadband services
	Promote Herefordshire as a destination for food, tourism and businesses
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices
	Promote sustainable land management
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
	Act to mitigate climate change and its consequences including promoting adaptation where this is necessary and appropriate
	Protect and enhance biodiversity within the county
	Maintain landscape character
	Encourage investment in high quality streets, public spaces and the built environment
	Assist local communities to identify, retain and develop local distinctiveness
	Protect water resources and their environments and encourage responsible water use
	Sustain existing businesses with advice and guidance to minimise job losses and work with partners to support employment
Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices	

Objective 10	
To achieve sustainable	Act to mitigate climate change and its consequences including promoting adaptation where this is necessary and appropriate

communities and protect the environment	Reduce waste and increase recycling
	Protect and enhance biodiversity within the county
	Protect water resources and their environments and encourage responsible water use
	Promote sustainable land management
	Ensure fair access to the services which Herefordshire residents need
	Raise awareness and understanding of volunteering, promoting mutual benefits to the individual and the wider community
	Encourage communities and individuals to participate and influence local decisions which affect them
	Promote a county where people feel accepted, confident and empowered
	Ensure communities are more resilient and recover from emergencies through effective partnership planning and co-ordination
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices

Objective 11	
To address the causes and impacts of climate change	Reduce waste and increase recycling
	Act to mitigate climate change and its consequences including promoting adaptation where this is necessary and appropriate
	Protect and enhance biodiversity within the county
	Maintain landscape character
	Encourage investment in high quality streets, public spaces and the built environment
	Assist local communities to identify, retain and develop local distinctiveness
	Protect water resources and their environments and encourage responsible water use
	Promote sustainable land management
	Provide accessible, high quality sporting, cultural and recreational facilities and activities
	Reduce traffic congestion and improve health through integrated transport provision, including opportunity for maximising walking, cycling and public transport
	Improve business accommodation and employment land quality and availability

Objective 12	
To conserve, promote, utilise and enjoy our natural, built, historic and cultural assets for the fullest benefit of the whole community	Encourage businesses to reduce carbon dioxide and make savings through sustainable working practices
	Reduce waste and increase recycling
	Act to mitigate climate change and its consequences including promoting adaptation where this is necessary and appropriate
	Protect and enhance biodiversity within the county
	Maintain landscape character
	Encourage investment in high quality streets, public spaces and the built environment
	Assist local communities to identify, retain and develop local distinctiveness
	Protect water resources and their environments and encourage responsible water use
	Promote sustainable land management

Provide accessible, high quality sporting, cultural and recreational facilities and activities