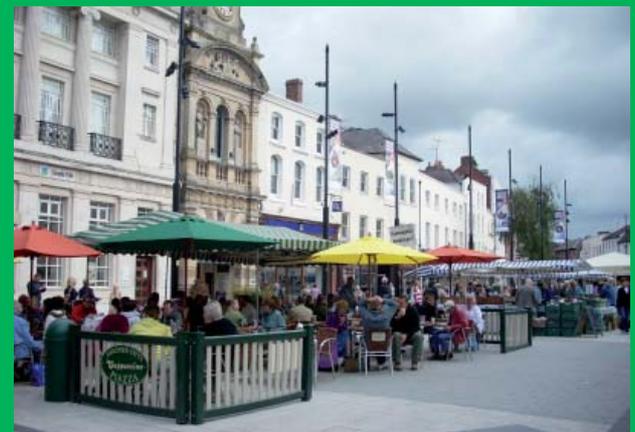


Core Strategy

# Consultation Statement Part 5

August 2012



## **Contents**

1.0	Introduction
2.0	Preparing the Revised Preferred Options
3.0	How we consulted on the Revised Preferred Options
4.0	How we publicised the consultation
5.0	Profile of respondents
6.0	Analysis of Revised Preferred Option comments

## **Figures**

Figure 1 - Revised Preferred Option Leaflet

Figure 2 – Revised Preferred Option Poster

Figure 3 – Number of respondents from each Ward

Figure 4 –Consultation response numbers summary

## **Introduction**

- 1.1 This statement outlines the methods of consultation and engagement undertaken between 26th September and 28th November 2011. For detailed analysis of the comments received a separate report will be produced entitled 'Revised Preferred Options Results Report'.
- 1.2 This statement outlines the public consultation and engagement undertaken for the Revised Preferred Options stage of the Core Strategy. This statement is part 5 of the Consultation Statement and follows the addendum to Part 4.
- 1.3 It should be noted that this stage of consultation is no longer a statutory requirement, but has been carried out in line with PPS 12 – Local Spatial Planning and the 2007 Statement of Community Involvement.
- 1.3 This is the sixth period of consultation, previous consultations were as follows:
  - Identifying the Issues, May 2007;
  - Key Issues Consultation , September – October 2007;
  - Developing Options, June – August 2008;
  - Place Shaping, January – March 2010;
  - Preferred Options, July –November 2010.

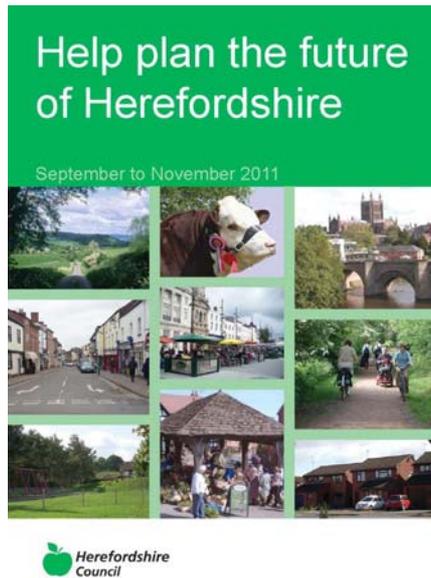
## **2.0 Preparing the Revised Preferred Options**

- 2.1 As a result of the consultation exercises undertaken in 2010, additional information commissioned for the evidence base; and due to changes made to the national planning system, a number of revisions were proposed to the Preferred Options.
- 2.2 The proposed changes were concerned with extending the Plan period to 2031, making adjustments to the level of housing provision in Hereford, Leominster, Ross-on-Wye and the rural areas; and making adjustments to employment site provision in Hereford, Leominster and the rural areas. An amendment to the Hereford relief road route corridor and primary school provision were also proposed.
- 2.3 As a result of these changes it was considered appropriate to undertake a further consultation focusing upon the proposed changes, set within the context of the overall proposed strategy.

## **3.0 How we consulted on the Revised Preferred Options**

- 3.1 Within the continuous engagement undertaken in developing the Core Strategy, a targeted consultation on the Revised Preferred Options took place from 26<sup>th</sup> September 2011 until 28<sup>th</sup> November 2011.
- 3.2 Letters and a summary leaflet detailing the Revised Preferred options were sent out to the 2,008 contacts on the LDF database on 23<sup>rd</sup> September 2011.

**Figure 1 - Revised Preferred Option Leaflet**



**3.3 Leaflets**

Around 900 leaflets were supplied to the Federation of Small Business for distribution with one of their newsletters, and a number of Councillors requested copies of the leaflet to distribute locally.

**3.4** In addition to the summary leaflet a number of other forms of consultation were undertaken.

**3.5 Ward / public meetings and drop in events**

33 evening events were held across the county during September, October and November 2011 largely based upon Herefordshire Council wards with over 1060 people in attendance. These events were aimed primarily at Parish Council's and arranged locally with the support and help of local Ward members who encouraged all of their Parish Councils to attend the meetings. The meetings consisted of a presentation to identify the overall changes to the Core Strategy and also a localised Ward presentation. Similar presentations were given to Hereford City and Town Councils. In addition there was a separate public meeting held in Hereford (Whitecross School) and a day-time drop in event held in Clehonger.

**3.6 Stakeholders / interest group meetings**

In addition to the public and Ward based meetings further meetings were arranged with a number of stakeholder groups including Hereford City Forum, Hereford Futures and Registered Social Landlords through October 2011. A stakeholder event was also held on the 5<sup>th</sup> October at the Kindle Centre, Hereford to inform the Stakeholders of the content of the Revised Preferred Option and to allow for comments and discussion.

