



Shaping our Place 2026

Local Development Framework

Core Strategy: Developing Options Results Report

incorporating the 18th Herefordshire Voice
Survey Report of July 2008

January 2009

If you need help to understand this document, or would like it in another format or language, please contact Michael Brown on 01432 260 495 or michaelbrown@herefordshire.gov.uk

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Executive Summary

- The Forward Planning Section of Herefordshire Council are working on a document entitled “The Core Strategy”, which will set out the long-term vision for development in Herefordshire until 2026.
- A set of “Developing Options” have been produced, and a consultation on these options took place through the summer of 2008.
- A variety of people and organisations were consulted, including people with a professional or personal interest in planning issues, members of the Herefordshire Voice citizens’ panel, and the general public.
- Two paper questionnaires and an online version were used to gather the views of interested parties.

Key findings:

- The Core Strategy’s “spatial vision” was considered appropriate by more than three quarters of respondents.
- 80% of respondents agreed that the stated “objectives” were appropriate for Herefordshire.
- Suggested “strategic options” with a focus on economy, a focus on society, and with a focus on the environment were all thought to be realistic options by around three quarters of respondents. A focus on a new or expanded settlement was not thought to be a realistic option by the majority.
- When asked which of the four strategic options would be best for Herefordshire, the preferred option was a focus on the economy, which was supported by 40% of respondents.

Further information:

Full details of the Developing Options consultation can be seen in the Core Strategy Consultation Statement Part 3 available from Forward Planning or via www.herefordshire.gov.uk/ldf

Introduction

Background

The Forward Planning section of Herefordshire Council are working on a document entitled “The Core Strategy”. The Core Strategy sets out the long-term vision for development in Herefordshire until 2026 and the strategic policies and proposals to deliver that vision. This will also include broad locations for development including housing and employment. The Core Strategy, together with associated documents, will replace the current adopted planning document which is entitled the “Herefordshire Unitary Development Plan”.

Public engagement is an important element of developing the Core Strategy. An “Issues” consultation was undertaken in summer 2007 to ascertain what the important key issues facing Herefordshire over the next 20 years are. Following on from this a set of “Developing Options” were produced suggesting some ways forward or “options” to address the issues identified. The Developing Options Consultation took place through the summer of 2008 and this report presents the results of this consultation.

The next stage of the Core Strategy will be to produce a set of preferred options based on the consultation responses and the emerging evidence base and to undertake further consultation in the summer of 2009. It is anticipated that the final document will be adopted following a public inquiry.

Methodology

In order to gather the views of a wide range of interested parties, potential respondents were drawn from a number of sources.

- The Forward Planning section has a stakeholder list, which includes 1,149 people with a professional or personal interest in planning issues. Some examples of people and organisations included on this list are individuals who have previously expressed an interest in the local plan process, planning consultants (both local and national), parish councils, local and national interest stakeholders such as The Campaign to Protect Rural England (CPRE), House Builders, Herefordshire and Gloucester Canal Trust, and technical stakeholders such as Welsh Water, The Environment Agency and Government Office. The use of this stakeholder list ensured that the views of planning professionals and other technical specialists were taken into account.
- Herefordshire Partnership has a citizens’ panel, known as Herefordshire Voice. Herefordshire Voice is run by Herefordshire Council Research Team on behalf of the Herefordshire Partnership. It is a group of around 1,100 Herefordshire residents who have agreed to be consulted up to three times a year on a variety of issues. Although not perfectly representative of the wider population, panel responses can give an indication of the “general public” view, to supplement the views of those on the planning stakeholders list.
- Members of the general public who were not members of either of the above two groups could also participate. Through July 2008, the Forward Planning section took a road show to Kington, Bromyard, Ross-on-Wye, Leominster,

Ledbury, Ewyas Harold and Hereford. Questionnaires were available at these road shows, and in addition were placed in libraries, Info Points, exhibitions and on the website. People could also request a copy by phone.

Responses to the survey were collected by three methods:

- A 20 page paper questionnaire was posted to the planning stakeholders list. This questionnaire was also used at road shows and for any members of the general public who wanted to complete it. Some members of the planning stakeholders list chose to respond to the consultation by letter rather than using the questionnaire – these responses were subsequently entered into the appropriate “freetext” questions on the questionnaire.
- An online version of the questionnaire was available on Herefordshire Council’s website. The location of the online survey was made known to those who received a paper copy of the questionnaire, and was also available to the general public.
- A slightly shortened version of the paper questionnaire (16 pages) was posted to Herefordshire Voice panellists. The shortening of the questionnaire was achieved by removing some of the more technical questions that were considered likely to be of less interest to the lay person. There was no online version of the Herefordshire Voice questionnaire.

The two versions of the questionnaire can be found in Appendices 3 and 4, at the end of this report.

The consultation period was from 16th June to 8th August 2008, with the longer questionnaire posted to planning stakeholders at the beginning of this period. Herefordshire Voice questionnaires are normally “live” for a four week period, so these were posted out to coincide with the last four weeks of the consultation period. The road show took place between 1st and 23rd July 2008, visiting each location once during this time period.

More details on the full range of consultation undertaken during the summer of 2008 on the ‘developing options’ can be found in the Core Strategy Consultation Statement Part 3, which is available direct from Forward Planning or on the website www.herefordshire.gov.uk/ldf

Presentation of results

Results are presented broken down according to the source of the data. The group labelled “Herefordshire Voice” or “HV” includes only those who are members of the Herefordshire Voice citizens’ panel. The group labelled “Planning Stakeholders” or “PS” includes all other respondents. This is all those who completed the longer version of the questionnaire, either paper or online, including both those on the planning stakeholders list and others such as road show attendees and some members of the general public.

Results from “tick-box” answers are presented here along with a summary of the topics covered as written comments in the “freetext” questions. The number of respondents making a comment relating to each theme is given in brackets. More details of these comments can be found in a separate schedule of responses, available on the Forward Planning website.

As a result of the shortening of the Herefordshire Voice questionnaire, question numbers in this version differed from the planning stakeholder and online versions of the questionnaire. Where question numbers are used, the format “PS1” would refer to question 1 in the planning stakeholders and online versions, and “HV1” would refer to question 1 in the Herefordshire Voice version.

Percentages are presented rounded to the nearest whole number. An asterisk (e.g. *%) refers to a score of less than 0.5 that would otherwise have been rounded to zero.

The “base” is the number of respondents from which the percentages are calculated. Unless otherwise stated, **the base is the number of respondents who had an opinion** for each question – i.e. respondents who selected “no opinion” or who did not answer a particular question are excluded from the calculation. This is considered appropriate as there is considerable variation in the number of respondents who did not express an opinion, which would alter the apparent agreement or disagreement with each answer option. The number selecting “no opinion” or not answering the question is presented at the bottom of each table.

In this report, the results obtained are frequently broken down by ward group to determine whether people who live in different areas of the county have different views. Details of the ward groups used can be found in Appendix 1, towards the end of this report. A threshold of at least ± 5 percentage points is used to signify a real difference between these groups. For example, if we wanted to find out if people who lived in area A had a different opinion from people who lived in area B, we would need to see a difference of at least 5 percentage points between the scores in order to consider the difference significant; so if 50% of area A respondents gave one answer, the score for area B respondents would need to be greater than or equal to 55%, or less than or equal to 45% to show a difference.

Respondent Profile

The profile of respondents to the surveys can be seen below. Note that the Herefordshire Voice figures reflect those who responded to this survey, rather than the panel as a whole. This is 51% of the whole panel. Respondents to this survey are roughly representative in terms of the gender breakdown of the county as a whole, but there is under representation of younger age groups, while 45 – 74 year olds are over-represented.

Percentages in the respondent profile tables are calculated as a percentage of those who gave an answer, i.e. the “not provided” cases are excluded from the calculations. The number of “not provided” are presented in the table to highlight the high number of planning stakeholders who did not answer these questions.

Respondent profile						
					Total	
						%
Total number of respondents	585		397		982	
Gender						
Male	277	47%	148	60%	425	51%
Female	307	53%	99	40%	406	49%
<i>Not provided</i>	1		150		151	
Age						
Up to 16			0	0%		
17 – 24			1	*%		
18 - 24	4	1%				
25 - 44	97	19%	33	13%	130	17%
45 – 64	256	49%	131	51%	387	50%
65 – 74	101	19%	66	26%	167	21%
75 and over	64	12%	26	10%	90	12%
<i>Not provided</i>	63		140		203	
Disability, long-term illness or health problem						
Disabled	135	24%	30	12%	165	20%
Not disabled	426	76%	216	88%	642	80%
<i>Not provided</i>	24		151		175	

In addition to the demographic data collected from planning stakeholders, there is additional data held about Herefordshire Voice panellists. This can be seen in the following tables.

Additional data about Herefordshire Voice respondents		
		%
Type of disability (amongst those who had a disability)¹		
Deaf / hard of hearing / acute hearing	28	22%
Blind / partially sighted / sensitive to light	8	6%
Learning disability or difficulty	2	2%
Mental health	6	5%
Progressive / chronic illness (e.g. MS, cancer)	20	15%
Mobility difficulties	71	55%
Other	42	32%
<i>Not provided</i>	5	
Physical mobility		
I can walk freely	447	88%
I normally use a walking stick or walking frame	48	9%
I normally use a mobility scooter or wheelchair	8	2%
I am unable to leave my home	3	1%
<i>Not provided</i>	79	
National Identity		
British	238	45%
English	249	48%
Welsh	23	4%
Scottish	7	1%
Irish	2	*%
Other	5	1%
<i>Not provided</i>	61	
Ethnicity²		
White British	506	98%
Other White background	8	2%
All other backgrounds	0	0%
<i>Not provided</i>	71	
Length of residence in Herefordshire		
Under 1 year	12	3%
1 – 2 years	21	5%
3 – 5 years	49	11%
6 – 10 years	51	11%
11 – 20 years	71	16%
21+ years	247	55%
<i>Not provided</i>	134	

¹ Only asked of those who had a disability, so percentages are the proportion of those who had a disability, who gave an answer to this question. Respondents could select as many as applied.

² Note that ethnicity categories have been combined here to reflect panel responses.

Additional data about Herefordshire Voice respondents (continued)		
	No.	%
Housing tenure		
Owned outright	257	56%
Buying on a mortgage	133	29%
Rented from Housing Association	34	7%
Rented free as part of employment	1	*%
Rented from private landlord	29	6%
Other	9	2%
<i>Not provided</i>	122	
Children aged 0 – 15 years in household		
Yes	77	15%
No	423	85%
<i>Not provided</i>	85	
Employment status		
Employee in full-time job (more than 30 hours per week)	133	23%
Employee in part-time job (under 30 hours per week)	82	14%
Self employed full or part-time	80	14%
Full-time education or training	3	1%
Unemployed and available for work	4	1%
Not working due to permanent sickness or disability	21	4%
Wholly retired from work	228	39%
Looking after the home / family, full time	23	4%
Other	10	2%
<i>Not provided</i>	1	

Results

Part 1 – Vision and Objectives

The Core Strategy’s “spatial vision” was included in both versions of the questionnaire. Respondents were asked:

PS1 / HV1: Do you think the “vision” is appropriate for Herefordshire?

The “vision” is appropriate for Herefordshire			
			Total
Yes	84%	65%	77%
No	16%	35%	23%
Base	476	303	779
<i>No opinion / Not provided</i>	<i>109</i>	<i>94</i>	<i>203</i>

More than three quarters of respondents agreed that the vision is appropriate for Herefordshire, with agreement higher amongst Herefordshire Voice respondents than amongst planning stakeholders.

PS2 / HV2: If “no”, what changes would you suggest and why?

- Unrealistic or complicated or too costly (61)
- Too great an emphasis on ESG (46)
- Insufficient emphasis on infrastructure generally (19)
- Too much growth / housing (18)
- Weak economic section (17)
- More emphasis needed on cost of energy (17)
- Emphasis on transport generally (16)
- General support (16)
- Need more emphasis on market towns and rural (15)
- Protection of rural environment / quality of life (14)
- Emphasis on ODR is incorrect (14)
- Need more emphasis on public transport (13)
- More emphasis needed on climate change (11)
- More emphasis needed on local food production (11)
- Strap line wording needs amending to include 3 themes (10)

Respondents were directed to the objectives found in either the full developing options paper or summary leaflet, one of which was distributed with the paper questionnaires.

PS3 / HV3: Do you think the “objectives” are appropriate for Herefordshire?

The “objectives” are appropriate for Herefordshire			
			Total
Yes	86%	69%	80%
No	14%	31%	20%
Base	502	277	779
<i>No opinion / Not provided</i>	83	120	203

80% of respondents agreed that the objectives were appropriate for Herefordshire. As with the vision, agreement was higher amongst Herefordshire Voice respondents than amongst planning stakeholders.

PS4 / HV4: If “no”, what changes would you suggest and why?

General Comments

- Unrealistic (44)
- Support (12)
- Need greater emphasis on Climate Change etc (12)
- Lacks local distinctiveness (9)

Objective 1

- Too much growth (21)
- Need greater emphasis on affordable housing (6)
- Need to define settlements (5)

Objective 2

- Need greater emphasis on infrastructure generally (9)

Objective 3

- Need greater emphasis on education generally (5)

Objective 4

- Need greater emphasis on public transport in rural and urban areas (7)

Objective 5

- Reference to ODR is unnecessary (13)
- Need greater emphasis on public transport (5)

Objective 6

- Section on economic prosperity considered weak (5)
- Need more emphasis on employment generation generally (5)

Objective 7

- Omit reference to ESG (13)
- Need more emphasis on rural areas (11)

Objective 8

- Need more emphasis on tourism (5)

Objective 9

- Need greater emphasis on design generally and sustainable design and construction (6)
- Need more emphasis on climate change including carbon reduction (5)

Objective 10

- Need greater emphasis on protecting the environment (9)
- Refer to importance of agriculture / agricultural land (4)

Part 2 – Strategic options

The four “strategic options” for growth in Herefordshire set out broadly where new development should go. Respondents were directed to the full developing options paper or summary leaflet for details of these options. In addition, the planning stakeholders and online versions of the questionnaire set out the main identified advantages and disadvantages of each option.

A: Focus on the economy

PS5: Are there any further major advantages or disadvantages to option A?

- Ignores the rural west and possible lead to rural deprivation (18)
- Need infrastructure improvements (16)
- Focus on economy, the rest will follow (12)
- Concern growth will affect character of settlements / county (12)
- Not enough emphasis on environment (9)
- Concentrates growth to east with better transport links and economic demand (8)
- Need to combine elements of all 3 options (8)
- Concern regarding effect on AONB (7)
- Need public transport improvements (7)
- Encourages use of private car and commuting (7)
- Not appropriate to rural areas / communities (7)
- Focus on brownfield land and reduce loss of agricultural land (7)
- More emphasis on affordable housing (7)

PS6 / HV5: Do you agree that a strategic option with a focus on the economy is a realistic option for accommodating new growth in the County?

Focus on the economy is a realistic option			
			Total
Yes	83%	57%	74%
No	17%	43%	26%
Base	487	261	748
<i>No opinion / Not provided</i>	98	136	234

Amongst Herefordshire Voice respondents there was strong support for the option with a focus on the economy, while views amongst planning stakeholders were more polarised with 57% agreeing that it was a realistic option.

B: Focus on society

PS7: Are there any further major advantages or disadvantages to option B?

- More emphasis needed on public transport especially rail (17)
- Options too focused on existing settlements, concern regarding rural deprivation as a result (17)
- More emphasis on economics and providing working opportunities (16)
- Should combine elements of all three options (9)
- Option shares growth across the county to areas with facilities / services (9)
- Concern expanding settlements will destroy character (7)
- Infrastructure improvements and updates required if option is to work (6)
- Encourages the use of the private car thus congestion (6)
- Unrealistic and too limited (6)
- Option achieves / supports principles of Community Strategy, regeneration and social issues (5)
- Should focus on market towns (5)

PS8 / HV6: Do you agree that a strategic option with a focus on society is a realistic option for accommodating new growth in the County?

Focus on society is a realistic option			
			Total
Yes	82%	65%	76%
No	18%	35%	24%
Base	465	251	716
<i>No opinion / Not provided</i>	120	146	266

Both planning stakeholders and Herefordshire Voice respondents agreed that a focus on society was a realistic option, though this view was more widely held amongst Herefordshire Voice respondents.

C: Focus on environment

PS9: Are there any further major advantages or disadvantages to option C?

- Need to integrate elements of other options (21)
- Environment must be the focus (16)
- Sustainable issues (climate change, fuel poverty, carbon neutral, renewable energy) (15)
- Unclear as to how the map and option were devised, appears to only be based on landscape (11)
- Concern regarding development in flood plains (11)
- Improvements in public transport and infrastructure needed (9)
- Concern regarding the loss of greenfields and agricultural land (7)
- Tourism and facilities for tourism should be encouraged (7)
- Option takes account of environmental assets (5)
- Helps to preserve character of settlements and AONB (5)

PS10 / HV7: Do you agree that a strategic option with a focus on the environment is a realistic option for accommodating new growth in the County?

Focus on environment is a realistic option			
			Total
Yes	80%	66%	75%
No	20%	34%	25%
Base	480	250	730
<i>No opinion / Not provided</i>	105	147	252

80% of Herefordshire Voice respondents agreed that a focus on the environment is a realistic option, compared to 66% of planning stakeholders.

D: Focus on a new or expanded settlement

PS11: Are there any further major advantages or disadvantages to option D?

- Not an appropriate option for Herefordshire (36)
- A new settlement may compete with Hereford, the market towns and existing villages to their detriment (14)
- This option would not protect, regenerate or support existing settlements (13)
- This option could damage the environment and character of the County (11)
- Existing issues regarding infrastructure would not be resolved through this option, including roads, water supply and sewage capacity (10)
- No need for this level of housing, build to meet local needs (10)
- New settlement has the potential to be sustainable but only if planned with public transport infrastructure (9)
- Option is not well defined and remains unclear as to whether this is realistic (7)
- Distribute housing more evenly across the County (7)
- Any proposal will need to plan for buildings to have a nil carbon footprint (5)
- New settlement for Herefordshire would be contrary to the RSS (5)
- Expansion of an existing settlement would be preferable to a new settlement (5)

PS12 / HV8: Do you agree that a new or expanded settlement in the County is a realistic option for accommodating new growth?

New or expanded settlement is a realistic option			
			Total
Yes	43%	27%	38%
No	57%	73%	62%
Base	456	253	709
<i>No opinion / Not provided</i>	129	144	273

Amongst Herefordshire Voice respondents, 57% disagreed that a new or expanded settlement was a realistic option. Amongst planning stakeholders, 73% disagreed that it was realistic.

PS13 / HV9: If “yes”, do you have any suggestions as to where a new or expanded settlement could be located? Please specify.

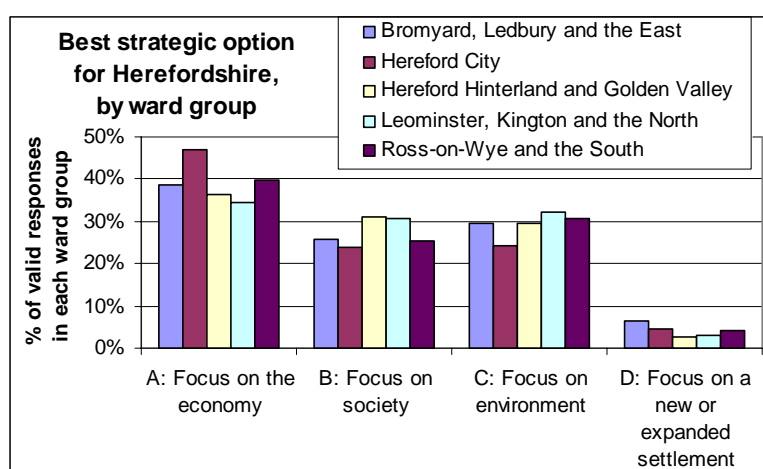
- No new settlement should be developed in the County (29)
- The A49 corridor north of Hereford would be an appropriate location – e.g. Moreton-on-Lugg, Wellington, Dinmore (22)
- Ross-on-Wye area (14)
- Existing settlement with good facilities, infrastructure, public transport and employment opportunities (9)
- Hereford (9)
- Leominster (9)
- Existing urban areas (7)
- South / south west of Hereford with the ability to make use of the rail line e.g. Pontrilas, Ewyas Harold (7)

PS14 / HV10: Which ONE strategic option do you think would be best for Herefordshire?

Best strategic option for Herefordshire			
			Total
A: Focus on the economy	41%	37%	40%
B: Focus on society	28%	29%	28%
C: Focus on environment	26%	32%	28%
D: Focus on a new or expanded settlement	4%	3%	4%
Base	528	249	777
<i>Not provided</i>	57	148	205

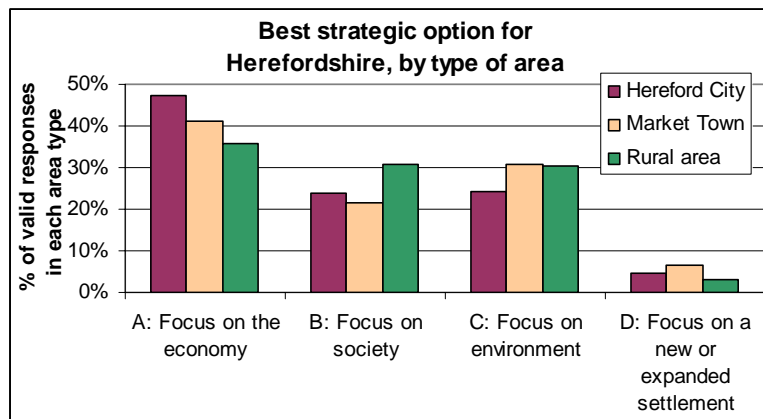
Amongst Herefordshire Voice respondents, a focus on the economy was the most popular option, selected by 41% of respondents. This was also the most popular option amongst planning stakeholders, but without such an obvious lead over the other options. A focus on a new or expanded settlement was by far the least popular option amongst both groups of respondents.

Best strategic option for Herefordshire, by ward group					
					Ross-on-Wye and the South
A: Focus on the economy	39%	47%	36%	34%	40%
B: Focus on society	26%	24%	31%	31%	25%
C: Focus on environment	29%	24%	30%	32%	31%
D: Focus on a new or expanded settlement	6%	5%	3%	3%	4%
Base	109	193	176	131	118
<i>Not provided</i>	13	45	25	35	27



When broken down by ward group, support for a focus on the economy was strongest amongst respondents in Hereford City.

Best strategic option for Herefordshire, by type of area			
			Rural area
A: Focus on the economy	47%	41%	36%
B: Focus on society	24%	22%	31%
C: Focus on environment	24%	31%	31%
D: Focus on a new or expanded settlement	5%	6%	3%
Base	193	139	399
<i>Not provided</i>	45	30	74



Support for strategic option A was not as strong in rural areas as it was in Hereford and the Market Towns.

PS15 / HV11: Is there anything else you would like to say about the strategic options, including any other options that we have not thought of?

- Not mutually exclusive options, preferred should be a combination of all 3 (90)
- Public transport is key and improvements are required (31)
- Document difficult to understand / more information needed / option too vague (21)
- Focus on environment is paramount, should include all elements and be cross-cutting (19)
- Infrastructure improvements needed (15)
- Climate change / peak oil / renewable energy / CO₂ reduction important issues and should be addressed (13)
- Principle focus should be on sustainability (11)
- No need for new settlement (11)
- Transport links inadequate (10)
- Concern regarding vacant shops (10)
- Should have option based on protecting historic character of county (10)

Part 3 – Place Shaping Options

In this section of the questionnaire, respondents were asked about a number of options for various aspects of development in places around the County. In some cases they were asked to choose between distinct options, while in others where the options were not mutually exclusive they were asked if they were broadly in favour of each.

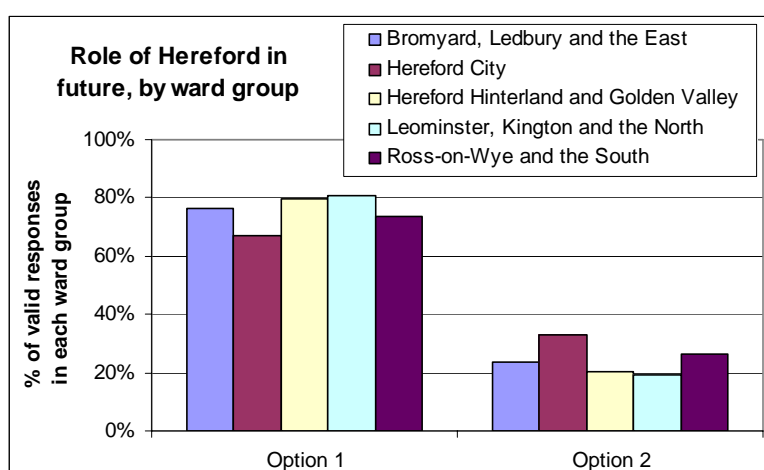
Hereford

PS16 / HV12: What role should Hereford have in future?

Role of Hereford in future			
			Total
Continue to plan for the city to maintain and enhance its current role as a traditional County / market town	72%	82%	76%
Develop a specific role which builds upon Hereford's identified strengths, for example developing a specialism in sectors such as retail, employment or education	28%	18%	24%
Base	496	236	732
<i>Not provided</i>	89	161	250

Amongst both Herefordshire Voice respondents and planning stakeholders, there was a preference for Hereford to continue in its current role as a traditional County / market town.

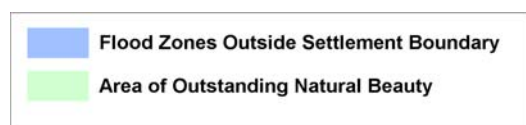
Role of Hereford in future, by ward group					
					Ross-on-Wye and the South
Continue current traditional role	76%	67%	80%	81%	74%
Develop a specialism	24%	33%	20%	19%	26%
Base	93	187	172	125	107
<i>Not provided</i>	29	51	29	41	38



Respondents in all ward groups were in favour of continuing with a traditional county town role, though the minority support for developing a specialism was strongest in Hereford City.

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

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



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

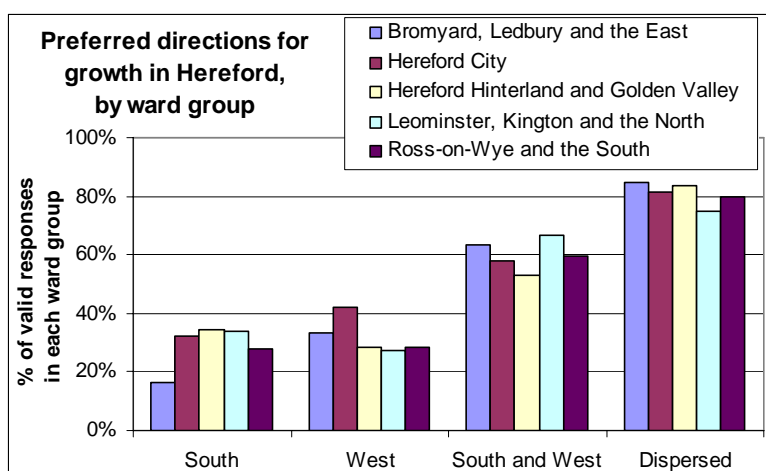
“Infrastructure” is a collective term for services such as roads, electricity, sewerage, water, social services, health facilities, recycling and refuse facilities. In the context used above, “transport infrastructure” refers to the road and rail network.

PS17 / HV13: How and in which directions should Hereford grow?

Preferred directions for growth in Hereford			
			Total
<i>Allocate growth to the south</i>			
Yes	30%	35%	31%
No	70%	65%	69%
Base	247	113	360
<i>No opinion / Not provided</i>	338	284	622
<i>Allocate growth to the west</i>			
Yes	32%	33%	32%
No	68%	67%	68%
Base	231	121	352
<i>No opinion / Not provided</i>	354	276	630
<i>Allocate growth through a combination of areas to the south and west</i>			
Yes	60%	58%	59%
No	40%	42%	41%
Base	291	139	430
<i>No opinion / Not provided</i>	294	258	552
<i>Disperse the growth to a number of smaller areas in various locations around the city</i>			
Yes	80%	83%	81%
No	20%	18%	19%
Base	376	200	576
<i>No opinion / Not provided</i>	209	197	406

Amongst both Herefordshire Voice respondents and planning stakeholders, the preferred option for growth in Hereford was dispersion to a number of smaller areas around the city. The second preference amongst both groups was an allocation of growth to a combination of areas in the south and west.

Preferred directions for growth in Hereford, by ward group					
					Ross-on-Wye and the South
<i>Allocate growth to the south</i>					
Yes	16%	32%	34%	34%	28%
No	84%	68%	66%	66%	72%
Base	37	100	102	50	50
<i>No opinion / Not provided</i>	85	138	99	116	95
<i>Allocate growth to the west</i>					
Yes	33%	42%	28%	27%	28%
No	67%	58%	72%	73%	72%
Base	42	98	95	51	46
<i>No opinion / Not provided</i>	80	140	106	115	99
<i>Allocate growth through a combination of areas to the south and west</i>					
Yes	64%	58%	53%	67%	59%
No	36%	42%	47%	33%	41%
Base	55	102	107	72	69
<i>No opinion / Not provided</i>	67	136	94	94	76
<i>Disperse the growth to a number of smaller areas in various locations around the city</i>					
Yes	85%	82%	84%	75%	80%
No	15%	18%	16%	25%	20%
Base	71	158	140	91	83
<i>No opinion / Not provided</i>	51	80	61	75	62



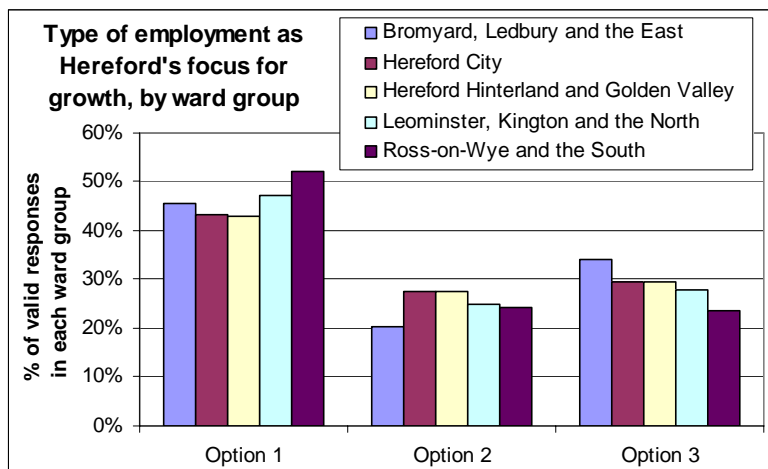
Care should be taken when viewing this analysis due to the small sample base for some ward groups. The preferred option amongst respondents from all areas of the county was to disperse the growth to a number of smaller areas around the city.

PS18 / HV14: Which type of employment should be Hereford's focus for growth?

Type of employment as Hereford's focus for growth			
			Total
Continue a policy of supporting a wide range of employment sectors building upon existing strengths	45%	51%	47%
Develop policies to encourage the strengthening of the economy by identifying and focusing on specialist areas such as food and drink production or tourism	25%	25%	25%
Develop policies to encourage diversification into new employment sectors such as research and development, offices, high tech industries	29%	24%	28%
Base	540	271	811
<i>Not provided</i>	45	126	171

Amongst both Herefordshire Voice respondents and planning stakeholders, the preference was to continue supporting a wide range of employment sectors, building on existing strengths.