**3.9 Questionnaire**

No questionnaire was prepared to generate responses by the Council; however a number of various groups drew up their own questionnaires and structured forms with a number of targeted questions for members of the public. These questionnaires have been accepted as responses to the consultation. The analysis of the tick box responses of representations made in this format are

included within the Results Report accompanying this statement, and written comments made in these responses have been incorporated into the Analysis schedules with other comments received in letters and emails.

#### **4.0 How we publicised the consultation**

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

##### **4.2 Website**

The council's website contains pages devoted to the Local Development Framework and the Core Strategy ([www.herefordshire.gov.uk/ldf](http://www.herefordshire.gov.uk/ldf)). These pages are regularly updated and contained the following documents:

- Help plan the future of Herefordshire - Revised Preferred Options Leaflet (September 2011)
- Revised Preferred Options Background Paper (October 2011)
- Revised Preferred Options - Sustainability Appraisal Note (July 2011)
- Revised Preferred Options - Habitats Regulations Assessment Note (August 2011)

Links to the Core Strategy pages were included on the council's home page, Planning Services home page and the Forward Planning homepage to enable maximum exposure of the web pages. The web address has been printed on all written material and in press releases.

##### **4.3 Posters**

175 posters were produced to advertise the consultation. The majority of these were distributed to Parish/Town Councils with the intention that they placed them on their parish notice boards. The remainder were placed in public places such as libraries, Council Info Centres and local shops. See Figure 2.

##### **4.4 Adverts**

Poster adverts detailing the consultation dates and the consultation leaflet were published within the Hereford Times, Hereford Journal, Ross Gazette, Ledbury Reporter, Malvern Gazette and the Mid-Wales Journal on the week commencing 19<sup>th</sup> September 2011

##### **4.5 Radio interview and announcements**

During the consultation period, there was extensive radio coverage with local radio stations Wyvern FM, BBC Hereford and Worcester and Sunshine Radio, advertising the consultation and giving details as to where to view the documents. There was also an interview with the Planning Policy Manager on BBC Hereford and Worcester.

**Figure 2 – Revised Preferred Options Poster**



#### 4.6 Press Releases

A number of press releases were produced to publicise and clarify the Revised Preferred Option consultation. The releases were published on the 1<sup>st</sup> August, 19<sup>th</sup> September, 24<sup>th</sup> October, 14<sup>th</sup> November and 28<sup>th</sup> November. Copies were provided to those Councillors who wanted to advertise their ward meetings.

#### 4.7 Herefordshire Matters

An article was published in the August 2011 edition of Herefordshire Matters to advertise the forthcoming consultation and details of the Revised Preferred Option were incorporated in the November edition.

#### 4.8 First Press

First Press is a Herefordshire Council employee newsletter which is distributed to all employees of the Council (including Education and PCT) via email. The 25<sup>th</sup> October edition included an article entitled 'Have your say on the County's development' to raise awareness of the Revised Preferred Options consultation, how to find additional information and links to the documents online. As Herefordshire Council is one of the largest local employers, First Press is an effective way of publicising the progress of the Core Strategy.

### 5.0 Location of respondents

5.1 From the address points given on responses to the consultation, a distribution of addresses by ward has been produced. The table identifies the address points of respondents by ward in Herefordshire, and the number of respondent addresses from outside of the County. Please note this is number of address points and not number of people who responded.

**Figure 3 – Number of respondents from each Ward**

<b>Ward</b>	<b>Respondents</b>
Aylestone	43
Backbury	17
Belmont	34
Bircher	7
Bringsty	9
Bromyard	9
Burghill, Holmer and Lyde	125
Castle	15
Central	50
Credenhill	120
Frome	10
Golden Cross with Weobley	8
Golden Valley North	16
Golden Valley South	26
Hagley	11
Hampton Court	9
Hollington	47
Hope End	17
Kerne Bridge	6
Kington Town	7
Ledbury	54
Leominster North	15
Leominster South	22
Llangarron	5
Mortimer	24
Old Gore	14
Pembridge and Lyonshall with Titley	15
Penyard	3
Pontrilas	22
Ross-on-Wye East	6
Ross-on-Wye West	6
St Martins and Hinton	34
St Nicholas	66
Stoney Street	48
Sutton Walls	33
Three Elms	71
Tupsley	80
Upton	7
Valletts	16
Wormsley Ridge	24
Out of county	54
<b>Total</b>	<b>1151</b>

## Revised Preferred Option Responses.

6.1 As detailed previously there were various methods used to respond to the consultation, including; letters, emails and specific structured forms and questionnaires that were prepared by a local political party (Its Our County) and other local groups (Here for Hereford and Burghill/Holmer/Lyde). Over the period of consultation 1681 separate responses were made to the consultation. Figure 4 below provides a breakdown of the number of responses received via the various methods.

Figure 4:

### Consultation Response Numbers

Method	Responses	
General Letters	241	14%
General Emails	367	22%
Its our County - Electronic	177	11%
Its our County - Paper	377	22%
Its our County - Ledbury	14	1%
Here for Hereford	398	24%
Burghill/Holmer/Lyde	103	6%
Petitions	4	0%
<b>Total</b>	<b>1681</b>	

6.2 An analysis of the comments received, will be published in a separate report which will include a summary of key issues and details of the questionnaires/forms and petitions received.