Type of employment as Hereford's focus for growth, by ward group					
					Ross-on-Wye and the South
Support a range of employment sectors	46%	43%	43%	47%	52%
Focus on specialist areas	20%	27%	28%	25%	24%
Diversify into new sectors	34%	29%	30%	28%	24%
Base	103	211	189	140	119
<i>Not provided</i>	19	27	12	26	26



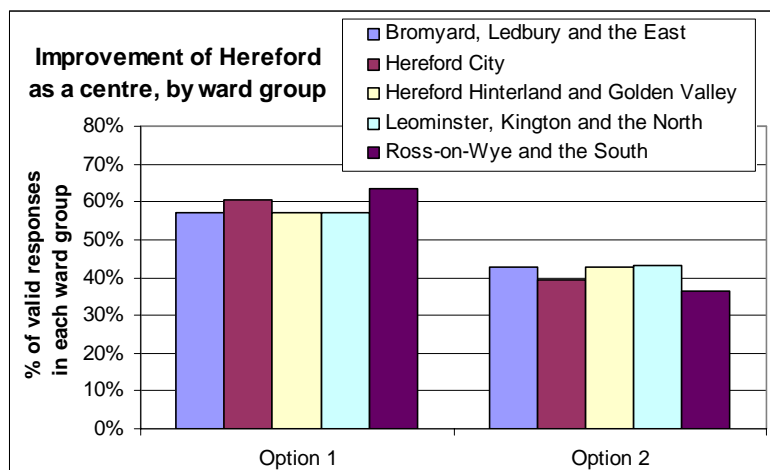
There was little variation in views by ward group.

PS19 / HV15: How do we want Hereford to improve as a centre?

Improvement of Hereford as a centre			
			Total
Continue with the current policy of planning for the town centre as a whole	56%	65%	59%
Define specific "Quarters" or areas within the city e.g. retail, office, commercial, heritage, craft areas to provide a focus for specific activities and improve integration with the Edgar Street Grid redevelopment	44%	35%	41%
Base	535	270	805
<i>Not provided</i>	50	127	177

Amongst Herefordshire Voice respondents there was a slight preference to continue planning for the town centre as a whole. Amongst planning stakeholders, this preference was more widely held.

Improvement of Hereford as a centre, by ward group					
					Ross-on-Wye and the South
Plan for the town centre as a whole	57%	61%	57%	57%	63%
Define specific "Quarters" or areas within the city	43%	39%	43%	43%	37%
Base	105	206	192	137	115
<i>Not provided</i>	17	32	9	29	30



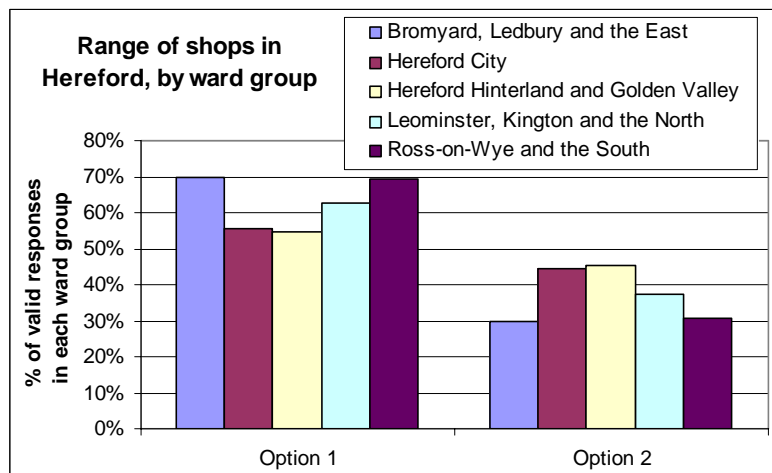
The preference in all ward groups was to plan for the town centre as a whole.

PS20 / HV16: What range of shops should Hereford offer?

Range of shops in Hereford			
			Total
Protect the existing shopping provision of a range of smaller independent and specialist shops, whilst supporting the Edgar Street Grid development as a preferred location for larger units	62%	60%	61%
Seek to increase the range and mix of retail unit sizes offered across the city including the Edgar Street Grid redevelopment	38%	40%	39%
Base	530	252	782
<i>Not provided</i>	55	145	200

Amongst both groups of respondents, the preference was to protect the existing smaller shops, with the Edgar Street Grid development for larger units.

Range of shops in Hereford, by ward group					
					Ross-on-Wye and the South
Protect existing smaller shops, with ESG for larger units	70%	55%	55%	63%	69%
Range of retail unit sizes across the city	30%	45%	45%	37%	31%
Base	100	204	179	134	117
<i>Not provided</i>	22	34	22	32	28



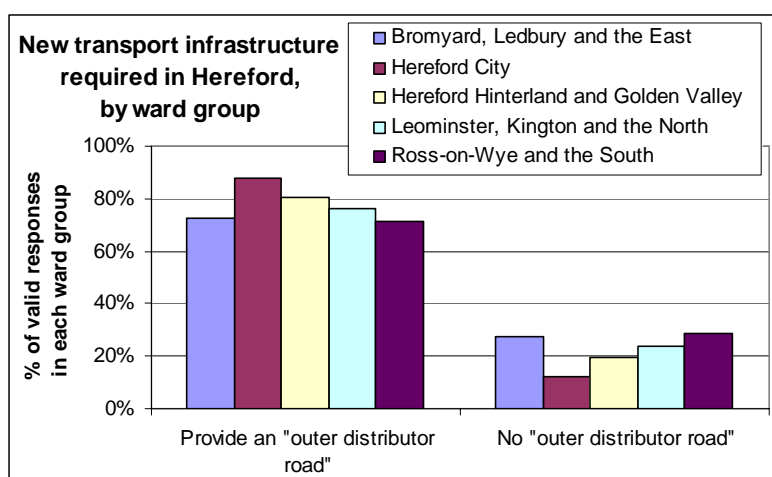
The strongest support for using ESG for larger units was seen in Bromyard, Ledbury and the East, and Ross-on-Wye and the South.

PS21 / HV17: What new transport infrastructure is required in Hereford to accommodate growth and how will it be provided?

New transport infrastructure required in Hereford			
			Total
Deliver a blended package of transport and public transport improvements including an "outer distributor road"	82%	73%	79%
Develop a package of public transport measures to enable growth without the provision of an "outer distributor road"	18%	27%	21%
Base	530	277	807
<i>Not provided</i>	55	120	175

There was strong support for the provision of an outer distributor road, particularly amongst Herefordshire Voice respondents.

New transport infrastructure required in Hereford, by ward group					
					Ross-on-Wye and the South
Provide an "outer distributor road"	73%	88%	80%	76%	71%
No "outer distributor road"	27%	12%	20%	24%	29%
Base	103	213	192	139	112
<i>Not provided</i>	19	25	9	27	33



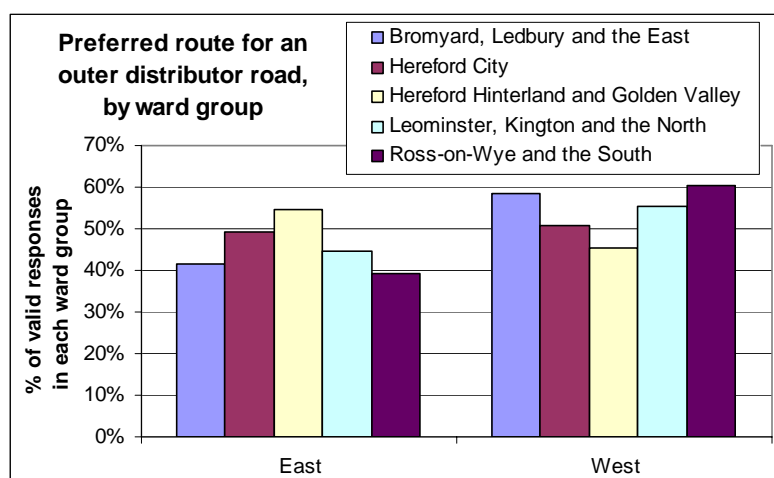
Support for an outer distributor road was strongest amongst respondents from Hereford City, and Hereford Hinterland and Golden Valley.

PS22 / HV18: If an “outer distributor road” were to be built, would you favour a route to the east or west of the city?

Preferred route for an outer distributor road			
			Total
East	47%	50%	48%
West	53%	50%	52%
Base	505	223	728
Not provided	80	174	254

Views on the preferred route were polarised. Amongst planning stakeholders there was an equal proportion selecting each route; amongst Herefordshire Voice respondents there was a slight preference for a route to the west of the city.

Preferred route for an outer distributor road, by ward group					
					Ross-on-Wye and the South
East	42%	49%	55%	45%	39%
West	58%	51%	45%	55%	61%
Base	84	197	176	123	104
Not provided	38	41	25	43	41



Amongst respondents from Hereford City, preferences for routes to the east or west were roughly equal. In Hereford Hinterland and Golden Valley, there was a slight preference for an eastern route. In other areas, the preference was for a western route.

PS23 / HV19: Is there anything else you would like to say about the development of Hereford?

- Further growth is hindered by poor transport links. A new road is the vital first step before development (64)
- Develop sustainable modes of transport (46)
- Future role of Hereford (44)
- ESG is not the best location for new shopping. Restrict ESG to a minimum and concentrate new development, growth and enhancement on original town centre (38)
- ESG does not link and divides the Town Centre. ESG needs to be integrated with City Centre (26)
- ESG needs to be reviewed / reconsidered / removed / alternative options (24)
- Preserve independent retailers, encourage small specialist shops, foster distinctiveness, and avoid dominance of national chains (22)
- Suggested directions of housing growth for Hereford and Market towns (20)
- Concern over appearance and state of City Centre, Hereford losing its character and impact of further development (14)
- Parking issues (13)
- List of suggested ODR routes (11)
- Design issues (11)
- Integrate a mix of uses which promotes sustainability (9)
- Diversification of the economy (8)

The Market Towns

The “market towns” refers to Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye.

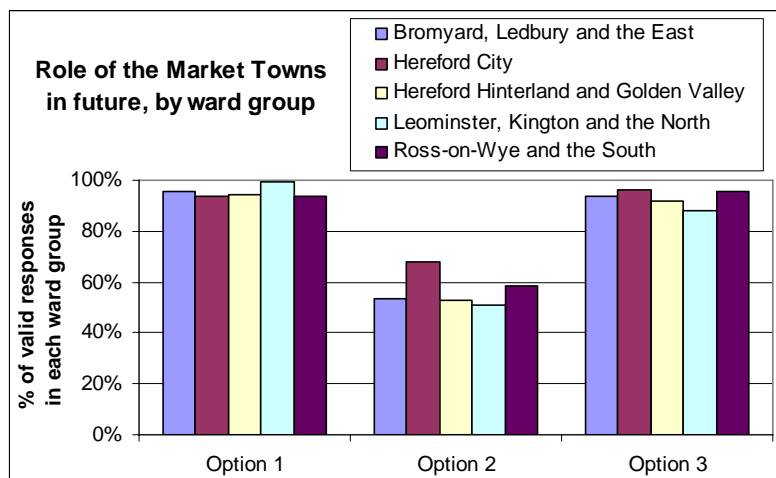
PS24 / HV20: What role should the Market Towns have in the future?

Role of the Market Towns in future			
			Total
<i>To continue to plan for each town based on maintaining and enhancing their current roles, as providing multi-functional roles for their rural hinterlands</i>			
Yes	95%	97%	96%
No	5%	3%	4%
Base	408	223	631
<i>No opinion / Not provided</i>	<i>177</i>	<i>174</i>	<i>351</i>
<i>Develop each market town as a place with a specialist function / role, e.g. through heritage, tourism, outdoor leisure, employment or specialist shopping, that is complementary to and doesn't compete with the others or Hereford</i>			
Yes	60%	48%	56%
No	40%	52%	44%
Base	370	174	544
<i>No opinion / Not provided</i>	<i>215</i>	<i>223</i>	<i>438</i>
<i>Develop better linkages between the market towns and Hereford in terms of location of services and transport links between them</i>			
Yes	93%	93%	93%
No	7%	7%	7%
Base	399	193	592
<i>No opinion / Not provided</i>	<i>186</i>	<i>204</i>	<i>390</i>

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

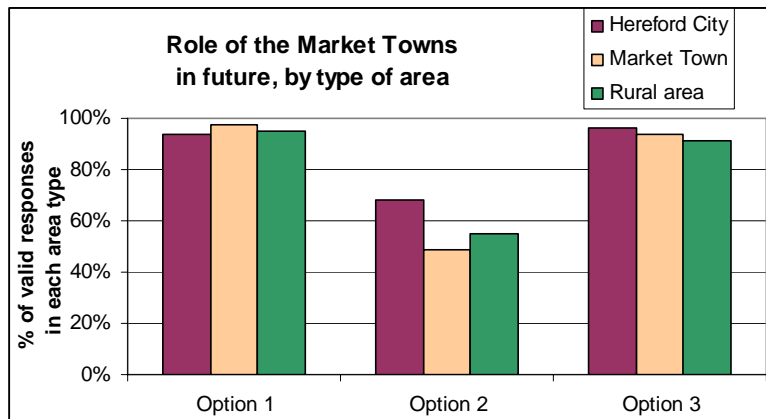
There was strong support for maintaining and enhancing the current multi-functional roles of market towns, and for developing better linkages between the market towns and Hereford. Amongst Herefordshire Voice respondents, 60% were in favour of developing a specialist function for each town, while planning stakeholders were marginally against the idea.

Role of the Market Towns in future, by ward group					
					Ross-on-Wye and the South
<i>Maintain and enhance current multi-functional roles</i>					
Yes	96%	94%	94%	99%	94%
No	4%	6%	6%	1%	6%
Base	95	132	141	122	97
<i>No opinion / Not provided</i>	27	106	60	44	48
<i>Develop a specialist function / role</i>					
Yes	53%	68%	53%	51%	58%
No	47%	32%	47%	49%	42%
Base	86	116	121	104	91
<i>No opinion / Not provided</i>	36	122	80	62	54
<i>Develop better linkages between towns</i>					
Yes	94%	96%	92%	88%	96%
No	6%	4%	8%	12%	4%
Base	80	138	143	109	90
<i>No opinion / Not provided</i>	42	100	58	57	55



Respondents from Hereford City were more likely to support developing specialist functions or roles for the market towns, than respondents from other areas of the county.

Role of the Market Towns in future, by type of area			
			Rural area
<i>Maintain and enhance current multi-functional roles</i>			
Yes	94%	98%	95%
No	6%	2%	5%
Base	132	128	331
<i>No opinion / Not provided</i>	106	41	142
<i>Develop a specialist function / role</i>			
Yes	68%	49%	55%
No	32%	51%	45%
Base	116	106	299
<i>No opinion / Not provided</i>	122	63	174
<i>Develop better linkages between towns</i>			
Yes	96%	93%	92%
No	4%	7%	8%
Base	138	107	319
<i>No opinion / Not provided</i>	100	62	154



Respondents from a Market Town were less likely than other respondents to support the development of a specialist function or role.

Growth at Bromyard

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

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

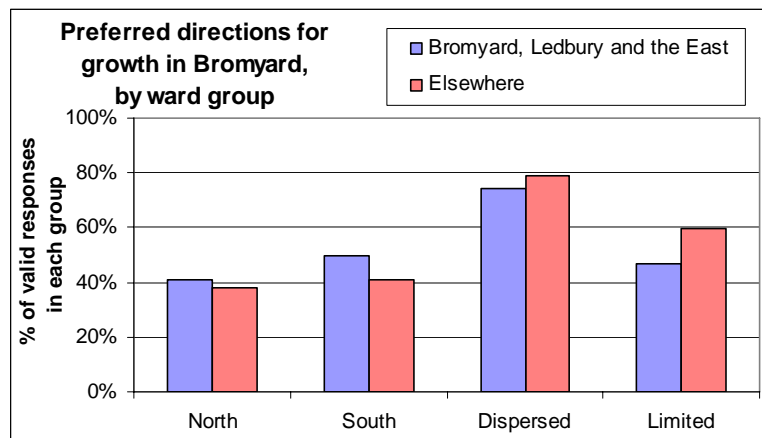


PS25 / HV21: In which direction should Bromyard grow?

Preferred directions for growth in Bromyard			
			Total
<i>Allocate growth to the north</i>			
Yes	37%	40%	38%
No	63%	60%	62%
Base	121	47	168
<i>No opinion / Not provided</i>	<i>464</i>	<i>350</i>	<i>814</i>
<i>Allocate growth to the south</i>			
Yes	45%	36%	43%
No	55%	64%	57%
Base	124	42	166
<i>No opinion / Not provided</i>	<i>461</i>	<i>355</i>	<i>816</i>
<i>Disperse the growth to a number of smaller sites in various locations around the town</i>			
Yes	74%	88%	78%
No	26%	12%	22%
Base	178	82	260
<i>No opinion / Not provided</i>	<i>407</i>	<i>315</i>	<i>722</i>
<i>Limit further growth to that falling within the existing built-up parts of the town</i>			
Yes	58%	60%	59%
No	42%	40%	41%
Base	148	62	210
<i>No opinion / Not provided</i>	<i>437</i>	<i>335</i>	<i>772</i>

The preferred option for growth in Bromyard was dispersed to a number of smaller sites around the town, followed by limiting it to the existing built-up parts of the town.

Preferred directions for growth in Bromyard, by ward group		
		Elsewhere in Herefordshire
<i>Allocate growth to the north</i>		
Yes	41%	38%
No	59%	62%
Base	39	118
<i>No opinion / Not provided</i>	83	632
<i>Allocate growth to the south</i>		
Yes	50%	41%
No	50%	59%
Base	36	119
<i>No opinion / Not provided</i>	86	631
<i>Disperse the growth to a number of smaller sites in various locations around the town</i>		
Yes	75%	79%
No	25%	21%
Base	55	190
<i>No opinion / Not provided</i>	67	560
<i>Limit further growth to that falling within the existing built-up parts of the town</i>		
Yes	47%	60%
No	53%	40%
Base	45	152
<i>No opinion / Not provided</i>	77	598



Respondents from Bromyard, Ledbury and the East were more likely to support growth to the south, and more likely to oppose limiting growth to existing built-up parts of the town, than those from other areas of Herefordshire.

Growth at Kington

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

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

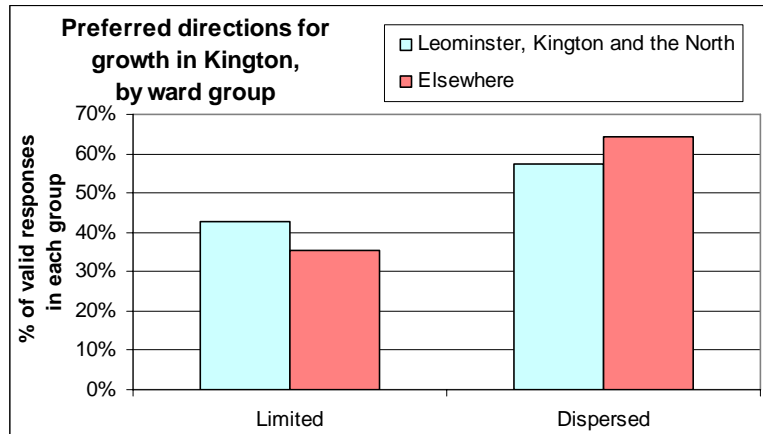


PS26 / HV22: In which direction should Kington grow?

Preferred directions for growth in Kington			
			Total
Limit any further growth to that falling within the existing built-up parts of the town	39%	35%	38%
Allocate limited employment and housing growth to a number of smaller sites in various locations around the town	61%	65%	62%
Base	418	153	571
<i>Not provided</i>	167	244	411

At Kington, the preference amongst both groups of respondents was to allocate growth to a number of smaller sites around the town.

Preferred directions for growth in Kington, by ward group		
		Elsewhere in Herefordshire
Limit growth to existing built-up parts of the town	43%	36%
Allocate growth to a number of smaller sites in various locations around the town	57%	64%
Base	122	416
<i>Not provided</i>	44	290

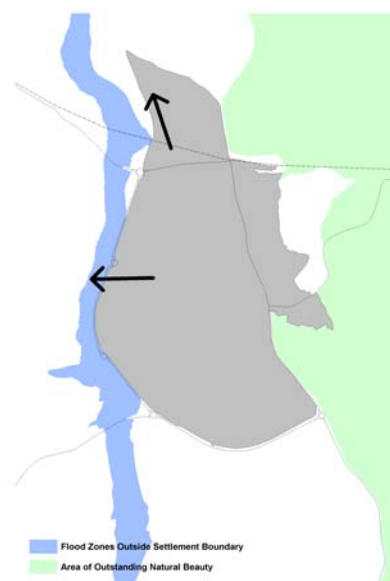


The preference amongst both groups was to allocate growth to a number of smaller sites around the town, but this view was held more strongly amongst respondents from areas of the county other than Leominster, Kington and the North.

Growth at Ledbury

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

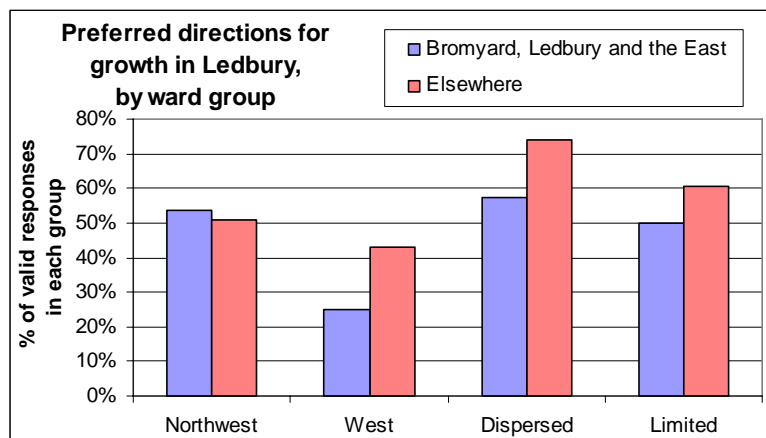
The Malvern Hills Area of Outstanding Natural Beauty lies to the east of the town and the land rises sharply. Any development to the west of Ledbury would involve development outside of the by-pass. Land along the Leadon River to the east of the by-pass is subject to flooding.



Preferred directions for growth in Ledbury			
			Total
<i>Allocate growth to the northwest on land currently proposed for employment use</i>			
Yes	51%	50%	51%
No	49%	50%	49%
Base	196	80	276
<i>No opinion / Not provided</i>	389	317	706
<i>Allocate growth to the west, on the western side of the by-pass</i>			
Yes	40%	31%	38%
No	60%	69%	62%
Base	205	87	292
<i>No opinion / Not provided</i>	380	310	690
<i>Disperse growth to a number of smaller sites in various locations around the town</i>			
Yes	72%	68%	71%
No	28%	32%	29%
Base	236	100	336
<i>No opinion / Not provided</i>	349	297	646
<i>Limit further growth to that falling within the existing built-up parts of the town</i>			
Yes	59%	60%	59%
No	41%	40%	41%
Base	206	95	301
<i>No opinion / Not provided</i>	379	302	681

In Ledbury, the most favoured option for growth amongst both groups of respondents was to disperse the growth to a number of smaller sites around the town, followed by limiting it to within the existing built-up parts of the town.

Preferred directions for growth in Ledbury, by ward group		
		Elsewhere in Herefordshire
<i>Allocate growth to the northwest on land currently proposed for employment use</i>		
Yes	53%	51%
No	47%	49%
Base	73	188
<i>No opinion / Not provided</i>	49	562
<i>Allocate growth to the west, on the western side of the by-pass</i>		
Yes	25%	43%
No	75%	57%
Base	72	201
<i>No opinion / Not provided</i>	50	549
<i>Disperse growth to a number of smaller sites in various locations around the town</i>		
Yes	57%	74%
No	43%	26%
Base	75	244
<i>No opinion / Not provided</i>	47	506
<i>Limit further growth to that falling within the existing built-up parts of the town</i>		
Yes	50%	61%
No	50%	39%
Base	68	213
<i>No opinion / Not provided</i>	54	537



Opposition to growth to the western side of the by-pass was stronger amongst respondents from Bromyard, Ledbury and the East. Support for dispersing growth around the town or limiting it to the existing built-up area was weaker amongst respondents from this group.

Growth at Leominster

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



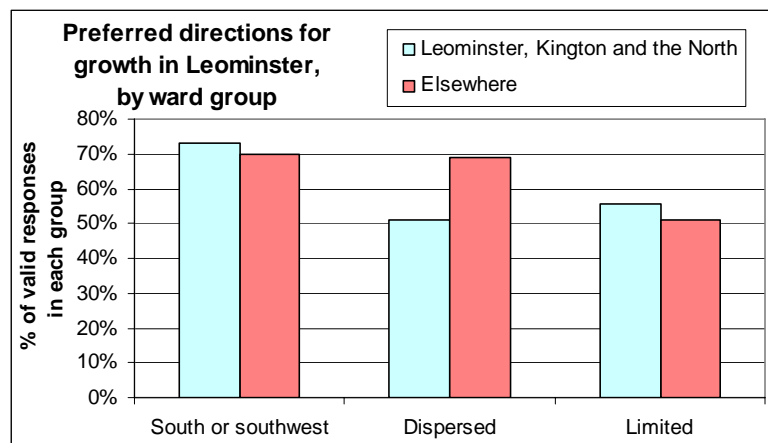
Leominster is the least constrained market town environmentally, but there are significant areas around the town which are prone to flooding or are locally valued landscape. The River Lugg, A49 by-pass and railway line provide significant barriers to development to the east of the town. However, Leominster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

PS28 / HV24: In which direction should Leominster grow?

Preferred directions for growth in Leominster			
			Total
<i>Allocate land to the south or southwest in conjunction with an east-west link road</i>			
Yes	70%	73%	71%
No	30%	27%	29%
Base	250	107	357
<i>No opinion / Not provided</i>	335	290	625
<i>Disperse growth to a number of smaller sites in various locations around the town</i>			
Yes	64%	65%	64%
No	36%	35%	36%
Base	241	96	337
<i>No opinion / Not provided</i>	344	301	645
<i>Limit further growth to that falling within the existing built-up parts of the town</i>			
Yes	52%	57%	53%
No	48%	43%	47%
Base	223	88	311
<i>No opinion / Not provided</i>	362	309	671

Amongst both groups of respondents, the preference was for growth to the south or southwest, in conjunction with an east-west link road.

Preferred directions for growth in Leominster, by ward group		
		Elsewhere in Herefordshire
<i>Allocate land to the south or southwest in conjunction with an east-west link road</i>		
Yes	73%	70%
No	27%	30%
Base	104	231
<i>No opinion / Not provided</i>	62	475
<i>Disperse growth to a number of smaller sites in various locations around the town</i>		
Yes	51%	69%
No	49%	31%
Base	92	230
<i>No opinion / Not provided</i>	74	476
<i>Limit further growth to that falling within the existing built-up parts of the town</i>		
Yes	56%	51%
No	44%	49%
Base	90	204
<i>No opinion / Not provided</i>	76	502

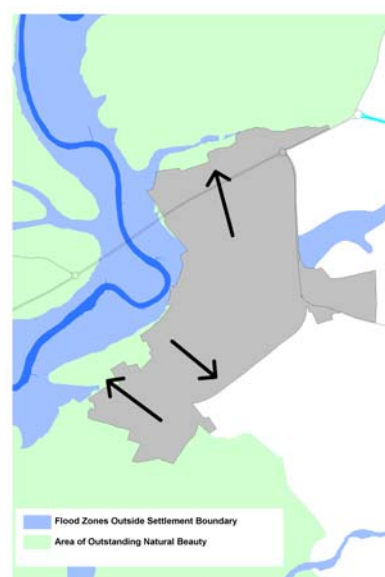


Support for dispersing growth to a number of smaller sites around the town was weaker amongst respondents in Leominster, Kington and the North. Support for limiting growth to the existing built-up areas was stronger amongst those from this ward group.

Growth at Ross-on-Wye

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

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

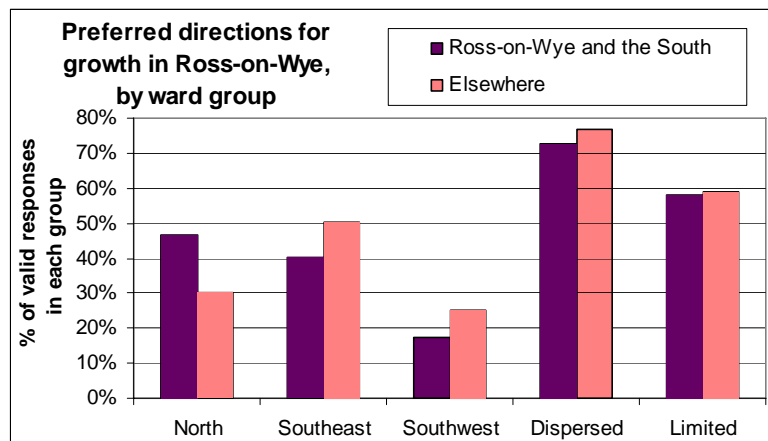


PS29 / HV25: In which direction should Ross-on-Wye grow?

Preferred directions for growth in Ross-on-Wye			
			Total
<i>Allocate significant growth to the north</i>			
Yes	36%	35%	36%
No	64%	65%	64%
Base	185	88	273
<i>No opinion / Not provided</i>	400	309	709
<i>Allocate significant growth to the southeast</i>			
Yes	46%	48%	47%
No	54%	52%	53%
Base	190	91	281
<i>No opinion / Not provided</i>	395	306	701
<i>Allocate significant growth to the southwest</i>			
Yes	24%	17%	22%
No	76%	83%	78%
Base	178	84	262
<i>No opinion / Not provided</i>	407	313	720
<i>Disperse growth to a number of smaller sites in various locations around the town</i>			
Yes	73%	83%	76%
No	27%	17%	24%
Base	245	105	350
<i>No opinion / Not provided</i>	340	292	632
<i>Limit further growth to that falling within the existing built-up parts of the town</i>			
Yes	61%	52%	58%
No	39%	48%	42%
Base	207	102	309
<i>No opinion / Not provided</i>	378	295	673

In Ross-on-Wye, the preferred option amongst both groups of respondents was for growth to be dispersed to a number of smaller sites around the town, followed by limiting it to the existing built-up parts of the town.

Preferred directions for growth in Ross-on-Wye, by ward group		
	-	Elsewhere in Herefordshire
<i>Allocate significant growth to the north</i>		
Yes	47%	30%
No	53%	70%
Base	73	182
<i>No opinion / Not provided</i>	72	545
<i>Allocate significant growth to the southeast</i>		
Yes	40%	50%
No	60%	50%
Base	72	193
<i>No opinion / Not provided</i>	73	534
<i>Allocate significant growth to the southwest</i>		
Yes	17%	25%
No	83%	75%
Base	75	172
<i>No opinion / Not provided</i>	70	555
<i>Disperse growth to a number of smaller sites in various locations around the town</i>		
Yes	73%	77%
No	27%	23%
Base	91	240
<i>No opinion / Not provided</i>	54	487
<i>Limit further growth to that falling within the existing built-up parts of the town</i>		
Yes	58%	59%
No	42%	41%
Base	86	203
<i>No opinion / Not provided</i>	59	524



Opposition to growth to the north was not as strong amongst respondents from Ross-on-Wye and the South, but opposition to growth to both the southeast and southwest was stronger in this group.

Shops in the Market Towns

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

PS30 / HV26: How should we protect shops in the Market Towns?

How to protect shops in the Market Towns			
			Total
Continue with the current approach of defining primary and secondary shopping frontages and a policy to encourage a higher proportion of retail uses within the core of each of the town centres	80%	75%	78%
Define primary shopping frontages only	5%	7%	6%
Do nothing and allow market forces to prevail	15%	18%	16%
Base	532	243	775
<i>Not provided</i>	53	154	207

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

The current approach was favoured by both Herefordshire Voice respondents and planning stakeholders.

How to protect shops in the Market Towns, by type of area			
			Rural area
Define primary and secondary shopping frontages	77%	78%	80%
Define primary shopping frontages only	6%	5%	6%
Allow market forces to prevail	17%	17%	15%
Base	175	147	414
<i>Not provided</i>	63	22	59

There was no notable variation in views between respondents from a Market Town and those from other areas.

PS31 / HV27: Is there anything else you would like to say about the development of the market towns?

General

- Preserve / enhance historic areas / features / local character (19)
- Reduce business rates / rents / cost (19)
- Promote local shopping / greater selection of town centre (17)
- Decisions on development needs greater care (17)
- Reduce empty / food / charity shops (17)
- Improve / maintain function of towns (16)
- Preserve / provide more / convenient / free car parking (16)
- Encourage / improve local shops / crafts (15)
- Ensure good transport links between towns / Hereford (14)
- Recognise role of towns (14)

Bromyard

- Free car parking (2)
- Improve signage
- Town needs relief road to industrial estate
- Improve Bromyard's communications with rest of county
- Pressures on infrastructure
- Parking problems lead to problems for retailers

Kington

- Lack of employment causes need to travel elsewhere
- Why is Kington protected in comparison to other market towns
- Town is physically unsuitable as a location for major development
- Kington is mainly an area of self-employed / small businesses

Ledbury

- Suggested areas for growth (8)
- Suggested areas where growth would be inappropriate (5)
- Maintain character and promote well designed developments (2)

Leominster

- Suggested areas for expansion (5)
- Regeneration of town centre and other retail opportunities (3)
- Public transport and other infrastructure improvements required (2)

Ross-on-Wye

- Reservations about growth (3)
- Concern over growth to the south west and north west (3)
- Appropriate that Ross is identified for housing growth (2)
- Land to the south east presents new residential / road link (2)
- Support new / existing town businesses (2)

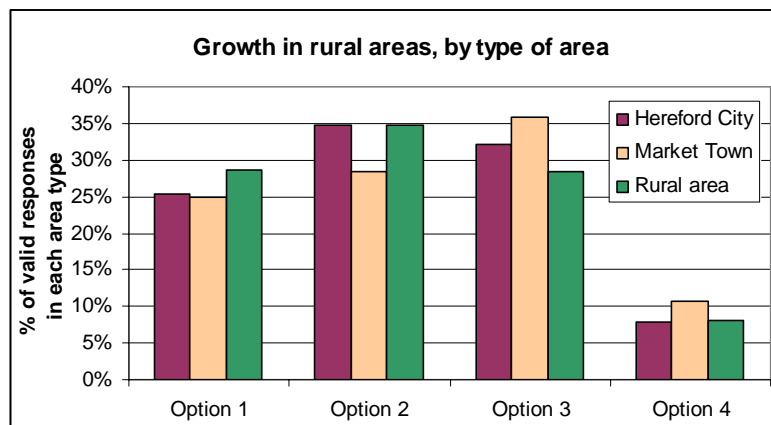
The rural areas

PS32 / HV28: How should the rural areas grow, including the market towns and all settlements outside of Hereford?

Growth in rural areas			
			Total
Focus the significant majority of non-Hereford new growth in the market towns, with rural settlements limited to affordable housing to meet local needs only	32%	17%	27%
Focus new non-Hereford growth to the market towns, but enable some growth in or around a limited number of sustainable rural settlements, with the remainder of the rural area limited to affordable housing to meet local needs only	31%	43%	35%
Plan for an equal or similar distribution of growth between the market towns and sustainable rural settlements	30%	32%	30%
Focus the majority of non-Hereford growth to sustainable rural settlements	8%	8%	8%
Base	535	263	798
<i>Not provided</i>	50	134	184

Amongst planning stakeholders, the preference was to allow some growth in a limited number of sustainable rural settlements. Amongst Herefordshire Voice respondents, there was a roughly equal preference for the first three options.

Growth in rural areas, by type of area			
			Rural area
Focus the majority of non-Hereford new growth in the market towns	25%	25%	29%
Focus new non-Hereford growth to the market towns, but enable some growth in sustainable rural settlements	35%	28%	35%
Equal or similar distribution between market towns and sustainable rural settlements	32%	36%	28%
Focus the majority of non-Hereford growth to sustainable rural settlements	8%	11%	8%
Base	178	148	425
<i>Not provided</i>	<i>60</i>	<i>21</i>	<i>48</i>



Respondents from a market town were less likely to support option 2 than those in Hereford City or a rural area. Respondents in a rural area were less likely to support option 3 than those in a market town.

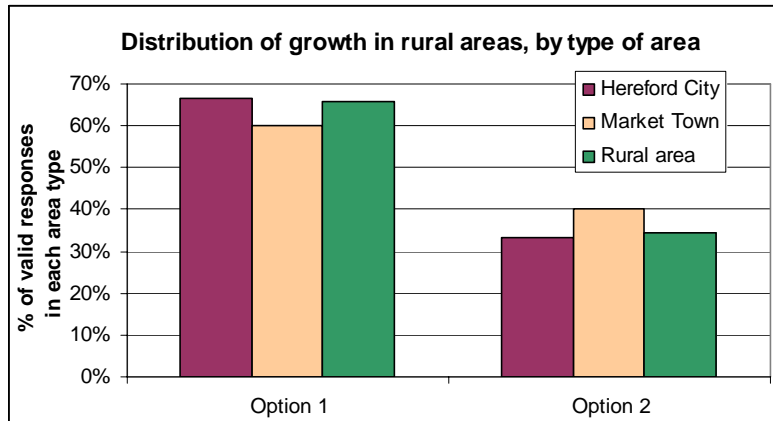
PS33 / HV29: Depending on the level of growth in rural areas, how could development in rural settlements be distributed?

Distribution of growth in rural areas			
			Total
Limit to brownfield land inside the existing built-up limits of sustainable rural settlements	69%	52%	64%
Enable sufficient growth, including greenfield release, to retain or provide new rural services or facilities in identified rural settlements	31%	48%	36%
Base	538	263	801
<i>Not provided</i>	47	134	181

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

Amongst Herefordshire Voice respondents there was a preference for limiting growth to brownfield land, while amongst planning stakeholders a similar proportion selected each option.

Distribution of growth in rural areas, by type of area			
			Rural area
Limit to brownfield land	67%	60%	66%
Enable greenfield release	33%	40%	34%
Base	183	150	428
<i>Not provided</i>	55	19	45



While respondents in all three types of area were in favour of limiting growth to brownfield sites, support for enabling greenfield release was strongest in the Market Towns.

Jobs in rural areas

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

PS34 / HV30: How should we encourage the diversification of the rural economy?

Diversification of the rural economy			
			Total
Limit employment development in rural areas to proposals which support farm diversification and the development of small employment sites for businesses which are required to locate in a rural area	39%	34%	38%
Devise a policy to diversify the rural economy within and outside of rural settlements by enabling the development of new employment opportunities and enterprises	61%	66%	62%
Base	530	255	785
<i>Not provided</i>	55	142	197

Respondents in both groups were in favour of enabling the development of new employment opportunities in rural areas.

Diversification of the rural economy, by type of area			
			Rural area
Limit to farm diversification and the development of small sites for businesses which need a rural location	36%	39%	39%
Enable the development of new employment opportunities and enterprises	64%	61%	61%
Base	181	145	416
<i>Not provided</i>	57	24	57

There was little variation in views according to the type of area.

Rural facilities and services

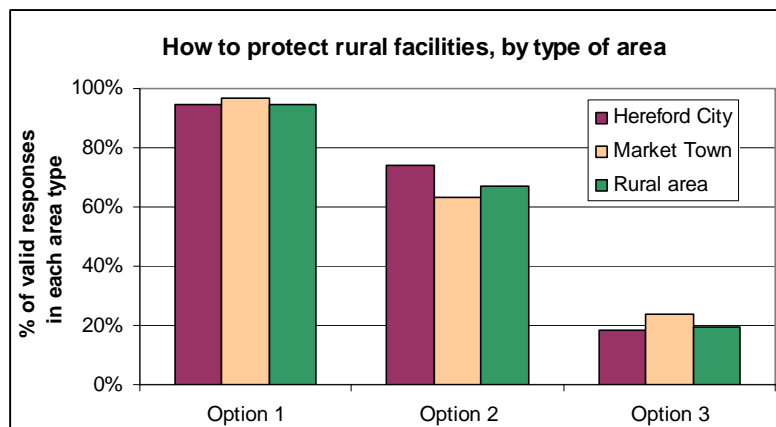
PS35 / HV31: How should we protect our rural facilities?

How to protect rural facilities			
			Total
<i>Develop more robust policies to protect and / or increase the provision of small-scale, rural services / facilities, including retail e.g. farm shops, in or adjoining settlements</i>			
Yes	95%	95%	95%
No	5%	5%	5%
Base	448	236	684
<i>No opinion / Not provided</i>	137	161	298
<i>Identify particular settlements outside of the market towns and Hereford as Local Service Centres, and use policies to promote / protect facilities / services</i>			
Yes	70%	68%	69%
No	30%	32%	31%
Base	297	151	448
<i>No opinion / Not provided</i>	288	246	534
<i>Do nothing and allow market forces to prevail</i>			
Yes	19%	22%	20%
No	81%	78%	80%
Base	321	169	490
<i>No opinion / Not provided</i>	264	228	492

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

The preference amongst both groups of respondents was to protect and increase the provision of small-scale rural facilities.

How to protect rural facilities, by type of area			
			Rural area
<i>Protect and / or increase the provision of small-scale, rural services / facilities in or adjoining settlements</i>			
Yes	94%	97%	95%
No	6%	3%	5%
Base	143	127	377
<i>No opinion / Not provided</i>	95	42	96
<i>Identify particular settlements as Local Service Centres, and use policies to promote / protect facilities / services</i>			
Yes	74%	63%	67%
No	26%	37%	33%
Base	103	73	244
<i>No opinion / Not provided</i>	135	96	229
<i>Do nothing and allow market forces to prevail</i>			
Yes	18%	24%	20%
No	82%	76%	80%
Base	103	88	275
<i>No opinion / Not provided</i>	135	81	198



Respondents in all three types of area were most in favour of protecting rural facilities. Respondents from a market town were the least likely of the three types to support the identification of Local Service Centres, and the most likely of the three types to support allowing market forces to prevail.

PS36 / HV32: Is there anything else you would like to say about development in the rural areas?

- Protect the countryside and local distinctiveness by preventing large development in unsustainable rural locations and promote brownfield land use (57)
- Protect local rural facilities and local food produce, and encourage rural / farm shops in good locations (53)
- Recognise rural need and support existing communities (44)
- Increased need for affordable housing (23)
- Promote the economy and encourage local businesses (22)
- Improve public transport (22)
- Encourage diversification support farmers (15)
- Promote traditional rural qualities and agricultural practices (11)
- Highway infrastructure improvements (10)

Part 4 – Policy Options

This section of the questionnaire considered general policy issues in the way developments are dealt with.

Sustainable communities

Renewable energy

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

PS37 / HV33: How can Herefordshire increase its usage of renewable energy sources?

Renewable energy			
			Total
<i>Highlight specific technologies and locations in Herefordshire where renewable energy sources could be promoted</i>			
Yes	92%	93%	93%
No	8%	7%	7%
Base	449	244	693
<i>No opinion / Not provided</i>	<i>136</i>	<i>153</i>	<i>289</i>
<i>Set targets and design requirements for the inclusion of energy from renewable sources within new developments of a particular scale</i>			
Yes	81%	83%	82%
No	19%	17%	18%
Base	391	208	599
<i>No opinion / Not provided</i>	<i>194</i>	<i>189</i>	<i>383</i>

There was support for both of the suggested options, with support strongest for highlighting technologies and locations for promotion of renewable energy sources.

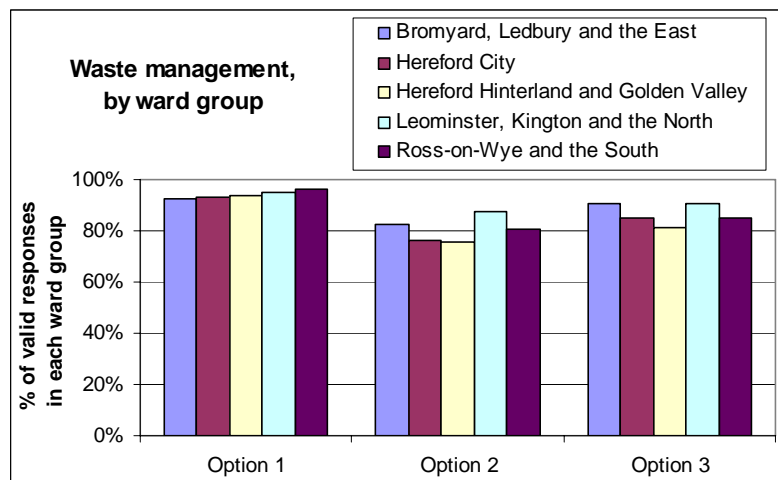
Waste management

PS38 / HV34: How should Herefordshire manage the waste it produces?

Waste management			
			Total
<i>Identify locations where specific waste management facilities will be required</i>			
Yes	95%	93%	94%
No	5%	7%	6%
Base	397	209	606
<i>No opinion / Not provided</i>	<i>188</i>	<i>188</i>	<i>376</i>
<i>Provide a set of generic criteria in a policy for new waste management facilities which would be used to judge planning applications against</i>			
Yes	79%	84%	81%
No	21%	16%	19%
Base	305	180	485
<i>No opinion / Not provided</i>	<i>280</i>	<i>217</i>	<i>497</i>
<i>Devise a policy whereby all new developments of a certain size will need to be accompanied by a new local waste facility being built or contributed to</i>			
Yes	88%	80%	85%
No	12%	20%	15%
Base	403	209	612
<i>No opinion / Not provided</i>	<i>182</i>	<i>188</i>	<i>370</i>

There was support for all the options amongst both groups of respondents. Support was strongest for identifying locations where specific waste management facilities would be required.

Waste management, by ward group					
					Ross-on-Wye and the South
<i>Identify locations where specific waste management facilities will be required</i>					
Yes	93%	93%	94%	95%	97%
No	7%	7%	6%	5%	3%
Base	83	143	141	117	87
<i>No opinion / Not provided</i>	39	95	60	49	58
<i>Provide a set of generic criteria in a policy for new waste management facilities</i>					
Yes	82%	76%	76%	88%	81%
No	18%	24%	24%	12%	19%
Base	74	105	111	90	73
<i>No opinion / Not provided</i>	48	133	90	76	72
<i>New developments of a certain size to have a new local waste facility built or contributed to</i>					
Yes	90%	85%	82%	90%	85%
No	10%	15%	18%	10%	15%
Base	84	140	146	114	92
<i>No opinion / Not provided</i>	38	98	55	52	53



There was support for all the options amongst respondents in all ward groups.

Minerals

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

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

PS39: How should Hereford address any additional mineral reserves requirement?

Minerals				
				Not provided ³
Identify the current and required bank of permitted mineral reserves to meet the needs of Herefordshire up until 2026	92%	8%	182	215
Identify "preferred areas of mineral extraction" to enable greater flexibility and safeguard potential mineral reserves	90%	10%	186	211
Provide a policy which would be used to judge planning applications against	92%	8%	184	213

This question was not asked in the Herefordshire Voice version of the questionnaire. There was strong support for all the options suggested amongst planning stakeholders.

Flooding

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

³ The "not provided" column refers only to Planning Stakeholders who did not answer this question.

PS40 / HV35: How should flooding issues in Herefordshire be addressed with the increasing needs for future development?

Development in Flood Risk Areas			
			Total
Devise a policy which includes a sequential test to determine the suitability of land for development in flood risk areas, and an exceptions test that provides a method of managing flood risk whilst still allowing necessary development to occur	23%	32%	26%
Adopt a stricter policy, only allowing development in areas with no known flood risk	77%	68%	74%
Base	519	262	781
<i>No opinion / Not provided</i>	66	135	201

Amongst both Herefordshire Voice respondents and planning stakeholders, the preference was for a stricter policy that only allows development in areas with no known flood risk.

Design of developments			
			Total
<i>Introduce built or natural design approaches to tolerate or adapt to flooding</i>			
Yes	81%	84%	82%
No	19%	16%	18%
Base	345	196	541
<i>No opinion / Not provided</i>	240	201	441
<i>Ensure all new development includes methods to collect, store and reuse rainwater, including Sustainable Urban Drainage Systems (SUDS) where appropriate to reduce possible non-fluvial flooding</i>			
Yes	97%	96%	97%
No	3%	4%	3%
Base	442	243	685
<i>No opinion / Not provided</i>	143	154	297
<i>Work with developers to determine the most appropriate design solutions with regard to reducing flooding risks at the application stage</i>			
Yes	90%	93%	91%
No	10%	7%	9%
Base	420	231	651
<i>No opinion / Not provided</i>	165	166	331

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

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

There was support for all the options amongst both groups of respondents, with strongest support for ensuring all new development includes ways to collect, store and reuse rainwater.

Water use

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

PS41 / HV36: How can we balance the growing needs for water and the special conservation status of the rivers Wye and Lugg?

Water use			
			Total
<i>Ensure that all new development incorporates water saving and efficiency measures</i>			
Yes	97%	96%	96%
No	3%	4%	4%
Base	391	207	598
<i>No opinion / Not provided</i>	<i>194</i>	<i>190</i>	<i>384</i>
<i>Incorporate phasing proposals to enable necessary new infrastructure to be put in place prior to the commencement of new development</i>			
Yes	94%	93%	94%
No	6%	7%	6%
Base	331	165	496
<i>No opinion / Not provided</i>	<i>254</i>	<i>232</i>	<i>486</i>
<i>Require developments of a particular size to contribute to retrofitting existing properties with SUDS or water efficiency techniques</i>			
Yes	87%	83%	86%
No	13%	17%	14%
Base	308	162	470
<i>No opinion / Not provided</i>	<i>277</i>	<i>235</i>	<i>512</i>
<i>A combination of the above three elements</i>			
Yes	92%	94%	93%
No	8%	6%	7%
Base	416	231	647
<i>No opinion / Not provided</i>	<i>169</i>	<i>166</i>	<i>335</i>

There was support for all the options suggested amongst both Herefordshire Voice and planning stakeholder respondents.

Design and sustainable construction

PS42 / HV37: How can we make Herefordshire distinctive in terms of design?

Design and sustainable construction			
			Total
Devise a local design policy incorporating all aspects of design and sustainable construction	31%	40%	34%
Integrate design elements into other policies such as renewable energy, flooding, housing provision	57%	47%	54%
Rely on regionally defined sustainable design and construction policy	12%	13%	13%
Base	509	245	754
<i>Not provided</i>	76	152	228

The option with greatest support was to integrate design elements into other policies.

PS43 / HV38: Is there anything else you would like to say about sustainable communities?

- Improve quality of sustainable design and construction (through design policy) (32)
- Promote sources of alternative / renewable energy (20)
- Improvements needed in waste management including more recycling (25)
- Promote water / energy saving measures and management (16)
- Retain, improve and develop more community services and facilities (13)
- Maintain the distinctive character and diversity of Herefordshire (8)
- Encourage pedestrians and cyclists, provide more public transport (8)
- Need more affordable housing especially in rural areas (7)
- Need policy for energy efficiency and reductions in CO₂ (7)

Diversifying and strengthening the economy

Provision of employment sites

PS44 / HV39: What type of employment sites should we be providing?

Provision of employment sites			
			Total
<i>Locate significant employment growth on new larger purpose built estates similar to Rotherwas or Leominster Enterprise Park</i>			
Yes	65%	48%	60%
No	35%	52%	40%
Base	365	172	537
No opinion / Not provided	220	225	445
<i>Locate employment growth on a number of new smaller sites to meet local needs and start up businesses</i>			
Yes	84%	94%	87%
No	16%	6%	13%
Base	390	232	622
No opinion / Not provided	195	165	360
<i>Expand existing employment areas to accommodate new employment growth</i>			
Yes	85%	77%	83%
No	15%	23%	17%
Base	362	182	544
No opinion / Not provided	223	215	438
<i>Encourage the integration of new employment opportunities in mixed use developments such as live-work schemes or working from home opportunities</i>			
Yes	85%	87%	86%
No	15%	13%	14%
Base	360	208	568
No opinion / Not provided	225	189	414
<i>Locate new employment growth as part of a housing urban extension</i>			
Yes	60%	60%	60%
No	40%	40%	40%
Base	300	161	461
No opinion / Not provided	285	236	521

Amongst planning stakeholders, the most popular option was to locate growth on a number of new smaller sites, followed by encouraging new employment opportunities in mixed use developments. Amongst Herefordshire Voice respondents, there was support for the same two options, along with a similar level of support for expanding existing sites.

Protection of employment land

PS45 / HV40: Should we protect existing employment land?

Protection of employment land			
			Total
Protect all designated employment land from development for other uses	32%	22%	29%
Protect no employment land and allow market forces to prevail	12%	9%	11%
Develop a policy to protect employment sites on their merit at the time of an application based on suitable locations, quality of site and a rolling 5 year supply	55%	69%	60%
Base	539	268	807
<i>Not provided</i>	46	129	175

Amongst both Herefordshire Voice respondents and planning stakeholders, the preferred option was to protect employment sites on their merit at the time of application.

Improving the County's skills base

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

PS46 / HV41: How can we improve the skills base in the County?

Improving the County's skills base			
			Total
<i>Create a university style campus in Herefordshire</i>			
Yes	76%	77%	76%
No	24%	23%	24%
Base	421	212	633
<i>No opinion / Not provided</i>	164	185	349
<i>Support the development of new and extended school / college facilities</i>			
Yes	92%	96%	93%
No	8%	4%	7%
Base	428	211	639
<i>No opinion / Not provided</i>	157	186	343
<i>Allow market forces and demand to prevail and judge any applications at the appropriate stage</i>			
Yes	38%	44%	40%
No	62%	56%	60%
Base	322	170	492
<i>No opinion / Not provided</i>	263	227	490

There was strong support amongst both groups of respondents for supporting the development of new and extended school or college facilities, as well as for a university campus to a lesser extent.

Tourism and Culture

PS47 / HV42: How can Herefordshire's tourism and culture sector grow?

Tourism and Culture			
			Total
<i>Devise a policy to limit the growth of tourism in Herefordshire in order to protect existing environmental assets</i>			
Yes	30%	21%	27%
No	70%	79%	73%
Base	340	175	515
<i>No opinion / Not provided</i>	<i>245</i>	<i>222</i>	<i>467</i>
<i>Devise a policy to strongly promote the growth of tourism across Herefordshire to help create a vibrant local economy</i>			
Yes	87%	89%	88%
No	13%	11%	12%
Base	431	234	665
<i>No opinion / Not provided</i>	<i>154</i>	<i>163</i>	<i>317</i>
<i>Focus tourism development on key assets within Herefordshire, for example Hereford, the black and white villages or Symonds Yat to maximise the growth of tourism and attract more visitors.</i>			
Yes	73%	54%	66%
No	27%	46%	34%
Base	368	189	557
<i>No opinion / Not provided</i>	<i>217</i>	<i>208</i>	<i>425</i>
<i>Focus tourism development only to those areas accessible by public transport</i>			
Yes	31%	26%	29%
No	69%	74%	71%
Base	335	184	519
<i>No opinion / Not provided</i>	<i>250</i>	<i>213</i>	<i>463</i>
<i>Concentrate upon promoting Herefordshire as a centre for "green tourism"</i>			
Yes	85%	86%	85%
No	15%	14%	15%
Base	418	221	639
<i>No opinion / Not provided</i>	<i>167</i>	<i>176</i>	<i>343</i>

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

Amongst both groups of respondents, there was a preference for strongly promoting the growth of tourism, and promoting green tourism.

PS48 / HV43: Is there anything else you would like to say about diversifying and strengthening the economy?

- Promote and advertise the historic and environmental assets of the County (25)
- Improve road system and car parking (19)
- Improve facilities for walking, riding, cycling, canoeing and public transport (17)
- Protect the environment of the County (13)
- Support a wide variety of employment sectors including IT based industries, tourism and food and drink (10)
- Higher Education in the County of some form (10)
- Encourage sustainable (green) tourism (9)
- Provide support for small businesses (7)
- Provide quality accommodation and service, investment required (7)
- Attract businesses with a requirement for graduates (7)

Housing provision

Affordable housing

PS49 / HV44: How should we address the need for affordable housing in the County?

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

Affordable housing			
			Total
<i>Increase the percentage of affordable housing required on housing sites (currently 35%)</i>			
Yes	68%	48%	61%
No	32%	52%	39%
Base	356	188	544
<i>No opinion / Not provided</i>	229	209	438
<i>Lower the site thresholds for affordable housing, particularly in rural areas where most housing is completed on sites smaller than existing thresholds</i>			
Yes	68%	60%	65%
No	32%	40%	35%
Base	305	177	482
<i>No opinion / Not provided</i>	280	220	500
<i>A combination of the above two options</i>			
Yes	76%	70%	74%
No	24%	30%	26%
Base	362	203	565
<i>No opinion / Not provided</i>	223	194	417
<i>Identify settlements or areas where new housing development is limited only to affordable housing, this could mean that rural exceptions sites for affordable housing are the subject of specific allocations</i>			
Yes	52%	50%	51%
No	48%	50%	49%
Base	304	187	491
<i>No opinion / Not provided</i>	281	210	491

Both Herefordshire Voice and planning stakeholder respondents were in favour of a combination of increasing the percentage of affordable housing required and lowering the threshold for affordable housing. Views on identifying sites solely for affordable housing were more polarised.

Settlement boundaries

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

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

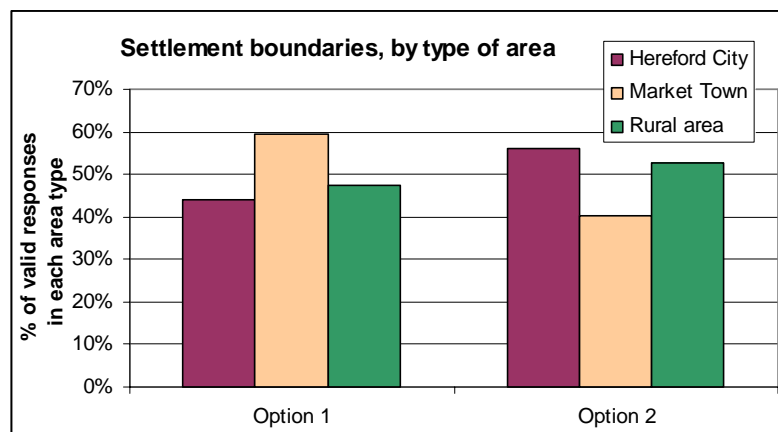
PS50: Should we continue with settlement boundaries?

Settlement boundaries	
	<i>Planning Stakeholders</i>
Continue to define settlement boundaries	51%
Devise a policy against which to adjudge future development proposals, rather than using settlement boundaries	49%
Base	276
<i>Not provided⁴</i>	121

This question was not asked in the Herefordshire Voice version of the questionnaire. Amongst planning stakeholders, views were polarised on whether to continue to define settlement boundaries.

⁴ The “not provided” figure refers only to Planning Stakeholders who did not answer this question.

Settlement boundaries, by type of area			
			Rural area
Continue to define settlement boundaries	44%	60%	47%
Cease using settlement boundaries	56%	40%	53%
Base	41	52	135
<i>Not provided</i> ⁵	30	12	26



Care should be taken with this analysis, as a result of the low sample base for respondents from Hereford City or a Market Town. Support for settlement boundaries was stronger in the market towns than it was in Hereford or the rural areas.

⁵ The “not provided” figures refer only to Planning Stakeholders who did not answer this question.

Density

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

PS51 / HV45: What level of density targets should Herefordshire set?

Density			
			Total
Apply a single standard density to all housing provision across the county	7%	4%	6%
Apply different standard densities to different parts of the county to reflect accessibility (highest densities in central Hereford, market towns and adjacent areas, lower densities in non-central parts of urban areas and the lowest densities in rural areas)	36%	26%	32%
Densities either set or determined for each site on the basis of an assessment of the character of the surrounding area	57%	71%	62%
Base	538	285	823
<i>Not provided</i>	47	112	159

The most popular option amongst both groups of respondents was for densities to be determined for each site based on an assessment of the surrounding area.

Housing mix

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

PS52 / HV46: What types and mix of housing does Herefordshire need?

Housing mix			
			Total
<i>Allow a market led approach to the mix of new house types in new developments</i>			
Yes	35%	47%	40%
No	65%	53%	60%
Base	282	190	472
<i>No opinion / Not provided</i>	303	207	510
<i>Ensure all schemes have a mix of house types in accordance with up to date housing needs information</i>			
Yes	81%	78%	80%
No	19%	22%	20%
Base	371	215	586
<i>No opinion / Not provided</i>	214	182	396
<i>Devise a policy which gives priority to specific housing types in particular areas, i.e. family homes, single persons, retirement in order to balance the housing types across the County</i>			
Yes	78%	66%	74%
No	22%	34%	26%
Base	415	203	618
<i>No opinion / Not provided</i>	170	194	364

Amongst both Herefordshire Voice respondents and planning stakeholders, the preferred option was to ensure all schemes have a mix of house types reflecting housing needs information.

Gypsies and Travellers

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

PS53 / HV47: How should we make provision for the needs of Gypsies and Travellers?

Gypsies and Travellers			
			Total
<i>Develop a County-wide policy for location of different types of Gypsy and Traveller sites (residential, transit and temporary)</i>			
Yes	81%	85%	82%
No	19%	15%	18%
Base	418	210	628
<i>No opinion / Not provided</i>	<i>167</i>	<i>187</i>	<i>354</i>
<i>Identify areas or locations where Gypsy and Traveller sites would be unacceptable due to environmental constraints</i>			
Yes	84%	82%	83%
No	16%	18%	17%
Base	361	184	545
<i>No opinion / Not provided</i>	<i>224</i>	<i>213</i>	<i>437</i>
<i>Provide an indication of specific areas (but not sites) where Gypsy and Traveller sites are needed and sites will be directed</i>			
Yes	68%	68%	68%
No	32%	32%	32%
Base	328	165	493
<i>No opinion / Not provided</i>	<i>257</i>	<i>232</i>	<i>489</i>

The strongest support amongst both groups of respondents was for developing a policy for location of different types of sites, and for identifying areas where environmental constraints would rule out locating a site.

PS54 / HV48: Is there anything else you would like to say about housing provision?

- Provide affordable and social housing where a proven need exists (29)
- Housing policies that respond to local demand initially (19)
- A mix of housing is required tailored to that locality based on robust forecasting (13)
- All housing and estates should be more eco-friendly (12)
- Avoid poor design and cheap construction (11)
- Village and town services and facilities and infrastructure need improvement if housing is increased (11)
- Gypsy and Traveller sites need better monitoring (11)
- Government housing provision policy should be challenged (10)
- Priority for local people with affordable housing in rural areas (9)
- Plan for adequate elderly and retirement housing provision including care villages (9)
- No need for Gypsy and Traveller provision (9)

Ensuring better health and wellbeing

Health care provision

PS55 / HV49: How can new developments help to make provisions for new and improved health care facilities?

Health care provision			
			Total
<i>Provide new facilities in areas which are a focus for growth or urban extensions, in partnership with Herefordshire Primary Care Trust and other health care providers</i>			
Yes	87%	84%	86%
No	13%	16%	14%
Base	404	196	600
<i>No opinion / Not provided</i>	<i>181</i>	<i>201</i>	<i>382</i>
<i>Increase the capacity of existing facilities, in partnership with Herefordshire Primary Care Trust and other health care providers</i>			
Yes	90%	94%	92%
No	10%	6%	8%
Base	414	199	613
<i>No opinion / Not provided</i>	<i>171</i>	<i>198</i>	<i>369</i>

Both options of providing new facilities and increasing the capacity of existing facilities gained strong support amongst each group of respondents.

Open space provision

PS56 / HV50: What is the best way to provide the required open space and recreation facilities throughout the County?

Open space provision			
			Total
Develop a County-wide standard for the provision of open space and recreation facilities within all new developments, similar to the current approach	60%	41%	54%
Develop area specific standards and needs for the provision of open spaces and recreation facilities	40%	59%	46%
Base	522	265	787
<i>Not provided</i>	<i>63</i>	<i>132</i>	<i>195</i>

Amongst Herefordshire Voice respondents, the preference was for a County-wide standard, whilst planning stakeholders preferred area specific standards.

PS57 / HV51: Is there anything else you would like to say about health and wellbeing?

- Ensure sustainable access to leisure facilities and open space i.e. pathways (24)
- Better and more accessible recreational facilities for all (22)
- Better hospital provision and services (14)
- Maintain existing rural medical facilities and improve where need arises (13)
- Ensure sustainable access to health facilities i.e. public transport (13)
- Improve access to NHS dentists (13)
- Better garden and open space provision in new developments (9)
- GP surgery requirements and facilities should be a priority and provide new facilities when required (8)
- Multi-functional green infrastructure is central to health and wellbeing (8)
- Focus on pro active and preventative healthcare provision (7)
- Better facilities and services for the elderly (7)
- Better residential layout and design will contribute to well being (8)

Conserving and enhancing the natural and built environment

Green infrastructure

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

PS58 / HV52: How should Herefordshire protect and enhance its green spaces?

Green infrastructure			
			Total
<i>Ensure that new developments are designed in a way which enhances Herefordshire’s green infrastructure, for example through linking into existing networks</i>			
Yes	97%	99%	98%
No	3%	1%	2%
Base	453	243	696
No opinion / Not provided	132	154	286
<i>Seek developer contributions for identified green infrastructure proposals, particularly in areas with an identified need</i>			
Yes	87%	88%	87%
No	13%	12%	13%
Base	357	214	571
No opinion / Not provided	228	183	411
<i>Make the most of the benefits of green infrastructure for a number of purposes including flood storage, biodiversity and recreation</i>			
Yes	97%	99%	97%
No	3%	1%	3%
Base	384	232	616
No opinion / Not provided	201	165	366

All the suggested options gained strong support from both groups of respondents.

Locally distinctive features / assets

PS59 / HV53: How should we protect / conserve / enhance our locally distinctive features / assets?

Locally distinctive features / assets			
			Total
Rely on the national and regional policies only to protect Herefordshire's environmental assets	6%	7%	6%
Develop specific policies to provide an appropriate level of protection, conservation and enhancement for those locally distinctive features and areas which are important for their biodiversity, landscape or the historic and built environment	57%	53%	55%
Ensure that the relevant policies of the plan include criteria which provide an appropriate level of protection, promotion and enhancement for all elements of the natural or historic environment	37%	40%	38%
Base	407	184	591
<i>Not provided</i>	178	213	391

The preferred option amongst both groups of respondents was to develop specific policies to protect, conserve and enhance locally distinctive features and assets.

PS60 / HV54: Is there anything else you would like to say about conserving and enhancing the natural and built environment?

- Limit development to brownfield sites and urban areas (31)
- Promote high quality design and the use of energy efficient local materials (14)
- Policy options should not be unduly prescriptive or complex (12)
- Protect green space, open views and orchards (11)
- Natural and built environment issues should guide other policy considerations (11)
- Consult with a wide variety of organisations (9)
- Ensure nothing is damaged by development (8)
- Raise greater awareness of the key natural and built environment issues, in particular climate change (7)
- Control pollution (7)
- Conserve places of historical value (6)
- Preserve the balance between landscape, biodiversity and the historic and built environment (6)

Delivery and monitoring

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

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

PS61: Is there anything else the Council should be doing to help ensure the delivery of land over the Plan period?

- More / better consultation should be undertaken (17)
- Improvement to the infrastructure of the County is required (6)
- Prioritise the use of brownfield sites (5)
- Protect the countryside, character and good quality agricultural land for food production (5)
- Proactive working with landowners / developers to realise sustainable housing solutions (5)
- Emphasise environmental protection and respect environmental capacity (4)

Any other comments

PS62 / HV55: Is there anything else you would like to say about the Core Strategy?

- Comments regarding the content of the questionnaire for example, indicating it was too long, too complex and lacked clarity (36)
- More / better consultation should be undertaken (32)
- Improvement to the infrastructure of the County is required (23)
- Improvement to public transport is required (19)
- Important to undertake appropriate implementation and monitoring of the Core Strategy proposals (17)
- More should be included regarding the issue of climate change (15)
- The content of the document is generally supported (14)
- The Edgar Street Grid proposals should not be included or only included following additional discussion (12)
- Policies should aim at ensuring / enhancing viability of existing City and Town centres, restrict out of town retailing (12)
- Ensure that the character of the County is safeguarded / enhanced (11)
- Mention should be made of local food production, fuel and energy production, reducing energy demands including peak oil (11)
- Challenge regional housing targets / question the need for growth (11)

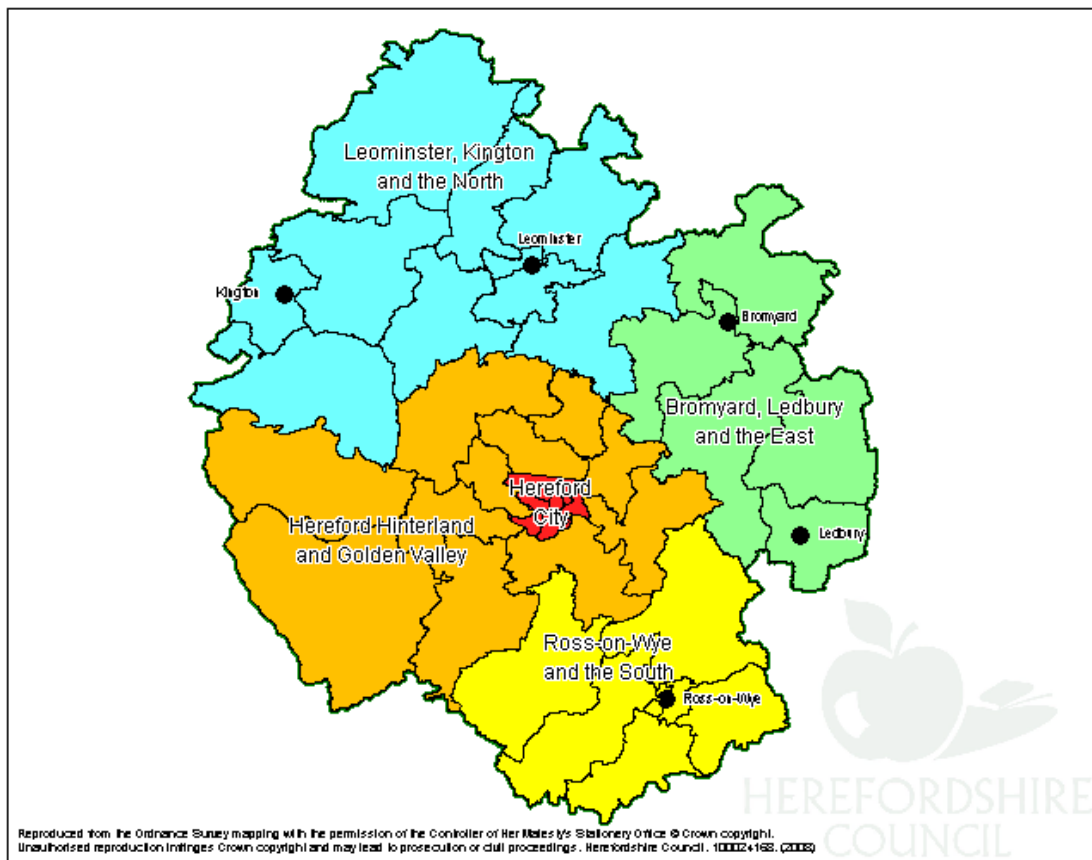
Appendix 1: Ward Groups

In order to investigate how responses to certain questions varied according to the area in which respondents live, it is useful to look at the ward in which respondents' residences or places of work lie. Ideally, we would produce results on a ward-by-ward basis, but there are too few respondents from each ward for this to be statistically robust. Wards were thus categorised into five groups, based on their physical location and the number of respondents in each.

As some responses to the consultation were from organisations with a remit or area of interest which is wider than the area immediately around their physical office, it was not considered appropriate to include all respondents in one of the five ward groups. For example, a planning consultant might be expected to work over the whole county, even if their office is in one of the market towns, so they have not been included in the geographic analysis. Companies based outside of the county have also been excluded.

As many respondents as possible have been included in the geographic analysis, for example private individuals, parish councils, councillors, local interest / action groups specific to a particular sub-county area, and businesses working in or for a specific location.

The map below shows the location of the areas in the county.



Appendix 2: Type of area

In addition to the ward groups described in Appendix 1, respondents were also categorised according to the type of area in which they live / work, i.e. whether this was Hereford City, a Market Town, or a rural area. All those who were categorised into one of the five ward groups were also categorised into an area type. In addition, it was possible to include a number of organisations with a rural area of interest, which had not been included in one of the five ward groups.

The definition of “Hereford City” was the same as used in the ward groups, i.e. addresses falling into one of the 7 Hereford City wards.

As the ward boundaries for market towns are often considerably wider than the built up area of the towns, the settlement boundaries that arose from Forward Planning’s Unitary Development Plan were used. Any address with a postcode that lay wholly or partially within a market town settlement boundary was included in this category.

All remaining addresses which had not previously been excluded from the categorisation were classed as “rural areas”. This category therefore includes both addresses in villages and isolated dwellings.

Appendix 3 and Appendix 4: The questionnaires

LDF reference number:
(if you have one)

Name:

Organisation:

Address:

Postcode:

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E-mail:

Tel:



HEREFORDSHIRE
COUNCIL

Shaping our Place 2026

Herefordshire Core Strategy:

Developing Options questionnaire

June 2008

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

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

If you have access to the internet, please visit www.herefordshire.gov.uk/ldf to complete the questionnaire online. If you would prefer to complete this paper copy, you can return it in the reply paid envelope provided by **Friday 8th August** at the latest, or using the contact details on the last page of this document.

If you need help to understand this document, or would like it in another format or language, please contact the Forward Planning office on 01432 383 357.

Part 1 - Vision and Objectives

The Core Strategy's long-term vision must help deliver the Community Strategy. In order to achieve this the following spatial vision is proposed:

Shaping our place 2026

Herefordshire will be a place of distinctive environmental, historical and cultural communities, with sustainable development fostering a high quality of life for those who live, work and visit the County.

Social progress

By 2026, decent, affordable homes, jobs, health and community facilities will have been provided to meet the needs of all sections of the population creating safe, inclusive places and robust communities which promote good health and well-being. The opportunities and benefits from open space, leisure, shopping, sport, art, heritage, learning, health and tourism facilities and assets will be maximised enabling active lifestyles, reducing pollution and improving quality of life and retention of young people. Residents and workers will have a reduced need to travel by car with opportunities for active travel i.e. walking and cycling promoted. The trend of growing harmful environmental impacts from traffic growth will be lessened. In Hereford, congestion will be managed and public transport improved through the provision of a new outer distributor road, park and ride and bus priority schemes. Residents will have the opportunity to contribute to the shaping of their place.

Economic prosperity

By 2026, Herefordshire will have a thriving local economy, with a balanced and diversified business base, an adaptable and skilled workforce. Workplace and resident incomes will compare favourably with the regional average and where a genuine commitment by all businesses to sustainable development underpins a unique quality of life. Educational developments will be promoted which bolster and support local resources and strengths, such as food production, forestry, equestrian expertise and tourism.

With the implementation of the Edgar Street Grid proposals, Hereford will be a strong sub-regional shopping, employment, leisure and cultural focus for the County. The market towns will be distinctive, thriving service centres that are better linked to their catchment villages. Our village-based services will be more economically resilient and better integrated. Herefordshire will be a sought after destination for quality leisure visits and sustainable tourism by more fully utilising, but respecting, the County's unique environmental capital.

Environmental quality

Herefordshire's growth will be accommodated in ways to ensure that the environment is sufficiently robust to adapt to the wider impacts of climate change, including minimising pollution, ensuring availability of water resources and providing appropriate waste management facilities. Networks of connected, well managed and accessible natural green spaces will provide a range of enhanced leisure and health benefits within and between towns, villages and the countryside. Local food production and processing will be fostered whilst supporting stewardship of soils and water, biodiversity and the characteristic Herefordshire landscape. The area's natural beauty and quality of landscape, biodiversity, built development and cultural heritage will be enhanced. It will underpin and foster growth and innovation in businesses and jobs; being accessed, appreciated and actively supported by more people, for more purposes, in all walks of life.

Please take a minute to read the vision above before answering the following questions.

Q1 Do you think the "vision" is appropriate for Herefordshire?

Yes No..... No opinion

Q2 If "no", what changes would you suggest and why?

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

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

Yes No No opinion

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

Part 2 - Strategic options

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

A: Focus on the economy

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

Advantages:

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

Disadvantages:

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

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

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

Yes No No opinion

B: Focus on society

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

Advantages:

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

Disadvantages:

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

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

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

Yes No No opinion

C: Focus on environment

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

Advantages:

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

Disadvantages:

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

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

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

Yes No..... No opinion

D: Focus on a new or expanded settlement

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

Advantages:

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

Disadvantages:

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

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

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

Yes No No opinion

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

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

Please tick ONE box only

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

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

Part 3 - Place Shaping Options

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

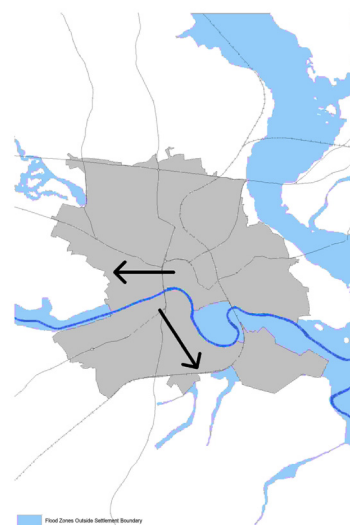
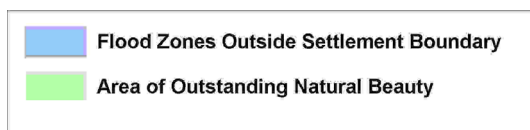
Hereford

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

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

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

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



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

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

Q17 How and in which directions should Hereford grow?

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

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

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

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

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

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

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

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

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

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

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

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

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

East.....

West.....

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

The Market Towns

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

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

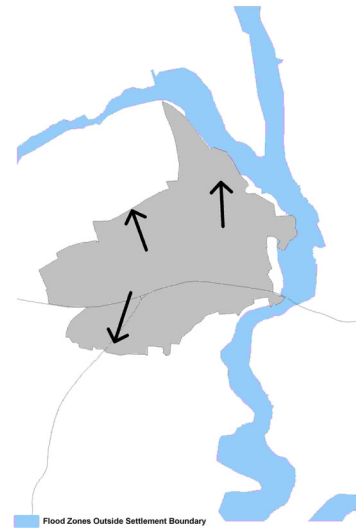
	Yes	No	No opinion
To continue to plan for each town based on maintaining and enhancing their current roles, as providing multi-functional roles for their rural hinterlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop each market town as a place with a specialist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

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

Growth at Bromyard

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

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



Q25 In which direction should Bromyard grow?

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

Growth at Kington

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

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



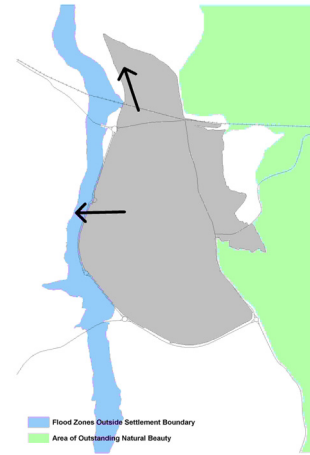
Q26 In which direction should Kington grow? Please tick ONE box only

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

Growth at Ledbury

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

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



Q27 In which direction should Ledbury grow?

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

Growth at Leominster

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



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

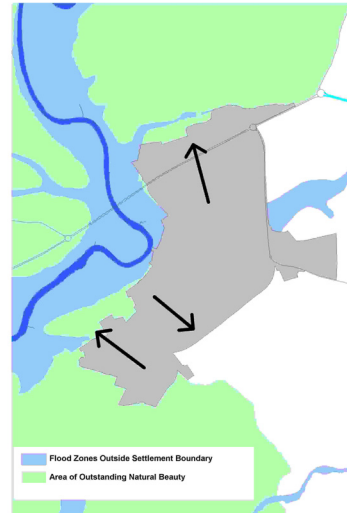
Q28 In which direction should Leominster grow?

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

Growth at Ross-on-Wye

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

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



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

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

Shops in the Market Towns

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

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

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

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

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

The rural areas

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

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

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

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

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

Jobs in rural areas

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

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

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

Rural facilities and services

Q35 How should we protect our rural facilities?

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

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

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

Part 4 - Policy Options

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

Sustainable communities

Renewable energy

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

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

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

Waste management

Q38 How should Herefordshire manage the waste it produces?

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

Minerals

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

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

Q39 How should Herefordshire address any additional mineral reserves requirement?

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

Flooding

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

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

Development in Flood Risk Areas:

Please tick ONE box only

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

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

Design of developments:

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

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

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

Water use

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

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

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

Design and sustainable construction

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

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

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

Diversifying and strengthening the economy

Provision of employment sites

Q44 What type of employment sites should we be providing

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

Protection of employment land

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

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

Improving the County's skills base

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

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

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

Tourism and Culture

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

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

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

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

Housing provision

Affordable housing

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

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

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

Settlement boundaries

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

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

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

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

Density

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

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

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

Housing mix

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

Q52 What types and mix of housing does Herefordshire need?

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

Gypsies and Travellers

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

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

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

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

Ensuring better health and wellbeing

Health care provision

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

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

Open space provision

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

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

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

Conserving and enhancing the natural and built environment

Green infrastructure

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

Q58 How should Herefordshire protect and enhance its green spaces?

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

Locally distinctive features / assets

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

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

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

Delivery and monitoring

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

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

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

Any other comments

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

About You

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

Q63 Age:

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

Q64 Gender:

Male..... Female

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

Yes No.....

Thank you for taking the time to complete this questionnaire.

If you have been provided with a reply paid envelope, please use this to return it, by **Friday 8th August** at the latest. Alternatively, you can post it (no stamp required) to:

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

You can also return the questionnaire via our fax number 01432 383 031 or complete it online at www.herefordshire.gov.uk/ldf

If you need help to understand this document, or would like it in another format or language, please contact the Forward Planning office on 01432 383 357.



Welcome to the 18th Herefordshire Voice questionnaire

Herefordshire Core Strategy: Developing Options

This survey is part of a wider consultation about planning and development in Herefordshire. You have also been provided with a summary of the "developing options" paper which has been produced by Herefordshire Council's Forward Planning Team. This gives some background on what the Core Strategy is, and you may wish to refer to it in order to help you answer some of the questions in the survey.

Herefordshire Voice is one of a number of places that these questions are being asked. There is a corresponding questionnaire that has been sent to a group of people who have a professional or personal interest in planning issues, which is also available online at www.herefordshire.gov.uk/ldf, both of which are also open to the general public. You may have already come across the other version of the developing options questionnaire, so if you have already completed it elsewhere, there is no need for you to repeat your answers here.

This version of the questionnaire has been shortened slightly, concentrating on areas that were likely to be of interest to panellists, but even so it is still a long questionnaire. Your views are important to us, but please feel free to skip any questions or sections that you do not consider to be relevant to your specific circumstances.

When you have completed this questionnaire, please return it by **8th August** at the latest, in the prepaid envelope provided, or if this has been misplaced, to:

Herefordshire Council Research Team
Freepost SWC4816
PO Box 4
Hereford
HR4 0BR

If you would like help to understand this document, or would like it in another format or language, please call Michael Brown on 01432 260 495 or e-mail michaelbrown@herefordshire.gov.uk
For a large print copy, please call 01432 260 495

Part 1 - Vision and Objectives

The Core Strategy's long-term vision must help deliver the Community Strategy. In order to achieve this the following spatial vision is proposed:

Shaping our place 2026

Herefordshire will be a place of distinctive environmental, historical and cultural communities, with sustainable development fostering a high quality of life for those who live, work and visit the County.

Social progress

By 2026, decent, affordable homes, jobs, health and community facilities will have been provided to meet the needs of all sections of the population creating safe, inclusive places and robust communities which promote good health and well-being. The opportunities and benefits from open space, leisure, shopping, sport, art, heritage, learning, health and tourism facilities and assets will be maximised enabling active lifestyles, reducing pollution and improving quality of life and retention of young people. Residents and workers will have a reduced need to travel by car with opportunities for active travel i.e. walking and cycling promoted. The trend of growing harmful environmental impacts from traffic growth will be lessened. In Hereford, congestion will be managed and public transport improved through the provision of a new outer distributor road, park and ride and bus priority schemes. Residents will have the opportunity to contribute to the shaping of their place.

Economic prosperity

By 2026, Herefordshire will have a thriving local economy, with a balanced and diversified business base, an adaptable and skilled workforce. Workplace and resident incomes will compare favourably with the regional average and where a genuine commitment by all businesses to sustainable development underpins a unique quality of life. Educational developments will be promoted which bolster and support local resources and strengths, such as food production, forestry, equestrian expertise and tourism.

With the implementation of the Edgar Street Grid proposals, Hereford will be a strong sub-regional shopping, employment, leisure and cultural focus for the County. The market towns will be distinctive, thriving service centres that are better linked to their catchment villages. Our village-based services will be more economically resilient and better integrated. Herefordshire will be a sought after destination for quality leisure visits and sustainable tourism by more fully utilising, but respecting, the County's unique environmental capital.

Environmental quality

Herefordshire's growth will be accommodated in ways to ensure that the environment is sufficiently robust to adapt to the wider impacts of climate change, including minimising pollution, ensuring availability of water resources and providing appropriate waste management facilities. Networks of connected, well managed and accessible natural green spaces will provide a range of enhanced leisure and health benefits within and between towns, villages and the countryside. Local food production and processing will be fostered whilst supporting stewardship of soils and water, biodiversity and the characteristic Herefordshire landscape. The area's natural beauty and quality of landscape, biodiversity, built development and cultural heritage will be enhanced. It will underpin and foster growth and innovation in businesses and jobs; being accessed, appreciated and actively supported by more people, for more purposes, in all walks of life.

Please take a minute to read the vision above before answering the following questions.

Q1 Do you think the "vision" is appropriate for Herefordshire?

Yes No..... No opinion

Q2 If "no", what changes would you suggest and why?

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

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

Yes No..... No opinion

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

Part 2 - Strategic options

There are four "strategic options" for growth in Herefordshire, which set out broadly where the new development should go. The main points of each option can be found beginning on page 4 of the summary leaflet.

Q5 Do you agree that a strategic option with a focus on the economy is a realistic option for accommodating new growth in the County?

Yes No..... No opinion

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

Yes No..... No opinion

Q7 Do you agree that a strategic option with a focus on the environment is a realistic option for accommodating new growth in the County?

Yes No..... No opinion

Q8 Do you agree that a new or expanded settlement in the County is a realistic option for accommodating new growth?

Yes No..... No opinion

Q9 If "yes", do you have any suggestions as to where a new or expanded settlement could be located? Please specify.

Q10 Which ONE strategic option do you think would be best for Herefordshire?

Please tick ONE box only

A: Focus on the economy C: Focus on environment.....

B: Focus on society D: Focus on a new or expanded settlement ..

Q11 Is there anything else you would like to say about the strategic options, including any other options that we have not thought of?

Part 3 - Place Shaping Options

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

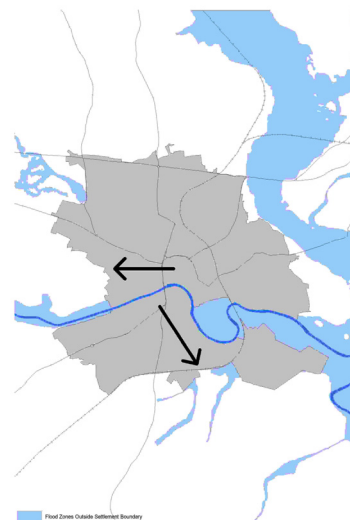
Hereford

Q12 What role should Hereford have in the future? Please tick ONE box only

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

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

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



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

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

Q13 How and in which directions should Hereford grow?

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

Q14 Which type of employment should be Hereford's focus for growth? Please tick ONE box only

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

Q15 How do we want Hereford to improve as a centre? Please tick ONE box only

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

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

Q16 What range of shops should Hereford offer? Please tick ONE box only

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

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

Q17 What new transport infrastructure is required in Hereford to accommodate growth and how will it be provided? Please tick ONE box only

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

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

Q18 If an "outer distributor road" were to be built, would you favour a route to the east or west of the city? Please tick ONE box only

East.....

West.....

Q19 Is there anything else you would like to say about the development of Hereford?

The Market Towns

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

Q20 What role should the Market Towns have in the future?

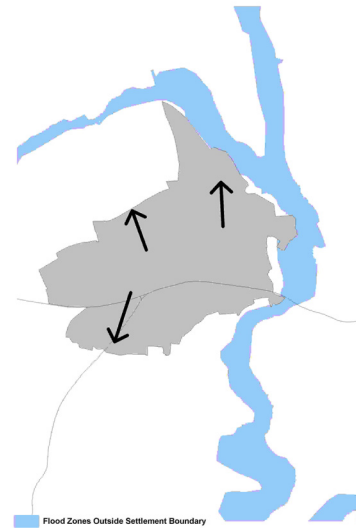
	Yes	No	No opinion
To continue to plan for each town based on maintaining and enhancing their current roles, as providing multi-functional roles for their rural hinterlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop each market town as a place with a specialist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

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

Growth at Bromyard

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

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



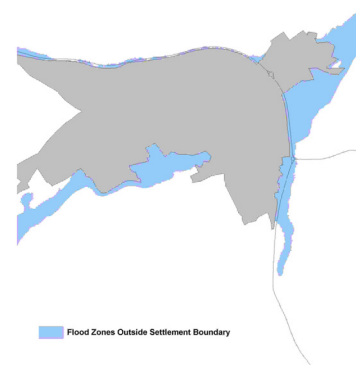
Q21 In which direction should Bromyard grow?

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

Growth at Kington

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

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



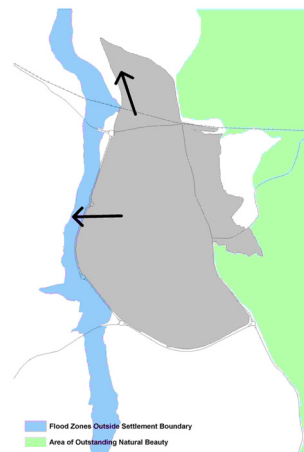
Q22 In which direction should Kington grow? Please tick ONE box only

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

Growth at Ledbury

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

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



Q23 In which direction should Ledbury grow?

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

Growth at Leominster

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



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

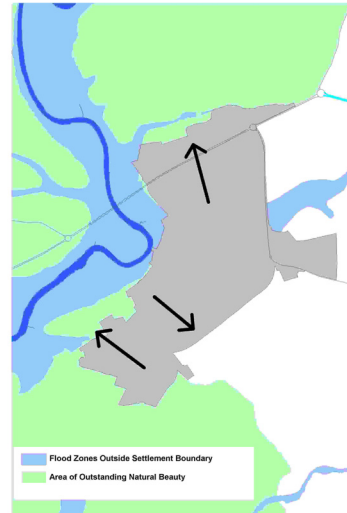
Q24 In which direction should Leominster grow?

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

Growth at Ross-on-Wye

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

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



Q25 In which direction should Ross-on-Wye grow?

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

Shops in the Market Towns

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

Q26 How should we protect shops in the Market Towns? Please tick ONE box only

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

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

Q27 Is there anything else you would like to say about the development of the market towns?

The rural areas

Q28 How should the rural areas grow, including the market towns and all settlements outside of Hereford? Please tick ONE box only

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

Q29 Depending on the level of growth in rural areas, how could development in rural settlements be distributed? Please tick ONE box only

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

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

Jobs in rural areas

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

Q30 How should we encourage the diversification of the rural economy? Please tick ONE box only

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

Rural facilities and services

Q31 How should we protect our rural facilities?

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

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

Q32 Is there anything else you would like to say about development in the rural areas?

Part 4 - Policy Options

In the following section we consider general policy issues in the way we deal with developments. These are set out based on themes.

Sustainable communities

Renewable energy

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

Q33 How can Herefordshire increase its usage of renewable energy sources?

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

Waste management

Q34 How should Herefordshire manage the waste it produces?

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

Flooding

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

Q35 How should flooding issues in Herefordshire be addressed with the increasing needs for future development?

Development in Flood Risk Areas:

Please tick ONE box only

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

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

Design of developments:

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

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

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

Water use

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

Q36 How can we balance the growing needs for water and the special conservation status of the rivers Wye and Lugg?

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

Design and sustainable construction

Q37 How can we make Herefordshire distinctive in terms of design? Please tick ONE box only

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

Q38 Is there anything else you would like to say about sustainable communities?

Diversifying and strengthening the economy

Provision of employment sites

Q39 What type of employment sites should we be providing

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

Protection of employment land

Q40 Should we protect existing employment land? Please tick ONE box only

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

Improving the County's skills base

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

Q41 How can we improve the skills base in the County?

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

Tourism and Culture

Q42 How can Herefordshire's tourism and culture sector grow?

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

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

Q43 Is there anything else you would like to say about diversifying and strengthening the economy?

Housing provision

Affordable housing

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

Q44 How should we address the need for affordable housing in the County?

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

Density

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

Q45 What level of density targets should Herefordshire set? Please tick ONE box only

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

Housing mix

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

Q46 What types and mix of housing does Herefordshire need?

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

Gypsies and Travellers

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

Q47 How should we make provision for the needs of Gypsies and Travellers?

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

Q48 Is there anything else you would like to say about housing provision?

Ensuring better health and wellbeing

Health care provision

Q49 How can new developments help to make provisions for new and improved health care facilities?

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

Open space provision

Q50 What is the best way to provide the required open space and recreation facilities throughout the County? Please tick ONE box only

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

Q51 Is there anything else you would like to say about health and wellbeing?

Conserving and enhancing the natural and built environment

Green infrastructure

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

Q52 How should Herefordshire protect and enhance its green spaces?

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

Locally distinctive features / assets

Q53 How should we protect / conserve / enhance our locally distinctive features / assets?

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

Q54 Is there anything else you would like to say about conserving and enhancing the natural and built environment?

Any other comments

Q55 Is there anything else you would like to say about the Core Strategy?